

Television

Positioning

- Wide geographic coverage
- Broad audience reach
- Ratings accountability – audience measurement
- Many high visibility sponsorship opportunities
- Relative ease of buying and post-buy maintenance
- Sight, sound, motion & emotion, product demonstration
- Prestige medium for advertiser sales force or retail trade/distribution
- Association with station news operations, community service, and promotional events adds credibility to advertisers' messages
- Proven success record for mass consumer products

Disadvantages

- Audience share generally declining for Broadcast; increasing viewing options on cable/satellite TV fragments audiences
- Many shows skew to older and downscale demographically—hard to target younger demos and men
- High CPMs relative to other forms of TV
- Primetime is no longer the ultimate reach builder—approximately 20-25% of the population is not reached weekly by ABC/CBS/FOX/NBC prime
- Broadcast TV rates continue to rise
- VCRs, remotes and new personal recording devices encourage zipping, zapping and channel surfing. Interactive set-top units with links to the Internet, telephone and email increase this distracted, advertising-avoiding behavior
- Expensive and rising production costs
- Ad Clutter: Number of commercials per hour continues to rise (Avg: 16+ per hour in prime network)

Television and Outdoor

Television's combination of sight, sound and motion rolled into one make it a formidable advertising medium. Still, people viewing less television. Outdoor reinforces television messages when viewers are away from home and ready to buy.

Television signals broadcast over a large market area. Outdoor minimizes wasted coverage and improves an advertiser's campaign by providing the ability to target geographically.

Television is expensive. Outdoor improves the efficiency of a television campaign by driving down CPM costs. Outdoor reaches light TV viewers who tend to be younger and more affluent than heavy TV viewers.