MYERSBIZNET

MyersBizNet 2015/2016 Upfront Cost-Per-Thousand Inflation and Volume

MyersBizNet 2015-16 Upfront Volume		
UPFRONT SPENDING VOLUME:	2014-15	**2015-16**
Broadcast Legacy Revenue Volume:	-7.9%	**-8.4%**
Broadcast Digital Video Revenue Volume	24.0%	**27.5%**
Cable Legacy Revenue Volume	-4.8%	**-10.0%**
Cable Digital Revenue Volume	16.0%	**15.0%**
Syndication		**-10.0%**

MyersBizNet 2015-16 Upfront CPM Inflation/Deflation		
BROADCAST NETWORKS	2014-15	**2015-16**
Primetime		
Primetime Average	5.0%	**3.5%**
ABC	4.5%	**4.9%**
CBS	5.0%	**3.7%**
NBC	7.8%	**4.6%**
Fox	2.5%	**-1.0%**
The CW	3.5%	**3.9%**
Univision/Telemundo	4.5%	**3.0%**
Daytime	*1.8%*	**2.1%**
Early Morning		
Early AM Average	*3.2%*	**3.1%**
ABC	2.2%	**3.8%**
CBS	3.0%	**2.5%**
NBC	4.0%	**3.0%**
Evening News		
Average	*3.7%*	**4.6%**
Late Night		
Late Night Average	*6.5%*	**9.3%**
ABC Nightline		**4.4%**
ABC Kimmel	7.8%	**12.2%**
CBS	4.5%	**6.9%**
NBC	7.5%	**9.9%**
SPORTS		
NFL	7.5%	**6.7%**
Live	6.0%	**4.6%**
Other/News	4.2%	**3.6%**
CABLE		
Entertainment		
Broad Entertainment	4.7%	**4.0%**
Niche Entertainment	3.6%	**3.4%**
Hispanic	2.4%	**1.0%**
News	2.4%	**2.3%**
Youth	5.0%	**2.7%**
Kids (Holiday)	7.0%	**8.0%**
SYNDICATION		
Tier 1 Top Performers	5.0%	**3.0%**
Tier 1	4.5%	**2.3%**
Tier 2	2.0%	**0.6%**
Tier 3	1.8%	**-1.5%**

All data is estimated. Data based on averages can be misleading, failing to accurately reflect the market variables and outliers. Among cable entertainment networks, for example, network volumes ranged from +18.0% to -30.0% and CPM variables were significant based on inventory management decisions. Percentages reflected in this report are based on the weighted averages derived from mutliple network and media agency groups. Percentages are rounded up/down to the nearest 10th of a point.