



**CHAPTER BY CHAPTER, TOTAL TV DIMENSIONS 2026  
ANSWERS KEY QUESTIONS ON THE STATE OF "TELEVISION" TODAY:**

**THE NEW BASICS**

How is TV content accessed?

What are the sources of program content?

How much time is spent watching, and through which platforms?

How are TV's demographics changing and how do they vary by platform?

How do TV platforms build reach, and how much is duplicated versus exclusive?

**TV SHOWTYPE APPEALS**

How do we divide our TV viewing time by program genre?

How is streaming different from linear TV in this regard?

What are the main demographic drivers for program type viewing?

How much has the TV audience aged for each program type--including sports--over the years?

How many people are super sports fans? Who are they?

How much TV content is actually viewed?

**THE BUSINESS OF TELEVISION**

Ever wonder about how TV makes its profits and its history in this regard?

What are annual upfront trends over the past four decades?

How might TV ad dollars flow from linear to CTV over the next few years?

What's an objective prognosis for FASTs?

What's the story about those "alternative currencies" being developed for TV?

Is there anything that the linear TV salespeople could do to generate more ad revenues?

### **VIEWER INVOLVEMENT**

How did attentiveness measures get started and how does it impact measurement today?

How does attentiveness vary by commercial length, platform type, show type and demographics?

What are the effects of co-viewing and frequency of exposure?

How do ad campaigns really work over time?

How long does the impact of an ad exposure last?

How much time do consumers spend with ads and how many are they really exposed to?

### **CROSS-PLATFORM COMPARISONS**

How do TV platforms compare with other media in generating audiences, ad impact and attentiveness?

How do the various media compare in audience time spent and reach?

How does the concentration of frequency among heavy user quintiles vary by platform?

What are typical CPMs across platforms?

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**Total TV Dimensions** covers all aspects of TV's performance that's of interest to advertisers, ad agencies and TV time sellers. In addition to the basics like growth in penetration, rise of alternative forms of TV, time spent, reach and frequency patterns, CPMs, etc., it covers audience engagement, viewer attentiveness, cross platform comparisons, evidence of ad impact, and many other subjects that subscribers will want to know more about.

**Review the editorial outline [here](#).**