

WXIA Report

Best Performing Weekday Dayparts

Across all WXIA local news coverage, the typically best performing broadcasts were during the Early Morning, Prime Access, and Prime Time dayparts. 11:00 P.M. *11 News Tonight* enjoyed an increased rating and share from its lead-in of Leno.

- 6:30 A.M. *11 News* had the highest shares throughout the day for Monday (10 shares), Tuesday (8 shares), Thursday (9 shares), and Friday (12 shares)
- 6:00 A.M. *11 News* had high shares throughout the day for Monday (10 shares), Wednesday (7 shares), and Friday (9 shares)
- *11 News Tonight* always increased or holds shares steady, and increases ratings almost every weeknight

Worst Performing Weekday Dayparts

WXIA local news segments performed the worst during the Daytime dayparts. While HUTS either increased or stay constant going into the Daytime, ratings and shares dipped for *AtI & Co.* as viewers tune into more popular syndication and network shows (*The View, The Price is Right, and Judge Joe Brown*). WXIA should conduct a cost benefit analysis at replacing *AtI & Co.* with syndication programming for better ratings and shares.

- While HUTS either increase or stay constant through the Daytime daypart, ratings and shares for *AtI & Co.* dipped below a 1.0 rating
- 11:00 A.M. *AtI & Co.* had a share of 2 for Monday – Friday
- 11:30 A.M. *Alt & Co.* had the lowest shares across all WXIA local news segments on Wednesday and Thursday
- 11:30 A.M. *Alt & Co.* tied had the lowest shares across all Daytime local news segments Monday - Friday

Best Performing Weekend Dayparts

WXIA local news segments performed the best during the Early Morning daypart. The 6:30 A.M. *11 News* broadcast performed the best for all Early Morning WXIA local news broadcasts.

- 6:30 A.M. *11 News* had the highest ratings and shares for all Early Morning WXIA broadcasts on Monday (3.0, 10), Tuesday (2.9, 10), Thursday (2.5, 9) and Friday (4.1, 13)

Worst Performing Weekend Dayparts

WXIA local news segments performed the worst during the Early Fringe and Fringe dayparts.

- *11 News Saturday* had the lowest rating (1.5) and share (3) across all WXIA Saturday news; second-lowest performing 6:00 P.M. Saturday news segment in front of *CBS ATL News*
- *11 News Superbowl* had the lowest rating (1) and share (2) across all WXIA Sunday news and all 11:15 P.M. competitor news broadcasts

Competitive Set

Since WSB's ratings and shares command such a large piece of the market, WXIA should look to WGCL and WAGA to set performance goals. WSB has enjoyed long-standing loyalty in the Atlanta market, and it will be difficult to make progress or take actions when comparing results to that station.

WSYX Report

Best Performing Weekday Dayparts

Across all WSYX news broadcasts, the Daytime dayparts show strong ratings and shares. 12:00 PM *ABC6 News @ Noon* enjoyed a strong lead-in from *The View*, since the program had the highest ratings and shares for the Daytime daypart for Tuesday - Thursday. The 12:30 *ABC6 News @ Noon* broadcast also had a high rating and shares across the week due to its placement of being the only local news broadcast on at that time. WBNS' *The Young and the Restless* still performed better, but the strategic placement allowed WSYX to have the second-highest rating and shares for the 12:30 block.

- 12:00 PM *ABC6 News @ Noon* had high ratings and shares across the weekday for Monday (4.4, 7), Tuesday (6, 12), Wednesday (6, 18), Thursday (4.6, 14), and Friday (6, 15)
- 12:30 P.M. *ABC6 News @ Noon* had high ratings and shares across the weekday thanks to its placement of the only local news on air at 12:30

Worst Performing Weekday Dayparts

WSYX local news segments performed the worst during the Early Morning and Early Fringe dayparts. Within the Early Morning daypart, the 5:00 A.M. is the worst performing segment.

- 5:00 A.M. *ABC 6 NW Morning @ 5* had the lowest ratings and shares throughout the day for Monday (1.4, 7), Wednesday (0.7, 4), and Thursday (0.8, 4)

Weekend News

All weekend news broadcasts increased ratings and shares from their lead-ins despite a decrease in HUTS going into each broadcast. Both Saturday news broadcasts had the same rating and shares, with *ABC6 News @ 6* performing third-worst and *News @ 11* performing the worst. A weak lead-in from *ABC Movie- Harry Potter* with a 1.4 rating and a share of 2 provided a small boost for *Saturday's News @ 11*, however, the news broadcast performed the worst across all WSYX news broadcasts for the day and across all competitors.

- Both Saturday news segments for WSYX had the same rating (2.5) and share (4).
- *News @ 11* had a weak lead-in with *ABC Movie- Harry Potter* while WBNS and WCMH had strong lead-ins for their 11:00 news broadcasts with *CSI: Miami* and *Leno*