



Adults Are Seeing More TV Commercials Than Ever Before

Media Dynamics Inc.'s ad exposure estimates featured in new report, *America's Media Usage & Ad Exposure Trends* report

Nutley, NJ, October 14, 2014 - A new study by Media Dynamics, Inc. (MDI) tracked the average adult's media exposure in terms of time spent and the number of ad messages that might have been seen, with some startling results for television. A typical adult currently watches 5.4 hours of TV and is potentially exposed to 161 commercials, which means total viewing time has risen 64% since 1960, and the number of commercials aimed at the viewer is up a whopping 250%!

"It's obvious that viewers are not just sitting there, sopping up all of these ad messages," says Ed Papazian, MDI's president. MDI's analysis utilized numerous attentiveness, ad recall and observational studies and determined that approximately 40% of the commercials a viewer *might* watch are not even seen.

In 1960 a typical adult watched 3.3 hours of TV daily and could have seen 46 TV commercials. By 1990 TV viewing was up to 4.2 hours a day, but thanks to the use of 30-second commercials instead of :60s, the number of unique ad messages targeting the viewer had more than doubled, to 98 per day. Since then, increasing viewing levels and ad clutter rates, plus the advent of 15-second units, have caused a further increase in the daily dosage.

The question is how many of these ads are having the desired effect? "We are *noting* three times as many TV commercials today as in 1960," observes Papazian. In 1960, a typical viewer noted only 30 commercials per day; the current figure, per MDI's estimate, is 90.

This report makes similar evaluations for radio, magazines, newspapers and the Internet.

Average Adult's Daily TV Ad Exposure 1960-2014

	TV Hrs. Per Day	No. of Ads on TV Screen	Ads Noted
1960	3.3	46	30
1970	3.7	68	44
1980	3.9	87	54
1990	4.2	98	60
2000	4.5	123	74
2014	5.4	161	90

Source: **America's Media Usage & Ad Exposure: 1945-2014**, Media Dynamics, Inc.

About America's Media Usage Trends & Ad Exposure: 1945-2014

[America's Media Usage Trends & Ad Exposure](#) presents Media Dynamics, Inc.'s exclusive analysis of the amount of time that adults devote to each of the major media, from the pre-TV days (1945) to today. The report also includes estimates of fully attentive time spent, based on numerous research studies. Finally, MDI provides estimates of the number of ads adults were exposed to—in terms of having an opportunity to be seen/heard and, most important, how many are actually noted. The analysis includes a full explanation of how our estimates are calculated, as well as information on the underlying qualitative research.

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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