

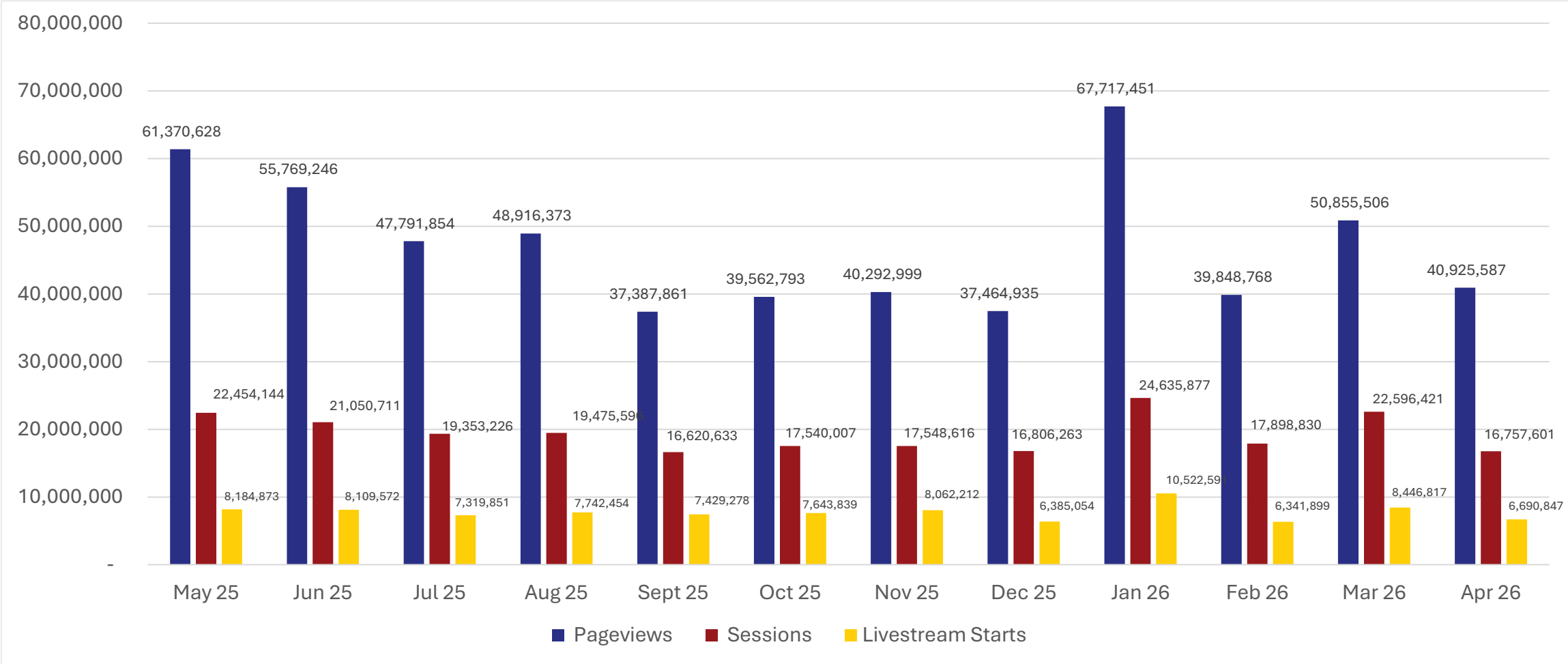
# 2025-26 WEBSITE & APP PERFORMANCE

**47M**  
Average Monthly Pageviews

**19.4M**  
Average Monthly Sessions

**2.44**  
Average Monthly Pageviews/Session

**7.7M**  
Average Monthly Livestream Starts



\*Data includes the Website, News app, Weather App and Livestream

# APR 2026 APP PERFORMANCE

## News App

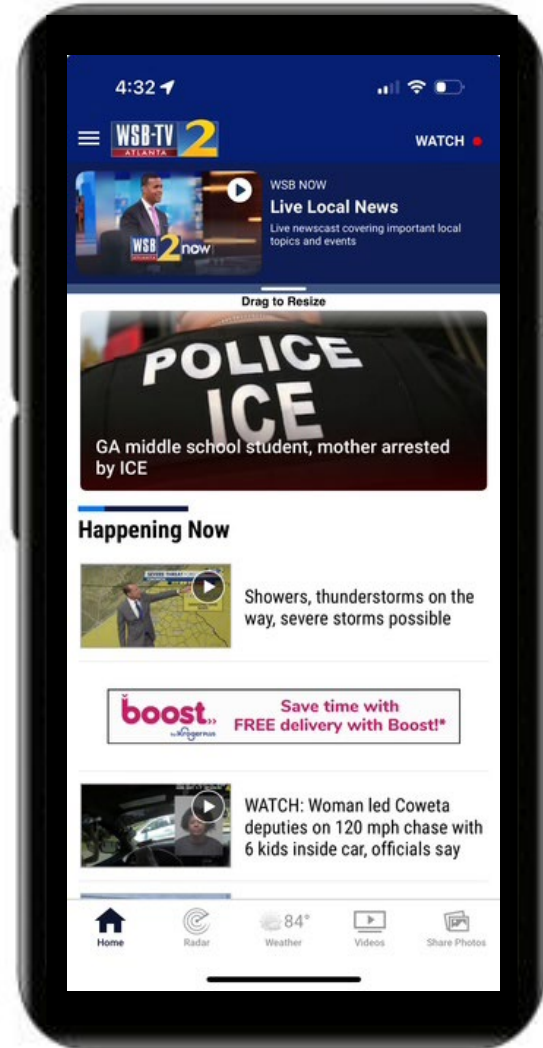
Monthly Pageviews:  
8,599,943  
Monthly Sessions:  
3,050,833

Average Pageviews:  
9,128,637

Average Sessions:  
3,385,525

Lifetime Download:  
2,500,032

Apr Active Users: 136,693



## Weather App

Monthly Pageviews:  
17,876,677  
Monthly Sessions:  
5,186,457

Average Pageviews:  
22,456,576

Average Sessions:  
5,749,429

Lifetime Downloads:  
3,302,697

Apr Active Users: 236,805

# APR PAGEVIEW PERFORMANCE

## APP

landing page	3,324,190
photos: inside the million dollar estates of former atlanta braves players	206,296
remember this? \$40 million dean gardens, michael jackson nearly bought, tyler perry did	184,225
photos: which georgia high schools had the top sat scores?	165,371
videos	134,921
photos: kim zolciak, kroy bierman's former milton house listed for \$4.195 million	133,218
photos: oceanfront home on 30a sells for \$41 million, breaks record	126,430
weather weather	119,497
a look back: old rides, attractions at six flags over georgia	59,496
were these celebs born in georgia?	49,409

## WEB

wsbtv atlanta news, weather, traffic and sports	1,622,698
photos: which georgia high schools had the top sat scores?	441,122
photos: here are some georgia license plates that were rejected in 2025	330,015
georgia lottery numbers and results	299,266
photos: inside the million dollar estates of former atlanta braves players	255,205
wsb news	167,834
ex-husband of 'steve harvey morning show' co-host indicted under rico act faces additional charges	163,283
blood tests show hundreds of Georgians charged with DUI were sober	162,454
4 Georgia State Patrol troopers fired for trying to get paid for injuries during chases	152,189
photos: new water park to open in metro atlanta	138,424

## CTV

home	469,112
wsb now	287,599
wsb-now	52,853
wsb weather 24/7	6,558
wsb 24/7 news	4,485
weather	2,959
splash	2,919
wsb radio	1,755
settings: app preferences: auto-fullscreen settings	1,489
schedule	1,172

# APR NEWSLETTER PERFORMANCE

NEWSLETTER	SEND COUNT	TOTAL OPENS	OPEN RATE	TOTAL LINK CLICKS	CLICK-TO-OPEN RATES	TOTAL CLICK RATE
TV Daily Headlines	1,678,163	1,006,773	60.0%	92,881	9.2%	5.5%
TV Breaking News	1,993,829	680,657	34.1%	73,020	10.7%	3.7%
Weather & Closings	10,357	4,871	47.0%	384	7.9%	3.7%
<b>TOTAL</b>	<b>3,682,349</b>	<b>1,692,301</b>	<b>46.0%</b>	<b>166,285</b>	<b>9.8%</b>	<b>4.5%</b>



**Cobb dad facing charges for not sending his kids to school**



A Cobb County father is facing criminal charges after his children missed too many days of school.

