



MEDIA DYNAMICS, INC. ANNOUNCES THE RELEASE OF TOTAL TV DIMENSIONS 2024

Media Dynamics, Inc. releases the latest edition of its most popular publication, now in its 31st year

Nutley, NJ, January 25, 2024 – MDI is proud to announce the release of the latest edition of its long-running annual report, **Total TV Dimensions**, which has been completely updated to reflect current developments in linear TV and streaming and provides many trend comparisons as well as important insights that anyone who is interested in TV should want to have at their fingertips. **Total TV Dimensions** covers all aspects of TV's performance; in addition to the basics like growth in penetration, rise of alternative forms of TV, time spent, reach and frequency patterns, CPMs, etc., it covers audience engagement, viewer attentiveness, cross platform comparisons, evidence of ad impact, and many other subjects that subscribers will want to know more about.

As Ed Papazian, President of Media Dynamics, Inc, notes,

Our specialty is filling in the gaps in media research by taking information from many quarters and incorporating reasonable estimates. A case in point is the time spent aspect of media consumption. In our recently-released annual, [Total TV Dimensions 2024](#), we compile reputable sources and show in one article how much time an average adult spends with ad-supported media--it's about 10.4 hours daily. In another article we show how this time is split between editorial content and ads and show how this changes when attentiveness is considered. When all of this is put together, the results may surprise you. Taking fully attentive time, the average adult spends only 2.2 hours per day with editorial content on ad-supported media and .7 hours (or a mere 40-42 minutes) with the ads. Going beyond this, from another TTVD2024 article, the average adult sees, hears or reads only 117 ads per day, which means that they are fully attentive to about 2.8 ads per minute when ads are being consumed. And this is just one example of the valuable data included in this year's edition.

The complete editorial outline for all five chapters of this essential report [here](#). Interested parties are also invited to browse the full collection of other reports and [Alerts](#) we offer, all available through a subscription to [MDI Direct](#).

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.