

Findings from the top 10 DMAs

Mixpo surveyed local stations across the country to better understand how the TV industry uses online advertising to drive tune-in. We asked each station to identify their DMA and bring you key insights from stations in the top 10 DMAs ranked by market size on how and when they employ online advertising.

Stations in the top 10 DMAs who advertised online in 2012

100%**100%**

Plan to advertise online in 2013

86%

Plan to use online video to advertise in 2013

15%

of stations tune-in advertising budget is spent online

57%

Plan to increase their online tune-in advertising budget in 2013

**SWEEPS: MAY 23% NOV 23%**

Average percentage of the tune-in advertising budget spent on Sweeps