



TV'S 2022-23 PRIMETIME UPFRONT CLOSES WITH MODEST GAINS

Media Dynamics, Inc. releases preliminary estimates in advance
of its annual upfront and CPM-CPP reports

Nutley, NJ, July 25, 2022 - While a few minor deals are still being negotiated, it is possible for us to release our estimates of ad spending and CPMs for the 2022-23 primetime upfront as these will not substantially alter the projections.

It appears that the five broadcast TV networks took in \$9.9 billion in primetime sales—up a modest 6.4% from the previous upfront—while the cable channels sold \$10.2 billion, a 5.2% increase. In total, the "linear TV" upfront was up 5.8%, to \$20.1 billion.

Table 1

**LINEAR TV PRIMETIME UPFRONT AD SALES
2021-22 VS. 2022-23 SEASONS
(In \$ Mil.)**

	2021-22	2022-23	% Increase
Broadcast TV Networks	9,310	9,910	6.4
Cable Channels	9,725	10,230	5.2
Total	19,035	20,140	5.8

Source: Media Dynamics, Inc.

The sellers did better when it came to CPMs for 30-second commercials, averaging a gain of 9.6% for the broadcast TV networks and 6.6% for cable, however these increases were well below last year's spectacular hikes due to buyer concerns about the looming threat of an economic recession as well as the shifting of considerable amounts of national ad spend to streaming venues. Linear TV sellers were willing to trade off smaller CPM increases for their linear TV platforms in exchange for increases—often at higher CPMs—for their streaming services (see Table 2).

It should be noted that the primetime upfront figures we are reporting do not reflect the totality of the upfront. Upfront ad sales by the broadcast TV networks as well as cable channels and national program syndicators in other dayparts (early AM, daytime, early evening, prime access, and late night) amounted to \$10-12 billion, while the broadcast TV networks and some cable channels also sold about \$2 billion of digital ad time, mostly in the form of sponsored episodes of primetime shows on their websites. Finally, approximately \$5-6 billion went to upfront buys on CTV/AVOD platforms. So, the total upfront involves about \$36-40 billion, not just the \$20 billion that the broadcast TV networks and cable channels garnered for their "linear TV" primetime programs.

Table 2

PRIMETIME ADULT VIEWER CPMs
2021-22 VS. 2022-23 SEASONS
(30-Second Spots)

	2021-22	2022-23	% Increase
Broadcast TV Networks	\$45.03	\$49.35	9.6
Cable Channels	21.85	23.30	6.6

Source: Media Dynamics, Inc.

Commenting on the 2022-23 upfront, Media Dynamics, Inc. president, Ed Papazian, noted, "a definite softness in cable sales relative to broadcast, as many buyers felt that they were better off diverting fairly large sums to streaming venues, despite their higher CPMs, as a hedge against future scatter market pricing for broadcast prime." Papazian further pointed out the continuing bias against cable that is part of the story: "Cable's CPM advantages aside, many advertisers feel that the erosion of cable's reach due to cord cutting, the perceived lower quality of much of its program fare, plus over commercialization, makes it less desirable than broadcast TV network prime placements and what can be had on CTV/AVOD."

[Total TV Dimensions 2022](#) and [MDI Direct](#) subscribers will receive a more detailed report on the 2022-23 upfront in the August 2nd issue of [TVD Alert](#). MDI's proprietary upfront CPM-CPP estimates will be released September 15th in the annual [ACES](#) report, followed by [CPMTrack](#) on September 30th. Customers who pre-order either report can save \$50 off the cover price. Enter code UPFRONT50 at checkout.

About Media Dynamics, Inc.

[Media Dynamics Inc.](#) is a publishing & consulting company founded in 1982 by Ed Papazian, the former Media Research Director and Media Director of BBDO (1960-75) and co-creator/publisher of **Ad Forum** and **The Media Cost Guide**. MDI's **Dimensions** series has served as *the* reference source for data trending and insights on radio, magazines, TV and intermedia. Media Dynamics' library includes several research annuals and numerous special reports and white papers that focus on targeted areas of the media, including spot TV, cable, ad receptivity, CPMs and upfront cost estimates. Media Dynamics, Inc. has also spent more than 30 years consulting on various media issues, including agency/client interactions on the media function, the hiring of independent media buying services and the evaluation of agency/media buying performance. Past clients include a cross section of TV networks, cable services, magazines, TV & radio reps, advertisers, ad agencies, research companies and new media.