**Here is a Sample of 2018 TV Alert Titles**

*Released Weekly*

* New Data on the Demographics of Viewer Attentiveness
* Do CPMs Track with Spending in TV’s Upfront
* Linear TV Attracts a New Breed of Heavy Viewer
* Is TV Losing Its Audience? What the Trends Really Tell Us
* New Data on Heavy Vs. Light Viewer Program Attentiveness
* The Increase in TV Ad Clutter: It’s Not the Amount of Time, But the Number of Ad
* Messages That Hurts Most
* Advancing “Advanced TV”: We Have a Plan
* What if Each Brand Bought Its Own National TV Time?
* Are Broadcasters on the Brink of Financial Disaster Due to Lost Viewers?
* New Data on TV’s “Absentee Viewers” from TVision Insights
* An Updated Look At SVOD/OTT Penetration & Usage: 2010-18
* Upfront Rumblings
* Exploring the Differences in TV vs. Digital Usage (TVD/ID)
* Do We Grab our Smartphones Whenever a Commercial Break Airs?
* How to Cope with The High Cost of Maximizing TV Reach
* Where is TV’s Quest to Monetize Viewers Heading?