

2018 U.S. Air time - Television or cable - National and regional advertising (net) sold through Cable and other subscription programming-Product & Services Report

<https://marketpublishers.com/r/283BDBE3320EN.html>

Date: April 2018

Pages: 96

Price: US\$ 199.00 (Single User License)

ID: 283BDBE3320EN

Abstracts

The 2018 U.S. Air time - Television or cable - National and regional advertising (net) sold through Cable and other subscription programming-Product & Services Report, published annually by Barnes Reports, contains timely and accurate industry statistics, forecasts and demographics. The report features 2018 current and 2019 forecast estimates on the sales of Air time - Television or cable - National and regional advertising (net) sold through Cable and other subscription programming nationally and for all 50 U.S. States and up to 900 metro areas.

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Definitions and Terms

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