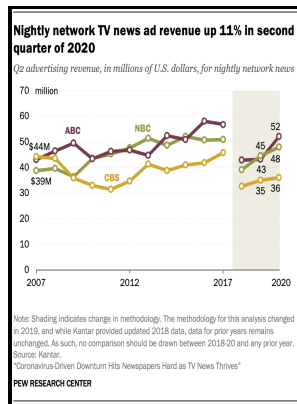


# Television station performance and revenues

## Rand Corp. - Fox Corp.: Political Advertising Drove Revenue Growth



Description: -

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Tagalog literature

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## Fox Corp.: Political Advertising Drove Revenue Growth

The average age of an MUTV subscriber is 32. Previous versions of this fact sheet included audience data stretching back to 2007. There was a slow decline in television revenues from 2013 to 2017: on average, total television revenues decreased annually by 1.

## Television Station Scorecard and Ready

Although cyclical advertising revenue tied to the presidential race and major sporting events provides some lift for TV broadcasters, there is still a significant gap to make up for the decline in core advertising. Next year, though, TV ad revenue will probably continue to decline in tandem with a reduction in the number of people who watch TV. Similarly to the traditional broadcasting system, the Internet-based video services are led by a few services generating the majority of the revenues.

### • Local TV station revenue in the U.S. 2018

Not only has reach hovered around 94 percent for the last few years, but that number is essentially unchanged from the 94.

## Television Station Scorecard and Ready

But driving around in a car and listening to music, news, and a loudmouth DJ is still very much part of the US cultural fabric in 2019. Read description carefully to find out if these KPIs are what you need.

## Television Station Performance Revenues.

Choice of Early Evening as the Appropriate Viewership Time Slot The 2017 Fact Sheet compiled by Pew contains three times for which local television news viewership is measured: morning news 5 a. Even under duress, advertising remains by far the most critical revenue stream for the U.

**Local TV stations' revenue totaled \$28.4 billion in 2016, BIA/Kelsey says**

The competition for user engagement and spending has never been more brutal. RAND's publications do not necessarily reflect the opinions of its research clients and sponsors. And Take-Two Interactive and the NBA have teamed up to form the NBA 2K e-sports league.

### **TV, Video & Film**

Viewership of local television news is slowly declining: 2016 viewership is 80. Leadership teams need to ask themselves important questions related to the dynamics of their businesses, products, and brands.

### **TV, Video & Film**

At the end of 2012, Netflix had a presence in 40 countries and about 6. This brings the total of reporting pay services to six. But the flip side of that belief—that North Americans listen to radio only in their cars—needs some mythbusting.

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