

All TV is Local Now: Local Television in the Age of Streaming

A REPORT BY

TVREV



LG Ad Solutions



comscore

PREMION

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Why Partnering With TVREV Provides a Competitive Edge in TV's Evolving Landscape

Authors Behind the Insights

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Why it Pays to Partner With TVREV

I. Introduction

Overview of the Current State of Local TV in 2025

Local TV is no longer the only game in town, but it's still very much in the game. In 2025, audiences may have more ways than ever to watch news, weather, and sports, but local broadcasters remain a central piece of the mix. What's changed is the context: the simple model of selling ads around the 6 o'clock news has expanded into a patchwork of linear broadcasts, simulcasts on streaming, FAST channels, and station apps that put local content on every screen.

Streaming has blown up the old idea of 'local.' National platforms can now sell ads in Des Moines or Dayton without ever owning a station there. That puts pressure on broadcasters, but it also proves there's real demand for local messaging, and this creates opportunities for local broadcasters trying to stay relevant in a streaming-first world.

That shift has thrown the economics of local TV into flux. Retrans fees are still important, but they no longer feel like the long-term safety net they once were. Political advertising continues to provide a big boost in election years, but outside those cycles, ad dollars are leaking into streaming platforms that can promise precision and accountability. Younger audiences are largely bypassing broadcast altogether, consolidation among ownership groups hasn't solved the innovation gap, and measurement remains a muddle of ratings, panels, and attribution systems that don't quite add up.

So the industry finds itself at a crossroads. Local TV still matters when it comes to breaking news, weather emergencies, or playoff runs, but the question hanging over 2025 is whether stations can build a future where they're more than a legacy option.

This report will dig into the ways local broadcasters are trying to redefine their role, the hurdles standing in their way, and the opportunities they may be able to seize as "local TV" continues to evolve.

The Shift from Local Broadcast to a Broader Concept of "Local TV" in Streaming

Once upon a time, "local TV" meant your local CBS, NBC, or Fox affiliate—the station with the helicopter, the anchors you half-recognized in the supermarket, and the weather guy who always got the snow totals wrong. Think Ron Burgundy or The Mary Tyler Moore Show. In 2025, that definition feels almost quaint.

Streaming has blown the doors off the old DMA-based model. The idea that you could only see content tied to your Nielsen market is fading fast. Now, "local TV" doesn't just live on Channel 7 at six o'clock—it's on streaming apps, FAST channels, YouTube feeds, and even TikTok accounts that pump out hyper-local clips to anyone, anywhere.

That shift changes the power dynamics. National streamers can now sell hyper-targeted local ad packages without ever touching a broadcast tower. They can reach viewers in Cincinnati or Phoenix with the same precision that local stations used to claim as their advantage. And they can do it at scale. For advertisers, that's incredibly efficient. For local broadcasters, it's a challenge to their very reason for being.

So "local TV" has become less about geography and more about context. It's no longer defined by who holds the license in a given city—it's defined by who controls the audience relationship and the ad targeting. That could be your hometown station... or it could just as easily be Amazon, LG, or Pluto.

Key Challenges and Opportunities as Local Broadcasters Navigate Streaming

The biggest problem for local broadcasters is that the playing field has shifted under their feet. For decades, they controlled access to their markets. If you wanted to reach people in Cleveland, you bought spots on the Cleveland affiliates. Now, streaming platforms are able to sell “Cleveland” just as easily as they sell Chicago or Charlotte. And because they’re doing it with data-driven targeting and attribution, they’re pitching it in a language advertisers have been waiting to hear. That turns what used to be the core value proposition of local TV—proximity and relevance—into something that can be replicated by companies that don’t even own a broadcast tower.

This leaves stations in a tricky middle ground. On one side, they’re still making real money off linear, particularly with political ads and retrans fees. On the other, they know they need to build a streaming business that can eventually stand on its own. The problem is that most station streaming products are still just warmed-over versions of their linear broadcasts—rerun news blocks on a FAST channel or a buggy station app that nobody under 50 is bothering to download. That may keep them in the game for now, but it’s not enough to convince advertisers that they offer something meaningfully different from Amazon or Peacock.

The opportunity, though, is that local broadcasters still own something the platforms don’t: trust. When a storm hits, people still flip on the local station. When a mayor gets indicted, it’s the local newsroom that has the sources. And when campaign season rolls around, candidates still want to see their ads on the local affiliate because that’s where voters are conditioned to look. Add in the possibility of live sports rights coming back to local TV as RSNs collapse, and suddenly there’s a real path for stations to claw back relevance.

ATSC 3.0 is the wildcard. If adoption ever scales, it could give local broadcasters a hybrid model that combines broadcast reach with digital-style targeting, the one advantage that would let them fight back against the platforms on their own turf. But adoption has been slow, and without scale, the tech remains more promise than payoff.

So local broadcasters are walking a tightrope. They need to defend the revenue streams they have, while proving they can build something sustainable in streaming before national platforms completely redefine what “local TV” even means. Those that make the leap will do it by leaning into what the platforms can’t replicate: community, credibility, and the ability to show up where people live, not just where the data says they are.



It’s been a long time since “local” referred only to linear broadcasts or a market level boundary. Today, local is defined by all the ways broadcasters connect with their communities: on-air, online, and everywhere in between.

Jon Carpenter, CEO, Comscore

II. The Expanding Definition of Local TV in a Streaming World

Streaming Has Made All TV Local

The old rule of thumb was that “local” meant the channels you could pick up on your TV antenna, neatly divided by Nielsen DMAs. That made sense in a world where geography dictated distribution. But streaming has blown those fences wide open. Any screen connected to the internet can now feel “local,” whether you’re watching a station app, a national FAST channel, or an ad-supported tier on a major streamer. For viewers, it means the local experience isn’t tied to call letters or even geography anymore—it’s about the relevance of the content and the ads. For broadcasters, it means they’re no longer the sole gatekeepers of local.



Audiences no longer experience “local” through a single medium; they experience it through moments of relevance, trust, and familiarity that travel with them across devices and platforms.

Jon Carpenter, Comscore

DMA-Based Restrictions No Longer Apply in the Same Way

DMAs were once the foundation of the business, the boundaries that determined which households you could reach and which ads you could sell. Stations owned their DMAs, and advertisers had to go through them to cover a market. Streaming changed all that. IP delivery doesn’t care about DMA lines—it cares about who the viewer is and where the device is located. That means a streaming service can slice and dice audiences across DMAs with a precision that broadcasters never had. For advertisers, it’s a dream: no more buying market by market, just one buy that can be customized down to the ZIP code. For local broadcasters, it undercuts the exclusivity that made their inventory valuable.



I expect, especially as we develop more AI and personalization capabilities, that people will be able to set their geographic preferences, to decide the areas, the cities, the DMAs that they care about... that they want to make sure they are getting content for.

Monica Longoria, Head of Marketing Insights, LG Ad Solutions

Streaming Platforms Can Now Deliver Localized Advertising and Content Nationwide

National streamers are using this to their advantage. They can sell a campaign that looks national but executes locally—delivering a McDonald’s ad for the Des Moines market during the same stream that shows a Dunkin’ spot in Boston. They’re also experimenting with local content inserts, whether that’s weather updates, regional sports highlights, or even sponsored community segments. It’s a way to check the “local” box without ever having a newsroom or a transmitter in the market. That puts broadcasters in the uncomfortable position of watching outsiders mimic what they’ve always done, but with the scale and automation of a national platform.

The bottom line: streaming has democratized “local.” What used to be tied to a license and a DMA is now just another feature in the platform’s ad stack. The next question is whether local broadcasters can prove there’s still something unique about being truly local—or whether “local” becomes just another targeting option in someone else’s dashboard.



Decentralizing access to local news content has made it a commodity that other platforms can tap into, not just the stations and not just the news brands. We have local news channels on LG channels. When free streaming platforms saw this opportunity, they thought "we've got to jump on it," because we already know that news gets eyeballs, especially local news.

Monica Longoria, LG Ad Solutions

How Streaming Players Are Targeting Local

The big national platforms have figured out that “local” isn’t just a broadcast niche—it’s an ad category worth billions. And they’re moving aggressively to claim it. Where local stations once had a lock on regional campaigns, streaming services are now building tools that make it easy for brands to buy local impressions right alongside national reach. The result: the same platforms that once felt like partners now look a lot more like competitors.

National Streaming Platforms Incorporating Regional Ad Targeting

Hulu, Peacock, Paramount+, Amazon, YouTube, Pluto—you name it—every major streaming player is now pitching the ability to deliver locally targeted ads. They’ve built ad stacks that can serve different spots in different markets during the exact same stream, something linear broadcasters could never dream of. That means a political campaign can buy a nationwide placement and still tailor the creative

for Florida, Wisconsin, and Arizona. Or a national chain can highlight the franchise owner in a specific city without needing to negotiate with every local affiliate along the way. For advertisers, it's an easier, cleaner buy. For local stations, it's one more area where their exclusivity is being chipped away.

Increased Ability to Deliver Market-Specific Messaging at Scale

What makes this so powerful is the scale. A local station can reach its DMA; a streamer can reach the entire country and then carve it into DMAs, ZIP codes, or even household segments. A car brand, for example, can run a national campaign but still customize the offer—0% financing in Houston, dealer inventory in Kansas City, trade-in bonuses in Los Angeles—all through one buy. That's the kind of market-specific messaging that advertisers used to cobble together through dozens of phone calls to local reps. Now it's available with a click.

For streaming platforms, "local" has become another lever to pull in ad budgets from Google, Meta, and the broadcasters alike. For stations, it's a warning sign: if local can be automated at national scale, then their sales pitch has to be about more than just reaching people in-market. It has to be about why they, and not the platforms, are the trusted voice of that market.

Where Does This Leave Traditional Local Broadcasters?

The rise of streaming hasn't just expanded the definition of "local TV"—it's forced traditional broadcasters to rethink what their real advantage is. For decades, their pitch was simple: if you wanted to reach people in a market, you had to go through them. That exclusivity is gone. Now the question is whether stations can prove they offer something national CTV buys can't.

Can Local Stations Differentiate Their Offering From National CTV Buys?

On paper, national CTV platforms can do everything local stations once promised: geographic targeting, efficient reach, even campaign attribution. That puts stations in a defensive crouch. The only real differentiation they can claim is rooted in trust and community connection—the stuff algorithms can't fake. Viewers still turn to their local station when a storm hits, when a mayor gets indicted, or when a school board meeting explodes into controversy. Advertisers know those moments carry weight that a programmatic buy can't replicate.

The challenge is turning that trust into a product. Most station streaming efforts are still just simulcasts and repurposed newscasts. That's not enough to convince an advertiser to buy the station instead of Amazon, YouTube, or Peacock. To stand out, broadcasters will have to package their credibility, their newsroom muscle, and their on-the-ground presence in ways that feel as modern and measurable as what the platforms are selling.

Are Networks Prioritizing National Streaming Plays Over Local Affiliates?

The other problem is that broadcasters aren't just competing with streamers—they're competing with their own network partners. Networks are doubling down on direct-to-consumer apps and streaming strategies, often leaving affiliates as an afterthought. NBC's Olympic coverage, for instance, leaned heavily into Peacock, minimizing the role of local stations. That's a warning shot: when the biggest events move to streaming, affiliates get sidelined.

There's also regulatory uncertainty. An FCC under Brendan Carr has floated changes that would give affiliates more leverage to push back against networks—but that could just as easily accelerate the breakdown of the affiliate model. Networks experimenting with white-label streaming or alternative ownership structures could reshape retrans fees, which are still a crucial revenue source for many stations.

And then there's this: NBC announced that a show that was originally on Peacock would join the NBC line-up, causing the hairs to stand up on the necks of local broadcasters: episodes of *The Paper*, a spin-off (of sorts) of *The Office*, will run on Monday nights as part of the NBC line-up. The fear is that this is the ultimate fate of network prime time, to be a syndicator of the network's streaming service and a way to drive subscriptions.

So traditional local broadcasters are caught in a squeeze. On one side, national platforms are automating "local" at scale. On the other, their network partners are prioritizing national streaming plays. The path forward will depend on whether stations can carve out a role that feels indispensable—or whether "local TV" becomes just another line item in someone else's streaming dashboard.

III. Local Stations and Streaming

Content Strategy for Streaming

For all the talk about innovation, most local broadcasters' streaming strategies are still stuck in the shallow end. What you'll find on station apps and FAST channels isn't new or differentiated content—it's the same material viewers already saw on linear, just repackaged for another screen. That keeps costs low and lets executives say they've "checked the streaming box," but it doesn't do much to build a unique streaming audience.

Simulcasts and Repeats Dominate FAST Channels and Station Apps

The most common strategy is the path of least resistance: simulcast the live linear feed, then loop it later as it repeats. That way the station can claim it has a streaming presence without having to spend a dime on fresh programming. Scroll through most station FAST channels and you'll see hours of the morning show, the noon news, or last night's late broadcast running on autopilot.

On paper, this approach makes sense. It extends the shelf life of content the station has already paid for, and it gives loyal viewers another way to access it. But it also highlights the limits of the strategy. A FAST channel stuffed with repeats is unlikely to draw in new viewers, especially in a world where streamers are training audiences to expect libraries full of original content and on-demand flexibility. For advertisers, it's even less compelling. Why buy into a product that looks like leftover programming when national platforms can offer fresh, curated environments with built-in targeting and measurement?

Heavy Reliance on Repurposed Local News Segments

The other go-to tactic is chopping up the daily newscast into on-demand segments: weather, traffic, sports, the big crime story of the day. Those clips then get dropped into station apps, YouTube feeds, or embedded on social media. It's efficient, but it also underscores just how dependent stations have become on their newsrooms. News is the only content they fully own, and it's the one thing they can repackage without licensing headaches.

But leaning this hard on news creates its own problems. First, the segments themselves are designed for linear—they assume you're watching as part of a larger newscast. Pulled out of that context, they can feel flat compared to digital-native news products. Second, it trains younger viewers to treat stations as just another clip provider on platforms they already spend time on, rather than destinations in their own right. That might build short-term reach on YouTube, but it doesn't help build a long-term streaming brand.

The result is a streaming strategy that feels more like recycling than reinvention. Stations are essentially extending the life of content they already have instead of creating content that makes sense for streaming audiences. In the short term, that keeps costs down and maintains a minimal presence. But in the long term, it risks making stations irrelevant in a space where viewers expect flexibility, interactivity, and fresh programming. Until local broadcasters figure out how to use streaming to deliver something different—something that plays to their strengths instead of recycling their leftovers—they'll struggle to stand out in a marketplace where national players are raising the bar higher every year.

The trouble with a streaming diet built around simulcasts and clipped newscasts is that it doesn't do much to attract the audiences local broadcasters most need. It's a strategy that keeps stations technically "in streaming," but it doesn't move the needle. The real question is whether this kind of programming builds future relevance, and the answer right now is leaning toward no.



Younger, Digital-First Audiences Aren't Engaging

Younger viewers have grown up in a world of infinite choice, personalized feeds, and short-form formats. They aren't downloading a local station app to watch the same half-hour newscast their parents skim through before dinner. And they're definitely not sticking around for a FAST channel looping the morning show. Their media habits are shaped by YouTube creators, TikTok clips, and Twitch streams where the content feels alive, interactive, and built for the platform.

That's the fundamental problem: local broadcasters are taking content designed for linear and dumping it into streaming, hoping it will resonate. It doesn't. At best, it's background noise for older audiences who already trust the brand. At worst, it signals to younger audiences that the station doesn't really "get" streaming at all. Without something designed specifically for digital-first consumption—shorter, more interactive, more personalized—stations are unlikely to capture the very demographic that advertisers most want to reach.

The Innovation Gap Between Network O&Os and Affiliate Groups Is Growing

Compounding the problem is the widening gap between network-owned stations and affiliate groups. The O&Os have resources, tech support, and direct integration with their parent company's streaming platforms. That means they're at least experimenting—building personalized feeds, layering in data, or offering content that ties more seamlessly into Peacock, Paramount+, or Hulu.

Affiliates, on the other hand, are usually operating on thinner budgets with fewer engineers, fewer designers, and less access to national apps. The result is that many are stuck recycling whatever they already produce for linear, without the ability to innovate or even keep up with shifting audience expectations. For advertisers, the difference is glaring. O&Os look like part of a modern, well-oiled streaming ecosystem. Affiliates look like they're just going through the motions.

That gap matters because local broadcasting has always been strongest when it presented a united front to advertisers. The more uneven the streaming strategies look, the easier it is for national platforms to swoop in and say: "Why deal with the hassle of a patchwork when you can buy local through us?"

The end result is that too much of local streaming feels like a placeholder rather than a real product. Until broadcasters start designing for streaming instead of recycling linear, they risk losing not just young audiences, but also the confidence of advertisers who are looking for partners that can evolve at the same speed as the platforms.

Local News Aggregation Sites

If local stations are leaning heavily on simulcasts and chopped-up newscasts to cover their streaming bets, aggregation platforms like Zeam, NewsON, and Haystack are trying a different play altogether: pulling together local news from multiple outlets and delivering it through a single app. For viewers, that offers convenience—you don't need to know which station has which anchor or which DMA you fall into. You just open the app and watch "local news."

That simplicity is both the value proposition and the threat. On one hand, it's a distribution win for broadcasters who want their clips in front of more eyeballs without having to invest in building and maintaining their own apps. On the other hand, it blurs the line between one station and another, reducing local news to a commodity. If a viewer can get their weather update or crime story from a third-party app, why would they ever bother downloading the station's own streaming product?

Advertisers face the same tension. Aggregators promise scale and efficiency, allowing brands to buy into "local news" inventory across dozens of markets at once. That's an easier sell than negotiating separately with individual stations, but it also shifts leverage away from broadcasters and into the hands of platforms whose business model depends on making local content interchangeable.

For stations, the aggregation trend underscores the core problem of their current streaming strategies. By relying so heavily on news clips as their digital calling card, they've made it easier for outsiders to package that same content into products that feel cleaner, simpler, and in some cases, more valuable to advertisers. Aggregators don't just compete for viewers; they compete for the very definition of what local news means in a streaming environment.

The bigger question is whether local broadcasters want to keep playing in someone else's ecosystem or take back control by offering products that feel distinct. Because as long as aggregation platforms continue to grow, the risk is that stations become suppliers of raw content while the audience relationship—and the ad dollars that come with it—flow somewhere else.

Non-News Content on Local Streaming Channels

While news still drives most of what local broadcasters put online, a few station groups have started testing the waters with non-news programming. Cox's NeighborhoodTV, Hearst's VeryLocal, and Gray's LNL are all examples of efforts to show that "local" doesn't have to begin and end with the crime blotter or the weather forecast. These channels lean into lifestyle, culture, food, events, and human-interest stories—the kinds of features that once filled weekend morning shows but rarely made it into prime-time lineups.

The strategy makes sense. If local TV is going to compete in streaming, it can't just be about news reruns. Lifestyle and community programming gives stations a way to connect with audiences who might not be news viewers at all but still want content tied to the places they live. For younger viewers in particular, these shows can feel fresher and more approachable than another repurposed newscast. They're also easier to integrate into digital and social platforms, where short, shareable segments about a new restaurant or local festival can travel far beyond the nightly broadcast.

The challenge is economics. Producing original non-news content is expensive, and the payoff isn't always obvious. Stations can't rely on breaking news urgency or political ad spending to prop up these efforts. And without scale, advertisers may hesitate to buy into niche lifestyle programming when national streamers are offering massive reach with similar types of content. That's why syndicated programming looms large in this conversation. If station groups can blend affordable syndicated shows—travel, cooking, DIY—with their own locally flavored material, they could bulk up their streaming slates without carrying the entire cost burden themselves.

So far, the experiments remain just that: experiments. NeighborhoodTV and VeryLocal are finding audiences in pockets, but they haven't yet proven they can redefine the economics of local streaming. What they do prove is that the concept of "local" content has room to grow. Stations don't have to be limited to the evening news—they can build franchises around lifestyle, culture, and entertainment that tie viewers to their community in different ways. The question is whether they can do it at a scale that keeps advertisers interested, or whether these efforts will remain boutique side projects in an industry still driven by news.

Expanding Local News Output

Some broadcasters are trying to bulk up their streaming presence by simply producing more news. TEGNA, for instance, has added two extra hours of local coverage each morning specifically for its streaming channels. It's a straightforward way to put more content into the pipeline and reinforce news as the backbone of their brand. But producing live news isn't cheap. Anchors, reporters, production crews, and studio time all add up quickly. TEGNA can absorb those costs because it's a large, well-capitalized company with dozens of stations. Smaller affiliate groups don't have that luxury, which makes this kind of expansion harder to replicate. For most broadcasters, the question isn't just whether more news is better—it's whether more news is sustainable.

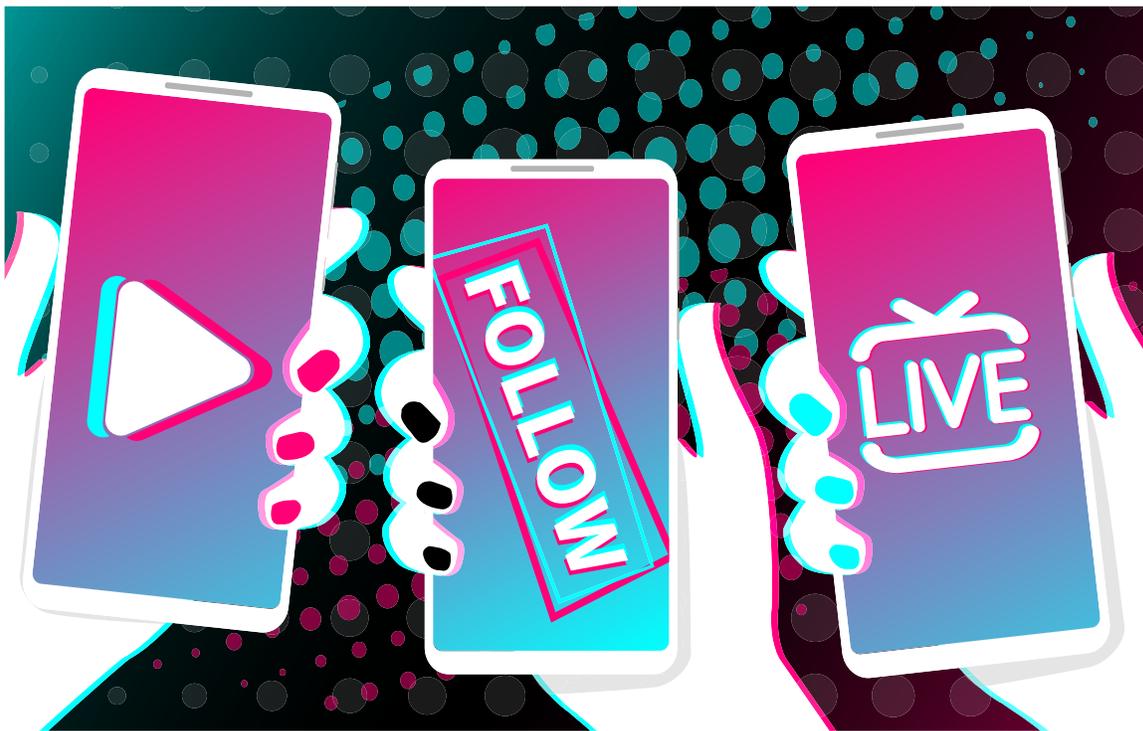
The Potential Rise of Local News Influencers on TikTok

There isn't a strong wave of local news influencers right now—at least not the kind with audiences large enough to move the needle in broadcasting. But the building blocks are there, and the potential is real.

Research from Pew and others shows that TikTok users increasingly get news from creators and influencers rather than traditional outlets. Most of that is national or global in focus, but we're starting to see hints of what it might look like locally. Matt Shearer—better known as Reporter Matt from WBZ in Boston—has built a TikTok following with short, quirky stories about local businesses and neighborhood oddities. In Indiana, a creator posting under SmallTownIndiana has attracted close to 180,000 followers by covering community events and local happenings. Neither of these efforts is massive by national influencer standards, but they show that there's an appetite for local stories delivered in formats native to TikTok.

The opportunity for broadcasters is to figure out how to nurture and integrate this type of content without killing what makes it work. Bringing influencers into a studio and making them read copy off a teleprompter defeats the point. But giving them airtime in digital-only formats, sponsoring their segments, or partnering in ways that let them keep their authentic style could be a bridge to younger audiences who aren't going to download a station app or watch a looped newscast.

Right now, it's still early days. Local influencers aren't operating at scale, and the economics of turning TikTok virality into sustainable revenue are untested. But the signals are there: if stations don't figure out how to embrace this potential rise, someone else will—and “local news” may end up being defined by creators outside the traditional broadcast ecosystem.



IV. Network and Affiliate Relations

Impact of Network-Owned Streaming Service on Local Stations

The growth of network-owned direct-to-consumer apps has put affiliates in an awkward spot. When NBC pushes Olympics coverage to Peacock, or CBS doubles down on Paramount+, it signals a shift in priorities: national streaming first, affiliates second. For stations, that means less exclusivity around marquee programming and fewer chances to be the central hub for must-see TV in their markets.

Affiliates still rely heavily on their network partners for prime-time content and retrans revenue, but as networks pour more energy into streaming, stations risk being treated as distribution afterthoughts. The more the big events and big shows migrate behind streaming paywalls, the harder it is for local broadcasters to hold onto the leverage they've traditionally enjoyed.

The Value of Local Stations vs. Network Brands

The balance of power between local stations and their network partners has always been delicate, but streaming has tilted the scales. Networks are pushing hard into direct-to-consumer apps, while affiliates are trying to hold onto their role as the trusted local presence. The question is whether the identity and value of individual stations can survive in a world where audiences increasingly connect with the network brand instead of the local one.

Station Call Letters in a Streaming-First World

For generations, local call letters were shorthand for credibility. They mattered because the station was the gateway: if you wanted the evening news, Monday Night Football, or Friends, you tuned to the affiliate in your market. Streaming has unraveled that connection. Today, viewers find shows through apps and platforms, not over-the-air schedules. They know Peacock or Paramount+; they don't necessarily know which affiliate holds the license in their DMA. That shift has chipped away at one of the pillars of local station identity.



As a viewer, it's really become content first, I'm not necessarily following my local station as much to see what's airing at eight o'clock on a Friday night. I'm looking for content I want to watch. It's an audience first world now.

Keith Norman, VP Sales, Political Practice, LG Ad Solutions

Networks Reassessing the Role of Affiliates

As networks double down on direct-to-consumer streaming, affiliates are increasingly caught in the middle. Networks still need them for retrans revenue and regulatory reach, but when the growth story is built on apps and subscriptions, local stations can start to look like legacy baggage. Programming that once gave affiliates leverage—prime-time hits, marquee sports, tentpole events—is migrating to streaming platforms where local stations have little role. Affiliates may still be essential for distribution in the near term, but strategically, they’re being treated less like growth partners and more like assets to be managed.

Maintaining Local Relevance Amid Streaming Shifts

For local broadcasters, the challenge is to make their value impossible to ignore. Networks can scale shows nationally, but they can’t replicate the role a trusted local newsroom plays when a storm floods the highways or a mayor is under indictment. That proximity and credibility is still unique—and still powerful. The path forward is taking that trust and reasserting it in digital products that feel indispensable, not redundant. If affiliates can reframe themselves as the community connection networks can’t provide, they’ll remain relevant even as more viewing shifts to network-owned platforms.

MLB, NBA, and NHL Teams Exploring Local Broadcast Deals as an Alternative



With RSNs faltering, leagues and teams have been forced to consider new distribution paths. The most visible moves so far have come from baseball, where the Arizona Diamondbacks and San Diego Padres shifted to local station deals after Diamond Sports couldn’t fulfill its contracts. Those arrangements not only kept games on the air but also underscored that local broadcasters remain a viable fallback when the RSN model breaks down.



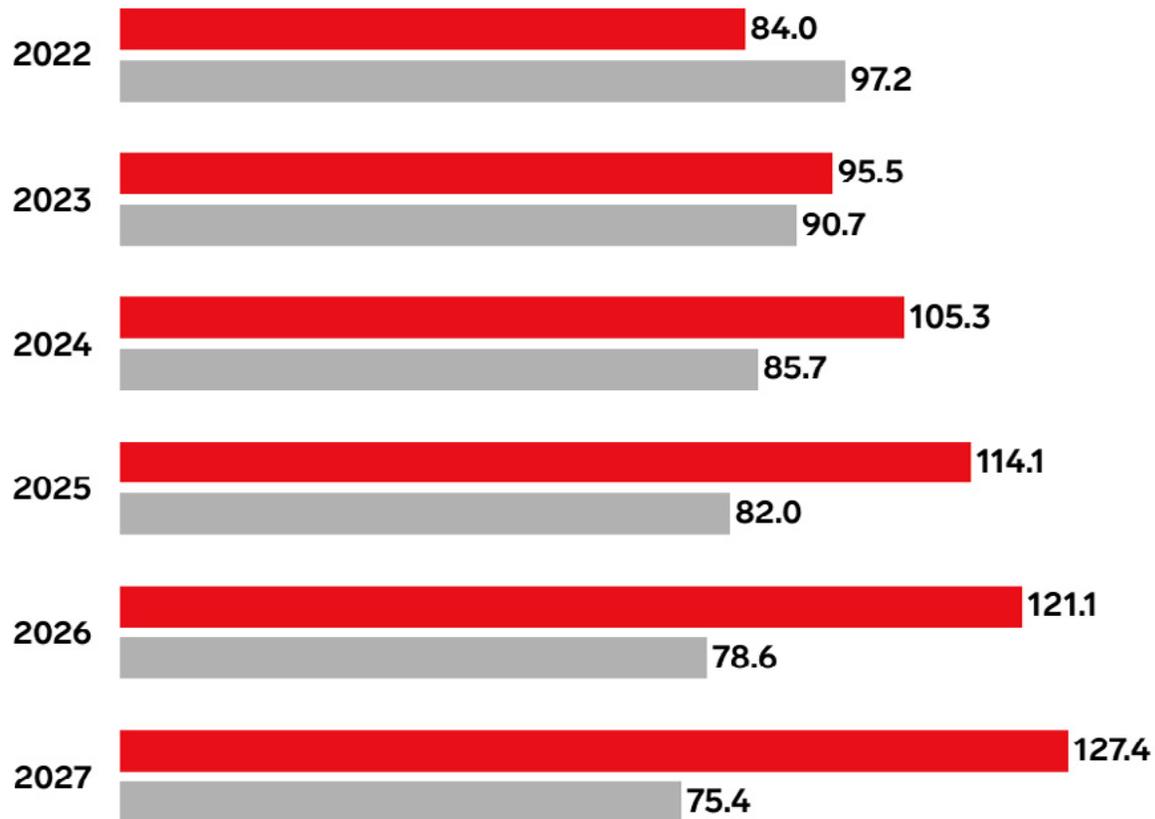
NBA and NHL teams are watching closely. Some franchises have already started experimenting with hybrid distribution—mixing streaming deals with linear carriage on local stations to preserve reach. While these deals don’t always generate the same guaranteed revenue that RSNs once delivered, they offer teams a way to stay connected to their fan base while keeping advertisers in play.



For local broadcasters, the opportunity is significant but comes with caveats. Sports rights are expensive, production costs are high, and schedules are demanding. Only well-capitalized station groups may be able to shoulder the load. But if more MLB, NBA, and NHL clubs follow the Diamondbacks’ lead, local TV could re-emerge as a central player in live sports distribution, carving out a niche just as fans are losing patience with fragmented, hard-to-find RSN streams.

More Live Sports Viewers Are Choosing the Digital Platform Experience

millions of US live sports viewers, by distribution method, 2022-2027



■ Digital live sports viewers **■ Traditional pay TV live sports viewers**

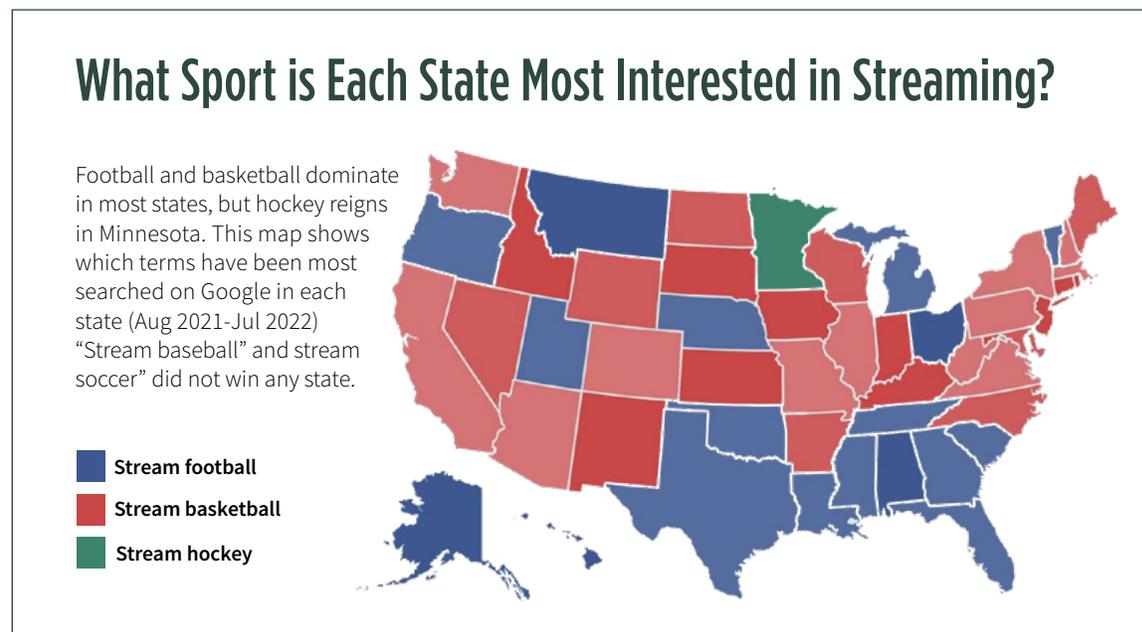
Note: Individuals of any age who watch live sports content at least once per month over the course of the season of at least one sport via the referenced distribution method; excludes highlight viewing and viewing of nonlive content; excludes esports; excludes Olympics content; digital includes digital platforms such as OTT, TV Everywhere, and vMVPDs

EM | **EMARKETER** Forecast, Sep 2024

V. Could Local TV Regain a Foothold in Live Sports?

Will More Teams Follow the Diamondbacks' Shift to Local TV?

The Arizona Diamondbacks' move back to local broadcast after the Bally Sports collapse was a watershed moment. It showed that when RSNs fail, local stations can still deliver reach and reliability. Other teams are watching closely. The Padres, Suns, and Jazz have tested similar paths, and the idea of restoring games to free broadcast TV has real fan appeal. The question is how many teams are willing to trade guaranteed RSN money for the broader exposure that comes with local TV.



Source: Visual Capitalist

Could Local Broadcasters Create New Ad Revenue Streams from Sports Rights?

Buying rights isn't cheap, and ad inventory alone won't always cover the costs. But local sports open the door to creative monetization. Stations can bundle sponsorships across linear and streaming, offer advertisers new data-driven targeting tied to sports audiences, or use games to drive tune-in for other local programming. If handled right, live sports could become not just a prestige play but a revenue engine that helps stations justify bigger investments in rights.



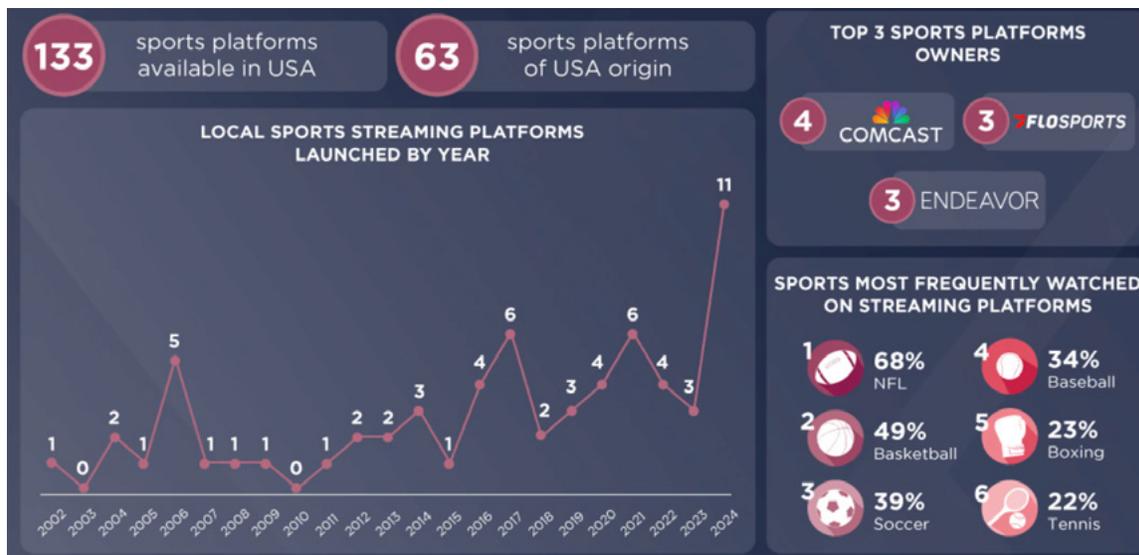
Live sports has always been the holy grail, but until now it was locked up by national brands. We built a proprietary programmatic live sports platform that opens that door for local and regional advertisers — giving them access to NFL, NBA, and college football in real time, at scale, and with full transparency. It's plug-and-play programmatic: simple tools that work for everyone, not just ad tech pros. And it's a game-changer—small businesses can now show up in the same cultural moments as the biggest brands and tie that exposure directly to outcomes.

Peter Jones, VP of Revenue, PREMION

Where Do Operations Like MLB Local Media Fit In?

Leagues are no longer sitting on the sidelines. MLB Local Media is stepping in to handle production and distribution when RSNs falter, giving teams a stopgap option that ensures games stay on the air. For broadcasters, that's both a help and a threat. It keeps the content alive but also shows that leagues are willing to cut out middlemen if needed. The future may look like a hybrid model—some games on local stations, others on league-controlled platforms, with fans asked to toggle between the two.

Sports Trends Across the USA

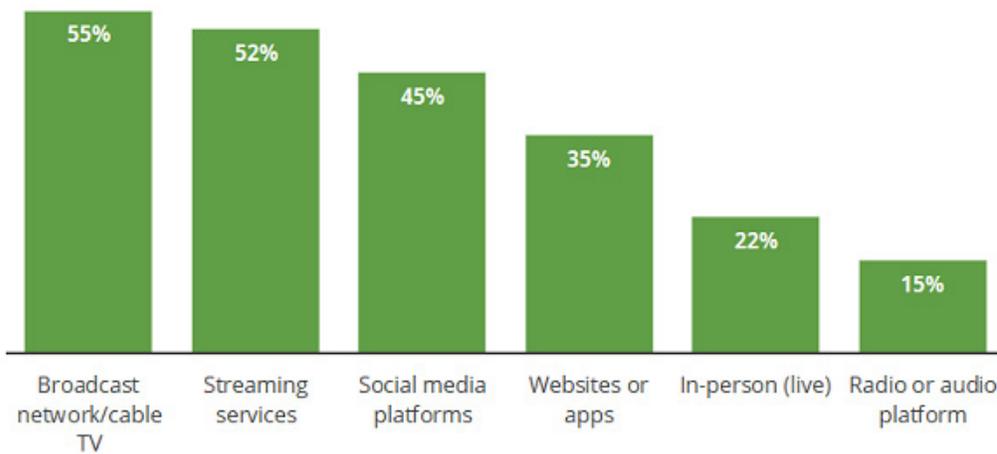


Source: BB Media | Online Media Essentials 4Q 2024 | Platform Essentials

Opportunities Beyond the Big Leagues

It's not just about MLB, the NBA, and the NHL. The growth of women's sports has been one of the most important shifts in the past five years, with rising attendance, new sponsorships, and growing TV audiences. Local broadcasters could carve out a role by showcasing women's leagues that aren't yet locked into national contracts. The same goes for smaller sports, regional college conferences, and even high school athletics—areas where community ties run deep and where streaming hasn't yet filled the gap. If stations can be the platform that makes those games visible, they not only serve fans but also reinforce their unique role in the local ecosystem.

How Do Viewers Watch Women's Sports?



Source: Rain the Growth Agency, base= 1,000 U.S. adults, ages 18-74



Live local sports remain the most reliable attention driver. Streaming has shifted the balance of power toward stations that can package more than inventory: context, real-time moments, and flexible creative. Gen Z watches with a phone in hand, betting, fantasy, clips, so the smartest path to new revenue is to sell the moments, not just the minutes: scoring plays, rivalries, and player storylines enabled by scene-level signals and dynamic creative. It is already happening in CTV OOH at bars and restaurants with companies like TAIV that trigger ads on key plays; that same moment-based buying is coming to the living room. Stations that pair live rights with contextual and real-time packages will unlock fresh local and national demand and win the next wave of budgets.

Rohan Castelino, CMO, IRIS.TV

NBC's Olympic Streaming Play—A Warning Sign for Affiliates?

NBC's handling of the most recent Olympics made one thing clear: the future of tentpole sports is streaming-first. By pushing the bulk of coverage onto Peacock, NBC minimized the role of its local affiliates, who were once the default home for the Games. For viewers, that meant a seamless way to binge every event. For affiliates, it was a wake-up call that even the biggest draws in television are no longer guaranteed to pass through their channels.

The precedent is troubling. If networks are willing to sideline stations for an event as iconic as the Olympics, it signals that affiliates may be left out of future marquee sports rights too—from the World Cup to NFL playoff games. Local broadcasters have long relied on those big moments to cement their relevance. Without them, the gap between what networks prioritize and what affiliates actually get widens further, raising real questions about whether local TV can hold onto its traditional role in the sports ecosystem.

VI. The Shifting Economics of Local TV

Streaming Has Unlocked Local Advertising for National Platforms



Streaming finally gives local and small-to-midsized businesses the scale they've been missing. With smart curation, we unify fragmented platforms so local and regional marketers can buy once and reach audiences everywhere. That continuity across services ensures businesses don't leave reach on the table — they can follow viewers wherever they go and extend campaigns well beyond the limits of traditional TV.

Daniel Spinosa, President. PREMION

The old moat around local TV was simple: if you wanted to reach people in a specific market, you bought time on the stations that held those licenses.

While cable operators did not have their own stations, they stuck to DMA borders for the ads they sold.



Ad-supported streaming has empowered local stations to capture programmatic ad demand and stay competitive in a world where linear advertising alone can no longer sustain them. At Samsung Ads, we now deliver local news and sports across nearly 90 of Samsung TV Plus' DMAs in partnership with ABC, NBC, and CBS — making precise audience targeting and attribution more accessible and efficient than ever.

Michael Scott, VP, Head of Ad Sales and Operations, Samsung Ads

Streaming services have no such restrictions. While they usually do sell within a specific DMA, they are not beholden to it. So that if, say, a local car dealer has two showrooms in an adjacent DMA, they are able to include those zip codes in the buy.

They're also able to target within the DMA, reaching audiences that are often unavailable to local broadcasters.



The dollars continue to shift to CTV, from broadcast and cable, because of the wastage that is a part of DMA ad buys and DMA targeted ad buys, and even some cable zones. It is something marketers are very much aware of.

Keith Norman, LG Ad Solutions

What This Means for Local Broadcasters

CTV platforms reach audiences most advertisers view as more desirable. Local stations can't compete on pure scale or targeting—they'll lose every time. What they can do is redefine "local" as something that isn't just a geo-fence. Community trust, local journalism, breaking news, weather, and even high school football—those are value props streaming platforms can't fake.

The Bigger Picture

The economics of local TV are no longer self-contained. What happens in streaming determines what happens in broadcast, not the other way around. For affiliates, that means the fight is less about selling against each other and more about proving their value in a world where national platforms can do “local” at industrial scale. Unless stations find ways to make their local identity indispensable, they risk being written out of the ad equation entirely.



AI-Driven Ad Personalization in Streaming

One of the biggest shifts in the economics of local TV is how streaming platforms are using AI to rewire ad targeting. What used to be a manual, market-by-market process is becoming automated and dynamic, with creative that adapts on the fly. For local broadcasters, this represents both the competition and the benchmark for what advertisers now expect.

Increased Automation in Matching Ads to Local Market Trends



Local advertising's strength has always been its geographic focus, long supported by local broadcasters. Streaming platforms have added a new dimension by bringing precision targeting to the mix, enabled by household-level data and programmatic infrastructure. This means that advertisers can complement their traditional local campaigns with more tailored messages, reaching the right audiences within the same communities. Rather than replacing local broadcasters, streaming expands the toolkit for advertisers by offering both broad reach and refined relevance in local markets.

Geoff Spence, Vice President, Revenue - SpringServe, Magnite

AI is turning what used to be a blunt instrument into a scalpel. Instead of buying a spot in the six o'clock news and hoping the right people are watching, advertisers can now lean on machine learning to match creative to market trends in real time. If back-to-school shopping spikes in Charlotte, AI systems can automatically shift spend to highlight backpacks and laptops in that market. If a storm is forecast in Houston, weather-related messaging can surface within hours. This kind of automation changes the pace of local advertising—from quarterly plans to day-by-day, even hour-by-hour optimization.

Streaming Platforms Refining Dynamic Creative Optimization for Regionalized Targeting

Dynamic Creative Optimization (DCO) has been around in digital for years, but streaming is where it's starting to flex real muscle. Platforms are refining their ability to swap out messaging, visuals, and even voiceovers depending on who's watching and where. A national retailer can run the same campaign across the U.S. but tweak the offer: free delivery in Dallas, a store opening in Denver, a weekend sale in Detroit. Local stations have no comparable toolset—they can sell reach, but not this level of surgical precision. For advertisers who crave both scale and customization, streaming's use of DCO is redefining what "local" targeting means.

The Rise of Self-Serve Platforms

Small and medium-sized businesses have long been the lifeblood of local TV. The car dealer, the pizza joint, the regional bank—they were the ones filling commercial breaks because it was the easiest way to reach the neighborhood. That’s exactly the market Amazon, Paramount, Comcast, and a bunch of AI-fueled startups are gunning for with self-serve ad platforms. Their pitch is simple: buying a streaming spot should be as easy as buying a Facebook ad. And if it works, they’ll yank billions in SMB dollars away from Meta and Google in the process.

Why Targeting and Creative Matter

What makes this more than just another shiny ad tech toy is the combination of better targeting and plug-and-play creative. A florist can now draw a ten-mile circle around her shop, upload a logo, type “Valentine’s Day sale,” and—boom—the system spits out a streaming spot complete with stock video and an AI voiceover. Is it polished? Not always. Is it tested at scale? Not really. But the promise is clear: no more calling the station, no more waiting on a production crew. For SMBs used to the speed of social media, that’s a big deal.



With tighter budgets and limited resources, local advertisers need every dollar to count — which means they can’t risk wasted impressions or low-quality environments. That’s why premium, brand-safe CTV inventory is non-negotiable. Every placement we deliver is carefully curated, fraud-protected, and fully transparent, so small and midsize businesses know exactly where their ads are running. It gives them confidence that their investment is building their brand and driving business outcomes in trusted environments.

Anmarie Gatti, VP of Marketing, PREMION

The Market Is Starting to Pay Attention

Magnite’s move to acquire streamr.ai is a sign that the self-serve category is starting to get broader attention. Some programmatic players see it as a potential way to unlock a wave of SMB advertisers who’ve never bought premium video before. Streamers are experimenting too, looking at whether local dollars can fill some of the gaps left by national campaigns. But it’s still early days. Not everyone is convinced that the sort of SMBs who rely on Meta and Google’s self-serve platforms will jump in at scale, or that AI-generated creative will live up to the promise. For now, it’s less a revolution than a set of possibilities especially for the “M” end of the SMB segment, where advertising is placed via an agency, not via the business owner in their spare time.

Where Local Broadcasters Stand

So far, most local broadcasters have been slow to test the waters on self-serve. A few have partnered on programmatic or dabbled with digital ad sales, but building their own easy-to-use portals hasn't been a priority. That creates a risk: if SMBs get used to logging into Amazon or Paramount to buy streaming ads with a credit card and a logo file, they may stop seeing the need for a quarterly pitch from the local AE. Once that shift happens, the long-standing relationship between stations and community businesses becomes harder to rebuild.

Broadcasters still have some built-in advantages. An ad in the six o'clock news carries more weight than a random mid-roll spot, and stations remain a trusted environment for local businesses looking to project credibility. But ease of use is becoming a deciding factor. If stations don't make their inventory as accessible as the platforms do, they could find themselves sidelined in the very market they once dominated.

What Does These Shifts Mean for Local Broadcasters?

The rise of streaming, AI-driven personalization, and self-serve ad platforms has fundamentally shifted the playing field. Local broadcasters aren't just competing with each other anymore—they're up against national platforms that can deliver local buys at scale, with better targeting and faster execution. That raises a tough set of questions about how stations position themselves, what tools they need, and how they keep advertisers convinced that "local" still means something unique.

Competing on Addressability and Personalization

Local broadcasters can't match the pure scale of Amazon or Roku when it comes to addressable inventory, but that doesn't mean they're out of the game. ATSC 3.0 holds some promise for broadcast-to-digital targeting, and many station groups are leaning on consortiums and tech partners to layer in audience data. Still, personalization remains a weak spot. For most local stations, the pitch is still reach and credibility, not algorithmic precision.

The Need for New Tech Partnerships

Ad sales teams that used to thrive on relationships and rate cards are finding that isn't enough. Competing in a data-driven ad economy means tying into demand-side platforms, building clean data pipes, and offering attribution beyond "we ran your spot in the 6 o'clock news." That's where new tech partnerships come in. Whether it's Magnite, FreeWheel, or smaller ad-tech players, broadcasters are increasingly reliant on outside infrastructure to make their inventory competitive. The challenge is making sure those partnerships don't simply commoditize local inventory further.

First-Party Data in Streaming

Streaming gives broadcasters a chance to build first-party data sets, but execution is uneven. Station apps and log-ins can generate valuable audience information, yet most groups haven't invested heavily in turning that into actionable ad products. There's also the risk of user friction—viewers aren't eager to hand over personal details just to watch last night's news clip. Without a clear strategy, broadcasters risk missing the data advantage that fuels the streaming giants.

Privacy Regulations as a Wild Card

Even if stations build out their data strategies, state and federal privacy rules could limit how much they can do. Regulations in California and other states are already pushing platforms toward more restrictive practices. Broadcasters, who don't have the lobbying muscle of Big Tech, may find themselves bound by rules that further narrow their ability to compete on targeting. Ironically, the trust that local stations enjoy with their communities may become their biggest asset here—viewers may be more comfortable sharing data with a known local brand than with a faceless tech giant.

Cross-Platform Measurement on a Budget

Finally, measurement remains a pain point. National networks and streamers are experimenting with multiple currencies, sophisticated attribution models, and big-budget research projects. Local broadcasters don't have that luxury. They're piecing together affordable solutions that can show advertisers cross-platform reach without breaking the bank. Some rely on Comscore or Nielsen panels, others on tech add-ons from ad partners, but there's no standardized answer. For stations, proving value in a fragmented ecosystem is critical—but the tools they can afford don't always live up to the pitch.



VII. Measuring Local TV

If there's one place where the cracks in local TV show most clearly, it's measurement. The old system of “good enough” ratings worked when audiences were predictable and distribution was straightforward. But in 2025, with linear and streaming colliding, DMA borders blurring, and a half-dozen vendors jockeying for credibility, the numbers no longer add up in a way anyone fully trusts.

Inconsistent Standards Created Confusion

Measurement has always been the glue that held local TV advertising together. Buyers and sellers agreed on the rules of the game, even if the system wasn't perfect. That glue has come unstuck. Today, what counts as a “viewer” depends entirely on which system you're using. Streaming impressions get reported down to the household or device, while linear still leans on estimates extrapolated from small panels. Some vendors try to blend the two, but the outputs don't always reconcile. The result is a fog of competing metrics that undermines trust and makes it harder for advertisers to justify local spend. When you can't agree on the scoreboard, it's tough to play the game.

Overreliance on Panels, Disparities Between Streaming and Linear, and Blurring of DMA Lines

Panels were designed for a broadcast era when people mostly watched a handful of channels in their DMA. That world doesn't exist anymore. In many smaller markets, the panel sizes are so thin they're statistically meaningless, yet they still underpin billions in ad spend. Meanwhile, streaming data delivers precise household-level counts, but those numbers don't align with panel-based ratings, making cross-platform comparisons almost impossible.

Adding to the mess: DMA borders themselves are starting to lose relevance. Streaming doesn't stop at county lines—viewers in one DMA can easily access content that technically “belongs” to another. That blurring means local stations are no longer the sole gatekeepers of who sees what in their markets, yet the measurement systems are still built as if those borders are hard and fast.



The real measurement challenge isn't just counting impressions—it's making sense of them across a fragmented ecosystem. That's where smart curation matters. By bringing everything under one umbrella, Premion delivers unified reporting, full transparency, and outcome-based measurement. Every placement is carefully curated, frequency is managed, and results are tied back to business impact—so local advertisers can finally get clarity and confidence in the streaming era.

Sandra Baez, Chief Operating Officer, PREMION

Multiple Vendors, No Clear Consensus

If the methodology problems weren't enough, there's also the vendor free-for-all. Nielsen still carries weight, Comscore has made big inroads, and newer entrants are pushing alternative approaches. Each vendor promises to solve the fragmentation problem, but none has emerged as the single source of truth. For buyers, that means confusion over which dataset to trust. For sellers, it often means having to defend why their numbers differ from someone else's. Instead of talking about audiences, stations end up talking about methodology—an argument they're unlikely to win when platforms like Amazon or Roku can hand over clean, consistent dashboards without the caveats.

Ratings vs. Attribution



Reach is the thing that I hear every day from our customers, give us more reach metrics. Tell us when you can give me a reach metric that touches everything within a market that this piece of content has been exposed to.

Justin LaPorte, Comscore

Ratings were built for a world where the only thing advertisers wanted to know was how many people were in the room when their ad ran. If a spot on the 6 o'clock news delivered 25,000 adults 25–54, that was considered a win. Reach and frequency were the coin of the realm, and as long as stations could deliver those numbers, everybody went home happy.

But digital platforms changed the rules. Meta, Google, even YouTube trained local advertisers—especially the small and midsize businesses who live and die on efficient spend—to expect receipts. They don't just want to know that 25,000 people saw an ad; they want to know how many of those people clicked, visited a website, drove past a billboard, or ordered a pizza. Attribution isn't a nice-to-have anymore—it's the standard.

That's where TV still struggles. Traditional ratings can show scale, but they don't show impact. So vendors have been racing to bolt on attribution layers: credit card swipes, mobile location data, web traffic, purchase databases, even loyalty cards. The idea is to bridge the gap between exposure and action, so TV can claim the same kind of performance metrics that advertisers get from digital.

The reality is messier. In larger markets, attribution models can sometimes produce data that feels useful. But in smaller DMAs, the sample sizes are so thin the results barely clear the bar of statistical significance. Add in growing privacy regulations, which are making it harder to collect and connect consumer data, and the promise of "TV-style attribution" often looks better on a sales slide than in practice.

And then there's the cost. Big national brands can afford to pay for advanced attribution solutions; a local plumber or diner cannot. That leaves many local stations still selling reach and ratings while the platforms they're competing against hand advertisers a dashboard that shows exactly what their spend delivered. The difference in perception is huge: one feels like a vague estimate, the other like a line item on a balance sheet.

The result is an expectations gap that broadcasters haven't figured out how to close. Ratings still matter—scale still matters—but advertisers now expect both scale and proof of impact. Until local broadcasters can deliver reach and attribution side by side, they're going to look like they're playing an older, slower game while the platforms sprint ahead with the ball.

Cross-Platform Issues

If ratings vs. attribution is one headache, cross-platform measurement is the migraine. Local broadcasters are stuck trying to measure two very different things—linear and streaming—that increasingly live under the same roof but don't add up in a coherent way.



Where we've been heading, and where we'll continue to head is that we just need to follow the content and follow the ads, regardless of where they are.

Justin LaPorte, Comscore

Take a local station's FAST channel. It might be streaming the same content as its linear broadcast, but the measurement systems treat them as completely separate entities. One is tracked through panel-based ratings, the other through digital impressions. Advertisers are left wondering whether those numbers overlap, complement each other, or double-count the same viewers. Without a consistent framework, it's impossible to answer the simplest question: how many people did we actually reach?



One of the big charges right now is figuring out how to tag content and make sure we are tagging all of their digital and CTV content so that it can be tracked and measured properly. We've been hearing more and more how digital is a big push. And it's no longer just 'Oh, it's just added value.' They want to know 'is this working?'

Mandy Leef, SVP National and Local Account Management, Comscore

The time data problem only makes it worse. In smaller markets, where panel sizes are already razor thin, adding streaming fragments the picture even further. You might get precise household-level data from the streaming side but still be working off estimates for linear. That makes it almost impossible to line up dayparts or frequency in a way buyers can trust. The result is a patchwork that feels more like guesswork than measurement.

And then there's the wildcard: national streaming services selling "local" buys that aren't tied to DMA boundaries at all. Platforms like Amazon or Hulu can deliver ads to households in Phoenix or Tampa without caring what the Nielsen map looks like. For advertisers, that's clean and efficient. For local broadcasters, it's a nightmare. It undermines the DMA system they've relied on for decades and further blurs the definition of what counts as "local reach."

What local broadcasters need is a credible, affordable way to unify linear and streaming into a single, trusted measurement system. Until that exists, stations will be fighting with one hand tied behind their backs, while national platforms continue to promise advertisers a clear, consolidated story.

VIII. Opportunities and Innovations

For all the turbulence in local TV, there's also a chance to rethink what "local" can mean in a streaming-first world. Broadcasters aren't locked into just defending what they've always done—they can use digital platforms to experiment with new formats, new voices, and new ways of serving their communities. The challenge is carving out a lane that feels distinct from what national platforms are already offering.

Local Streaming as a Differentiator

Stations know the simulcast-and-rerun model won't cut it long term. Streaming audiences expect more than a second chance to watch what they skipped on linear.

The real opportunity is creating streaming-first content that feels native to digital. That could mean community documentaries, lifestyle shows, or high school sports—formats that lean into the trust and access stations already have, and that national streamers aren't built to deliver. Even small experiments can make a station's app or FAST channel feel like a destination instead of an afterthought.



Advertisers have traditionally steered clear of live news. But local audiences are loyal, engaged, and receptive to brands that invest in their communities. Multimodal AI has the opportunity to redefine the category, to make scene-level understanding of live news possible at scale. We aim to usher in a new era where brands will be able to confidently invest in community stories that are aligned with their values, sentiment, and context.

Abbey Thomas, CCO, Anoki

That doesn't mean every station group suddenly launches its own Netflix. It means building targeted, lower-cost programming that adds value for both viewers and advertisers. Even small experiments—a local food series, a weekly community issues show, a high school game of the week—can make a station's streaming presence feel more like a destination than an afterthought. Done right, local streaming could evolve from a defensive posture into a differentiator.



Local broadcasters still hold a unique advantage: authentic, real-time connections to community moments. National streamers can't replicate that trusted local relevance, and when paired with interactive formats, it becomes an unmatched opportunity for advertisers.

Gary Mittman, CEO, KERV.io

Evolving Ad Strategies

Streaming has given advertisers the ability to slice and dice audiences with precision, and that's where local broadcasters have a chance to push back. While national platforms can sell impressions in every market, stations can offer something more premium: addressable inventory that combines trusted local content with digital-style targeting.

The opportunity is to move beyond just “we reach people in this DMA” to “we reach the right people in this DMA.” Stations already know how to sell proximity and relevance; streaming gives them a way to enhance that with data-driven personalization. Imagine a car dealer being able to target households not just in their ZIP code, but households in the market for a new SUV. Or a healthcare provider reaching families with young kids rather than blasting the same spot to everyone watching the 6 o'clock news.

The challenge, of course, is execution. Building the infrastructure for addressable ads isn't cheap, and most station groups don't have the tech stack in-house. That's why partnerships—with ad-tech firms, measurement vendors, and even the networks themselves—will be critical.

But if stations can figure it out, they can give advertisers the kind of personalized local reach that national streamers can't fully replicate.

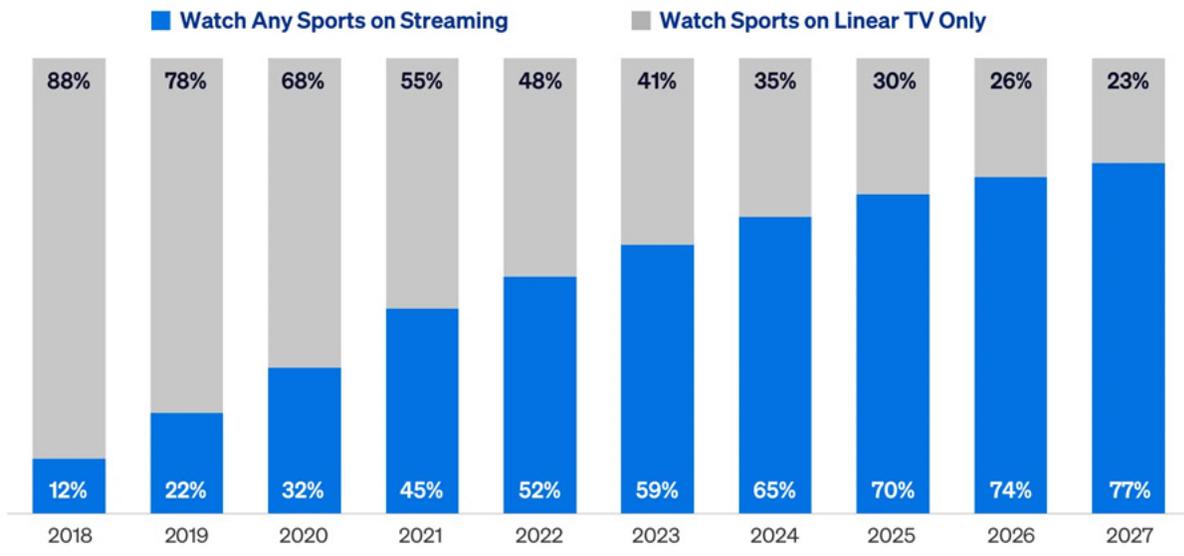
This is one of the few lanes where local broadcasters could flip the script: taking the trust and community relevance they already own, and combining it with the kind of precision targeting advertisers increasingly demand. That combination could turn “local streaming” from a defensive play into a growth strategy.

Live Sports Resurgence on Local TV

The collapse of regional sports networks has cracked open a door local stations thought was shut for good. Teams that once lived behind pricey cable bundles are suddenly looking for new homes, and broadcast TV is back in the mix. For stations, that means the chance to reclaim live sports rights—everything from MLB and NBA games to niche and emerging leagues—that can draw big, engaged audiences.

It's not just about ratings. Live sports bring in premium ad dollars and sponsorships, and they give stations the kind of must-see programming that can set their streaming channels apart. In an era where most station content feels interchangeable, live games could be the anchor that makes “local TV” indispensable again.

U.S. Sports Streaming Viewership Rises Steadily



Source: (1) eMarketer, USA, 2023; (2) Global Web Index (GWI), USA, FY 2023

The ATSC 3.0 Issue

ATSC 3.0—NextGen TV—has been dangling its promise for years: sharper video, interactive features, broadcast reach + digital targeting. It's a great pitch for local broadcasters but adoption has been glacial.

One big snag is hardware. ATSC 3.0 isn't backwards compatible — you can't just update your old set. You need a new TV with a built-in ATSC 3.0 tuner. And many of the biggest TV makers are pulling back, deciding that the cost of adding ATSC 3.0 capabilities is not worth it, especially since adoption has been so slow along with consumer demand.

Which raises another issue: many of the features of the technology are advertiser-focused. Not consumer-focused.

So generating demand has been tough, especially with the sorts of audiences who watch over the air linear TV.

The industry assumption is they are older, less affluent and much less tech savvy, and that while some younger viewers may imbue antennas with the same retro-chic cool as turntables, it's still a niche market.

Meaning no one is jonesing to roll out a new technology for them.

So while ATSC 3.0 has potential, it's wide-scale adoption seems increasingly unlikely.

Political Advertising

If there's one reliable windfall for local TV, it's election season. For decades, campaigns shoveled money into broadcast because it guaranteed reach. But in 2025, a growing chunk of that spend is heading to CTV and digital, where targeting can zero in on swing voters, ZIP codes, or even individual households. That shift raises the question: how do local stations get their share?

Some station groups are already trying to bridge the gap, bundling linear spots with streaming inventory on their apps or FAST channels. The pitch is that campaigns can still get the reach of broadcast and the precision of digital, all under the same local brand voters recognize. It's a way to keep dollars in-house while meeting the new expectation that every ad buy should come with targeting and attribution baked in.

The other play is partnerships. Stations don't have the tech infrastructure to compete with Amazon or YouTube on their own, so they're leaning on ad-tech vendors and political consultants to help make their streaming inventory easier to buy and more measurable. In practice, that means stitching together addressable local inventory into packages that look and feel more like what campaigns are already buying from the big platforms.

There's also potential further down the ballot. City council candidates, school board hopefuls, and local referendums often run on shoestring budgets. For those campaigns, self-serve ad platforms—the same type being pitched to small and midsize businesses—could be a lifeline.

Instead of defaulting to Meta for cheap, targeted impressions, a candidate could buy highly targeted streaming spots in their district with the same ease. If local broadcasters can plug into that model, they could open up an entirely new tier of political spending that's been out of reach until now.

Still, the competition is stiff. National streamers can deliver local impressions at scale, with clean targeting and reporting dashboards that broadcasters can't yet match. The difference is that stations can add something the platforms don't: local trust. When voters see a candidate's ad alongside the anchors and reporters they know, it carries a credibility digital banners and pre-rolls can't replicate. In a cycle where trust is scarce, that may prove to be local TV's trump card.

Political ad spend is set to explode again in 2026—forecasts put it around \$10 billion, right up there with pharma as one of the largest categories in advertising. That's a huge pie, but local stations can't assume those dollars will automatically flow their way.

Campaigns have learned that DMA-based buying is messy and expensive. Buying Philly or New York just to reach New Jersey voters wastes money on audiences who can't even cast a ballot. Streaming solves that problem by letting campaigns zero in on actual voters, whether they're heavy linear households, streaming-only homes, or some mix of the two. Platforms with ACR data and national scale already offer that precision, and it's hard for a local station to compete.

That doesn't mean they're shut out entirely. Down-ballot races—school board elections, city councils, ballot initiatives—don't have the budgets to chase national platforms. They often default to Meta or Google's self-serve tools because they're cheap, fast, and easy. If local broadcasters can roll out SMB-style self-serve systems of their own, they could start pulling in those smaller campaigns. It's a way to recapture dollars that would otherwise head straight to Silicon Valley.

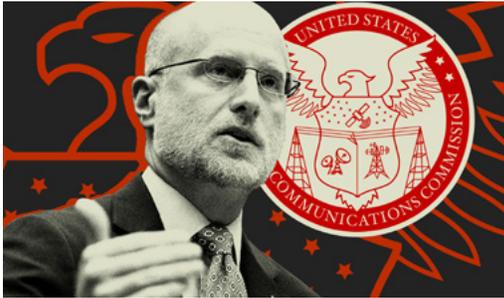
What broadcasters still have going for them is trust. Voters are conditioned to see political ads next to local news, and that credibility carries weight. Pair that with streaming inventory that comes with better targeting and attribution, and stations can keep themselves in the political mix—even if the national platforms continue to command the lion's share of spend.



I think there is an assumption streaming is how you reach younger voters. And what we found in the data—and we have reliable third party data— is that you're actually reaching an equal number of older voters now, and most of the political marketers I talked to are surprised to see that number.

Keith Norman, LG Ad Solutions

The Unpredictable FCC



To say the Federal Communications Commission under current Chairman Brendan Carr is a wild card would be a massive understatement. Carr has managed to unite both Democrats and Republicans in criticizing his actions, which include threatening Disney that “we can do this the easy way or the hard way” in regards to suspending late night talk show host Jimmy Kimmel.

There are two key things Carr will need to address in regards to the proposed Nexstar acquisition of TEGNA: will he maintain the 39% rule and will he allow the combined entity to control two of the top four stations in any given market.

Both have wide implications for local TV.

For those not familiar with the rules, the 39% rule, which dates back to the 1940s says that no one company can control stations that reach more than 39% of the US population. It was an attempt to create a diversity of voices at a time when broadcast was the primary way Americans received the news.

In today’s era, where Internet firms like Google, Meta and X can reach 99% of the US population, the rule can feel more than a bit anachronistic.

Similarly, in a further attempt to create a diversity of voices, the FCC did not allow one company to own more than one station in any given market.

The rule was altered in 2017 with the caveat that no one entity could own more than one of the top four stations in any given market.

Given that there are four big networks, this essentially meant that the second station was a smaller UHF station.

But Carr seems to want to do away with this rule too.

Those advocating for it claim that it will create economies of scale around news and actually create a more vibrant and economically viable local news market.

Those arguing against it claim that it will create a bland sameness to the news, which will also have the same ideological slant and the result will be less diversity and robustness, not more.

While it’s too soon to predict with certainty how this will play out, it certainly seems likely that Carr will do away with both rules.

IX. Conclusion: Local TV at a Crossroads

Local TV isn't dead, and it isn't dying. But it is in the middle of a reinvention. The moat that once protected broadcasters—DMA exclusivity, retrans fees, and appointment viewing—has been breached by streaming platforms that can do “local” at scale. At the same time, stations still have assets the platforms can't replicate: community trust, real-world presence, and a history of showing up when it matters.

The economics are shifting fast. Advertising dollars are flowing toward CTV, AI is raising the bar on personalization, and self-serve platforms are courting the SMBs that used to be local TV's bread and butter. Political dollars will continue to provide a windfall, but they won't be captured automatically—stations will need to offer digital-style targeting and attribution to stay in the mix.

Measurement, long the glue that held the business together, is in flux. Panels, ratings, attribution, and cross-platform reporting are still being sorted out, with multiple vendors vying for credibility. For now, advertisers may not get a perfect answer, but they're getting better options than ever before, and local broadcasters need to be part of that conversation rather than left behind by it.

And then there are the opportunities. The collapse of RSNs is giving stations a chance to reclaim live sports. Non-news programming, lifestyle formats, and even TikTok-native storytelling point to new ways of connecting with audiences. Political advertising—especially at the down-ballot level—offers potential for stations that embrace self-serve models. ATSC 3.0 may never become a mass-market breakthrough, but its underlying promise of hybrid broadcast-plus-digital targeting remains a reminder that local still has room to innovate.

The bottom line: local TV still matters. Viewers still turn to it in a crisis, communities still recognize its credibility, and advertisers still see the value of its reach. The challenge is turning those advantages into products that feel modern and measurable. If broadcasters can lean into what makes them unique while adopting the tools of a streaming-first world, they'll not only survive the transition—they'll redefine what “local TV” means for the next generation.



Innovator Spotlight

Keith Norman

How Local TV Can Still Matter In An Audience-First World



“As a viewer, it’s content first,” said **Keith Norman, VP of Political Sales at LG Ad Solutions.**

“As an advertiser, it’s an audience-first world now. Call letters just don’t carry the weight they once did.”

We sat down with Keith to discuss how local broadcasters are navigating the streaming era, and what advantages national CTV platforms bring to the political ad market.

ALAN WOLK (AW): Political ad spend for 2026 is expected to top \$10 billion. If the big streaming platforms can already target locally at scale, what is the outlook for local broadcasters?

KEITH NORMAN (KN): It’s a huge opportunity, but also a very tough challenge for local stations. At LG Ad Solutions, we have our own inventory, our own ACR data, and scale in every major market. That lets us reach voters efficiently and consistently.

Local broadcasters often try to piece together scale by aggregating inventory across multiple platforms for a market. That can work, but it’s much harder to execute and doesn’t give them the same level of control or precision. The scale advantage tilts toward the national platforms.

AW: Call letters used to be a big deal. Do they still matter in a world where people are streaming everything?

KN: Not nearly as much as they used to. As a viewer, I’m not checking what’s on my local station at eight o’clock anymore. I’m turning on my Smart TV and going straight to the content I want.

From the advertiser side, it’s the same thing. We’ve gone from buying call letters and dayparts to buying audiences. It’s an audience-first world now. That’s a very different reality than what local broadcasters were built around.

AW: Does that mean local stations are out of the picture? Or is there still a role they can play?

KN: They still matter—especially in news. Local broadcasters know how to do news really well, and that’s the programming most closely tied to their communities. If they can extend that news product into streaming environments and build audiences there, it’s a real opportunity.

The challenge is scale. Advertisers need meaningful reach to make it worth their time and budget. In big markets like Chicago, you can get there. In smaller ones, it’s much harder. That’s the challenge and opportunity local broadcasters are facing.

AW: A lot of the talk in political advertising is about AI and dynamic creative. Is there a way local broadcasters can tap into this, at least on their streaming platforms?

KN: Dynamic creative is becoming a big part of the mix, and it's an area where national platforms like ours are out ahead. We've been working with political advertisers who want to run one core ad but localize the message at the end.

For example, the same spot might highlight environmental issues in one geography and pro-business themes in another. Add in things like QR codes, L-bars, or other calls to action, and you've got hyper-local relevance without having to produce dozens of different versions.

AW: Campaigns have always relied on DMA-based buying. But with CTV, those boundaries don't really matter anymore. How is that shift playing out?

KN: That's one of the biggest changes. DMAs create a lot of waste. If you're running a campaign in New Jersey and you buy broadcast in New York or Philadelphia, you're paying extremely high rates to reach audiences who can't even vote in your election.

CTV lets you bypass that waste. You can target New Jersey statewide, or even just North Jersey or South Jersey voters directly. That precision is a big reason why more political dollars are shifting away from broadcast and cable and into streaming.

AW: Let's talk about ACR. How does that technology change what campaigns can do?

KN: ACR gives us a much clearer picture of household viewing. We know if a home is heavy on linear, heavy on streaming, or somewhere in between. That means advertisers can make smarter decisions about where to spend.

If you're already reaching a household through linear, we can suppress those impressions and redirect dollars toward streaming-only homes. That creates incremental reach. We can also look at what genres households are watching.

If a home is already being bombarded with political ads on news, we can shift the spend to sports or entertainment, where the same household may be more receptive.

For smaller campaigns with limited budgets, that kind of efficiency is critical. Without ACR, you're basically guessing.

AW: LG has put out several reports on what it's calling the "Big shift." Where are we now in that transition, and what does it mean for local broadcasters?

KN: The first shift was from linear to streaming. The pandemic sped that up. The next shift has been from paid subscription streaming to ad-supported streaming. Viewers are dealing with subscription fatigue and rising costs, and they're finding free, ad-supported options like FAST channels attractive.

For viewers, FAST feels a lot like cable: you scroll a channel guide, pick what you want, and you're watching immediately. For advertisers, it's a chance to reach audiences at scale in a cost-effective way.

That puts pressure on local broadcasters because viewers can get a cable-like experience, with premium content and even some news programming, without paying a dime. Local stations have to figure out how to bring their own strengths into that environment.

AW: There's an assumption that CTV skews young. Does your data back that up?

KN: Actually, no—that's one of the biggest surprises. Our data, and third-party data, show it's about evenly split between younger and older viewers.

That has major implications for politics. The 55-plus demo is the most reliable voting bloc. They vote in primaries, they vote in midterms, they vote in presidential elections. And now they're streaming. My 80-year-old dad in Florida is streaming. My 81-year-old mother-in-law in Illinois is streaming.

Local TV used to have an exclusive hold on that audience. Today, they're just as reachable on CTV. That's a game-changer for political advertisers.

AW: Looking into your crystal ball, how well do you see local TV adapting as streaming becomes the default?

KN: Local broadcasters aren't going away. They still play an important role in their communities, especially around news. But the economics are shifting quickly. Political advertisers are looking for efficiency, precision, and scale, and streaming platforms are built to deliver that.

For local stations, the challenge is how to extend what they already do well—local news, community coverage—into streaming environments where data, targeting, and scale are already the norm. The ones that figure that out will be in a much stronger position as the market evolves.



Innovator Spotlight

Daniel Spinosa

How Streaming is Letting Local TV Be Local Again



“Local capability sets are now freed from the old distribution paths,” says **Daniel Spinosa, President of PREMION.**

“That lets creators make more content — and

lets SMBs use CTV with real simplicity, choice, convenience and control.

ALAN WOLK (AW): Local TV has always struggled with measurement, especially in smaller markets. From your perspective, what’s the most urgent thing the industry needs to do to modernize how local TV is measured?

DANIEL SPINOSA (DS): There are a lot of things we need to work on. First, we need to do a better job with our clients — get more attribution elements embedded, from pixels on their websites to easier point-of-sale conversion relationships. It’s still hard to do that with small clients at scale, and that’s one of the big issues for local businesses.

The other challenge is how to get to that smaller granularity level without needing as much signal in the marketplace. Is it more ACR data? Is it other sources that give better measurement at lower density? It depends on the outcomes you’re trying to measure.

We look at websites and ecommerce, as well as automotive and travel, and we have some specialized things that help improve SMB-type measurement structures beyond just simple impressions.

AW: The collapse of the RSNs created both disruption and opportunity. How do you see local broadcasters and streaming platforms stepping in to fill that gap for advertisers?

DS: Sports is still very localized content. It’s not that the NFL isn’t national, but when you really look at viewing behavior, it’s still local. With all the changes going on, I think you’re going to see a lot of experimentation — and that’s a good thing. The old cable business model, where restricted distribution created fees, is opening up. You’re going to see smaller teams getting more regional and local distribution than they’ve ever had. People want to watch sports, but they don’t want to be restricted to one game at one time. Streaming gives them more flexibility, and it lets advertisers reach those audiences at the local DMA level. Advertising becomes more valuable because it unlocks more targeting capabilities, allows for more audience shifting, and gives local advertisers access they didn’t have before. That creates more demand density, which should help drive monetization.

AW: A lot of smaller advertisers are used to the kind of digital-style attribution they get from search and social. How can we make that a reality at scale for local TV?

DS: CTV and OTT still have a lot of complexity compared to search and social, which made it really simple for small businesses to log in, launch a campaign, and see results. We need to simplify that process — make creative easier, make campaign flighting easier, and make results easier to understand.

That ties back to measurement — how do we measure performance better and make it easier? Is it websites? Is it visits? Is it ecommerce? All of that requires technology that can link in at scale and do it quickly and effectively.

AW: National streamers can target down to ZIP code, even sub-ZIP in some cases. How do local broadcasters compete in that world?

DS: One of the big differences between national and local used to be geography — the only way to reach a concentrated local area was to go to a broadcaster. Streaming has changed that. A national advertiser can now heavy up in a local market if they want to.

But it also opens things up for SMBs to do more work that isn't just geographically restricted. They can flight different types of creative and target specific ZIP codes. Nationals heavy up at the DMA level; our SMBs might be targeting eight ZIP codes. That's hyper-local, and to do that you need curated supply.

Local sellers know their communities better, and as creative tools get easier, they can tailor messages within cities and reach people in a more relevant way. It also lets them better reflect local culture and community — you can target different audiences within the same city based on what matters to them.

AW: What is your take on the push to move SMBs away from Meta and YouTube and onto TV, using self-serve platforms that rely on AI-created ads? Will this work out well for local broadcasters?

DS: The SMB market is huge. You can look at census data and see it's a very big area that hasn't really been tapped by CTV. It's been well tapped by social and search, for sure.

Creative is one of the sticking points. Making a meaningful 30-second video isn't easy — it has to get simplified and more professional. There are a lot of companies working in that space, and that opens up the funnel for CTV to get onto television. Then it drops you very quickly to the bottom of the funnel, so you can see that your TV ad is performing as well as, or in concert with, search, social, display, and OLV.

If you think about it as creative production to omnichannel media, simplifying that process starts to really unlock the SMB market more effectively for CTV to take a much more prominent role.

AW: Looking ahead, what gives you the most optimism about where local TV sits in this new streaming world?

DS: I think local capability sets are now freed from the old distribution paths, and that allows local creators to generate more content. From our side, it's about giving more simplicity, choice, convenience, and control to SMBs to unlock that for their user base.

That's what gets me excited — making CTV simple, helping SMBs reach more locally aggregated audiences, and giving them measurement through an omnichannel approach so they can see the results. As that becomes easier, more SMB dollars will flow into the space because they're getting the return they're looking for. And the more content creators make, the more it activates those advertisers.



Innovator Spotlight

Jon Carpenter

Why Local TV's Real Challenge Isn't Fragmentation



“The easy answer is audience fragmentation — but that only scratches the surface,” says **Jon Carpenter, CEO of Comscore**. “What we’re really seeing is a deeper

challenge: the need for broadcasters to fully demonstrate the total value of their audiences to advertisers across every platform where they engage.”

ALAN WOLK (AW): Local TV in 2025 is at a crossroads. From Comscore’s vantage point, what do you see as the single biggest challenge stations are facing right now?

JON CARPENTER (JC): The easy answer is audience fragmentation - but that only scratches the surface. What we’re really seeing is a deeper challenge: the need for broadcasters to fully demonstrate the total value of their audiences to advertisers across every platform where they engage.

The reach of local broadcasters extends far beyond linear. Their web properties, digital subchannels, and social platforms and personalities are powerful extensions of their brands, and when those are combined, they represent an audience that’s larger and more dynamic than ever before. The real challenge

is making cross-platform value visible, measurable, and actionable. Providing a solution for this issue is where Comscore is placing its focus. Our investments today are all about delivering a unified view of audiences across linear and digital. A perfect example of this is with Comscore Content Measurement where we’re bringing the linear and digital worlds together to give broadcasters and advertisers a holistic understanding of who’s watching, where, and how.

We have also expanded the scope of Comscore TV to include hundreds of digital subnets/ over-the-air only stations, with hundreds more coming soon, to help ensure that as much audience engagement as possible contributes to the story that broadcasters can tell advertisers.

Ultimately, it’s about empowering local TV to compete, and win, in a world where the audience isn’t fragmented, it’s everywhere.

AW: “Local TV” used to mean a broadcast tower and a DMA. How would you define “local” today in a streaming-first world?

JC: You’re absolutely right. It’s been a long time since “local” referred only to linear broadcasts or a market level boundary. Today, local is defined by all the ways broadcasters connect with their communities: on-air, online, and everywhere in between.

That connection now extends across an entire ecosystem: linear TV, station websites, social channels, OTT apps, and even short-form platforms like YouTube, Instagram, and TikTok. Audiences no longer experience “local” through a single medium; they experience it through moments of relevance, trust, and familiarity that travel with them across devices and platforms.

At its core, local has always been about community and that hasn’t changed. Though what has changed is the medium in which it is manifesting. Whether it’s the 11 p.m. newscast, high school sports highlights, or a story shared in someone’s social feed, broadcasters are still doing what they’ve always done best: building connection and credibility with the audiences around them, now in more channels than ever before.

AW: What are advertisers asking you for most when it comes to proving the value of local TV?

JC: What we’re hearing most from advertisers right now is a desire for consistency and predictability in measurement — and that really speaks to the broader shifts happening across the industry. Amid evolving methodologies and competing currencies, advertisers want confidence that the insights they’re using to make decisions are stable, transparent, and comparable. That’s an area where Comscore continues to deliver for both broadcasters and advertisers.

Beyond that, the conversation has evolved. Advertisers and agencies aren’t just looking for linear metrics; they want a complete, unified view of audiences and campaign performance across every platform where engagement happens. They need to understand how all of these touchpoints work together to drive real outcomes, from linear to digital to streaming. That’s exactly why we’ve been so focused on cross-platform measurement solutions. It’s about giving advertisers a full picture of value,

helping them see the true reach and impact of local TV in a marketplace that’s anything but linear.

AW: Local TV measurement standards have been called inconsistent and fragmented. What is one way Comscore is working to fix this?

JC: I wouldn’t agree that all measurement providers fall under that description — at least not when it comes to Comscore. For several years now, we’ve been delivering consistent, market-level measurement across all 210 local markets — within 48 hours. That reliability is something we take pride in, because it’s foundational to how local broadcasters and advertisers make decisions.

That said, there is fragmentation, but this does not only apply to measurement itself. A lot of the friction we see today actually exists within the workflow and transaction systems that the local ecosystem relies on. The challenge isn’t just about who measures, but how that data moves through buying and selling platforms in a way that’s seamless and actionable.

That’s why Comscore has been working closely with our partners across the ecosystem to fully integrate our data into the tools and systems both the buy and sell sides depend on. The goal is simple: deliver consistent, connected, and transactable measurement that reflects the reality of today’s cross-platform local market.

AW: Attribution has become table stakes in digital. How can local broadcasters best make the case that TV advertising drives outcomes too?

JC: Attribution has definitely become a buzzword, but it’s also one with a complex origin, because there isn’t a single, universal definition for it. What really matters is being able to show, with confidence, how advertising drives tangible results — and that’s where local broadcasters have a powerful story to tell.

At Comscore, we're helping our broadcaster clients make that case through [Comscore Campaign Ratings (CCR), our cross-platform campaign measurement solution. CCR allows clients to demonstrate to agencies and advertisers the complete impact of their campaigns — not just on linear, but across every property where their audiences engage.

By connecting exposure to outcomes across platforms, broadcasters can show that TV continues to be one of the most effective drivers of real business results — and that its impact only grows when combined with digital.

AW: Gen Z audiences aren't watching the 6pm news live. But they are watching it via clips on YouTube and other platforms. How should we measure this?

JC: That's exactly the challenge Comscore Content Measurement (CCM) was designed to solve. Whether someone watches the newscast live on linear TV, catches a segment on the station's website, or scrolls past a clip on YouTube or TikTok — it's all engagement with the same content and the same brand.

The real value lies in understanding that total audience — across every platform — and being able to view it holistically and deduplicated. That's what CCM delivers: a single, unified view of content consumption that captures how people are engaging, wherever they choose to watch.

Ultimately, it's about evolving the definition of "viewership" to reflect reality — because today's audiences don't think in platforms, they think in content.

AW: As sports rights move back to local, what makes live sports such a unique asset?

JC: Live sports are one of the few remaining moments in media that bring communities together in real time. As rights shift back to local, they're reinforcing something that's always been true: sports are the heartbeat of local connection. They unite viewers across generations, platforms, and devices — whether they're watching the game live on broadcast, catching highlights on a station app, or sharing clips on social media.

For local broadcasters, that makes live sports an incredibly powerful asset. It delivers scale and engagement — passionate, loyal audiences who show up consistently and lean in deeply. And from a measurement perspective, it's a clear example of why cross-platform visibility matters so much. The value of that audience doesn't stop at the linear telecast; it extends across every digital touchpoint where fans interact with their teams and their communities.

At Comscore, that's exactly what we're helping broadcasters quantify — the total reach and resonance of those live moments. Because in an era of fragmented viewing, few things demonstrate the power of "local" like a hometown team that everyone's watching together.

Why Partnering with TVREV Provides a Competitive Edge in TV's Evolving Landscape

TVREV is one of the media industry's leading analyst firms, specializing in the intersection of streaming and advertising and how evolving viewing habits impact the entire industry.

Our newsletters reach approximately 60,000 subscribers worldwide and our LinkedIn network is 300,000 strong. It's a high-powered audience as well: 23 percent of our subscribers hold C-level titles, with 13 percent serving as CEOs or Founders.

Our insights, reports, newsletters, videos and events are guideposts for everyone in the greater television ecosystem, from programmers and distributors to advertisers and adtech companies, helping them to navigate the future while retaining their footing in the present. TVREV is renowned for our ability to take complex ideas and explain them in plain English without dumbing things down. Written in the engaging colloquial style that's become our trademark, TVREV's articles, reports and interviews are all created with the underlying principle that just because you are reading about business, there's no need for you to be bored. Especially in an industry as entertaining as ours.

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TVREV offers select companies the opportunity to speak directly to our sizable audience in order to increase visibility and generate leads. That can take the form of articles from your thought leaders, interviews with TVREV analysts or short-form videos. Members receive significant discounts on TVREV's other services, making membership a wise investment. Hit us up if you are interested in joining.

Webinars

This year, TVREV has been working with industry thought leaders to produce a series of sponsored webinars designed to educate and entertain the industry. We moderate, host and promote the webinars via our newsletters and social media channels, ensuring the content reaches the widest possible audience.

Executive Dinners

Let TVREV serve up your next Executive Dinner. Our analysts will serve as hosts and emcees, creating the kind of productive-yet-focused dialogue that leads to lasting connections. We can guide a roundtable discussion or conduct a brief Q&A with a key executive before the meal. Our goal is to foster an environment where meaningful conversations flow, relationships between you and your guests deepen, and new business opportunities emerge organically.

Special Reports

TVREV produces quarterly reports like the one you are reading, bespoke white papers, deep dive investigations and curated newsletters to educate the industry and help keep your teams up to speed. Our reports are based on off-the-record interviews with key industry figures who give us the inside scoop. What's more, they're actionable, to help you easily decide what to do next.

Consulting Hours

No one knows the changing media business like we do. We can help you shape your business strategy, make introductions to potential business partners, research new technologies and keep you abreast of the latest trends and how they will affect your business.

Authors Behind the Insights



Alan Wolk, Author

“If you know anything about television, you probably know Alan Wolk.” That’s how Adweek introduces Alan Wolk, the co-founder of TVREV, a leading media analyst firm, and the best-selling author of “Over The Top. How The Internet Is (Slowly But Surely) Changing The Television Industry.”

Wolk has established himself as one of the industry’s most influential thought leaders, especially noted for his deep understanding of the intersection of streaming and advertising.

What sets Wolk apart is his unique ability to demystify complex ideas in a manner that’s easily understandable yet never oversimplified. This talent makes him a sought-after writer, speaker, and consultant, striking a rare balance between depth and accessibility in his communications.



Jason Damata, Publisher

Jason is the founder and CEO of Fabric Media, a media incubator and talent consortium, and he is also the co-owner and publisher of TVREV.

In his role, he provides strategic guidance to TV networks, agencies, measurement companies, brands, and technology platforms. Jason was named to Ad Age’s 40 under 40 list for his significant contributions to the growth and acquisition of numerous technology companies.

His diverse experience includes working in Telecommunications Policy at George Mason University, developing Political TV Literacy Programs for multiple universities, and spending years traveling the country to collaborate with cable operators for C-SPAN.

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Why it Pays to Partner With TVREV

At TVREV, we're more than just analysts—we're industry trailblazers with a 360-degree view of the evolving TV and streaming landscape. From coining the term "FAST" to predicting the next big shifts in ad tech, streaming, and TV interfaces, we've been at the forefront of every major development.

Our deep expertise, combined with a global perspective, allows us to spot trends before they become mainstream, conduct critical research on key topics, and guide companies—from brand marketers to ad tech firms to media companies—on the best path forward.

Whether it's crafting product and go-to-market strategies or amplifying your message across the industry, make TVREV your go-to partner for staying ahead of the curve.

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Contact us at info@tvrev.com