

# Why Television?

It is little wonder advertisers are confused about where to invest their marketing dollars. Consumer access to a plethora of media, both mobile and immobile, makes getting their attention a bit like herding cats.

But recent studies show that regardless of the number of electronic media devices available to consumers, television remains the dominant medium in most households. A study by Ball State University (BSU) showed that the general population still spends a great deal of time in front of the television – more than four and a half hours each day.

Television reaches more adults each day than any other Media:

Television	Radio	Internet	Newspaper
90%	73%	65%	63%

The reach of TV continues to be unparalleled by any other advertising medium available.

Source: The MediaCenter Online, Television Bureau of Advertising

**Q: Why aren't you on TV?**

**A: TV is too expensive.**

TV is more affordable than you may think. Unlike the Super Bowl's national advertisers, it will not cost you \$3 Million dollars for a 30-second ad in Milwaukee.

CW 18 and My 24 work with hundreds of local businesses with far smaller budgets than \$3 Million. You can add your name and business to this list for as little as \$600-800 a week. In exchange for this investment, you could reach hundreds of thousands of prospective customers! Now, doesn't that seem like a reasonable investment?

Did you know?

Virtually every home in America—98.2% of all U.S. households—has a television set. In 2009, that percent will increase to a record 98.9%. In 2008, 82.5% of TV households had two or more sets.

Total number of TV households in the Milwaukee DMA: 905,350

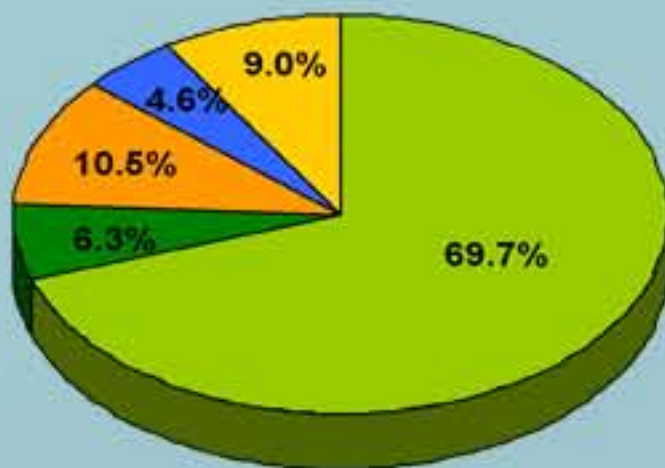
The average U.S. TV home has 2.5 people and 2.8 TV sets.

31% of U.S. TV homes have digital cable; 61% of homes have wired cable hookups, and 27% have satellite or specialized antenna systems to receive TV signals.

Source: The MediaCenter Online

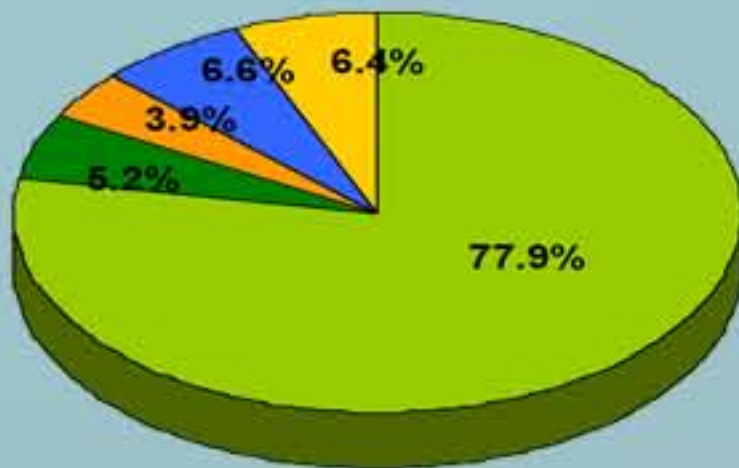
## MOST PERSUASIVE

Two in three adults name TV as the most persuasive form of advertising.



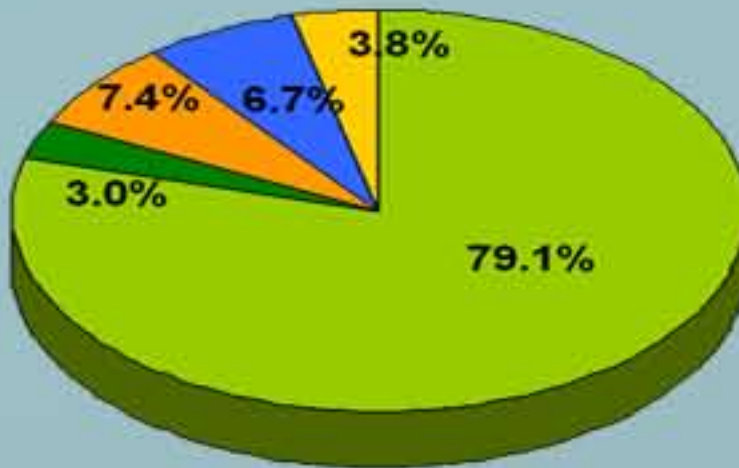
## MOST EXCITING

Over 75% of adults voted TV ads as the medium with the most exciting ads.



## MOST INFLUENTIAL

Four out of five adults stated that TV ads are the most influential form of advertising.



Legend: TV (Green), Radio (Dark Green), Newspaper (Orange), Internet (Blue), Magazine (Yellow)

FURTHERMORE, MORE THAN HALF OF ALL ADULTS SAY THEY ARE MOST LIKELY TO LEARN ABOUT PRODUCTS OR BRANDS THEY'D LIKE TO BUY FROM TELEVISION COMMERCIALS. WHAT'S MORE, TV IS MENTIONED THREE TIMES AS OFTEN AS INTERNET ADS (17%), FOLLOWED BY MAGAZINE ADS (15.6%), NEWSPAPER ADS (9.9%) AND RADIO COMMERCIALS (4.6%).

Source: Television Advertising Bureau