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**For Immediate Release**

## **WCVB CHANNEL 5 WINS MARCH 2017 SWEEP**

### **WCVB DOMINATES MORNING THROUGH LATE NEWS; FINISHING #1 IN MORE NEWSCASTS THAN ANY OTHER STATION IN BOSTON**

NSI March 2017 \*Preliminary\* Final (3/02/2017 - 3/29/2017)  
28 of 28 days included

Boston, MA – March 30, 2017 – WCVB Channel 5 is the clear winner in the 2017 March ratings period, finishing #1 in more newscasts than any other station in Boston. NewsCenter 5 finishes #1 in 8 of 9 newscasts in Total Viewers, 7 of 9 newscasts in Households, and 6 of 9 newscasts in Adults 25-54. NewsCenter 5 at 11PM is #1 with Total Viewers and Adults 25-54, and WCVB was Boston's most watched station finishing #1 sign-on to sign-off (M-F 5AM-2AM) in Adults 25-54, Total Viewers, and Households.

“WCVB’s decisive ratings win in March once again proves that viewers come to Channel 5 to get the best, most in-depth reporting on any story,” said Bill Fine, WCVB President and General Manager. “In a highly competitive first quarter, marked by the arrival of a new competitor and Nielsen’s reissuing of the February book, it’s especially gratifying to see WCVB maintain its leadership position in the market.”

“No one else can deliver breaking news and special coverage like WCVB’s expert news team,” said Paige Harrison, WCVB News Director. “From extended storm coverage with a blast of winter in March, to breaking news from the White House, and everything in between; WCVB’s news team rose to the occasion and served the Boston community with unparalleled news coverage.”

***Here is a link to WCVB NewsCenter 5's March promo:***  
<https://youtu.be/Rv1q5G2HvHk>

Continued on Page 2

## WCVB CHANNEL 5 MARCH 2017 HIGHLIGHTS

- In head-to-head competition, WCVB continues to win more newscasts, all day long, than any other station in Boston.
- WCVB finishes #1 in 8 of 9 newscasts in Total Viewers (5AM, 6AM, 12N, 4PM, 5PM, 6PM, 7PM and 11PM).
- WCVB finishes #1 in 7 of 9 newscasts in Households (5AM, 6AM, 12N, 4PM, 5PM, 6PM, and 7PM).
- WCVB finishes #1 in 6 of 9 newscasts in Adults 25-54 (4:30AM, 5AM, 6AM, 6PM, 7PM and 11PM).
- WCVB finishes #1 sign-on to sign-off (M-F 5AM-2AM) in Adults 25-54, Households and Total Viewers.
- WCVB NewsCenter 5 EyeOpener with Antoinette Antonio and Randy Price (4:30AM, 5AM, 6AM) dominates the daypart posting audience advantages of up to 711% in Adults 25-54.
- WCVB NewsCenter 5 EyeOpener at 6AM is Boston's most-watched local newscast in Adults 25-54.
- NewsCenter 5 at Noon with anchors Antoinette Antonio and Erika Tarantal finishes #1 in Households and Total Viewers and #2 in Adults 25-54.
- NewsCenter 5 at 4PM with anchors Emily Riemer and Ed Harding finishes #1 in Total Viewers and Households and #2 in Adults 25-54.
- NewsCenter 5 at 5PM with anchors Emily Riemer and Ben Simmoneau finishes #1 in Total Viewers and Households and #2 in Adults 25-54.
- WCVB NewsCenter 5 at 6PM with anchors Maria Stephanos and Ed Harding is again Boston's most-watched local evening newscast, more than doubling the viewership of the 2nd place competitor (WBZ) in Adults 25-54.
- ABC's "World News Tonight with David Muir" continues to dominate the competition, leading "CBS Evening News" and "NBC Nightly News" in Households, Total Viewers, and Adults 25-54.
- NewsCenter 5 at 7PM with anchors Maria Stephanos and Ed Harding easily takes the #1 spot in in Households, Total Viewers, and Adults 25-54.

Continued on Page 3

- WCVB's award-winning news magazine, *Chronicle*, finishes #2 behind syndicated game show rival Jeopardy in Adults 25-54, Households and Total Viewers (M-F 7:30PM).
- WCVB NewsCenter 5 at 11PM with anchors Maria Stephanos and Ed Harding finishes #1 in Adults 25-54 and Total Viewers.

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

			HH	A25-54	P2+	WCVB ADVANTAGES		
M-F 4:30-5A	5 WCVB A	NWSCTR5EYE-430	25,365	10,151	25,115	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 430A	29,332	9,791	29,092	-14%	4%	-14%
	7 WHDH	7NEWS TDY 430A	5,927	3,793	6,629	328%	168%	279%
	8 WBTS NB	NBC BOS 430A	4,125	1,945	4,436	515%	422%	466%
	25 WFXT FC	FOX25 NWS-430A	9,930	6,056	11,725	155%	68%	114%
M-F 5-6A	5 WCVB A	NWSCNTR5EYE-5A	42,851	17,748	43,651	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 5AM	39,440	13,902	41,103	9%	28%	6%
	7 WHDH	7NEWS TODAY 5A	20,605	16,655	24,943	108%	7%	75%
	8 WBTS NB	NBC BOS 5A	4,381	2,092	4,728	878%	748%	823%
	25 WFXT FC	FOX25 NEWS-5A	14,002	8,341	16,187	206%	113%	170%
M-F 6-7A	5 WCVB A	NWSCNTR5EYE-6A	67,600	34,471	74,699	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 6AM	51,814	13,603	55,416	30%	153%	35%
	7 WHDH	7 NEWS TODAY	39,845	29,473	46,688	70%	17%	60%
	8 WBTS NB	NBC BOS 6A	17,395	8,833	17,472	289%	290%	328%
	25 WFXT FC	FOX25 NEWS-6A	21,980	15,189	25,337	208%	127%	195%
			HH	A25-54	P2+	WCVB ADVANTAGES		
M-F MIDDAY NEWS	5 WCVB A	NWS CNTR 5 MDY	74,261	11,512	85,952	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS NOON	63,200	9,777	66,083	18%	18%	30%
	7 WHDH	6 NEWS AT NOON (1st half h	35,654	13,671	39,009	108%	-16%	120%
	8 WBTS NB	NBC BOS 12N	22,832	10,522	20,942	225%	9%	310%
			HH	A25-54	P2+	WCVB ADVANTAGES		
M-F 4:00-4:30PM	5 WCVB A	NWS CNTR 5 4:00	56,812	18,919	64,878	HH	A25-54	P2+
	7 WHDH	WHDH NEWS 4:00	55,981	19,230	63,570	1%	-2%	2%
	8 WBTS NB	NBC BOS 4P (1st half hour)	10,858	2,807	9,538	423%	574%	580%
	25 WFXT FC	FOX25 NEWS 4P (1st half ho	11,694	4,795	13,130	386%	295%	394%
			HH	A25-54	P2+	WCVB ADVANTAGES		
M-F 5-6P	5 WCVB A	NWSCNTR 5-6PM	82,791	24,802	100,025	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 5P	71,433	11,624	81,958	16%	113%	22%
	7 WHDH	7 NEWS AT 5P	55,688	26,101	66,507	49%	-5%	50%
	8 WBTS NB	NBC BOS 5P	14,042	3,924	14,540	490%	532%	588%
	25 WFXT FC	FOX25 NEWS-5	16,721	7,842	19,270	395%	216%	419%
M-F 6P	5 WCVB A	NWSCNTR 6PM	119,649	34,406	153,410	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 6PM	80,680	15,931	96,437	48%	116%	59%
	7 WHDH	7 NEWS 6PM	59,187	27,553	72,980	102%	25%	110%
	8 WBTS NB	NBC BOS 6P	29,000	6,993	34,907	313%	392%	339%
	25 WFXT FC	FOX 25 NEWS-6 (1st half hou	18,783	9,847	23,081	537%	249%	565%
			HH	A25-54	P2+	WCVB ADVANTAGES		
M-F 7PM NEWS	5 WCVB A	NWS CNTR 5 7:00	96,216	31,172	122,323	HH	A25-54	P2+
	7 WHDH	WHDH NEWS 7:00	39,098	20,036	50,169	146%	56%	144%
	8 WBTS NB	NBC BOS 7P	23,894	8,740	26,794	303%	257%	357%
			HH	A25-54	P2+	WCVB ADVANTAGES		
M-F 11-11:30P Late	5 WCVB A	NWSCNTR 5 LATE	85,676	23,266	107,959	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 11PM	86,676	16,210	104,205	-1%	44%	4%
	7 WHDH	7 NEWS 11PM	45,237	19,623	55,109	89%	19%	96%
	8 WBTS NB	NBC BOS 11P	36,658	14,912	44,718	134%	56%	141%
	25 WFXT FC	FOX25 NEWS-11	27,488	16,556	35,370	212%	41%	205%

**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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