

# TV Upfront Historical CPMs Primetime

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20 Broadcast Seasons





# TV Upfront: Historical CPMs Trend

## Primetime

### Broadcast TV & Cable TV

Adults 18+, based on 30-second units

Broadcast Season	Broadcast TV		Cable TV	
	\$	% change	\$	% change
2006-2007	\$15.18	N/A	\$8.02	N/A
2007-2008	\$16.39	8.0%	\$8.49	5.9%
2008-2009	\$16.80	2.5%	\$9.17	8.0%
2009-2010	\$16.09	-4.2%	\$8.74	-4.7%
2010-2011	\$17.52	8.9%	\$9.60	9.8%
2011-2012	\$19.48	11.2%	\$10.61	10.5%
2012-2013	\$20.96	7.6%	\$11.31	6.6%
2013-2014	\$22.32	6.5%	\$12.09	6.9%
2014-2015	\$23.46	5.1%	\$12.77	5.6%
2015-2016	\$24.40	4.0%	\$13.34	4.5%
2016-2017	\$26.86	10.1%	\$14.61	9.5%
2017-2018	\$29.01	8.0%	\$15.94	9.1%
2018-2019	\$31.97	10.2%	\$17.49	9.7%
2019-2020	\$36.19	13.2%	\$19.45	11.2%
2020-2021	\$37.71	4.2%	\$19.90	2.3%
2021-2022	\$45.03	19.4%	\$21.85	9.8%
2022-2023	\$49.35	9.6%	\$23.30	6.6%
2023-2024	\$48.04	-2.7%	\$22.10	-5.2%
2024-2025	\$45.35	-5.6%	\$20.60	-6.8%
2025-2026	\$43.50	-4.1%	\$19.35	-6.1%

Source: Media Dynamics, Inc. (via eMarketer), updated and reported as of 8/13/25. The above chart is based on linear TV average.



# TV Upfront: Historical CPMs Trend Primetime Broadcast TV, Cable TV & Streaming TV Adults 18+, based on 30-second units

Broadcast Season	Broadcast TV	
	\$	% change
2023-2024	\$48.04	-2.7%
2024-2025	\$45.35	-5.6%
2025-2026	\$43.50	-4.1%

Broadcast Season	Cable TV	
	\$	% change
2023-2024	\$22.10	-5.2%
2024-2025	\$20.60	-6.8%
2025-2026	\$19.35	-6.1%

Broadcast Season	Streaming TV	
	\$	% change
2023-2024	\$35.40	N/A
2024-2025	\$29.50	-16.7%
2025-2026	\$27.25	-7.6%

Source: Media Dynamics, Inc. (via eMarketer), updated and reported as of 8/13/25. The above chart is based on linear TV average for Broadcast TV and Cable TV; average streaming CPM includes AVOD and FAST services.