



Broadcast TV

All forms of media bring to advertisers specific strengths as well as inherent shortcomings. The key to successful advertising is to accurately determine the best medium or combination of media to accomplish your sales and marketing objectives, starting with a clear understanding of the positive and negative attributes of each media option under consideration. This profile has been prepared to demonstrate the characteristics of Broadcast TV as a stand-alone media choice or as part of a Broadcast TV / Radio media mix.

Television Share of Viewing

Weekly share on viewing among the three major networks has declined from ...

49% in 1980

17% in 2005

Based on T.V. Households

TV Dimensions, 2006

Penetration

98.2%

Percentage of U.S. Homes with televisions - 2006.

Nielsen, 2006

Channels

106

The average number of channels per T.V. home

TV Dimensions, 2006

Time Viewing

8:11

Time spent watching T.V./cable per HH each day

Nielsen, 2006

Quick Facts

The number of channels that the average American TV home receives jumped from 27.2 in 1990 to 105.7 in 2005, which includes offerings from networks, independents and cable. (*TV Dimensions, 2006*)

As late as 1990, ABC, CBS and NBC owned a 71.6% share of ad revenues. But with the growth of FOX, along with the WB and UPN (which will join together to form the new CW network in the fall of 2006) and the cable networks, the traditional big three broadcast networks' share of advertising sales dropped to 38.9% in 2005. (*TV Dimensions, 2006*)

Taking into account all network, spot and syndication expenditures, Automotive was the most lucrative category among TV advertisers in 2005, at \$8.409 billion. Behind Automotive were (totals in billions): 2. Retail, \$5.290; 3. Medicine & remedies, \$3.832; 4. Telecom, Internet, ISP, \$3.360; 5. Food, beverages & candy, \$3.348; 6. Restaurants, \$3.216; 7. Government, politics, religion, \$2.746; 8. Movies, video & music, \$2.602; 9. Financial services, \$2.337; 10. Personal care, \$2.328. (*Advertising Age, 2006*)

Advantages

Mass Appeal: In addition to the 98.2% penetration rate among U.S. households enjoyed by television in general, 79.0% of these homes are multi-set households. (*Nielsen Media Research, 2006*)

Big Events: Programs such as the Super Bowl or popular series finales can reach a large mass of audience.

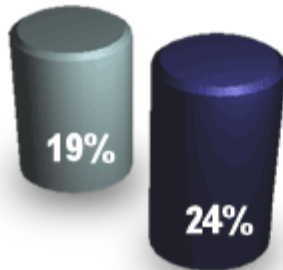
Visual appeal: TV has the ability to capture attention through sight, sound and motion.

Disadvantages

Fragmentation: Marketers distinguish between Broadcast TV and Cable TV because of the differences in the way they are bought. Broadcast TV is generally sold locally by one staff for one station. Cable TV is typically sold locally by one staff for all the advertising-supported cable channels. On the other hand, viewers do not differentiate between Broadcast TV and Cable TV channels. Time spent viewing Broadcast TV is being divided among Cable TV channels.

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

Commercial Clutter



Over the last two decades, commercial clutter in primetime has increased ...

24%

of Primetime content on ABC, NBC and CBS is now devoted to commercials.

TV Dimensions, 2006



CUMULUS

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. (*TV Dimensions, 2006*)

Plus 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.

Efficient Schedules: Radio is usually less expensive than television when judged by any standard. Advertisers moving some expenditures from TV to Radio can take advantage of Imagery Transfer to increase reach and frequency. Three out of four consumers who have seen a TV commercial will recall the visual images when they hear a Radio commercial of the same or similar audio.

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.

Increase Brand Recall: The 2005 Radio Advertising Effectiveness Laboratory (RAEL) study on Synergy shows replacing one of two television commercials with two Radio commercials increases brand recall by 34%.

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