

GAMETIME WITH BOOMER ESIASON

Unrivalled Market Power

Comscore Average Weekly Audience in June, 2021

MARKET	STATIONS(S)	HOUSEHOLD RATING	SHARE	ADULTS 25 – 54 RATING
Boise	KBOI-CBS-TV/KIVI-ABC-TV:	6.7	16	6.6
Cedar Rapids	KCRG-ABC-TV/QGAN-FOX-TV:	7.9	19	7.5
Salt Lake City	KUTV-CBS-TV/IND	2.5	13	2.2
Los Angeles	KCBS-TV	2.2	7	2.1
Rockford	WIFR-CBS-TV	3.8	9	3.4
Springfield, MO	KYTV-NBC-TV/KYCW-CW-TV	4.9	16	4.6
Peoria	WMBD-CBS-TV	4.7	11	4.5
Portland, OR	KATU-ABC-TV	2.9	11	2.6
Houston	KHOU-CBS-TV	2.3	6	2.2
Las Vegas	KLAS-CBS-TV	4.5	9	3.9
Omaha	WOWT-NBC-TV/KMTV-CBS-TV	2.7	8	2.8
Seattle	KIRO-CBS-TV	1.9	6	1.6
St. Joseph, MO	KQTV-ABC-TV	11.7	22	10.8
San Diego	KFMB-CBS-TV/NFMB-CW-TV	2.1	7	1.7
Albuquerque	KRQE-CBS-TV/NMRQE-GFOX-TV	4.8	14	4.3
Topeka	WIBW-CBS-TV	6.3	15	6.0
Great Falls, MT	KRTV-CBS-TV	7.8	18	7.0
Lexington	WKYT-CBS-TV/EKYT-CW-TV	3.3	9	3.0
Minneapolis-St. Paul	KARE-NBC-TV/WUCW-CW-TV	2.1	12	1.9
Des Moines	WOI-ABC-TV/KCWI-CW-TV	2.5	4	2.1
Phoenix	KPHO-CBS-TV	2.9	8	2.4