

## Cable TV

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### Positioning

- Cable television has experienced tremendous growth since its inception. Today it penetrates over 80% of all households.
- Greater targeting capabilities compared to broadcast
- Consumer appreciation, consumers pay for an abundance of programming choices
- Inexpensive compared to broadcast television with similar benefits
- Summer season: typically, cable ratings increase during the summer, when broadcast ratings decline due to reruns

### Disadvantages

- Smaller audiences than broadcast television
- Cable does not reach 15 to 20% of the population
- Cable is costlier to buy than on-air TV networks
- Late night and early AM infomercial glut creates a bad image
- Excessive reliance on reruns
- Compared to broadcast TV, greater number of commercials per hour

### Cable TV and Outdoor

The combination of outdoor and cable television offers advertisers similar benefits to the combination of outdoor and broadcast television. Outdoor reinforces television messages when viewers are away from home ready to make a purchase decision.

Outdoor minimizes wasted coverage and improves advertising campaigns by providing greater targeting ability. Cable television delivers relatively small audiences compared to broadcast television. Outdoor improves cable television's delivery by improving the overall reach of a campaign.

Outdoor offers localized media reinforcement of cable television's visual message.