



**MEDIA
DYNAMICS
INCORPORATED**

A New Approach to Trending TV CPMs

In response to many requests for TV CPM or cost-per-rating point (CPP) trends, Media Dynamics, Inc. has conducted a totally new analysis that looks at this issue in a different way. Instead of tracking each daypart, demo and network type separately, as we do routinely in our publication, TV Dimensions, we have created a weighted average of all TV buys—national and local, based on total viewers reached, starting in 1960 and moving forward at five-year intervals to 2000; after this we show year-by-year comparisons.

The resulting analysis reflects the combined effects of the progressive switch to shorter commercial lengths, the shift of dollars from broadcast networks to cable and syndication, population increases and other variables, to show what a typical TV advertiser got for his dollar then and now. The report includes a full explanation and an easy-to-reference table.

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