



2010 TV FACTS

Advertising's #1 Information Resource

CAB's 2010 TV Facts is an essential pocket-sized media planning tool that contains 120+ pages of up-to-date information on all major media; highlighting the extraordinary growth and value of Cable.

TV Facts provides a graphic snapshot of television's current landscape and is a valuable resource for anyone involved in the evaluation, planning or buying of media. This concise reference guide is designed to help support sound advertising plans in an increasingly segmented and complex marketing environment, with all the important facts and charts at your fingertips, demonstrating Cable's key marketing advantages.

The 2010 TV Facts reveals:

- NEW Video consumption trends;
- NEW Telco Video projections;
- NEW Satellite's growth slowing down;
- NEW DVR impact charts;
- NEW "Multi-Media" consumer research study highlights;
- NEW Ethnic population trends;
- NEW TV & Internet simultaneous usage;
- NEW Multi-Media trends and Cable's Advantages;
- Time spent by source;
- Cable originals v. acquired programming;
- How cable stacks up against the competition – looking at ALL delivery systems;
- Cable advertising revenues;
- Long-term TV household trends;
- the natural filter of the upscale Cable universe.

TV Facts graphically provides information necessary to make crucial sales points or address any of the objections that you may encounter when discussing cable advertising. Additionally, the TV Facts contains a directory of Ad-Supported Cable networks and contact information for each network.

To order, mail (with attention to Nancy Lagos) to CAB (830 Third Avenue, NY, NY 10022) or email nancy@cabletvadbureau.com with your order.

2010 TV FACTS ORDER FORM

CAB Member Prices: (1-49): \$10.99 ea. (50-99): \$10.25 ea. (100-249): \$9.25 ea. (250+): \$8.25 ea.
Non-Member Price: \$24.99 ea.

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Company _____

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Send form to: **Cabletelevision Advertising Bureau** • 830 Third Avenue • New York, NY 10022 • www.theCAB.tv
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