

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>
2018	0.7	1.9	34.1	0.4	56.3	0.0	0.1	5.8	0.0	0.6
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>
2018	0.1	0.7	51.0	0.1	40.3	0.0	0.4	5.6	0.4	1.4
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>
2018	0.0	0.1	52.9	0.0	31.1	0.0	0.0	14.0	0.0	1.9
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>
2018	0.2	0.3	57.9	0.1	33.5	0.0	0.2	6.6	0.1	1.2
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