

# 11



## Evaluation of Broadcast Media



# Television Advantages

- **Creativity and Impact**
  - High Impact
  - Sight-Sound-Motion
- **Coverage and Cost Effectiveness**
  - Mass Coverage
  - High Reach
- **Captivity and Attention**
  - Attention Getting
  - Favorable Image
- **Selectivity and Flexibility**
  - High Prestige
  - Low Exposure Cost

# This TV commercial gives viewers the sensation of driving a sports car



VO: It's the car you own before you've ever really been inside one...



The car you feel, before you've ever even driven one.



For all of you who think that maybe you've been able to put this youthful desire behind you...



we've got some bad news.



(MUSIC UP)



(MUSIC OUT)  
VO: There's a new 911.



(MUSIC UP)



(MUSIC OUT)  
VO: We'll be expecting your call.





# Television Disadvantages

- Cost
- Lack of Selectivity
- Fleeting Message
- Clutter
- Limited Viewer Attention
- Distrust and Negative Evaluation



# Top 10 Network Advertisers - 2001

1. General Motors
2. Procter & Gamble
3. Johnson & Johnson
4. Philip Morris Cos.
5. AOL Time Warner
6. Pfizer
7. GlaxoSmithKline
8. PepsiCo.
9. Walt Disney Co.
10. Ford Motor Co.

# Use Television Advertising When...

- The budget is large enough to produce high quality commercials.
- The media budget is sufficient to generate and sustain the number of exposures needed.
- The market is large enough and reachable efficiently through a specific network, station, or program.
- There's a genuine need for a medium with high creative potential to exert a strong impact.

# Buying TV Time

## Network Versus Spot

- Networks
  - Affiliated stations are linked
  - Purchase transactions are simplified
- Spot and local
  - Commercials shown on local stations
  - May be local or “national spot” commercials

## Syndicated Programs

- Sold and distributed station by station
  - Off-network syndication are “reruns”
  - First-run syndications are also featured
- Advertiser-supported or bartered
  - Programs sold to stations in return for air time



# Methods of Buying Time

## ➤ Sponsorship

- Advertiser assumes responsibility for the production and perhaps the content of the program
- Sponsor has control and can capitalize on the prestige associated with a show

## ➤ Participations

- Multiple advertisers buy spots on a program
- May participate regularly or sporadically
- Advertiser isn't responsible for production
- Participants lack control over content

## ➤ Spot Announcements

- May be purchased by daypart or adjacency





# Three TV Buying Decisions

- **Network Versus Spot**
  - Reach is the primary consideration but ease of purchase is important.
- **National Versus Local Spot**
  - Spots purchased by national advertisers are known as national spot.
- **Sponsor, Participate, or Spot**
  - Method of buying affects cost, commitment, and identification.
- **Specific Daypart and Weeks**
  - Scheduling depends on reach and frequency requirements.

# TV Dayparts

Morning	7:00 AM - 9:00 AM Mon. - Fri.
Daytime	9:00 AM - 4:30 PM Mon. - Fri.
Early fringe	4:30 PM - 7:30 PM Mon. - Fri.
Prime-time access	7:30 PM - 8:00 PM Sun. - Sat.
Prime time	8:00 PM - 11:00 PM Mon. - Sat.
Prime time Sun.	7:00 PM - 11:00 PM Sun.
Late news	11:00 PM - 11:30 PM Mon. - Fri.
Late fringe	11:30 PM - 1:00 AM Mon. - Fri.



# Other TV Vehicles

- Cable / CATV
  - Offers opportunity for narrowcasting, economy, and flexibility.
- Superstations
  - They send their signals directly to CATV operators for rebroadcast.
- Video Cassette Recorders
  - They permit delayed viewing but also allow ZIPPING of commercials.
- Personal Video Recorders (PVRs)

# Personal Video Recorders such as TIVO may change the way people watch television

The screenshot shows the TiVo.com homepage in a Microsoft Internet Explorer browser window. The browser's address bar displays <http://www.tivo.com/0.0.asp>. The navigation menu includes links for Back, Forward, Stop, Refresh, Home, Search, Favorites, Media, History, Mail, Print, Edit, and Discuss. Below the menu, there are several quick links: Customize Links, Free Hotmail, Windows, Windows Media, Best of the Web, Channel Guide, Internet Explorer News, Internet Start, and Microsoft.

The main content area features the TiVo logo and the word "home". A vertical navigation menu on the left contains the following links: "what is TiVo?", "buy TiVo", "set up TiVo", "I have TiVo!", and "about TiVo Inc.". The central focus is a television set displaying a "Now Playing on TiVo" list:

- Sports Center
- The Last Word
- Sports Extra
- Monday Night Football
- Yankees Classics
- Inside the Mets

Below the TV, a TiVo DVR is shown on a shelf. To the right of the DVR, the text reads: "Record up to 80 hours of your favorite shows automatically." Below this, a promotional offer is displayed: "Get an 80 hr for the price of a 40 hr!" with a price of "\$249 Limited time offer\* (Factory Renewed)". To the right of the offer is a "HOME media OPTION™ Buy it now!" button, which includes the text "digital music & photos, remote scheduling... and more!".



# Cable Television (CATV)

## Characteristics of Cable

- National, regional, and local available.
- Targets specific geographic areas.

## Advantages of Cable

- Highly selective “narrowcasting.”
- Reaches specialized markets.
- Low cost and flexibility.

## Limitations of Cable

- Overshadowed by major networks.
- Audience is fragmented.
- Lacks penetration in some markets.



# Measuring TV Audiences

- Audience Measures
  - Measured by rating services
  - Size and composition indicated
- Television Households
  - Number of HH that own a TV
  - Usually total HH in a market
- Program Rating
  - Percentage of TV HH tuned to a show
  - “Rating point” = 1 percent of TV HH
- Households Using TV (HUT)
  - Percentage of homes in an area watching TV at a given time
- Share of Audience
  - Percentage of HUT tuned to a show

# TV Audience Measures

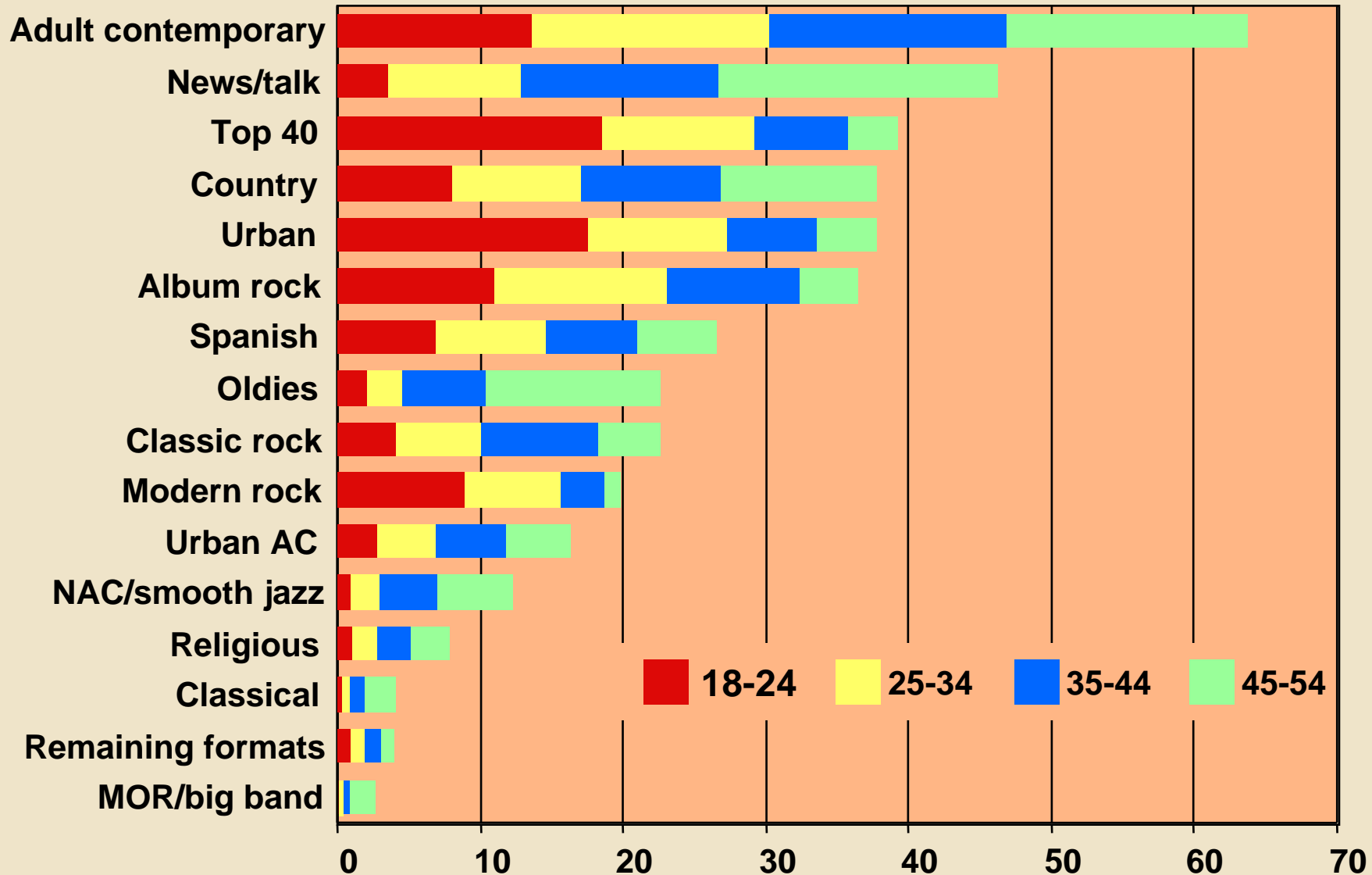
*Program Rating*

$$\text{Rating} = \left( \frac{\text{HH tuned to show}}{\text{Total U.S. HH}} \right)$$

*Share of Audience*

$$\text{Share} = \left( \frac{\text{HH tuned to show}}{\text{U.S. HH using TV}} \right)$$

# Radio Formats by Age Group








# Advantages of Radio

- Cost and Efficiency
- Selectivity
- Flexibility
- Mental Imagery
- Integrated Marketing Opportunities

# Radio can enhance a TV campaign through imagery transfer



## *Media Comparisons*

### Radio Boosts A TV Campaign With Imagery Transfer

Three out of four consumers who watch your television spot will replay the visual image mentally when they hear the audio portion in your corresponding Radio commercial.

Pictures (images) seen on television can be transferred to a consumer's mind through Radio.

By incorporating similar audio tracks in both television and Radio commercials, advertisers can use Radio effectively to transfer the visual images from their TV ads into the minds of consumers.

Radio creates a synergy with television that can work for virtually any advertiser or agency. Radio keeps images fresh and top-of-mind. It increases product awareness...and by developing a campaign that combines Radio with the visual aspects of television, advertisers can enhance their overall strategy and market position.

Source: Imagery Transfer Study, © Copyright Statistical Research, Inc., 1993

**Radio** 30

Source: Courtesy Radio Advertising Bureau



# Limitations of Radio

- Creative Limitations
- Audience Fragmentation
- Chaotic Buying
- Limited Research Data
- Limited Listener Attention
- Clutter

# Dayparts for Radio

Morning Drive Time

6:00 AM — 10:00 AM

Daytime

10:00 AM — 3:00 PM

Aft./Eve. Drive Time

3:00 PM — 7:00 PM

Nighttime

7:00 PM — 12:00 AM

All Night

12:00 AM — 6:00 AM

# Buying Radio Time

- Network Radio
  - Three national networks
  - Over 100 regional/area networks
  - A multitude of syndicated programs
  
- (National) Spot Radio
  - About 20% of all spot announcements
  - Allows great flexibility and targeting
  - Purchase transaction can be difficult
  
- Local Radio
  - Nearly 80% of advertisers are local
  - Local CATV is becoming competitive

## **Radio Broadcasting . . .**

- Offers only an audio message.
- Is more limited communication.
- Costs much less to produce.
- Costs much less to purchase.
- Has less status and prestige.

## **Both Media . . .**

- Are time oriented media
- Are sold in time segments
- Have some network affiliates
- Have some independents
- Use the public airway
- Are regulated by the F.C.C.
- Are externally paced media
- Are passive, low-involvement

# Satellite Radio may change the way people listen to the medium

The diagram illustrates the XM Satellite Radio system. At the top, the XM logo is shown with the text "SATELLITE RADIO". Below it, two Boeing 702 satellites are depicted in orbit, labeled "ROCK" and "ROLL". A text box states: "Two Boeing 702 Satellites beam XM directly to listeners". The satellites are shown beaming signals to a "Terrestrial Repeater" on the ground. A text box near the repeater says: "AM/FM/XM radios and small antenna receive XM seamlessly from coast to coast". The repeater is connected to "XM Headquarters" located at "1500 Eckington Place NE, Washington, DC 20002". A text box near the headquarters says: "Choose from 100 channels of programming". The diagram also shows a house and a car receiving the signal. A copyright notice at the bottom of the diagram reads: "©2002 XM Satellite Radio Inc. All rights reserved."

From its state-of-the-art studios and uplink facility in Washington, DC, XM Satellite Radio will beam 100 channels of digital quality music, news and entertainment directly from two powerful satellites to cars and homes coast to coast. A small antenna and AM/FM/XM car radio, home audio system or transportable radio will receive the signal.

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