EDITORIAL OUTLINE

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- II. About Upfront Tracker
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- IV. Primetime Upfront 2024-25: The Good, The Bad & The Not So Ugly
 - Table 1: National TV Upfront Primetime Ad Dollar Sales For Broadcast & Cable:

1990-91 To 2024-25 Seasons

Table 2: Adult Viewer CPM Trends For National TV Upfront

Primetime Buys: 2008-09 To 2024-25 Seasons

- V. 2024-25 Upfront CPMs & CPPs For Adults, Men & Women By Age:
 - Table 3: Monday-Friday Daytime
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 - Table 5: Primetime, Prime Access & AVOD/FAST
 - Table 6: Monday-Friday Late Evening