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TV Dimensions 2009

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1. CLOSING CABLE'S CPM GAP WITH BROADCAST

Cable sales executives are often frustrated by their inability to garner CPMs comparable to broadcast TV, despite the huge audience gains their segment of television has attained and the inherently selective appeals of many cable channels.

This report points out the reasons why advertisers and agencies continue to give broadcast TV preferential treatment and how the broadcast networks have orchestrated the buying/selling process to their advantage. A number of recommendations are made that, if implemented, would shatter some of the negative myths still widely held about cable, and improve its competitive position. This is a hard-hitting, no holds-barred analysis that should give cable advocates much food for thought.

Individual Price: $250

2. RESHAPING SPOT TELEVISION AS A NATIONAL ADVERTISING MEDIUM

Spot TV continues to lag well behind network options as a medium of choice for national advertisers. This report pinpoints in a brutally honest manner the primary reasons why advertisers and their agencies favor network TV. More important, it suggests ways that stations and their sales representatives might reposition spot so it appeals to national advertisers as a *strategic* instrument, not just an easily cancelled local add-on. There are no instant solutions to spot's problems, but there are ways to heighten its appeal to national advertisers, providing that spot sellers, at long last, take concrete steps to modernize their business practices and position their segment of the medium more realistically.

Individual Price: $250

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