

CATEGORY
National Campaigns
(Non-Presidential)

MEDIA	DAYPART	2010 DOLS (000)	DOLS % DOWN	2010 UNITS	% DOWN	2008 DOLS (000)	DOLS % DOWN	2008 UNITS	% DOWN
Spot TV	Early Morning 1	17,600.2	7%	103,475	12%	12,486.2	6%	69,654	13%
Spot TV	Early Morning 2	18,029.0	7%	88,919	11%	12,282.8	6%	57,684	11%
Spot TV	Morning Daytime 1	5,228.6	2%	31,975	4%	3,512.5	2%	18,532	3%
Spot TV	Morning Daytime 2	5,771.4	2%	41,815	5%	4,224.6	2%	28,179	5%
Spot TV	Afternoon Daytime 1	6,151.4	2%	38,878	5%	4,241.2	2%	25,902	5%
Spot TV	Afternoon Daytime 2	6,165.1	2%	37,880	5%	3,471.0	2%	21,282	4%
Spot TV	Early Fringe 1	4,150.5	2%	17,603	2%	2,676.3	1%	10,744	2%
Spot TV	Early Fringe 2	22,463.0	8%	82,391	10%	16,089.8	8%	53,127	10%
Spot TV	Early News 1	18,524.1	7%	50,082	6%	14,129.0	7%	32,489	6%
Spot TV	Early News 2	4,938.5	2%	13,709	2%	3,533.8	2%	8,403	2%
Spot TV	Prime Access 1	17,147.9	6%	41,475	5%	13,460.3	7%	27,941	5%
Spot TV	Prime Access 2	14,641.4	6%	33,801	4%	11,797.6	6%	23,046	4%
Spot TV	Prime	47,325.6	18%	41,729	5%	34,135.2	17%	26,809	5%
Spot TV	Prime Non-net	684.4	0%	1,820	0%	411.4	0%	876	0%
Spot TV	Late News	26,803.5	10%	52,217	6%	21,160.0	11%	34,346	6%
Spot TV	Late Fringe	16,527.7	6%	50,098	6%	14,408.9	7%	33,660	6%
Spot TV	Saturday Morning	2,597.4	1%	16,746	2%	1,768.4	1%	11,290	2%
Spot TV	Saturday Afternoon	789.8	0%	1,928	0%	722.6	0%	1,389	0%
Spot TV	Saturday Early Fringe 1	636.0	0%	1,731	0%	502.9	0%	1,129	0%
Spot TV	Saturday Early Fringe 2	2,324.5	1%	8,097	1%	1,859.6	1%	5,870	1%
Spot TV	Saturday Prime Access	870.0	0%	3,240	0%	770.0	0%	2,663	0%
Spot TV	Sunday Morning	4,871.1	2%	25,834	3%	3,096.5	2%	17,225	3%
Spot TV	Sunday Afternoon	2,969.0	1%	2,120	0%	2,217.4	1%	1,903	0%
Spot TV	Sunday Early Fringe 1	1,525.5	1%	2,094	0%	1,371.9	1%	1,341	0%
Spot TV	Sunday Early Fringe 2	2,284.0	1%	7,890	1%	1,765.3	1%	4,854	1%
Spot TV	Weekend Late News	7,532.7	3%	14,852	2%	6,070.6	3%	10,756	2%
Spot TV	Weekend Late Fringe	5,530.3	2%	12,560	2%	3,886.5	2%	7,972	1%
Spot TV	Overnight	800.7	0%	8,185	1%	591.2	0%	4,768	1%
	Total	264,883.3	100%	833,144	100%	196,643.5	100%	543,834	100%

Source: Kantar Media



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MEDIA	DAYPART	2006 DOLS (000)	DOLS % DOWN	2006 UNITS	% DOWN
Spot TV	Early Morning 1	13,211.7	5%	69,989	12%
Spot TV	Early Morning 2	13,869.9	6%	62,131	10%
Spot TV	Morning Daytime 1	4,851.0	2%	21,887	4%
Spot TV	Morning Daytime 2	5,306.1	2%	34,232	6%
Spot TV	Afternoon Daytime 1	5,435.5	2%	30,146	5%
Spot TV	Afternoon Daytime 2	5,036.9	2%	27,184	5%
Spot TV	Early Fringe 1	3,314.1	1%	11,757	2%
Spot TV	Early Fringe 2	22,013.2	9%	62,928	11%
Spot TV	Early News 1	16,208.9	7%	34,077	6%
Spot TV	Early News 2	4,332.0	2%	9,581	2%
Spot TV	Prime Access 1	15,493.5	6%	28,096	5%
Spot TV	Prime Access 2	14,838.1	6%	24,998	4%
Spot TV	Prime	50,287.5	20%	32,762	5%
Spot TV	Prime Non-net	666.9	0%	1,209	0%
Spot TV	Late News	23,756.7	10%	35,425	6%
Spot TV	Late Fringe	16,216.0	7%	35,609	6%
Spot TV	Saturday Morning	2,291.7	1%	11,850	2%
Spot TV	Saturday Afternoon	1,201.8	0%	1,739	0%
Spot TV	Saturday Early Fringe 1	738.7	0%	1,297	0%
Spot TV	Saturday Early Fringe 2	2,384.4	1%	6,343	1%
Spot TV	Saturday Prime Access	1,204.7	0%	3,240	1%
Spot TV	Sunday Morning	4,243.5	2%	17,650	3%
Spot TV	Sunday Afternoon	3,460.8	1%	1,976	0%
Spot TV	Sunday Early Fringe 1	1,454.7	1%	1,472	0%
Spot TV	Sunday Early Fringe 2	2,099.3	1%	4,681	1%
Spot TV	Weekend Late News	7,119.2	3%	10,259	2%
Spot TV	Weekend Late Fringe	5,088.4	2%	8,653	1%
Spot TV	Overnight	629.1	0%	5,153	1%
	Total	246,754.3	100%	596,324	100%

Source: Kantar Media

