

# 2014 projected spend

**2010**

**\$2.3B broadcast + \$450M cable = \$2.75B**

**2012**

**\$3.2B broadcast + \$600M cable = \$3.8B**

**CMAG's 2014 projection**

**\$2.4B broadcast + \$600-800M cable = \$3-3.2B**

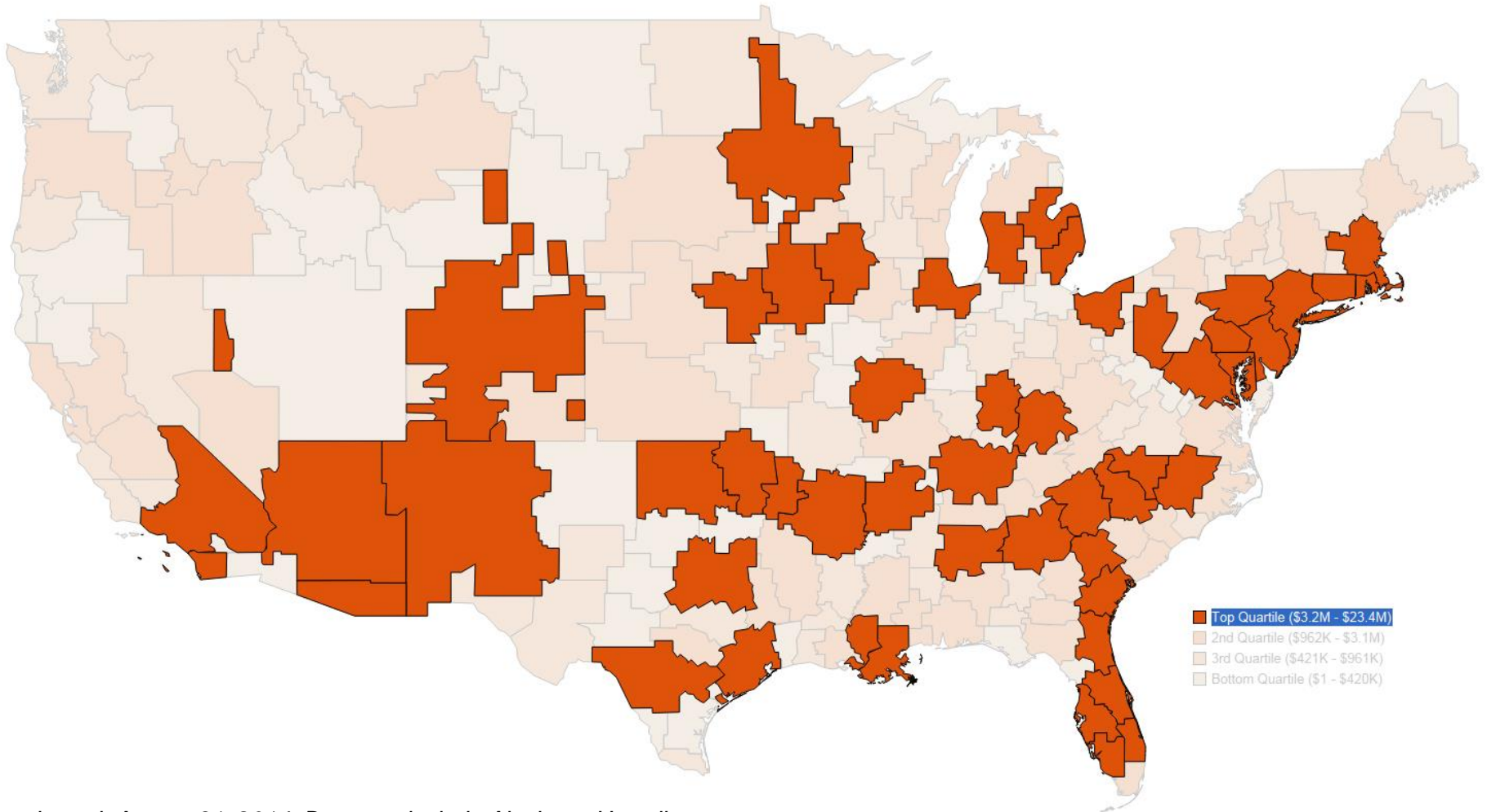
*Modest spot TV increase over 2010 of approx. \$100M*

*Local cable share approx. 19-27%*

*Start of slowing of growth for spot TV*

# Where is the spend going?

**Top quartile: \$3.2M to \$23.4M**

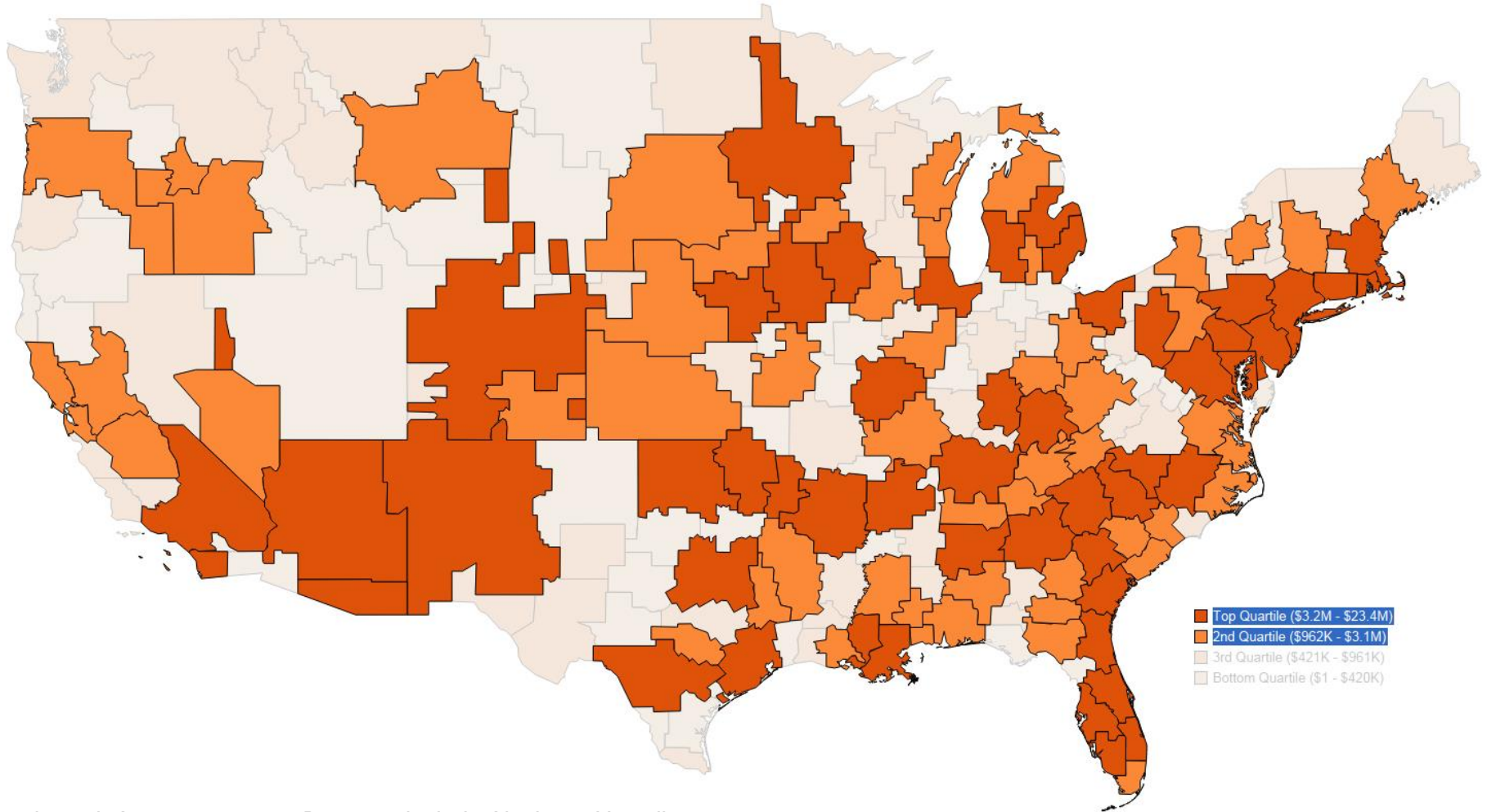


Data through August 31, 2014. Does not include Alaska or Hawaii.

Quartiles 1 and 2 contain 52 markets apiece; quartiles 3 and 4 contain 51 markets apiece.

# Where is the spend going?

**Top half of all continental DMAs: \$962K to \$23.4M**

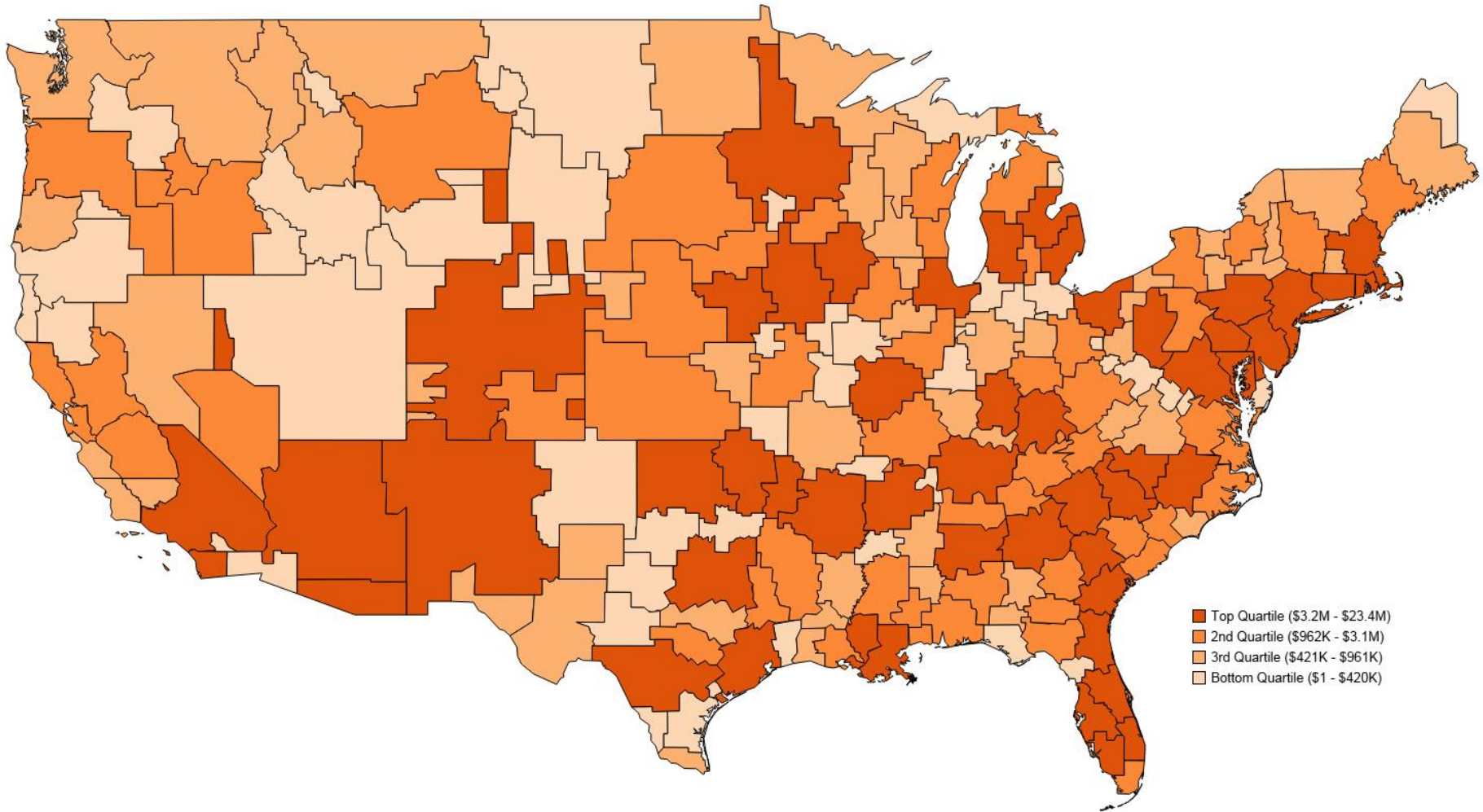


Data through August 31, 2014. Does not include Alaska or Hawaii.

Quartiles 1 and 2 contain 52 markets apiece; quartiles 3 and 4 contain 51 markets apiece.

# Where is the spend going?

**80% of all broadcast spend has been in 65 markets**



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