**TV’s Ad Dollars Aren’t Going Away but TV’s Viewers Are**

The TV business just completed its annual “upfront” week. One new twist this year: The networks took time to denigrate Facebook, Google and the rest of the digital advertising world. Those guys have real problems, but they pale compare to TV’s real problem: Its audience is melting away, year by year.

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<https://www.recode.net/2017/5/19/15660400/tv-shows-advertising-dollars-viewers-chart>

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<http://www.chicago-d.com/312/wp-content/uploads/2014/12/tv-shows-montage.jpg>