

FOR IMMEDIATE RELEASE:



CBS Boston's WBZ-TV Ups Rank in Six Newscasts, More Than Any Other Station

WBZ-TV remains Boston's Most Watched Station.

WBZ-TV ranks #1 in Households and Viewers at 4:30am and 11pm.

WBZ ranks #1 in Adults 25-54 at 4:30am and #2 at 5am and 11pm.

WBZ ranks #2 in Households and Viewers at 5am, 12pm, 5pm and 6pm.

***WBZ is the only station to add Households, Viewers and Adults 25-54 to every
early morning and 11pm newscast.***

(Source: Nielsen, Live+Same Day, February 2017)

BOSTON, MA – Thursday, March 2, 2017 – At the close of the February sweep, CBS Boston's WBZ-TV improved its rank in six newscasts (4:30am, 6am, 12pm, 5pm, 6pm and 11pm) in Households and Viewers from February 2016, more than any other station. WBZ-TV continues to remain Boston's Most-Watched Station for February 2017 and the second consecutive broadcast season-to-date.

"We are thankful to our loyal viewers who continue to make WBZ-TV Boston's Most Watched Station," said Mark Lund, President and GM of WBZ-TV. "We have the best news team in the market, who work around the clock to provide the highest quality news and information for our community and viewers."

WBZ-TV February 2017 Highlights:

Summary

- WBZ is the most-watched station in Boston during the February '17 Sweep and in the 2016-17 Broadcast Season to-date.
- WBZ ranks #1 in Households and Viewers at 4:30am and 11pm.
- WBZ ranks #1 in Adults 25-54 at 4:30am and #2 at 5am and 11pm.
- WBZ ranks #2 in Households and Viewers at 5am, 6am, 12pm, 5pm and 6pm.
- WBZ is the only station to add Households, Viewers and Adults 25-54 to every early morning and 11pm newscast.
- In Household and Viewers, six newscasts (4:30am, 6am, 12pm, 5pm, 6pm, and 11pm) improved rank from February '16.
- WBZ gained viewers in more dayparts than any other station.
- For the second consecutive book, *Late Night With Stephen Colbert* ranks #1 in Households, Viewers and Adults 25-54, delivering 57% more Adult 25-54 viewers than *The Tonight Show*.
- In Households and Viewers, WBZ has eight of the top 10 programs in prime time.*

Boston's WBZ-TV and sister-station myTV38 (WSBK-TV) are part of CBS Television Stations, a division of CBS Corporation. For more, go to www.cbsboston.com, like us on Facebook at CBS Boston and follow us on Twitter @CBSBoston.

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