

MEDIA: Spot TV

CATEGORY: National Campaigns (Non-President)



DAYPART	2018				2016				2014			
	DOLS (000)	%	UNITS	%	DOLS (000)	%	UNITS	%	DOLS (000)	%	UNITS	%
Early Morning 1	\$ 54,819.5	7.3	170,453	10.8	\$ 29,076.3	6.8	101,126	10.9	\$ 22,252.7	6.8	103,308	10.7
Early Morning 2	\$ 58,455.5	7.8	165,795	10.5	\$ 32,962.5	7.7	97,633	10.5	\$ 24,166.1	7.4	102,974	10.6
Morning Daytime 1	\$ 13,812.8	1.8	57,817	3.7	\$ 8,632.7	2.0	38,893	4.2	\$ 6,184.7	1.9	38,556	4.0
Morning Daytime 2	\$ 19,941.8	2.7	87,225	5.5	\$ 10,420.7	2.4	50,781	5.5	\$ 7,263.8	2.2	51,581	5.3
Afternoon Daytime 1	\$ 17,184.4	2.3	67,697	4.3	\$ 9,956.7	2.3	41,624	4.5	\$ 7,619.6	2.3	43,110	4.5
Afternoon Daytime 2	\$ 20,022.2	2.7	88,066	5.6	\$ 9,228.0	2.2	44,105	4.7	\$ 6,413.4	2.0	45,549	4.7
Early Fringe 1	\$ 9,728.6	1.3	32,774	2.1	\$ 5,597.1	1.3	18,940	2.0	\$ 3,744.1	1.2	18,640	1.9
Early Fringe 2	\$ 59,757.3	7.9	156,557	9.9	\$ 32,558.5	7.6	90,578	9.7	\$ 24,020.6	7.4	90,558	9.4
Early News 1	\$ 48,685.7	6.5	85,078	5.4	\$ 29,124.6	6.8	54,307	5.8	\$ 23,176.4	7.1	56,213	5.8
Early News 2	\$ 18,486.2	2.5	34,626	2.2	\$ 9,689.8	2.3	19,587	2.1	\$ 6,455.8	2.0	18,366	1.9
Prime Access 1	\$ 45,847.3	6.1	73,791	4.7	\$ 28,151.7	6.6	46,082	5.0	\$ 22,086.4	6.8	51,122	5.3
Prime Access 2	\$ 42,327.9	5.6	66,739	4.2	\$ 25,691.7	6.0	40,998	4.4	\$ 20,830.6	6.4	47,301	4.9
Prime	\$ 127,486.2	16.9	89,404	5.7	\$ 76,413.6	17.9	53,757	5.8	\$ 60,114.9	18.5	67,397	7.0
Prime Non-net	\$ 2,672.7	0.4	4,040	0.3	\$ 2,229.9	0.5	2,768	0.3	\$ 492.6	0.2	885	0.1
Late News	\$ 60,887.2	8.1	89,499	5.7	\$ 35,489.2	8.3	52,976	5.7	\$ 31,234.7	9.6	60,657	6.3
Late Fringe	\$ 42,569.8	5.7	99,040	6.3	\$ 24,798.6	5.8	53,520	5.8	\$ 19,005.2	5.8	58,480	6.0
Saturday Morning	\$ 10,655.2	1.4	33,405	2.1	\$ 5,946.8	1.4	21,187	2.3	\$ 3,456.3	1.1	17,949	1.9
Saturday Afternoon	\$ 4,366.6	0.6	4,295	0.3	\$ 1,847.9	0.4	2,502	0.3	\$ 1,086.0	0.3	2,121	0.2
Saturday Early Fringe 1	\$ 3,289.0	0.4	3,639	0.2	\$ 1,374.8	0.3	2,140	0.2	\$ 834.9	0.3	1,561	0.2
Saturday Early Fringe 2	\$ 6,883.8	0.9	12,348	0.8	\$ 3,183.4	0.7	7,308	0.8	\$ 2,423.4	0.7	7,779	0.8
Saturday Prime Access	\$ 2,070.7	0.3	4,612	0.3	\$ 1,231.7	0.3	3,189	0.3	\$ 982.2	0.3	3,541	0.4
Sunday Morning	\$ 19,402.2	2.6	46,865	3.0	\$ 10,592.4	2.5	28,947	3.1	\$ 6,448.8	2.0	27,157	2.8
Sunday Afternoon	\$ 11,692.5	1.6	4,391	0.3	\$ 5,454.3	1.3	2,761	0.3	\$ 4,991.7	1.5	2,426	0.3
Sunday Early Fringe 1	\$ 5,139.6	0.7	3,560	0.2	\$ 2,497.1	0.6	2,267	0.2	\$ 1,303.3	0.4	1,529	0.2
Sunday Early Fringe 2	\$ 7,551.0	1.0	13,068	0.8	\$ 3,913.1	0.9	7,447	0.8	\$ 3,167.6	1.0	7,589	0.8
Weekend Late News	\$ 16,951.9	2.3	25,290	1.6	\$ 9,355.0	2.2	14,430	1.6	\$ 7,577.1	2.3	15,435	1.6
Weekend Late Fringe	\$ 16,326.7	2.2	24,459	1.6	\$ 9,289.7	2.2	14,507	1.6	\$ 6,507.2	2.0	13,646	1.4
Overnight	\$ 5,453.3	0.7	30,336	1.9	\$ 2,450.1	0.6	15,366	1.7	\$ 1,345.3	0.4	13,061	1.3
<b>Spot TV TOTAL</b>	<b>\$ 752,467.5</b>	<b>100.0</b>	<b>1,574,869</b>	<b>100.0</b>	<b>\$ 427,158.3</b>	<b>100.0</b>	<b>929,726</b>	<b>100.0</b>	<b>\$ 325,185.3</b>	<b>100.0</b>	<b>968,491</b>	<b>100.0</b>

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