**Fox to Implement Shorter Ad Spots**

Fox during its upfront presentation last week announced that it will be testing one-minute advertisements through either one single ad or back-to-back 30-second spots. The new ad format will be used during live sports events and Sunday prime time and on Fox's cable networks.

***CNN 5/17/18***

<http://money.cnn.com/2018/05/17/media/fox-nbc-upfronts-commercials/index.html>