

Annual Network TV Average Rating and Cost Data

ADV 4300, Kent Lancaster

Daypart	Average Rating													Average Cost/:30 (\$000s)			
	Low/High	Adults				Men				Women				ABC	CBS	FOX	NBC
		ABC	CBS	FOX	NBC	ABC	CBS	FOX	NBC	ABC	CBS	FOX	NBC				
Early Morning (7-9am)	Low	2.5	2.2	1.4	1.9	2.1	1.9	1.2	1.6	2.8	2.5	1.6	2.1	12.5	11.5	7.0	9.1
	High	4.8	4.4	2.8	3.6	4.1	3.7	2.4	3.0	5.4	5.0	3.2	4.1	25.8	23.4	14.4	18.8
Weekday (9am-4pm)	Low	1.8	1.6	1.1	1.3	1.3	1.2	0.8	1.0	2.2	2.0	1.3	1.6	9.8	9.1	5.5	7.2
	High	7.8	7.1	4.5	5.8	5.8	5.3	3.4	4.3	9.6	8.8	5.6	7.2	40.8	37.2	22.8	29.8
Early Fringe (4-7:30pm)	Low	2.0	1.8	1.2	1.5	2.2	2.0	1.3	1.6	1.8	1.7	1.1	1.4	10.6	9.7	5.9	7.8
	High	10.5	9.7	6.1	7.9	11.5	10.6	6.7	8.6	9.6	8.8	5.6	7.2	70.8	64.4	39.5	51.6
News (6-7:30pm, 11-11:30pm)	Low	2.0	1.8	1.2	1.5	2.2	2.0	1.3	1.6	1.8	1.7	1.1	1.4	12.5	11.4	7.0	9.1
	High	13.6	12.4	7.9	10.2	14.8	13.6	8.7	11.1	12.4	11.3	7.2	9.3	100.5	92.7	61.8	76.8
Prime Access (7:30-8pm)	Low	5.3	4.8	3.1	3.9	5.8	5.3	3.4	4.3	4.8	4.4	2.8	3.6	31.3	28.5	17.4	22.9
	High	19.7	18.1	11.5	21.6	21.6	19.8	12.6	16.2	18.0	16.5	10.5	13.5	177.2	161.2	98.8	129.2
Prime Time (8-11pm)	Low	3.8	3.4	2.2	2.8	4.0	3.6	2.3	3.0	3.6	3.3	2.1	2.7	33.3	30.3	18.6	24.3
	High	25.2	23.1	14.7	18.9	26.4	24.2	15.4	19.8	24.0	22.0	14.0	18.0	327.0	297.6	182.3	238.6
Late Fringe (11:30pm-1am)	Low	2.0	1.8	1.2	1.5	2.2	2.0	1.3	1.6	1.8	1.7	1.1	1.4	11.0	10.2	6.4	8.0
	High	6.6	6.0	3.8	4.9	7.2	6.6	4.2	5.4	6.0	5.5	3.5	4.5	47.6	43.3	26.5	34.7

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