



Another Reason the Digital Medium Is TV's Friend

The evidence has been clear for a number of years: TV viewers may be sitting in front of their huge screens, but often the smaller screen in their hands distracts them from TV's entertainment and advertising content.

A 2017 Deloitte study found 89% of smartphone owners were viewing content on their phones, although they had consciously planned to watch TV. It may not seem like good news, but data from Viant indicates people are just as likely to be using digital devices (mobile and desktops/laptops) when they are supposedly watching TV too – and it's the case regardless of the generation.

Devices Used Simultaneously While Watching TV Among US Internet Users, by Generation, July 2017

Generation	Desktop/ Laptop	Smartphone	Tablet
Millennials (20–36)	68%	68%	24%
Generation X (37–51)	63%	52%	26%
Baby Boomers (52–69)	56%	39%	25%
Total	61%	51%	25%

Viant (YuMe and Nielsen), October 2018

Advertisers are certainly conscious of this challenge, as Viant research found 46% said “consumers are distracted by their second screens,” the top factor limiting the success of TV advertising campaigns.

No doubt, some of the local retailers and businesses you work very hard to convince to advertise on your stations have used the distracted-TV-viewer phenomenon to decline your offers.

Viant's research has a solution, however; and a rather easy one, even for small, local advertisers. In a campaign for a brand client, those who had viewed the brand's TV ad were targeted with a digital ad a few hours later, which resulted in those viewers being 72% more likely to convert within 24 hours.

Viant also discovered that live sports broadcasts may offer the best combination for advertisers, as viewers are much more engaged with the game than during morning news and primetime programming. In addition, their use of a digital device spikes immediately after a game ends.

Presenting reluctant prospects and even current clients with this strategy will not only help to reinforce your position as a media (not just a TV) expert, but also will likely convince more of them to sign a contract.



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