

San Francisco's News-Casts Have Lost So Many Viewers For Broadcasting "Fake News" and Propaganda That They Have To Use Fake Viewers To Sell Ads

- San Francisco's local news station editors, writers and news readers spin every story in order to protect their corporate friends.
- No news is reported without a sponsored slant.
- Millions of fake viewers are created by the local station ad sales departments.
- Talking Head news readers look like 1970's to modern media users

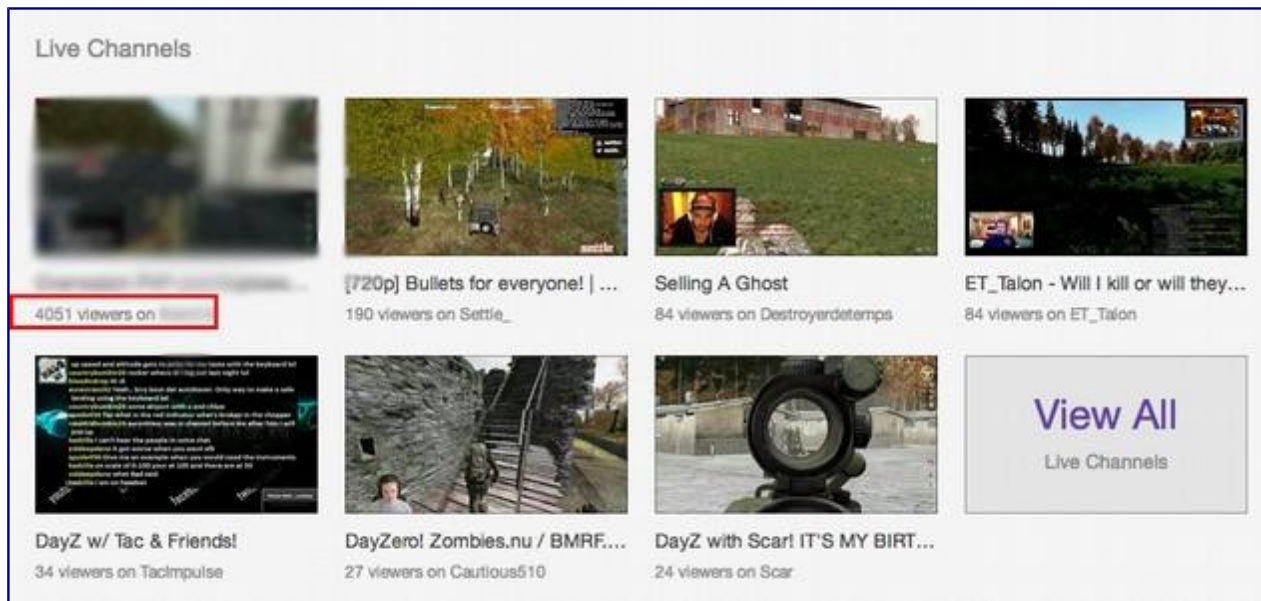
Bay Area news shows use fancy software to create fake viewers in order to sell air to advertisers. In one "Adver-faking" system, a request is sent to the URL received from livestreamer. It makes it look like a real person is watching the live stream. A Python script gets and builds news cast viewing tokens and queries using a HEAD request to mimic a viewer using the lowest amount of bandwidth possible.

To fake 1000 users using this script only took about 200 KB/sec – a ridiculously low amount of bandwidth. In fact, opening one live stream in the web browser would use more bandwidth than that.

Here are some results:



One person decided to see the maximum number of viewers they could fake on a home system. They spun up the script on the best hardware they had, and here are the results:



Strangely enough, when there are thousands of fake viewers, the bottleneck actually switches back to the network from the CPU. This time, however, the issue isn't bandwidth. It's the number of requests that are being sent out. His network throttled the number of packets per machine, and he simply couldn't send enough requests out fast enough. The server bureaus for the San Francisco TV stations can send millions of requests and fake up to a billion fake viewers.

Being able to fake hundreds of thousands or millions of viewers like Google, Facebook, KPIX TV, etc. do is definitely pretty cool, and if one were to do this, they would probably benefit with millions of dollars of fraud-created advertising billings.

For example: A broadcaster can apply for a "partnership" with TwitchTV, which basically means that he can choose when to play video advertisements throughout his stream. This ad revenue is also shared with the broadcaster. Most large Twitch broadcasters are partners and some are earning estimated figures of \$20,000 per year. A major requirement for being accepted as a partner for Twitch is to have a consistently high viewership. I've been told that having more than 500 live viewers is enough.

The issue with faking users is that it's extremely obvious. Instantly gaining hundreds/thousands of viewers from one IP address is clearly going to raise some flags — if Twitch actually checks. I imagine it's possible for Twitch to check, but does their backend keep track of everything? And for how long?

All in all, being able to fake viewers is definitely going to give a broadcaster a boost. A genuinely interesting broadcaster who doesn't have a fan-base can instantly rise to stardom by faking views temporarily to bring his channel to the top of the rankings. Nothing too disruptive could happen with this Twitch bot. There are a few very competitive games, such as League of Legends, in which the top

broadcaster usually has 50,000+ live viewers. Using a single fake viewer bot won't make a dent, and it would probably require a few extra computers and a solid network to reach that level of fake viewers. The way KPIX and KRON do it in San Francisco, though, they can book massive cash with the push of a button.

San Francisco's "Fraud News" corporate propaganda Newscast stations:

- [KPIX\(-TV\)](#)
- [KGO-TV](#)
- [KRON-TV](#)
- [KQED](#)
- [KQVR](#)
- [KNTV](#)
- [KTVU](#)

Who these stations cover-up the crimes of:

Elon Musk, Tesla Motors, Solyndra, Jerry Brown, Chevron, Google, Any Silicon Valley Company, Facebook, Kamla Harris, Willie Brown, Hillary Clinton, Any rich West Coast politician, Al Gore, and other corrupt operators.

Marketing "experts" at KRON TV and KGO-TV told us "that would be illegal" but they admitted that they do contract "Stat Services" which do the exact same thing for them, stealth-ed up as "outside contractors."

Local TV newscasts are in trouble as audiences disappear

Fewer people are watching the local news, according to [numbers from Pew](#). In fact, the three most important time slots—morning, early evening, and late night—for NBC, ABC, CBS, and Fox local affiliate channels have all seen a steady decline since 2007. **Late-night newscasts have been hit the hardest, dropping 31%**. Meanwhile, early evening news dropped 19% and morning 12%.

It's tough times out there for old media news consumption because they turned into corporate bitches.

Local television news programming has shed audience over the past decade, including this past year in most timeslots studied. Even with these viewership losses, local TV news still garners more viewers on average than [cable](#) and [network news](#) programs. However, for election news in particular – a big part of last year's news agenda – [cable news brands were named as the main news source by a greater portion of voters than local TV](#) news programming. Financially, local TV companies have generated increasing revenue, though in a cyclical pattern tied to election years. Explore the patterns and longitudinal data about local TV news below.



Audience

In 2016, viewership for network local affiliate news stations (ABC, CBS, Fox, and NBC) declined in key time slots – morning, early evening and late night, according to Pew Research Center analysis of Nielsen Media Research data. Since 2007, the average audience for late night newscasts has declined 31%, while morning audience declined 12% and early evening audience fell 19%. Local TV noon and 7 p.m. news viewership also declined.

- Key time slots
- Noon
- 7 p.m.



Economics

Local TV station revenue typically follows a cyclical pattern: increasing in election years and decreasing in non-election years. In 2016, an election year, local TV over-the-air advertising revenue totaled \$20.6 billion, an 11% increase over 2015, according to BIA/Kelsey data. By comparison with other election years, local TV advertising revenue in 2014 was \$20 billion and in 2012, it was \$20.3 billion.

Total digital advertising revenue for local TV stations increased 10% in 2016 (reaching a total of about \$1 billion). Digital advertising revenue accounts for a small portion of total ad revenue.

Advertising revenue for 832 local TV stations defined as “news-producing stations” (i.e. stations that have a news director and are viable, commercial and English-language affiliates) was estimated at \$17.3 billion, which is 84% of the total \$20.6 billion revenue for the industry overall, according to BIA/Kelsey data.

Local broadcast TV advertising revenue

Year	Digital	Over-the-air
2004		\$22,400,000,000
2005		\$21,000,000,000

Year	Digital	Over-the-air
2006		\$22,800,000,000
2007		\$21,542,700,000
2008		\$20,320,800,000
2009		\$15,768,500,000
2010	\$400,000,000	\$19,400,400,000
2011	\$534,750,000	\$17,887,200,000
2012	\$614,320,000	\$20,274,500,000
2013	\$695,790,000	\$18,441,700,000
2014	\$819,840,000	\$20,039,900,000
2015	\$911,290,000	\$18,499,000,000
2016	\$1,005,660,000	\$20,608,400,000
2017*	\$1,094,460,000	\$19,761,700,000
2018*	\$1,187,470,000	\$21,075,900,000
2019*	\$1,284,280,000	\$20,766,900,000
2020*	\$1,384,810,000	\$22,794,600,000
2021*	\$1,490,170,000	\$22,080,600,000

Pew Research Center

Retransmission fees – the fees paid by cable and satellite systems to carry local channels – have been increasing rapidly in the past decade, according to estimates from Kagan, a media research group within S&P Global Market Intelligence. In 2016, retransmission revenue was estimated to reach nearly \$8 billion, up from \$6.4 billion in 2015. And Kagan projects that this figure will reach \$12.8 billion by 2023.

U.S. local TV station retransmission fee revenue

Year	Revenue
2006	\$215,000,000
2007	\$314,000,000
2008	\$502,000,000
2009	\$762,000,000
2010	\$1,245,000,000
2011	\$1,776,000,000
2012	\$2,407,000,000
2013	\$3,619,000,000
2014	\$4,858,000,000
2015	\$6,387,000,000
2016	\$7,933,000,000
2017*	\$9,340,000,000
2018*	\$10,175,000,000
2019*	\$10,804,000,000

Year	Revenue
2020*	\$11,382,000,000
2021*	\$11,869,000,000
2022*	\$12,340,000,000
2023*	\$12,757,000,000

Pew Research Center

Seven major publicly held local TV station companies – Tribune, Nexstar, Sinclair, Tegna, Gray, Media General and Scripps – report political advertising revenues separately from other types of revenues in their SEC filings. In 2016, the seven companies reported a total of \$843 million in political advertising revenue, substantially more than the \$696 million in 2014 and \$574 million in 2012.

Political advertising revenue at local TV companies

Year	Revenue
2012	\$573,591,000
2013	\$49,880,000
2014	\$696,482,000
2015	\$124,451,000
2016	\$842,737,000

Pew Research Center



Newsroom investment

Staff salaries in the local TV sector were up for most newsroom positions in 2015, the last year data are available for local TV staff salaries, according to the [annual RTDNA/Hofstra University survey](#). The survey finds that the median salary for a news director position at local TV newsrooms rose 7% in 2015, while the median news reporter salary rose 11%.

Local TV newsroom staff salaries

Staff position	2013	2014	2015
News director	\$85,000	\$92,000	\$98,500
Assistant news director	\$65,000	\$70,000	\$75,000
News anchor	\$63,000	\$65,000	\$70,000
Managing editor	\$65,000	\$60,000	\$60,000
Executive producer	\$53,000	\$50,000	\$55,500
Weathercaster	\$56,000	\$60,000	\$60,000

Staff position	2013	2014	2015
Sports anchor	\$45,000	\$43,000	\$48,500
News producer	\$31,000	\$31,000	\$32,000
Graphics specialist	\$35,000	\$35,000	\$34,000
News reporter	\$31,000	\$37,000	\$41,000
News writer	\$32,000	\$31,000	\$30,500
News assistant	\$30,000	\$25,000	\$30,000

Pew Research Center

The average amount of weekday local TV news programming increased somewhat in 2016, according to the RTDNA/Hofstra University survey. Local TV stations dedicated an average of 5.7 hours to news programming per weekday in 2016 – up from 5.5 in 2015.

Number of hours dedicated to local TV news

Year	Hours
2003	3.7
2004	3.6
2005	3.8
2006	4.1
2007	4.1
2008	4.6
2009	5
2010	5.3
2011	5.5
2012	5.4
2013	5.3
2014	5.3
2015	5.5
2016	5.7

Pew Research Center



Ownership

In 2016, 98 local TV stations changed hands at a cost of about \$5 billion, as annually reported by BIA/Kelsey. This is up from \$670 million across 86 stations that experienced changes in ownership in 2015.

Local TV station mergers and acquisitions

Year	Revenue
2000	\$8,800,000,000
2001	\$4,900,000,000
2002	\$2,529,000,000
2003	\$520,000,000
2004	\$872,000,000
2005	\$2,842,000,000
2006	\$18,127,000,000
2007	\$2,899,000,000
2008	\$537,000,000
2009	\$714,000,000
2010	\$199,000,000
2011	\$1,102,000,000
2012	\$1,891,000,000
2013	\$9,712,000,000
2014	\$4,616,000,000
2015	\$670,000,000
2016	\$5,280,000,000

Pew Research Center



Find out more

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