

TV INSIGHTS

WHEEL OF FORTUNE SHOWS THE VALUE OF FOCUSING ON LOCALISM

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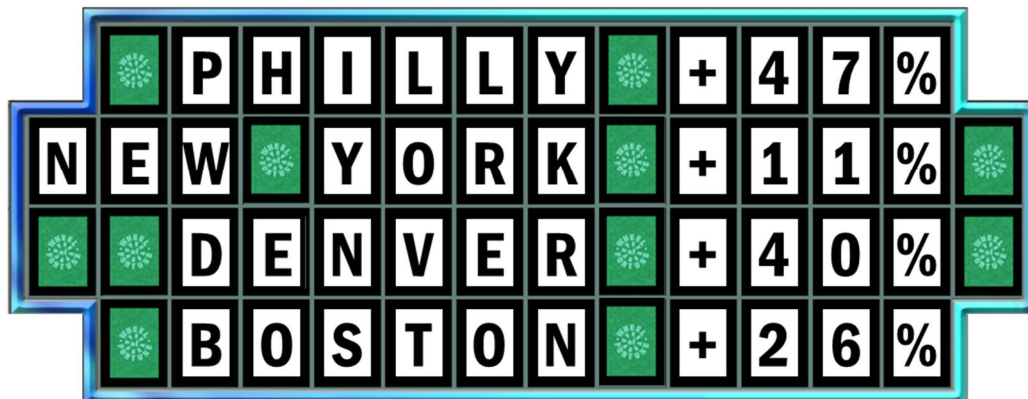
THE (NOT SO) SECRET TO SUCCESS: LOCALISM!

Wheel of Fortune's "Great American Cities" pays tribute to cities across the U.S. In preparation for those weeks, Pat Sajak and Vanna White travel to the host city to visit local attractions and highlight local businesses to be featured on the episodes. The combination of local contestants and a customized set featuring local sights and sounds creates an environment that is beneficial to both local and national advertisers. Local advertisers gain national exposure, while national brands are able to forge valuable connections to each city.

LOCAL CONNECTION LEADS TO BIGGER AUDIENCES AND INCREASED EXPOSURE

Viewers love seeing their hometown on TV! Whether Pat and Vanna are in Philadelphia, New York City, Denver or Boston, *Wheel of Fortune* sees a significant boost in viewership in the showcased city. The more eyes on the screen, the better the results for advertisers!

Great American Cities Week vs Same Week Prior Year
% Increase / Adults 25-54



LOCALIZATION: A WIN FOR VIEWERS AND ADVERTISERS

Note: Philadelphia 5/16-5/21/2016 & 5/18-5/22/2015; Denver 5/9-5/13/2016 & 5/11-5/15/2015; New York 3/27-3/31/2017 & 3/28-4/1/2016; Boston 5/22-5/26/2017 & 5/23-5/27/2016
Source: Nielsen, A25-54