



CABLETELEVISION ADVERTISING BUREAU

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**NEWS  
RELEASE**

## **CAB REPORTS OFFICIAL CABLE UPFRONT ADVERTISING SPENDING**

**-- Cable Upfront Grows 9.3% on Volume to \$7.65 Billion --**

**-- Growth Attributed to Original Programming Strength & Ratings Gains --**

**New York, NY – October 6, 2008** – The Cabletelevision Advertising Bureau (CAB) today announced results for the 2008/2009 national upfront period. Advertising supported cable networks reported combined upfront revenues of \$7.65 billion or an increase of 9.3% on volume versus \$7 billion in revenues and a 6.5% increase in volume for the year ago period.

The \$650 million in incremental revenue for the most recent upfront period is attributed to more advertisers turning to cable as a top priority in their video advertising marketing programs. The all-time high utilization of ad-supported cable by advertisers was due in large part to the ratings and reach gains earned throughout the recently-completed television season. Additionally, the well-documented success of ad supported cable's original programming complemented its well-established brands fueling multi-platform solutions for a growing number of advertisers.

“We’re confident advertiser demand will continue to increase on the merit of audience gains driven by cable’s rich mix of successful original programming and proven acquired favorites housed inside video’s most powerful brands,” said Sean Cunningham, President and CEO of the CAB. “Cable’s performance has earned the cornerstone of any major advertiser’s media plan.”

Founded in 1980, the Cabletelevision Advertising Bureau is a television advertising advocacy group dedicated to providing advertisers and their agencies with the most current, complete and actionable media insights at the national, DMA and local levels.

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