



2014-15 PRIMETIME UPFRONT CLOSING 6% OFF IN DOLLAR VOLUME

MDI's topline estimates released in advance of August 1st publication of full ACES upfront report

Nutley, NJ, July 21, 2014 - With most of the cable upfront primetime buys completed for the 2014-15 season, Media Dynamics, Inc. estimates that the combined primetime ad dollar commitment for both the broadcast networks and cable channels will be \$18.1 billion, which is about 6.2% lower than the 2013-14 tally of \$19.3 billion. The table below trends primetime upfront dollar sales for the 2005-06 through 2014-15 seasons. It should be noted that cancellations that occurred during these seasons are not reflected in the figures.

"The broadcast networks took the biggest hit," notes Media Dynamics, Inc. President, Ed Papazian, "on average, their buys were down by 7.7%, while cable was off by 4.7% in dollar volume."

As for CPMs, the fact that roughly 20-25% of the buys were made on C7 metrics raises comparability issues with previous seasons, where C3 metrics were used exclusively. Media Dynamics, Inc. upcoming **ACES 2014-15 Upfront Report**, which will be released August 1st, finds an average primetime CPM gain of 5.1% for the broadcast networks. Although the report does not break out CPMs for each network, Ed Papazian observes that NBC scored the largest increases (almost 8%) and Fox the lowest (roughly 3%). As for cable, when the results from all pricing tiers are weighted together, it's CPM increases were only slightly better than broadcast.

Some may ask why dollars are down while CPMs are up. According to Papazian, the answer is simple: rating erosion continues to outpace CPM gains.

While upfront primetime dollar commitments are off significantly for the 2014-15 season, it should be remembered that the broadcast networks and cable channels may recoup some or all of these losses if they can sell the GRPs they withheld at higher CPMs in the scatter market.

TREND IN PRIMETIME UPFRONT AD DOLLARS
2005-06 to 2014-15

	Broadcast Networks	Cable	Total
In \$ Billions			
2005-06	9.140	6.500	15.640
2006-07	9.020	7.070	16.090
2007-08	9.205	7.250	16.455
2008-09	9.250	7.600	16.805
2009-10	7.925	6.920	14.845
2010-11	8.630	7.950	16.580
2011-12	9.220	8.690	17.910
2012-13	9.510	9.275	18.785
2013-14	9.150	10.160	19.310
2014-15	8.450	9.675	18.125

Source: Media Dynamics, Inc.

About National TV ACES 2014-15

[The National TV ACES 2014-15 Upfront Report](#) provides newly updated estimates of cost-per-thousand (CPMs) and cost-per-rating points (CPPs) for the 2014-2015 upfront. It presents our 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. Since reports of this nature require considerable explanation and interpretation, we invite interested parties to review the [prospectus](#).

Scheduled release date: August 1, 2014.

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.



Copyright © 2014 Media Dynamics, Inc., All rights reserved.

Our mailing address is:

Media Dynamics, Inc.

363 Centre Street

Nutley, NJ 07110

973-542-8188

[unsubscribe from this list](#) [update subscription preferences](#)