# TOTAL TV DIMENSIONS 2024 TABLE OF CONTENTS

### I. The New Basics

TV's New Basics: From Linear To Streaming

How Adults Get TV Content And Time Spent By Platform: 1960-2023

Average Weekly Viewing Time Per Adult By Program Source: 1950s-2023

Average Adult Exposure To TV Program Sources Over Extended Time Frames

Share Of Adult Viewing By Program Source: Early-1950s To 2023

Average Daily Hours Of TV Viewing By Source For Adults By Age And Income

The Changing Profile Of TV's Heaviest Viewers

Composition Of TV's Heaviest Viewers By Age And H.H. Income: 1950-2023

The Aging TV Population

U.S. TV Households And Population Age Profile

Where Do We Watch TV?

TV Viewing By Location And Age

TV Platforms' Exclusive Reach

U.S. TV Home Adults Who Use Linear TV And/Or Streaming Per Month: 2015-23

How TV Builds Its Reach

How Combinations Of TV Networks And Stations Develop All Daypart Adult Reach

Adult 4-Week Reach Estimates For Broadcast Network Primetime Buys

Solitary Vs. Accompanied Viewing

Solitary Viewing Trends For Persons Aged 2+: Early-1950s To 2023

Proportion Of TV Viewers Aged 2+ Watching By Themselves By Daypart: Early-1950s To 2023

## II. The Business Of Television

TV Ad Revenues

Gross TV Ad Spend By Platform: 2014-23

Trends In National TV Gross Ad Revenues By Sector: 1980-2023

Local Market Gross TV Ad Revenues: 2004-23

The 2023-24 Primetime Upfront: Not Great, But Not So Bad, Either

Adult Viewer CPM Trends For National TV Upfront Primetime Buys: 2008-09 To 2023-24 Seasons

National TV Upfront Primetime Ad Dollar Sales By Network: 1990-91 To 2023-24 Seasons

TV Incomes, Costs & Profits

Early Trends In TV Revenues & Profits

Incomes, Costs And Gross Profits Of Linear TV Business Segments

Linear TV Profit Margins Shrink

Incomes And Profits Of Linear TV Sectors

How The TV Networks Can Score More Ad Dollars

How Ad-Supported TV GRPs And Ad Spend Will Flow To Streaming

Adult Daily TV Viewing Time And Share Of Ad GRPs By Platform: 2010-27

What Does "Alternative Currencies" Really Mean?

Let's Slow Down With FASTs

Refined TV Targeting: When Will TV Adverisers Change Their Ways?

# **III. TV Program Appeals**

How TV Viewers & Showtype Appeals Have Changed Through The Years

Average TV Home Adult's Weekly Time Spent By Program Genre

Average TV Home Adult's Weekly Consumption Of Program Genres By Age

Median Age Comparisons

Median Age Of Average Primetime ABC/CBS/NBC Telecast Viewers: 1960-2023

Median Age Of Average Telecast Daytime And Fringe Evening Viewers By Program Source & Genre

Median Age Of Adult Linear TV Sports Audiences: 1995-2023

A Quick Take On Sports Fans

Demographic Profile Of Average Telecast Adult TV Sports Viewers

Adults Who Follow Sports

#### IV. Viewer Involvement

Viewer Involvement And Attentiveness

Findings Of 30 Primetime Viewer Attentiveness Studies: 1955-2016

Summary Of Eight Observational Studies Of TV Commercial Viewing: 1961-2023

Who Watches A Typical TV Commercial?

Average TV Commercial Attentiveness Levels For 30-Second Units

Average TV Commercial Attentiveness Levels For 15-Second Units

CTV Ad Attentiveness Update Offers New Insights

Average Commercial Attention For CTV By Selected Variables

Average Commercial Attentiveness For Streaming Services

Average Ctv Commercial Attentiveness By Program Genre

How Attentiveness Varies By Frequency Level

Viewer Attentiveness By Frequency Level

TVision On TV Ad Attentivenss By Age, Daypart And Co-Viewing

Average Commercial Attentiveness Levels By Age

How Does Reach Relate To Ad Awareness?

How An Ad Campaign Develops Reach And Awareness

Variations In Ad Attentiveness By Program Type

Estimated Average Commercial Exposure Factors By Daypart/Network Type/Program Genres

TV Ad Attentiveness For Sports And News

How Commercial Length Affects Ad Impact On Linear TV

The Impact Of National Broadcast TV And Cable Commercials By Ad Length

Shedding Some Light On Co-Viewing

Average Viewer-Per-Set Rates And Co-Viewing Compositions For TV: 1950s-2023

Are We Seeing Fewer TV Commercials Than Before?

How An Average TV Home Adult's Daily Dosage Of TV Commercials Has Changed: 1960s-2024

The Realities Of Attentiveness

How TV Ads Function Over Time

How Unaided Last Brand Recall Declined By Length Of Time After Exposure In Five Studies Increase In Share Of Sales For 19 Brands By Number Of Days Since First TV Exposure

# V. Cross-Platform Comparisons

**Setting The Stage** 

Comparing The Media: The Basics

Daily Per Capita Hours Of Media Usage For The U.S. Adult Population: 1945-2023

Average Adult's Daily Media Consumption Rates By Age And H.H. Income

Average Adult's Hourly TV Consumption Per Day By Location Of Exposure: 1945-2022

Average Adult Reach Levels For Each Medium By Various Time Frames

Adult Monthly Reach Levels For Ad Schedules In Five Media At Same Spending Level

Reach Estimates Of Magazines And TV Buys Among Target Groups Divided Into Nine Demo Cells

Adult CPMs For Various Media

Estimated CPMs For Adults By Age And Household Income For TV:30s

Estimated CPMs For Adults By Age And Household Income For Radio, Digital, Print & OOH Media Why Quintiles?

Adult Media Usage By Heavy-Light User Quintiles

Ad Attention Levels Across Platforms

Opportunity To See And Actual Attention Paid To An Ad Message For Six Media

How Many Ad Messages Do We Really See?

Average Adult's Daily Consumption Of Ad-Supported TV And Commercials: 1955-2023

Average Adult's Daily Consumption Of Ad-Supported Media And Ads Seen, Heard, Read: 1955-2023

How Much Time Do We Spend With Ads?

Average Adult's Daily Time Spent With Ads In Ad-Supported Media

What Evidence Do We Have About Advertising Impact By Medium?

Average Sales Return Per Incremental Media Dollar Spent For Packaged Goods

Advertisers By Medium

Stas Indices For Ads On TV And Digital Platforms

Is TV's "Sight, Sound And Motion" Edge A Myth?