

MEDIA: Spot TV  
 CATEGORY: State & Local Campaigns



DAYPART	2018				2016				2014			
	DOLS (000)	%	UNITS	%	DOLS (000)	%	UNITS	%	DOLS (000)	%	UNITS	%
Early Morning 1	\$ 67,869.4	7.4	225,642	11.6	\$ 22,884.4	8.1	95,727	12.4	\$ 39,315.4	7.3	151,842	11.9
Early Morning 2	\$ 74,373.1	8.2	217,404	11.2	\$ 22,924.6	8.1	85,357	11.0	\$ 39,299.7	7.3	131,025	10.3
Morning Daytime 1	\$ 17,701.0	1.9	72,343	3.7	\$ 6,300.3	2.2	33,149	4.3	\$ 10,135.5	1.9	48,948	3.8
Morning Daytime 2	\$ 23,796.5	2.6	104,803	5.4	\$ 7,901.3	2.8	44,928	5.8	\$ 12,683.7	2.4	69,112	5.4
Afternoon Daytime 1	\$ 20,884.3	2.3	87,845	4.5	\$ 6,982.2	2.5	37,140	4.8	\$ 12,565.0	2.3	59,548	4.7
Afternoon Daytime 2	\$ 21,731.7	2.4	96,970	5.0	\$ 5,929.0	2.1	39,518	5.1	\$ 10,993.9	2.1	58,038	4.6
Early Fringe 1	\$ 11,176.7	1.2	38,073	2.0	\$ 3,155.9	1.1	14,115	1.8	\$ 6,415.1	1.2	23,674	1.9
Early Fringe 2	\$ 68,261.1	7.5	189,405	9.7	\$ 21,493.1	7.6	74,017	9.6	\$ 39,701.5	7.4	120,965	9.5
Early News 1	\$ 58,246.5	6.4	113,058	5.8	\$ 20,570.0	7.3	44,949	5.8	\$ 37,533.9	7.0	79,195	6.2
Early News 2	\$ 20,938.9	2.3	40,576	2.1	\$ 6,275.4	2.2	14,185	1.8	\$ 11,237.0	2.1	25,114	2.0
Prime Access 1	\$ 57,867.9	6.3	98,771	5.1	\$ 18,913.8	6.7	37,976	4.9	\$ 34,547.4	6.4	65,564	5.2
Prime Access 2	\$ 52,339.7	5.7	81,232	4.2	\$ 15,619.2	5.5	30,333	3.9	\$ 29,553.8	5.5	52,193	4.1
Prime	\$ 155,000.0	17.0	92,321	4.7	\$ 38,666.3	13.7	35,736	4.6	\$ 92,727.1	17.3	64,076	5.0
Prime Non-net	\$ 6,036.7	0.7	6,490	0.3	\$ 2,018.4	0.7	2,267	0.3	\$ 1,922.4	0.4	3,158	0.2
Late News	\$ 75,215.9	8.3	113,665	5.8	\$ 25,660.1	9.1	42,805	5.5	\$ 51,589.4	9.6	79,501	6.2
Late Fringe	\$ 51,322.1	5.6	111,514	5.7	\$ 17,444.1	6.2	40,975	5.3	\$ 33,791.8	6.3	76,863	6.0
Saturday Morning	\$ 11,974.0	1.3	42,164	2.2	\$ 3,972.0	1.4	17,148	2.2	\$ 6,132.6	1.1	26,371	2.1
Saturday Afternoon	\$ 5,415.9	0.6	4,530	0.2	\$ 1,489.1	0.5	2,295	0.3	\$ 1,783.3	0.3	2,568	0.2
Saturday Early Fringe 1	\$ 3,926.5	0.4	3,813	0.2	\$ 845.5	0.3	1,564	0.2	\$ 1,804.8	0.3	2,323	0.2
Saturday Early Fringe 2	\$ 8,312.4	0.9	16,931	0.9	\$ 2,208.2	0.8	6,587	0.9	\$ 4,684.0	0.9	11,127	0.9
Saturday Prime Access	\$ 2,942.7	0.3	6,297	0.3	\$ 883.0	0.3	2,633	0.3	\$ 1,633.8	0.3	4,572	0.4
Sunday Morning	\$ 23,436.1	2.6	63,841	3.3	\$ 6,539.6	2.3	24,032	3.1	\$ 11,568.4	2.2	39,063	3.1
Sunday Afternoon	\$ 11,649.9	1.3	4,701	0.2	\$ 3,333.8	1.2	2,323	0.3	\$ 8,218.2	1.5	3,250	0.3
Sunday Early Fringe 1	\$ 5,942.4	0.7	4,075	0.2	\$ 1,825.8	0.6	1,766	0.2	\$ 2,639.9	0.5	2,421	0.2
Sunday Early Fringe 2	\$ 8,994.4	1.0	17,402	0.9	\$ 3,210.6	1.1	6,638	0.9	\$ 4,729.1	0.9	10,777	0.8
Weekend Late News	\$ 22,069.6	2.4	32,541	1.7	\$ 6,708.0	2.4	11,974	1.5	\$ 13,732.4	2.6	20,641	1.6
Weekend Late Fringe	\$ 18,595.8	2.0	29,600	1.5	\$ 6,197.0	2.2	11,614	1.5	\$ 12,040.5	2.2	19,143	1.5
Overnight	\$ 5,394.8	0.6	31,401	1.6	\$ 1,544.9	0.5	12,525	1.6	\$ 2,755.8	0.5	21,363	1.7
<b>Spot TV TOTAL</b>	<b>\$ 911,415.8</b>	<b>100.0</b>	<b>1,947,408</b>	<b>100.0</b>	<b>\$ 281,495.5</b>	<b>100.0</b>	<b>774,276</b>	<b>100.0</b>	<b>\$ 535,735.5</b>	<b>100.0</b>	<b>1,272,435</b>	<b>100.0</b>

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