



# The Balancing Act

## Distribution 2021

Rank	Market	NTL%	Station	Affiliate	Day	Time
1	New York	6.163	WCBS	CBS	M-F	2:30:00 AM
2	Los Angeles	4.743	KCAL	IND	M-F	1:00:00 AM
2	Los Angeles	4.743	KCAL	IND	M-F	5:30:00 AM
2	Los Angeles	4.743	KCAL	IND	M-F	5:00:00 AM
3	Chicago	2.871	WBBM	CBS	M-F	2:00:00 AM
3	Chicago	2.871	WBBM	CBS	M-F	1:30:00 AM
4	Philadelphia	2.479	WPSG	CW	M-F	6:30:00 AM
4	Philadelphia	2.479	WPSG	CW	M-F	6:00:00 AM
5	Dallas-Ft. Worth	2.45	KTXA	IND	M-F	4:30:00 AM
5	Dallas-Ft. Worth	2.45	KTXA	IND	M-F	4:00:00 AM
6	San Francisco-Oak-San Jose	2.194	KBCW	CW	M-F	4:30:00 AM
6	San Francisco-Oak-San Jose	2.194	KPIX	CBS	M-F	4:00:00 AM
7	Atlanta	2.191	WUPA	CW	M-F	7:30:00 AM
7	Atlanta	2.191	WUPA	CW	M-F	7:00:00 AM
8	Houston	2.125	KUBE	IND	M-F	8:00:00 AM
9	Washington, DC (Hagrstwn)	2.122	WDCW/WDVM	CW	M-F	10:30:00 AM
10	Boston (Manchester)	2.059	WSBK	MYNET	M-F	7:30:00 AM
10	Boston (Manchester)	2.059	WSBK	MYNET	M-F	7:00:00 AM
11	Phoenix (Prescott)	1.785	KNAZ	NBC	M-F	TBD
12	Seattle-Tacoma	1.736	KSTW	CW	M-F	8:00:00 AM
12	Seattle-Tacoma	1.736	KSTW	CW	M-F	4:30:00 AM
13	Tampa-St. Pete (Sarasota)	1.683	WWSB	ABC	M-F	TBD
13	Tampa-St. Pete (Sarasota)	1.683	WTOG	CW	M-F	8:00:00 AM
14	Minneapolis-St. Paul	1.561	WCCO	CBS	M-F	1:30:00 AM
15	Detroit	1.54	WKBD	CW	M-F	4:30:00 AM
15	Detroit	1.54	WKBD	CW	M-F	4:00:00 AM
16	Denver	1.487	KCDO	IND	M-F	12:00:00 PM
17	Orlando-Daytona Bch-Melbrn	1.432	WRDQ	IND	M-F	11:00:00 AM





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18	Miami-Ft. Lauderdale	1.4	WBFS	MYNET	M-F	6:00:00 AM
19	Cleveland-Akron (Canton)	1.25	WMFD	IND	M-F	TBD
20	Sacramnto-Stkton-Modesto	1.207	KMAX	CW	M-F	TBD
21	Portland,OR	1.088	KGWZ	IND	M-F	TBD
22	Charlotte	1.067	WSOC	ABC	M-F	3:00:00 AM
23	St. Louis	1.025	KNLC	METV	M-F	TBD
24	Raleigh-Durham (Fayetteville)	1.023	WRDC	TBD	M-F	3:00:00 AM
25	Indianapolis	0.978	WHMB	IND	M-F	7:00:00 AM
26	Pittsburgh	0.964	WPCW	CW	M-F	3:30:00 AM
27	San Diego	0.936	KFMB-2	CW	M-F	6:00:00 AM
28	Baltimore	0.934	WJZ	CBS	M-F	2:00:00 AM
29	Nashville	0.912	WLLC	IND	M-F	8:30:00 AM
30	Salt Lake City	0.91	KUPX	TBD	M-F	2:00:00 AM
31	San Antonio	0.853	KENS	CBS	M-F	1:00:00 AM
32	Hartford & New Haven	0.829	WCTX	MYNET	M-F	3:00:00 AM
33	Columbus, OH	0.826	WCSN	IND	M-F	9:00:00 AM
34	Kansas City	0.815	KCTV/KMCI	CBS	M-F	7:30:00 AM
36	Cincinnati	0.766	WSTR	MYNET	M-F	3:00:00 AM
37	Milwaukee	0.762	WVTV/EVTV	MYNET	M-F	8:00:00 AM
38	Austin	0.755	KVUE	ABC	M-F	3:00:00 AM
40	Las Vegas	0.689	KGNG	IND	M-F	8:00:00 AM
41	Grand Rapids-Kalamzoo-B.Crk	0.646	WMGK	IND	M-F	3:00:00 AM
42	Harrisburg-Lncstr-Leb-York	0.639	WPMT	FOX	M-F	TBD
43	Jacksonville	0.626	WOXT	IND	M-F	8:30:00 AM
44	Oklahoma City	0.625	KSBI	MYNET	M-F	7:00:00 AM
46	Norfolk-Portsmth-Newpt Nws	0.6	W24EC	TBD	M-F	8:30:00 AM
47	Greensboro-H.Point-W.Salem	0.593	WMYV/WCWG	MYNET	M-F	6:30:00 AM
49	Louisville	0.576	WMYO/WKYI	IND	M-F	9:00:00 AM





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Rank	Market	NTL%	Station	Affiliate	Day	Time
50	New Orleans	0.549	WHNO	IND	M-F	7:00:00 AM
51	Memphis	0.512	WBII	IND	M-F	7:00:00 AM
53	Buffalo	0.507	WIVB/WNLO	CBS	M-F	7:00:00 AM
54	Ft. Myers-Naples	0.503	WXCW	CW	M-F	7:30:00 AM
57	Mobile-Pensacola (Ft Walt)	0.483	WVNA	IND	M-F	9:00:00 AM
58	Wilkes Barre-Scranton-Hztn	0.473	WSWB	CW	M-F	7:00:00 AM
59	Little Rock-Pine Bluff	0.465	KTHV	CBS	M-F	5:00:00 AM
60	Albany-Schenectady-Troy	0.46	WFNY	IND	M-F	8:30:00 AM
61	Tulsa	0.457	KWHB	IND	M-F	8:00:00 AM
62	Knoxville	0.443	WVLR	IND	M-F	9:00:00 AM
63	Lexington	0.413	WBON	IND	M-F	8:30:00 AM
64	Tucson (Sierra Vista)	0.397	KTTU	MYNET	M-F	4:00:00 AM
65	Dayton	0.394	WRCX	IND	M-F	11:00:00 AM
66	Spokane	0.389	KXLT	ABC	M-F	3:00:00 AM
67	Honolulu	0.384	KWHE	IND	M-F	7:00:00 AM
68	Des Moines-Ames	0.378	KCWI	CW	M-F	5:00:00 AM
69	Green Bay-Appleton	0.377	WACY	IND	M-F	7:30:00 AM
70	Wichita-Hutchinson Plus	0.37	KCTU	TBD	M-F	8:30:00 AM
76	Columbia, SC	0.349	WKTC	IND	M-F	7:30:00 AM
77	Rochester, NY	0.341	WBGT	IND	M-F	7:00:00 AM
79	Huntsville-Decatur (Flor)	0.338	WZDX-2	MYNET	M-F	7:00:00 AM
80	Toledo	0.338	WUPW	FOX	M-F	3:00:00 AM
82	Colorado Springs-Pueblo	0.32	KSPK	IND	M-F	8:30:00 AM
83	Waco-Temple-Bryan	0.317	KAGS	IND	M-F	2:30:00 AM
84	Paducah-Cape Girard-Harsbg	0.316	KDKZ	IND	M-F	3:00:00 AM
85	Harlingen-Wslco-Brnsvl-McA	0.315	KRGV/WBRZ	ABC	M-F	6:30:00 AM
86	Shreveport	0.31	KMSS	FOX	M-F	8:30:00 AM
87	Syracuse	0.309	WTVU/WONO	IND	M-F	8:30:00 AM



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Rank	Market	NTL%	Station	Affiliate	Day	Time
89	Charleston, SC	0.306	WNUV	MYNET	M-F	2:30:00 AM
93	El Paso (Las Cruces)	0.284	KFOX	FOX	M-F	7:00:00 AM
94	Baton Rouge	0.278	KWBJ	IND	M-F	11:00:00 AM
98	South Bend-Elkhart	0.265	WHME	IND	M-F	3:00:00 AM
101	Boise	0.257	KTVB	NBC	M-F	6:00:00 AM
102	Greenville-N.Bern-Washngtn	0.255	WYDO	FOX	M-F	11:00:00 AM
103	Davenport-R.Island-Moline	0.247	KLJB	FOX	M-F	7:00:00 AM
109	Sioux Falls (Mitchell)	0.229	KCPO	IND	M-F	2:00:00 AM
111	Ft. Wayne	0.226	WPTA	ABC	M-F	3:00:00 AM
114	Fargo	0.217	KCPM	MYNET	M-F	2:00:00 AM
129	La Crosse-Eau Claire	0.18	KQEG	IND	M-F	5:00:00 AM
141	Minot-Bsmrck-Dcknsn(Wlstn)	0.141	KXMA	CBS	M-F	2:30:00 AM
163	Wheeling-Steubenville	0.105	WTOV	NBC	M-F	7:00:00 AM
179	Bowling Green	0.072	WBKO	ABC	M-F	7:00:00 AM
184	Bend, OR	0.066	KOHD	ABC	M-F	10:30:00 AM
187	Grand Junction-Montrose	0.062	KREX	CBS	M-F	TBD
208	Alpena	0.014	WBKB	CBS	M-F	11:00:00 AM
	Alpena	81.141				