

## **TOTAL TV DIMENSIONS 2026**

### **I. The New Basics**

#### How We Get Our TV Content

How Adults Access TV And Daily Time Spent Viewing: 1960-2025

How Adults Get Their TV By Generational Group

Adult Needs For Cable/Satellite Distribution: 2011-25

#### The Digital Add-on To TV Set Viewing

How U.S. Adults Allocated Their Daily TV/Video Time By Platform

Digital Device Add-on To TV Set Usage Time By Age

#### The Rise Of OTA

U.S. TV Homes With OTA Capability By Select Characteristics

#### How Concentrated Is Streaming Usage?

Frequency Of Usage Of Four Streaming Services By Adult Subscribers

Frequency Of Netflix Usage By Age Group

#### TV's Exclusive And Duplicated Reach By Platform

Exclusive And Duplicated Adult Reach Of TV Platforms By Time Frame

Monthly Reach And Duplication For Ad-Supported TV By Age

#### Linear TV And Streaming: Does One Balance The Other?

Average Minute Audience Profile Of Ad-supported TV Platforms By Age

#### The Aging TV Population

U.S. TV Households And Population Age Profiles: 1974-75 to 2024-25 Seasons

#### Changes In Viewing By Age

Daily Hours Of Ad-supported Viewing By Age: 2015 Vs. 2024-25

#### The Changing Profile Of TV's Heaviest Viewers

Composition Of TV's Heaviest Viewers By Age And H.H. Income: 1950-2025

#### Solitary Vs. Accompanied Viewing

Solitary Viewing Trends For Persons Aged 2+: Early-1950s to 2025

Proportion Of TV Viewers Aged 2+ Watching By Themselves By Daypart: Early-1950s to 2025

#### Where Do We Watch TV?

Where In Home Viewing Took Place By Age

### **II. TV Showtype Appeals**

#### Which TV Genres Do We Watch Most?

Program Genre Share Of Viewing By Age Groups

#### Why Did Primetime Lose Its Young Viewers?

Median Age Of Primetime Viewers: 1980-2025

#### Median Age Comparisons

Median Age Of Average Minute Primetime ABC/CBS/NBC Telecast Viewers: 1960-2025

Median Age Of Average Telecast Linear TV Daytime And Fringe Evening Viewers

By Program Source & Genre

Median Age Of Adult Linear TV Sports Audiences: 1995-2025

### **III. The Business Of Television**

## Trending TV Ad Revenues

National TV Ad Revenues By Platform: 1980-2025

Local TV Station And Cable Ad Revenues: 1980-2025

## Where "TV" Gets Its Revenues

TV Platform Revenue Sources

## The Broadcast Networks' Take On Audience Attainment

TV Viewing And Ad GRPs By TV Platform

## Branding Vs. "Other" Advertising

U.S. Ad Spending By Media Platform And Purpose

Mostly Branding And Sales Promotion Ad Spend By Media Type

## The 2025-26 Primetime Upfront: The Shift Continues

Primetime Upfront Ad Spend And Adult CPMs: 2024-25 Vs. 2025-26 Seasons

Adult Viewer CPM Trends For National TV Upfront Primetime Buys: 2008-09 To 2025-26 Seasons

National TV Upfront Primetime Ad Dollar Sales: 1990-91 To 2025-26 Seasons

## **IV. Viewer Involvement**

### Viewer Involvement And Attentiveness

Findings Of Evening Program Viewer Attentiveness Studies: 1955-2016

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

### How TV Has Changed As An Ad Messenger

How The Average TV Commercial's Ad Exposure And Impact Changed Over Time: 1955-2025

### TV Commercial Dwell Time

Amount Of TV Commercial Content Seen Per Viewer

### We Are Spending Less Time Than Ever With TV Commercials

Average Daily Time Devoted To Ad-supported TV And Commercials: 1955-2025

### How Attentive Are We To TV Programs Vs. Commercials?

Average Adult's Daily Time Spent With Ad-supported Or Ad-free TV

Average Adult's Daily Eyes-on-screen Time With TV Content

### Ad Clutter By TV Platform And Its Negative Effects

Adult Viewing Of Ads By Ad-supported Platform

### How TV Commercials Work

### Some Interesting Insights About TV Viewing

### TV Attentiveness: A New Perspective

Average Minutes Of Visually Attentive TV Time Per Day By Adults

Average Minutes Of Visually Attentive TV Time Per Day By Age

## **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: 1945-2025

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

Average Adult's Hourly TV Consumption Per Day By Location Of Exposure: 1945-2025

Adult CPMs for Various Media By Age

Adult 18+, 18-34 And 55+ Reach Levels By Medium And Time Frame

## Media Consumption: The Out-of-home Equation

Average Adult's Daily Time Spent With Media In-home Vs. Out-of-home: 1945-2025

### Why Quintiles As A Metric?

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: 1955-2025

Average Adult's Daily Consumption Of Ad-Supported Media And Ads Seen, Heard, Read: 1955-2025

### How Much Time Do We Spend With Ads?

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

### Ad Spend Vs. Ad Attention: Which Is More Important?

Ad Spend And Ad Viewing By Platform Type

Linear TV's Share Of Ad Spend And Ad Attentive Time

### 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?