



Here's a Bit of Useful Ammo for Your Next Pitch



As a local TV ad rep, no doubt, a major question and challenge you hear from prospective and current advertisers is, "Aren't more viewers watching Netflix, Hulu, etc. instead of traditional TV?"

New Nielsen data and analysis may be just the ammo you need to counter this objection. Despite the proliferation of smart TVs and SVOD (subscription video on demand) apps, 58% of adults said when they can't decide what to watch, they turn to traditional TV first.

Even among young adults (18–34), 52% rely on their favorite traditional TV channels before browsing and possibly selecting a program from a streaming service. These younger adults are also more conflicted when it comes to finding a program, as Nielsen reported 45% browse subscription service listings, compared to just 34% of all adults.

SVODs and their quality programming will only continue to increase; after all, they are spending billions on new content. That may be their challenge, however, as too much content makes it difficult for the human brain to scan and choose a program to watch, which leads to frustration and a return to the comfortable, welcoming and familiar arms of traditional TV.

Another recent story that caught our attention is what 150 TV advertisers thought linear TV and digital media could do to improve their effectiveness.

TV Advertisers' Recommended Improvements to Linear TV and Digital Media to Make Them More Effective, 2019

Recommendation	Linear TV	Digital Media
Better targeting capabilities	53%	33%
Drive better ROI	47%	44%
Better measurement	35%	34%
Improve efficiency	33%	25%
Better attribution	31%	31%
More data	29%	22%
Offer better viewer engagement/experience	28%	29%
Better consumer privacy	19%	25%
Deliver higher reach	19%	24%
Improve ease of buying	19%	20%
Improve safety/fraud	18%	32%
Cut commercial loads	18%	19%
Offer more quality programming	15%	25%
More brand-safe environment	12%	39%
Other	0%	1%

Marketing Charts (Blockgraph), June 2019

The comparisons in this table provide you and your station with the opportunity to discuss and create a plan internally to address these points whenever a prospect or client presents them as objections.

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PowerPoints

- Bottled Water Market
- Hotels & Resorts Industry
- Ice Cream & Dairy Foods Market
- Fishing & Hunting Market
- Camping Market
- Moving & Storage Industry
- Real Estate Market: Home Buyers & Sellers
- Real Estate Market

Business Profilers

- Used Vehicle Market
- Bottled Water Market
- Hotels & resorts Industry
- Fishing & Hunting Market
- Ice Cream & Dairy Products Market
- Camping Market
- Moving & Storage Industry

Newest and Future Special Reports



Resilient Rural America Is on the Rise
(June 2019)



The Internet Today and Tomorrow
(July 2019)



Solving the Mystery of the Male Consumer
(August 2019)

Beat the Heat and the Competition with the Latest Reports

Automotive Update Report – Auto dealers are big local ad spenders, so the focus of more of the contents in our reports is the dramatic and disruptive changes to the industry.

Timely Profilers – Find new Profilers for the summer season (Fishing/Hunting, Camping, etc.) and look for those for the holiday season (Department Stores, Jewelers, etc.).

Promotions – New ideas are added every month to inspire your thinking and provide your station and your prospects and clients with ways to be more visible.



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