BLOG – MAY 1, 2023

NBA Playoffs & Local News Drive 2.7% Viewing Increase in Houston, TX

Local TV Snapshot: April 17-23, 2023

Caleb White
Associate Analyst, Content & Insights
Comscore

Market: Houston, TX
Hours of TV Viewed: 38.2 Million
TV Households: 1,947,406
National Rank: #10

Overview:

Basketball and local news took over televisions in the Houston market during the week of April 17-23, 2023. The Rockets' season came to an unfortunate close, ending the league's longest running playoff streak with not missing the NBA playoffs since the 2011-12 season.

However, this didn't stop fans from tuning into their TVs. On broadcast networks, Sunday evening news on **KTRK (ABC)** earned a live HH rating of 9.5, making the series this week's number one spot on the broadcast series ranking. On cable networks, the 2023 NBA playoffs on **TNT** earned the number one spot, with a live HH rating of 1.9.

For our network rankings, **KTRK (ABC)** earned the number one position with a weekly average live household rating of 3.3. Amongst cable networks, it was **FOX News Channel** that earned Comscore's number one position with a weekly average live HH rating of 0.9.

Check out these insights and our local network viewer persona below, and stay tuned to see which market we spotlight next week!

Top Five Broadcast Series (by Rating)

Telecast Detail				Telecast Performance	
Rank	**Telecast**	**Local Affiliate**	**Day of Week**	**Live HH Rating**	**Average Audience (TVs)**
1	13 Eyewitness News at 5:30PM Sun	KTRK (ABC)	U	9.5	185.4K
2	NBA Playoffs	KTRK (ABC)	U	6.8	131.7K
3	13 Eyewitness News at 6PM	KTRK (ABC)	M, T, W, R, F	6.3	123.3K
4	Live at Five	KTRK (ABC)	M, T, W, R, F	6.2	120.6K
5	KPRC 2 News at 10:00pm	KPRC (NBC)	S, U	6.1	118.4K

Source: Comscore TV, Local TV@ All Broadcast Networks, Preliminary Data, Houston, TX Market, Week of Apr. 17-23, 2023

Top Five Cable Series (by Rating)

Telecast Detail				Telecast Performance	
Rank	**Telecast**	**Network:**	**Day of Week**	**Live HH Rating**	**Average Audience (TVs)**
1	2023 NBA Playoffs	TNT: Turner Network Television	M, T, W, R, S, U	1.9	37.1K
2	Inside the NBA	TNT: Turner Network Television	M, T, W, R, U	1.6	31.0K
3	2023 NBA Playoffs	ESPN	M, F, S, U	1.4	27.8K
4	Jesse Watters Primetime	FOX News Channel	M, T, W, R, F	1.4	27.8K
5	Special Report with Bret Baier	FOX News Channel	M, T, W, R, F	1.4	27.1K

Source: Comscore TV, Local TV@ All Cable Networks, Preliminary Data, Houston, TX Market, Week of Apr. 17-23, 2023

Top Five Broadcast Networks (by Rating)

Telecast Detail		Telecast Performance	
Rank	**Network:**	**Live HH Rating**	**Average Audience (TVs)**
1	KTRK (ABC)	3.3	63.8K
2	KPRC (NBC)	2.4	46.7K
3	KHOU (CBS)	1.9	37.8K
4	KRIV (FOX)	1.2	23.8K
5	KXLN (Univision)	0.8	15.2K

Source: Comscore TV, Local TV@ All Broadcast Networks, Preliminary Data, Houston, TX Market, Week of Apr. 17-23, 2023

Top Five Cable Networks (by Rating)

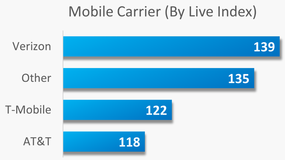
Telecast Detail		Telecast Performance	
Rank	**Network:**	**Live HH Rating**	**Average Audience (TVs)**
1	FNC (FOX News Channel)	0.9	18.2K
2	TNT (TNT: Turner Network Television)	0.7	13.4K
3	ESPN	0.5	9.2K
4	CNN	0.4	7.2K
5	HGTV (HGTV: Home & Garden Television)	0.3	6.6K

Source: Comscore TV, Local TV@ All Cable Networks, Preliminary Data, Houston, TX Market, Week of Apr. 17-23, 2023

Network Persona Spotlight: KPRC (NBC)

Demographics:
Age: 50+
Household: No Children Present in Home
Residence: Owns Home
Education: College Degree or Graduate degree

Consumer Habits:
Golf Enthusiast
Enjoys Gambling in casinos
Interested in physical fitness



Source: Comscore TV, Preliminary Data, Apr. 17-23, 2023, US.

Top Five Local Broadcast Networks: Social Media (By Total Actions)

Telecast Detail		Telecast Performance	
Rank	**Network:**	**Total Actions (FB, TW, IG)**	**# of Posts**
1	KTRK - ABC13 Houston	271.4K	135
2	KHOU 11 News	135.8K	117
3	FOX 26 Houston	109.2K	117
4	KPRC2 / Click2Houston	42.3K	39
5	KIAH - CW39	42.1K	27

Source: Comscore Social, PowerRankings, Apr. 17-23, 2023, US.
*Disclaimer: All preliminary data should be used for directional purposes only

RELATED PRODUCTS

Total Digital
Comscore Total Digital delivers complete digital intelligence across web, mobile and social with one intuitive, always-on interface.
REQUEST A DEMO

Local TV Measurement
Comscore TV Local provides local television measurement that accurately represents local audiences' unique viewing behaviors.
REQUEST A DEMO

More About

LOCAL MARKET SNAPSHOTS | LOCAL TV | SOCIAL | TV

Related Insights

BLOG
Kentucky Derby Takeover in Louisville, KY

PRESENTATION
Audience X Science 2023

BLOG
Local Market Preview: Louisville, KY

BLOG
Coronation of King Charles III

BLOG
NHL Playoffs Drive Viewing in the Denver-Aurora, CO Market

Join Our Email List

Sign up today to have Comscore News, Insights and Events sent straight to your inbox!

SIGN UP

© 2023 Comscore, Inc.