

Table 1  
Time spent viewing per household, US

Year	Time spent per day
1950	4 hrs. 35 mins.
1955	4 hrs. 51 mins.
1960	5 hrs. 06 mins.
1965	5 hrs. 29 mins.
1970	5 hrs. 56 mins.
1975	6 hrs. 07 mins.
1980	6 hrs. 36 mins.
1985	7 hrs. 10 mins.
1990	6 hrs. 53 mins.
1995	7 hrs. 17 mins.
1996	7 hrs. 11 mins.
1997	7 hrs. 12 mins.
1998	7 hrs. 15 mins.
1999	7 hrs. 26 mins.
2000	7 hrs. 35 mins.
2001	7 hrs. 40 mins.
2002	7 hrs. 44 mins.
2003	7 hrs. 58 mins.

Source: [www.tvb.org](http://www.tvb.org), based on data from Nielsen.

Table 2  
Average annual hours spent for TV and work, 1994–1997

Country	TV-viewing hours per adult	Work hours per person in employment	Work hours per adult
Norway	878	1413	850
Switzerland	882	1608	1036
Sweden	893	1600	981
Finland	929	1725	1043
Germany	1148	1563	903
France	1166	1616	878
Japan	1324	1885	1116
Spain	1334	1813	903
Italy	1340	1637	761
UK	1387	1738	1065
USA	1462	1954	1264

Source: Corneo (2001).

Table 3  
Adults: Time spent yesterday in minutes with major media

Adults	Television	Newspapers	Radio	Magazines	Internet
<i>Age</i>					
18+	258.4	32.4	120.7	18.3	65.8
18-34	236	16.4	141.3	16.9	71.4
18-49	234.3	23.7	131.2	15.6	79.5
25-49	234.8	26	132.2	13.2	84.6
25-54	239.4	27.2	132.6	14.2	85.3
35-64	254.6	34.1	116.3	16.3	76.9
65+	317.1	58.1	94.9	27.3	18.6
<i>Household income</i>					
Under \$25K	318.7	27.6	101.7	18	30.3
\$25-50K	277.7	31.9	139.5	18.8	81.4
\$50-75K	234.5	24.6	129.6	12.3	56
\$75-100K	212.6	42.1	111	17.5	92
\$100K+	203	39.7	91.4	19.2	79.5
<i>Education</i>					
HS Grad	287.8	27.9	133.3	16.9	44
Some college	273.9	30.5	134.9	19.4	74.9
College grad+	204.7	39.6	109	17.4	88.6
<i>Occupation</i>					
Prof/Tech/Mgr/Owner	199.8	31.2	134.3	18.1	101.1
Admin/Clerical/Sales	238.5	24.7	145	16.7	69.2
Trade/Service	223.8	21.2	148.7	18.1	39.4

Source: www.tvb.org, based on data from Nielsen.

Table 4

Gross domestic product, total ad volume, and television ad volume 1960–2003

Year	GDP*	Ad volume		TV ad volume	
	\$Billions	\$Millions	GDP (%)	\$Millions	Ad volume (%)
1963	617.7	13,100	2.12	2032	15.50
1973	1382.70	24,980	1.81	4460	17.90
1983	3536.70	76,000	2.15	16,879	22.20
1993	6657.40	140,956	2.12	32,471	23.00
2003	10,987.90	245,477	2.23	60,746	24.70

\*Sources: GDP, [bea.doc.gov](http://bea.doc.gov); ad volume and TV ad volume [www.tvb.org](http://www.tvb.org), based on data from Nielsen.

Table 5  
Estimated annual US advertising expenditures (in millions of dollars)

	1953 (\$ m.)	1973 (\$ m.)	1983 (\$ m.)	1993 (\$ m.)	2003 (\$ m.)	2003 (%)
<i>Newspapers:</i>	2632	7481	20,582	32,025	44,843	18.3
National	606	1049	2734	3620	7357	3
Local	2026	6432	17,848	28,405	37,486	15.3
<i>Magazines:</i>	627	1448	4233	7357	11,435	4.7
Weeklies	351	583	1917			
Women's	158	362	1056			
Monthlies	118	503	1260			
Farm publications	71	65	163			
<i>Broadcast TV:</i>	606	4460	16,879	28,020	41,932	17.1
Network	320	1968	6955	10,209	15,030	6.1
Spot (nat'l)	145	1377	4827	7800	9948	4.1
Spot (local)	141	1115	4345	8435	13,520	5.5
Syndication			300	1576	3434	1.4
<i>Cable:</i>			452	4451	18,814	7.7
Cable network			376	3295	13,954	5.7
Cable (non-net)			76	1156	4860	2
<i>Radio:</i>	611	1723	5210	9457	19,100	7.7
Network	141	68	296	458	798	0.3
Spot (nat'l)	146	400	1038	1657	3540	1.4
Spot (local)	324	1255	3876	7342	14,762	6
<i>Yellow pages:</i>			4400	9517	13,896	5.7
National			489	1230	2114	0.9
Local			3911	8287	11,782	4.8
<i>Direct mail</i>	1099	3698	11,795	27,266	48,370	19.7
<i>Business papers</i>	395	865	1990	3260	4004	1.6
<i>Out of home:</i>	176	308	794	1090	5443	2.2
National	119	200	512	605	2298	0.9
Local	57	108	282	485	3145	1.3
<i>Internet</i>				0	5650	2.3
<i>Miscellaneous:</i>	1523	4932	9954	18,513	31,990	13
National	846	2562	6952	13,534	24,550	10
Local	677	2370	3002	4979	7440	3
<i>Total National</i>	4515	13,700	42,660	81,867	152,482	62.1
<i>Total Local</i>	3225	11,280	33,340	59,089	92,995	37.9
<i>Grand Total</i>	7740	23,210	76,000	140,956	245,477	100

Source: www.tvb.org, based on data from Nielsen.

Table 6  
2003 prime-time clutter (minutes:seconds)

	Network commercial minutes		Non-program minutes	
	2002	2003	2002	2003
ABC	10:15	10:15	15:16	15:31
CBS	9:03	9:19	14:06	14:18
Fox	9:04	9:11	14:47	15:13
NBC	9:41	9:19	14:49	15:07

Source: [www.tvb.org](http://www.tvb.org), based on data from Nielsen.

### 2.3. Platform competition

Table 7  
Adults reached yesterday by major media (%)

Adults	Television	Newspapers	Radio	Magazines	Internet
<i>Age</i>					
18+	90	65.2	72.8	48	51.1
18-34	87.6	48.5	80.1	48.1	55.6
18-49	88.5	58.7	79.9	48	58.1
25-49	89.8	64	81.1	45.1	57.3
25-54	90.5	65.9	80.2	47.7	58.9
35-64	91.5	71.4	74.8	49.9	57.9
65+	89.9	77.5	51.9	41.5	19.9
<i>Household Income</i>					
Under \$25K	87.3	57.4	59.7	40.2	27.8
\$25-50K	91.6	66.3	72.6	48.6	48.9
\$50-75K	89.8	66.9	77.1	45.6	56.5
\$75K+	89.8	71.2	83	55.2	74.8
\$100K+	92.2	72.5	85.5	61.2	75.9
<i>Education</i>					
HS Grad	90	60.9	69.4	42.3	35.5
Some college	92.3	67.2	73.6	51.4	54.3
College grad+	89.4	72.2	80.7	53	71.9
<i>Occupation</i>					
Prof/Tech/Mgr/Owner	89.6	65.3	84.8	54.1	73.5
Admin/Clerical/Sales	88.7	64.2	79.2	48.2	47.4
Trade/Service	85.8	65.3	78.7	52.4	38.1

Source: www.tvb.org, based on data from Nielsen.

Table 8  
Network television cost, primetime (Mon–Sun) average program\*

	Households viewing (avg. min.)	Cost per 30 sec. (\$)	Cost per 1000 homes (\$)
1965	9,968,000	19,700	1.98
1975	13,500,000	32,200	2.39
1985	14,510,000	94,700	6.52
1995	10,860,000	95,500	8.79
2004	6,070,000	120,500	19.85

\*Source: www.tvb.org, based on data from Nielsen.

Table 9  
Spot television cost for top 100 markets/30-second commercial primetime (Mon–Sun)

	Households per rating primetime	Cost per households rating primetime (\$)	Cost per 1000 homes (\$)
1982	703,092	6235	8.87
1985	732,211	7360	10.01
2005	941,219	24,181	25.69

Source: www.tvb.org, based on data from Nielsen.



Table 10  
Magazine advertising cost and daily newspapers, US, circulation, costs, and cost per 1000 readers

			1965	1985	1997	2000
Magazine	Combined circulation	(000)	147,080	159,978	129,623	
	Combined page rate	B&W	\$595,143	1,695,541	3,358,235	
		4C	\$826,879	2,288,036	4,437,329	
	Cost per page per 1000	B&W	\$4.05	10.59	25.91	
4C		\$5.53	14.3	34.23		
Newspapers	Total daily CIRC	(000)	60,358	62,766		55,773
	Cost 1/2 page each daily		\$312,112	1,515,163		3,712,650
	Cost per 1000 CIRC		\$5.17	24.14		66.57

Source: www.tvb.org, based on data from Nielsen.