

Broadcast TV

Broadcast Television

Fragmentation: Time spent viewing Broadcast TV is being divided among Cable TV channels.

Diminished: Consumers' broadcast television time is being further diminished by Video On Demand (VOD), video games, Internet video downloads, and Internet browsing.

Disinterested Viewers: According to one Receptivity Study, only 11% of TV viewers said they are "mostly or fully attentive" during commercial breaks in programming.

Commercial Avoidance: TV household penetration of DVRs (digital video recorders) reached approximately 11% in mid-2006, equaling some 12 million homes. According to one study, some 87% of consumers who own DVRs fast forward through commercials.

At-home Medium: TV is primarily an at-home medium.

Lack of Recency: TV is mainly viewed in the evenings when viewers are less likely to be making purchases.

Seasonal: TV usage is greatly affected by vacation and weather cycles and the effects these have on viewer interest and availability. Usage is lowest in the summer months.

Radio

Excellent Reach: Radio reaches 93% of all persons 12 years and older, with fewer Radio stations than the number of Broadcast TV and Cable TV channels available in most cities.

Personal Relevance: A Radio Advertising Effectiveness Laboratory study 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.

Mobile Medium: Radio is listened to at home, work and in-car and reaches people closest to the time of purchase intent.

Recency: Consumers are most influenced by advertising most recently exposed to before making a purchase. Radio is most often the medium used before making daily purchases.

Consistent: Radio listening is consistent year round.