**Scripted TV is Dying A Slow Death**

According to a MoffettNathanson analysis of 2015-16 C3 ratings trends for TV programming throughout the day, sports now accounts for more than one-third (34%) of all deliveries of viewers in the 18-to-49 demo, making it the single most significant category by a wide margin. Another live segment, news, serves up 17% of targeted ratings points, tying drama for the No. 2 slot.

***Advertising Age 6.9.16***

<http://adage.com/article/media/scripted-tv/304423/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1466117242>