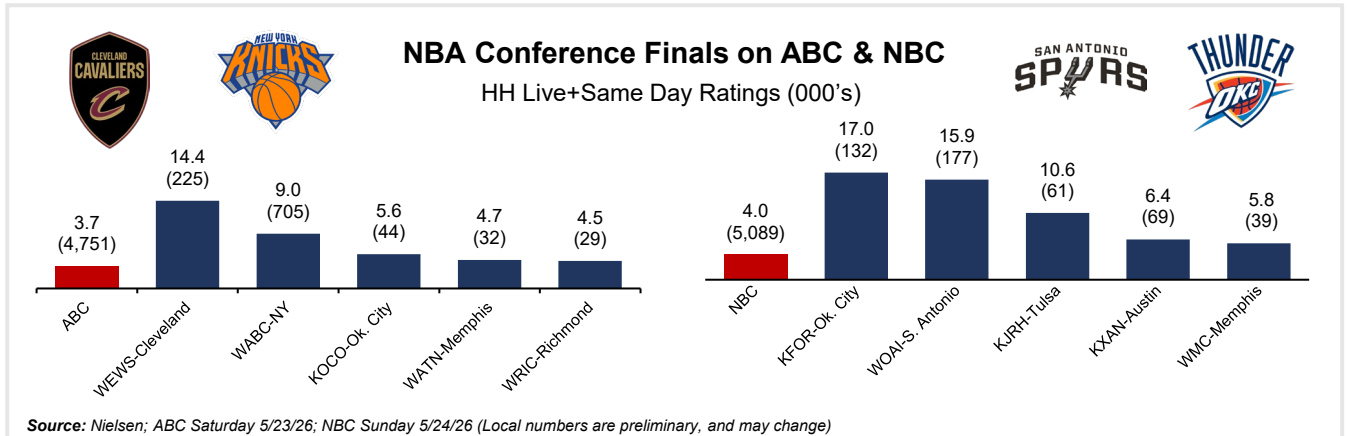


TVB Insights

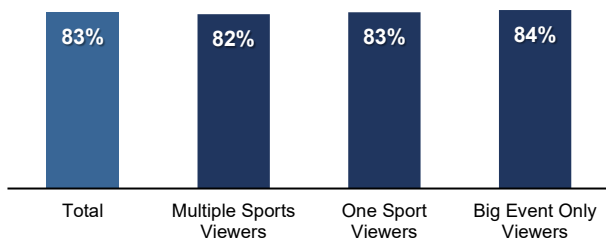
WEEKLY RESEARCH & ANALYSIS

2025/26 Season – Week 35 (5/18-5/24/26)

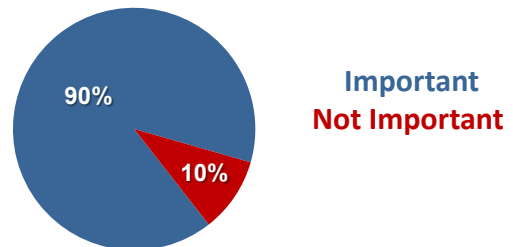


Ads In Sporting Events Influence Consumers Search Selections!

Of those who do online searches influenced



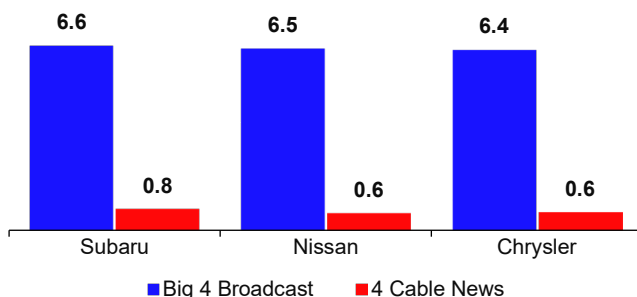
How Important Is It To You For Your Local Sports Team's Games To Be Available On Your Local Broadcast TV Station?



Market of the Week: Tulsa, OK

Auto Owners

Mon-Sun 5-6p Live – Average Monthly Ratings (Comscore)



Top 5 Spot TV Advertisers from MediaRadar

May'25 – April'26	Dols (000)
Jim Norton Local Dealer	\$2,333.9
Jim Glover Local Dealer	\$2,322.3
Jeff Martin & Assoc Attorneys	\$1,064.3
Mathis Home Furnishings Store	\$923.9
Airco	\$919.9

Market Close-Up: Tulsa, OK

The Tulsa market in the state of Oklahoma has an estimated population of 1,497,737 in 2026. Some of the largest industries in this vast market include energy, aerospace and aviation, advanced manufacturing, headquarters and professional services, transportation and logistics, healthcare, technology, and finance. Some of the largest employers in the area include ONEOK, Saint Francis Health System, QuikTrip, American Airlines, The Nordam Group, BOK Financial, Tulsa Public Schools, University of Tulsa, Tulsa Tech, Amazon, Macy's Fulfillment Center, US Department of Veteran Affairs, Hillcrest Health System, AAOH Inc., and Alorica Inc.

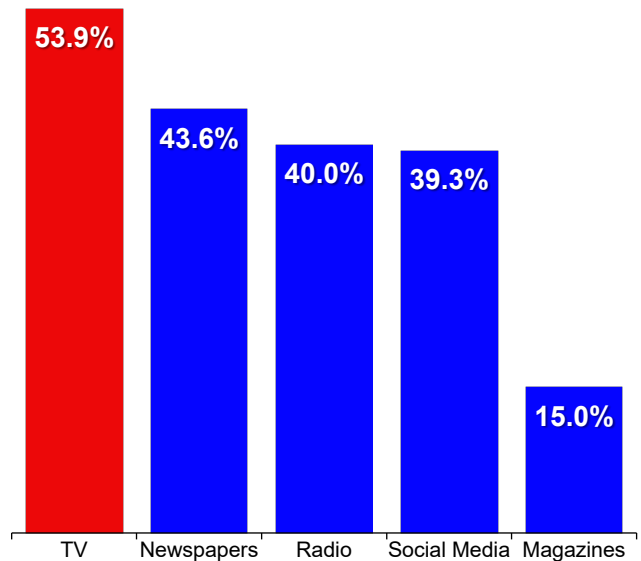
Median HH Income

\$68,609

TV stations serving the area of Tulsa, OK

KJRH	NBC, Bounce TV, Laff, Ion Plus, Grit, Busted, QVC2
KMYT	MyNetworkTV, Cozi TV, Start TV, Heroes & Icons, MeTV Toons
KOKI	Roar, MeTV, Dabl, Charge!, Comet, The Nest
KOTV	CBS, News on 6 Now
KQCW	The CW, MovieSphere Gold
KTPX	NBC, Ion Television, Court TV, Movies!, Ion Mystery, Game Show Central, QVC, HSN
KTUL	ABC, Fox, Antenna TV, Rewind TV

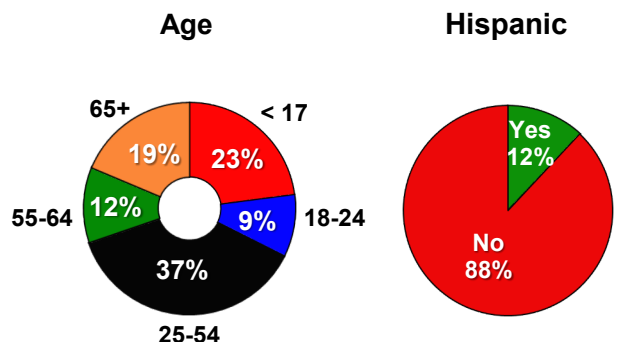
Reliance on Media to Stay Informed % Agree



Tulsa, OK Interesting Facts

- The Oklahoma Aquarium features the world's largest collection of bull sharks in captivity, showcased in a massive 380,000-gallon tank with an underwater tunnel.
- The "Center of the Universe" in downtown Tulsa is a unique spot where sounds echo loudly to the speaker but are barely heard outside the circle.
- The classic novel and film *The Outsiders* are set and filmed in Tulsa, where visitors can also explore the Outsiders House Museum.
- Gathering Place, named USA Today's Best Public Playground of 2026, is a vibrant 66.5-acre public park along the Arkansas River that features innovative design, interactive attractions, and educational activities.

Tulsa, OK Demographic Overview



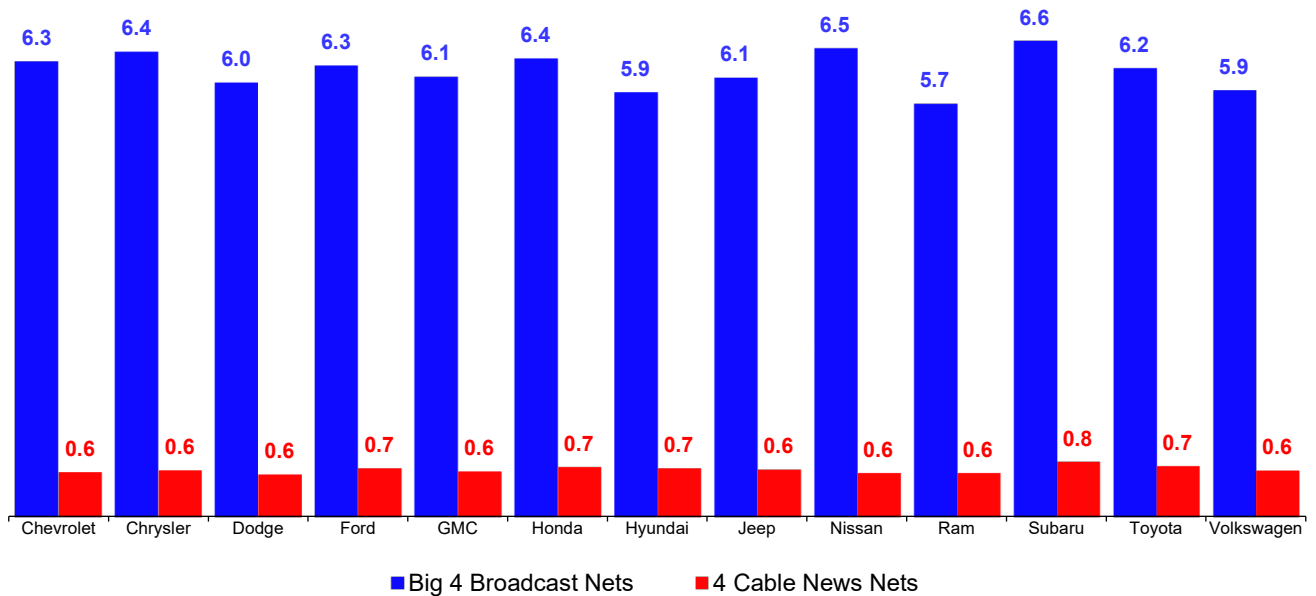
2025/26 Season

Local Market Close-Up: **Tulsa, OK**

Tulsa, OK				Series Ranker (3/30/2026 - 4/26/2026)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	P18+ Live+1 Rtg
1	News on 6 Weather Coverage	KOTV (CBS)	9	T, W, R, F, U	7:08 PM	155	11.8
2	News On 6 @ 6p	KOTV (CBS)	20	M, T, W, R, F	06:00 PM	30	11.4
3	News On 6 @ 5p	KOTV (CBS)	20	M, T, W, R, F	05:00 PM	60	11.1
4	CBS NWS SP RP:ART2 RETURN	KOTV (CBS)	1	F	06:30 PM	60	10.2
5	News on 6 at Six Saturday	KOTV (CBS)	4	S	6:00 PM	30	10.2
6	Marshals	KOTV (CBS)	4	U	7:00 PM	60	10.0
7	News On 6 @ 10p	KOTV (CBS)	28	M, T, W, R, F, S, U	10:00 PM	60	9.9
8	60 Minutes	KOTV (CBS)	4	U	6:00 PM	60	9.9
9	CBS Evening News	KOTV (CBS)	19	M, T, W, R, F	05:30 PM	30	9.7
10	News on 6 @ 6:30P	KOTV (CBS)	4	S	06:30 PM	30	9.1
11	Tracker	KOTV (CBS)	3	U	8:00 PM	60	8.7
12	MASTERS GOLF TOURN.-SUN	KOTV (CBS)	1	U	01:00 PM	317	8.6
13	Sheriff Country	KOTV (CBS)	3	F	7:00 PM	60	7.7
14	CBS SATURDAY ENCORE 1	KOTV (CBS)	2	S	07:00 PM	60	7.7
15	NBC NBA PLAYOFF RD1 2Q7	KJRH (NBC)	1	S	02:30 PM	158	7.4
16	News on 6 at 5:30p	KOTV (CBS)	3	U	05:30 PM	30	7.3
17	News On 6 @ 4p	KOTV (CBS)	20	M, T, W, R, F	04:00 PM	60	6.9
18	Oklahoma Sports Blitz	KOTV (CBS)	4	U	10:26 PM	34	6.9
19	Survivor	KOTV (CBS)	5	W	7:00 PM	90	6.9
20	Boston Blue	KOTV (CBS)	4	F	9:00 PM	60	6.8

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Auto Ownership by Make (Comscore)



Local Broadcast News Avg. vs. Cable Network News Avg. – P18+ Live+1 Ratings – April'26



Data Sources:

NBA Logos: [Chris Creamer's SportsLogos.Net](http://ChrisCreamer'sSportsLogos.Net)

Dynata / TVB 2026 Sports Survey:

Q = "Think about the times you did an online search for a product or a service. How often, if at all, did the TV advertisements you saw in a sporting event influence you, in some way, in your search selections?" % are those who answered *Every time*, *Most of the time* or *Sometimes*.

Q = "How important is it to you for your local sports team's games to be available to you on your local broadcast TV station?"
Important = *Very Important* + *Somewhat Important*; Not Important = *Not very important* + *Not important at all*

National Broadcast: The Nielsen Company, NPOWER; Live+Same Day and Live+1 Day estimates

Local Broadcast: The Nielsen Company, Arianna, NLTV; Live+Same Day and Live+1 Day estimates

Local Market At-A-Glance/Overview: Claritas 360, GfK Catalyst

Local Market Close-Up: Comscore TV, MediaRadar

Top 20: P18+ Series Ranker All Day, Ranked on Plus 1 DVR Metrics

Auto Ownership: Comscore data. Mon-Sun 5-6p comparison of the monthly auto demo live ratings. Taking the averages of the top broadcast networks (ABC, CBS, FOX, NBC) versus the top 4 cable news networks (CNN, Fox News Channel, Headline News, MSNBC).

Local News Strength: All Day average of top 4 cable networks (CNN, Fox News, Headline News and MSNBC), standard and HD feeds vs. All Day Local Broadcast News average. Live+1 P18+ rating used from the latest available month.

Nielsen DMA: Tulsa, OK

Comscore Market: Tulsa, OK