



**Media Dynamics, Inc. Announces Upcoming Release Of New TV Reach Curves
MDI's reassessment of TV reach levels results in a downward adjustment to
accurately reflect the impact of fragmentation and changing buying metrics.**

Nutley, NJ, October 21, 2015 - Recognizing a need for new national TV reach tables for media planners, Media Dynamics, Inc. will release a new report, **TV Reach Finder 2015**, which features 24 reach tables covering five standard dayparts (over 200 pages in total). Although MDI has previously reported on reach attainment in its annuals, **TV Dimensions** and **Intermedia Dimensions**, this report reflects the lessened reach attainment of TV as it exists currently.

In addition to rating fragmentation, which has a major effect on reach capabilities, two crucial elements are also at play. One is the fact that TV's national GRP metric was changed from all content to commercial content a number of years ago. As Media Dynamics, Inc. President, Ed Papazian notes, "Let's face it: people watch TV for the programs, not the ads, and a certain segment of the population goes out of its way to avoid commercials." The second major factor that affected the reach curves reported on in **TV Reach Finder 2015** concerns how TV time is currently bought. With so many more channels to evaluate, buyers tend to concentrate their negotiations among fewer sellers, rather than evaluating many options. This results in somewhat lower reach attainment than media planners using standard reach tables may anticipate.

Putting it into perspective, Media Dynamics, Inc.'s new estimates show that a 500 GRP adult broadcast network TV buy in the late-1970s probably would have attained a four week reach of 94%, but by the late-1990s, this had declined to about 81%, and today, it's down to just under 70%.

Papazian adds, "To my knowledge, this is the first time that reach tables have been adjusted to reflect the way time is actually being bought."

TV Reach Finder 2015 covers key dayparts—early AM, daytime, early fringe, primetime and late fringe, with separate tables for adults, men and women by age (18+; 18-34; 18-49; 25-54; and 55+) and by upper income (households earning \$150K+). Also included are an early plus late fringe combination and a formula for estimating the reach levels for various combinations of dayparts. **More detailed information, including pricing and explanatory tables, is available on MDI's [website](#).**

TV Reach Finder 2015 is scheduled for release on November 2nd.

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 includes several research annuals and numerous special reports and white papers that focus on targeted areas of the media, e.g. spot TV, cable, ad receptivity, CPMs and upfront cost estimates. Media Dynamics, Inc. has also spent more than 20 years consulting on various media issues, including agency/client interactions on the media function, the hiring of independent media buying services and the evaluation of agency/media buying performance. Past clients include a cross section of TV networks, cable services, magazines, TV & radio reps, advertisers, ad agencies, research companies and new media.

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