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For Immediate Release

WCVB CHANNEL 5 DOMINATES JANUARY 2017 SWEEP

***WCVB WINS MORE NEWSCASTS THAN ANY OTHER STATION IN BOSTON
BY ANY MEASURE***

NSI January 2017 *Preliminary* Final (1/05/2017 - 2/01/2017)
28 of 28 days included

Boston, MA – February 2, 2017 – At the close of the first ratings period of 2017, WCVB Channel 5 finished #1 or #2 in virtually every newscast, demonstrating its strong position in the Boston media market amid a climate of change and amplified competition from new and existing competitors. January 2017 marked the first ratings book with the addition of WBTS/NBC to the market. WCVB NewsCenter 5 finished #1 in Adults 25-54 in mornings (4:30AM, 5AM and 6AM) and evenings (5PM, 6PM and 7PM); in addition, WCVB finished #1 in practically all newscasts in Households and Total Viewers (4:30AM, 5AM, 6AM, 12PM, 5PM, 6PM and 7PM). And despite a new competitor, WCVB has improved its rank in four news time periods over last month...more time periods than any other station; and posted book-to-book growth (M-F) in A25-54 in all but two news time periods.

"We thank our loyal viewers for helping WCVB continue its 45-year legacy as Boston's news and community leader," said Bill Fine, WCVB President and General Manager. "In this ever-changing, fiercely competitive news market, we are honored that more viewers continue to turn to WCVB for news and information than any other station in the market. WCVB remains steadfast in its commitment to be the station viewers can count on for unmatched coverage provided by the most experienced and trusted local journalists."

"It has been extraordinary to work with this team of outstanding journalists as they continue to lead the market even as the news landscape experiences significant change," said Paige Harrison, WCVB News Director. "I am gratified but not surprised by NewsCenter 5's continued achievements, and I look forward to helping to innovate our coverage across all platforms to grow our success."

WCVB CHANNEL 5 JANUARY 2017 HIGHLIGHTS

- WCVB continues to win more newscasts than any other station in Boston.
- WCVB experienced book-to-book growth (December 2016 to January 2017) in the vast majority of newscasts in Adults 25-54, Households, and Total Viewers.
- WCVB is Boston's most watched television station, finishing #1 sign-on to sign-off (M-F, 5AM-2AM) in Households, Total Viewers (P2+), Adults 25-54.

- WCVB finishes #1 in 7 of 9 newscasts in Households and Total Viewers, and 6 of 9 newscasts in Adults 25-54.
- WCVB Channel 5's EyeOpener (4:30AM, 5AM, 6AM) trounces the competition, with competitive audience advantages ranging from 19% to 567% in Adults 25-54.
- At 6AM in Adults 25-54, WCVB achieves a 23% advantage over 2nd place WHDH, a 103% advantage over 3rd place WFXT, a 224% advantage over 4th place WBZ and 440% advantage over WBTS.
- NewsCenter 5 at Noon finished #1 in Households and Total Viewers.
- NewsCenter 5 at 4PM is virtually tied for #1 with WHDH in news ratings for the time period in Total Viewers, and posts a 376% advantage over 3rd place WFXT and a 426% advantage over 4th place WBTS.
- NewsCenter 5 at 5PM finished #1 in Adults 25-54, Total Viewers, and Households.
- WCVB's 6PM news beats the competition in key demos including Households, Total Viewers and Adults 25-54.
- WCVB delivered Boston's highest rated local newscast of the day, NewsCenter 5 at 6PM, capturing an impressive 5.29 HH rating.
- ABC's "World News Tonight with David Muir" beat "CBS Evening News" and "NBC Nightly News" in Households, Total Viewers, and Adults 25-54.
- NewsCenter 5 at 7PM posts book-to-book growth in Households, Total Viewers, and Adults 25-54; WHDH News at 7PM is down more than 32% in all three demos.
- *Chronicle*, the nation's longest running and top rated locally produced news magazine, recently celebrated its 35th year on the air on Wednesday, January 25th and marked the special milestone by posting 31% book-to-book growth in Adults 25-54.
- *Chronicle* finished an extremely close #2 to nationally syndicated game show rival Jeopardy in Adults 25-54, Total Viewers, and Households.
- WCVB NewsCenter 5 at 11PM is the #2 rated late newscast in Adults 25-54, Total Viewers, and Households (M-F).

WCVB Posts Significant Advantages in January 2017...

			HH	A25-54	P2+	WCVB % ADVANTAGE		
M-F 5-6A	5 WCVB ABC	NWSCNTR5EYE-5A	47,912	19,290	51,639	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 5AM	42,392	16,130	44,846	13%	20%	15%
	7 WHDH	7NEWS TODAY 5A	17,051	9,861	20,447	181%	96%	153%
	8 WBTS NBC	NBC BOS 5A	4,108	2,903	4,620	1066%	564%	1018%
	25 WFXT FOX	FOX25 NEWS-5A	16,176	11,521	18,486	196%	67%	179%
M-F 6-7A	5 WCVB ABC	NWSCNTR5EYE-6A	75,581	39,213	83,921	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 6AM	49,442	12,124	51,151	53%	223%	64%
	7 WHDH	7 NEWS TODAY	46,817	31,878	52,234	61%	23%	61%
	8 WBTS NBC	NBC BOS 6A	10,821	7,197	11,187	598%	445%	650%
	25 WFXT FOX	FOX25 NEWS-6A	26,207	19,350	30,996	188%	103%	171%

			HH	A25-54	P2+	WCVB % ADVANTAGE		
M-F MIDDAY NEWS	5 WCVB ABC	NWS CNTR 5 MDY	69,450	9,469	74,846	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS NOON	58,466	10,487	60,022	19%	-10%	25%
	7 WHDH	6 NEWS AT NOON (1st half hour)	33,432	12,215	36,234	108%	-22%	107%
	8 WBTS NBC	NBC BOS 12N	20,936	8,579	18,618	232%	10%	302%

			HH	A25-54	P2+	WCVB % ADVANTAGE		
M-F 4:00-4:30PM NEWS	5 WCVB ABC	NWS CNTR 5 4:00	54,556	14,875	59,550	HH	A25-54	P2+
	7 WHDH	WHDH NEWS 4:00	54,941	18,314	59,808	-1%	-19%	0%
	8 WBTS NBC	NBC BOS 4P (1st half hour)	12,001	3,989	11,222	355%	273%	431%
	25 WFXT FOX	FOX25 NEWS 4P (1st half hour)	11,415	4,768	12,588	378%	212%	373%

			HH	A25-54	P2+	WCVB % ADVANTAGE		
M-F 5-6P	5 WCVB ABC	NWSCNTR 5-6PM	92,860	26,940	112,876	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 5P	86,868	17,838	95,467	7%	51%	18%
	7 WHDH	7 NEWS AT 5P	63,712	26,791	74,185	46%	1%	52%
	8 WBTS NBC	NBC BOS 5P	15,684	5,555	16,002	492%	385%	605%
	25 WFXT FOX	FOX25 NEWS-5	25,674	11,479	30,593	262%	135%	269%
M-F 6P	5 WCVB ABC	NWSCNTR 6PM	128,346	38,338	166,785	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 6PM	101,049	24,183	117,123	27%	59%	42%
	7 WHDH	7 NEWS 6PM	65,802	30,999	80,854	95%	24%	106%
	8 WBTS NBC	NBC BOS 6P	27,007	9,340	32,537	375%	310%	413%
	25 WFXT FOX	FOX 25 NEWS-6 (1st half hour)	28,446	13,432	36,189	351%	185%	361%

			HH	A25-54	P2+	WCVB % ADVANTAGE		
M-F 7PM NEWS	5 WCVB ABC	NWS CNTR 5 7:00	104,764	33,252	134,574	HH	A25-54	P2+
	7 WHDH	WHDH NEWS 7:00	42,466	23,537	54,370	147%	41%	148%
	8 WBTS NBC	NBC BOS 7P	32,300	12,398	35,975	224%	168%	274%

			HH	A25-54	P2+	WCVB % ADVANTAGE		
M-F 11-11:30P Late News	5 WCVB ABC	NWSCNTR 5 LATE	89,452	25,139	109,500	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 11PM	98,289	24,431	119,259	-9%	3%	-8%
	7 WHDH	7 NEWS 11PM	48,597	27,198	63,177	84%	-8%	73%
	8 WBTS NBC	NBC BOS 11P	31,633	13,575	37,401	183%	85%	193%
	25 WFXT FOX	FOX25 NEWS-11	33,099	22,392	43,636	170%	12%	151%

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)

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