

TV INSIGHTS

LOCAL MARKETS. LOCAL TEAMS. LOCAL BROADCAST SUCCESS.

NATIONAL NFL TV AUDIENCE EROSION IS NOT SEEN IN HOME MARKETS

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Industry publications are abuzz with theories on this season's National audience declines of NFL games on television. So far this season, the NFL has had to compete with politics, a historic World Series & backlash over players "taking a knee." The absence of big name players such as the New England Patriots' Tom Brady (4 game suspension) and the Denver Broncos' Peyton Manning (retired) hasn't helped much either.

LOCAL TEAMS IN LOCAL MARKETS

When we focus our attention on local teams in home markets, we see a closer retention of ratings versus previous seasons. In fact, some DMAs are seeing gains!

The Atlanta Falcons are in 1st place in their division. Their success is evident in their local ratings. The first half of this season's HH Ratings for Falcons games in Atlanta are +17% higher than the previous 3 year average. Even teams that are at the bottom of their divisions at the halfway point of the season, like the New York Jets, Carolina Panthers and San Diego Chargers are within 5% of their historical season averages in their home DMAs.

An additional analysis of this season's cable network NFL games that are simulcast locally on broadcast further illustrates the power of local television. These games deliver 3.5X the HH Rating on local broadcast vs. cable.

NFL Home Teams in Home Markets
Index of HH Rating
2016 (Weeks 1-8) vs. 2013-15 Season Avg.



NATIONALLY, THE NFL MAY BE EXPERIENCING A DIP IN RATINGS BUT LOCALLY FANS ARE LOYAL TO THEIR HOMETOWN TEAMS!

Source: NSI Live+SD Thu/Sun Overnights 9/8-10/30/16; 9/10/15-1/3/16; 9/4-12/28/14; 9/5-12/29/13.
Analysis of average HH Ratings of home teams for all NFL games on CBS, FOX, & NBC affiliates in home DMAs.