



Reality Fare Now Accounts For 12% Of All Viewing

Latest *TV Dimensions* report reveals shifts in U.S. viewing habits

Nutley, NJ, March 24, 2014 - An exclusive analysis of TV program genre viewing by Media Dynamics, Inc., in conjunction with the publication of its popular annual report on television, **TV Dimensions 2014**, reveals the dramatic rise of reality fare on the tube. "While such programs have always been with us," notes MDI president, Ed Papazian, "their low production cost relative to other forms of entertainment fare has caused a meteoric increase in the number of reality shows, particularly on cable."

Media Dynamics, Inc. estimates that there are over 400 reality shows currently available nationally and the definition of what is included in the genre covers just about everything imaginable. With so many of these programs running on cable channels, which repeat episodes constantly, the total viewing tonnage generated by the genre accounted for 12% of all set usage in 2013, according to Ed Papazian. In other words, a typical TV home spends roughly 7-8 hours a week tuned into such fare. A decade ago, the reality genre garnered a mere 4% of all set usage.

Movies, dramas and news are still tops, according to MDI, achieving 14%, 14% and 13% of all set usage, respectively. But reality, at 12%, is the genre that continues to grow while the other categories are either flat or in a slight decline.

A full trend analysis of TV viewing by genre is presented in **TV Dimensions 2014**, just released. For more information, contact Elizabeth Wakelin, VP, Marketing & Research, at ewakelin@mediadynamicsinc.com.

About TV Dimensions

TV Dimensions, the centerpiece of Media Dynamics, Inc.'s series of media research annuals, was launched in 1982 as a premier reference source for advertisers, agencies and the media. Focusing on the medium's function as an advertising vehicle, it covers all the key aspects, including audience demographic and consumption patterns, ad impact and engagement, ROI, reach and frequency and CPMs. For more information, visit <http://www.mediadynamicsinc.com/products/tvDimensions.cfm>.

About Media Dynamics, Inc.

Media Dynamics Inc. is a publishing & consulting company founded in 1982 by Ed Papazian, the former Media Research Director and Media Director of BBDO (1960-75) and co-creator/publisher of **Ad Forum** and **The Media Cost Guide**. MDI's **Dimensions** series has served as *the* reference source for data trending and insights on radio, magazines, TV and intermedia. For 28 years, the newsletter, **Media Matters**, has delved into territory often slighted by other publications and presented a voice of reason to a frenetic and often overloaded media industry. Media Dynamics' library includes several research annuals and numerous special reports and white papers that focus on targeted areas of the media, e.g. spot TV, cable, ad receptivity, CPMs and upfront cost estimates. Media Dynamics, Inc. has also spent more than 20 years consulting on various media issues, including agency/client interactions on the media function, the hiring of independent media buying services and the evaluation of agency/media buying performance. Past clients include a cross section of TV networks, cable services, magazines, TV & radio reps, advertisers, ad agencies, research companies and new media.



Copyright © 2014 Media Dynamics, Inc., All rights reserved.

Our mailing address is:

Media Dynamics, Inc.
Media Dynamics, Inc.
363 Centre Street
Nutley, New Jersey 07110

[Add us to your address book](#)

[unsubscribe from this list](#) [update subscription preferences](#)