



Cable TV

Limited Reach : National cable channels can reach 85% of the households, which means national cable advertisers will never reach 15% of the households. Local cable systems reach 67% of households, which mean 33% of households will never see an advertiser's cable commercial.

Small Audiences: You can't have large audiences for any given channel or program when there are dozens, even hundreds of channels from which to choose. Individual cable channels rarely pull in the big ratings.

Commercial Quality: A certain percentage of cable commercials done on a local scale tend to be poorly produced, creating a poor image for cable TV advertising.

Ad Clutter: Commercial clutter is very high on some cable channels.

Radio

Excellent Reach: Radio reaches 94% of all Americans 12 years and older every week. According to Arbitron/Edison in 2006, Cable TV reaches only 61% of Americans in an average week. And branding requires reach. Can you think of a single advertiser who has used cable to create a brand?

Larger Audiences: Radio has fewer channels in most markets than the number of Cable TV channels available to subscribers. Fragmentation of audience across dozens, or even hundreds of channels, means an average Radio station can reach more people than an average cable channel.

Quality Production: Quality Radio production costs a fraction of what quality TV production costs. Advertisers buying inexpensive Cable TV commercials are unlikely to invest hundreds of thousands of dollars in TV commercial production. Inexpensive commercials create a poor image for the advertiser. This is especially true when the spots airs near a quality network commercial.

Reduced Clutter: Advertisers have expressed concern over the number of commercials per hour on Radio, yet Cable TV airs on average twice as many commercials per hour. Commercials are more powerful when limited as they are on the Radio.