

Television Advertising - US - January 2018

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"Many online adults viewed a commercial via linear television in the last week, and these ads continue to have a powerful influence; the majority of viewers for every category surveyed have had some positive responses to commercials, including the desire to learn about new products and gain new insight into ones with which they're already familiar."

- Billy Hulkower, Senior Technology Analyst

This report looks at the following areas:

- Half of audience tuning out
- Purchases in response to commercials are rare
- Positive responses less common for infrequently-purchased categories

Further, while viewers are being lost to streaming services, some online respondents viewed a commercial via a time-shifted platform in the past week alone via digital video recorder (DVR), Television Everywhere (TVE), or pay television (TV) service video on-demand (VOD) libraries. The share of adults viewing linear programming is likely to continue to decline, but some portion of that audience will be maintained via these viewing methods.

In light of this background, this Report explores response to television commercials in 12 categories, inclusive of ensuing discussions about the commercial, and the pursuit of additional information via online and in-person research. These topics are explored not only via quantitative analysis, but also via a dedicated qualitative panel conducted specifically for this report.

For the purpose of this Report, Mintel defines television commercials as inclusive of those seen at the time of broadcast, on DVR, via TVE in online streams, social media, and pay TV VOD libraries. Sponsorship of live events and pre-recorded programming is also included in this Report, including shows specifically created to promote company products, whether these shows are delivered online on traditional television, or both.

Banner ads on websites and apps are discussed as competition for advertiser spending on television campaigns, but are otherwise not included in this Report.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Abbreviations

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