

Television station performance and revenues

Rand Corp. - Communications Monitoring Report 2018



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How Much Money Does CNN, Fox News And MSNBC Make on Ads?

Breaking down the audience data by age group shows that Canadians 65+ watch the most television, averaging 42. In 2017, radio attracted about 6 percent of global ad spending about 9 percent in North America , and in 2019, it will likely be around 6 percent again. Not only has reach hovered around 94 percent for the last few years, but that number is essentially unchanged from the 94.

Study: TV Station Revenue to Reach \$32.8 Billion by 2020

Today, profitable growth increasingly depends on having five, six, or even more revenue streams — an often fluid portfolio of bets on businesses and products that extend beyond traditional sources of monetization.

How Much Money Does CNN, Fox News And MSNBC Make on Ads?

EA is developing e-sports competitions for both its Madden and FIFA franchises. As discussed above, an even less rosy picture can be painted for newspapers. The CBS Television Stations group principally derives its revenues from the sale of advertising time on its television stations.

RTDNA

CBS Films exploits its motion pictures including certain ancillary rights such as licensing and merchandising and generates revenues in all media in the relevant release windows.

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