Turner Finishes Its First Upfront Under AT&T With Double-Digit CPM Gains

Turner, which was one of the last media companies still involved in upfront talks, has finished its business. The company wrapped up its negotiations with double-digit CPM (cost per thousand viewers reached) gains and secured volume increases in the mid-single digits, according to a person familiar with negotiations. Donna Speciale, Turner Ad Sales president, finished… https://www.adweek.com/tv-video/turner-finishes-its-first-upfront-under-att-with-double-digit-cpm-gains/