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**For Immediate Release**

## **WCVB CHANNEL 5 DOMINATES APRIL 2016 SWEEP** *Boston's News Leader Is Also Boston's Most Watched Station*

NSI April 2016 Final \*Preliminary\* Report (3/31/2016 - 4/27/2016)  
28 of 28 days included

Boston, MA -- April 28, 2016 – At the close of the April ratings period, WCVB Channel 5 is Boston's News Leader as well as the market's most watched television station winning sign-on to sign-off in Households and Total Viewers (M-Su, 5AM-2AM). NewsCenter 5 finished on top of the local news race winning nearly every single newscast in Total Viewers and Households as well as delivering Boston's highest rated newscast of the day, NewsCenter 5 at 6PM.

WCVB's NewsCenter 5 EyeOpener newscasts (4:30AM, 5AM, 6AM) continued to dominate the competition, roughly doubling or tripling the audience of its competitors in Adults 25-54, Households, and Total Viewers. In Adults 25-54, NewsCenter 5 at 4:30AM delivers five-times the audience of the third-place finisher and beat any two competitors combined. NewsCenter 5 at Noon took first place in Adults 25-54, Households and Total Viewers; and NewsCenter 5 at 6PM and 7PM both continue to beat the competition in the early evening news race in Adults 25-54, Households, and Total Viewers. WCVB NewsCenter 5 at 11PM was the #1 rated late newscast in the market in Households and Total Viewers.

"WCVB is honored to have the most watched newscasts on Boston's most watched station," said Bill Fine, WCVB President and General Manager. "Consistently delivering high quality news at times most convenient for our viewers is our mission and we thank our viewers for their continued support."

"WCVB's team of local journalists is dedicated to delivering the best news, weather and sports information to our viewers," added News Director Andrew Vrees. "No one is better at covering breaking news and the important stories that impact our community, and we are gratified that viewers turn to us all day long."

### **WCVB CHANNEL 5 APRIL 2016 HIGHLIGHTS**

- WCVB is Boston's Most Watched television station finishing #1 sign-on to sign-off (M-Sun, 5AM-2AM) in Households, Total Viewers (P2+), and Adults 18+.
- WCVB Channel 5's EyeOpener (4:30AM, 5AM, 6AM) crushes the competition roughly doubling or tripling the audience of its competitors in Adults 25-54, Households, and Total Viewers.
- In Adults 25-54, NewsCenter 5 at 4:30AM delivers five-times the audience of WBZ and beat any two competitors combined.

- WCVB posts significant advantages over its 5AM competition in Adults 25-54, capturing a 90% advantage over 3<sup>rd</sup> place WFXT and 45% advantage over 2<sup>nd</sup> place WHDH.
- At 6AM in Adults 25-54, WCVB achieves a 144% advantage over 3<sup>rd</sup> place WFXT and a 91% advantage over 2<sup>nd</sup> WHDH.
- ABC's "Good Morning America" beat NBC's "Today Show" in Adults 25-54, Households, and Total Viewers.
- WCVB NewsCenter 5 at Noon has overtaken WHDH at midday finishing #1 in Adults 25-54, Households and Total Viewers. WCVB delivers a 129% advantage over 3<sup>rd</sup> place WBZ and 24% advantage over 2<sup>nd</sup> place WHDH (Adults 25-54).
- NewsCenter 5 at 5PM continues to dominate with 167 consecutive Household and Total Viewer wins.
- NewsCenter 5 at 6PM has delivered 167 consecutive Household wins and 160 consecutive Total Viewer wins.
- WCVB NewsCenter 5 at 6PM captured an impressive 5.40 rating (HH) – closing out the book again as the highest rated local newscast of the day beating the competition in key demos including Households, Total Viewers, Adults 25-54, and Women 25-54.
- ABC's "World News Tonight with David Muir" beat "NBC Nightly News" in Adults 25-54, Households, and Total Viewers.
- The new NewsCenter 5 at 7PM is the #1 newscast in this time period, beating WHDH in Adults 25-54, Households, and Total Viewers.
- WCVB's new 7PM newscast continues since inception to beat *Wheel of Fortune* in Adults 25-54.
- WCVB's award-winning news magazine, *Chronicle*, finished 2<sup>nd</sup> at 7:30PM after *Jeopardy* in Adults 25-54, Households, and Total Viewers.
- WCVB NewsCenter 5 at 11PM was the #1 rated late newscast in the market in Households and Total Viewers (M-F, M-Su). WCVB finished close behind WHDH in the Adults 25-54 demo.

**WCVB Posts Significant Advantages in April 2016**

			HH	A25-54	P2+	RATINGS ADVANTAGES		
<b>M-F 5-6A</b>	<b>5 WCVB ABC</b>	<b>NWSCNTR5EYE-5A</b>	<b>65,000</b>	<b>29,000</b>	<b>69,000</b>	<b>HH</b>	<b>A25-54</b>	<b>P2+</b>
	4 WBZ CBS	WBZ NEWS 5AM	33,000	10,000	35,000	96%	179%	95%
	7 WHDH NBC	7NEWS TODAY 5A	31,000	20,000	35,000	111%	45%	98%
	25 WFXT FOX	FOX25 NEWS-5A	21,000	15,000	24,000	201%	90%	193%
<b>M-F 6-7A</b>	<b>5 WCVB ABC</b>	<b>NWSCNTR5EYE-6A</b>	<b>110,000</b>	<b>60,000</b>	<b>120,000</b>	<b>HH</b>	<b>A25-54</b>	<b>P2+</b>
	4 WBZ CBS	WBZ NEWS 6AM	47,000	13,000	51,000	133%	339%	133%
	7 WHDH NBC	7 NEWS TODAY	59,000	31,000	68,000	88%	91%	78%
	25 WFXT FOX	FOX25 NEWS-6A	34,000	24,000	39,000	220%	144%	212%
			HH	A25-54	P2+	RATINGS ADVANTAGES		
<b>M-F MIDDAY NEWS</b>	<b>5 WCVB ABC</b>	<b>NWS CNTR 5 MDY</b>	<b>78,000</b>	<b>21,000</b>	<b>83,000</b>	<b>HH</b>	<b>A25-54</b>	<b>P2+</b>
	4 WBZ CBS	WBZ NEWS NOON	59,000	17,000	63,000	80%	129%	81%
	7 WHDH NBC	7 NEWS AT NOON 1ST HALF HOUR	64,000	19,000	69,000	31%	24%	33%
			HH	A25-54	P2+	RATINGS ADVANTAGES		
<b>M-F 4:30-5PM NEWS</b>	<b>5 WCVB ABC</b>	<b>NWS CNTR 5 4:30</b>	<b>58,000</b>	<b>17,000</b>	<b>64,000</b>	<b>HH</b>	<b>A25-54</b>	<b>P2+</b>
	7 WHDH NBC	WHDH NEWS 4:30	66,000	24,000	75,000	-13%	-28%	-16%
			HH	A25-54	P2+	RATINGS ADVANTAGES		
<b>M-F 5-6P</b>	<b>5 WCVB ABC</b>	<b>NWSCNTR 5-6PM</b>	<b>85,000</b>	<b>27,000</b>	<b>98,000</b>	<b>HH</b>	<b>A25-54</b>	<b>P2+</b>
	4 WBZ CBS	WBZ NEWS 5P	74,000	19,000	85,000	15%	38%	15%
	7 WHDH NBC	7 NEWS AT 5P	73,000	30,000	88,000	17%	-12%	11%
	25 WFXT FOX	FOX25 NEWS-5	20,000	11,000	23,000	320%	139%	334%
<b>M-F 6P</b>	<b>5 WCVB ABC</b>	<b>NWSCNTR 6PM</b>	<b>130,000</b>	<b>41,000</b>	<b>161,000</b>	<b>HH</b>	<b>A25-54</b>	<b>P2+</b>
	4 WBZ CBS	WBZ NEWS 6PM	78,000	18,000	94,000	68%	120%	72%
	7 WHDH NBC	7 NEWS 6PM	89,000	36,000	113,000	46%	12%	42%
	25 WFXT FOX	FOX 25 NEWS-6 (1st half hour)	22,000	13,000	27,000	487%	221%	489%
			HH	A25-54	P2+	RATINGS ADVANTAGES		
<b>M-F 7PM NEWS</b>	<b>5 WCVB ABC</b>	<b>NWS CNTR 5 7:00</b>	<b>104,000</b>	<b>34,000</b>	<b>126,000</b>	<b>HH</b>	<b>A25-54</b>	<b>P2+</b>
	7 WHDH NBC	WHDH NEWS 7:00	68,000	31,000	87,000	54%	9%	43%
			HH	A25-54	P2+	RATINGS ADVANTAGES		
<b>M-F 11-11:30P Late N</b>	<b>5 WCVB ABC</b>	<b>NWSCNTR 5 LATE</b>	<b>85,000</b>	<b>26,000</b>	<b>97,000</b>	<b>HH</b>	<b>A25-54</b>	<b>P2+</b>
	4 WBZ CBS	WBZ NEWS 11PM	64,000	16,000	74,000	33%	67%	31%
	7 WHDH NBC	7 NEWS 11PM	82,000	39,000	94,000	4%	-33%	3%
	25 WFXT FOX	FOX25 NEWS-11	38,000	22,000	43,000	123%	18%	125%

**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).