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For Immediate Release

WCVB CHANNEL 5 DOMINATES SEPTEMBER 2015 RATINGS

WINS ALL NEWSCASTS IN HOUSEHOLDS, AND WINS MORNINGS AND 6PM IN DEMO

NSI September 2015 Report (8/27/2015 - 9/23/2015)

28 of 28 days included

Boston, MA- - September 24, 2015 - - **WCVB Channel 5** continues to dominate the market finishing **#1** in more newscasts and dayparts than any other station in Boston and also finishing **#1** in several key time periods in the Adults 25-54 demo (5AM, 6AM and 6PM).

"September's ratings confirm that more people still turn to WCVB Channel 5 for their news and information than any other competitive station in Boston – while also growing audiences at a market leading pace," said Bill Fine, WCVB President and General Manager. "Given the myriad of choices viewers have to consume their news, we are grateful to all of those who continue to make NewsCenter 5 Boston's News Leader."

"The entire NewsCenter 5 team works tirelessly to deliver the best, most comprehensive news coverage to our viewers and is focused on the big, breaking stories that matter most to our community," said Andrew Vrees, WCVB News Director. "When hard work and dedication allow us to break significant stories, like 5 Investigates' recent first report on the identification of Baby Bella, it is especially gratifying and truly humbling to know that we have made a difference."

WCVB CHANNEL 5 SEPTEMBER 2015 HIGHLIGHTS

- WCVB is **#1** across the most newscasts in Households and Total Viewers
- WCVB continues to amass significant year over year gains in viewership over its competitors. At 5AM, WCVB's lead over **#2** WFXT jumped by approximately 343% as compared to September 2014. At 6AM, WCVB's lead over **#2** WHDH grew by approximately 207% as compared to September 2014. (In 2015, WCVB grew to a .86 lead over WHDH versus a .28 a year ago.) At 6PM, WCVB wins by a margin of .42 against WHDH this year, as opposed to the rare loss it posted to WHDH by .27 in September 2014 – an upswing of .69.
- WCVB NewsCenter 5 had the two highest rated local newscasts, across all time periods in the Adults 25-54 demo, with NewsCenter 5 EyeOpener at 6 AM (2.27 rating) and NewsCenter 5 at 6 PM (2.04), up 21% and 25% year over year (respectively).

- NewsCenter 5 EyeOpener at 4:30AM is Boston's most-watched local newscast in the time period in Total Viewers, up 19% year over year. WCVB's 4:30AM newscast beats its nearest competitor WFXT by a 51% advantage in Total Viewers.
- More viewers (A25-54) chose WCVB's EyeOpener at 5AM and 6AM as their #1 station to start their day. WCVB's EyeOpener posted an impressive 48% and 21% year over year increase in the demo at 5AM and 6AM respectively – out delivering the next closest competitor WFXT by a solid 36% at 5AM and 66% at 6AM
- WCVB EyeOpener at 6AM beats the competition by significant margins (Households), with a 4.32 rating, an advantage of 56% over #2 WHDH and 118% over #3 WFXT in this time period. WCVB posted 21% Household audience growth compared to September 2014.
- *Good Morning America* continues its steady growth, up 33% in the A25-54 demo as compared to September 2014, finishing a close #2 to NBC's *Today Show*
- WCVB's NewsCenter 5 at 6PM is the #1 local evening newscasts in Adults 25-54, and increased ratings in the demo by 25% at 6 PM compared to a year ago. WCVB posted significant advantages against the competition: 26% over 2nd place WHDH, 98% over 3rd place WBZ, and 204% over distant 4th place WFXT
- WCVB NewsCenter 5 at 6PM continues its #1 reign with 160 consecutive Household wins and 153 consecutive Total Viewer wins
- *Chronicle*, WCVB's long-running beloved nightly newsmagazine, finished a very close 2nd at 7:30PM after syndicated game show rival *Jeopardy* in Adults 25-54 and Total-Viewers. *Chronicle* at 7:30PM posted 22% growth in Adults 25-54 from a year ago, while *Jeopardy* declined 6%
- WCVB NewsCenter 5 at 11PM (M-F) beats the competition in Households and Total Viewers; WCVB posts a significant 171% advantage over #4 competitor WFXT in Total Viewers and 166% advantage against WFXT in Households
- *ABC World News Tonight with David Muir* continues its winning streak in Total Viewers, Households and A25-54, and has a stronghold on the Network evening news at 6:30PM. *World News Tonight* is up 26% year over year in A25-54
- The *Dancing With The Stars* Premiere on September 14 was the top-rated program of the night among Adults 25-54 and other key demos, posting a 5.8 with Women 25-54.
- *The Muppets* premiere on Tuesday, September 22 was #1 in the time period in Adults 25-54 delivering an impressive 4.89 rating
- The ABC comedy premieres on Wednesday, September 23 were #1 in Adults 25-54 delivering a combined 5.37 rating at 8-10PM; *The Middle* with a 5.18 rating, *The Goldbergs* with a 4.67 rating, *Modern Family* with a 7.40 rating, and *Black'ish* with a 4.22 rating.

WCVB Posts Significant Advantages in September 2015...

			HH	A25-54	P2+	RATINGS ADVANTAGES		
M-F 5-6A	5 WCVB ABC	NWSCNTR5EYE-5A	57,000	29,000	58,000	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 5AM	25,000	8,000	26,000	129%	277%	120%
	7 WHDH NBC	7NEWS TODAY 5A	28,000	12,000	31,000	102%	149%	87%
	25 WFXT FOX	FOX25 NEWS-5A	31,000	21,000	35,000	84%	36%	67%
M-F 6-7A	5 WCVB ABC	NWSCNTR5EYE-6A	105,000	56,000	109,000	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 6AM	36,000	10,000	39,000	192%	454%	177%
	7 WHDH NBC	7 NEWS TODAY	67,000	35,000	73,000	56%	61%	50%
	25 WFXT FOX	FOX25 NEWS-6A	48,000	34,000	54,000	118%	66%	101%
			HH	A25-54	P2+	RATINGS ADVANTAGES		
M-F MIDDAY NEWS	5 WCVB ABC	NWS CNTR 5 MDY	77,000	18,000	81,000	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS NOON	48,000	6,000	47,000	61%	196%	73%
	7 WHDH NBC	7 NEWS AT NOON 1ST HALF HOU	73,000	22,000	84,000	6%	-16%	-4%
			HH	A25-54	P2+	RATINGS ADVANTAGES		
M-F 5-6P	5 WCVB ABC	NWSCNTR 5-6PM	103,000	31,000	121,000	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 5P	73,000	20,000	83,000	41%	56%	46%
	7 WHDH NBC	7 NEWS AT 5P	80,000	35,000	103,000	29%	-11%	18%
	25 WFXT FOX	FOX25 NEWS-5	22,000	12,000	23,000	373%	150%	421%
M-F 6P	5 WCVB ABC	NWSCNTR 6PM	150,000	50,000	195,000	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 6PM	77,000	26,000	94,000	95%	98%	108%
	7 WHDH NBC	7 NEWS 6PM	95,000	40,000	119,000	58%	26%	63%
	25 WFXT FOX	FOX 25 NEWS-6 (1st half hour)	24,000	16,000	29,000	519%	204%	579%
			HH	A25-54	P2+	RATINGS ADVANTAGES		
M-F 11-11:30P Late N	5 WCVB ABC	NWSCNTR 5 LATE	111,000	25,000	123,000	HH	A25-54	P2+
	4 WBZ CBS	WBZ NEWS 11PM	74,000	23,000	88,000	51%	5%	39%
	7 WHDH NBC	7 NEWS 11PM	95,000	47,000	112,000	16%	-48%	10%
	25 WFXT FOX	FOX25 NEWS-11	42,000	25,000	45,000	166%	-3%	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 30 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 National Association of Broadcasters Education Foundation's "Service to the Community" award, plus multiple recognitions as Television Station of the Year by the National Gabriel Awards, the National Headliner Awards, the RTDNA Edward R. Murrow Awards, the regional Emmy's, Associated Press Awards, Walter Cronkite Award, duPont Awards and Gracie Awards. WCVB, Boston's ABC affiliate station, is owned by Hearst Television Inc., a wholly owned subsidiary of the Hearst Corporation, a leading media company whose global holdings include 29 television stations and two radio stations. Follow us on Facebook ([wcvb5](https://www.facebook.com/wcvb5)), Twitter (@wcvb) or Google+ (search +wcvb)