# ADWEEK TV Advantage: Could Upfront Week Change Permanently?



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Upfront week is right around the corner, with the biggest publishers in the media industry, including Netflix, Disney, and more, presenting their wares to advertisers. But it wouldn't be the upfront if there weren't several questions keeping the ad industry up at night and putting sleep-paralysis demons to shame, with the potential to significantly change the upfront moving forward.

The TV upfront—which began in the early 1960s and was built around fall lineups and advertisers showcasing the latest models from the auto industry—has changed significantly in recent years. Netflix's and Amazon's entrances shook up the

market by flooding upfront week with streaming inventory.

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