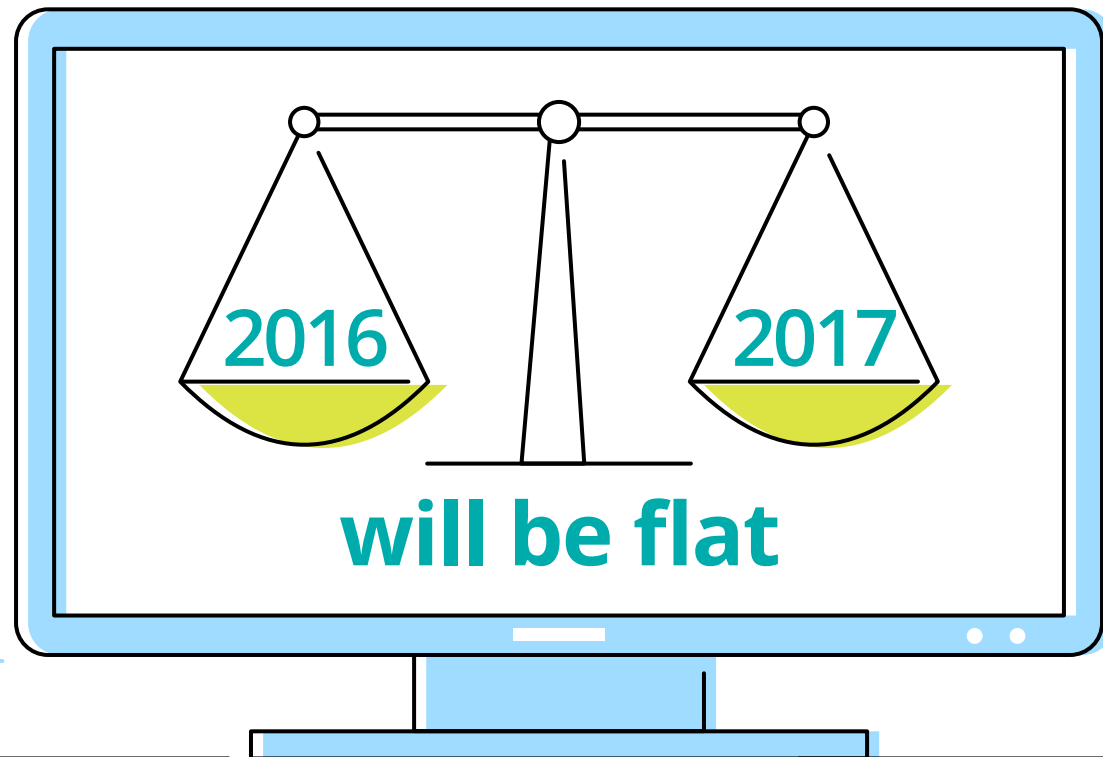


TV advertising in the US: flat is the new up

Deloitte Global predicts that US TV advertising revenue



\$72 billion

or almost a third
of global TV ad revenues

Ad spend's strength is due to:



broad reach
(monthly reach of 93%
among US adults)



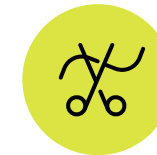
stable high viewing volumes
(~5 hours a day)



a rise in CPM (up to 12.5%)



low and stable
time shift minutes (29 minutes)



minimal cord-cutting
(1-2% in 2016)

Deloitte.

#DeloittePredicts

www.deloitte.com/predictions

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