



CABLE NATION REPORT 2011

CableNation

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Cable Nation

welcome

Many advertisers and agencies have asked us for additional copies of our recent study “A Month in the Life of Cable Nation”, thus this provides an electronic re-issue of that report.

As we’re looking at high demand for Cable inventory in the video advertising marketplace, particularly heading into this year’s upfront season, this report resonated with planners, buyers and advertisers due to its “big picture” look at the dramatic evolution in branded television video and primary role in the media lives of US consumers.

As always, please contact me directly seanc@cabletvadbureau.com with any additional requests for video advertising information, insights and analysis. You can also find a trove of video advertising resources at our website: www.theCAB.tv

Enjoy the report!

Sean Cunningham, President-CEO, Cabletelevision Advertising Bureau

March 2011

- ▶ Cable captured 84% of all the national ad-supported rating points (18-49 - total day) and 68% of primetime rating points (Nielsen)
- ▶ 80% of Sports rating points (total day)
- ▶ 73% of Drama
- ▶ 89% of Comedy
- ▶ 98% of Kids
- ▶ 97% of Movies
- ▶ Branded Cable sites on the Internet were among the top five traffic sites across nine content genres: Sports, Comedy, Weather, News, Food, Kids, Music, Entertainment News and TV Entertainment (comScore)
- ▶ The average US household spent nearly one-third of its waking hours consuming ad-supported Cable TV brands (Nielsen)
- ▶ 76% of all ad-supported Cable programs were original; 2020 original ad-supported Cable programs (Nielsen)
- ▶ 80% of ad-supported Cable was viewed live in DVR Households (18-49 primetime)(Nielsen)
- ▶ Cable operators launched “I+” to provide blanket coverage in local TV markets – combining Cable’s local footprint with DIRECTV, Verizon FiOS & AT&T U-verse (NCC)
- ▶ Advanced Advertising usage surged in local markets: interactive & on-demand overlays, VOD telescoping and voting/polling enabled ads were embraced by dozens of top marketers
- ▶ March also saw significant news in addressable advertising. A major agency group and a major cable operator announced five advertiser brands had split a single 30-second avail in the New York market.

RATINGS

Cable captured 84% of all the national ad-supported rating points (18-49, total day) and 68% of primetime rating points
 - 80% sports, 73% drama, 89% comedy, 98% kids, 97% movies (total day)

Ad-Supported Cable's Share of All Rating Points • Total Day 18-49 GRPs

Program Type	A18-49 GRPs			% of Total	
	Cable	Broadcast	Total	Cable	Broadcast
ADVENTURE	0.89		0.89	100%	0%
AUDIENCE PARTICIPATION	0.41	13.36	13.77	3%	97%
AWARD CEREMONIES	0.15	0.16	0.31	49%	51%
CHILDREN PGM * (CH 2-11)	889.73	17.70	907.44	98%	2%
COMEDY	292.72	37.55	330.27	89%	11%
CONCERT MUSIC	0.09		0.09	100%	0%
"CONVERSATIONS, COLLOQUIES"	3.28	8.84	12.12	27%	73%
DAYTIME DRAMA	5.14	20.28	25.42	20%	80%
DEVOTIONAL	0.61		0.61	100%	0%
EVENING ANIMATION	102.93	12.96	115.89	89%	11%
FEATURE FILM	101.64	2.64	104.28	97%	3%
FORMAT VARIES	3.64		3.64	100%	0%
GENERAL DOCUMENTARY	261.36	5.40	266.76	98%	2%
GENERAL DRAMA	204.78	75.35	280.13	73%	27%
GENERAL VARIETY	53.88	98.21	152.09	35%	65%
"INSTRUCTION, ADVICE"	147.35		147.35	100%	0%
NEWS	115.45	91.49	206.93	56%	44%
NEWS DOCUMENTARY	8.18	10.05	18.22	45%	55%
POLITICAL	0.06		0.06	100%	0%
POPULAR MUSIC	83.52		83.52	100%	0%
PRIVATE DETECTIVE	1.58		1.58	100%	0%
QUIZ GIVE AWAY	9.52		9.52	100%	0%
SCIENCE FICTION	11.64	1.40	13.03	89%	11%
SPORTS	153.11	38.28	191.39	80%	20%
SUSPENSE/MYSTERY	0.74		0.74	100%	0%
UNCLASSIFIED	4.80	27.58	32.39	15%	85%
WESTERN DRAMA	2.08		2.08	100%	0%
GRAND TOTAL	2459.30	461.23	2920.53	84%	16%

Ad-Supported Cable's Share of Rating Points • Primetime A18-49 GRPs

Program Type	A18-49 GRPs			% of Total	
	Cable	Broadcast	Total	Cable	Broadcast
GRAND TOTAL	431.69	200.48	632.17	68%	32%

Source: CAB analysis of Nielsen Npower; Live + SD; A18-49 GRPs, Children's Programming CH 2-11, March 2011 (4-weeks averaged together)

BRANDED WEBSITES

Branded Cable sites on the Internet were among the top five traffic sites across nine content genres:
Sports, Comedy, Weather, News, Food, Kids, Music, Entertainment News and TV Entertainment

SPORTS

Rank	Site	Unique Visitors (000)
1	Yahoo! Sports	47,011
2	ESPN	43,147
3	Turner-SI Digital	28,357
4	FOXSports.com on MSN	25,917
5	CBS Sports	25,238

COMEDY

Rank	Site	Unique Visitors (000)
1	Comedy Central	11,161
2	Break.com	10,593
3	Cracked	6,454
4	CollegeHumor	5,590
5	FunnyorDie	5,165

WEATHER

Rank	Site	Unique Visitors (000)
1	Weather Channel	38,676
2	Weatherbug Property	28,703
3	Weather Underground	11,003
4	Yahoo! Weather	10,697
5	AccuWeather Sites	7,192

GENERAL NEWS

Rank	Site	Unique Visitors (000)
1	Yahoo! News Network*	86,635
2	CNN Network	80,202
3	MSNBC	54,245
4	AOL News	47,221
5	FOXNEWS.COM	27,019

*includes Yahoo! Sports and Yahoo! Finance

FOOD

Rank	Site	Unique Visitors (000)
1	Allrecipes	16,873
2	Food Network	14,736
3	Cooks.com	8,736
4	Food.com	6,493
5	FoodBuzz	4,980

KIDS

Rank	Site	Unique Visitors (000)
1	Nickelodeon Kids & Teens	15,060
2	Miniclip.com	8,621
3	PBSKids.org	7,815
4	Poptropica.com	7,566
5	Funbrain.com	7,545

MUSIC

Rank	Site	Unique Visitors (000)
1	VEVO	57,088
2	MTV Networks Music	56,596
3	AOL Music	25,573
4	ToneFuse Music	23,337
5	Yahoo! Music	20,491

ENTERTAINMENT NEWS

Rank	Site	Unique Visitors (000)
1	omg!	23,718
2	TMZ	18,493
3	People	13,494
4	BuzzMedia Entertainment	12,836
5	CNN Entertainment	10,128

TV ENTERTAINMENT

Rank	Site	Unique Visitors (000)
1	Yahoo! TV	22,331
2	CBS Entertainment	16,564
3	AOL Television	15,211
4	Discovery Networks	11,984
5	A&E Television Digital	11,097

one-third

The average US household spent nearly one-third of its waking hours consuming ad-supported Cable TV brands

# OF HOURS CONSUMING AD-SUPPORTED CABLE	
Total # of Hrs Per Week (7 DAYS * 24 HRS)	168
Average # of Hrs Adults Sleep* (7 HRS PER NIGHT * 7 DAYS)	49
Total Waking Hours:	119
Hours/Minutes Ad-Supported Cable Viewed Per Week**:	36:50
% of Hrs Consuming Cable:	31%

*Source: National Institute of Health - Avg. Adult

**Source: CAB analysis of Nielsen Galaxy Live+7 (Total Day, HHLD)

76%

76% of all ad-supported Cable programs were original programs

2020 original ad-supported Cable programs

	# of Originals	# of Acquired	Total
# OF PGMS	2020	640	2660
% OF TOTAL	76%	24%	

80% of ad-supported Cable was viewed live in DVR households (18-49 Primetime)

P18-49 Playback Among DVR HHs

Cable	Prime	Total Day
Live	80%	87%
Playback	20%	13%

Broadcast	Prime	Total Day
Live	56%	76%
Playback	44%	24%

I+

introducing I+

Cable operators launched “I+” to provide blanket coverage in local TV markets - combining Cable's local footprint with DIRECTV, Verizon FiOS & AT&T U-verse

Cable operators Comcast, Cox and Time Warner Cable along with national representative NCC Media, launched "I+" which enables advertisers to target homes that receive their television service from DIRECTV, Verizon FiOS and AT&T U-verse.

This breakthrough innovation will significantly expand local market ad penetration and simplify buying. I+ introduces local ad impressions in over 11 million satellite and telco homes (3+ million Verizon FiOS homes, 5+ million DIRECTV homes, 3+ million AT&T U-verse homes)

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advanced advertising

Advanced Advertising usage surged in local markets:

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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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