

THE IMPACT OF LOCAL TV

Leverage local TV to reach your target audience with scale, speed, and safety



FAMILY FEUD OR facebook?

TV reaches more homes than other media options thanks to news, sports, and popular syndicated programming like game shows and daytime talk.

68%

of US adults ARE REACHED BY Facebook ads

96%

of households IN THE US ARE reached by local tv

Sources: Pew Research Center, 2018 & Nielsen Insights, 2017

IN LOCAL TV WE TRUST



81% of viewers rank local broadcast TV as their most trusted media platform.

Source: Nielsen Insights, 2017

LEVERAGE LOCAL, MAXIMIZE REACH

9M people watch Judge Judy PER EPISODE.

That outperforms the average prime time audience of the most watched cable network by

4x.

Source: Nielsen Insights, 2018

BUYING LOCAL IS *easy*

WO PROGRAMMATIC advertising makes it simple to buy spots and precisely target audiences. The WO marketplace currently includes 1,000+ TV stations, reaching

111M  
  
 HOMES

Source: WideOrbit, 2018