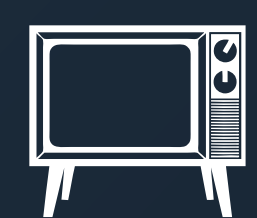
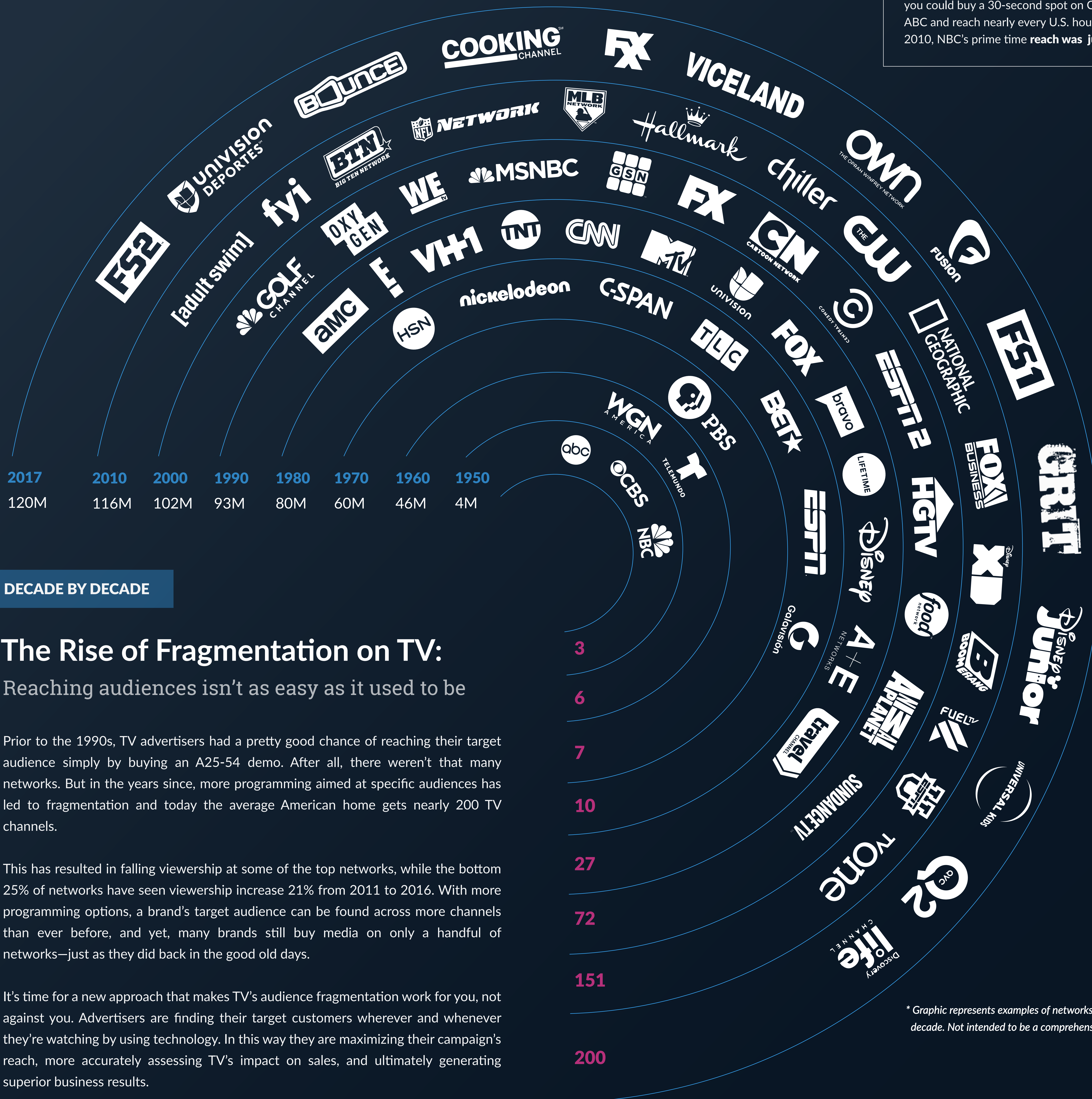


Did You Know?

In 1952, more than 30% of American households watched NBC during prime time. Up until 1990, you could buy a 30-second spot on CBS, NBC or ABC and reach nearly every U.S. household. By 2010, NBC's prime time reach was just 5%.¹



of U.S. TV Households²



The Rise of Fragmentation on TV:

Reaching audiences isn't as easy as it used to be

Prior to the 1990s, TV advertisers had a pretty good chance of reaching their target audience simply by buying an A25-54 demo. After all, there weren't that many networks. But in the years since, more programming aimed at specific audiences has led to fragmentation and today the average American home gets nearly 200 TV channels.

This has resulted in falling viewership at some of the top networks, while the bottom 25% of networks have seen viewership increase 21% from 2011 to 2016. With more programming options, a brand's target audience can be found across more channels than ever before, and yet, many brands still buy media on only a handful of networks—just as they did back in the good old days.

It's time for a new approach that makes TV's audience fragmentation work for you, not against you. Advertisers are finding their target customers wherever and whenever they're watching by using technology. In this way they are maximizing their campaign's reach, more accurately assessing TV's impact on sales, and ultimately generating superior business results.



Visit www.simulmedia.com/makemytvadsperform to contact us and see how we can help drive better results for your TV advertising.

* Graphic represents examples of networks launched by decade. Not intended to be a comprehensive list.

SOURCES:

¹<https://techcrunch.com/2010/01/30/context-is-king-how-videos-found/>

²<http://www.tvhistory.tv/facts-stats.html>

Nielsen Average Channels Tuned Report Feb 2017

Logos courtesy of:
http://logos.wikia.com/wiki/Category:Television_networks_in_the_United_States
https://en.wikipedia.org/wiki/List_of_United_States_over-the-air_television_networks