

Chapter 1 : Cable, Broadcast News Ad Demand Expands 08/29/

Cutting to the chase: Broadcast media is radio and television. Even amidst the pop culture dominance of the internet, broadcast media still commands the largest share of the advertising pie nationwide.

Advertising TV, once the mainstay of media advertising, is losing some of its gloss. The selection of advertising media for a given campaign requires a deep and rich understanding of the media options available. Yet because it is a mass medium capable of being seen by nearly anyone, television lacks the ability to deliver an advertisement to highly targeted customers compared to other media outlets. Television networks are attempting to improve their targeting efforts. In particular, networks operating in the pay-to-access arena, such as those with channels on cable and satellite television, are introducing more narrowly themed programming. However, television remains an option that is best for products that targeted to a broad market. The geographic scope of television advertising may vary, from local or regional advertising through to national coverage, depending on whether public broadcasting or subscriber-based cable services are used. Radio advertising is mostly local to the broadcast range of a radio station, however, at least three options exist that offer national and potentially international coverage. First, in many countries there are radio networks that use many geographically distinct stations to broadcast simultaneously. Second, within the last few years the emergence of radio programming delivered via satellite has become an option for national advertising. Finally, the potential for national and international advertising may become more attractive as radio stations allow their signals to be broadcast over the Internet. In many ways radio suffers the same problems as television, namely, a mass medium that is not highly targeted and offers little opportunity to track responses. But unlike television, radio presents the additional disadvantage of limiting advertisers to audio-only advertising. For some products advertising without visual support is not effective. Additionally, magazines offer the option of allowing marketers to present their message using high quality imagery. Newspapers have also incorporated color advertisements, though their main advantage rests with their ability to target local markets. For advertisers, the ability to insert catalogs or special promotional material into the newspaper is an advantage. Special Issue publications can offer very selective targeting since these often focus on an extremely narrow topic. Internet advertising [edit] The Internet is the fastest growing advertising media. The fastest growing media outlet for advertising is the Internet. Compared to spending in other media, the rate of spending for Internet advertising is experiencing tremendous growth and in the U.S. Banner ads are typically 300 X 60 pixels. An interstitial is an advertisement that interrupts the user. It may be a full page or a pop up window. Rich media advertisements - ads that incorporate a variety of technology components such as video and audio. Rich media ads are thought to deliver higher impact messages. Paid search advertising - A method of placing online advertisements on web pages that show results from search engine queries. Through the same search-engine advertising services, ads can also be placed on Web pages with other published content. Search engine marketing - A form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. SEM may incorporate search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings. Online video gaming - An online game is a video game that is either partially or primarily played through the Internet or another computer network. Advertisers can pay to have their messages or products incorporated into the sets of online games. Paid inclusion [8] - Paid inclusion is a search engine marketing product where the search engine company charges fees related to inclusion of websites in their search index. Email advertising - also known as internet direct marketing. Using email to deliver an advertisement affords marketers the advantage of low distribution cost and potentially high reach. In situations where the marketer possesses a highly targeted list, response rates to email advertisements may be quite high. Email advertisement can take the form of a regular email message or be presented within the context of more detailed content, such as an electronic newsletter. However, as most people are aware, there is significant downside to email advertising due to highly publicized issues related to abuse. Online advertising has spawned a range of new segmentation and targeting approaches including

Affinity targeting, Behavioral targeting, Contextual targeting and Geographic targeting and Purchase-based category targeting. The most obvious method of using signs is through billboards, which are generally located in high traffic areas. Outdoor billboards come in many sizes, though the most well-known are large structures located near transportation points intending to attract the interest of people traveling on roads or public transportation. Indoor billboards are often smaller than outdoor billboards and are designed to attract the attention of foot traffic. For example, smaller signage in airports, train terminals and large commercial office space fit this category. Such devices allow customers to stay informed, gather information and communicate with others without being tied to a physical location. While the mobile device market is only beginning to become a viable advertising medium, it may soon offer significant opportunity for marketers to reach customers at any time and anywhere. Also, with geographic positioning features included in newer mobile devices, the medium has the potential to provide marketers with the ability to target customers based on their geographic location. Currently, the most popular advertising delivery method to mobile devices is through plain text messaging, however, over the next few years multimedia advertisements are expected to become the dominant message format.

Audience measurement Selecting the optimal media vehicles for a given campaign requires detailed research and analysis. Media planners need to match their target market with media audiences. Measures of media audience that are of especial interest to advertisers include:

- i. The average number of people who tuned into the given time or given program, expressed in thousands or as a percentage. Also known as a Rating or T. P Total Audience Rating Point.
- ii. The number of listeners or viewers for a given channel over a given time period, expressed as a percentage of the total audience potential for the total market.
- iii. The total number of people in a given geographical area who conform to a specific definition, such as the number of people with a television or radio set or the total number of people aged years. Population potentials are normally derived from the census figures and are used to estimate the potential market reach.
- iv. The number of listeners or viewers who switch channels during a given time period.
- v. Analysis of audience by selected demographic, psychographic or behavioural variables.
- vi. The number of different listeners or viewers in a given time period; also known as reach.
- vii. The number of people or households tuned to any channel during a given time period.
- viii. The number of visitors to a website within a given time period.
- ix. Number of site visitors who leave the site within a predetermined time seconds

Although much of the audience research data is normally only available to subscribers and prospective advertisers, basic information is published for the general public, often as topline survey findings. The type and depth of freely available information varies across geographic markets. Audience research for broadcast media is provided to prospective advertisers via the networks or via a media buying group. A limited amount of basic audience data is available to the general public through statutory authorities or media organisations.

Chapter 2 : Effective Advertising: Cable vs. Broadcast | calendrierdelascience.com

Opting for broadcast and cable TV media buys as TV advertising for lawyers is a smart way to expose your brand to a mass audience. Broadcast and cable each offer specific benefits and disadvantages worth considering with legal media buying.

Which is the stronger medium cable or broadcast? The probable winners of this skirmish, of course, are advertisers, who have more and more demographically appealing TV options than ever before. We asked experts on both sides of the fence to weigh in with their opinion on the question: It used to be that Life and Look were the only two magazines that came to the house. Then, slowly, all sorts of niche magazines began to pop up. At one time, advertisers were broadly focused on adult women. Cable allows significantly better targeting. A few years ago, we started doing research to find out how viewers of our networks respond to our advertisers, the kind of connection they had with our advertisers. What we learned, which was a bit surprising, is that our audience views our spots as resources rather than interruptions. When you get a Sherman Williams spot during a program about decorating, it fits. Profits are up in cable, too, so that leads to the perception that cable is healthier than broadcast. But cable really allows you to target. For the most part, clients are going to go with whoever gives them the better deal. When the budget is smaller everybody has to be choosier about what they recommend to clients. Now, everybody wants something for what they perceive as nothing. In terms of the broadcast-or-cable decision, what clients should be getting from their ad agencies is an educated recommendation. In the end, did Joan see the commercial there? Some of the late-night shows are OK. But every year you see more dollars taken out of daytime. The demographics are closer to Wheel of Fortune than anything else. Every year, more money goes from broadcast to cable. I want to close the CPM gap between cable and broadcast. In the last known numbers for broadcast networks, which are the nine months between January and September, they claim that their dollars are up 2. But in , there was one fewer week, because there were no ads after September. The volume is flat, but pricing is up to offset the declining ratings. The clutter on cable is substantially less. We run eight minutes an hour; Friends runs. Look at the times of the year: From September to May on the networks, the ratings are OK. But once original programming stops in May, the ratings drop dramatically. The sevens for broadcast and the twos for cable are fives and threes between June and September. Cable should not treat its product like that. Garfield Ricketts, Chief Executive Officer, Round2 Communications For the first time, cable networks have been able to demonstrate that collectively they now outperform broadcast networks. In the s, people dismissed cable as a medium. Also, with cable, there is a place for you to advertise no matter what your interest is. But cable will probably never have the panache that broadcast does. Many of them really rely on us to tell them what we think they should do. The bigger or more desirable they are, the better deal they can strike. What will be interesting moving forward is the evolution of broadcast and cable programming. Advertisers are already starting to do this, but few networks are developing shows for that audience. Your money goes further on cable, too. I think a lot of people underestimate the importance of frequency. If the goal of an ad is to persuade, you need repeated impressions. What we should be more concerned about is that so few commercials do what they ought to do, which is magnify the best reason to buy a product or service. And I have issues with the entertainment medium itself. People who are doing programming apparently have no idea about what Americans are interested in watching. You have guys with big guns shooting guys with bigger guns, stuff like that. We do the Pizza Hut franchises in the northeast Ohio area, and our target is adults between 18 and. Cable has really evolved. Ten years ago, it was mostly limited programming and reruns. But even the hits on cable are doing mostly twos and threes. On broadcast, even mediocre performers are doing sevens and eights. Broadcast has its troubles as well. Look at the Food Network. Of course, so much depends on advertisers in the local markets. If they know what the original programming on cable is, more of their dollars are going to go towards cable.

Chapter 3 : The Best Mix of Broadcast and Cable for Advertisers to Buy | Guest Columnists - Ad Age

Note: Citations are based on reference standards. However, formatting rules can vary widely between applications and fields of interest or study. The specific requirements or preferences of your reviewing publisher, classroom teacher, institution or organization should be applied.

We are glad you are enjoying Advertising Age. To get uninterrupted access and additional benefits, become a member today. Log in or go back to the homepage. But Not Too Much. Published on April 18, Thursday night at 9 p. But instead of an hourlong programming block interspersed with some 10 minutes of commercials for products you may never buy, you see a two-minute piece of content starring Kerry Washington as Olivia Pope. The whole thing looks a lot like the TGIT drama, with Olivia wearing her metaphorical white hat and fixing yet another White House scandal, but she is doing all of it with the help of her Samsung Galaxy. Not so coincidentally, you are actually in the market for a new smartphone. The rest of the show is commercial-free. This could be the future of TV. As more viewing takes place on ad-free platforms and marketers increase their spending on digital video, TV networks are being forced to rethink what has traditionally been an interruptive commercial experience. Aside from reducing your chances for wine refills during commercial breaks, it sounds like a welcome model for consumers. And marketers in general are certainly eager to run more effective TV commercials. We need to run two weeks of digital to get the reach of one day of broadcast. New ad opportunities and approaches could mitigate that. Sometimes you can get the best of both worlds. Viacom, Turner and NBC Universal have several data products that offer varying degrees of targeting; Discovery Communications unveiled its own product last month; and Fox Networks Group recently formalized its data capabilities. Despite what seems like the inexorable rise of data, though, neither buyers nor sellers want to turn TV completely into a precision play. One problem with audience targeting is the ad repetition that marketers risk when they "slice and dice it down to a finite target," said David Morris, chief revenue officer, CBS Interactive. The more specific an audience they go after, the less they can advertise to them without hitting them over the head. But transacting on data at the outset remains nascent. Viacom will write about 33 deals that are non-Nielsen guaranteed during the upfronts, Mr. Lucas predicted, up from about 11 last year. And by , that number should grow to about 66, he said. Turner is working with only a "handful" of clients that are setting guarantees on data other than Nielsen age and sex demographics, Mr. Morris said citing research. And media buyers, who have long used their own data and that of their clients to better plan TV buys, are hesitant to share with networks at the risk of inflating prices on new and improved ad inventory. Turner is bringing down the number of commercial minutes on TruTV and TNT, with a goal of about 10 minutes of ads per hour during certain shows. Viacom is reducing commercials in primetime to 14 minutes per hour from about Fox has been airing its hip-hop drama "Empire" with limited commercials since its inception and is looking at other programming and nights of the week to do something similar, said Toby Byrne, president-ad sales, Fox Networks Group. All of this is being done partly in the hopes of luring people back to TV, partly to make a new case to advertisers. The ultimate endgame is to show intent to purchase. Commercials on broadcast networks made up On cable, they constituted Viktor Koen for Ad Age While reducing commercial loads is good for consumers, for advertisers it means further shrinking the supply of gross ratings points, which are already being squeezed due to ratings declines, driving prices up further. While network executives are coy on what the actual formats might look like down the road, everything is being considered, from branded content in the style of the surrounding show to serialized ads. The programming blocks will air fewer commercials. It culminated with a music video starring character Jamal Lyon and directed by "Empire" co-creator and executive producer Lee Daniels. The video occupied an entire commercial pod. But partnerships of this nature are few and far between, for plenty of good reasons. We will only do it when it is great and it fits. Lehrfeld of American Express. The answer, to some degree, is no," he said. Still, he is expecting only a small percentage of commercial pods, in the low-single digits, to be occupied by more custom content. TV networks like NBC Universal and Fox Networks Group are building private exchanges to sell both traditional and digital ad inventory with greater automation and application of data. But

"programmatic" on TV means something very different than in digital, where you can auction off ad inventory in less than a second. Many of the current offerings require plenty of lead time, and inventory still needs to be manually cleared, Mr. Only a very small percentage of inventory is being offered, a media buyer added, speaking not for attribution to avoid the appearance of criticizing network offerings. It is not biddable, the price is static and none of the ad time comes from the pool of desirable programming offered in the upfront. Ads are not dynamically inserted outside of VOD. The near future TV sales leaders expect the future to arrive in degrees. What we will see is a subtle change toward continued personalization of TV. But there will be more iterations and flexibility. Even networks with the same parent company will operate differently. And then Viceland and FYI, which are much more niche brands, will offer different ad loads and more custom content. Morris was citing research about the overall upfront last year.

Chapter 4 : Broadcasting & Cable - Wikipedia

The term broadcast advertising applies to commercials aired on either television or radio, which are typically called spots. It's also known as on-air advertising, and it's the primary revenue generator for commercial television and radio stations.

Chapter 5 : What is Broadcast Media? - Arkside

Information on cable networks, ad rates and revenue, viewership and cable advertising effectiveness. Nielsen Click on US (location) and then on "Insights" from the tab on top to get statistics on TV viewing.

Chapter 6 : Industry-Leading Advertising Media Cost Data | SQAD

We are glad you are enjoying Advertising Age. senior VP-director of national broadcast, Horizon Media. Jeanine Poggi covers the TV industry and how broadcast and cable networks and.

Chapter 7 : Media Promotion and Marketing for Broadcasting, Cable, and the Internet - Google Books

Broadcast advertising sales are primarily based on the DMA (designated marketing area). Cable networks however; allow your media buys to hit a more specific audience. Overall, this depends on the audience you are trying to market towards.

Chapter 8 : What Lies Ahead for the Future of Television Advertising | Media - Ad Age

With broadcast versus cable, there's an analogy you can make to the magazine world. It used to be that Life and Look were the only two magazines that came to the house. Then, slowly, all sorts of.

Chapter 9 : Advertising media selection - Wikipedia

Advertising media selection is the process of choosing the most efficient media for an advertising campaign. To evaluate media efficiency, planners consider a range of factors including: the required coverage and number of exposures in a target audience; the relative cost of the media advertising and the media environment.