



# CABLE NATION REPORT: TOP 100 PRIMETIME PROGRAMS

WELCOME

SUMMARY

% OF PROGRAMS

DECADE LOST

RATINGS DECLINE

BY CATEGORY

CABLE'S TOP 100

CONTACT US



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 6% 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](mailto: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 6% of all programs in an average week
- ▶ Represent only a quarter of all television ratings
- ▶ Reveal Broadcast's Top 100 programs have lost over half their audience in the last decade
- ▶ Account for less than a quarter of all programs in a typical advertisers schedule
  - 13% of programs for a typical automotive advertiser
  - 19% for a typical Cinema advertiser
  - 19% for a typical CPG advertiser
  - 18% for a typical Telecom advertiser
  - 20% for a typical QSR advertiser

Source: CAB analysis of Nielsen Galaxy Live+SD Primetime (M-Sa 8-11p & Su 7-11p) AA%. Average of four weeks (December 2012).

Includes Hispanic nets. Advertiser Schedule – CAB analysis of Nielsen AdViews. Primetime one week (12/3-12/9/12).

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.

top 100

# Top 100 Programs comprise only 6% of all Primetime programs in an average week

Top 100 Programs	100
Total # of Programs / avg. week	2,633
% of all Programs:	6%

top 100

In the last decade, the top 100 broadcast programs lost over half their viewers.

A18-49 Primetime Rating Points

	Top 100 Ad- Supported Cable Programs	Top 100 Broadcast Programs
2012	520	481
2007	484	574
2002	392	1,035

33% increase in last decade.

53% decrease in last decade.

**top 100**

A decade ago the Top 100 Programs represented almost half of all the rating points available on television. In 2012, they represented only a quarter.

	A18-49 Rating Points		
	Top 100 Programs	Total Available Rating Points	% of Total
2012	490	1,995	25%
2007	595	2,501	24%
2002	1,051	2,321	45%

top 100

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

- ▶ 13% of programs for a typical automotive advertiser
- ▶ 19% for a typical Cinema advertiser
- ▶ 19% for a typical CPG advertiser
- ▶ 18% for a typical Telecom advertiser
- ▶ 20% for a typical QSR advertiser

## ALL ADVERTISERS

	# of Programs	Share of Total
Broadcast (including Hispanic)	229	18%
Ad-Supported Cable	1,010	82%
<b>Total</b>	<b>1,239</b>	

## AUTO

	# of Programs	Share of Total
Broadcast (including Hispanic)	30	13%
Ad-Supported Cable	194	87%
<b>Total</b>	<b>224</b>	

## CINEMA

	# of Programs	Share of Total
Broadcast (including Hispanic)	37	19%
Ad-Supported Cable	163	82%
<b>Total</b>	<b>200</b>	

## CONSUMER PACKAGED GOODS

	# of Programs	Share of Total
Broadcast (including Hispanic)	110	19%
Ad-Supported Cable	484	81%
<b>Total</b>	<b>594</b>	

## TELCOM

	# of Programs	Share of Total
Broadcast (including Hispanic)	62	18%
Ad-Supported Cable	275	82%
<b>Total</b>	<b>337</b>	

## QUICK SERVICE RESTAURANTS

	# of Programs	Share of Total
Broadcast (including Hispanic)	46	20%
Ad-Supported Cable	181	80%
<b>Total</b>	<b>227</b>	

top 100

# Ad-Supported Cable's Top 100 Primetime Programs generate 8% more A18-49 rating points

	Ad-Supported Cable	Broadcast	% Difference
Top 100 Programs A18-49 GRPs (2012)	520	481	8%

# Ratings for Ad-Supported Cable's Top 100 Primetime Programs have increased over 30% in the last decade

Top 100 Ad-Supported Cable Programs (A18-49)	
2012	520
2007	484
2002	392

Source: CAB analysis of Nielsen Npower Live+SD; avg week GRPS (avg of 4 weeks in Dec of each year); Primetime; A18-49; Includes Hispanic



# CableNation

CABLETELEVISION ADVERTISING BUREAU

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

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