



# 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 essential data, graphs and charts highlighting the extraordinary growth and value of Cable in the changing TV landscape.

The *TV Facts* 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 "Multi-Media" consumer research study highlights;
- NEW Cable originals v. acquired programming
- NEW DVR impact charts
- Time spent with radio and newspapers
- Cable viewing distribution
- How cable stacks up against the competition – looking at ALL delivery systems;
- Cable's reach dominance;
- Cable advertising revenues;
- Local cable posting guidelines;
- 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](mailto: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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Send form to: **Cabletelevision Advertising Bureau** • 830 Third Avenue • New York, NY 10022 • [www.theCAB.tv](http://www.theCAB.tv)  
 Attention to Nancy Lagos (212) 508-1229 • (E) [nancy@cabletvadbureau.com](mailto:nancy@cabletvadbureau.com) • FAX 212-832-3268

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