



INTRODUCING TV AD CUME

Media Dynamics, Inc.'s new interactive reach & frequency tool
addresses the crucial question of ad attentiveness

Nutley, NJ, October 6, 2024 - Media Dynamics, Inc. is proud to announce the launch of the **TV AD Cume** program, which allows users to realistically estimate the monthly reach and average frequency of various types of TV ad schedules. The results are reported in two ways. The first is an unadjusted finding based on the audience surveys that substantially overstate the actual ad reach and, in particular, the frequency that a brand's commercials are likely to attain. **The second—and key—finding takes the unadjusted audience results and applies our proprietary ad attentiveness factors to show what percentage of the target group is likely to actually see the brand's commercials one or more times and, on average, how often this will happen.**

Per Ed Papazian, President of Media Dynamics, Inc., "TV AD Cume addresses the crucial issue of ad attentiveness when it comes to reach and frequency calculations. It's designed to give our clients a more realistic perspective on their media investments."

The **TV AD Cume** program allows the user to select any one of 18 age/sex demos per run. Unadjusted GRPs can be stated for various linear TV dayparts for broadcast TV networks, national syndication and cable buys. In addition, we have developed two options for CTV: widely dispersed and less dispersed buys.

TV AD Cume presents MDI's estimates of the monthly reach ceilings for each type of TV: broadcast network, national syndication, cable and streaming by daypart and demo. In addition, we have revised the reach build curves for each media option to reflect the current and near-term realities and created adjustment factors which, in concert with random duplication assumptions, create a more realistic estimate of reach duplication across various TV types. Last but most importantly, MDI has developed proprietary ad attentiveness factors for :15s and :30s averaged together, which allows the program to produce more realistic ad reach and frequency findings for each media mix.

The following table shows a sample run from **TV AD Cume**. Note the significant reach CTV adds to the results; this was a recurring finding across many runs.

TV AD Cume Sample Run for Adults 18-49: 200 GRPs each for Broadcast, Cable & Widely-Dispersed CTV

Results for: Adults 18-49				Total GRPs: 600.0		
Media Type	Unadjusted (Program)			Adjusted (Ad Audience)		
	GRPs	Reach %	Freq	GRPs	Reach %	Freq
Broadcast	200.0	41.3%	4.84	94.0	30.3%	3.10
Syndication	0.0	0.0%	0.00	0.0	0.0%	0.00
Cable	200.0	33.7%	5.93	86.0	25.2%	3.41
Linear Total	400.0	56.2%	7.12	180.0	44.0%	4.09
CTV	200.0	41.3%	4.84	88.0	29.1%	3.02
TOTAL TV	600.0	70.6%	8.50	268.0	57.3%	4.68

Demographic: ADULTS18 49
Total Segments: 3
Final Reach: 57.3% (Adjusted)

TV AD Cume, housed on MDI's website, is included in a one-year, all access subscription to [MDI Direct](#), but can also be purchased as a stand-alone product. More information can be found [here](#).

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. Media Dynamics' library includes several research annuals and numerous special reports and white papers that focus on targeted areas of the media, including spot TV, cable, ad receptivity, CPMs and upfront cost estimates. Media Dynamics, Inc. has also spent more than 30 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.