

The Evolution of TV and Video Advertising

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1950's Family Household Dynamic.... Do You Remember?



The traditional family of four came together to watch 1 network, on 1 TV



Morning



Daytime



Access



Prime
Time

TV Buying was all about the ratings

In the 1950's Advertising was easy. All you needed to buy was I Love Lucy and you would reach 67% of the viewers! Times Have Changed.

Top TV Series of Each Decade / Ratings

Decade	Program	Network	Rating
1950s	I Love Lucy	CBS	67.3
1960s	Gunsmoke	CBS	40.3
1970s	All in the Family	CBS	34.0
1980s	The Cosby Show	NBC	34.9
1990s	ER	NBC	22.0
2000s	American Idol	FOX	16.1
2010s	NCIS	CBS	12.3

Source: Brooks, Tim and Earle Marsh (2007). *The Complete Directory to Prime Time Network and Cable TV Shows, 1946-Present*, p. 1679-1698. ISBN 978-0-345-49773-4 Source: Andreeva, Nellie (May 27, 2011). "Full 2010-11 Season Series Rankers". *Deadline Hollywood*. Retrieved May 27, 2011.



1.
NEW
CONTENT & ACCESS

2.
NEW
DATA

3.
NEW
ADVERTISING

SUPERIOR CONTENT EMERGED, THEN EXPLODED

PHASE 1

1999 – 2006



SUPERIOR CONTENT EMERGED, THEN EXPLODED

PHASE 2

2007 – 2012



SUPERIOR CONTENT EMERGED, THEN EXPLODED

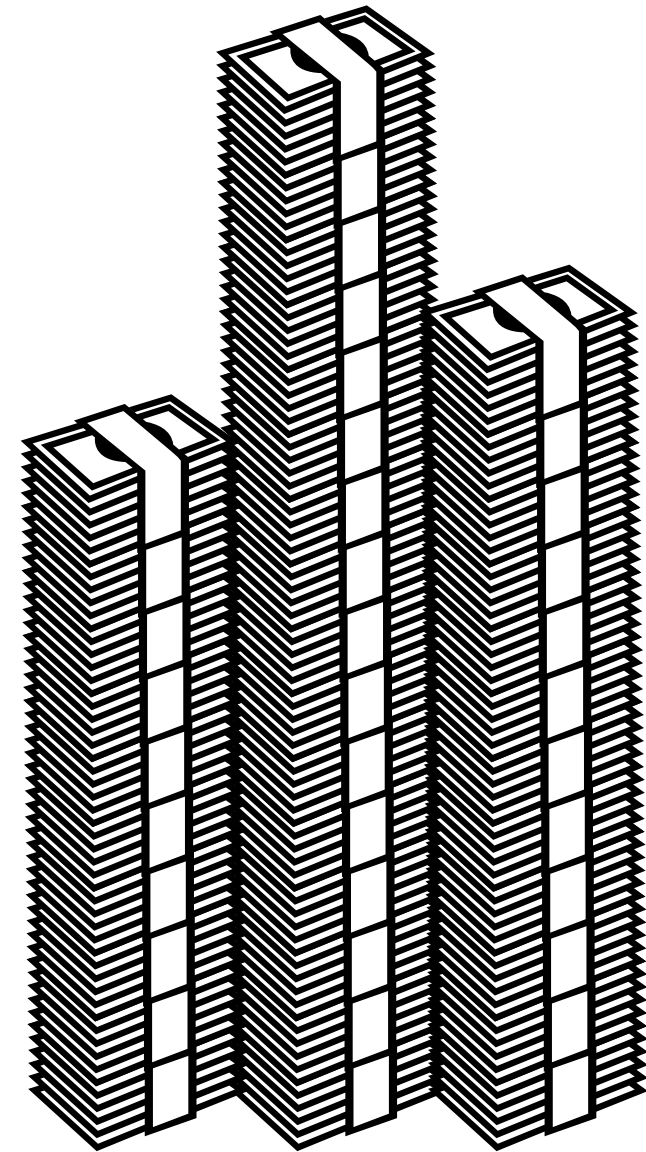
PHASE 3

2013 – Present

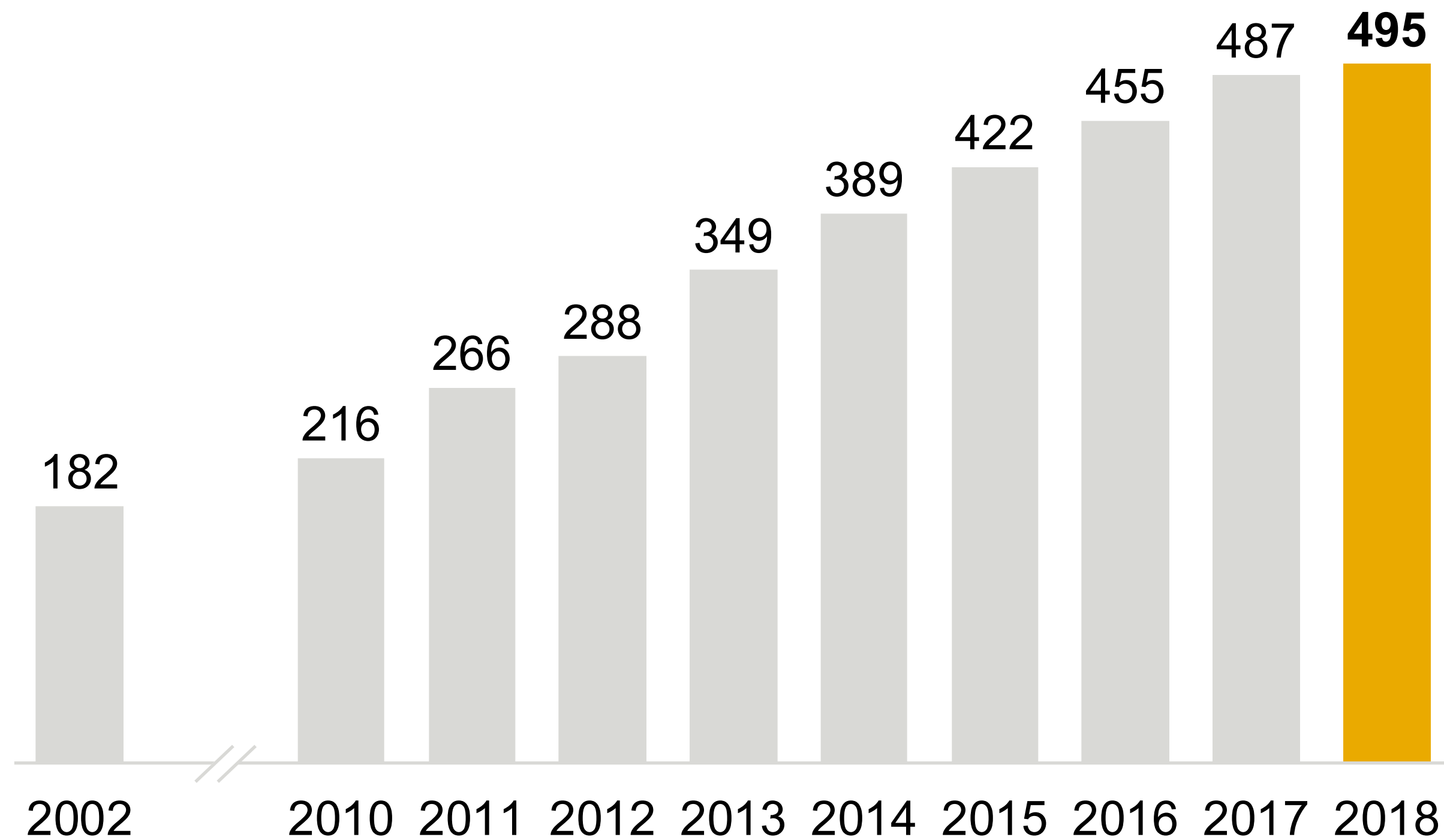


MORE NEW CONTENT THAN EVER BEFORE

\$67B
spent on
programming
in 2018



Estimated Number of Original Scripted Series
(Broadcast, Cable and Online Services)



It would take over
a year to watch all
original scripted
content produced
in 2018

Sources: Estimated Number of Scripted Series: FX Networks Research. 12/13/18. Dollars Spent on Programming: SNL Kagan OTT Provider Profiles combined with TV Network Analysis Tool.