

The logo for Magid, consisting of the word "Magid" in a bold, sans-serif font.

COURAGEOUS
THINKING

A black and white photograph of a modern building interior with a tiled floor and curved walls. Several people are walking, their figures blurred to convey motion. An orange horizontal bar is positioned above the title text.

Pearl TV Over-The-Air Converter Box: Consumer Key Findings

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Over-The-Air (OTA) Converter Box | Methodology

QUANTITATIVE SURVEY DETAILS

Online survey among 600 adults, age 25-64



Respondent Requirement:

All must have some involvement in decision making about home electronics purchases

Must use an antenna to access local TV on at least one TV in their home; cannot access local TV via other services on that particular TV

Must watch a minimum of OTA broadcast television 2+ hours/week



Fielding:

January 9 – 27, 2026

Median Length: 16 minutes

Summary of Key Insights

01

STRONG CORE LOYALTY

A vast majority of over-the-air (OTA) viewers are deeply committed to the device, with **92%** stating they would miss their antenna if it were no longer available. This loyalty is driven by a high engagement with **local news (70%), weather updates (nearly two-thirds), and live sports (50%).**

02

FINANCIAL AND FUNCTIONAL CONTINUITY

The primary driver for purchasing a NEXTGEN TV converter box is **the ability to maintain free access to local TV content without recurring monthly fees.** Consumers are most motivated by a "one-time purchase" model that works seamlessly with their existing antenna and TV hardware

03

STRONGEST APPEAL AMONG YOUNGER, HIGH-INCOME DEMOGRAPHICS

Contrary to "legacy-only" stereotypes, interest in the converter box is highest among **adults aged 25–44, families, and higher-income households.** These digitally fluent consumers value the reliability of a signal that works even when the internet is unavailable.

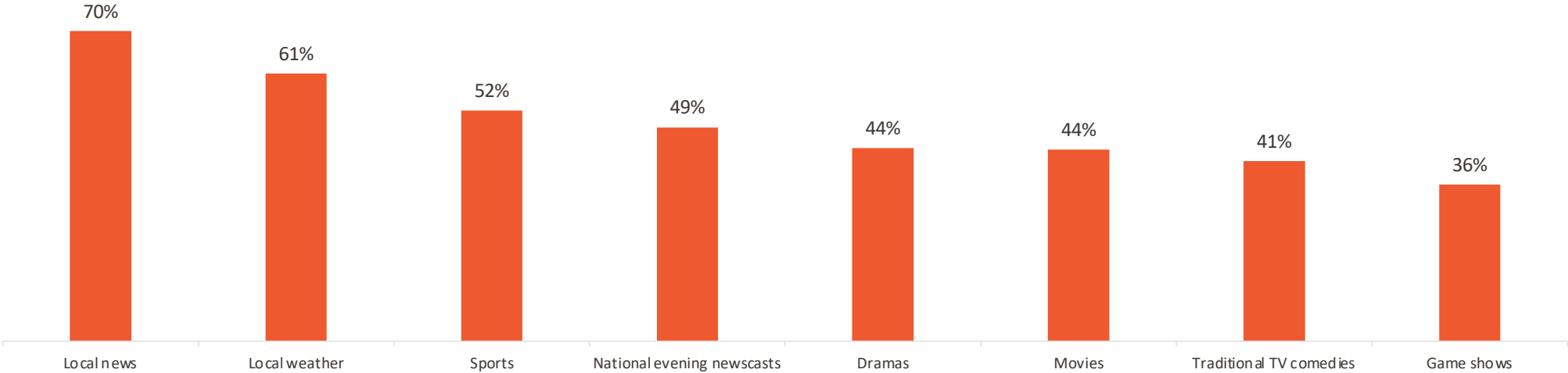
04

EMERGENCE OF THE "OMNI-VIEWER" SEGMENT

The OTA audience is evolving into a tech-savvy group dubbed "**Omni-Viewers**" who intentionally blend free local broadcasting with digital streaming. Nearly two-thirds of antenna users also subscribe to streaming services, demonstrating that, for these consumers, broadcast television is complementing, rather than being replaced by, modern digital platforms.

The majority of antenna users enjoy watching local news, weather, and sports

CONTENT THEY LIKE TO WATCH VIA ANTENNA
(Among Total Sample)



The NEXTGEN TV Converter Box wins to maintain free access to local TV content

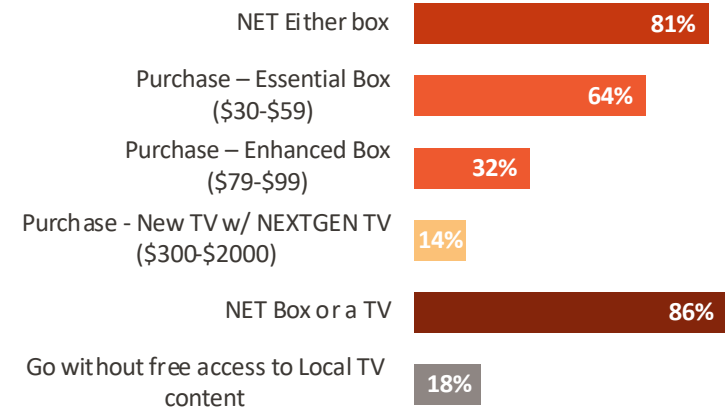
- Nearly all respondents would choose to purchase a low-cost converter box rather than go without access to free OTA TV
- Consumers say they prefer a box with the basic features, which also means a more affordable converter box

81%

Would purchase a Converter box

MOST LIKELY DECISION

(Total %, multi-select allowed)



The NEXTGEN TV Converter Box gives consumers the ability to make a seamless transition

Among many reasons for making a purchase, the Converter Box enables an easy transition

Top Purchase Drivers:

- Consumers like the one-time, non-recurring monthly fees
- An uninterrupted viewing experience
- Works with their current antenna

Enhancements are another reason for the purchase:

- Better picture, sound, more channels, and a more reliable reception
- Access to local news, sports and alerts

CONVERTER BOX PURCHASE DRIVERS – TOP MENTIONS

(Likely pay (4+5) for either box at any aided price point, N=412)

