



Consumers Spending Less Time With Ads

Media Dynamics, Inc.'s latest estimates show lower overall time spent, and lower fully-attentive time than typically thought

Nutley, NJ, May 19, 2014 - If you believe some of the pundits, a typical American consumer is bombarded with advertising. Some put the number of ads we are “exposed” to as high as 3,000 daily; others are more cautious, citing figures of 1,000-1,500.

Media Dynamics, Inc. has been tracking ad exposure for nearly 30 years, and trending is available in their publication, **Intermedia Dimensions 2014**. President, Ed Papazian, contends that the extent to which consumers are exposed to ads is vastly overstated. “Take TV for example,” says Papazian, “the surveys tell us that a typical adult spends about five hours a day watching commercial television, and the channels run 30-35 ads per hour. Do the math—that’s only about 160 commercials exposed per person, daily.”

But Papazian questions how many of these exposures actually capture a viewer’s attention. He estimates that only 50-60% of the reported audience is actually in the room and fully or partially attentive when a commercial appears on the screen, and cautions that if the focus is directed at fully attentive audiences, “you’re only talking about roughly 30% of the audience.”

So how much “fully attentive” time does an average adult devote to media ads? Media Dynamics, Inc. estimates 23 minutes per day for TV, six minutes for radio

and eight minutes with online and print media, for a total of 37 minutes (see table).

As discussed in **Intermedia Dimensions** 2014, consumers don't devote nearly as much time to ads as is believed, and only a small portion of their exposures involve fully attentive time with the ads. This makes it all the more imperative for media buyers to target *engaged* audiences who are more likely to accept ads, and for ad agency creatives to come up with executions that, at the outset, capture the interest of audiences who aren't sitting passively, just waiting to be exposed to their sales pitches. Time is a precious commodity in today's multitasking world, and advertisers can no longer take the audience's attentiveness as a given.

AVERAGE ADULT'S DAILY TIME SPENT WITH MEDIA ADS

	Total Time (Min.)	Total Ad Time (Min.)	% Ad Time Fully Attentive	Fully Attentive Ad Minutes
TV ¹	301	75	30	23
Radio ²	148	31	20	6
Online + Print	108	41	20	8
Total	557			37

¹Does not include pay cable or PBS.

²Includes satellite and Internet radio.

Source: *Media Dynamics, Inc.*

About Intermedia Dimensions 2014

Intermedia Dimensions is designed to facilitate the process of making intermedia comparisons and, more importantly, reviewing the synergies and interactions that various media mixes can generate for advertisers.

In addition to the basics (demographics, CPMs, reach and frequency, timing, etc.), **Intermedia Dimensions** presents many qualitative indicators reflecting the ability of ads in each medium to register sales messages, and the results of ROI studies for individual media and consumer perceptions, including the vital aspect of ad receptivity. Published April 2014.

About Media Dynamics, Inc.

Media Dynamics Inc. is a publishing & consulting company founded in 1982 by Ed Papazian, the former Media Research Director and Media Director of BBDO (1960-75) and co-creator/publisher of **Ad Forum** and **The Media Cost Guide**. MDI's **Dimensions** series has served as *the* reference source for data trending and insights

on radio, magazines, TV and intermedia. For 28 years, the newsletter, **Media Matters**, has delved into territory often slighted by other publications and presented a voice of reason to a frenetic and often overloaded media industry. Media Dynamics' library includes several research annuals and numerous special reports and white papers that focus on targeted areas of the media, e.g. spot TV, cable, ad receptivity, CPMs and upfront cost estimates. Media Dynamics, Inc. has also spent more than 20 years consulting on various media issues, including agency/client interactions on the media function, the hiring of independent media buying services and the evaluation of agency/media buying performance. Past clients include a cross section of TV networks, cable services, magazines, TV & radio reps, advertisers, ad agencies, research companies and new media.



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