

MEDIA: Spot TV
 CATEGORY: Ballot Issues



DAYPART	2018				2016				2014			
	DOLS (000)	%	UNITS	%	DOLS (000)	%	UNITS	%	DOLS (000)	%	UNITS	%
Early Morning 1	\$ 1,117.5	5.8	4,219	11.0	\$ 1,498.1	7.9	6,799	12.7	\$ 2,029.9	5.9	7,166	11.8
Early Morning 2	\$ 1,529.2	7.9	4,697	12.3	\$ 1,862.6	9.8	6,334	11.8	\$ 1,985.8	5.8	5,840	9.6
Morning Daytime 1	\$ 344.9	1.8	1,572	4.1	\$ 625.9	3.3	3,205	6.0	\$ 553.2	1.6	2,285	3.8
Morning Daytime 2	\$ 544.3	2.8	2,236	5.8	\$ 823.8	4.3	3,791	7.1	\$ 741.8	2.2	2,925	4.8
Afternoon Daytime 1	\$ 354.2	1.8	1,634	4.3	\$ 355.4	1.9	1,758	3.3	\$ 419.7	1.2	1,836	3.0
Afternoon Daytime 2	\$ 591.4	3.1	2,639	6.9	\$ 864.0	4.6	3,719	7.0	\$ 728.4	2.1	3,468	5.7
Early Fringe 1	\$ 227.0	1.2	851	2.2	\$ 380.1	2.0	1,136	2.1	\$ 457.1	1.3	1,422	2.3
Early Fringe 2	\$ 1,210.7	6.2	3,695	9.7	\$ 1,859.8	9.8	4,963	9.3	\$ 2,305.3	6.7	5,773	9.5
Early News 1	\$ 973.0	5.0	2,197	5.7	\$ 1,048.4	5.5	2,254	4.2	\$ 1,779.7	5.2	3,203	5.3
Early News 2	\$ 616.9	3.2	1,099	2.9	\$ 754.9	4.0	1,681	3.1	\$ 1,372.4	4.0	2,172	3.6
Prime Access 1	\$ 1,150.0	5.9	1,920	5.0	\$ 718.1	3.8	1,063	2.0	\$ 1,441.4	4.2	2,237	3.7
Prime Access 2	\$ 986.1	5.1	1,542	4.0	\$ 671.5	3.5	877	1.6	\$ 1,595.8	4.7	1,963	3.2
Prime	\$ 4,698.0	24.2	1,841	4.8	\$ 1,270.4	6.7	1,259	2.4	\$ 8,339.6	24.4	4,851	8.0
Prime Non-net	\$ 184.5	1.0	219	0.6	\$ 410.1	2.2	521	1.0	\$ 336.1	1.0	438	0.7
Late News	\$ 1,547.5	8.0	2,098	5.5	\$ 1,793.4	9.4	3,002	5.6	\$ 2,670.1	7.8	3,647	6.0
Late Fringe	\$ 1,051.5	5.4	2,048	5.4	\$ 1,008.1	5.3	2,706	5.1	\$ 1,486.2	4.3	3,159	5.2
Saturday Morning	\$ 177.3	0.9	609	1.6	\$ 328.9	1.7	1,528	2.9	\$ 364.7	1.1	1,294	2.1
Saturday Afternoon	\$ 88.2	0.5	51	0.1	\$ 31.9	0.2	68	0.1	\$ 326.0	1.0	236	0.4
Saturday Early Fringe 1	\$ 55.6	0.3	121	0.3	\$ 81.5	0.4	246	0.5	\$ 176.7	0.5	271	0.4
Saturday Early Fringe 2	\$ 118.2	0.6	240	0.6	\$ 134.7	0.7	420	0.8	\$ 352.9	1.0	591	1.0
Saturday Prime Access	\$ 35.7	0.2	53	0.1	\$ 15.9	0.1	69	0.1	\$ 60.1	0.2	123	0.2
Sunday Morning	\$ 348.7	1.8	848	2.2	\$ 707.4	3.7	2,271	4.2	\$ 947.0	2.8	1,939	3.2
Sunday Afternoon	\$ 295.7	1.5	85	0.2	\$ 34.0	0.2	64	0.1	\$ 1,377.6	4.0	302	0.5
Sunday Early Fringe 1	\$ 206.5	1.1	105	0.3	\$ 123.7	0.7	274	0.5	\$ 418.1	1.2	415	0.7
Sunday Early Fringe 2	\$ 123.7	0.6	235	0.6	\$ 121.7	0.6	308	0.6	\$ 349.2	1.0	669	1.1
Weekend Late News	\$ 466.0	2.4	586	1.5	\$ 710.9	3.7	1,137	2.1	\$ 1,020.7	3.0	1,304	2.1
Weekend Late Fringe	\$ 208.9	1.1	334	0.9	\$ 502.8	2.6	784	1.5	\$ 480.9	1.4	649	1.1
Overnight	\$ 130.1	0.7	476	1.2	\$ 250.6	1.3	1,218	2.3	\$ 97.3	0.3	537	0.9
Spot TV TOTAL	\$ 19,381.3	100.0	38,250	100.0	\$ 18,988.7	100.0	53,455	100.0	\$ 34,213.6	100.0	60,715	100.0

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