



TV: Where People Go for the News

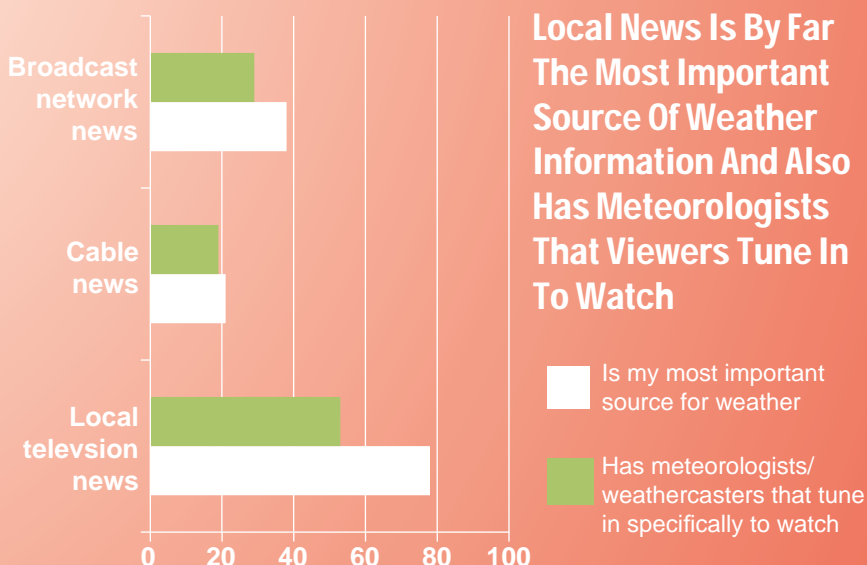
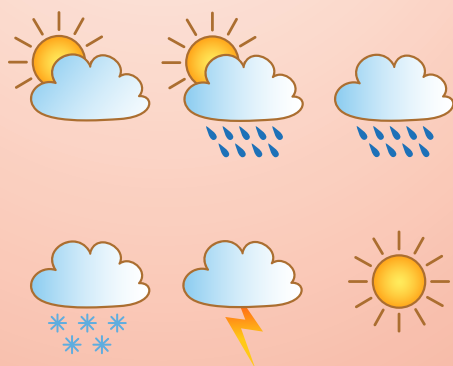
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Local TV remains leading source of news even as online grows

Television remains the most popular choice for national and international news, despite the growth of online news sources. There has been continued expansion of news time on local television, setting a record high in 2010. During that time advertising on local news programs contributed 46.8% of the average station's revenue, according to a survey of news directors. Although TV viewership has increased overall, both local morning and late night time slots experienced the most growth in 2011. Americans continue to favor local television with 6 in 10 reported using television programming for their primary news source. Overall, TV viewers are more connected to local news than any other genre. Local news stations are also more likely to attract viewers to online video, surpassing the viewership of both broadcast and cable television online videos. The consistency of local news allows for it to be an effective option for advertising. Local news is more successful with advertisements than any other genre due to the fact that it is trustworthy, advertises products that appeal to the viewer and keeps viewers informed about products and services.

Morning news: Becoming more visible and credible

Morning news is becoming more visible and credible with an increase in both viewership and air time. Local TV proves to be America's most popular choice for breaking news and weather and experienced the most gains at the early morning slot, 4:30 – 5:00 a.m. As a result, some TV stations have pushed up their morning news casts to earlier time slots. They have reported an increase in viewership and experience virtually no extra production costs for the additional program. More viewers are tuning in specifically to morning news programming on a regular basis, skyrocketing total viewership of morning news shows. Some local news stations have reported that their audience has doubled when starting their news program earlier, improving both credibility and exposure.



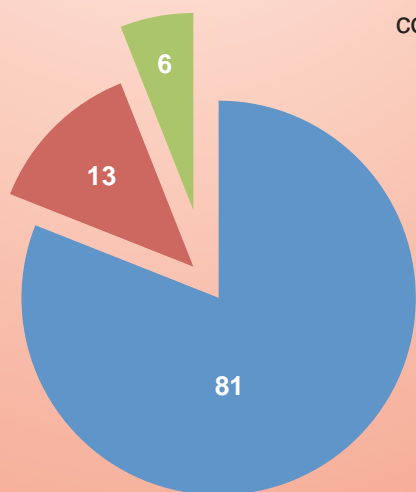
Cable television attracts audiences

Cable television proves to be a reliable source for international, political and breaking news. Cable television is largely influential in relaying information about topics such as high powered court trials, political events, missing children and natural disasters. Particularly in the past year, cable television viewership has increased during breaking international news such as the tsunami in Japan, the capture of Osama Bin Laden as well as the crisis in Libya and Egypt. Traditional cable subscriptions have declined while other forms of multi-channel access such as satellite and telephone-company distribution services have increased. Despite a decline in cable subscriptions, cable news audiences experienced a 1% growth. The most growth in cable television came from CNN with a 16% increase in prime-time viewership. Cable television broadcasting in HD is extremely important to news viewers, with about ¼ of HD owners saying they would switch if their favorite newscast was not available in HD.



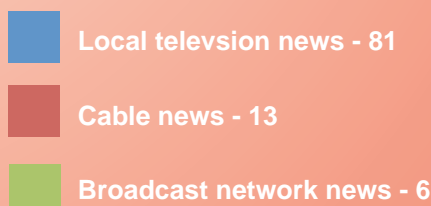
The rise of female viewers

Women are dominating TV viewership. Females make up 55% of the total local news viewers. In the U.S., women are watching more television, thus becoming a prime target for commercial advertising. Women are also more inclined to view celebrity and entertainment broadcast programs to keep in touch with the latest trends and news. Although men have typically dominated sports and political programming, women viewership has significantly increased in these sectors. Female viewership for sporting events has increased by as much as 8% in the last 10 years. Women also outnumber the amount of male viewers for nearly every primetime television broadcast. More men are switching to web-based news sources rather than television. While about 36% of men rely on the Internet as their main source for news, only 28% of women say they turn to the Internet for a top source. Despite the fact that there are more females in the TV population, women still outweigh the number of men watching television programs. In addition to females, other core demographics include 70% of TV news viewers are between the ages of 35 and 54; 34% have a bachelor's degree or higher; 41% make between \$50,000 and \$99,999; 72% are either married or in a committed relationship; 51% have children and 85% are Caucasian.



Most Important News Source

Local News Is More Important Than Cable Or Broadcast
 Network News And Viewers Are More Likely To Watch
 Local News From Start To Finish Than Cable News



Viewers maintain traditional news preference

Traditional viewers still depend on television as primary news source. These traditional viewers watch television at a regularly scheduled time and look for weather, traffic and local news updates. Local television news stations are the prime source for reporting breaking news, weather and traffic, with 55%, 58% and 19% of adults relying on local news for these sources, respectively. The Nielsen study found that viewers 65 and older spend the most time in front of a television, on average nearly 49 hours. Research shows that consumers rely on the reputation or brand of the news source or organization and consider this the most important factor for obtaining information. Especially entering an election year, both habitual and intermittent viewers alike will be tuning in to watch campaign updates, advertisements and debates. Television viewers rate local television as the most important source for receiving community news. Traditionalists view television news regularly to stay up-to-date with local information.



Online TV: Still room for growth

Online TV continues to attract viewers. With more than 75% of adults in the U.S. owning a laptop or computer, more individuals are turning to their digital device to search for the latest news feeds. For the first time, in 2010, Internet surpassed television as the preferred news source for young adults with 65% of 18 to 29 year olds getting news from the Web. Internet as a news sources also varies by socioeconomic demographic as well. Viewers with a household income over \$75,000 are just as apt to receive news from the Internet as they are from television. Only about a quarter of households making less than \$30,000 will get their news from an Internet source. Local television stations are also incorporating their news programs to attract viewers to their website for weather, breaking news and sports. Although local TV has expanded mobile, social and online operations, they have yet to draw the desired audience and therefore have much room for growth. Live streaming and online television subscriptions, such as Hulu, offer viewers a television experience that is available at all times. Young viewers are more likely to utilize live streaming and online video subscriptions. Research shows that viewers prefer video advertising compared to other online advertisements. Videos run at the beginning of a desired program versus a stand-alone advertisement. For these reasons, Pew Research believes the Internet will likely surpass television in viewership within the next few years.

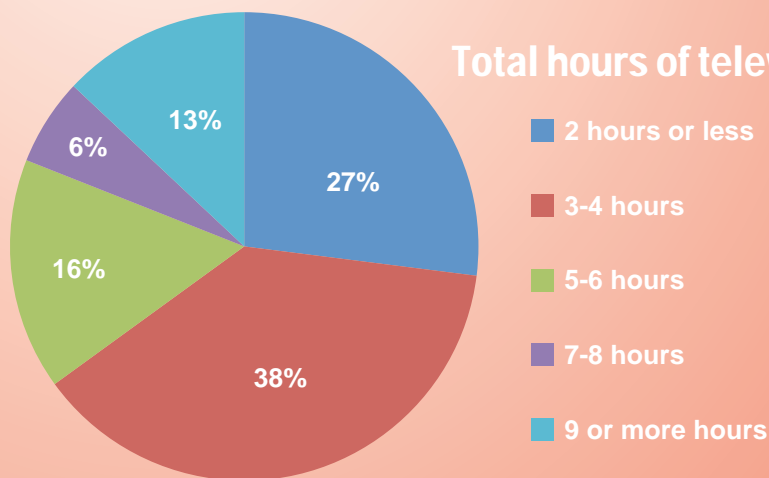


Online broadcasts becoming more popular and accessible

Consumers are increasingly connecting to online broadcasts. Up 43% from the previous year, younger viewers are watching more online video; as much as 100 million Americans per day. In order to compete with online audiences, The Huffington Post launched an internet-based news channel showcasing 12 hours of programming each week. Smartphones, tablet and their applications have certainly increased the accessibility and popularity of online video streaming. In 2011, the top 25 news websites reported having 342 million average monthly viewers, an increase of 17% over the previous year. This proves that traditional sources remain the most popular news choice, even as online viewing grows. Local television is the most regularly visited source for online news, behind news on search engines. Almost 40% of Smartphone owners will watch live local news on their phone. Approximately 59% of online viewers will frequent local online television news sources at least once or more per week. Additionally, 55% of viewers get weather updates on local news websites about once or more per week. Local websites are second to the popularity of weather websites, which have approximately 56% viewers that claim to visit their site at least once per week.

Mobile Devices, Social Media and News

Mobile devices and social media guide consumers to television news source. According to Pew Research Center, 23% of adults get their news from at least two digital devices. However, despite the popularity of social media like Facebook and Twitter, data shows that consumers are not as influenced by friends for news coverage. Online advertising revenue steadily increased for local TV stations in 2011 and social media was responsible for leading about 9% of users to news websites. Approximately 27% of Americans get their news from a mobile device. This allows viewers to likely turn to the traditional source of the news in order to get more information.



Advertising Strategies

Advertisers should focus on the increasing popularity of viewing programs on mobile devices. Television stations can advertise their shows and the availability of them on mobile devices and applications. This will expose consumers to television commercials as well as mobile advertisements. The increasing number of tablet users like the iPad and Kindle, will certainly increase the amount of visibility of online viewers. News sources should work with Apple and Amazon to advertise and incentivize applications and online viewing subscriptions particularly geared for these devices. Companies also should take advantage of smartphone and tablet applications that advertise shows, such as Viggie. There, consumers can check in to their favorite shows while gaining points at venues of their choice. This exposes viewers to advertisements about television programs, commercials on TV and video advertising on the application. Since women are the primary television viewing audience, advertising news segments that are geared towards women would attract more viewers to news programming. Also, stations can include information and links on their websites that will attract the attention of female consumers.

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Sources: www.nielsen.net; www.mediabistro.com; [stateof the media. org](http://stateofthemediamedia.org); <http://tvbythenumbers.com>; www.marketwatch.com; <http://www.hearsttelevision.com>; www.switched.com; www.pewresearch.org;



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