

PRIME TIME PLANNING:

TV blueprint for Q1, 2025

★ As we kick off 2025, it's all about seizing prime opportunities, reaching the right audiences, and making every moment on screen count.



2025

AS WE APPROACH Q1 2025...

the television landscape presents unique opportunities for brands to maximize their impact.

Historically, the first quarter offers some of the most favorable media rates of the year, making it an ideal time to secure cost-efficient placements and extend advertising budgets. Post-holiday viewership trends show audiences settling back into regular routines, with consistent engagement in prime-time programming and live events, creating an optimal environment for advertisers to reach their target audiences effectively.

Q1 is marked by shifts in content focus and anticipated TV ad spending, with networks prioritizing themes such as fitness & wellness, financial services, universities, drug & toiletries, and crafts, hobbies, and toys. These categories align closely with common New Year's resolutions and seasonal consumer interests. Additionally, major live events, such as award shows and sports programming, attract large, engaged audiences, offering unique opportunities to connect with viewers in real time. Recognizing these seasonal patterns and their influence on consumer behavior is essential for optimizing campaign effectiveness during this period.

Implications for advertisers are clear: success in Q1 requires a thoughtful approach that aligns messaging with seasonal themes and capitalizes on the efficiency of media buys. Lower rates mean more flexibility to experiment with additional placements or test new channels, while the high engagement in live events offers prospects to create timely, impactful connections. By focusing on both the content audiences are consuming and the mindset they bring to it, advertisers can deliver campaigns that resonate and drive results during this critical quarter.

1,500+
LIFE SPORTS EVENTS

75+
PREMIERES

~25%
LOWER CPMS



PREMIER SPORTS

The first quarter of 2025 is filled with premier sports events, offering advertisers premium options to reach highly engaged audiences.

Key highlights include the **CFP Championship**, **NFL Playoffs** and **Super Bowl LIX**, which deliver unmatched reach and cultural impact. Other notable events, such as the **NBA regular season**, **NCAA basketball conference play**, and the **Australian Open**, cater to diverse, passionate fan bases.

These events are ideal for brands to launch emotionally resonant campaigns that tap into the excitement of live sports. Leveraging second-screen strategies, such as social media engagement during games, can amplify impact and build real-time connections with fans.

While premium slots like the **Super Bowl** are high-cost, other events offer cost-effective possibilities to reach targeted audiences. Tailoring messaging to each sport's tone ensures relevance, helping advertisers maximize impact.



PREMIER SPORTS

Q1 2025's premier sports events, including **Super Bowl LIX**, the **NBA season**, and the **Australian Open**, provide unmatched possibilities for advertisers to connect with passionate, engaged audiences.

JANUARY 1st  ESPN+ ESPN	JANUARY 9th  ESPN+ ESPN	JANUARY 13th  ESPN+ ESPN ESPN 2	JANUARY 20th  ESPN+ ESPN	JANUARY 23rd  ESPN ESPN 2	JANUARY 31st  NBC Sports P!
FEBRUARY 9th  FOX fubo NFL+	FEBRUARY 12th  abc ESPN+ ESPN	FEBRUARY 16th  FOX	FEBRUARY 16th  TNT tbs	FEBRUARY 18th  CBS Paramount+	MARCH 13th  NBC Sports ESPN GOLF SiriusXM
	MARCH 16th  ESPN+ ESPN	MARCH 20th  CBS tbs TNT truTV	MARCH 21st  CBS tbs TNT truTV	MARCH 27th  ESPN+ ESPN	



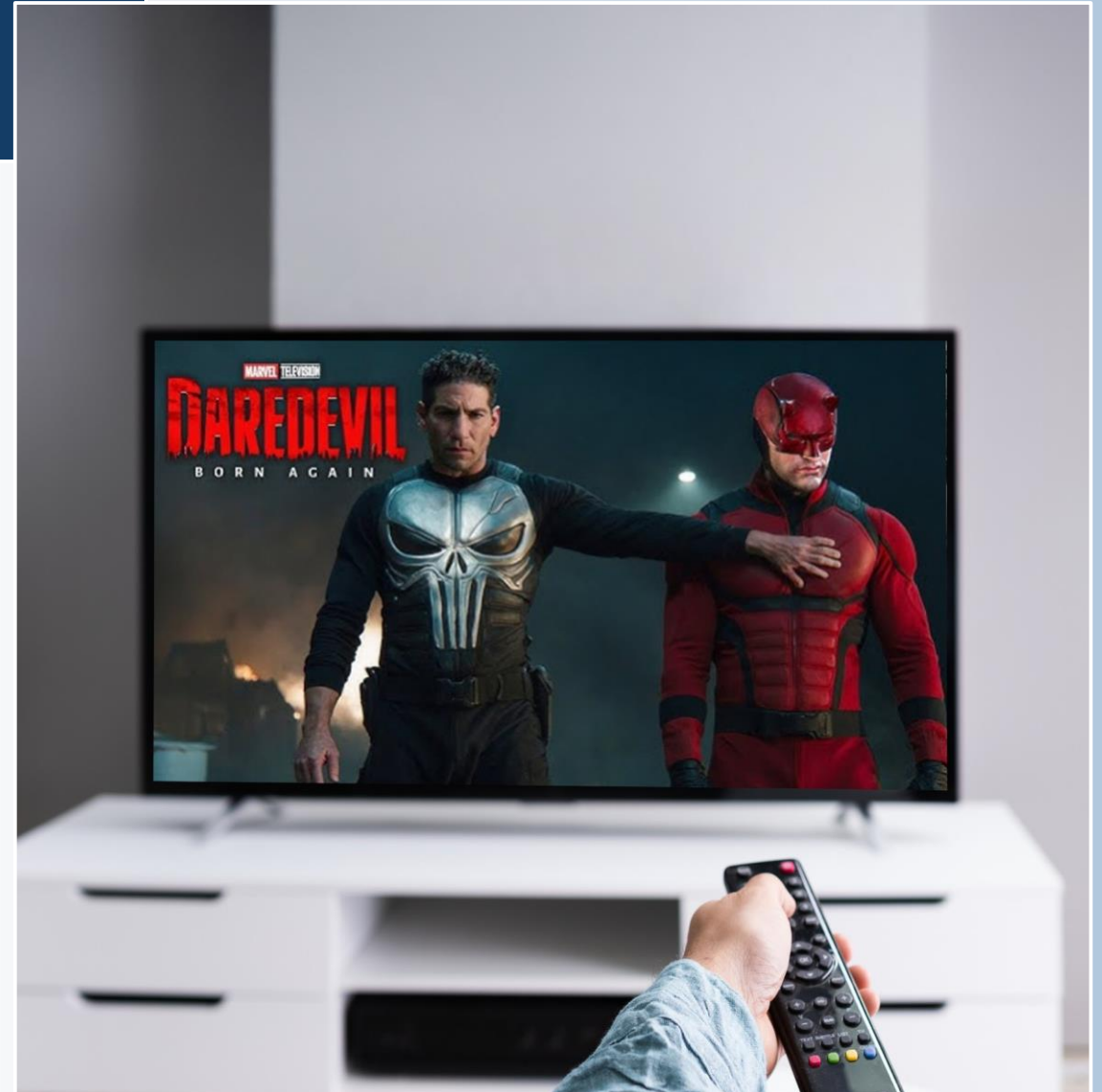
SERIES PREMIERES

*With the premieres of eagerly awaited series like **Missing You**, **Paradise: The Americas**, **Suits: LA**, **Daredevil**, **Win or Lose**, **The Studio**, and **Doc**.*

These diverse shows, ranging from action and drama to sports and behind-the-scenes intrigue, are set to captivate post-holiday audiences and drive strong viewership.

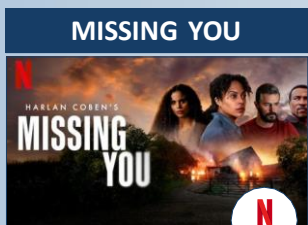
For advertisers, these premieres offer prime openings to engage viewers during moments of high excitement. Series launches often spark significant social buzz, making them ideal for integrated campaigns that boost brand visibility. Tailoring ads to the tone of each show—whether the intensity of **Daredevil** or the humor of **Win or Lose**—can enhance relevance and impact.

Focusing on premiere weeks when viewership peak can deepen audience connections. Aligning with these high-profile launches allows brands to tap into the energy of fresh storytelling and build meaningful audience relationships during this vital TV season.



SERIES PREMIERES

Q1 2025's highly anticipated TV premieres, including *Daredevil*, *Missing You*, and *Win or Lose*, offer crucial initiatives for advertisers to engage captivated audiences during peak excitement.



MISSING YOU

JANUARY 1th



LOCKERBIE

JANUARY 2nd



LATE NIGHT JASON KELCE

JANUARY 3rd



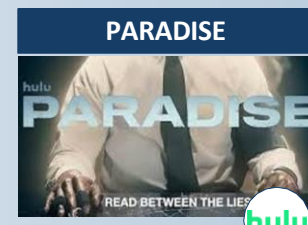
DOC NELLE TUE MANI

JANUARY 7th



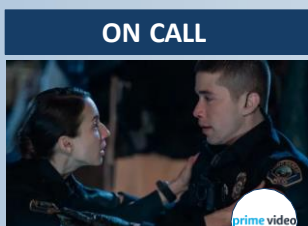
HOLLYWOOD SQUARES

JANUARY 7th



PARADISE

JANUARY 28th



ON CALL

FEBRUARY 8th



PRIME TARGET

FEBRUARY 17th



WIN OR LOSE

FEBRUARY 19th



ZERO DAY

FEBRUARY 22nd



SUITS L.A.

FEBRUARY 23rd



THE AMERICAS

FEBRUARY 23rd



GROSSE POINTE GARDEN SOCIETY

FEBRUARY 23rd



BEYOND THE GATES

MARCH 4th



DAREDEVIL BORN AGAIN

MARCH 9th



THE STUDIO

MARCH 26th



SEASON PREMIERES

*The Q1 2025 TV lineup also sees the return of beloved series including **The Voice**, **All American**, **The Amazing Race**, **Saturday Night Live**, **Love Is Blind**, and **Yellowjackets**.*

These fan-favorites come with built-in loyal audiences and generate strong engagement both on-screen and across social media. The mix of competition, drama, and unscripted storytelling ensures diverse viewership, with each show offering a distinct way to connect with different audience demographics.

Advertisers can capitalize on these returning hits by aligning campaigns with the themes and energy of each series. Whether tapping into the heartfelt competition of **The Voice**, the emotional intensity of **Yellowjackets**, or the humor and cultural relevance of **SNL**, brands can craft messages that resonate deeply. Key moments like season premieres and live episodes, which draw higher viewership spikes, present ideal avenues for impactful placements. By integrating with these cultural touchpoints, advertisers can amplify their reach and relevance during Q1's must-watch TV moments.



SEASON PREMIERES

*Beloved returning series like **The Voice**, **Yellowjackets**, and **SNL** offer advertisers key options to engage loyal, diverse audiences during Q1 2025's high-impact TV moments*

DEAL/NO DEAL ISLAND



JANUARY 5th

THE ROOKIE



JANUARY 7th

HOLLYWOOD SQUARES



JANUARY 9th

SEVERANCE



JANUARY 17th

THE ROOKIE



JANUARY 27th

THE VOICE



FEBRUARY 3rd

ALL AMERICAN



FEBRUARY 3rd

THE MASKED SINGER



FEBRUARY 12th

NEXT LEVEL CHEF



FEBRUARY 13th

YELLOWJACKETS



FEBRUARY 14th

LOVE IS BLIND



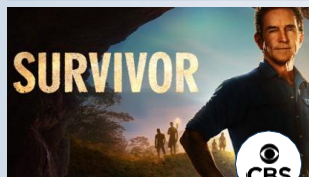
FEBRUARY 14th

SNL 50



FEBRUARY 16th

SURVIVOR



FEBRUARY 26th

THE AMAZING RACE



MARCH 5th

AMERICAN IDOL



MARCH 9th

THE \$100,000 PYRAMID



MARCH 9th



AWARD SHOWS & MINI SERIES

*Q1 2025 brings the glitz and storytelling of award shows and limited series, with highlights like the **Golden Globes**, the **Grammys**, **American Primeval**, and **Apple Cider Vinegar**.*

Award shows draw massive live audiences, eager to celebrate entertainment and music, while prestige mini-series captivate viewers with rich narratives and buzzworthy performances. Together, these events create a dynamic blend of cultural significance and compelling content.

For advertisers, award shows offer unparalleled opportunities to reach engaged viewers in real-time, while mini-series provide a platform for deeper, narrative-driven integrations. Aligning messaging with the glamour of the **Golden Globes** or the creativity celebrated at the **Grammys** can enhance brand prestige.

Meanwhile, leveraging the thematic depth of mini-series like **American Primeval** and **Apple Cider Vinegar** allow for nuanced storytelling that resonates with targeted audiences. By tapping into the excitement and cultural relevance of these events, brands can forge strong connections with audiences during this fundamental content window.

WALLACE & GROMIT



JANUARY 3rd



GOLDEN GLOBES



JANUARY 5th



AMERICAN PRIMEVAL



JANUARY 9th



GRAMMY AWARDS



FEBRUARY 2nd



APPLE CIDER VINEGAR



FEBRUARY 6th



OSCARS



MARCH 2nd



BROADCAST CALENDAR

QUARTER 1

JANUARY

WK	M	T	W	T	F	S	S
1	30	31	1	2	3	4	5
2	6	7	8	9	10	11	12
3	13	14	15	16	17	18	19
4	20	21	22	23	24	25	26

HOLIDAYS

1st - New Year's Day
20th - MLK Day

SELECTED EVENTS

2nd - Deal or No Deal Island *premiere*
5th - Golden Globes
9th - CFP Finals
13th - Australian Open
17th - Severance *premiere*
20th - CFP Finals
27th - The Rookie *premiere*

FEBRUARY

WK	M	T	W	T	F	S	S
5	27	28	29	30	31	1	2
6	3	4	5	6	7	8	9
7	10	11	12	13	14	15	16
8	17	18	19	20	21	22	23

HOLIDAYS

17th - President's Day

SELECTED EVENTS

3rd - The Voice *premiere*
9th - Super Bowl LIX
12th - The Masked Singer *premiere*
12th - NHL All Star Game
14th - Yellowjackets *premiere*
16th - Daytona 500
16th - NBA All Star Game

MARCH

WK	M	T	W	T	F	S	S
9	24	25	26	27	28	1	2
10	3	4	5	6	7	8	9
11	10	11	12	13	14	15	16
12	17	18	19	20	21	22	23
13	24	25	26	27	28	29	30

SELECTED EVENTS

2nd - Oscars
5th - Amazing Race *premiere*
9th - American Idol *premiere*
13th - The Players Champions
20th - NCAA Men's Tourney
21st - NCAA Women's Tourney
27th - MBL Opening Day

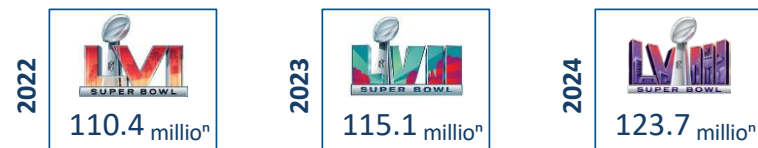
VIEWERSHIP TRENDS

Analyzing Q1 trends from 2022 to 2024 exhibits optimal chances for advertisers to leverage in 2025, building on consistent patterns of cost-efficient media buys, high engagement, and cultural relevance.

Q1 has consistently been a critical period for advertisers, driven by cost-effective media rates, strong engagement with live events, and alignment with seasonal content themes. In 2022, live sports like the **NFL Playoffs** and **NCAA tournaments** saw significant viewership spikes, including over 100 million **Super Bowl** viewers. These trends grew in 2023, with the rise of second-screen interactions enhancing the impact of live events. By 2024, premieres of new series and returning favorites further boosted engagement, while award shows like the **Golden Globes** and **Grammys** continued to attract millions of live viewers.

Q1 offers a prime window to reach engaged audiences, leveraging lower CPMs and extended budgets. Advertisers who align their messaging with seasonal themes such as wellness, financial planning, universities, drug & toiletries, and crafts & toys, while also integrating campaigns with major cultural events will achieve stronger results. Q1 2025 is set to build on these patterns, featuring over 1,500 live sports events, 75 anticipated premieres, and a robust lineup of returning favorites.

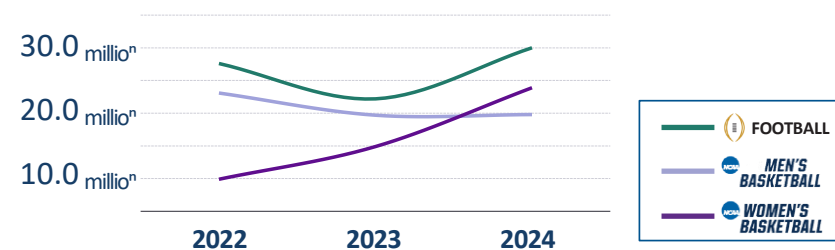
SUPER BOWL



2024 AWARDS SHOWS



COLLEGE SPORTS



RECAP: YOUR Q1 BLUEPRINT IN FOCUS

Q1 offers an exclusive combination of favorable media rates, post-holiday audience engagement, and a rich lineup of live events and premieres, making it a critical time for impactful advertising strategies.

- ★ Q1's sports events, from playoffs to global tournaments, attract massive live audiences. Advertisers should leverage these moments to deliver emotionally resonant campaigns and explore cost-effective alternatives to premium placements.
- ★ New and returning shows drive peak viewership during premiere weeks, creating chances for advertisers to align with fresh storytelling and capitalize on the social buzz surrounding these launches.
- ★ Award shows bring cultural relevance and high live viewership, while limited series offer deeper narrative connections. Advertisers should integrate campaigns with the glamour and storytelling themes of these events to enhance brand resonance.



LIVE SPORTS



SHOW PREMIERES



AWARDS & MINI SERIES

