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**FOR IMMEDIATE RELEASE**

June 14, 2017

## 12 News is the #1 Choice for Arizonans During May

PHOENIX, AZ – With the release of May 2017 comScore data, 12 News/KPNX (Phoenix DMA) dominated the competition with ratings wins in almost every daypart, newscast and programming category. 12 News was Arizona’s most watched television station and led all stations in local news, including wins at 6am and 10pm. Additionally, 12 News was first in 18 out of 20 time periods Monday through Friday in households with adults 25-54. 12 News was ranked #1 or tied (5am) in all Monday through Friday local newscasts and carried 16 of the top 20 prime programs in the Phoenix market.

### Phoenix comScore Top 20 Prime Ratings by Station May 2017

Station	Day/Time	Program	RA25-54
KPNX/NBC	Tue/7-8P	The Voice	6.8
KPNX/NBC	Mon/7-9P	The Voice	6.4
KPNX/NBC	Sat/8:30-10P	Saturday Night Live	6.2
KPNX/NBC	Tue/9-10P	Chicago Fire	5.0
KPNX/NBC	Mon/9-10P	The Wall	4.9
KPNX/NBC	Sun/7-8P	Little Big Shots	4.8
KPNX/NBC	Sun/8-9P	Chicago Justice	4.4
KPNX/NBC	Mon/9-10P	Taken	4.3
KPNX/NBC	Thu/8-9P	Chicago Med	4.3
KPNX/NBC	Fri/8-10P	Dateline NBC	4.2
KPNX/NBC	Wed/9-10P	Chicago P.D.	4.2
KPNX/NBC	Mon/9-10P	Running Wild	4.1
KPNX/NBC	Sun/9-10P	Shades of Blue	3.8
KPNX/NBC	Wed/8-9P	Law & Order: SVU	3.7

<b>KPNX/NBC</b>	<b>Thu/9-10P</b>	<b>The Blacklist</b>	<b>3.7</b>
KPHO/CBS	Tue/7-8P	NCIS	3.6
KPHO/CBS	Sun/6-7P	60 Minutes	3.5
KPHO/CBS	Tue/8-9P	Bull	3.5
KPHO/CBS	Thu/7-7:30P	The Big Bang Theory	3.4
<b>KPNX/NBC</b>	<b>Thu/7-8P</b>	<b>Great News</b>	<b>3.4</b>

Phoenix (Prescott), AZ comScore, May 2017 (5/1/17-5/28/17) based on Households with Adults 25-54

## Phoenix comScore PM News Ratings May 2017 – Late News Leader

*12 News at 10pm* continued dominating the market as the most watched newscast in Arizona with a tune in of 4.3 RA25-54, +65% over KSAZ FOX 10 (9pm) its closest competition. *12 News at 10pm* was the clear #1 choice for late local news viewers. The dominance continued through late night programming with *The Tonight Show with Jimmy Fallon* leading all stations with a 3.4 RA25-54 rating. *Late Night with Seth Meyers* came in with a 2.1 RA25-54 rating, and *Last Call with Carson Daly* leading with a 1.5 RA25-54 rating. *Saturday Night Live* was the stations highest rated non-sports program on Saturdays in May, it was a solid #1 in the time period among all key demos delivering a 5.8 among AH25-54.

M-F / 9-10P & 10-10:30P		
Station	Program	RA25-54
<b>KPNX/NBC</b>	<b>12 News @ 10P</b>	<b>4.3   65% ahead FOX10</b>
KSAZ/FOX	FOX10 News @ 9P	2.6
KSAZ/FOX	FOX10 News @ 10P	2.5
KPHO/CBS	CBS5 News @ 10P	2.0
KTVK/IND	3TV News @ 9P	2.0
KTVK/IND	3TV News @ 10P	1.9
KNXV/ABC	ABC15 News @ 10P	1.8

Phoenix (Prescott), AZ comScore, May 2017 (5/1/17-5/28/17) based on Households with Adults 25-54

*“Thank you to our viewers for making 12 News the most watched station in our state and for making Arizona’s Team their choice for news coverage in Phoenix,” said **President and General Manager Dean Ditmer**. “We take the position and role of leadership seriously, from breaking news, to original storytelling with an emotional connection, 12 News is committed to serving our viewers and making a difference in our community.”*

## Phoenix comScore Early Evening News Ratings May 2017 – Strength Throughout the Day

With entertainment powerhouse *Ellen* leading in to evening newscasts with a 2.3 RA25-54, 12 News continued to lead all local news providers in the early evenings. *First @ 4* was the clear choice in the 4pm time period, with a 2.4 RA25-54 rating for the month against both local and syndicated programs. *12 News at 5pm* extended the lead with a 3.4 RA25-54 rating at 5pm. *NBC Nightly News with Lester Holt* dominated the competition with nearly 5.1 RA25-54 rating at 5:30pm at more than double the rating of its closest respective network news rival. *Arizona Nightly News* at 6pm continued the early evening news sweep with a 3.8 RA25-54.

M-F / 4-5P		
Station	Program	RA25-54
<b>KPNX/NBC</b>	<b>First @ 4P</b>	<b>2.4</b>
KSAZ/FOX	Judge Judy	2.1
KTVK/IND	Good Evening Arizona	2.0
KPHO/CBS	Inside Edition/Insider	1.4
KNXV/ABC	Now Arizona/List	0.7

Phoenix (Prescott), AZ comScore, May 2017 (5/1/17-5/28/17) based on Households with Adults 25-54

M-F / 5-5:30P		
Station	Program	RA25-54
<b>KPNX/NBC</b>	<b>12 News @ 5P</b>	<b>3.4   36% ahead FOX10</b>

KSAZ/FOX	FOX10 News @ 5P	2.5
KTVK/IND	Good Evening Arizona	2.3
KNXV/ABC	ABC15 News @ 5P	1.7
KPHO/CBS	CBS5 News @ 5P	1.5

Phoenix (Prescott), AZ comScore, May 2017 (5/1/17-5/28/17) based on Households with Adults 25-54

M-F / 6-6:30P		
Station	Program	RA25-54
KPNX/NBC	Arizona Nightly News	3.8
KPHO/CBS	CBS Evening News	2.6
KSAZ/FOX	FOX10 News @ 6P	2.1
KTVK/IND	Good Evening Arizona	2.1
KNXV/ABC	ABC15 News @ 6P	1.8

Phoenix (Prescott), AZ comScore, May 2017 (5/1/17-5/28/17) based on Households with Adults 25-54

## Phoenix comScore AM News Ratings May 2017– Early in the Morning

*12 Today* at 6:00am led all local newscasts in this time slot with a rating of 2.5 in RA25-54. The ratings sweep continued with *Today*, including wins at 7am, 8am, 9am, 11am. *Live with Kelly & Ryan* led the 10am time slot with a 2.2 RA25-54. The comScore data showed that the 12 News morning lineup dominated morning ratings from 5am to 12pm.

M-F / 6-7A		
Station	Program	RA25-54
KPNX/NBC	12 News Today	2.5

KTVK/IND	Good Morning Arizona	2.4
KSAZ/FOX	FOX10 Arizona Morning	2.1
KNXV/ABC	ABC15 News	1.3
KPHO/CBS	Wake Up Arizona	1.0

Phoenix (Prescott), AZ comScore, May 2017 (5/1/17-5/28/17) based on Households with Adults 25-54

### **About 12 News**

12 News-KPNX TV is a top-tier NBC affiliate in Phoenix, AZ; owned by TEGNA, Inc. Focused on connecting the people of Arizona, you can find 12 News over the air on digital channel 12.1 (primary), 12.2 (weather), 12.3 (Justice Network), online at 12news.com, on Facebook at facebook.com/12News and on twitter @12News.

### **About TEGNA**

TEGNA Inc. (NYSE: TGNA) is an innovative media company that serves the greater good of our communities. With 46 stations in 38 markets, TEGNA delivers relevant content and information to consumers across platforms. It is the largest owner of top 4 affiliates in the top 25 markets, reaching approximately one-third of all television households nationwide. Each month, TEGNA reaches 50 million adults on-air and 32 million across its digital platforms. TEGNA has been consistently honored with the industry's top awards, including Edward R. Murrow, George Polk, Alfred I. DuPont and Emmy Awards. TEGNA delivers results for advertisers through unparalleled and innovative solutions including OTT local advertising network Premion, centralized marketing resource Hatch, and G/O Digital, a one-stop shop for local businesses to connect with consumers through digital marketing. Across platforms, TEGNA tells empowering stories, conducts impactful investigations and delivers innovative marketing solutions. For more information, visit [www.TEGNA.com](http://www.TEGNA.com).

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