



CBS TOPS BROADCAST UPFRONT ADVERTISING SALES

Several prominent television networks, including CBS, ABC, and the CW, have concluded their advertising sale for the following season. CBS was most successful, raising its rates by roughly 10% and taking orders for almost \$2.6 billion worth of prime-time commercials. ABC was able to secure a rate increase of 6% to 8%, and the CW raised their prices 7%. Other large networks are still continuing negotiations, with NBC expected to secure a rate of 6% and Fox to secure 8%.

Read the full article here:

[CBS leads broadcast TV networks in upfront advertising sales - Los Angeles Times](#)

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