



MEDIA DYNAMICS, INC. ANNOUNCES REVISED TV AD IMPACT ASSESSMENT

New ALERT Report presents 2025 findings on viewer attentiveness, ad recall and more

Nutley, NJ, April 28, 2025 – Media Dynamics, Inc. has just released its latest **MDI Alert** Report, “How TV’s Ad Impact Has Changed,” featuring a new assessment on TV’s effectiveness as an ad platform. The report compares the average ad exposure situation for TV as it existed in 1955, 1995 and today. Ed Papazian, President of Media Dynamics, Inc. stated, “There finally seems to be a consensus within the media industry that TV ‘audience’ surveys do not reflect the medium’s ability to capture and hold viewers’ attention, which inspired us to revisit the topic. The findings for 2025 are a real eye-opener.”

The full report can be found in our [newsroom](#).

To arrange an interview with Ed Papazian, please call Elizabeth Wakelin, Vice President of Marketing and Research at 973-542-8188. You may also direct questions to Ed via [email](#).

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. Media Dynamics’ library includes several research annuals and numerous special reports and white papers that focus on targeted areas of the media, including spot TV, cable, ad receptivity, CPMs and upfront cost estimates. Reflecting the changing needs of the media marketplace, in 2018, MDI launched a new service, MDI DIRECT, which provides subscribers with hard-hitting and timely, weekly ALERT reports on important subjects, along with our evaluation and critical commentary to aid in their interpretation.

Media Dynamics, Inc. has also spent more than 30 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.