

Television Advertising: Incl Impact of COVID-19 - US - August 2020

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This report looks at the following areas:

This report will look at the following areas:

- Television advertising revenue trends and projections
- Competitive forces impacting the sector and potential growth strategies
- The impact of COVID-19 on consumer television viewing
- Consumer attitudes toward television advertising and openness toward advertising in general

98% of consumers own a television, and 64% watched live or recorded cable TV over the past month, making television a powerful channel brands can use to forge connections with consumers. Video ads provide a far more compelling vehicle for communicating brand messages than static ads, and television advertising continues to account for the largest share of ad spending.

However, television advertising also faces significant competition, along with upheaval from the COVID-19 crisis. Consumers are spending more time with social media, gaming and other digital forms of entertainment – including subscription and ad-supported streaming video platforms that compete directly with traditional television. Meanwhile, although the pandemic has stranded many consumers at home and driven increases in viewership, it's also caused many advertisers to cut back – and either paused or delayed sports and other programming.

In this Report, Mintel discusses how television advertising has fared during this turbulent time, projects when the industry might hope to rebound and suggests strategies for future success.



“Television advertising has struggled as COVID-19 takes a significant toll on a sector that is already struggling from consumer and advertiser defections to digital.

However, it does offer a strong consumer experience that few other platforms can match, and even in the near term there are some bright spots like local news and political advertising.”

– Buddy Lo, Sr Technology and Consumer Electronics

Analyst

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