

TV AD REVENUE UP IN 2010



Media companies including Viacom, Time Warner, CBS Corp. and News Corp. saw improved ad revenue in broadcast, cable, or both during the first half of 2010. The news is doubly encouraging because it reflects ad rates from the 2009 upfronts, which were quite low compared to previous years. Rates negotiated during this year's upfront period were higher and should boost ad revenue even further during the last quarter of 2010 and into 2011. "We've seen a wave of spending come back into the marketplace," said Steve Farella, CEO of independent media agency TargetCast tcm. Large sectors of the market are still skittish, however, and ad revenue could easily trend back down if the economy continues on its sluggish pace.

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