

Forthcoming in **TV Dimensions 2019**

Advanced TV

A review of advanced TV's pros and cons with a realistic assessment of its current state and why it needs further refinement

Linear TV's Income & Profits

Our exclusive estimates of the total revenues (and profit margins) of the broadcast TV networks, cable networks and stations

New Ways To Watch TV

How OTT and SVOD are altering the viewing habits of the U.S. population, plus our latest estimates of SVOD penetration and viewing

How Viewing By Age Changed Over 20 Years

An exclusive analysis comparing the amount of time we spent watching TV/video content in 1998 compared to 2018, by platform

Does Anyone Watch TV Commercials?

Research tells us that the answer is yes, but it's complicated

Relative Recall Values Of TV Commercials By Length: 1960s To Now

Our exclusive estimates and analysis of how various commercial lengths compare in ad recall, and how this has changed over the decades

Ad Awareness: How Many GRPs Does It Take?

Our exclusive review of the topic and a formula for predicting ad awareness at various TV GRP levels

Updated for this edition:

- Upfront ad sales and CPM trends since 1990
- Profiling the changing demos of TV's heaviest viewers over the past 50 years
- How many branding ad dollars does each medium get?
- Which program genres people watch, by sex and age
- Trends in broadcast TV re-transmission fees
- How many channels do we watch?
- Out-of-home audiences by age & audience "lift" by program type
- Trends in commercial production costs
- Profiling non-TV homes
- TV reach tables
- TV program type audience profiles
- How much of TV's program content is watched, with trends since 1950
- Heavy/light viewer attentiveness to program and commercial content