

TV DIMENSIONS 2020 EDITORIAL OUTLINE

I. The State of TV: 2019-20

II. TV Basics

Penetration & Access Trends

Cord Cutting Continues

TV Ad Revenue Trends

2019 Branding Campaign Spending By Medium

Advertisers Spend More To Reach Viewers In Sports/News Programming

Assessing The 2019-20 Upfront

Upfront CPM Comparisons By Daypart

A Proposal To Change TV's Upfront For The Better

Linear TV's Incomes & Profits For 2019

Broadcast TV Station Retransmission Income

Advanced TV

Broadcast Network Primetime Production Costs

Trends In National Advertiser TV Use By Commercial Length

TV Commercial Production Costs

The Rising TV Clutter Problem & A Possible Solution

III. TV'S AUDIENCE

How Many Channels Do We Watch?

How TV Builds Its Reach

Out-Of-Home Audiences

Where Do Out-Of-Home Sports Viewers See Their Favorite Teams?

Solitary Viewing On The Rise

Which TV Genres Benefit Most From Delayed Viewing?

The March Of Time: Aging & Its Impact On TV Consumption

Heavy Viewers Now & Then

IV. NEW WAYS TO WATCH TV

How We Spend Our TV Time

How Fast Is TV Losing Its Audience?

TV's Imbalance Of Content Access & Usage

How People Get Their TV Matters

Profiling TV's Connected Audience By Age & Time Of Day

Non-Linear TV Content Streaming May Not Be As Extensive As Believed

Netflix Subscribers Gravitate Mainly To Non-Netflix Originals

What Happens If Netflix Sells Ads?

V. TV PROGRAM APPEALS

The Evolution Of TV Program Sources & Their Usage Over Time

How Much Of TV's Content Do We Watch?

America's Changing Tastes In Primetime Hit Shows
What Kinds Of Shows Do We Watch?
Profiling The Audiences Of TV's Major Program Types
Median Age Of TV Program Genre Viewers

VI. VIEWER ENGAGEMENT & ADVERTISING IMPACT

Defining Viewer Engagement
Does Anyone Watch TV Commercials?
How TV Ad Campaigns Work Over Time
How The Impact Of Branding Is Measured
How Long Does The Impact Of A Single Commercial Exposure Last?
TV Ad Campaign Wearout
Relative Values Of Commercials By Length From The 1960s To Now
TVision's TV Commercial Variables
New Findings On TV Ad Reach By Commercial Length
Our Take On Commercial Effectiveness By Length Of Ad
TV Campaign Awareness: How Many GRPs Does It Take?

VII. MEDIA PLANNING IMPLICATIONS