

# Competitive News Audience Finder

The Competitive News Audience Finder allows stations to more efficiently target promotional spots, as well as spot cable buys, to increase ratings for local news programming.



## ▶ The News Audience Finder Advantage

- Leverage placement of news spots to go after viewers of competitive news on your station
- Affect sampling of your station's news by targeting competitive news viewers who are predisposed to be interested in news

## Features

- Report available by broadcast month
- Identifies what programs competitive news viewers in the market are watching on your station
- Identifies what cable networks competitive news viewers are watching
- Option to be broken down by dayparts, different time period newscasts, or by overall viewers for any competitive newscast for an additional cost

Target Station Programming M-F	Avg Rating	Station B News Viewer*	Station C News Viewer	Station D News Viewer
5am News	1.3	5% **	3%	6%
6am News	2.5	2%	5%	1%
Today Show	4.0	8%	6%	3%
Ellen	2.3	12%	14%	16%
Target Station Programming Primetime	Avg Rating	Station B News Viewer	Station C News Viewer	Station D News Viewer
Law & Order	3.4	20%	18%	15%
Biggest Loser	5.2	15%	21%	23%
Cable Network Duplication	Avg Rating	Station B News Viewer	Station C News Viewer	Station D News Viewer
TNT	2.3	4%	9%	5%
TBS	2.1	6%	13%	8%
Fox News	1.8	13%	6%	2%
CNN	1.6	5%	10%	14%
MSNBC	1.4	7%	4%	4%
USA	2.4	9%	8%	13%

\* To be defined as "News Viewer," HH must have viewed at least six (6) contiguous minutes of two telecasts of the station news programming.

\*\* Represents duplication of Station B news viewers watching 5 a.m. news.

For more information about Rentrak's Syndicated Reports, please contact:  
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