

MEDIA: Spot TV
 CATEGORY: All Political*



DAYPART	2018				2016				2014			
	DOLS (000)	%	UNITS	%	DOLS (000)	%	UNITS	%	DOLS (000)	%	UNITS	%
Early Morning 1	\$ 134,458.4	7.2	433,151	11.1	\$ 81,237.8	6.7	307,186	10.6	\$ 73,020.4	7.0	299,303	11.2
Early Morning 2	\$ 146,516.4	7.9	421,006	10.8	\$ 88,973.4	7.4	289,471	10.0	\$ 75,908.9	7.2	276,913	10.3
Morning Daytime 1	\$ 35,812.5	1.9	146,897	3.8	\$ 25,328.8	2.1	125,063	4.3	\$ 19,694.1	1.9	105,134	3.9
Morning Daytime 2	\$ 49,235.8	2.6	216,926	5.6	\$ 31,756.2	2.6	173,813	6.0	\$ 24,054.9	2.3	144,670	5.4
Afternoon Daytime 1	\$ 42,527.7	2.3	172,713	4.4	\$ 28,147.6	2.3	134,112	4.6	\$ 23,855.9	2.3	121,175	4.5
Afternoon Daytime 2	\$ 47,840.7	2.6	210,593	5.4	\$ 30,452.6	2.5	172,684	6.0	\$ 22,097.3	2.1	130,028	4.9
Early Fringe 1	\$ 23,435.4	1.3	78,903	2.0	\$ 15,459.8	1.3	58,816	2.0	\$ 12,635.1	1.2	51,511	1.9
Early Fringe 2	\$ 141,823.0	7.6	380,822	9.7	\$ 90,144.9	7.5	277,373	9.6	\$ 77,692.5	7.4	254,953	9.5
Early News 1	\$ 116,973.8	6.3	216,083	5.5	\$ 76,490.4	6.3	153,637	5.3	\$ 71,892.2	6.9	158,813	5.9
Early News 2	\$ 44,090.9	2.4	83,151	2.1	\$ 28,345.2	2.3	59,692	2.1	\$ 22,712.9	2.2	54,112	2.0
Prime Access 1	\$ 113,909.0	6.1	188,584	4.8	\$ 73,314.4	6.1	130,957	4.5	\$ 67,104.5	6.4	137,476	5.1
Prime Access 2	\$ 105,125.7	5.6	162,684	4.2	\$ 68,388.3	5.7	118,539	4.1	\$ 60,774.2	5.8	118,899	4.4
Prime	\$ 326,690.0	17.5	205,183	5.3	\$ 224,941.5	18.6	170,520	5.9	\$ 192,448.1	18.4	161,010	6.0
Prime Non-net	\$ 10,283.2	0.6	14,031	0.4	\$ 6,177.5	0.5	9,653	0.3	\$ 3,334.4	0.3	5,807	0.2
Late News	\$ 151,244.7	8.1	222,410	5.7	\$ 93,842.6	7.8	149,809	5.2	\$ 97,506.8	9.3	163,676	6.1
Late Fringe	\$ 104,582.1	5.6	234,735	6.0	\$ 66,912.0	5.5	162,207	5.6	\$ 63,443.3	6.0	162,542	6.1
Saturday Morning	\$ 25,462.5	1.4	84,507	2.2	\$ 17,380.0	1.4	67,057	2.3	\$ 11,649.3	1.1	53,106	2.0
Saturday Afternoon	\$ 11,225.2	0.6	10,284	0.3	\$ 6,807.7	0.6	9,712	0.3	\$ 3,972.3	0.4	6,146	0.2
Saturday Early Fringe 1	\$ 8,113.4	0.4	8,468	0.2	\$ 4,650.7	0.4	7,465	0.3	\$ 3,492.5	0.3	5,118	0.2
Saturday Early Fringe 2	\$ 17,142.8	0.9	32,070	0.8	\$ 10,525.9	0.9	24,533	0.8	\$ 9,048.3	0.9	22,910	0.9
Saturday Prime Access	\$ 5,657.4	0.3	12,021	0.3	\$ 4,006.8	0.3	10,419	0.4	\$ 3,252.8	0.3	9,823	0.4
Sunday Morning	\$ 48,061.8	2.6	122,752	3.1	\$ 30,903.5	2.6	90,328	3.1	\$ 22,341.0	2.1	78,163	2.9
Sunday Afternoon	\$ 26,591.3	1.4	10,426	0.3	\$ 19,645.2	1.6	10,145	0.4	\$ 18,081.7	1.7	7,401	0.3
Sunday Early Fringe 1	\$ 13,139.9	0.7	8,722	0.2	\$ 9,029.7	0.7	8,045	0.3	\$ 5,662.0	0.5	5,292	0.2
Sunday Early Fringe 2	\$ 18,787.1	1.0	33,620	0.9	\$ 12,341.4	1.0	23,462	0.8	\$ 9,947.0	0.9	22,365	0.8
Weekend Late News	\$ 43,410.5	2.3	63,428	1.6	\$ 27,310.2	2.3	44,398	1.5	\$ 25,387.2	2.4	42,460	1.6
Weekend Late Fringe	\$ 39,506.6	2.1	61,292	1.6	\$ 28,085.2	2.3	47,140	1.6	\$ 22,706.1	2.2	39,937	1.5
Overnight	\$ 12,401.4	0.7	71,473	1.8	\$ 7,727.7	0.6	53,629	1.9	\$ 5,008.6	0.5	41,409	1.5
Spot TV TOTAL	\$ 1,864,049.3	100.0	3,906,935	100.0	\$ 1,208,327.0	100.0	2,889,865	100.0	\$ 1,048,724.3	100.0	2,680,152	100.0

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* All Political = Presidential Campaigns, Nat'l Campaigns (Non-Pres.), State & Local Campaigns, Ballot Issues and Political Parties: Comb & NEC

