TV advertising in the US: flat is the new up

Deloitte Global predicts that US TV advertising revenue will be flat

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)

$72 billion or almost a third of global TV ad revenues

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