**"Upfront Week" Activity Shows Broadcast TV Is Alive And Well**

Television networks are once again previewing upcoming content for advertisers, and may try to continue the three-year growth in spending. Prime-time shows on all but one of the four big networks have lost viewers in recent years, but advertisers are still ready to pay for network time, especially during prime-time and sports coverage.

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<https://variety.com/2019/tv/news/2019-tv-upfront-advertising-streaming-video-1203211948/>

Image credit:

[https://s.yimg.com/ny/api/res/1.2/8VAOw\_W1FkzN0Rd.WAllpg--~A/YXBwaWQ9aGlnaGxhbmRlcjtzbT0xO3c9NjE4O2g9NDAw/https://media.zenfs.com/en-US/thewrap.com/e2ca61b7a6ee8e8fb141b8913d6faf85](https://s.yimg.com/ny/api/res/1.2/8VAOw_W1FkzN0Rd.WAllpg--~A/YXBwaWQ9aGlnaGxhbmRlcjtzbT0xO3c9NjE4O2g9NDAw/https%3A//media.zenfs.com/en-US/thewrap.com/e2ca61b7a6ee8e8fb141b8913d6faf85)