

TV DIMENSIONS VS. TV ESSENTIALS: WHICH SUITS YOUR COMPANY’S NEEDS?

MDI has produced **TV Essentials** in response to customer interest in a streamlined, lower-cost publication that emphasizes the “basics” of TV research. **TV Essentials** is culled directly from **TV Dimensions 2016**. The data have not been updated or changed. To aid our customers in determining which publication best serves their company’s needs, we present a line item listing of the data that is included in each publication:

	<u>INCLUDED IN:</u>	
	TV DIMENSIONS	TV ESSENTIALS
I. Basics	YES	YES
Penetration & Access Trends	YES	YES
Growth Of TV Penetration: 1950-2015	YES	YES
U.S. TV Home Platform Use And Device Ownership	YES	YES
Device Penetration In TV Households: 2011-15	YES	YES
Channel Availability	YES	YES
Distribution Of Channels Receivable Per TV Home: Early-1950s To Mid-2010s	YES	YES
How Many Channels Do We View?	YES	NO
Trends In Weekly Viewing, Channels Viewed & Time Spent Per Channel: Early-1950s To Mid-2010s	YES	NO
Average Adult Exposure To TV Program Sources Over Extended Time Frames	YES	NO
General Viewing Trends	YES	YES
Trends In Household Viewing By Daypart: Early-1950s To Mid-2010s	YES	YES
Trends In The Composition Of TV’s In-home Audience: Early-1950s To Mid-2010s	YES	YES
The Rise Of The Solitary Viewer	YES	YES
Solitary Viewing Trends For Persons Aged 2+: Early-1950s To Mid-2010s	YES	YES
Proportion Of TV Viewers Watching By Themselves: Mid-1950s To Mid-2010s	YES	YES
Emerging Alternative TV Audience Platforms	YES	NO
Trends In Adult Smartphone & Tablet Ownership: 2010-14	YES	NO
U.S Adults Who Own Tablets And Smartphones By Demographics	YES	NO
Monthly Reach Of TV/Video Platforms: 2011-15	YES	NO
Monthly Reach And Average Time Spent With TV/Video Platforms	YES	NO
Average Weekly Time Spent With TV/Video Platforms By Age	YES	NO
Smartphone Video Viewing Quintiles And Time Spent	YES	NO
U.S. TV Homes Subscribing To SVOD Services	YES	NO
Profile Of TV Homes By SVOD Access	YES	NO
U.S. TV Homes With SVOD By In-Home Technology	YES	NO

	<u>INCLUDED IN:</u>	
	TV DIMENSIONS	TV ESSENTIALS
Average Hours Spent Per Week Per Adult By TV/Video Platform	YES	NO
In-home Streaming Quintiles	YES	NO
Away-From-Home Audiences	YES	YES
Shows With Highest Percent Of Adult Away-From-Home Viewers	YES	YES
Average Telecast Adult Audience Reached Away From Home By Program Genres	YES	YES
Location Of Live TV Viewing: 1950-2015	YES	YES
Demographic Profile Of The Adult Live TV Audience By Location	YES	YES
Seasonal Viewing Variations	YES	YES
Relative Indices Of TV Set Usage By Quarter: Late-1950s To Mid-2010s	YES	YES
Profiling Netflix Users And Their TV Viewing Habits	YES	NO
Profile Of Past Month Adult Netflix Users By Demographics	YES	NO
Adult Netflix Users By TV Viewing Quintiles	YES	NO
Adult Netflix Users' Usual TV Usage By Daypart	YES	NO
Relative Indices Of Weekly Cable Channel Viewing By Adult Netflix Users	YES	NO
Past Week Viewing Rates By Adult Netflix Users For Broadcast Network Primetime Shows	YES	NO
Past Week Viewing Rates By Adult Netflix Users For Broadcast Network Non-primetime Shows	YES	NO
Past Week Viewing Rates By Adult Netflix Users For Syndicated TV Shows	YES	NO
Past Week Viewing Rates By Adult Netflix Users For Cable Channel Shows	YES	NO
II. The Business Of Television	YES	NO
TV Ad Revenue Trends	YES	YES
Estimated Gross TV Ad Revenues By Type Of Placement: 1950-2015	YES	YES
Trends In TV Network, Cable & Barter Syndication Ad Revenues: 1980-2015	YES	YES
Local Market TV Ad Revenues: 2004-15	YES	YES
Estimated Share Of Ad Revenues And Ad Impressions By TV Platform	YES	NO
Upfront Analysis	YES	NO
Estimated Upfront TV Network Primetime Sales: 1990-91 To 2015-16 Seasons	YES	NO
Trends In Broadcast TV Network Upfront Primetime CPMs And Ad Dollars: 2005-06 To 2015-16	YES	NO
Trends In National Cable Upfront Primetime CPMs And Ad Dollars: 2005-06 To 2015-16 Seasons	YES	NO
Nationally Bought Ad Dollars Placed In Upfront Buys: 1980-81 To 2015-16 Seasons	YES	NO
Estimated National TV Upfront Primetime Ad Dollar Sales: 1990-91 To 2015-16 Seasons	YES	NO

	<u>INCLUDED IN:</u>	
	TV DIMENSIONS	TV ESSENTIALS
Upfront CPM Comparisons By Daypart	YES	YES
2015 Adult CPM Estimates By Daypart & Age/Household Income	YES	YES
Adult Primetime Upfront CPM Trends By Age: 2006-07 To 2015-16 Seasons	YES	NO
Women Monday-Friday Daytime Upfront CPM Trends By Age: 2006-07 To 2015-16 Seasons	YES	NO
Adult Monday-Friday Early Evening Upfront CPM Trends By Age: 2006-07 To 2015-16 Seasons	YES	NO
Adult Monday-Friday Late Evening Upfront CPM Trends By Age: 2006-07 To 2015-16 Seasons	YES	NO
How TV Makes Its Profits	YES	NO
Estimated TV News Revenues & Profits By Platform	YES	NO
Changing TV Commercial Lengths	YES	YES
Trends In National Advertiser Brands & Commercial Length: 1965-2015	YES	YES
TV Program Production Costs	YES	NO
Estimated Production Costs For Broadcast Network Primetime Fare: 1955-2015	YES	NO
Product Placement	YES	NO
Estimated U.S. TV Product Placement Paid Ad Spending: 1970-2015	YES	NO
TV Commercial Production Costs	YES	NO
Average Production Costs For A Nationally Aired :30 TV Commercial: 1965-2015	YES	NO
III. TV's Audience Dynamics	YES	YES
Program Sources & Ratings Erosion	YES	YES
Erosion Of ABC/CBS/NBC Ratings: 1970-2015	YES	YES
Share Of Weekly TV Set Usage By Program Source: Early-1950s To 2015	YES	YES
ABC/CBS/NBC Network Share Of Household Audiences By Daypart: Fall 1950-2015	YES	YES
How Much TV Do We Consume?	YES	YES
Profile Of The Resident U.S. Population By Age: 1950-2015	YES	YES
Age/Education Profile Trends Of Adult Heavy & Light TV Viewers	YES	YES
Average Daily Time Spent With Traditional TV By Demographic Segments	YES	YES
Reassessing How TV Builds Its Reach	YES	YES
How Broadcast Network Primetime Shows Develop Adult Reach & Frequency	YES	NO
How Monday-Friday Shows Develop Adult Reach And Frequency	YES	NO
How Combinations Of TV Networks & Stations Develop All Daypart Adult Reach	YES	NO
Reach Of TV By Daypart For Adults/Men/Women By Age: One Day To Three Months	YES	YES

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	TV DIMENSIONS	TV ESSENTIALS
Adult 4-Week Reach Estimate Trends For Broadcast Network Primetime Buys	YES	NO
Adult 4-Week Reach Estimates For Six TV Dayparts	YES	YES
IV. TV Program Appeals	YES	YES
Overview	YES	YES
Daypart Variables	YES	YES
U.S. Adults/Men/Women Watching TV Per Half-Hour By Daypart/Demos/Quintiles	YES	YES
Composition Of Average Half-Hour Adult/Men/Women TV Audiences By Daypart/Demos/Quintiles	YES	YES
Relative Indices Of Adult TV Viewing By Daypart By Sex, Age & Household Income	YES	YES
America's Evolving TV Program Diet	YES	NO
Estimated Allocation Of U.S. TV Set Usage By Program Genre: Early-1950s To 2015	YES	NO
How Various Demographic Groups Allocate Their Weekly Viewing By Program Genre	YES	NO
Primetime Program Appeals	YES	YES
Number Of Top 10 Primetime Broadcast Network Shows By Program Genre: 1950-51 To 2014-15	YES	NO
Adult Viewer Profile Of Primetime Broadcast Network Program Genres	YES	YES
Relative Indices Of Adult Viewing Of Primetime Broadcast Network TV Shows By Demos	YES	YES
Daytime Program Appeals	YES	YES
Adult Viewer Profile Of Weekday Daytime Broadcast Network & Syndication Program Genres	YES	YES
Relative Indices Of Adult Viewing Of Monday-Friday TV Program Genres By Demos	YES	YES
Fringe Evening Program Appeals	YES	YES
Adult Viewer Profile Of Weekday Fringe Evening Program Genres	YES	YES
Relative Indices Of Adult Viewing Of Monday-Friday Fringe Evening Program Genres By Demos	YES	YES
Cable Channel & Program Appeals	YES	YES
Weekly Adult Reach And Demographic Composition Of Cable Channel Viewers	YES	YES
Cable Channels With Highest And Lowest Percentage Of Viewers Who Watched 5+ Hours Weekly	YES	NO
Adult Viewer Profile Of Cable Program Genres	YES	YES
Relative Indices Of Adult Viewing Of Cable TV Program Genres By Sex, Age & Household Income	YES	YES
TV Sports Appeals	YES	YES
Adults By Favorite Sports To Watch: 1937-2013	YES	YES
Typical TV Home Ratings For Sporting Events	YES	YES
Demographic Profile Of Average Telecast Adult TV Sports Viewers	YES	YES

	<u>INCLUDED IN:</u>	
	TV DIMENSIONS	TV ESSENTIALS
Median Age Analysis	YES	NO
Median Age Of Average Primetime ABC/CBS/NBC Telecast Viewers: 1960-2015	YES	NO
Median Age Of Average Telecast Primetime Viewers By Program Source & Genre	YES	NO
Median Age Of Average Telecast Viewers Of Daytime & Fringe TV By Program Source & Genre	YES	NO
Median Age Of Average Telecast TV Sports Viewers	YES	NO
Top Shows By Key Demographics & Heaviest Viewing Quintiles	YES	NO
The Ad Receptivity Factor	YES	NO
TV Genres With The Highest And Lowest Levels Of Ad Receptivity	YES	NO
V. Viewer Involvement And Engagement	YES	NO
Overview	YES	NO
Viewer Attentiveness Research	YES	NO
Findings Of 29 Primetime Viewer Attentiveness Studies: 1955-2000	YES	NO
Fully Attentive Adult Viewer Ratios For Selected TV Program Genres	YES	NO
GfK MRI Attentiveness Studies By Program Genres & Demographics	YES	NO
Adult Viewers At Full Attention For Three Types Of TV Program Categories By Demos	YES	NO
Highest 15 Program Genres In Adult Fully Attentive Ratings	YES	NO
Lowest 15 Program Genres In Adult Fully Attentive Ratings	YES	NO
TV Drama Series With Highest And Lowest Adult Fully Attentive Scores	YES	NO
Adult Fully Attentive Scores Of Two Competitive TV News/Commentary Shows	YES	NO
Broadcast Network Primetime Adult Fully Attentive Scores By Program Genres And Demos	YES	NO
Cable Adult Fully Attentive Scores By Program Genres And Sex, Age & Income	YES	NO
Broadcast Network/Syndication Non-prime Adult Fully Attentive Scores By Program Genres/Demos	YES	NO
Fully Attentive Scores For Adult Viewers Of Three Drama Series By Demographics	YES	NO
Fully Attentive Scores For Adult Viewers Of Three Sitcoms By Demographics	YES	NO
Fully Attentive Scores For Adult Viewers Of Four Reality Series By Demographics	YES	NO
How Cable Shows Compare To Broadcast Network Shows In Viewer Liking & Emotional Connections	YES	NO
How Broadcast Network Shows Ranked By Q Score Among Adults 18+	YES	NO
How Cable Network Shows Ranked By Q Score Among Adults 18+	YES	NO

	<u>INCLUDED IN:</u>	
	TV DIMENSIONS	TV ESSENTIALS
VI. How TV Ads Work	YES	NO
The Changing Commercial Viewing Environment	YES	YES
How The Environment For In-program Primetime Commercials Has Changed: 1955-2015	YES	YES
How Many Commercials Do We Watch?	YES	YES
National TV Content Devoted To Commercials: Early-1950s To Mid-2010s	YES	YES
Average Hours Of TV Viewed And Commercial Exposures Per Adult Daily: 1950-2015	YES	YES
Homes Tuned To TV Shows That Dial Switch Per 30-Second Period	YES	NO
Drop In Audience From Program Content To National Comm'ls. By Daypart/Network/Cable Channel	YES	NO
Summary Of 13 Studies Of Commercial Exposure: 1961-2000	YES	NO
Estimated Average Commercial Exposure Factors By Daypart/Network Type/Program Genres	YES	YES
Relative Indices Of Commercial Exposure By Position In Pod & Extent Of Clutter	YES	YES
How Do Audiences Respond To Commercials?	YES	NO
How TV Ad Recallers Rated Commercials By Specific Attributes	YES	NO
Relative Indices Of Positive Or Negative Attribute Ratings	YES	NO
Average Recall And Persuasion Scores For 30-Second TV Commercials	YES	NO
How TV Commercials Performed In Share-Of-Market Lift By Ad Impact Variables	YES	NO
Viewer Recall Of 12 Commercials In Primetime TV Shows	YES	NO
Average Number Of Daily TV Commercial Contacts Per Adult	YES	NO
How Long Does The Impact Of A Single Commercial Exposure Last?	YES	NO
How Unaided Last Brand Recall Declined By Length Of Time After Exposure: 1965-90	YES	NO
Increase In Share Of Sales For 19 Brands By Number Of Days Since First TV Exposure	YES	NO
TV Ad Campaign Wearout	YES	NO
Major Packaged Goods Brands Index Of Purchase Response By Frequency Of TV Ad Exposure	YES	NO
Percent Shift In Commercial Recall After 1000 TRPs In TV Weight	YES	NO
TV Ad Campaign Awareness: How Many GRPs Does It Take?	YES	NO
Actual Commercial Exposure Reach & Frequency Distribution Pattern For A 1000-GRP Schedule	YES	NO
Estimated TV Ad Campaign Ad Awareness Levels At 100 And 1000 GRPs	YES	NO
How 23 Brand Commercials Built Awareness By GRP Levels	YES	NO
How Brand Ad Awareness Builds By Adjusted GRP Levels	YES	NO
Interpretations & Implications	YES	NO