

TV ACTIVITY BY COMMERCIAL LENGTH



| | SPOT TV (% of Total) | | | | | | | | | |
|------|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| | <u>:05s</u> | <u>:10s</u> | <u>:15s</u> | <u>:20s</u> | <u>:30s</u> | <u>:40s</u> | <u>:45s</u> | <u>:60s</u> | <u>:75s</u> | <u>:90s+</u> |
| 2017 | 0.7 | 2.1 | 31.7 | 0.5 | 58 | 0.0 | 0.1 | 6.4 | 0.0 | 0.5 |
| 2016 | 0.8 | 2.4 | 28.1 | 0.6 | 61.0 | 0.0 | 0.1 | 6.6 | 0.0 | 0.3 |
| 2015 | 0.9 | 2.4 | 26.9 | 0.5 | 61.9 | 0.0 | 0.1 | 6.8 | 0.0 | 0.4 |
| 2014 | 0.9 | 2.4 | 25.7 | 0.4 | 63.7 | 0.0 | 0.1 | 6.3 | 0.0 | 0.4 |
| 2013 | 0.9 | 2.5 | 25.5 | 0.4 | 61.4 | 0.0 | 0.1 | 6.2 | 0.0 | 0.2 |
| 2012 | 0.9 | 2.8 | 23.0 | 0.5 | 65.9 | 0.0 | 0.1 | 6.4 | 0.0 | 0.2 |

| | NETWORK TV (% of Total) | | | | | | | | | |
|------|-------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| | <u>:05s</u> | <u>:10s</u> | <u>:15s</u> | <u>:20s</u> | <u>:30s</u> | <u>:40s</u> | <u>:45s</u> | <u>:60s</u> | <u>:75s</u> | <u>:90s+</u> |
| 2017 | 0.1 | 0.9 | 51.3 | 0.2 | 39.3 | 0.0 | 0.2 | 6.6 | 0.2 | 1.2 |
| 2016 | 0.2 | 1.0 | 47.1 | 0.2 | 44.2 | 0.0 | 0.3 | 5.8 | 0.3 | 1.0 |
| 2015 | 0.1 | 1.1 | 45.2 | 0.1 | 46.2 | 0.0 | 0.3 | 5.2 | 0.3 | 1.5 |
| 2014 | 0.0 | 0.9 | 43.6 | 0.2 | 48.4 | 0.0 | 0.3 | 4.6 | 0.6 | 1.4 |
| 2013 | 0.0 | 0.9 | 42.6 | 0.3 | 49.6 | 0.0 | 0.2 | 4.6 | 0.6 | 1.2 |
| 2012 | 0.0 | 1.0 | 41.8 | 0.3 | 50.6 | 0.0 | 0.4 | 4.5 | 0.3 | 0.9 |

| | SPANISH-LANGUAGE NETWORK TV (% of Total) | | | | | | | | | |
|------|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| | <u>:05s</u> | <u>:10s</u> | <u>:15s</u> | <u>:20s</u> | <u>:30s</u> | <u>:40s</u> | <u>:45s</u> | <u>:60s</u> | <u>:75s</u> | <u>:90s+</u> |
| 2017 | 0.1 | 0.1 | 50.7 | 0.0 | 32.7 | 0.0 | 0.0 | 15.0 | 0.0 | 1.3 |
| 2016 | 0.0 | 0.1 | 44.4 | 0.2 | 34.7 | 0.2 | 0.2 | 18.5 | 0.0 | 1.6 |
| 2015 | 0.0 | 0.2 | 38.5 | 0.1 | 38.8 | 0.0 | 0.2 | 20.3 | 0.0 | 1.8 |
| 2014 | 0.0 | 0.3 | 36.8 | 0.0 | 39.7 | 0.0 | 0.1 | 21.2 | 0.0 | 1.9 |
| 2013 | 0.0 | 0.1 | 31.4 | 0.1 | 45.1 | 0.0 | 0.0 | 21.5 | 0.0 | 2.0 |
| 2012 | 0.0 | 0.0 | 26.5 | 0.2 | 43.6 | 0.0 | 0.0 | 27.4 | 0.1 | 2.2 |

| | CABLE NETWORKS (% of Total) | | | | | | | | | |
|------|-----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| | <u>:05s</u> | <u>:10s</u> | <u>:15s</u> | <u>:20s</u> | <u>:30s</u> | <u>:40s</u> | <u>:45s</u> | <u>:60s</u> | <u>:75s</u> | <u>:90s+</u> |
| 2017 | 0.3 | 0.5 | 54.8 | 0.1 | 35.7 | 0.0 | 0.1 | 7.2 | 0.0 | 1.2 |
| 2016 | 0.4 | 0.7 | 49.6 | 0.3 | 39.8 | 0.0 | 0.2 | 7.9 | 0.1 | 1.0 |
| 2015 | 0.4 | 0.5 | 46.9 | 0.2 | 42.5 | 0.0 | 0.2 | 8.0 | 0.1 | 1.3 |
| 2014 | 0.2 | 0.5 | 44.7 | 0.1 | 44.2 | 0.0 | 0.1 | 8.5 | 0.2 | 1.4 |
| 2013 | 0.2 | 0.5 | 42.4 | 0.1 | 46.1 | 0.0 | 0.1 | 8.8 | 0.3 | 1.5 |
| 2012 | 0.3 | 0.6 | 40.5 | 0.2 | 47.1 | 0.0 | 0.2 | 9.2 | 0.2 | 1.7 |

Network Cable only

Source: Kantar Media