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For Immediate Release

**WCVB CHANNEL 5 IS CLEAR WINNER IN MAY 2016 SWEEP
MORE PEOPLE GET THEIR NEWS FROM WCVB NEWSCENTER 5;
BOSTON'S NEWS LEADER IS AGAIN BOSTON'S MOST WATCHED STATION**

NSI May 2016 Final *Preliminary* Report (4/28/2016 - 5/25/2016)
28 of 28 days included

Boston, MA -- May 26, 2016 – WCVB Channel 5 is again 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) in the May rating period. NewsCenter 5 dominates the local news race winning nearly every single newscast in Total Viewers and Households. Plus, Boston's appetite for news at 7PM continues to fuel WCVB's rocket ride to #1 in May, beating other local news competition and perennial favorite *Wheel of Fortune* every week since inception in the Adults 25-54 demo. The momentum continues at 7:30PM with *Chronicle* pushing long-running close rival *Jeopardy!* out of its top spot for the first time since October 2013.

WCVB's NewsCenter 5 EyeOpener newscasts (4:30AM, 5AM, 6AM) continue to dominate the competition, at times doubling and tripling the audience of competitors in Adults 25-54, Households, and Total Viewers. NewsCenter 5 at Noon and 5PM took first place in 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.

"We are extremely grateful to the viewers who, day in and day out, choose WCVB as their go-to source for local news," said Bill Fine, WCVB President and General Manager. "We consider it a privilege and an incredible opportunity, especially at this time of rapid change in our local news landscape, to be the station that consistently serves our viewers with the highest quality news -- reported by the most connected, most accurate, and most experienced journalists in the Boston market."

"In today's digital age, we know that people have lots of choices when consuming their news, weather and sports information," said Andrew Vrees, WCVB News Director. "It is our goal to present the important stories that impact our community, and breaking news as it happens, to WCVB's viewers across our many platforms. I am thankful to our loyal viewers and extremely proud of the outstanding work done by our entire news team."

"I'm very proud of the entertaining, informative and inspiring programs produced by the *Chronicle* staff, and very gratified that the loyal audience continues to grow - introducing a new generation to the nation's longest running local news magazine as we approach *Chronicle's* 35th Anniversary in January," said Chris Stirling, *Chronicle* Executive Producer.

WCVB CHANNEL 5 MAY 2016 HIGHLIGHTS

- WCVB is Boston's most watched television station, again finishing #1 sign-on to sign-off (M-Sun, 5AM-2AM) in Households and Total Viewers (P2+).
- WCVB Channel 5's EyeOpener (4:30AM, 5AM, 6AM) trounces the competition, with competitive audience advantages ranging from 23% to more than 300% among Households, Adults 25-54, and Total Viewers.
- At 6AM in Adults 25-54, WCVB achieves a 120% advantage over 3rd place WFXT and a 99% advantage over 2nd place WHDH.
- ABC's "Good Morning America" beat NBC's "Today Show" in Households and Total Viewers.
- WCVB NewsCenter 5 at Noon finished #1 in Households and Total Viewers.
- NewsCenter 5 at 5PM continues to dominate with 168 consecutive Household and Total Viewer wins.
- NewsCenter 5 at 6PM has delivered 168 consecutive Household wins and 161 consecutive Total Viewer wins.
- WCVB delivered Boston's highest rated newscast of the day, NewsCenter 5 at 6PM, capturing an impressive 5.10 rating (HH). WCVB's 6PM news beats the competition in key demos including Households, Total Viewers, Adults 25-54, Men 25-54 and Women 25-54.
- At 6PM in Adults 25-54, WCVB achieves a 114% advantage over 3rd place WBZ and a 27% advantage over 2nd place WHDH.
- 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, the first 7PM news to hit Boston airways in more than two decades, continues to beat *Wheel of Fortune* in Adults 25-54 since February 2016, the first full ratings period with both programs in head-to-head competition.
- America's longest-running local news magazine show *Chronicle* routinely battles *Jeopardy!* for the top spot at 7:30PM -- and in May it beat internationally syndicated *Jeopardy!* in Adults 25-54 for the first time since the October 2013 book.
- *Chronicle* posted a 26% year over year growth in Adults 25-54, and garnered an impressive 72% year over year growth in its male viewership (Men 25-54).
- With the combined power of NewsCenter 5 at 4:30PM, 5PM and 6PM, *ABC World News with David Muir* at 6:30PM, and *Chronicle* at 7:30PM; WCVB now delivers three and a half hours of unmatched local news, world news, and local information within this block.

- 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 just behind WHDH in the Adults 25-54 demo.

WCVB Posts Significant Advantages in May 2016

			HH	A25-54	P2+	RATINGS ADVANTAGES		
M-F 5-6A	5 WCVB ABC	NWSCNTR5EYE-5A	59,000	21,000	61,000	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 5AM	35,000	12,000	38,000	70%	74%	61%
	7 WHDH NBC	7NEWS TODAY 5A	30,000	17,000	34,000	98%	23%	78%
	25 WFXT FOX	FOX25 NEWS-5A	23,000	15,000	24,000	153%	43%	158%
M-F 6-7A	5 WCVB ABC	NWSCNTR5EYE-6A	105,000	55,000	116,000	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 6AM	43,000	13,000	46,000	142%	328%	151%
	7 WHDH NBC	7 NEWS TODAY	54,000	28,000	61,000	94%	99%	88%
	25 WFXT FOX	FOX25 NEWS-6A	37,000	25,000	40,000	183%	120%	188%
			HH	A25-54	P2+	RATINGS ADVANTAGES		
M-F MIDDAY NEWS	5 WCVB ABC	NWS CNTR 5 MDY	66,000	14,000	71,000	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS NOON	42,000	8,000	44,000	60%	90%	60%
	7 WHDH NBC	7 NEWS AT NOON 1ST HALF HOUR	53,000	17,000	56,000	27%	-17%	26%
			HH	A25-54	P2+	RATINGS ADVANTAGES		
M-F 4:30-5PM NEWS	5 WCVB ABC	NWS CNTR 5 4:30	50,000	12,000	54,000	HH	A25-54	P2+
	7 WHDH NBC	WHDH NEWS 4:30	57,000	20,000	67,000	-13%	-38%	-19%
			HH	A25-54	P2+	RATINGS ADVANTAGES		
M-F 5-6P	5 WCVB ABC	NWSCNTR 5-6PM	78,000	21,000	90,000	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 5P	66,000	18,000	79,000	17%	21%	15%
	7 WHDH NBC	7 NEWS AT 5P	62,000	26,000	75,000	25%	-18%	20%
	25 WFXT FOX	FOX25 NEWS-5	17,000	8,000	20,000	361%	167%	347%
M-F 6P	5 WCVB ABC	NWSCNTR 6PM	123,000	38,000	151,000	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 6PM	73,000	18,000	86,000	69%	114%	76%
	7 WHDH NBC	7 NEWS 6PM	73,000	30,000	91,000	69%	27%	66%
	25 WFXT FOX	FOX 25 NEWS-6 (1st half hour)	20,000	11,000	24,000	530%	247%	522%
			HH	A25-54	P2+	RATINGS ADVANTAGES		
M-F 7PM NEWS	5 WCVB ABC	NWS CNTR 5 7:00	100,000	32,000	123,000	HH	A25-54	P2+
	7 WHDH NBC	WHDH NEWS 7:00	60,000	29,000	76,000	65%	10%	63%
						RATINGS ADVANTAGES		
M-F 11-11:30P Late M	5 WCVB ABC	NWSCNTR 5 LATE	88,000	29,000	100,000	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 11PM	66,000	16,000	76,000	32%	85%	32%
	7 WHDH NBC	7 NEWS 11PM	80,000	38,000	94,000	9%	-24%	6%
	25 WFXT FOX	FOX25 NEWS-11	35,000	23,000	44,000	149%	26%	128%

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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