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AGE PROFILES OF TV NETWORKS AND CONTENT GENRES

Many media planners and buyers continue to think of TV as being linear-only or, perhaps, including streaming, but from a marketer's point of view "TV" can be better defined as any platform where an ad message can use a combination of sight, sound and motion to convey its message on a device's screen. This means that cinema TV, digital video and video games also qualify as TV. With such a broad umbrella, there are many issues to be addressed, including questions about commercial length, CPMs, where the ads are positioned, the nature of the program content, whether the ads will be seen, ad clutter, reach potentials, and, of course, the demographic composition of the audience. In this commentary we will focus on that last one, the makeup of the audience.

Audience surveys are fairly consistent about the directional nature of the audience composition of the contending media sellers. As a result, it is possible to explore a large number of program content genres as well as media networks in terms of their audiences by sex, age, income, etc. Of these, the most commonly used stats focus on age and, as a short cut, median age rankings are often utilized.

It can be useful to examine media options based on their demographics, in this case median age. The accompanying table does just that, highlighting many networks, services and program genres based on the median age of their audiences.

As shown, using our broader definition, "TV" offers a wide range of possibilities for demographic targeting. At the youngest end of the spectrum is content that is sharply oriented towards children and younger teens: Disney+ and cable's Nickelodeon. In the 31-35 year range we find social media, video games and cinema TV, and as we move older, Netflix appears, followed by more streaming venues as well as Hispanic TV. Still older are the NBA games, FASTs like Tubi and Pluto, and, finally, many traditional TV standbys begin to show up, including baseball, police detective dramas, and at the oldest extreme, news, game shows, golf, etc.

The basic point that these comparisons make is that there are many forms of TV for an advertiser to consider if age is an important targeting issue for its brand or product category. Even within traditional TV, despite its heavy reliance on older audiences, there are certain program types and cable channels that can reach a fair amount of younger viewers. In addition, it's a questionable assumption that streaming is a venue mostly for the young; while some streaming services are youth-oriented, many are not. Rather, their audience profiles resemble a cross-section of the population by age as well as other demos, with some skewing older than the norm. Even more important for any advertiser who wishes to allocate TV ad impressions or GRPs by age in relation to the assumed value of each age group, is the fact that to do this—and get enough younger

audience impressions—digital video, social media and video games must all be considered. The caveat is that use of these alternative forms of TV may raise questions about ad placement, editorial environment, and ad attentiveness, all of which should be addressed.

TV NETWORKS AND CONTENT GENRES BY MEDIAN AGE OF AUDIENCE

Median Age	TV Network/Program Genre
Under 30	Disney+, Nickelodeon
31-35	YouTube, Social Media, Cinema TV
36-40	Netflix, Hulu
41-45	Sci-fi/Superhero Dramas
46-50	Amazon Prime, Max, Roku, Univision/Telemundo, Soccer, Sitcom Reruns
51-55	NBA, ESPN, Tennis, Pluto, Tubi, MTV, NFL, Paramount+
56-60	The CW, Cooking Shows, Real Housewives Shows, Fox Entertainment, Weather Channel
61-65	Police/Detective Dramas, Baseball, Small Claims Court Shows, Talk Shows, Military History Documentaries
66-70	National & Local B'cast. News, Cable News, Golf, Game Shows, ABC/CBS/NBC Average

Source: Media Dynamics, Inc.