

TV Insights

Our Media is an exclusive community of everyday people who love their local media and their hometowns. Managed by the Katz Media Group, Our Media has access to the thoughts and opinions of 1,900 members...and growing! The panel provides a forum to ask about media, brands, advertising and other topics.

We believe Our Media is a powerful window into the heart of America. Katz will share insights with you around the power of local broadcast and the importance of real community. This newsletter provides highlights from research conducted through summer 2017.

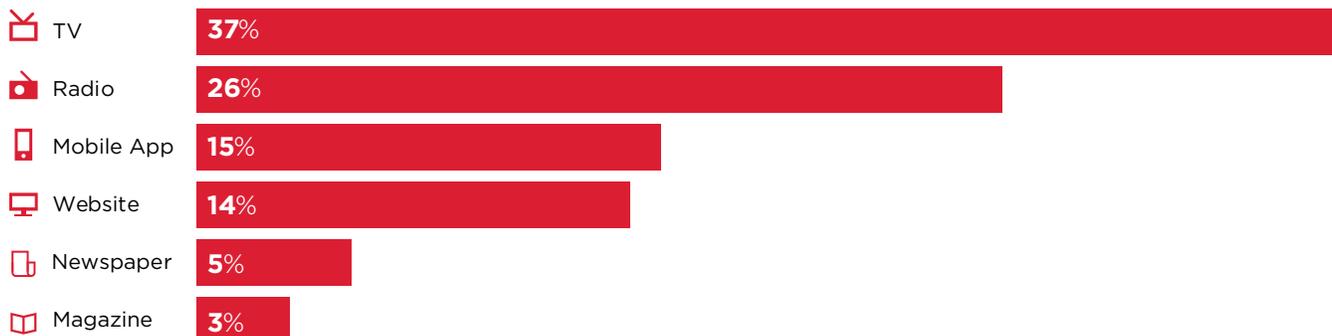
HIGHLIGHTS

Desert Island Dilemma

You're stranded on a desert island and can only pick one favorite media channel to keep...

Our Media panelists were tasked with that challenge, and when all their channels of choice were tallied up, what medium came out on top? Television of course! Over one-third of Our Media panelists said they would surrender all other media sources in order to keep their favorite TV channel. It was good news for local broadcast TV too, as more than half (53%) of those favorite TV channels were panelists' local stations! In a world with near infinite options, people want their local TV!

Media Channel I Can't Do Without

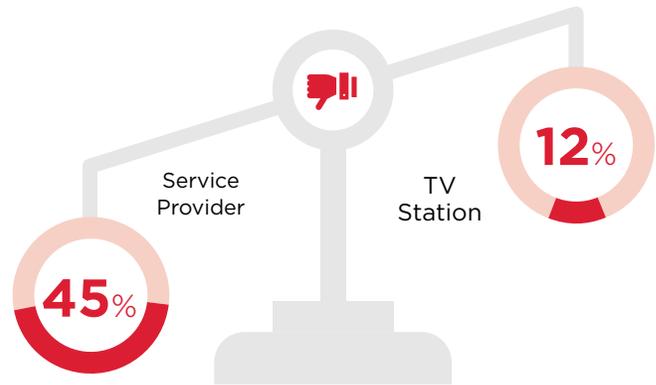


Pay Subscription Television: Friend or Foe?

The majority of Americans get their TV through a pay subscription service (Comcast, Direct TV, etc.), but their relationship with those providers is often tenuous. Half of Our Media panelists have experienced the situation where one of their local TV stations is no longer carried by their pay TV provider.

Nearly 3 times as many consumers lay the blame on the provider than the TV Station when such an outage occurs. Pay TV providers are fighting an uphill battle when it comes to earning and maintaining consumer trust.

Who Do You Blame When a TV Station is Dropped from Your Pay Service?

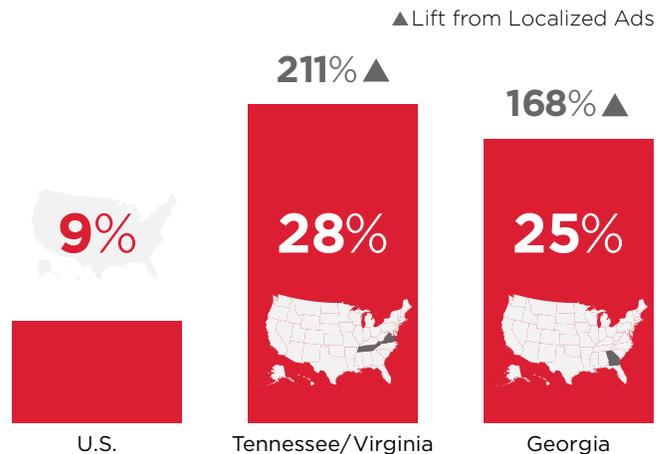


When National Brands Speak Locally

Have you ever wondered what impact localized ads have on viewers? We did and decided to measure it using Geico Insurance ads which featured local content. Our Media panelists had the opportunity to give their opinions on two localized Geico ads: an Atlanta airport ad featuring the Gecko with a tiny suitcase, and a Tennessee-Virginia ad featuring Bristol, a town that crosses the two states, inspiring the Gecko to joke about which state he is standing in: "Tenneginia or Virginese."

The localized ads certainly paid off in the featured states. Results show a massive increase in "personal relevance" over the national average for panelists who live in those areas.

It Featured Content that I Found Personally Relevant



Love Is Over the Air

Viewers have a deep, committed relationship with local television news anchors that is uniquely valuable to advertisers. 7 in 10 panelists named a local TV station's news, weather or sports person as their favorite anchor. Why the local love? Relatability was #1 followed by opinions they trust or value.

Why Do You Like This Anchor Person?

I find this person relatable

92%

They have opinions that I trust or value

87%

