

TV DIMENSIONS 2021 EDITORIAL OUTLINE

I. The State of Television

II. Basics

Penetration & Access Trends
TV Ad Revenue Trends
The 2020-21 Primetime Upfront
Upfront CPM Trend Comparisons By Daypart
Can The Upfront Buying Process Be Improved?
Broadcast TV's Retransmission Fees
Broadcast Network TV Program Production Costs
TV Commercial Production Costs
Linear TV's Incomes & Profits For 2020
Advanced TV

III. TV's Audience Dynamics

How TV Builds Its Reach
How Many Channels Do We Watch?
Solitary Vs. Accompanied Viewing
Out-of-home TV Audiences
Alternative Ways To View TV Content
TV Program Services & Usage: 1950-2020
How Much Of TV's Content Do We Watch?
Who Are The Streamers?
What Sources Of Content Do Streamers Watch?
What Does The Future Hold For Streaming?
How Many Adults Would Welcome AVOD Services?

IV. Program Appeals

What Kinds Of Programs Do We Watch?
The Genre Factor In TV Program Appeals
America's Changing Tastes In Primetime Hit Shows
Profiling The Audiences Of Linear TV's Major Program Types
Median Age Analysis Of TV Program Genre Viewers
The State Of TV News Viewing in 2020

V. TV Audience Measurement

Tuning Or Viewing: Each Paints A Different Picture
The Ideal TV Rating Service: Dream Vs. Reality
Local TV Impressions Or GRPs: Which Is The Right Measurement

VI. Program Engagement & Ad Impact

The Evolution Of Attentiveness Measures
Viewer Attentiveness By Program Genre
How TV Branding Campaigns Are Developed
TV Commercial Exposure & Avoidance
The Multitasking Conundrum
Commercial Exposure Variables
Changing Commercial Lengths
Relative Recall Values Of TV Commercials By Length
How TV Ads Function Over Time
Can Frequency Really Be Capped?
Developing TV Ad Awareness