

XPLORATION DIY SCI

Client: STEVE ROTFELD PRODUCTIONS

Program: Sci Q - 1st Quarter 2021

20-21

RANK	(DMA)	TV Homes	% of US	Cleared %	Call Letters	Affil.	Air Time
1	New York	7,100,300	6.441	6.441	WCBS/WLNY-TV	(CBS)	TBA
2	Los Angeles	5,276,600	4.786	4.786	KCBS-TV	(CBS)	TBA
3	Chicago	3,251,370	2.949	2.949	WBBM-TV	(CBS)	TBA
4	Philadelphia	2,816,850	2.555	2.555	KYW/WPSG-TV	(CBS)	TBA
5	Dallas-Ft. Worth	2,622,070	2.378	2.378	KTXA-TV	(IND)	TBA
6	Washington, DC (Hagrstwn)	2,482,480	2.252	0.000			
7	Houston	2,423,360	2.198	2.198	KPRC-TV	(NBC)	TBA
8	San Francisco	2,414,470	2.190	0.000			
9	Boston (Manchester)	2,364,870	2.145	2.145	WBZ-TV	(CBS)	TBA
10	Atlanta	2,341,390	2.124	2.124	WUPA-TV	(CW)	TBA
11	Tampa-St. Pete	1,875,420	1.701	1.701	WTSP-TV	(CBS)	TBA
12	Phoenix (Prescott)	1,864,420	1.691	0.000			
13	Seattle-Tacoma	1,854,810	1.682	1.682	KSTW-TV	(CW)	
14	Detroit	1,777,240	1.612	1.612	WXYZ/WYMD-TV	(ABC/MNT)	TBA
15	Minneapolis-St. Paul	1,713,310	1.554	1.554	KCCO-TV	(CBS)	TBA
16	Miami-Ft. Lauderdale	1,697,840	1.540	1.540	WFOR-TV	(CBS)	TBA
17	Denver	1,585,270	1.438	1.438	KWGN-TV	(CW)	TBA
18	Orlando-Daytona Bch-Melbrn	1,565,890	1.420	0.000			
19	Cleveland-Akron (Canton)	1,399,470	1.269	1.269	WJW-TV	(FOX)	TBA
20	Sacramnto-Stkton-Modesto	1,357,690	1.232	0.000			
21	St. Louis	1,164,400	1.056	1.056	KTVi-TV	(FOX)	TBA
22	Portland, OR	1,141,770	1.036	0.000			
23	Charlotte	1,129,900	1.025	1.025	WCCB-TV	(CW)	TBA
24	Pittsburgh	1,108,780	1.006	1.006	WPGH/WPNT	(FOX/MNT)	TBA
25	Raleigh-Durham (Fayetvle)	1,108,710	1.006	0.000			
26	Baltimore	1,084,180	0.983	0.983	WJZ-TV	(CBS)	TBA
27	Nashville	1,021,780	0.927	0.927	WTVF-TV	(CBS)	TBA
28	Indianapolis	999,790	0.907	0.907	WISH-TV	(CW)	TBA
29	San Diego	987,760	0.896	0.000			
30	Salt Lake City	935,810	0.849	0.849	KSL-TV	(NBC)	TBA
31	San Antonio	923,990	0.838	0.838	KCWX-TV	(MNT)	TBA
32	Kansas City	909,420	0.825	0.825	KMCI/KSHB-TV	(NBC/IND)	TBA
33	Hartford & New Haven	897,870	0.814	0.814	WTNH/WCTX-TV	(ABC/MNT)	TBA
34	Columbus, OH	889,600	0.807	0.000			
35	Cincinnati	850,030	0.771	0.771	WXIX-TV	(FOX)	TBA
36	Milwaukee	848,420	0.770	0.000			
37	West Palm Beach-Ft. Pierce	829,880	0.753	0.753	WPEC-TV	(CBS)	TBA
38	Greenvll-Spart-Ashevll-And	805,920	0.731	0.000			
39	Las Vegas	766,500	0.695	0.695	KLAS-TV	(CBS)	TBA
40	Austin	751,650	0.682	0.000			
41	Harrisburg	705,190	0.640	0.640			
42	Jacksonville	681,330	0.618	0.618	WCWJ-TV	(CW)	TBA
43	Birmingham	679,550	0.616	0.000			
44	Norfolk	678,210	0.615	0.000			

XPLORATION DIY SCI

45	Oklahoma City	676,720	0.614	0.000			
46	Greensboro-H.Point-W.Salem	675,130	0.612	0.612	WGHP-TV	(FOX)	TBA
47	Albuquerque	650,890	0.590	0.000			
48	Louisville	647,190	0.587	0.587	WDRB-TV	(FOX)	TBA
49	Grand Rapids-Kalmzoo-B.Crk	639,410	0.580	0.580	WZZM-TV	(ABC)	TBA
50	New Orleans	624,020	0.566	0.000			
51	Memphis	623,390	0.565	0.565	WATN/WLMT-TV	(ABC/CW)	TBA
52	Buffalo	586,930	0.532	0.000			
53	Providence-New Bedford	580,120	0.526	0.000			
54	Fresno-Visalia	568,920	0.516	0.000			
55	Ft. Myers-Naples	554,430	0.503	0.000			
56	Richmond-Petersburg	551,850	0.501	0.000			
57	Little Rock-Pine Bluff	527,090	0.478	0.000			
58	Mobile-Pensacola	524,390	0.476	0.476	WKRK/WFNA-TV	(CBS/CW)	TBA
59	Albany-Schenectady-Troy	520,540	0.472	0.000			
60	Knoxville	512,160	0.465	0.465	WVLR-TV	(IND)	TBA
61	Tulsa	508,550	0.461	0.000			
62	Wilkes Barre-Scranto	481,390	0.437	0.000			
63	Lexington	464,340	0.421	0.000			
64	Dayton	463,430	0.420	0.420	WHIO-TV	(CBS)	TBA
65	Flint	430,660	0.391	0.000			
66	Honolulu	425,800	0.386	0.386	KHON/KHII-TV	(FOX/CW/MNT)	TBA
67	Green Bay-Appleton	421,480	0.382	0.000			
68	Roanoke-Lynchburg	417,200	0.378	0.000			
69	Omaha	405,260	0.368	0.000			
70	Charleston-Huntingto	402,140	0.365	0.365	WCHS/WVAH-TV	(ABC/FOX)	TBA
71	Toledo	401,510	0.364	0.364	WTOL-TV	(CBS)	TBA
72	Springfield, MO	395,870	0.359	0.359	KYTV-TV	(ABC/NBC/CW)	TBA
73	Tucson (Sierra Vista)	392,920	0.356	0.356	KVOA-TV	(NBC)	TBA
74	Columbia, SC	389,590	0.353	0.353	WKTC-TV	(MNT)	TBA
75	Des Moines-Ames	383,590	0.348	0.000			
76	Wichita	382,780	0.347	0.000			
77	Spokane	382,690	0.347	0.000			
78	Harlingen-Wslco-Brnsvl-McA	375,600	0.341	0.341	KRGV-TV	(ABC)	TBA
79	Huntsville-Decatur (Flor)	372,770	0.338	0.338	WHNT/WHDF-TV	(CBS/CW)	TBA
80	Rochester, NY	352,070	0.319	0.000			
81	Syracuse	350,730	0.318	0.000			
82	Champaign&Sprngfld-Decatur	344,500	0.313	0.000			
83	Chattanooga	341,190	0.310	0.310	WDSI-TV	(FOX/MNT)	TBA
84	Portland-Auburn	339,980	0.308	0.000			
85	El Paso (Las Cruces)	338,770	0.307	0.000			
86	Madison	338,240	0.307	0.307	WISC-TV	(CBS/MNT)	TBA
87	Cedar Rapids-Wtrlo	330,340	0.300	0.300	KFKA-TV	(FOX)	TBA
88	Paducah-Cape Girard	324,020	0.294	0.000			
89	Waco-Temple-Bryan	322,820	0.293	0.000			
90	Shreveport	322,610	0.293	0.293	KMSS-TV	(FOX)	TBA
91	Colorado Springs-Pueblo	319,930	0.290	0.290	KXRM/KXTU-TV	(FOX/CW)	TBA
92	Jackson, MS	306,770	0.278	0.278	WJTV-TV	(CBS)	TBA
93	Savannah	303,390	0.275	0.000			
94	Charleston, SC	302,330	0.274	0.000			

XPLORATION DIY SCI

95	Myrtle Beach-Florence	302,040	0.274	0.274	WPDE/WWMB-TV	(ABC/CW)	TBA
96	Burlington-Plattsburgh	294,260	0.267	0.000			
97	Baton Rouge	287,430	0.261	0.261	WAFB/WBNX-TV	(CBS/MNT)	TBA
98	Davenport-R.Island-	280,420	0.254	0.000			TBA
99	South Bend-Elkhart	274,380	0.249	0.000			
100	Boise	273,500	0.248	0.228	KTVB-TV	(NBC)	TBA
101	Ft. Smith-Fay-Sprngdl-Rgrs	272,240	0.247	0.247	KHBS-TV	(ABC/CW)	TBA
102	Tri-Cities, TN-VA	266,110	0.241	0.000			
103	Evansville	265,790	0.241	0.000			
104	Ft. Wayne	265,420	0.241	0.241	WPTA-TV	(ABC/NBC/CW)	TBA
105	Augusta-Aiken	264,350	0.240	0.000			
106	Johnstown-Altoona-St Colge	262,840	0.238	0.000			
107	Greenville-N.Bern-Washngtn	261,830	0.238	0.000			
108	Springfield-Holyoke	251,660	0.228	0.000			
109	Reno	246,190	0.223	0.000			
110	Lansing	241,940	0.219	0.000			
111	Lincoln & Hastings-Krny	240,660	0.218	0.000			
112	Tallahassee-Thomas	237,940	0.216	0.216	WCTV-TV	(MNT)	TBA
113	Peoria-Bloomington	234,050	0.212	0.212	WMBD/WYZZ-TV	(CBS/FOX)	TBA
114	Tyler-Longview(Lfkn&Ncgd)	232,180	0.211	0.000			
115	Sioux Falls(Mitchell)	231,540	0.210	0.228			
116	Montgomery-Selma	229,330	0.208	0.208	KTTW-TV	(FOX)	TBA
117	Fargo	228,740	0.208	0.208	WDAY-TV	(ABC)	TBA
118	Macon	224,180	0.203	0.000			
119	Yakima-Pasco-Rchlnd-Knnwck	223,450	0.203	0.000			
120	Traverse City-Cadillac	218,520	0.198	0.000			
121	Lafayette, LA	216,420	0.196	0.000			
122	Bakersfield	215,360	0.195	0.000			
123	Eugene	215,070	0.195	0.000			
124	SantaBarbra-SanMar-SanLuO	213,510	0.194	0.000			
125	Youngstown	213,380	0.194	0.194	WKBN/WYFX/WY TV-TV	(CBS/FOX/ABC/ MNT)	TBA
126	Monterey-Salinas	206,300	0.187	0.187	KION/NION-TV	(CBS/CW)	TBA
127	Columbus, GA (Opelika, AL)	198,740	0.180	0.000			
128	Corpus Christi	193,070	0.175	0.175	KRIS-TV	(NBC)	TBA
129	Wilmington	190,390	0.173	0.173	WWAY-TV	(ABC)	TBA
130	La Crosse-Eau Claire	186,870	0.170	0.170	WKBT-TV	(CBS/MNT)	TBA
131	Amarillo	175,880	0.160	0.160	KFDA-TV	(CBS)	TBA
132	Chico-Redding	171,220	0.155	0.000			
133	Columbus-Tupelo-W Pnt-Hstn	168,210	0.153	0.153	WTVA-TV	(FOX)	TBA
134	Wausau-Rhineland	157,180	0.143	0.000			
135	Medford-Klamath Falls	156,520	0.142	0.000			
136	Columbia-Jefferson City	156,430	0.142	0.000			
137	Monroe-El Dorado	156,410	0.142	0.000			
138	Salisbury	152,980	0.139	0.000			
139	Rockford	152,800	0.139	0.139	WTVO/ETVO-TV	(ABC/MNT)	TBA
140	Beaumont-Port Arthur	152,710	0.139	0.000			
141	Topeka	151,860	0.138	0.000			
142	Odessa-Midland	150,430	0.136	0.136	KOSA-TV	(CBS/CW)	TBA
143	Lubbock	150,270	0.136	0.000			

XPLORATION DIY SCI

144	Duluth-Superior	148,870	0.135	0.000			
145	Palm Springs	147,170	0.134	0.000			
146	Minot-Bsmrck-Dcknsn(Wlstn)	145,200	0.132	0.132	KFYR-TV	(NBC/FOX)	TBA
147	Anchorage	142,000	0.129	0.000			
148	Wichita Falls & Lawton	139,590	0.127	0.000			
149	Sioux City	135,660	0.123	0.000			
150	Panama City	135,550	0.123	0.000			
151	Erie	133,260	0.121	0.121	WFXP/WJET-TV	(FOX/ABC)	TBA
152	Albany, GA	130,950	0.119	0.000			
153	Joplin-Pittsburg	129,600	0.118	0.000			
154	Rochestr-Mason City-Austin	128,700	0.117	0.117	KTTC-TV	(NBC/CW)	TBA
155	Bangor	124,190	0.113	0.000			
156	Biloxi-Gulfport	122,100	0.111	0.111	WXXV-TV	(FOX/CBS/MNT)	TBA
157	Gainesville	120,580	0.109	0.000			
158	Terre Haute	120,350	0.109	0.000			
159	Sherman-Ada	118,390	0.107	0.000			
160	Binghamton	115,960	0.105	0.000			
161	Idaho Fals-Pocatllo(Jcksn)	115,750	0.105	0.000			
162	Wheeling-Steubenville	113,690	0.103	0.000			
163	Bluefield-Beckley-Oak Hill	109,900	0.100	0.000			
164	Missoula	109,440	0.099	0.000			
165	Abilene-Sweetwater	104,440	0.095	0.095	KXVA-TV	(FOX/MNT)	TBA
166	Yuma-El Centro	101,040	0.092	0.000			
167	Billings	100,330	0.091	0.000			
168	Hattiesburg-Laurel	99,680	0.090	0.090	WHPM-LD	(FOX)	TBA
169	Utica	91,520	0.083	0.000			
170	Clarksburg-Weston	90,960	0.083	0.000			
171	Rapid City	90,940	0.083	0.083	KEVN/KOTA-TV	(FOX/ABC)	TBA
172	Lake Charles	90,570	0.082	0.082	KPLC-TV	(NBC/CW)	TBA
173	Dothan	90,420	0.082	0.000			
174	Quincy-Hannibal-Keokuk	88,510	0.080	0.000			
175	Harrisonburg	84,950	0.077	0.000			
176	Elmira (Corning)	83,190	0.075	0.000			
177	Jackson, TN	83,010	0.075	0.075	WNBj-TV	(NBC)	TBA
178	Watertown	79,690	0.072	0.000			
179	Alexandria, LA	79,250	0.072	0.072	KALB-TV	(NBC/CBS/CW)	TBA
180	Jonesboro	75,220	0.068	0.068	KJNB-DT1	(FOX)	TBA
181	Bowling Green	74,500	0.068	0.068	WBKO/EBKO	(ABC/FOX/CW)	TBA
182	Marquette	74,070	0.067	0.067	WLUC/ELUC-TV	(NBC/FOX)	TBA
183	Charlottesville	71,370	0.065	0.000			
184	Laredo	70,220	0.064	0.000			
185	Butte-Bozeman	67,190	0.061	0.000			
186	Bend, OR	65,900	0.060	0.000			
187	Grand Junction-Montrose	64,160	0.058	0.058	KREX-TV	(CBS)	TBA
188	Lafayette, IN	63,660	0.058	0.058	WPBI-TV	(NBC)	TBA
189	Twin Falls	59,990	0.054	0.054	KTFT-TV	(NBC)	TBA
190	Lima	59,440	0.054	0.000			
191	Meridian	59,030	0.054	0.054	WGBC-TV	(FOX)	TBA
192	Great Falls	56,270	0.051	0.000			
193	Greenwood-Greenville	55,640	0.050	0.000			

XPLORATION DIY SCI

194	Parkersburg	53,750	0.049	0.049	WTAP-TV	(NBC)	TBA
195	Eureka	53,630	0.049	0.000			
196	San Angelo	52,790	0.048	0.048	KIDY-TV	(FOX/MNT)	TBA
197	Cheyenne-Scottsbluff	51,200	0.046	0.000			
198	Casper-Riverton	48,240	0.044	0.044	KCWY/NCWY-TV	(NBC/CW)	TBA
199	Mankato	47,370	0.043	0.000			
200	Ottumwa-Kirkville	40,840	0.037	0.000			
201	St. Joseph	40,200	0.036	0.000			
202	Fairbanks	32,880	0.030	0.030	KXDF/KTVF-TV	(NBC/CBS/MNT)	TBA
203	Victoria	30,540	0.028	0.000			
204	Zanesville	29,180	0.026	0.000			
205	Helena	26,440	0.024	0.024			
206	Presque Isle	24,740	0.022	0.000			
207	Juneau	22,940	0.021	0.000			
208	Alpena	14,430	0.013	0.000			
209	North Platte	12,830	0.012	0.000			
210	Glendive	3,590	0.003	0.000			
NSI Total U.S.		110,244,650		62.834			