



(Our Media)

THE VOICE OF LOCAL MEDIA FANS

1Q/2017

TV Insights

Welcome to our first newsletter! 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 1,500 members...and growing! This panel provides a forum to ask about media, brands, programming and other topics.

We believe Our Media is a powerful window into the heart of America. On an ongoing basis, Katz will share insights with you around the power of local broadcast and the importance of real community.

HIGHLIGHTS

Weather Vibes

Weather is the top reason (83% agree) for watching local TV news say Our Media panelists. Here's how they engage daily:

- Three-quarters check the weather forecast 1+ times a day
- Over two-thirds (69%) get their weather forecast from local TV
- Over half (55%) use a local TV station website or app to stay updated on weather



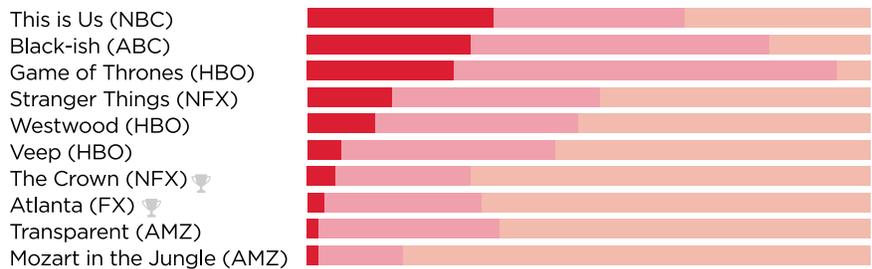
Critical Acclaim But No Critical Mass

Despite its win for Golden Globe Best Drama, Netflix's **The Crown** was unfamiliar to 7 out of 10 Our Media panelists. Broadcast nominees - **This is Us** and **Black-ish** - were much more well known, with about a third of respondents having actually watched the series.

2017 Golden Globe Nominees—Best TV Series

% of Americans

■ Have Watched ■ Have Heard of, But Never Watched
 ■ Never Heard of 🏆 Award Winners



Daytime Mystery Solved!

Katz Media asked TV viewers which concepts they liked best from the slate of new syndication development at the NATPE conference this year. Topping all choices was **Mysteries of the Unexplained**, with 69% saying they were likely to sample the program. This topped talk show concepts to be hosted by well known personalities like Kellie Pickler, Drew Barrymore or Sarah Palin.

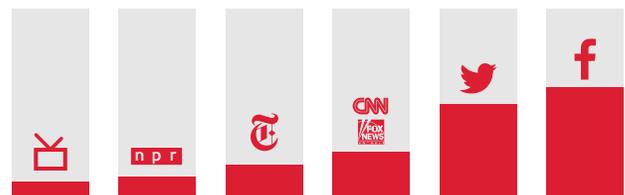
Asked their opinion of daytime TV the sentiment voiced by many Our Media panelists was...

"Keep the soaps running! There are too many talk shows." — Terri, 28 - Story, IA

The President, The Press and The People

The President has put the integrity of the press under scrutiny in his first 100 days in office, but the majority of Americans (over 90%) believe that Local TV news is a place free of fake news. Less than 10% of respondents questioned the validity of local news coverage.

Who is most dubious? Social Media. 58% of respondents believe Facebook is a place they'd encounter fake news stories and 49% say the same about Twitter. All TV is not created equal, though. More than a fifth of respondents (22%) expect to find fake news on Cable TV.



Local broadcasters offer an opportunity for marketers to reach viewers of all points-of-view in an environment that is perceptually neutral, lending both credibility and efficiency to marketers' media strategies. This makes for a significantly better environment for your message than any other medium.

CLICK FOR DEEPER INSIGHTS

- Critical Acclaim but No Critical Mass
- The President, The Press and The People

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