

Broadcast Sponsorship - UK - October 2009

Report Price: £1500 / \$3000 / €2250



What is this report about?

This report assesses the impact of these recent developments in the UK broadcast sponsorship market and analyses the impression TV and radio sponsorships now make on consumers, as well as their attitudes towards this type of marketing. It also identifies trends within and outside the sector that will impact on its future development, and examines the hypothesis that: "the rolling out of broadcast content onto an increasing number of secondary platforms is making its sponsorship the most multimedia, and therefore far-reaching, of all marketing channels."

What have we found out?

- In 2008, broadcast sponsorship revenues declined 2.3%, significantly less steep than the 4.2% fall in overall advertising revenues. The broadcast sponsorship market is also expected to be more resilient, bouncing back with 5% growth in 2009 and breaking through the £300 million barrier during 2010.
- Although radio has doubled its share of sponsorship revenues in under a decade, its earning power has begun to stall as the advertising industry recession has continued to deepen. TV sponsorship was quicker to dip but has rallied strongly during 2009.
- 'Clutter' remains a major issue for the market, with nearly three quarters of consumers claiming to pay no attention to who sponsors what, and four in ten saying there are too many sponsors to remember who they are.
- Many consumers who 'avoid' ad breaks are still likely to see sponsorship idents, with a fifth of all TV viewers using the break bumpers to alert them when the programme is about to start again.
- Consumers' level of awareness of radio sponsorships is far lower than television sponsorships: while seven in ten TV viewers could correctly match at least one TV programme with its sponsor in Mintel's survey, nine in ten radio listeners could not match any radio programmes with their sponsors.
- Women appear to recall sponsors better than men. Similarly, younger consumers have a higher awareness of sponsorship than older consumers do.

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EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100