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MORE ADS NOT THE ANSWER FOR TV BOTTOM LINE

With more channels, an increasing number of new media choices, and the recession, television industry revenue is down. TNS asked a nationally representative sample of 2,500 adults about how several potential changes in television operations geared toward enhancing the operating bottom line would impact viewership. Only one of the options shown had a **net positive impact**.



Increasing the number of traditional advertisements would have the **greatest negative impact**, with 80% of respondents reporting they would watch less as a result. More non-traditional ads (such as ad messages placed onscreen during programs) would cause over half of the respondents to watch less.

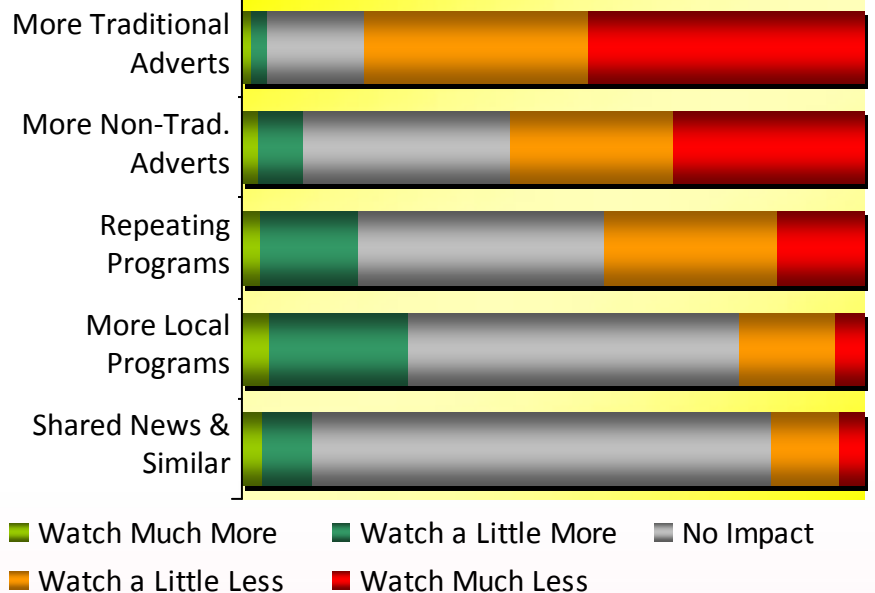
Adding **more local programs** appears to be the **safest bet overall** (assuming local content is less expensive than other content). This was the only choice for which positive results were greater than negative results.

However, local program results varied by age, with the **youngest respondents** the least positive about more local content (not shown).

Sharing news and similar programs with other stations would have the **most benign impact**, with 74% reporting "No Impact" and positive and negative shares essentially negating one another.

Follow-up research to augment these findings includes gathering specifics on how much less people would watch, and how those results vary by age, gender, current viewership habits and the presence of TiVo-like technology in the household. There may also be key differences for broadcast vs. cable/satellite TV. This would set the stage for **cost benefit analyses** comparing the positive financial impacts from each tactic with the negative impact from lost viewers.

0% 20% 40% 60% 80% 100%



How would the following change how much you watch a given television station?

TNS is the world's foremost provider of custom research and analysis, combining in-depth industry sector understanding with world-class expertise in the areas of innovation, communication, customer acquisition, and satisfaction & loyalty. For more on these results contact Lincoln Merrihew of TNS Business Solutions (Lincoln.Merrihew@tns-global.com) or Melanie Mumper of TNS Marketing (Melanie.Mumper@tns-global.com).