



National TV Ad Sales Rebound In 2016-17 Upfront

Media Dynamics, Inc. releases preliminary estimates
in advance of their annual ACES upfront report

Nutley, NJ, July 13, 2016 - Although complete returns are not yet in for some of the secondary sellers, preliminary findings by Media Dynamics, Inc. indicate that the broadcast networks and cable channels reversed two years of declining upfront spending on primetime TV, scoring a collective \$800 million increase, or 4.5% over the previous upfront. Although some of these deals involve bundled sales of late night plus primetime fare, such sales involve barely 1% of the total business written.

Media Dynamics, Inc. President, Ed Papazian, who has tracked the TV upfront for thirty years, commented, "What we are seeing is partly a reaction to the many issues plaguing digital media, which, until recently was seen as a potential alternative or supplement to linear TV."

Many advertisers, who had previously touted their desire to reduce their reliance on linear TV, seem to have slowed their shift to digital media, due to concerns like the effect of ad blockers on digital video's reach, limited quality content available for sponsorships, questions about commercial "visibility," and generally low usage levels. Whether this continues depends in large part on digital media's willingness to solve some of these more glaring problems, so the long term implications are unclear.

The 2016-17 upfront's sharply higher CPMs are particularly noteworthy, given that average commercial minute TV ratings continue to fragment, with more channels and SVOD options competing for viewers. On average, a typical primetime advertiser paid 10% more to reach a broadly targeted viewer; this figure was slightly higher for the broadcast networks, and slightly lower for cable. Media Dynamics, Inc. estimates an average primetime adult 18-49 CPM of \$47 for the broadcast networks in the 2016-17 upfront, compared to \$43 for the current season. Cable's figures are \$31 for 2016-17 versus \$29 for 2015-16.

The table below presents our estimates of primetime upfront ad spending for the last 10 seasons. Detailed CPM-CPPs for broadcast TV, cable and syndication by daypart, demo and time of year will be released July 21st in Media Dynamics, Inc.'s annual upfront report, [National TV ACES 2016-17](#).

Upfront Primetime National TV Ad Sales

2007-08 to 2016-17 Seasons

	B'cast. Nets.	Cable	Total	% Change Prev. Year
(\$ Millions)				
2007-08	9280	7250	16550	+2.0
2008-09	9160	7600	16760	+1.4
2009-10	7745	6920	14665	-12.5
2010-11	8630	7950	16580	+13.1
2011-12	9220	8690	17910	+8.0
2012-13	9390	9275	18665	+4.2
2013-14	9085	10110	19195	+2.8
2014-15	8680	9675	18355	-4.4
2015-16	8360	9450	17810	-3.0
2016-17	8750	9860	18610	+4.5

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. For 28 years, the newsletter, **Media Matters**, has delved into territory often slighted by other publications and presented a voice of reason to a frenetic and often overloaded media industry. Media Dynamics' library includes several research annuals and numerous special reports and white papers that focus on targeted areas of the media, e.g. spot TV, cable, ad receptivity, CPMs and upfront cost estimates. Media Dynamics, Inc. has also spent more than 20 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.