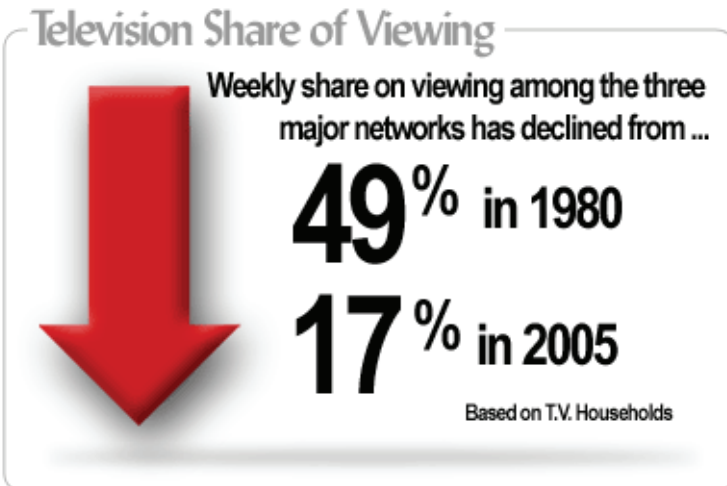




## media comparisons

# Broadcast TV



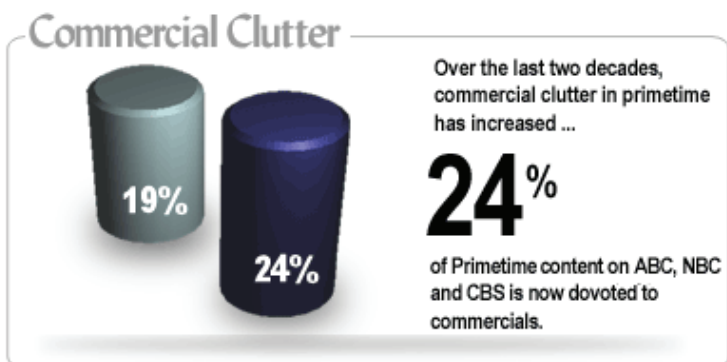
TV Dimensions, 2006



Nielsen, 2006

TV Dimensions, 2006

Nielsen, 2006



TV Dimensions, 2006

### QUICK FACTS

American homes received an average of 105.7 channels in 2005, up from 27.2 in 1990. (*TV Dimensions, 2006*)

But the typical adult regularly watches only 13-14 of these channels each week, for an average of just 3.3 hours per channel. (*TV Dimensions, 2006*)

The big three networks' share of total weekly set usage for all day parts fell to 17% in 2005, compared to 49% in the early 80s. (*BusinessWeek, 2006*).

In primetime, the ABC/CBS/NBC share dropped to 36% in mid-2006. (*BusinessWeek, 2006*).

Including all network, spot and syndication revenues, Automotive was the highest spending category in 2005, followed by Retail. (*Television Bureau of Advertising, 2006*)

### ADVANTAGES

**MASS APPEAL:** In addition to the 98.2% penetration rate among U.S. households enjoyed by television in general, 79.0% of these homes are multi-set households. (*Nielsen Media Research, 2006*)

**BIG EVENTS:** Programs such as the Super Bowl or popular series finales can reach a large mass of audience.

**VISUAL APPEAL:** TV has the ability to capture attention through sight, sound and motion.

### DISADVANTAGES

**FRAGMENTATION:** Marketers distinguish between Broadcast TV and Cable TV because of the differences in the way they are bought. Broadcast TV is generally sold locally by one staff for one station. Cable TV is typically sold locally by one staff for all



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being divided among Cable TV channels. Commercial Clutter: Clutter, particularly on ABC, CBS and NBC during primetime hours, has risen noticeably over the last two decades. In the early-1980s, 19% of TV content was devoted to commercials. By the mid-2000s, it had risen to 24%. (TV Dimensions, 2006)

**PRODUCTION COSTS:** The American Association of Advertising Agencies (AAAA) said that in 2005 production costs for a network TV commercial averaged nearly \$400,000. Producing quality commercials significantly impacts ad budgets.

### PLUS RADIO

**PERSONAL RELEVANCE:** The Radio Advertising Effectiveness Laboratory (RAEL) study on Personal Connection, Personal Relevance in 2004 shows consumers connect with Radio stations, saying their Radio station plays commercials personally relevant to them. The study shows consumers do not feel a connection with a television channel nor the commercials played on the channel.

**EFFICIENT SCHEDULES:** Radio is usually less expensive than television when judged by any standard. Advertisers moving some expenditures from TV to Radio can take advantage of Imagery Transfer to increase reach and frequency. Three out of four consumers who have seen a TV commercial will recall the visual images when they hear a Radio commercial of the same or similar audio.

**INCREASE BRAND RECALL:** The 2005 Radio Advertising Effectiveness Laboratory (RAEL) study on Synergy shows replacing one of two television commercials with two Radio commercials increases brand recall by 34%.

Source: Radio Advertising Bureau [www.rab.com](http://www.rab.com)