



CABLE NATION REPORT: TOP 100 PRIMETIME PROGRAMS

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CableNation

welcome

In the course of local market presentations Agencies sometimes ask us about the relevancy of the “Top 100 Primetime” rated TV shows.

In the popular lexicon of “listing”, the idea of a Top 100 anything sounds like a meaningful sample; so we thought to look objectively at the 100 highest-rated TV shows as a group from a number of angles. We think you’ll find the results surprising (i.e. Top 100 programs represent only 4% of Primetime) and we deemed the analysis worthy of a Cable Nation report.

Our goal is to answer all of the steady stream of Agency and advertiser questions about video advertising in the most expedient and comprehensive ways possible. To that end please feel free to contact me at seanc@cabletvadbureau.com with any/all questions having to do with this report.

Reports such as Top 100 Programs are just the tip of the iceberg, we can answer questions throughout the full spectrum of video advertising: local market, national, multicultural, planning, buying, stewardship, brand & product marketing, competitive spending, programming, media metrics & measurement, VOD, ITV...just ask. We’ve gotten extremely good customer feedback on these Cable Nation reports and are open to your suggestions for next topics. By all means - challenge us!

Enjoy the report.

Sean Cunningham, President-CEO, Cabletelevision Advertising Bureau

The Top 100 Primetime Programs:

- ▶ Comprise only 4% of all programs in an average week
- ▶ Represent significantly less A18-49 ratings than 15 seasons ago
- ▶ Reveal a 70% ratings decline in Broadcast's Top 100 over the past 15 seasons and a 96% ratings increase in Ad-Supported Cable's Top 100 Programs during the same time period
- ▶ Account for less than a fifth of all programs in a typical advertisers schedule
 - 16% of programs for a typical Cinema advertiser
 - 10% for a typical QSR advertiser
 - 17% for a typical CPG advertiser
 - 18% for a typical Telecom advertiser
 - 14% for a typical Automotive advertiser

Source: CAB analysis of Nielsen Galaxy Live+SD Primetime (M-Sa 8-11p & Su 7-11p) AA%. Average of four weeks (one week from each quarter).

Includes Hispanic nets. Advertiser Schedule – CAB analysis of Nielsen AdViews. Primetime one week (11/1-11/6/10).

Naturally, CAB utilized national data as it provides a holistic view of the marketplace; we encourage tailoring this data to represent your specific local market. Prime = M-Sa 8-11pm, Sun 7-11pm

top 100

Top 100 Programs comprise only 4% of all Primetime programs in an average week

Top 100 Programs	100
Total # of Programs / avg. week	2633
% of all Programs:	4%

top 100

The Top 100 Broadcast and Cable programs have 'traded places' in the ratings in the last 15 seasons.

Reveal a 70% ratings decline in Broadcast's Top 100 over the past 15 seasons and a 96% ratings increase in Ad-Supported Cable's Top 100 Programs during the same time period

A18-49 Primetime Rating Points

	Top 100 Ad- Supported Cable Programs	Top 100 Broadcast Programs
3Q'10-2Q'11	507	444
3Q'05-2Q'06	447	606
3Q'00-2Q'01	375	989
3Q'95-2Q'96	259	1440

96% increase in last 15 yrs.

70% decrease in last 15 yrs.

Source: CAB analysis of Nielsen Galaxy; Live + SD, average of four weeks, one wk from each quarter, 3Q'10-2Q'11
all programming includes Hispanic. Primetime = M-Sa 8-11pm, Sun 7-11pm

top 100

Top 100 Primetime Programs represent significantly less A18-49 rating points than 15 seasons ago (38 percentage points)

	A18-49 Rating Points		
	Top 100 Programs	Total Available Rating Points	% of Total
3Q'10-2Q'11	538	1652	33%
3Q'05-2Q'06	616	1663	37%
3Q'00-2Q'01	997	2063	48%
3Q'95-2Q'96	1440	2018	71%

Source: CAB analysis of Nielsen Galaxy; Live + SD, average of four weeks, one wk from each quarter, 3Q'10-2Q'11
all programming includes Hispanic. Primetime = M-Sa 8-11pm, Sun 7-11pm

top 100

The Top 100 Primetime Programs represent less than a fifth of all programs in a typical advertisers schedule

- ▶ 16% of programs for typical Cinema advertiser
- ▶ 10% for QSR
- ▶ 17% for CPG
- ▶ 18% for Telcom
- ▶ 14% for Automotive

	# of Primetime Programs	
Broadcast (including Hispanic)	51	16%
Ad-Supported Cable	274	84%
	325	

QUICK SERVICE RESTAURANT (QSR)

	# of Primetime Programs	
Broadcast (including Hispanic)	15	10%
Ad-Supported Cable	131	90%
	146	

TELCOM

	# of Primetime Programs	
Broadcast (including Hispanic)	54	18%
Ad-Supported Cable	244	82%
	298	

CINEMA

	# of Primetime Programs	
Broadcast (including Hispanic)	46	16%
Ad-Supported Cable	245	84%
	291	

CONSUMER PACKAGED GOODS (CPG)

	# of Primetime Programs	
Broadcast (including Hispanic)	92	17%
Ad-Supported Cable	463	83%
	555	

AUTOMOTIVE

	# of Primetime Programs	
Broadcast (including Hispanic)	48	14%
Ad-Supported Cable	284	86%
	332	

Ad-Supported Cable's Top 100 Primetime Programs generate 12% more A18-49 rating points

	Ad-Supported Cable	Broadcast	% Difference
Top 100 Programs A18-49 GRPs	507	444	12%

Ratings for Ad-Supported Cable's Top 100 Primetime Programs having practically doubled in the last 15 seasons

Top 100 Cable Programs A18-48 GRPs	
3Q'10-2Q'11	507
3Q'05-2Q'06	447
3Q'00-2Q'01	375
3Q'95-2Q'96	259

Source: CAB analysis of Nielsen Galaxy; Live + SD, average of four weeks, one wk from each quarter, 3Q'10-2Q'11
all programming includes Hispanic. Primetime = M-Sa 8-11pm, Sun 7-11pm



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CABLETELEVISION ADVERTISING BUREAU

If you would like additional video advertising information, insights or analysis please visit our website at www.thecab.tv or feel free to contact us directly:

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