



A NEW LOOK AT TV'S EVER-CHANGING CPMs

Media Dynamics, Inc. releases new trending estimates in conjunction with its 2026-27 CPMTrack report

Nutley, NJ, August 18, 2026 - Media Dynamics, Inc. is proud to announce the release of a new report, [TV/Video CPMTrack](#), which tracks national TV CPMs for broadcast TV since the 1960s, cable and syndication since the mid-1980s and, more recently, digital video (YouTube/social media) and streaming. According to Ed Papazian, MDI's founder and president, "The findings are striking, especially when we compared the various TV/video platforms for 15-second commercials for adults aged 18-49—the most used audience guarantee metric—to all adults, including those over 50."

The following table covers the period from 2020-21 to 2026-27 and shows that the broadcast TV networks' primetime upfront CPMs for adults 18+ rose from \$18.85 to \$20.60—a 9% increase—while cable saw a 10% drop, going from \$9.95 to \$8.93. Meanwhile digital video on social media and YouTube exceeded the broadcast TV networks' performance, going from \$13.25 to \$15.99 (up 21%) but streaming saw its initial very high CPM demands drastically reduced by buyer resistance with a 56% decline (\$29.02 to \$12.84).

As Papazian notes, "The contrast between the adult 18+ CPMs and those for adults aged 18-49 reveals the extent of the huge audience losses that linear TV has suffered in the past six years." As shown in the accompanying table, the broadcast TV networks' primetime adult 18-49 CPMs rose by a staggering 58% over this period while cable saw a 45% increase. In the same time period, digital video was up 42% and streaming, having bowed to buyers' pressure, was down 54%.

[TV/Video CPMTrack](#) is now available through an all-access subscription to [MDI Direct](#), or can be purchased as a stand-alone report for \$550. A \$75 discount is currently available on orders through Labor Day. Visit Media Dynamics, Inc.'s [website](#) for more information.

15-SECOND UPFRONT CPMS FOR ADULTS AGED 18+ AND 18-49 BY PLATFORM
2020-21 vs. 2026-27

	2020-21	2026-27	% CHANGE
ADULTS 18+			
Broadcast TV Nets. Prime	\$18.85	\$20.60	+9
Cable Prime	\$9.95	\$8.93	-10
Streaming	\$29.02	\$12.84	-56
Digital Video	\$13.25	\$15.99	+21
ADULTS 18-49			
Broadcast TV Nets. Prime	\$72.50	\$114.43	+58
Cable Prime	\$29.42	\$42.50	+45
Streaming	\$47.26	\$21.76	-54
Digital Video	\$19.49	\$27.57	+42

Source: Media Dynamics, Inc.

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.