CBS Finishes Upfront Sales With Double-Digit CPM Increases

CBS wasn’t the first broadcast network to cross the upfront finish line this year, but the network still wrapped up its business a week ahead of 2016’s negotiations with a strong showing in all dayparts. The network is finishing its upfront negotiations with double-digit CPM (cost per thousand viewers reached) increases in all dayparts, ranging… https://www.adweek.com/tv-video/cbs-finishes-upfront-sales-with-double-digit-cpm-increases/