

The Balancing Act

Syndication



The
BalancingAct

Stations Clearances								
Metered Markets in shade								
The Balancing Act 88.430%								
DMA	%US	MARKET	House Holds	%US	Stations	Affiliates	Channel	Air Time
1	6.539	NEW YORK	6,800,560.00		WABC	ABC	7	2:00 PM
1		NEW YORK			WMUN	Independent	45	1:00 PM
1		NEW YORK			Comcast/Time Warner	YTA	220, 186	12:00 PM
2	4.854	LOS ANGELES	5,048,160.00		KABC	ABC	7	2:00 PM
2		LOS ANGELES			Comcast/Time Warner	YTA	186, 225	9:00 AM
3	3.055	CHICAGO	3,177,200.00		WLS	ABC	7	2:00 PM
3		CHICAGO			Comcast/Mediacom	YTA	220	11:00 AM
4	2.595	PHILADELPHIA	2,698,800.00		WPVI	ABC	6	2:00 PM
4		PHILADELPHIA			WTSD	Independent	14	
5		PHILADELPHIA			Comcast/Time Warner	YTA	220	12:00 PM
5	2.288	DALLAS	2,379,520.00		KHPK-DT	Independent	49	
5		DALLAS			Comcast/Suddenlink	YTA	186	11:00 AM
6	2.176	SAN FRANCISCO	2,263,040.00		KGO	ABC	814	11:00 AM
6		SAN FRANCISCO			Comcast/Time Warner	YTA		
7	2.130	BOSTON			Comcast/Time Warner	YTA	186, 220	12:00 PM
8	2.117	WASHINGTON DC						
9	2.051	ATLANTA	2,133,040.00		WANN	Independent	32	
10	2.022	HOUSTON	2,102,880.00		KTRK	ABC	685	2:00 PM
10		HOUSTON			KVQT	Independent	21	
10		HOUSTON			Comcast/Time Warner	YTA		
11	1.612	PHOENIX	1,676,480.00		KLHU	Independent	45	
11		PHOENIX			Comcast/Suddenlink	YTA		
12	1.611	DETROIT	1,675,440.00		WBV/WHPR	Independent	33	
12		DETROIT			BrightHouse/Time Warner	YTA	115	12:00 PM
13	1.601	TAMPA	1,665,040.00		WWSB	ABC	40	
13		TAMPA			WTAM/WHRT	Independent	30	
13		TAMPA			BrightHouse/Comcast	YTA	134	12:00 PM
14	1.584	SEATTLE	1,647,360.00		KUSE/KWCC	Independent	46	
15	1.520	MINNEAPOLIS	1,580,800.00		KOOL	Independent	21	
15		MINNEAPOLIS			Comcast/Mediacom	YTA	143, 128	11:00 AM
16	1.435	MIAMI	1,492,400.00		WPMF	Independent	38	
16		MIAMI			WCC	Independent		
17	1.376	DENVER	1,431,040.00		Comcast/Time Warner	YTA		
18	1.294	ORLANDO	1,345,760.00		WHDO	Independent	38	10:00 AM
18		ORLANDO			BrightHouse/Comcast	YTA	152	12:00 PM
19	1.291	CLEVELAND	1,342,640.00		WBNX	CW	104	8:30 AM
19		CLEVELAND			WAOH	Independent	29	
19		CLEVELAND			Time Warner/Suddenlink	YTA	115	12:00 PM
20	1.183	SACRAMENTO	1,230,320.00		KBTV	Independent	8	
21	1.078	ST. LOUIS	1,121,120.00		KNLC	Independent	24	9:30 AM
21		ST. LOUIS			Comcast/Suddenlink	YTA		
22	1.031	PITTSBURGH	1,072,240.00		WPMF	Independent	802	6:00 AM
22		PITTSBURGH			Comcast/Time Warner	YTA	115	12:00 PM
23	1.014	PORTLAND, OR	1,054,560.00		KWWT	Independent		
24	1.014	CHARLOTTE	1,054,560.00		Time Warner	YTA	186	12:00 PM
25	0.998	RALEIGH	1,037,920.00		WTVD	ABC	11	2:00 PM
25		RALEIGH			Comcast/Time Warner	YTA	186, 205	12:00 PM
26	0.960	BALTIMORE						
27	0.951	INDIANAPOLIS	989,040.00		Comcast/Time Warner	YTA	205, 231	12:00 PM
28	0.926	SAN DIEGO	963,040.00		KZTC	Independent	7	
28		SAN DIEGO			Comcast/Time Warner	YTA	186	9:00 AM
29	0.881	NASHVILLE	916,240.00		WCKV	Independent	21	
29		NASHVILLE			Comcast/Time Warner	YTA		
30	0.851	HARTFORD	885,040.00		WRNT	Independent	48	
31	0.811	KANSAS CITY	843,440.00		Comcast/Time Warner	YTA	186	11:00 AM
32	0.803	COLUMBUS, OH	835,120.00		Time Warner/Suddenlink	YTA	115	12:00 PM
33	0.801	SAN ANTONIO	833,040.00		KCVX	Independent	802	6:00 AM
33		SAN ANTONIO			Comcast/Time Warner	YTA	186	11:00 AM
34	0.788	SALT LAKE CITY	819,520.00		KCSG	Independent	14	
34		SALT LAKE CITY			KUTO	Independent	15	
34		SALT LAKE CITY			KPDR	Independent	19	10:00 AM
35	0.785	MILWAUKEE	816,400.00		Time Warner/Mediacom	YTA	115	11:00 AM
36	0.770	CINCINNATI			Comcast/Time Warner	YTA	115	12:00 PM
37	0.740	GREENVILLE	769,600.00		WNEG	Independent		
37		GREENVILLE			Comcast/Time Warner	YTA	186	12:00 PM
38	0.694	WEST PALM BEACH	721,760.00		WWCI	Independent	10	
39	0.641	AUSTIN	666,640.00		KVAT	Independent	17	
39		AUSTIN			Comcast/Time Warner	YTA		
40	0.636	GRAND RAPIDS	661,440.00		WLLA	Independent	64	
40		GRAND RAPIDS			WMKG	Independent	49	
40		GRAND RAPIDS			WMGK	Independent		
40		GRAND RAPIDS			Time Warner/Mediacom	YTA		
41	0.632	LAS VEGAS	657,280.00		KGNB	Independent	47	
41		LAS VEGAS			KBNX/KHPM	Independent		
41		LAS VEGAS			KPVM	Independent	46	
42	0.628	NORFOLK	653,120.00		WMTD	Independent	11	
42		NORFOLK			Comcast/Time Warner	YTA		
43	0.624	BIRMINGHAM	648,960.00		WRTD	Independent	46	
43		BIRMINGHAM			WVTM/KBG	Independent	13	
43		BIRMINGHAM			BrightHouse/Comcast	YTA	231, 115	11:00 AM
44	0.619	OKLAHOMA CITY	643,760.00		KSBI	Independent	12	5:30 AM
44		OKLAHOMA CITY			KTOU	Independent	21	
45	0.619	HARRISBURG	643,760.00		WHP	CBS	15	4:00 PM
46	0.605	GREENSBORO	629,200.00		Comcast/Time Warner	YTA		
47	0.597	ALBUQUERQUE	620,880.00		KCHF	Independent	11	
48	0.580	JACKSONVILLE	603,200.00		WQXT	Independent	28	
48		JACKSONVILLE			BrightHouse/Comcast	YTA		

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DMA	%US	MARKET	House Holds	%US	Stations	Affiliates	Channel	Air Time
49	0.577	LOUISVILLE	600,080.00		WKYI	Independent	24	
49		LOUISVILLE			Comcast/Time Warner	YTA	130	12:00 PM
50	0.574	MEMPHIS	596,960.00		WBII	Independent	20	
50		MEMPHIS			WJJX	Independent		
51	0.563	NEW ORLEANS	585,520.00		WSTY	Independent	23	
51		NEW ORLEANS			Comcast/Mediacom	YTA		
52	0.538	BUFFALO	559,520.00		WVTT	Independent	34	12:00 PM
52		BUFFALO			Comcast/Time Warner	YTA	186, 34	12:00 PM
53	0.532	PROVIDENCE						
54	0.500	FRESNO	520,000.00		KFSN	ABC	709	11:00 AM
54		FRESNO			KSDI	Independent	44	8:30 AM
54		FRESNO			KGMC/KJKZ	Independent	43	
54		FRESNO			BrightHouse/Comcast	YTA		
55	0.495	WILKES-BARRE			WOLF	FOX	56	
55		WILKES-BARRE			Comcast/Time Warner	YTA	7,82,186	12:00 PM
56	0.488	LITTLE ROCK	507,520.00		KJLR	FOX	28	
57	0.482	RICHMOND						
58	0.468	ALBANY, NY	486,720.00		WNYT	NBC	13	
58		ALBANY, NY			WFNY	Independent	48	
58		ALBANY, NY			WYBN/WEPT	Independent	14	
58		ALBANY, NY			Comcast/Time Warner	YTA		
59	0.466	MOBILE	484,640.00		WBQP	Independent	12	
59		MOBILE			BrightHouse/Comcast	YTA	210	11:00 AM
60	0.466	TULSA	484,640.00		KGEB	Independent	53	
61	0.453	KNOXVILLE						
62	0.445	FT. MYERS	462,800.00		WYDT	Independent		
62		FT. MYERS			Comcast	YTA		
63	0.421	LEXINGTON	437,840.00		WOBZ	Independent	9	
63		LEXINGTON			Comcast/Time Warner	YTA	130, 140	12:00 PM
64	0.410	DAYTON	426,400.00		WRCX	Independent	40	
64		DAYTON			Comcast/Time Warner	YTA	115	12:00 PM
65	0.388	WICHITA	395,200.00		KCTU/KDGL	Independent	43	10:30 AM
66	0.388	CHARLESTON-HUNT	403,520.00		WJOS	Independent		
66		CHARLESTON-HUNT			WVVK	Independent		
66		CHARLESTON-HUNT			Comcast/Time Warner	YTA	115	12:00 PM
67	0.388	ROANOKE	403,520.00		WYAT	Independent		
67		ROANOKE			Comcast/Time Warner	YTA		
68	0.386	GREEN BAY	401,440.00		Comcast/Time Warner	YTA	115	11:00 AM
69	0.385	HONOLULU	400,400.00		KFVE	FOX	1005	6:30 AM
69		HONOLULU			KLEI	Independent	6	
69		HONOLULU			Time Warner	YTA	604	7:00 AM
70	0.382	FLINT	397,280.00		WNEM	CBS	199	2:30 PM
70		FLINT			WUWB	Independent	20	
71	0.377	TUCSON	392,080.00					
71		TUCSON			KKAX	Independent	36	
71		TUCSON			Comcast/Mediacom	YTA		
72	0.376	DES MOINES	391,040.00		Mediacom	YTA		
73	0.366	SPOKANE	380,640.00		KXMN	Independent	9	
73		SPOKANE			Comcast/Time Warner	YTA	186	9:00 AM
74	0.363	OMAHA	377,520.00		Time Warner/Mediacom	YTA		
75	0.362	SPRINGFIELD, MO	376,480.00		Mediacom	YTA		
76	0.355	TOLEDO	369,200.00		WMNT	MY	48	
76		TOLEDO			Comcast/Time Warner	YTA	110	12:00 PM
77	0.351	COLUMBIA, SC	365,040.00		Comcast/Time Warner	YTA	186, 32	12:00 PM
78	0.345	ROCHESTER, NY	358,800.00		WBGD	MY	46	
78		ROCHESTER, NY			Time Warner	YTA		
79	0.340	HUNTSVILLE	353,600.00		WAAY	ABC	31	
79		HUNTSVILLE			Comcast/Mediacom	YTA		
80	0.339	PORTLAND, ME	352,560.00		Comcast/Time Warner	YTA	186	12:00 PM
81	0.332	PADUCAH	345,280.00		WUWT	Independent	26	
81		PADUCAH			Comcast/Time Warner	YTA	210	11:00 AM
82	0.332	MADISON						
82		MADISON			WMSN	Independent	47	
82		MADISON			Mediacom	YTA		
83	0.331	SHREVEPORT						
83		SHREVEPORT			KSJA	Independent	12	
84	0.327	SYRACUSE	340,080.00		Time Warner	YTA	119	12:00 PM
85	0.327	CHAMPAIGN	340,080.00		Comcast/Mediacom	YTA		
86	0.319	HARLINGEN						
87	0.311	WACO	323,440.00		KGL	Independent		
88	0.308	CHATTANOOGA	320,320.00		WDNN	Independent	49	
88		CHATTANOOGA			WKSY	Independent	21	
88		CHATTANOOGA			WTNB	Independent	27	
89	0.306	COLORADO SPRINGS	318,240.00					
90	0.300	CEDAR RAPIDS	312,000.00		KCRG	ABC	110	1:00 PM
90		CEDAR RAPIDS			KDAT	Independent		
90		CEDAR RAPIDS			Mediacom	YTA		
91	0.297	EL PASO	308,880.00		KSCE	Independent	38	
92	0.293	SAVANNAH	304,720.00		WGSA	Independent	35	
92		SAVANNAH			Comcast/Time Warner	YTA	186, 262	12:00 PM
93	0.290	BATON ROUGE						
94	0.286	JACKSON, MS						
95	0.284	CHARLESTON, SC	295,360.00		Comcast/Time Warner	YTA	186	12:00 PM
96	0.275	SOUTH BEND	286,000.00		Comcast/Mediacom	YTA		
97	0.274	TRI-CITIES	284,960.00		Comcast/Time Warner	YTA	130	12:00 PM
98	0.272	BURLINGTON	282,880.00		WNMN	Independent	61	
98		BURLINGTON			Comcast/Time Warner	YTA		

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DMA	%US	MARKET	House Holds	%US	Stations	Affiliates	Channel	Air Time
99	0.269	GREENVILLE-N.BERN	279,760.00		Time Warner/Mediacom	YTA	186	12:00 PM
100	0.263	DAVENPORT	273,520.00		WHBF	Independent	4	2:00 PM
100		DAVENPORT			Comcast/Mediacom	YTA		
101	0.261	FT. SMITH	271,440.00		KJJ	Independent		
102	0.252	MYRTLE BCH-FLORENCE	262,080.00		WWMB	MY	21	5:00 AM
102		MYRTLE BCH-FLORENCE			Time Warner	YTA	186	12:00 PM
103	0.247	EVANSVILLE	256,880.00		WTSN	Independent	20	
103		EVANSVILLE			Comcast/Time Warner	YTA	130	11:00 AM
104	0.246	JOHNSTOWN	255,840.00					
104		JOHNSTOWN			WSCP	Independent	13	
105	0.243	LINCOLN	252,720.00					
106	0.236	TALLAHASSEE	245,440.00		WTXL	ABC	27	
106		TALLAHASSEE			BrightHouse/Comcast	YTA		
107	0.234	RENO	243,360.00		KKQ	Independent		
108	0.233	TYLER	242,320.00		KIVY	Independent	16	
109	0.232	BOISE						
110	0.231	SIOUX FALLS	240,240.00		KCPO	MY	2	11:00 AM
110		SIOUX FALLS			Mediacom	YTA		
111	0.230	FT. WAYNE	239,200.00		WISE	NBC	252	7:30 AM
111		FT. WAYNE			WPTA	Independent	1018	7:30 AM
111		FT. WAYNE			Comcast/Time Warner	YTA	115	12:00 PM
112	0.227	AUGUSTA	236,080.00		WBEB	Independent		
112		AUGUSTA			WBPI	Independent	49	
112		AUGUSTA			Comcast/Time Warner	YTA		
113	0.223	YOUNGSTOWN	231,920.00		Comcast/Time Warner	YTA	115	12:00 PM
114	0.219	LANSING						
115	0.218	SPRINGFIELD, MA	226,720.00		WTTX	Independent	34	
115		SPRINGFIELD, MA			Comcast/Time Warner	YTA	186, 215	12:00 PM
116	0.218	FARGO	226,720.00		KCPM	MY	9	11:00 AM
117	0.213	PEORIA	221,520.00		Comcast/Mediacom	YTA		
118	0.208	TRAVERSE CITY	216,320.00		WBN	Independent		
119	0.207	MACON	215,280.00		Comcast/Mediacom	YTA		
120	0.207	EUGENE						
121	0.204	MONTGOMERY	212,160.00		WFRZ	Independent	34	
121		MONTGOMERY			WHIB	Independent		
121		MONTGOMERY			BrightHouse/Mediacom	YTA		
122	0.204	YAKIMA						
123	0.202	SANTA BARBARA	210,080.00		KJCN	Independent	36	
123		SANTA BARBARA			Comcast/Time Warner	YTA		
124	0.202	LAFAYETTE, LA	210,080.00		KPBN	Independent	11	
125	0.197	MONTEREY	204,880.00		KBFK	Independent	36	
126	0.196	COLUMBUS, GA	203,840.00		WQMK	Independent	18	
126		COLUMBUS, GA			BrightHouse/Comcast	YTA	210	12:00 PM
127	0.195	BAKERSFIELD	202,800.00		KUVI	Independent	45	
127		BAKERSFIELD			BrightHouse/Mediacom	YTA	414	9:00:00 AM
128	0.184	LA CROSSE	191,360.00		KQEG	MY	23	
128		LA CROSSE			BrightHouse/Comcast	YTA		
129	0.183	CORPUS CHRISTI	190,320.00		KFD	Independent		
129		CORPUS CHRISTI			Time Warner	YTA	186	11:00 AM
130	0.171	AMARILLO	177,840.00		KHH-DT	Independent		
131	0.169	WILMINGTON	175,760.00		Time Warner	YTA	186	12:00 PM
132	0.165	CHICO	171,600.00		KCVU	FOX	20	
132		CHICO			KGEC	Independent	26	
132		CHICO			KMCA	Independent	10	
133	0.162	COLUMBUS-TUPELO	168,480.00		WCBI	Independent	4	
134	0.156	WAUSAU	162,240.00		Time Warner/Mediacom	YTA		
135	0.154	ROCKFORD	160,160.00		WFXS	FOX	55	
135		ROCKFORD			Comcast/Mediacom	YTA	44	11:00 AM

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DMA	%US	MARKET	House Holds	%US	Stations	Affiliates	Channel	Air Time
157		WHEELING			Comcast/Time Warner	YTA		
158	0.115	BLUEFIELD	119,600.00		Comcast/Time Warner	YTA	130	12:00 PM
159	0.114	BINGHAMTON	118,560.00		WXXW	Independent	6	
159		BINGHAMTON			Time Warner	YTA	186	12:00 PM
160	0.113	BILOXI	117,520.00		WKFK	Independent	13	11:00 AM
160		BILOXI			Comcast/Mediacom	YTA		
161	0.110	SHERMAN-ADA	114,400.00		KXII	CBS	32	6:30 AM
162	0.108	GAINESVILLE	112,320.00		BrightHouse/Comcast	YTA		
163	0.108	IDAHO FALLS	112,320.00					
164	0.100	ABILENE						
165	0.099	MISSOULA						
166	0.097	BILLINGS						
167	0.096	HATTIESBURG	99,840.00		Comcast/Mediacom	YTA		
168	0.096	YUMA	99,840.00		Time Warner	YTA	186	10:00 AM
169	0.092	CLARKSBURG	95,680.00		Comcast/Time Warner	YTA	50	12:00 PM
170	0.089	QUINCY	92,560.00		WDK	Independent		
170		QUINCY			Comcast/Mediacom	YTA		
171	0.089	UTICA	92,560.00		Time Warner	YTA	186	12:00 PM
172	0.088	RAPID CITY	91,520.00		KCPL	Independent	13	10:00 AM
173	0.086	DOTHAN	89,440.00		WJJN	Independent	5	
173		DOTHAN			Comcast/Time Warner	YTA	130	11:00 AM
174	0.082	LAKE CHARLES	85,280.00		WFAM	Independent		
175	0.081	ELMIRA	84,240.00					
175		ELMIRA			Time Warner	YTA	186	12:00 PM
176	0.080	JACKSON, TN						
177	0.080	WATERTOWN	83,200.00		Time Warner	YTA	186	12:00 PM
178	0.079	HARRISONBURG	82,160.00		WAZM	Independent		
179	0.077	ALEXANDRIA, LA	80,080.00		KLAX	Independent	31	
180	0.072	MARQUETTE	74,880.00		WLUC	FOX	6	
180		MARQUETTE			WDHS	Independent	8	
181	0.069	JONESBORO						
182	0.069	BOWLING GREEN	71,760.00		Comcast/Time Warner	YTA	182	11:00 AM
183	0.065	CHARLOTTESVILLE						
184	0.064	LAREDO	66,560.00		KGY	Independent		
185	0.062	GRAND JUNCTION	64,480.00		KREX	CBS	5	
185		GRAND JUNCTION			KCE	Independent		
186	0.060	BUTTE						
187	0.059	LAFAYETTE, IN	61,360.00		WUVI	Independent	20	
188	0.059	LIMA	61,360.00		WTLW	Independent	44	
188		LIMA			Comcast/Mediacom	YTA	115	12:00 PM
189	0.059	MERIDIAN	61,360.00		WMDN	CBS	24	
189		MERIDIAN			Comcast/Mediacom	YTA		
190	0.057	GREENWOOD	59,280.00		WEBU	Independent		
191	0.057	GREAT FALLS						
192	0.057	TWIN FALLS	59,280.00		KCTF	Independent	45	
192		TWIN FALLS			KCJY	Independent	55	
193	0.056	BEND	58,240.00		KOHD	Independent	51	
194	0.054	PARKERSBURG	56,160.00		Time Warner/Suddenlink	YTA	115	12:00 PM
195	0.052	EUREKA	54,080.00		KBVU	FOX	20	
195		EUREKA			KCN	Independent		
196	0.050	CASPER	52,000.00		KJX	Independent		
197	0.05	CHEYENNE	52,000.00		KFQ	Independent		
198	0.049	SAN ANGELO	50,960.00		KZSA	Independent		
199	0.046	MANKATO	47,840.00		KCG	Independent		
199		MANKATO			Comcast/Mediacom	YTA		
200	0.040	OTTUMWA	41,600.00		Mediacom	YTA		
201	0.040	ST. JOSEPH						
202	0.032	FAIRBANKS						
203	0.028	VICTORIA						
204	0.028	ZANESVILLE	29,120.00		Comcast/Time Warner	YTA	115	12:00 PM
205	0.025	PRESQUE ISLE	26,000.00		Time Warner	YTA	131	12:00 PM
206	0.024	HELENA						
207	0.022	JUNEAU	22,880.00		KQM	Independent		
208	0.015	ALPENA	15,600.00		WBKB	CBS	11	
209	0.013	NORTH PLATTE						
210	0.004	GLENDIVE						
211	0.000	PUERTO RICO	0.00		WSJP	ABC	18	
212	0.000	US VIRGIN ISLANDS	0.00		WVGN	ABC	19	
213	0.000	VICTORVILLE, CA						
214	0.000	BULLHEAD CITY	0.00		KLBC	Independent	2	
215	0.000	MARION, IN						
		Total House Hold Reach						
			91,967,200.00					