

**TABLE 1**  
**NATIONAL UPFRONT TV PRIMETIME SALES<sup>1</sup>**  
1990-91 to 2021-22 Seasons

<b>SEASON</b>	<b>B'CAST. NETS.</b>	<b>CABLE</b>	<b>TOTAL</b>	<b>CABLE SHARE</b>
1990-91	\$4,250	\$650	\$4,900	13%
1991-92	3,485	730	4,205	17
1992-93	3,725	875	4,600	19
1993-94	3,980	1,005	4,985	20
1994-95	4,615	1,200	5,815	21
1995-96	5,570	1,725	7,295	24
1996-97	6,010	2,100	8,110	26
1997-98	6,215	2,600	8,875	29
1998-99	6,310	3,145	9,455	33
1999-00	7,075	3,820	10,865	35
2000-01	7,890	4,700	12,590	37
2001-02	6,950	4,250	11,200	38
2002-03	8,100	4,475	12,575	36
2003-04	9,250	5,310	14,560	37
2004-05	9,260	6,100	15,360	40
2005-06	9,295	6,500	15,705	41
2006-07	9,140	7,070	16,210	44
2007-08	9,280	7,250	16,550	44
2008-09	9,160	7,600	16,760	45
2009-10	7,745	6,920	14,665	47
2010-11	8,630	7,950	16,580	48
2011-12	9,220	8,690	17,910	49
2012-13	9,390	9,275	18,665	50
2013-14	9,085	10,110	19,185	53
2014-15	8,680	9,675	18,355	53
2015-16	8,360	9,450	17,810	53
2016-17	8,750	9,875	18,625	53
2017-18	9,105	10,625	19,730	54
2018-19	9,630	11,125	20,755	54
2019-20	10,180	11,690	21,870	53
2020-21	8,710	9,920	18,630	53
2021-22	9,310	9,725	19,035	51

<sup>1</sup>In \$ millions; gross ad sales.

Source: Media Dynamics, Inc.

**TABLE 2**  
**SHARE OF ADULT VIEWING BY PROGRAM SOURCE**  
**Early-1950s-2021**

<b>Content Source</b>	<b>Early- 1950s</b>	<b>Early- 1960s</b>	<b>Early- 1970s</b>	<b>Early- 1980s</b>	<b>Early- 1990s</b>	<b>Early- 2000s</b>	<b>2021</b>
Broadcast TV Networks	64%	58%	55%	49%	37%	23%	12%
Commercial TV Stations <sup>1</sup>	36	40	41	41	36	26	14
Cable	—	—	1	7	23	45	37
VCR/Blu-ray	—	—	—	1	2	3	2
SVOD/OTT	—	—	—	—	—	1	29
PBS Stations	—	2	2	2	2	2	1
Other	—	—	—	—	—	—	5
<i>Avg. Daily Hours of Viewing</i>	<i>3.3</i>	<i>3.5</i>	<i>3.7</i>	<i>3.9</i>	<i>4.2</i>	<i>4.8</i>	<i>5.2</i>
<i>Avg. No. of Channels Per TV Home<sup>2</sup></i>	<i>3</i>	<i>6</i>	<i>8</i>	<i>11</i>	<i>32</i>	<i>74</i>	<i>174</i>

<sup>1</sup>Includes nationally syndicated shows.

<sup>2</sup>Includes paid streaming services.

Source: Media Dynamics, Inc.

**TABLE 3**  
**AVERAGE WEEKLY TIME SPENT WITH TV BY ADULTS IN TV HOMES**  
**1950s-2022**

	% with Streaming	<u>Weekly Time Viewing (Hrs.)</u>			Streaming Share
		Linear TV	Streaming	Total	
Early-1950s	—	26	—	26	—
Early-1960s	—	24	—	24	—
Early-1970s	—	25	—	25	—
Early-1980s	—	27	—	27	—
Early-1990s	—	28	—	28	—
Early-2000s	5%	33	—	33	—
2010	20	34	<1	34	1%
2011	24	34	<1	34	1
2012	29	34	<1	34	2
2013	36	33	1	34	3
2014	40	32	2	34	4
2015	50	32	2	34	5
2016	57	30	4	35	9
2017	62	28	4	34	12
2018	65	26	5	33	15
2019	71	25	6	31	18
2020	74	27	8	35	22
2021	81	26	9	35	27
2022	85	24	10	34	29

*Source: Media Dynamics, Inc.*