



The 2015-16 Primetime Upfront: Another Downer For The Broadcast Networks
Two September reports from Media Dynamics Inc. examine the current state of TV CPMs.

Nutley, NJ, September 9, 2015 - Media Dynamics, Inc. has just released its final estimates for TV's primetime 2015-16 upfront. As shown in Table I, the five broadcast TV networks took in \$8.36 billion in ad sales—down 3.7% from last year's total of almost \$8.7 billion.

"The broadcast networks have now lost ad revenues for three consecutive upfronts, which is something we haven't seen before," commented Media Dynamics, Inc. President, Ed Papazian, "and they are down a sobering 11% since the 2012-13 season."

Cable's upfront ad sales have also softened, but the broadcast networks are bearing the brunt of advertiser defections, which is not surprising, considering the networks' much higher CPMs. According to Media Dynamics, Inc., the average broadcast network 30-second CPM for adults was \$24.40, compared to only \$13.34 for cable.

Generally, however, advertisers seem willing to pay more per viewer, despite spending less overall. As shown in Table II, the broadcast networks have increased their CPMs by 61% over the past 10 years and cable's increases have been slightly higher, at 66%.

Media Dynamics, Inc. will release two upfront reports this month. The first, [National TV ACES 2015-16 Upfront Report](#), will be released Monday September 14th. It presents MDI's proprietary CPM and CPP projections for all three forms of national TV—broadcast networks, syndication and cable—by daypart and demographics on a monthly, quarterly and annual basis. [TV Upfront Report 2015-16: How It Works & Where It's Headed](#) will follow on Friday, September 25th. It provides estimated ad sales and CPM trends for each of the broadcast TV networks from the 1990-91 season to the present, along with a detailed analysis of how the upfront operates and how advertisers can get better value from their upfront dollars.

Table I

**Primetime TV Upfront Spending
2006-07 to 2015-16**
(In \$ Millions)

Season	Nets.	B'cast. TV		Total
		Cable		
2006-07	9,140	7,070		16,210
2007-08	9,280	7,250		16,550
2008-09	9,160	7,600		16,760
2009-10	7,745	6,920		14,665
2010-11	8,630	7,950		16,580
2011-12	9,220	8,690		17,910
2012-13	9,390	9,275		18,665
2013-14	9,085	10,110		19,185
2014-15	8,680	9,675		18,355
2015-16	8,360	9,450		17,810

Source: Media Dynamics, Inc. **TV Upfront Report 2015-16:
How It Works & Where It's Headed.**

Table II

Primetime TV Upfront CPMs For Adults 18+

	B'cast. TV	
	Nets.	Cable
2006-07	\$15.18	\$8.02
2007-08	16.39	8.49
2008-09	16.80	9.17
2009-10	16.09	8.74
2010-11	17.52	9.60
2011-12	19.48	10.61
2012-13	20.96	11.31
2013-14	22.32	12.09
2014-15	23.46	12.77
2015-16	24.40	13.34

% Change—

2006-07 to 2015-16 +61% +66%

Source: Media Dynamics, Inc. **National TV ACES
2015-16 Upfront Report.**

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



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