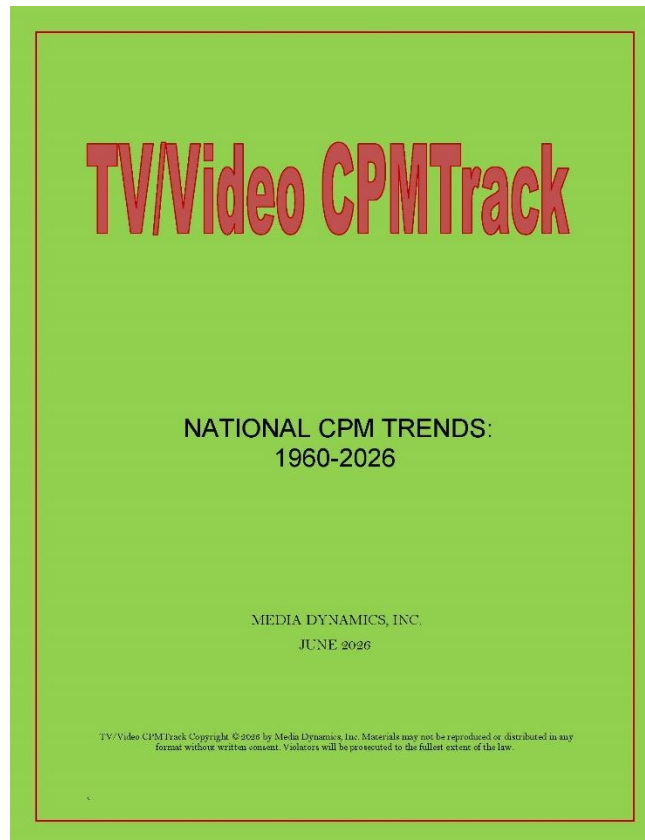


ANNOUNCING



TV/VIDEO CPMTRACK: NATIONAL TV CPM TRENDS: 1960-2026

TV/Video CPMTrack replaces our long standing report, **CPM Track**, and is focused exclusively on TV and video advertising. **TV/Video CPM Track** provides long term trending of adult CPMs for broadcast TV networks, syndication and cable by daypart, as well as streaming. Added to this mix are comparisons with digital video—YouTube combined with social media—for adult and adult 18-49 CPMs. These reveal significant differences when compared to similar findings for linear TV and streaming that are important for advertisers to note.