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**For Immediate Release**

## **WCVB CHANNEL 5 DOMINATES OCTOBER RATINGS**

***NEWSCENTER 5 IS #1 IN MORE NEWSCASTS THAN ANY OTHER STATION***

NSI October 2016 \*Preliminary\* Final (9/29/2016 - 10/26/2016)  
28 of 28 days included

Boston, MA -- October 27, 2016 -- WCVB Channel 5, Boston's News Leader and local ABC affiliate, dominated the October ratings finishing #1 in more newscasts and dayparts than any other station in Boston. At the close of the sweep, and the first month of the new television season, WCVB NewsCenter 5 finished #1 in Adults 25-54, Total Viewers, and Households in mornings (4:30AM, 5AM and 6AM) and evenings (6PM, 7PM and 11PM); and WCVB NewsCenter 5 finished #1 in nearly all newscasts in Households and Total Viewers.

"As WCVB celebrates 45 years as Boston's news and community leader, we thank our loyal viewers for helping us continue our legacy," said Bill Fine, WCVB President and General Manager. "The October ratings show very strong momentum as we head into our anniversary year and continue to be the station that the Boston market can count on."

"We're grateful that viewers recognize the hard work and expertise of our NewsCenter 5 team -- from breaking news and investigative reports to delivering the most comprehensive political coverage in this historic election year," said Andrew Vrees, WCVB News Director. "We appreciate that viewers know that they're getting the best, most timely information from WCVB's award-winning team of journalists across our many platforms."

### **WCVB CHANNEL 5 OCTOBER 2016 HIGHLIGHTS**

- WCVB is #1 across the most newscasts in Adults 25-54, Total Viewers (P2+), and Households.
- WCVB's EyeOpener at 4:30AM, 5AM, and 6AM is #1 in Adults 25-54, Total Viewers, and Households.
- The EyeOpener at 4:30AM as much as doubles the competition in Adults 25-54.
- WCVB's EyeOpener at 6AM beat the competition by significant margins (Households) with a 3.05 rating, an advantage of 51% over #2 WHDH and 69% over #3 WBZ in the time period.
- WCVB's EyeOpener at 6AM was the highest rated local newscast of the morning in Adults 25-54, Total Viewers, and Households.

- NewsCenter 5 Midday finished #1 in Total Viewers and Households.
- NewsCenter 5 at 4:30PM finished second in Adults 25-54, Total Viewers, and Households, more than doubling third-place WFXT in Adults 25-54 and more than tripling WFXT in Total Viewers and Households.
- WCVB NewsCenter 5 had three of the highest rated local newscasts, across all time periods, in Adults 25-54: EyeOpener at 6AM (1.57 rating), NewsCenter 5 at 6PM (1.37 rating), and NewsCenter 5 at 7PM (1.54 rating).
- In Adults 25-54, NewsCenter 5 at 6PM posts a 10% advantage over second-place WHDH at 6PM. NewsCenter 5 at 7PM posts a 12% advantage over the #2 WHDH at 7PM.
- WCVB NewsCenter 5 at 6PM continues its #1 reign with 173 consecutive Household wins and 166 consecutive Total Viewer wins.
- *Chronicle* (7:30PM), WCVB's long-running beloved nightly newsmagazine, finished second after syndicated game show rival *Jeopardy* in Adults 25-54, Total Viewers, and Households.
- *Chronicle* posted 19% book-to-book growth in Adults 25-54.
- WCVB NewsCenter 5 at 11PM is the #1 rated late newscast in the market in Adults 25-54, Total Viewers, and Households (M-F).

## WCVB Posts Significant Advantages in October 2016...

			HH	A25-54	P2+	RATINGS ADVANTAGES		
M-F 5-6A	5 WCVB ABC	NWSCNTR5EYE-5A	49,041	17,793	53,409	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 5AM	32,087	13,439	32,823	53%	32%	63%
	7 WHDH NBC	7NEWS TODAY 5A	23,523	11,803	24,482	108%	51%	118%
	25 WFXT FOX	FOX25 NEWS-5A	20,523	12,880	22,847	139%	38%	134%
M-F 6-7A	5 WCVB ABC	NWSCNTR5EYE-6A	73,888	37,919	81,691	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 6AM	43,678	15,316	46,256	69%	148%	77%
	7 WHDH NBC	7 NEWS TODAY	48,988	29,621	54,816	51%	28%	49%
	25 WFXT FOX	FOX25 NEWS-6A	21,654	14,859	24,568	241%	155%	233%

			HH	A25-54	P2+	RATINGS ADVANTAGES		
M-F MIDDAY NEWS	5 WCVB ABC	NWS CNTR 5 MDY	65,501	13,541	72,759	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS NOON	52,513	8,017	53,408	25%	69%	36%
	7 WHDH NBC	7 NEWS AT NOON (1st half hour)	51,981	18,711	55,043	26%	-28%	32%

			HH	A25-54	P2+	RATINGS ADVANTAGES		
M-F 4:30-5PM NEWS	5 WCVB ABC	NWS CNTR 5 4:30	52,285	13,842	56,807	HH	A25-54	P2+
	7 WHDH NBC	WHDH NEWS 4:30	62,133	21,086	70,866	-16%	-34%	-20%
	25 WFXT FOX	FOX25 NEWS 4P (2nd half hour)	16,874	6,758	17,897	210%	105%	217%

			HH	A25-54	P2+	RATINGS ADVANTAGES		
M-F 5-6P	5 WCVB ABC	NWSCNTR 5-6PM	78,715	22,385	92,334	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 5P	76,442	15,013	85,212	3%	49%	8%
	7 WHDH NBC	7 NEWS AT 5P	65,342	24,218	74,221	20%	-8%	24%
	25 WFXT FOX	FOX25 NEWS-5	17,210	8,439	20,471	357%	165%	351%
M-F 6P	5 WCVB ABC	NWSCNTR 6PM	116,598	33,225	147,623	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 6PM	85,674	16,248	96,820	36%	104%	52%
	7 WHDH NBC	7 NEWS 6PM	78,928	29,877	93,455	48%	11%	58%
	25 WFXT FOX	FOX 25 NEWS-6 (1st half hour)	22,023	10,612	26,601	429%	213%	455%

			HH	A25-54	P2+	RATINGS ADVANTAGES		
M-F 7PM NEWS	5 WCVB ABC	NWS CNTR 5 7:00	102,505	37,329	127,792	HH	A25-54	P2+
	7 WHDH NBC	WHDH NEWS 7:00	63,061	33,084	76,170	63%	13%	68%

			HH	A25-54	P2+	RATINGS ADVANTAGES		
M-F 11-11:30P Late News	5 WCVB ABC	NWSCNTR 5 LATE	90,951	31,774	111,167	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 11PM	85,130	20,113	101,998	7%	58%	9%
	7 WHDH NBC	7 NEWS 11PM	73,265	31,681	88,628	24%	0%	25%
	25 WFXT FOX	FOX25 NEWS-11	34,504	19,838	40,956	164%	60%	171%

*\*Preliminary Final Report*

### 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)