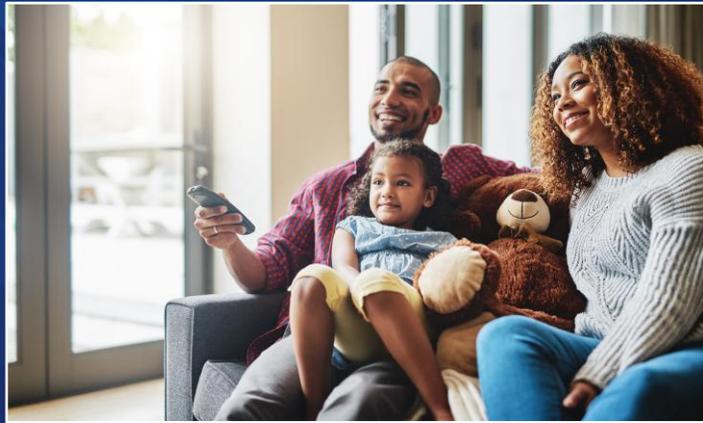


# 2026 MEDIA COMPARISONS STUDY: SYNOPSIS

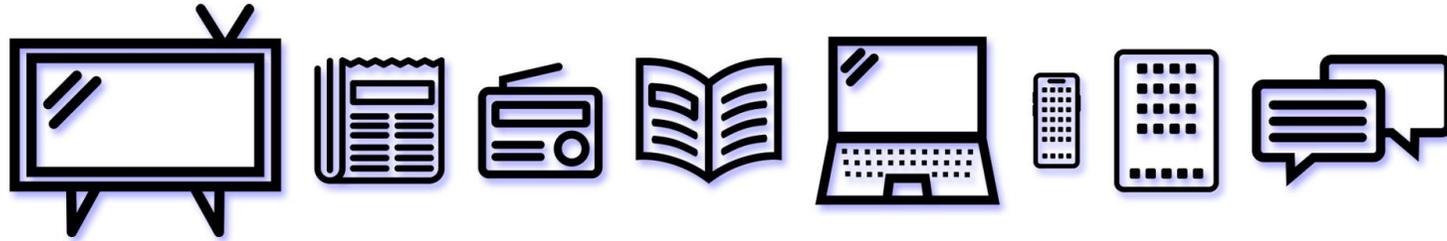


**TVB** Local  
Media  
Marketing  
Solutions

# MEDIA COMPARISONS: KEY INSIGHTS

- TV has the highest reach, and people spend the most time with TV of all media platforms studied.
- Most time spent with TV programs is on linear TV.
- Local TV news is the most trusted news source. Local TV News websites/apps is the most trusted digital source.
- Television is the top advertising medium that makes you most aware of a product or service and is motivation to do further research online.
- More time is spent with broadcast TV across all devices than with cable and streaming programs.
- Total broadcast assets can reach 9 out of 10 of key segments & categories.
- Broadcast viewing time is predominantly on the TV screen, the bigger screen. 51% of viewing time on platforms like YouTube is OFF the TV screen on smaller digital devices.
- Broadcast and Streaming: It's not an either/or decision, it's an AND:
  - Numbers quoted for streaming by the industry include streaming without ads. When looking only at long-form platforms that have advertising, linear TV represents 68% of the viewing time.
  - Broadcast reaches 94% of those streaming with ads on their TV sets.
  - Advertisers can not reach those who stream with no ads, but broadcast assets can reach them.

# Purpose of the Media Comparisons Study



To gain an understanding of media usage, reach and time spent across traditional and digital platforms, and within market segments.

TVB commissioned   to do the study.

# Methodology

## WHO:

- Interviews were collected via opt-in panel aligned demographically with Census Bureau data.
- *The base sample included over 4,000 Adults 18+:*
  - 3,840 English-speaking panelists 18+ years of age and an augment of 177 Spanish speaking Hispanics 18+ years of age.
  - Respondents did not have to watch TV to be included in the study.

## HOW:

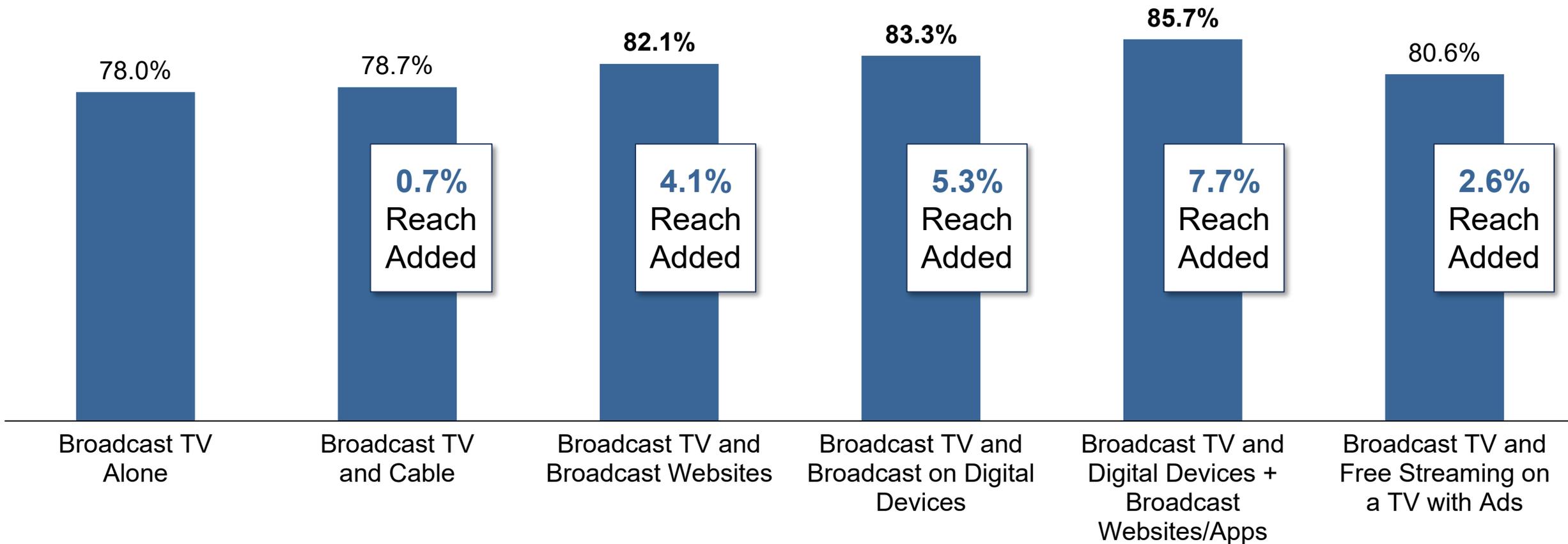
- Respondents were asked questions about media usage on over 20 different media platforms on traditional and digital devices.
- Care was taken to have an equal number of respondents reporting on each individual day so as not to overweight any individual day.
- Via a 21-minute online quantitative survey.



**WHEN:** Interviews took place November 10<sup>th</sup> through December 22<sup>nd</sup>, 2025.

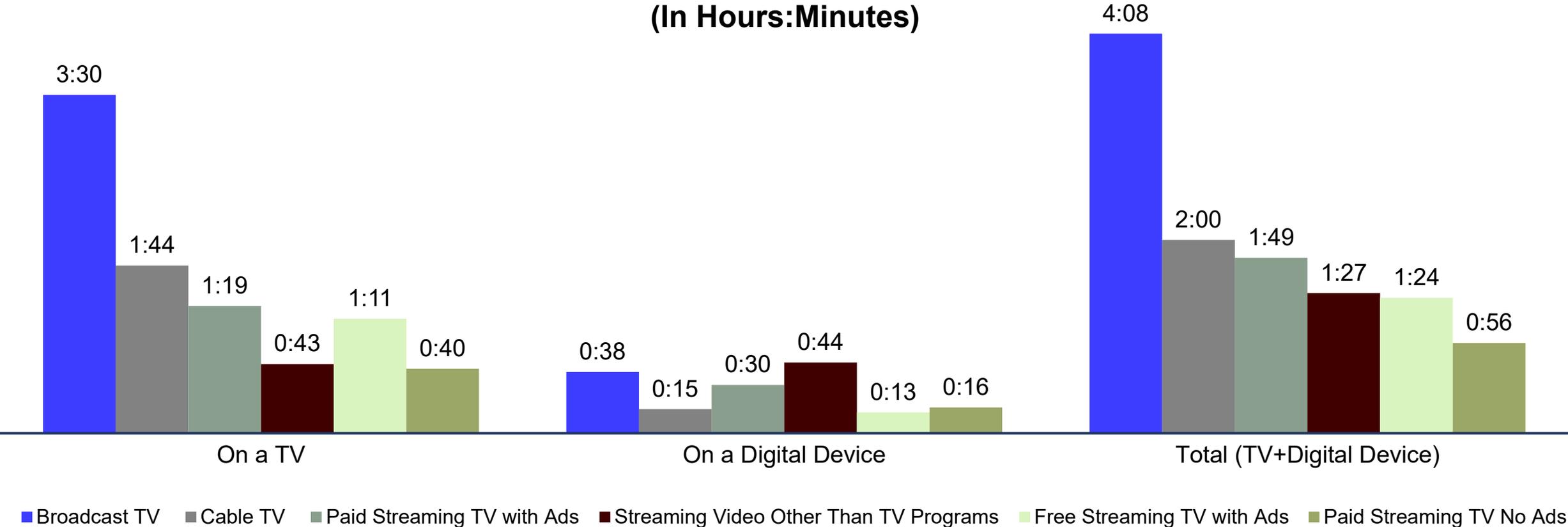
Source: 2026 GfK/NIQ TVB Media Comparisons Study.

# Broadcast Digital Assets Added Significantly More Reach to Broadcast TV Than Cable or AVOD



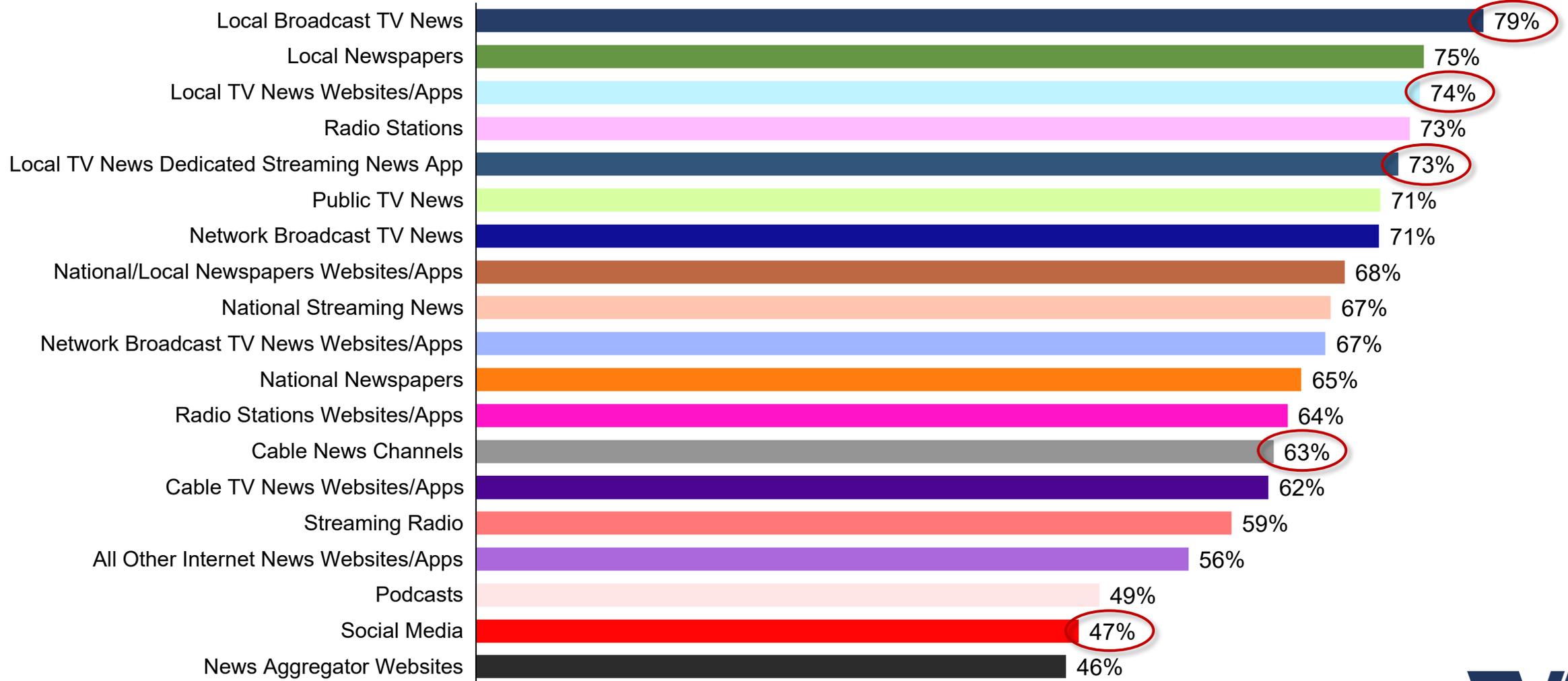
# Most Time Spent with TV Programs Across All Devices is on Broadcast TV

Daily Time Spent Yesterday A18+ (In Hours:Minutes)



# Local Broadcast Television News: #1 for Trust

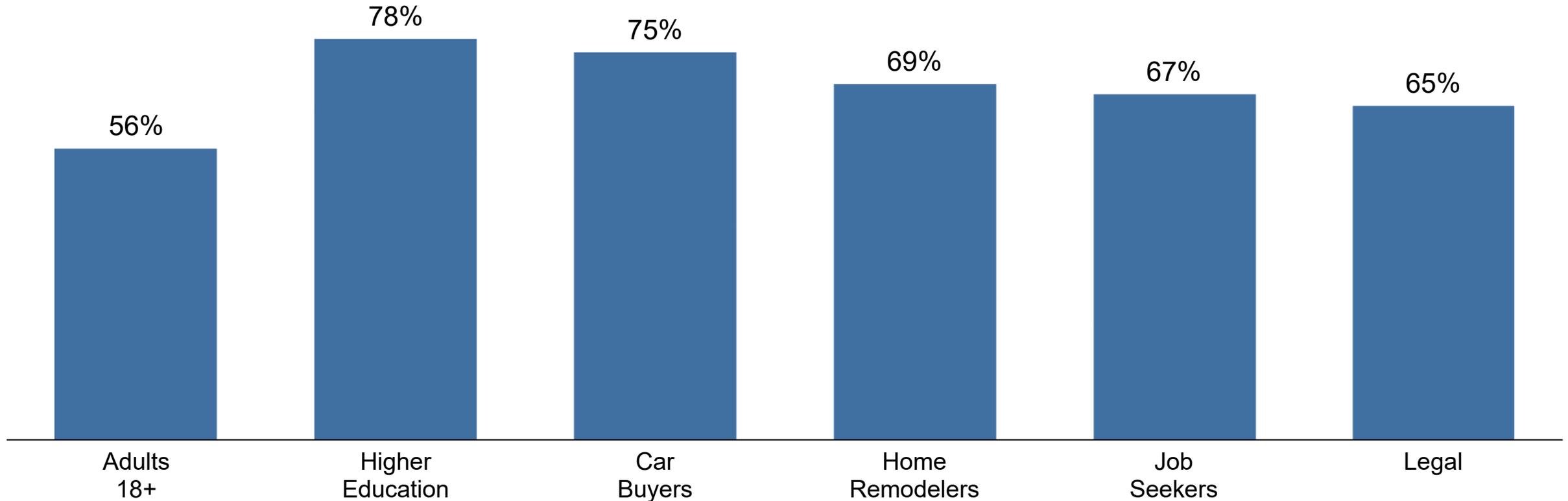
I trust the News that I see/hear on this media source:  
**Percent Agree**



# Television Ads Are Motivation to Do Further Research Online

Has an advertisement on television motivated you to go to the Internet to find out more information about that product or service?

Percent Yes



Source: 2026 GfK/NIQ TVB Media Comparisons Study. Persons 18+.

Q03 - Has an advertisement on television motivated you to go to the Internet to find out more information about that product or service?