



Ready To Learn

TV Clutter

For several years, the American Association of Advertising Agencies (AAA) and Association of National Advertisers, Inc. (ANA) have jointly commissioned a Commercial Monitoring report examining national and local commercial minutes, as well as other categories of non-program material.

While overall clutter continues to rise in Prime Time — reaching a new high of 16:43 non-programming minutes among network broadcasters — PBS non-programming minutes remain constant at around five and a half-minutes.

Non-program material includes the following elements: network commercials, local commercials, public service announcements, program credits (except in instances in which credits run over continuing program action), station and network promos, and "other" unidentified gaps within a commercial pod.

	Non-Programming Minutes Per Hour	Programming Minutes Per Hour
PBS	5:21	54:39
NICK	10:27	49:33
A&E	13:22	46:38
DISC	13:34	46:26
ESPN	13:47	46:13
Lifetime	14:23	45:37
CNBC	14:29	45:31
CNN	15:32	44:28
CBS	16:32	43:28
Fox	16:36	43:24
Commercial primetime *	16:43	43:17
NBC	16:46	43:14
ABC	16:57	43:03
MTV	17:19	42:41
WB	17:26	42:34
UPN	17:40	42:20
Fox Family	18:25	41:35
Commercial daytime	20:53	39:07

• ABC/CBS/NBC/Fox averages.



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Source: 1999 Television Commercial Monitoring Report; Source: for PBS, Competitive Media Reporting (1999); Sponsored by American Association of Advertising Agencies and Association of National Advertisers, Inc.

The complete report takes a look at the non-program content of the four major broadcast networks as well as the two emerging networks, a cross-section of the syndication market, and 19 cable networks.

For a copy of the complete report, please call (212) 682-2500 and ask for the **1999 Television Commercial Monitoring Report**. The cost of the report is \$15.

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