

Market Profiler

Orlando-Daytona Bch-Melbrn



18
TV Rank (LPM)

32
Audio Rank (PPM)

57.6 %
Cable Penetration

\$47,036
Average Income

3.5%
Asian

15.1%
Black

22.0%
Hispanic



Time Zone
Eastern



Geography
Florida Peninsula (low-lying region)



Primary Election
Florida: March 17, 2020
National: 11/03/2020



Market Type
Nielsen - LPM
Nielsen Audio - PPM

Elections

National Primary

Florida: March 17, 2020

National Election

11/03/2020

Average Household Income



1,438,415
Total Households



\$47,036
Avg. HH Income



\$57,010
Seminole Co, FL (Highest Income)

County

Brevard Co, FL
Flagler Co, FL
Lake Co, FL
Marion Co, FL
Orange Co, FL
Osceola Co, FL
Seminole Co, FL
Sumter Co, FL
Volusia Co, FL

Household Income

\$48,925
\$47,866
\$46,403
\$39,459
\$47,943
\$44,254
\$57,010
\$50,350
\$41,117

Households

222,791
36,950
119,251
132,287
434,319
92,338
152,260
48,039
200,180

Census Information



2.64

Persons Per Household



20.2%

Person under 18



3.5%

Asian Population



11.9%

Population Change *



15.1%

Black Population



22.0%

Hispanic Population

2016 Census

* Change from 2010 to 2016.

Schools

School Name

[Florida State University](#)

[Rollins College](#)

[University of Central Florida](#)

[University of Florida](#)

Team Name

Seminoles

Tars

Golden Knights

Gators

League Division

ACC

Sunshine St. Conf.

Trans-America Ath. Conf.

SEC

Events

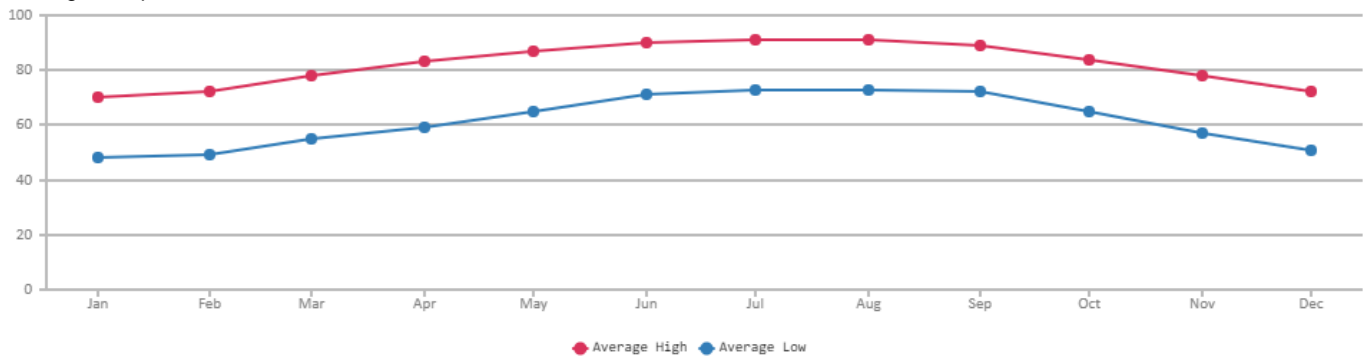
Site Name

[Orlando Online](#)

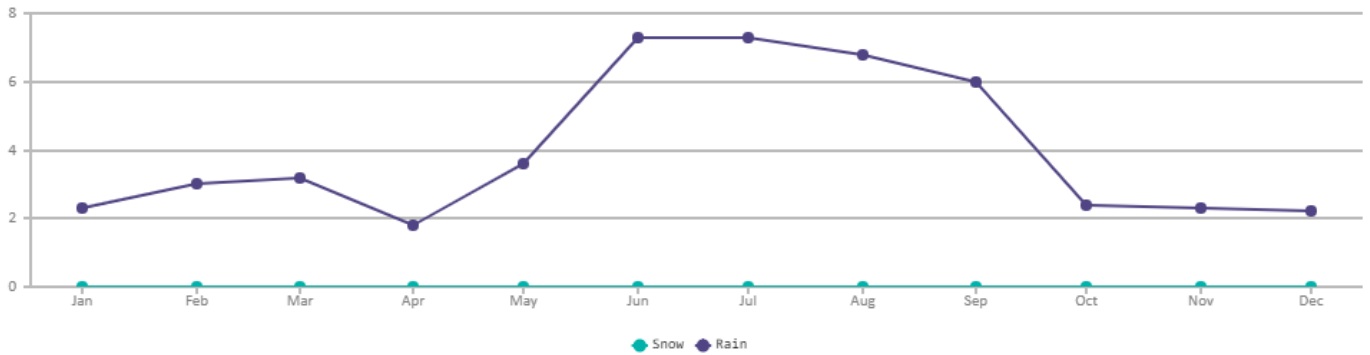
[Orlando/Orange County Convention & Visitors Bureau](#)

Weather

Average Temperature



Average Precipitation



* Averages from Weather.com

Television

#18
National TV Market Ranking

3,585,345
Persons Age 2+



Television Demographics

2+ Black Pop	488,103	Adults 65+	634,620	Persons 2+	3,585,345
2+ Hispanic Pop	N/A	Children 2-11	455,101	Teens 12-17	269,579
Adults 18+	2,860,665	Men 18+	1,385,392	Women 18+	1,475,273
Adults 35+	2,062,487	Men 18-49	758,906	Women 18-49	756,098
Adults 50+	1,345,661	Men 65+	286,989	Women 65+	346,282

Television Stations

Station	Affiliate	Dial	Owner	Rep Firm	TVI*	ePort**	FCC	Map
EESH	MET	2.2	Hearst Properties Inc.	Eagle Television Sales	•	•	•	•
EFTV	LAF	9.2	Wftv, LLC	Telerep	•		•	•
EKCF	IND	18.2	Hearst Properties Inc.	HRP	•	•	•	•
EKMG	COZ	6.2	Graham Media Group, Orlando, Inc.	MMT Sales	•	•	•	•
ERDQ	IND	27.2	Wftv, LLC	Telerep	•		•	•
EUCF	PBS	24.2	University of Central Florida				•	•
GKCF	ETV	18.3	Hearst Properties Inc.	HRP	•	•	•	•
GKMG	IND	6.3	Graham Media Group, Orlando, Inc.	MMT Sales	•	•	•	•
GUCF	PBS	24.3	University of Central Florida				•	•
WACX	IND	55	Associated Christian Television System, Inc.				•	•
WDSC	IND	15	Daytona State College, Inc.				•	•

Station	Affiliate	Dial	Owner	Rep Firm	TVI*	ePort**	FCC	Map
WEFS	IND	68	Eastern Florida State College				•	•
WESH	NBC	2	Hearst Properties Inc.	Eagle Television Sales	•	•	•	•
WFTV	ABC	9	Wftv, LLC	Telerep	•		•	•
WHLV	IND	52	Trinity Broadcasting Of Texas, Inc.				•	•
WKCF	CW	18	Hearst Properties Inc.	HRP	•	•	•	•
WKMG	CBS	6	Graham Media Group, Orlando, Inc.	MMT Sales	•	•	•	•
WOFL	FOX	35	Fox Television Stations, LLC	Fox Station Sales	•	•	•	•
WOPX	ION	56	Ion Media Orlando License, Inc.	ION Media National Sales			•	•
WOTF	UMA	26	Entravision Holdings, LLC	Univision and UniMas National Sales	•		•	•
WRBW	IND	65	Fox Television Stations, LLC	Fox Station Sales	•	•	•	•
WRDQ	IND	27	Wftv, LLC	Telerep	•		•	•
WTMO	TEL	31	NBC Telemundo License LLC	Telemundo Affiliate National Sales			•	•
WUCF	PBS	24	University of Central Florida				•	•
WVEN	UNI	43	Unimas Orlando, Inc.	Univision and UniMas National Sales	•		•	•

* Stations indicated here send FREE electronic invoices to agencies via TVInvoices.com.

** 99% of TV rep firms and stations use ePort. Stations indicated here use ePort's enhanced, Store and Forward (direct-to-traffic) functionality.

† Stations use Strata VIEW and can send electronic avails or orders that load directly into your system.

Cable



1,492,640
Households



860,070
Wired Cable Households



57.6 %
Cable Penetration

Major Cable Advertising Operations

Name	Type	Syscode	# of Insertable Networks	Electronic Invoicing*
Spectrum/Orlando-Daytona Bch Int	Hard Interconnect	6767	71	

Cable Systems

Provider	Zone Name	Syscode	Electronic Invoicing*
AT&T U-VERSE	Spectrum/ATT-Brevard Zone, FL	1650	•
AT&T U-VERSE	Spectrum/ATT-Orl East Zone, FL	1647	•
AT&T U-VERSE	Spectrum/ATT-Orl North Zone, F	1651	•
AT&T U-VERSE	Spectrum/ATT-Orl West Zone, FL	1648	•
AT&T U-VERSE	Spectrum/ATT-Volusia Zone, FL	1649	•
AT&T U-VERSE	Spectrum/Orlando Uverse Zone,	9992	•
CABLEVISION OF MARION COU	Sapp Cable Adv/Ocala-Summer-Du	9269	•
CENTURYLINK	Viamedia/Centurylink-Orlando,	0241	•

Provider	Zone Name	Syscode	Electronic Invoicing*
COMCAST	Spectrum/Comcast-Lake, FL	9641	•
COMCAST	Spectrum/Comcast-Orl, FL	8498	•
COMCAST	Spectrum/Orl East-Com Z, FL	9642	•
COMCAST	Spectrum/Orl East-Com Z, FL	2333	
COX MEDIA	Cox Media/Ocala, FL	0427	•
DIRECTV, INC.	Spectrum/DirectTV- I+ Orlando I	9840	•
DISH TV	Spectrum/DISH- I+ Orlando, FL	2106	•
FLORIDA FIBER NETWORKS	Ad Systems/Altoona, FL	2155	
FLORIDA FIBER NETWORKS	Ad Systems/Astatula, FL	1025	
FLORIDA FIBER NETWORKS	Ad Systems/Astor, FL	1026	
FLORIDA FIBER NETWORKS	Ad Systems/Citra, FL	2156	
NCC MEDIA	Orlando/Dayt Bch Digital Zone	4722	
SPECTRUM	Spectrum/AA-ORL-DYTN BCH	8828	•
SPECTRUM	Spectrum/BHN Only Local Zone,	2071	
SPECTRUM	Spectrum/Central FI Non-Zoned	2193	
SPECTRUM	Spectrum/Central Orlando, FL	2331	
SPECTRUM	Spectrum/East Orlando, FL	2326	
SPECTRUM	Spectrum/Lake (Z 4), FL	7696	•
SPECTRUM	Spectrum/North Brevard, FL	2325	
SPECTRUM	Spectrum/North Orlando, FL	2312	
SPECTRUM	Spectrum/North Volusia, FL	2320	
SPECTRUM	Spectrum/Orlando East, FL	9637	•
SPECTRUM	Spectrum/Orlando Market Zone,	3962	
SPECTRUM	Spectrum/Orlando North, FL	9639	•
SPECTRUM	Spectrum/Orlando South, FL	9640	•
SPECTRUM	Spectrum/Orlando-Daytona Bch I	6767	•
SPECTRUM	Spectrum/Remnant Zone	1683	
SPECTRUM	Spectrum/South Brevard, FL	2324	
SPECTRUM	Spectrum/South Volusia, FL	2314	
SPECTRUM	Spectrum/West Orlando, FL	2327	
SPECTRUM	Spectrum/West Volusia-DeLand,	2322	
SPECTRUM	Spectrum/Wildwood Zone, FL	6995	•
SUMMIT BROADBAND	Viamedia/Summit-Orlando, FL	0879	•
SUNSHINE NETWORK	Sunshine Network/Orlando, FL	0438	
VIAMEDIA, INC.	Viamedia/Orlando Roll-up Zone,	0881	•

* Stations listed here upload invoices that can be accessed at agency.spotcable.com.

Digital Video and Programmatic TV

Digital Video and Programmatic Stations

Station	Owner	Category	TVI*	Order Delivery**
CDOR	Viacom/CBS Digital	Premium	•	ePort
CGOR	CMG	Aggregator	•	ePort
CMOR	NCM	Premium	•	ePort

Station	Owner	Category	TVI*	Order Delivery**
COOR	Centro	Aggregator		AE Inbox
CXOR	CoxReps/Gamut	Aggregator	•	ePort
FWOR	FreeWheel	Aggregator		ePort
HLOR	Hulu	Premium	•	ePort
IHOR	iHeartMedia	Premium	•	AE Inbox
JLOR	JamLoop	Aggregator	•	ePort
NYOR	Newsy	Premium	•	ePort
PMOR	Premion	Aggregator	•	ePort
SCOR	Scripps	Premium	•	ePort
SFOR	Simpli.fi	Aggregator	•	AE Inbox
SOOR	NBCUniversal	Premium	•	ePort
SVOR	Screenvision	Premium	•	ePort
VOOR	Vevo	Premium	•	ePort
XDOR	Nexstar Digital	Premium		ePort

* Stations indicated here send FREE electronic invoices to agencies via TVInvoices.com.

** The Digital Video vendors indicated here use ePort for order management.

Audio

#32
National Audio Market Ranking

1,521,900
Metro Person 12+



Audio Demographics

12+ Black Pop	405,676	Adults 65+	202,200	Teens 12-17	146,000
12+ Hispanic Pop	390,400	Men 18+	676,200	Women 18+	699,700
Adults 18+	1,375,900	Men 18-49	426,300	Women 18-49	413,200
Adults 35+	948,300	Men 65+	89,100	Women 65+	113,100
Adults 50+	536,400	Metro Person 12+	1,521,900		

Audio Stations

Station	Format	Freq.	Owner	Rep Firm	Audio Invoices*	FCC	Map
WCFB-FM	Urban Adult Contemporary	94.5	Cox Radio, Inc.	Katz	•	•	•
WDBO-AM	All Sports	580	Cox Radio, Inc.	Katz	•	•	•
WDBO-FM	News Talk Information	96.5	Cox Radio, Inc.	Katz	•	•	•
WFLF-AM	News Talk Information	540	Clear Channel Broadcasting Licenses, Inc.	iHeartMedia	•	•	•
WHPB-FM	Urban Contemporary	98.5					

Station	Format	Freq.	Owner	Rep Firm	Audio Invoices*	FCC	Map
WJRR-FM	Active Rock	101.1	Clear Channel Broadcasting Licenses, Inc.	iHeartMedia	•	•	•
WMFE-FM	News Talk Information	90.7	Community Communications, Inc.		•	•	•
WMGF-FM	Adult Contemporary	107.7	Clear Channel Broadcasting Licenses, Inc.	iHeartMedia	•	•	•
WMMO-FM	Classic Hits	98.9	Cox Radio, Inc.	Christal	•	•	•
WOCL-FM	Classic Hits	105.9	Entercom License, LLC	Entercom	•	•	•
WOMX-FM	Hot Adult Contemporary	105.1	Entercom License, LLC	Entercom	•	•	•
WOTW-FM	Country	103.1	Jvc Media Of Florida, LLC	McGavren		•	•
WPCV-FM	Country	97.5	Hall Communications, Inc.	Eastman		•	•
WPYO-FM	Pop Contemporary Hit Radio	95.3	Cox Radio, Inc.	Christal	•	•	•
WQMP-FM	Alternative	101.9	Entercom License, LLC	Entercom	•	•	•
WRSO-AM	Spanish News/Talk	810	Star Over Orlando, Inc.	Tach		•	•
WRUM-FM	Spanish Tropical	100.3	Clear Channel Broadcasting Licenses, Inc.	iHeartMedia	•	•	•
WTKS-FM	Talk/Personality	104.1	Clear Channel Broadcasting Licenses, Inc.	iHeartMedia	•	•	•
WUCF-FM	Jazz	89.9	University of Central Florida			•	•
WWKA-FM	Country	92.3	Cox Radio, Inc.	Katz	•	•	•
WXXL-FM	Pop Contemporary Hit Radio	106.7	Amfm Radio Licenses, L.L.C.	iHeartMedia	•	•	•
WYGM-AM	All Sports	740	Clear Channel Broadcasting Licenses, Inc.	iHeartMedia	•	•	•

* Most Radio Rep Firms use RadiolInvoices.com to deliver national invoices. Stations listed here also provide FREE electronic invoices for local/direct business via RadiolInvoices.com.

Digital Audio and Podcast

Digital Audio and Podcast

Station	Format	Owner	Category	Order Delivery
Acast Podcasts	Podcast	Acast	Various	AE Inbox
DXOR-SM	DAX U.S.	DAX U.S.	Aggregator	AE Inbox
IHOR-SM	iHeart	iHeartMedia	Premium	AE Inbox
PAOR-SM	Pandora	Pandora Media	Premium	AE Inbox

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Out-of-Home

BIG Media Sales, LLC	Fortune Cookie Advertising	Lamar Advertising	Terraboost Media LLC
Bulzi Media Inc.	Gloss Media	Merge Healthcare (Previously Lifeclinic International)	U-Glove, Inc.
Clear Channel Outdoor	Health Media Network (HMN)	OUTFRONT Media	ZOMONGO.TV
Direct Media USA	Home Team Marketing	Prime Point Media	

To learn more about these vendors or to request quotes, follow the links to DMedia's out-of-home media database.

Newspaper

Publication

[Orlando Sentinel](#)
[Daytona Beach News-Journal](#)
[Florida Today](#)
[Ocala Star Banner](#)
[Orlando Business Journal](#)
[The Daily Commercial](#)
[Orlando Weekly](#)
[Osceola News-Gazette](#)
[El Sentinel](#)

City

Orlando
Daytona Beach
Melbourne
Ocala
Orlando
Leesburg
Orlando
Kissimmee
Orlando