



The Case for TV Commercials

Media Marketers
January 2010

REVOLUTION

mediamarketers.com

WEB DEVELOPMENT

GRAPHIC DESIGN

VIDEO & 3D ANIMATION

SIGNS

SEO MARKETING

1. Millions Are Viewers.

"Nielsen also estimates that the number of Persons Age 2+ in U.S. TV households will increase by 1.3% to a total of nearly 290 million."

- "Nielsen Reports Growth of 4.4% in Asian and 4.3% in Hispanic U.S. Households for 2008-2009 Television Season..."
 News Release by The Nielsen Company on August 28, 2008
http://blog.nielsen.com/nielsenwire/wp-content/uploads/2008/08/press_release34.pdf

2. Viewers Watch for Hours.

"As of third quarter 2008, the average person in the U.S. watched approximately 142 hours of TV in one month. In addition, people who used the Internet were online 27 hours a month, and people who used a mobile phone spent 3 hours a month watching mobile video..."

- "Americans Can't Get Enough Of Their Screen Time"
 Data from the Nielsen Company on November 24, 2008
<http://www.nielsenmedia.com/nc/portal/site/Public/menuitem.55dc65b4a7d5adff3f65936147a062a0/?vgnnextoid=e6db9c9ba2ecd110VgnVCM100000ac0a260aRCRD#>

	K2-11	T12-17	A18-24	A25-34	A35-44	A45-54	A55-64	A65+
On Traditional TV*	108:34	110:59	108:36	133:00	134:51	159:23	175:18	196:23
Watching Timeshifted TV*	5:25	4:55	4:36	10:04	8:15	7:19	6:32	3:44
Using the Internet**	5:38	12:48	12:59	28:40	37:56	35:24	35:05	26:39
Watching Video on Internet**	2:05	2:55	3:57	3:21	2:44	2:17	1:37	1:07
Mobile Subscribers Watching Video on a Mobile Phone^	n/a^^^	4:20^^^	3:15	4:20	3:37	2:10	2:53	n/a^^

3. The Hours Are Increasing.

	3Q08	2Q08	3Q07	% Diff Yr to Yr (3Q08 to 3Q07)	Absolute Diff Yr to Yr (3Q08 to 3Q07)
Watching TV in the home*	142:29	140:39	136:54	4.1%	5:35
Watching Timeshifted TV*	6:32	6:10	4:17	52.5%	2:05
Using the Internet**	27:18	26:32	25:49	5.7%	1:29
Watching Video on Internet**	2:31	2:12	n/a	n/a	n/a
Mobile Subscribers Watching Video on a Mobile Phone^	3:37	3:15	n/a	n/a	n/a

Source of Table - "Americans Can't Get Enough Of Their Screen Time"
 Data from The Nielsen Company on November 24,
 2008 <http://www.nielsenmedia.com/nc/portal/site/Public/menuitem.55dc65b4a7d5adff3f65936147a062a0/?vgnnextoid=e6db9c9ba2ecd110VgnVCM100000ac0a260aRCRD>

4. TV Fuels Viewer Interest.

"When asked what media boosted awareness, 43% of those questioned said television. Television was named by 40% for increasing interest and 35% for increasing purchase consideration."

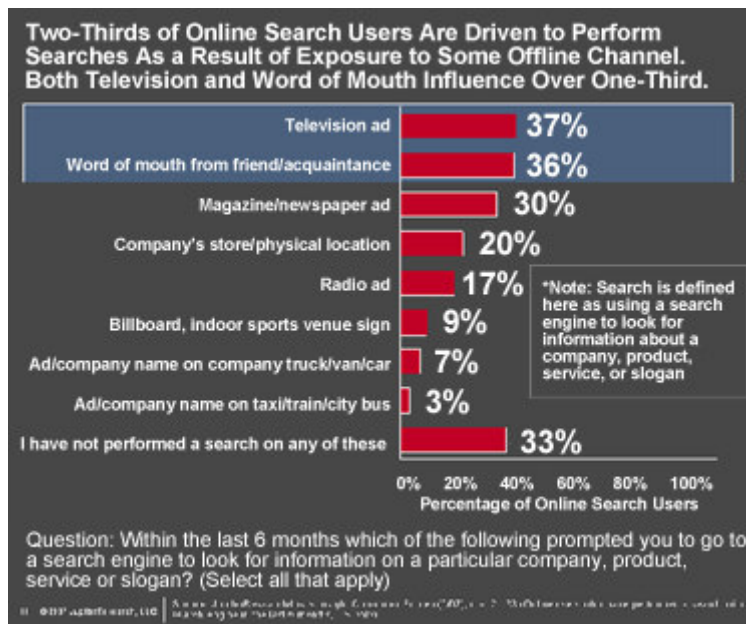
- "Study Shows TV's Impact on Consumer Purchasing Behavior"

By Jon Lafayette by TVWeek.com

http://www.tvweek.com/news/2009/04/study_shows_tvs_impact_on_cons.php

Note: study conducted between Jan. 29 and Feb. 10, 2009 by Yankelovich for TVB.

5. TV Sparks Online Research.



Source of Graphic: "iProspect Offline Channel Influence on Search Behavior Study."

Conducted by JupiterResearch for iProspect in August 2007

http://www.iprospect.com/about/researchstudy_2007_offlinechannelinfluence.htm

6. TV Delivers Purchase.

"Television made 33% want to purchase, 32% visit a Web site or store and 26% ultimately make a purchase."

- "Study Shows TV's Impact on Consumer Purchasing Behavior"

By Jon Lafayette by TVWeek.com

http://www.tvweek.com/news/2009/04/study_shows_tvs_impact_on_cons.php

Note: study conducted between Jan. 29 and Feb. 10, 2009 by Yankelovich for TVB.