



## INTRODUCING TV VIEWING: THE ATTENTIVENESS FACTOR

**Nutley, NJ, November 14, 2024** - If you are interested in learning more about this most important subject you will want to purchase this brand-new, hard-hitting report, which provides a vital background on the evolution of TV attentiveness measurements, takes us to where we are today and, most importantly, offers ideas about moving forward.

We believe that attentiveness is not just a simple refinement; it's a necessary element in any new national TV rating study design, and we explain why. Also, attentiveness is more than a TV time buying or selling tool. It has many other valuable applications that are often not fully understood or ignored.

Finally, we offer a plan for breaking what, to us, seems like a log jam, whereby attentiveness has not yet become a standard metric, used by everybody. It's time we stopped relying on 50-year-old measurements of TV's audience and begin to really measure viewing—not just tuning—on a granular basis. Again, we explain what we mean by this important distinction.

If you agree with us, you should take advantage of our generous discount and order your copy today. The report is now available and we promise you that it will both surprise you and make you think, even if you don't agree with every point we make.

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[TV Viewing: The Attentiveness Factor](#) \$525 (use code ATTENTIVE75 to save \$75 for a limited time)

[A one-year subscription to MDI Direct gives you access to ALL of our reports for just \\$1650.](#)

### **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. 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.