

# DISPLACED / PREEMPTED

Homepage

Preempted

Preempted Reason

**DISPLACEMENT**

When spots (advertisements) are not placed in the schedule logs and as a result cannot be aired yet, they are considered *displaced*.

The revenue from the displaced spot is still on the books, however station specialists must now work to try and fit the ad elsewhere in the schedule logs. Displacement is the stage before a spot becomes *preempted*.

**PREEMPTION**

*Preemption* is the last stage a spot can be if it was not possible to be placed or made good at all where it is eventually credited.

This is the final chance a spot has to being placed before it is returned and its revenue credited. There can be many reasons a spot may be preempted but for business objectives, less preempts means less revenue loss.

*\*Data was taken as a snapshot in that point of time for an undisclosed month, so true current numbers may vary. Names of broadcast stations will be masked/renamed to anonymize and protect the organization's trade and data.*

**Displaced Spots**

988

**Displaced Revenue**

\$78,573

**Preempted Spots**

43426

**Preempted Revenue**

\$2,098,696

# PREEMPT SPOTS OVERALL

Spot State

All

Preempt Spots

43,426

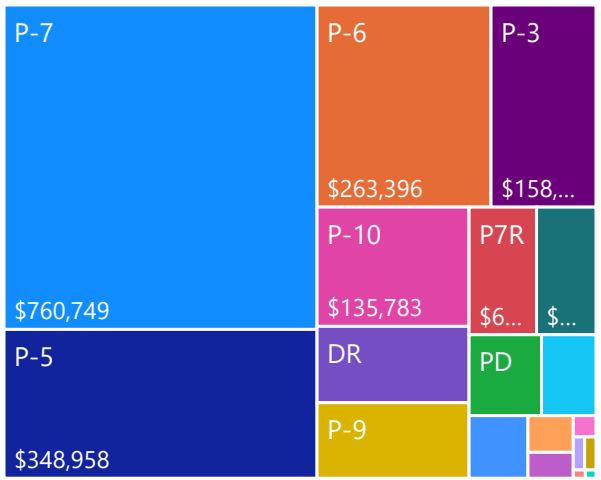
In Preempt Revenue

\$140,243

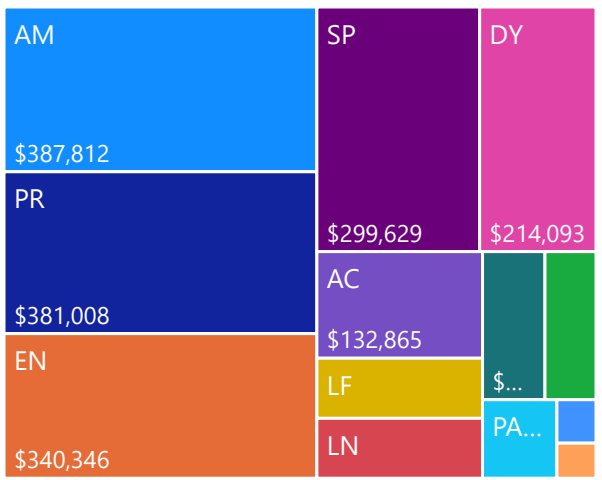
Credited Revenue

\$1,958,453

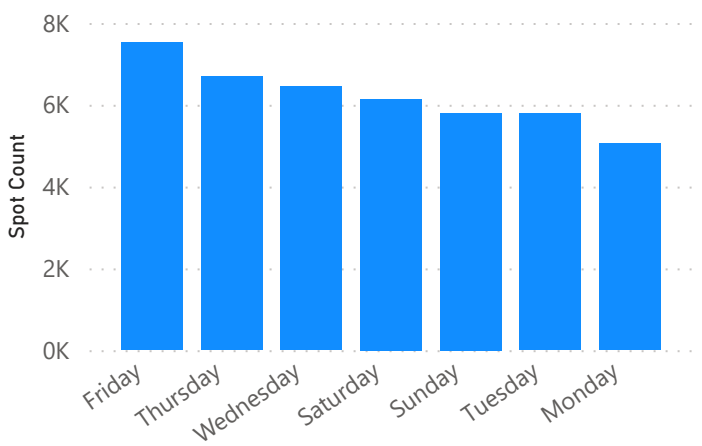
Revenue and Spot Count by Priority



Revenue and Spot Count by Daypart

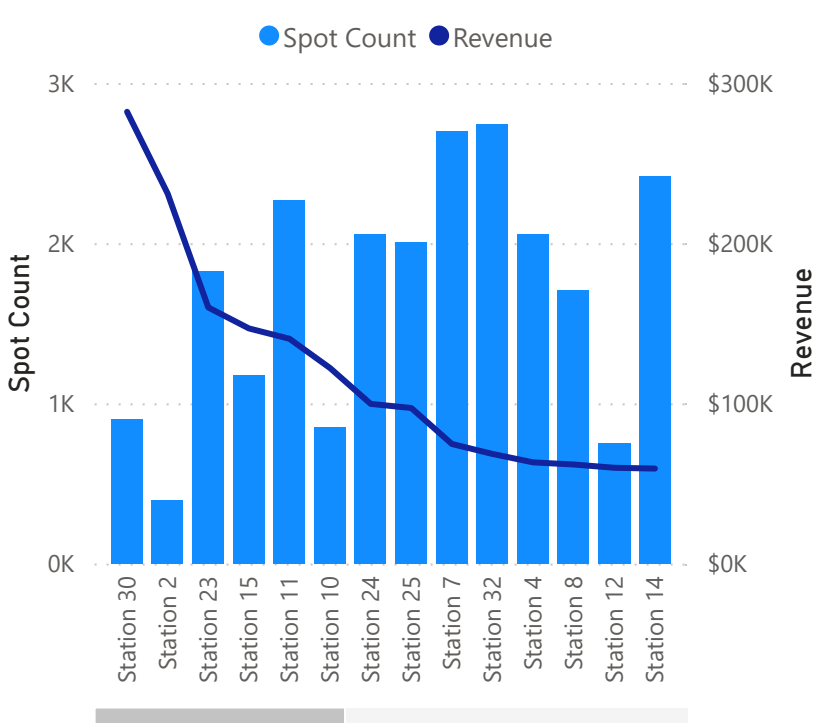


Spot Count by Air Date Weekday

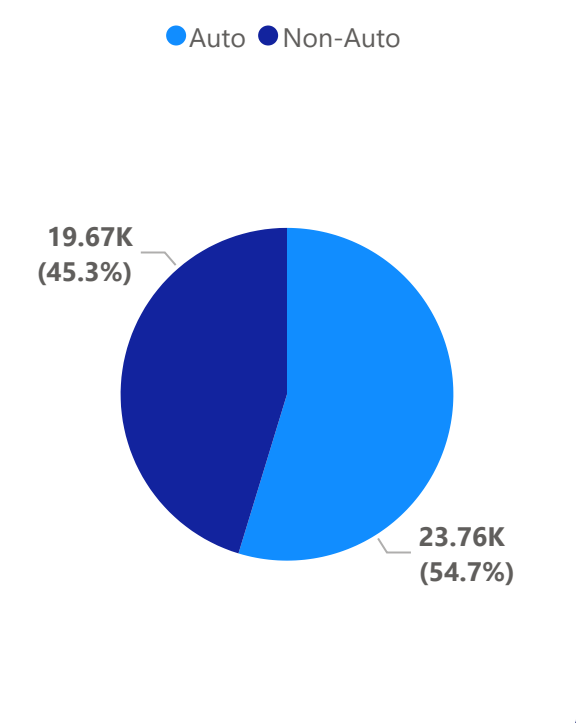


Property	Spots	Revenue
Station 1	1080	\$30,668
Station 2	397	\$230,905
Station 3	230	\$31,454
Station 4	2059	\$63,154
Station 5	465	\$18,093
Station 6	1474	\$52,986
Station 7	2702	\$74,640
Station 8	1710	\$61,824
Station 9	712	\$19,915
Station 10	855	\$122,026
Station 11	2270	\$140,314
Station 12	754	\$59,776
Station 13	317	\$10,592
Total	43426	\$2,098,696

Revenue and Spots By Property



By Auto or Non-Auto Week



# PREEMPTS REASON BY ADVERTISER

Spot State

All

Daypart (Placed\*)

All

Preempt Spots

43,426

In Preempt Revenue

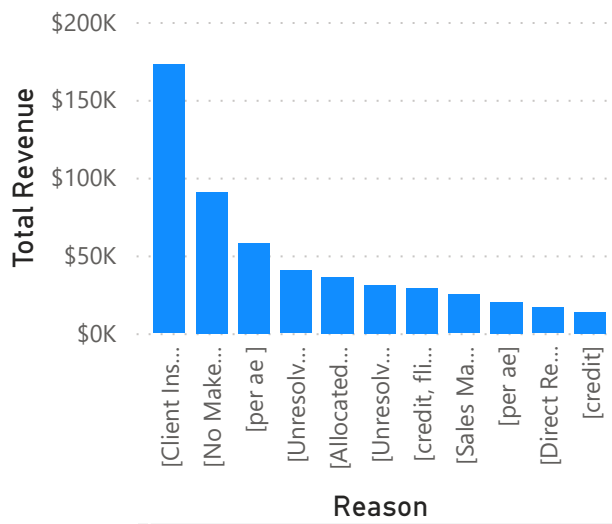
\$140,243

Credited Revenue

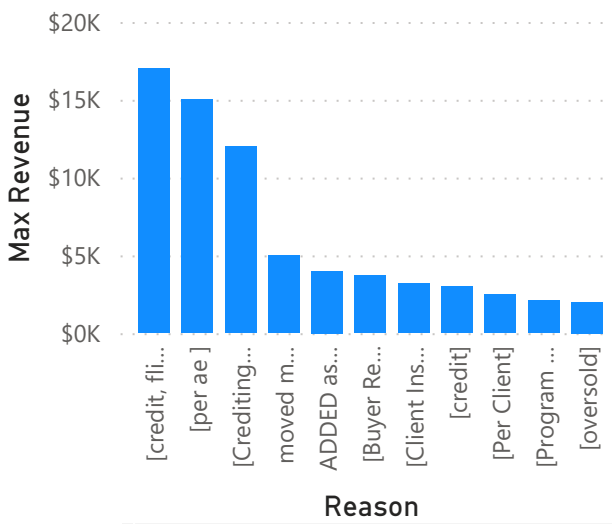
\$1,958,453

Advertiser	Spots	Revenue
Nebraska Furniture Mart	1274	\$80,803
BPG LMA	45	\$70,630
Craft/R/Governor	78	\$67,250
NETDAA_New England Toyota Dealers	113	\$61,013
BetMGM	127	\$56,898
Publix Supermarkets	238	\$43,189
Norcal FDAF	134	\$35,145
Comcast Local Market	142	\$33,810
Rooms To Go	861	\$28,353
Total	43426	\$2,098,696

Total Revenue and Spot Count by Reason

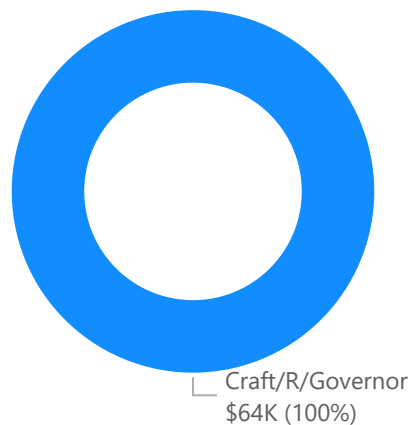


Max Revenue and Spot Count by Reason



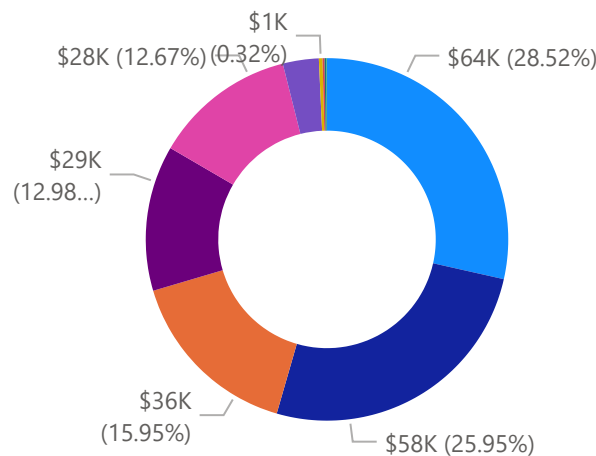
Revenue and Spot Count by Reason

Top Advertiser by Revenue



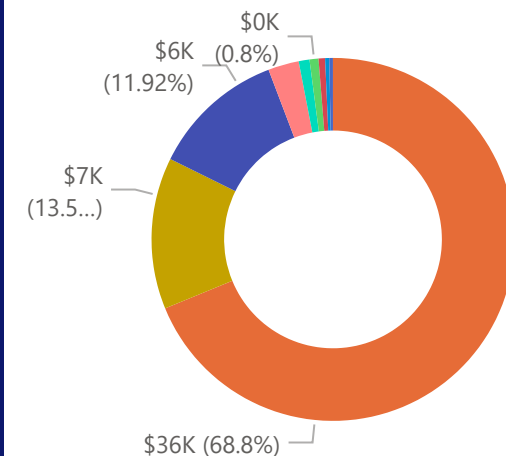
Revenue and Spot Count by Reason

Top 5 Advertisers by Revenue



Revenue and Spot Count by Reason

Top 5 Advertisers by Spot



\*Visuals are filtered to not show Blank State Reasons