



Super Bowl XLIV on WTKR – Most Watched Show Ever!

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Norfolk, VA. **Super Bowl XLIV** was watched by a Nielsen estimated average of 106.5 million viewers, making it the most watched program in television history. Locally, **Super Bowl XLIV on WTKR NewsChannel 3** averaged a 53 rating with a 74 share. Additionally, more viewers tuned to WTKR NewsChannel 3 for the Super Bowl than did much larger markets, such as New York and Los Angeles; WTKR NewsChannel 3 ranked 7th among all Nielsen markets.

“From our exclusive coverage of the Washington Redskins preseason games to the NFL on CBS, Hampton Roads has one of the most passionate Pro Football fan bases in the country,” said Jeff Hoffman, WTKR President and General Manager. “We are pleased so many watched the ballgame and stayed tuned for NewsChannel 3 at 11,” Hoffman added.

Hampton Roads viewers enjoyed **Hampton Roads number one newscast, NewsChannel 3 At 11**. NewsChannel 3 At 11 once again dominated the ratings at eleven, pulling a 20 rating and a 34 share.*

SOURCE: *NIELSEN FEBRUARY 7, 2010 OVERNIGHT RATINGS

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Local TV LLC is a broadcast holding company created in 2007 to acquire nine heritage television stations in eight mid-sized markets. Local TV is owned by Oak Hill Capital Partners, management and a consortium of bankers and high yield lenders.