



Gannett's KUSA-TV in Denver and KARE-TV in Minneapolis are top two performing NBC affiliates during London Olympics

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All top 25 market Gannett-owned NBC stations ranked in top ten Four of the top five ranked NBC stations are Gannett-owned

MCLEAN, Va., Aug. 2, 2012 /PRNewswire/ -- Gannett-owned NBC affiliates KUSA-TV in Denver and KARE-TV in Minneapolis were the No. 1 and No. 2 highest rated local stations in the country during the first six nights of prime-time coverage of the 2012 Summer Olympics in the key advertising demographic of adults 25-54.

Two other Gannett-owned NBC television stations joined KUSA and KARE in placing among the top five highest rated local television stations in the 25 largest television markets, according to Nielsen LPM overnight ratings. Gannett's WXIA-TV in Atlanta ranked fourth and KPNX-TV in Phoenix ranked fifth. In total, Gannett stations took four of the top five spots. Additionally, the ratings are up significantly from the Beijing Games.

In addition, Gannett's KSDK-TV in St. Louis ranked No. 7 and WKYC-TV in Cleveland ranked No. 10, giving Gannett six of the top 10 highest-rated NBC affiliates in the country.

"Thanks to the fantastic job our stations have done driving viewer interest and NBC has done producing and promoting the Olympics, we are experiencing massive television audiences for the London Games, from the Opening Ceremonies through last night," said Dave Lougee, president of Gannett Broadcasting. "As the drama of the Games continues to unfold, consumer engagement across all platforms – broadcast, mobile, online and in social media – is outstanding. We are seeing the promise of digital, mobile and social working in concert with television realized. This engagement, particularly with social media, is creating a unique relationship and collaboration among our stations and our consumers that is contributing to this extraordinarily high viewing."

KUSA in Denver and KARE in Minneapolis continue to be the most highly-viewed local NBC stations for the Olympics, averaging a 51 and 49 share respectively with adults 25-54. This is tremendous. Congratulations to all of our local Gannett stations for super-serving their communities and all of our consumers enjoying the games everywhere."

About Gannett

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