

## 2018 TV Alert Titles

*(Released Bi-weekly to TV Dimensions subscribers)*

New Data on the Demographics of Viewer Attentiveness  
Do CPMs Track with Spending in TV's Upfront  
Linear TV Attracts a New Breed of Heavy Viewer  
Is TV Losing Its Audience? What the Trends Really Tell Us  
New Data on Heavy Vs. Light Viewer Program Attentiveness to Program & Commercial Content  
The Increase in TV Ad Clutter: It's Not the Amount of Time, But the Number of Ad Messages That Hurts Most  
Advancing "Advanced TV": We Have a Plan  
Upfront Rumbblings  
Are Broadcasters on the Brink of Financial Disaster Due to Lost Viewers?  
New Data on TV's "Absentee Viewers" from TVision Insights  
Why Less Ad Clutter on National TV is a Good Deal for Everyone  
Not All TV Commercials Are Created Equal  
An Updated Look At SVOD/OTT Penetration & Usage: 2010-18  
What if Each Brand Bought Its Own National TV Time?  
Exploring the Differences in TV vs. Digital Usage (TVD/ID)  
How to Cope with The High Cost of Maximizing TV Reach  
What's Next for TV's Quest to Monetize Viewers?  
New Data on OTT Streaming Usage from comScore  
How Buying/Selling Costs Impact National TV Vs. Digital Video (TVD/ID)  
Do Women Sports Fans Translate to Women Sports Viewers?  
Attentiveness to Six-second Commercials Versus Longer Ones  
Our Latest Take on Linear TV's Incomes & Profits for 2018  
Breaking News: Many People Aren't Planning to Cut the Cord  
New Research on the Aided vs. Unaided Recall of Six-Second TV Commercials  
New Findings on Heavy Versus Light OTT Streaming  
Is TV Ad Clutter Really Declining?  
Who Are the Cord Cutters and Why Do They Do It?  
Relative Recall Values of TV Commercials by Length, from the 1960s to Now  
New Data on How Out-of-home Viewing Adds to Total Audience by Television Types  
How Much of TV's Content Do We Watch?  
Do We Grab our Smartphones Whenever a Commercial Break Airs?  
Broadcast TV's Lifesaver: Retransmission Fees  
Profiling Non-TV Homes  
How Does U.S. News Media Rate Compared to Other Countries?  
Is TV News Credibility in the Tank? We Think Not  
Is Commercial Clutter on TV in Decline or Not?  
How Our TV Video Consumption Changed Between 1998 and 2008  
OOH Sports Viewing Popular in the Summer