# Byron Allen exits local TV as NBC retools and CBS invests in live sports rights



As the media landscape prepares for a bustling summer, recent developments signal a significant reassessment of linear television's viability. This week, a trio of noteworthy stories illustrated the urgent shifts within the industry, fundamentally driven by a declining economic foundation for traditional TV. The interconnected nature of these developments suggests a broader narrative: how legacy media companies are adapting to the inevitable decline of linear broadcasting.

Byron Allen's decision to sell off 28 television stations is among the clearest indicators of a sector reeling from dwindling revenue. His company, Allen Media Group, has struggled with mounting financial pressures, including three months of delayed network payments and a passive approach to contesting significant financial losses. With over $1 billion invested in these stations over six years, the decision to exit is not just an individual choice but reflective of a larger trend where station groups backed by private equity are finding it increasingly difficult to sustain value amid a tide of cord-cutting and automation in ad buying. This sale may mark the beginning of a more extensive liquidation process within the industry, as the interest in ownership of local stations continues to wane just as the Federal Communications Commission (FCC) is exploring avenues for deregulation.

In stark contrast to Allen's retreat, NBC has doubled down on its linear strategy with the appointment of Tom Llamas as the new anchor of 'NBC Nightly News.' This move shows NBC's recognition of the precarious state of evening news programming and its need for adaptation in a digitally dominated world. Llamas, who will continue his role on NBC News Now, embodies NBC's strategy to connect traditional broadcast with modern audiences, diversifying the network's offerings to include both linear and streaming content. The appointment is also relevant in terms of representation, as Llamas will be the first Latino to anchor a weekday English-language evening newscast, enhancing the network's commitment to diversifying its programming and accessibility.

The announcement of CBS acquiring WUPA in Atlanta highlights another aspect of the ongoing evolution in linear television. This strategic move allows CBS to secure rights to broadcast Atlanta Falcons games, emphasising the remnant value of live sports in a landscape increasingly dominated by digital offerings. For CBS and other networks like Fox, owning stations in NFL markets is becoming essential for capturing both national and local ad revenues—a crucial lifeline for traditional television. The significance here is clear: live sports are the last bastion of guaranteed viewership, making them integral to sustaining the broadcast model in an era where much of the rest of the content is shifting to streaming platforms.

These three stories collectively illustrate a broader sorting process taking place in linear television. Traditional models of revenue reliant on retransmission fees and predictable advertising are deteriorating, necessitating a fundamental restructuring of how content is produced, distributed, and monetised. The industry's future seems to hinge on flexibility rather than frequency. Content that guarantees live viewership is now a cherished asset, while everything else gravitates towards cheaper digital models.

In reviewing these contrasting paths taken by influential players in the industry, it becomes evident that the transformations underway are not merely reactive adjustments to market pressures but a crucial pivot for survival. As linear television morphs, it focuses on an increasingly narrow spectrum of content—sports, major news events, and local programming—while yielding the more general entertainment offerings to online streaming platforms.

This transitional phase signals not an end but a redefinition of television itself, where established networks must abandon outdated practices and embrace a mixed economy between linear broadcasting and digital engagement. The coming months will likely witness further sales, realignments, and innovations as the industry grapples with its new reality, continuously adapting to a rapidly evolving media ecosystem.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.newscaststudio.com/2025/06/03/daks-take-welcome-to-start-of-a-busy-summer-in-the-media-world/), [[2]](https://www.newscaststudio.com/2025/06/03/daks-take-welcome-to-start-of-a-busy-summer-in-the-media-world/)
* Paragraph 2 – [[1]](https://www.newscaststudio.com/2025/06/03/daks-take-welcome-to-start-of-a-busy-summer-in-the-media-world/), [[3]](https://www.nbc.com/nbc-insider/whos-replacing-lester-holt-at-nbc-nightly-news-tom-llamas), [[4]](https://www.wsls.com/business/2025/03/05/tom-llamas-to-succeed-lester-holt-as-nbc-nightly-news-anchor/)
* Paragraph 3 – [[1]](https://www.newscaststudio.com/2025/06/03/daks-take-welcome-to-start-of-a-busy-summer-in-the-media-world/), [[5]](https://www.latimes.com/entertainment-arts/business/story/2025/mar/05/tom-llamas-will-succeed-lester-holt-as-anchor-of-nbc-nightly-news), [[6]](https://www.cnn.com/2025/03/05/media/tom-llamas-nbc-nightly-news/index.html)
* Paragraph 4 – [[1]](https://www.newscaststudio.com/2025/06/03/daks-take-welcome-to-start-of-a-busy-summer-in-the-media-world/)
* Paragraph 5 – [[1]](https://www.newscaststudio.com/2025/06/03/daks-take-welcome-to-start-of-a-busy-summer-in-the-media-world/)

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## Bibliography

1. <https://www.newscaststudio.com/2025/06/03/daks-take-welcome-to-start-of-a-busy-summer-in-the-media-world/> - Please view link - unable to able to access data
2. <https://www.newscaststudio.com/2025/06/03/daks-take-welcome-to-start-of-a-busy-summer-in-the-media-world/> - The article discusses the evolving landscape of linear television, highlighting Byron Allen's decision to sell 28 TV stations amid declining revenues and the rise of digital platforms. It also covers NBC's appointment of Tom Llamas as the new anchor for 'NBC Nightly News,' aiming to bridge traditional broadcast with modern streaming audiences. Additionally, CBS's strategic move to acquire WUPA in Atlanta underscores the value of live sports content in maintaining linear television's relevance.
3. <https://www.nbc.com/nbc-insider/whos-replacing-lester-holt-at-nbc-nightly-news-tom-llamas> - NBC has announced that Tom Llamas will succeed Lester Holt as the anchor and managing editor of 'NBC Nightly News' starting this summer. Llamas, currently the anchor of 'Top Story with Tom Llamas' on NBC News NOW, will continue his role on the streaming service while taking over the evening newscast. This appointment reflects NBC's strategy to blend traditional broadcast journalism with digital platforms to reach a broader audience.
4. <https://www.wsls.com/business/2025/03/05/tom-llamas-to-succeed-lester-holt-as-nbc-nightly-news-anchor/> - Tom Llamas is set to replace Lester Holt as the anchor of 'NBC Nightly News' this summer. Llamas, a Miami native and son of Cuban immigrants, will be the first Latino to anchor a weekday English-language broadcast network evening newscast. He will also continue to host 'Top Story with Tom Llamas' on NBC News NOW, demonstrating NBC's commitment to diversifying its news programming.
5. <https://www.latimes.com/entertainment-arts/business/story/2025/mar/05/tom-llamas-will-succeed-lester-holt-as-anchor-of-nbc-nightly-news> - The Los Angeles Times reports that Tom Llamas will succeed Lester Holt as the anchor of 'NBC Nightly News' starting this summer. Llamas, who joined NBC News from ABC, will also remain the anchor of 'Top Story with Tom Llamas' on NBC News NOW. This move signifies NBC's strategy to integrate its traditional broadcast with its streaming services to cater to a diverse audience.
6. <https://www.cnn.com/2025/03/05/media/tom-llamas-nbc-nightly-news/index.html> - CNN Business reports that Tom Llamas will replace Lester Holt as the anchor of 'NBC Nightly News' this summer. Llamas, currently the anchor of 'Top Story with Tom Llamas' on NBC News NOW, will continue his role on the streaming service while taking over the evening newscast. This appointment reflects NBC's strategy to blend traditional broadcast journalism with digital platforms to reach a broader audience.
7. <https://www.nbc.com/nbc-insider/whos-replacing-lester-holt-at-nbc-nightly-news-tom-llamas> - NBC has announced that Tom Llamas will succeed Lester Holt as the anchor and managing editor of 'NBC Nightly News' starting this summer. Llamas, currently the anchor of 'Top Story with Tom Llamas' on NBC News NOW, will continue his role on the streaming service while taking over the evening newscast. This appointment reflects NBC's strategy to blend traditional broadcast journalism with digital platforms to reach a broader audience.