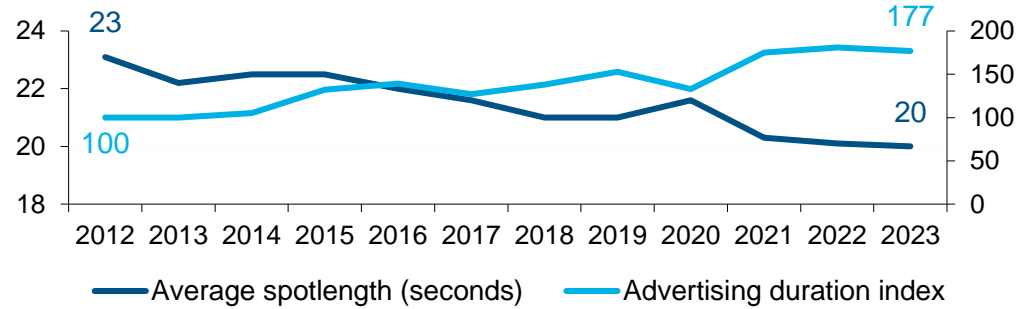
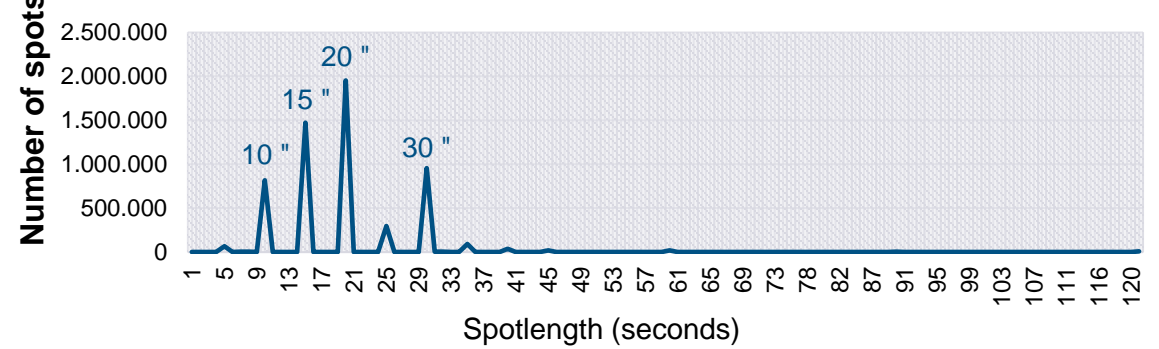


Actual commercial lengths (& ad loads) in AV media

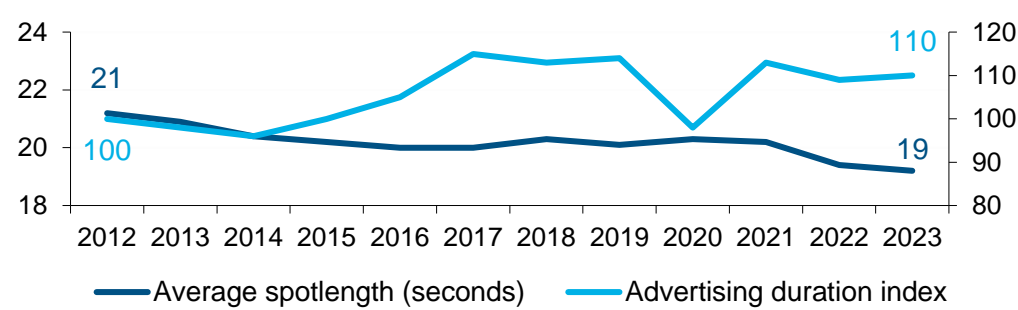
Evolution TV



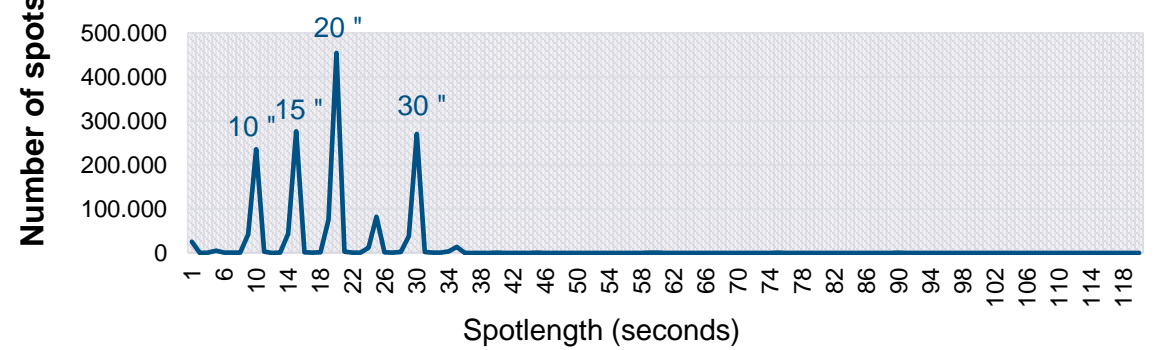
TV 2023: actual spotlengths



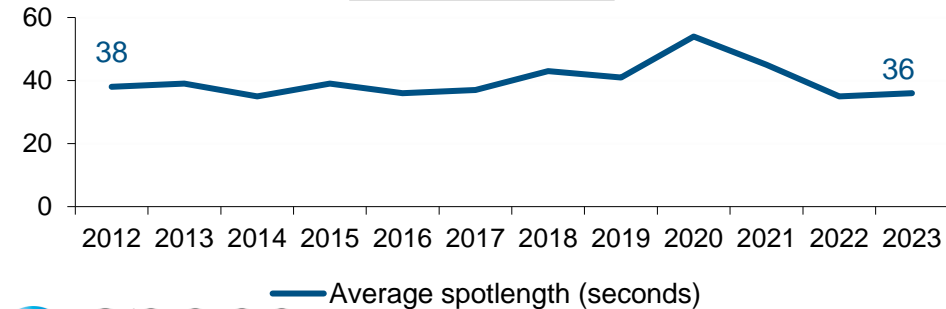
Evolution radio



Radio 2023: actual spotlengths



Evolution cinema



Cinema 2023: actual spotlengths

