



TV INSIGHTS

HOMETOWN OLYMPIC ATHLETES ELEVATE LOCAL BROADCAST TV VIEWERSHIP

FASTER - HIGHER - STRONGER

The Olympic motto signifies both the goals of our young athletes as well as setting the bar for the premiere sporting event of the year.

It also reminds us, as marketers, that there is another phenomenon inspired by the Olympics: local pride in our hometown athletes generates the need to connect with them as they compete.

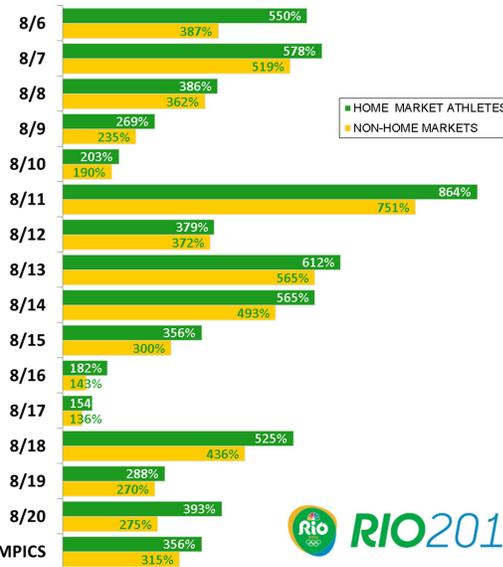
Marketers benefit from affiliation with the halo effect of hometown heroes. Local pride intensifies TV viewership of the games, creating an opportunity for advertisers to connect with the local community and reap the benefits of local connection.

INDIVIDUAL HOMETOWN MARKETS SAW INCREASES OF OVER 1200%

This is dramatically demonstrated when comparing viewing levels nationwide with those of the hometowns of the athletes competing that day. While the appeal of the Olympics is phenomenal, outpacing regular season audience levels by +356% in the metered markets, we see even greater gains when we add the layer of local relevance.

When the heroes are from our hometowns, our desire to connect with them drives up local TV viewership. This local pride benefits advertisers who recognize the power of the local connection to those consumers in the markets where the return is likely to be greatest.

2016 Summer Olympics (Primetime)
HH % Growth over July 2016 Prime Avg



Rod

Rod Murray, Katz Media Group

Source: Nielsen overnights, August 6-20, 2016. NSI July'16

