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For Immediate Release

## **WCVB CHANNEL 5 SWEEPS FEBRUARY RATINGS AND REMAINS BOSTON'S NEWS LEADER**

### ***WCVB CONTINUES TO WIN MORE NEWSCASTS THAN ANY OTHER STATION IN BOSTON***

NSI February 2017 \*Preliminary\* Final (2/02/2017 - 3/01/2017)  
28 of 28 days included

Boston, MA – March 2, 2017 – WCVB Channel 5 is the #1 choice for news and information in the February ratings period winning more newscasts than any other station in Boston, and WCVB continues to finish #1 or #2 in virtually every newscast. NewsCenter 5 finished #1 in 7 of 9 newscasts in Total Viewers and Households (5AM, 6AM, 12N, 4PM, 5PM, 6PM and 7PM), and WCVB finished #1 in Adults 25-54 in the morning (5AM and 6AM), noon, and evening (6PM and 7PM) newscasts.

“WCVB has a long track record of serving the community and being the station that viewers know they can trust for the most comprehensive and timely news coverage,” said Bill Fine, WCVB President and General Manager. “We thank our viewers for making WCVB the station more people turn to for their news and information than any other in this highly competitive news market.”

“The talent and experience of the NewsCenter 5 team is unparalleled,” said Paige Harrison, WCVB News Director. “We are so proud that viewers continue to choose WCVB on our many platforms, whether following breaking news, local weather or sports, and our award-winning local programming.”

#### **WCVB CHANNEL 5 FEBRUARY 2017 HIGHLIGHTS**

- WCVB continues to win more newscasts than any other station in Boston.
- WCVB finishes #1 in 7 of 9 newscasts in Households and Total Viewers.
- WCVB finished #1 sign-on to sign-off (M-F 5AM-2AM) in Adults 25-54.
- WCVB continues to experience book-to-book growth (January 2017 to February 2017) in a significant number of newscasts in Adults 25-54, Households, and Total Viewers.

- More people wake up with WCVB Channel 5's EyeOpener. WCVB's morning newscasts (5AM, 6AM) best the competition, with competitive audience advantages ranging from 21% to 710% in Adults 25-54.
- NewsCenter 5 at Noon finished #1 in Adults 25-54, Households and Total Viewers.
- NewsCenter 5 at 4PM and 5PM finished #1 in Total Viewers and Households.
- WCVB's 6PM news beats the competition in key demos including Households, Total Viewers and Adults 25-54.
- WCVB's NewsCenter 5 at 6PM delivered Boston's highest rated local newscast of the day in Households, Total Viewers and Adults 25-54, capturing an impressive 5.72 HH, 3.01 P2+ and 1.65 A25-54 rating.
- ABC's "World News Tonight with David Muir" tops the competition, leading "CBS Evening News" and "NBC Nightly News" in Households, Total Viewers, and Adults 25-54.
- NewsCenter 5 at 7PM easily captures the #1 spot in in Households, Total Viewers, and Adults 25-54 and in addition, posts book-to-book growth in those demos as well.
- WCVB's award-winning news magazine, *Chronicle*, finished a close 2nd at 7:30PM after syndicated game show rival Jeopardy in Adults 25-54, Households and Total Viewers. Chronicle continues to strengthen its position in the Adults 25-54 demo, especially with a strong lead-in from the new NewsCenter 5 at 7PM.
- WCVB NewsCenter 5 at 11PM is the #2 rated late newscast in Total Viewers, and Households.

### **About WCVB CHANNEL 5**

WCVB is Boston's broadcast/digital media leader, providing news, weather, sports, community service and entertainment on multiple platforms including WCVB Channel 5, wcvb.com, WCVB mobile and MeTV Boston. Founded by community leaders in 1972, WCVB is committed to its mission to serve the region with quality local content. In addition to nearly 45 hours of NewsCenter 5 coverage each week, original offerings include Chronicle, the nation's longest running local news magazine; CityLine, a weekly urban magazine program; and On The Record, a weekly political roundtable. The station has been honored with numerous prestigious national broadcasting honors including the RTDNA Edward R. Murrow Awards for "Best Newscast" and National Association of Broadcasters Education Foundation's "Service to the Community" award. Additional top honors include the National Headliner Awards, Gracie Awards, Gabriel Awards, the regional Emmy's, Associated Press Awards, Walter Cronkite Award, and duPont Awards. WCVB, Boston's ABC affiliate station, is owned by Hearst Television, a wholly owned subsidiary of Hearst, a leading media company whose global holdings include 30 television stations and two radio stations. Follow us on Facebook (wcvb5), Twitter (@wcvb) or Google+ (search +wcvb)

*WCVB Posts Significant Advantages in February 2017...*

			HH	A25-54	P2+	RATINGS ADVANTAGES		
M-F 5-6A	5 WCVB ABC	NWSCNTR5EYE-5A	46,268	19,642	50,515	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 5AM	45,240	16,169	48,843	2%	21%	4%
	7 WHDH	7NEWS TODAY 5A	18,809	11,264	20,783	145%	72%	143%
	8 WBTS NBC	NBC BOS 5A	5,000	2,469	5,321	810%	710%	844%
	25 WFXT FOX	FOX25 NEWS-5A	13,330	7,568	14,541	247%	161%	254%
M-F 6-7A	5 WCVB ABC	NWSCNTR5EYE-6A	75,299	32,407	83,733	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 6AM	55,670	15,561	60,353	35%	109%	40%
	7 WHDH	7 NEWS TODAY	41,786	26,763	48,725	81%	21%	72%
	8 WBTS NBC	NBC BOS 6A	13,899	8,058	13,499	446%	306%	513%
	25 WFXT FOX	FOX25 NEWS-6A	27,860	18,041	30,641	170%	79%	176%

			HH	A25-54	P2+	RATINGS ADVANTAGES		
M-F MIDDAY NEWS	5 WCVB ABC	NWS CNTR 5 MDY	84,092	16,767	95,531	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS NOON	71,605	13,409	77,107	18%	25%	24%
	7 WHDH	6 NEWS AT NOON (1st half hour)	37,683	16,175	41,715	124%	3%	129%
	8 WBTS NBC	NBC BOS 12N	21,288	11,914	19,770	233%	11%	306%

			HH	A25-54	P2+	RATINGS ADVANTAGES		
M-F 4:00-4:30PM NEWS	5 WCVB ABC	NWS CNTR 5 4:00	62,893	21,221	75,201	HH	A25-54	P2+
	7 WHDH	WHDH NEWS 4:00	58,954	23,531	67,014	7%	-9%	13%
	8 WBTS NBC	NBC BOS 4P (1st half hour)	10,848	4,828	10,873	476%	340%	600%
	25 WFXT FOX	FOX25 NEWS 4P (1st half hour)	13,051	7,515	16,411	380%	184%	350%

			HH	A25-54	P2+	RATINGS ADVANTAGES		
M-F 5-6P	5 WCVB ABC	NWSCNTR 5-6PM	94,281	27,394	114,557	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 5P	83,251	16,087	96,388	13%	69%	19%
	7 WHDH	7 NEWS AT 5P	59,164	31,277	70,525	59%	-12%	63%
	8 WBTS NBC	NBC BOS 5P	16,674	7,086	18,014	464%	290%	540%
	25 WFXT FOX	FOX25 NEWS-5	23,648	13,882	30,691	297%	98%	269%
M-F 6P	5 WCVB ABC	NWSCNTR 6PM	138,708	39,990	179,105	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 6PM	100,513	19,274	120,226	38%	106%	49%
	7 WHDH	7 NEWS 6PM	67,301	36,598	84,400	106%	9%	112%
	8 WBTS NBC	NBC BOS 6P	26,289	10,658	31,055	430%	275%	479%
	25 WFXT FOX	FOX 25 NEWS-6 (1st half hour)	26,532	16,355	36,050	425%	143%	393%

			HH	A25-54	P2+	RATINGS ADVANTAGES		
M-F 7PM NEWS	5 WCVB ABC	NWS CNTR 5 7:00	107,561	36,034	141,762	HH	A25-54	P2+
	7 WHDH	WHDH NEWS 7:00	43,568	27,873	55,725	147%	30%	153%
	8 WBTS NBC	NBC BOS 7P	26,584	11,162	31,493	304%	224%	349%

			HH	A25-54	P2+	RATINGS ADVANTAGES		
M-F 11-11:30P Late News	5 WCVB ABC	NWSCNTR 5 LATE	85,077	23,670	108,911	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 11PM	99,010	24,523	121,564	-14%	-3%	-10%
	7 WHDH	7 NEWS 11PM	44,669	22,403	54,696	91%	5%	99%
	8 WBTS NBC	NBC BOS 11P	34,121	14,247	40,410	149%	66%	169%
	25 WFXT FOX	FOX25 NEWS-11	33,408	28,273	50,745	154%	-16%	115%