



Global TGI Barometer

Issue 30: The Global View of TV advertising

We are living through what has been described as a 'televisual revolution'. The growing number of channels, internet TV, the transfer of advertising to other types of media and curbs on junk food and alcohol promotion are all altering the position of TV advertising. Using the latest TGI data from across the world, we investigate attitudes and behaviour towards traditional advertising as well as sponsorship and product placement.

Ad appreciation in Africa and Latin America

Africans have some of the most positive perceptions of TV advertising; over 60% of Kenyans* and nearly half of South Africans* enjoy adverts as much as the programmes they watch. Similarly, in Latin America, nearly three quarters of Brazilians* and 68% of Peruvians* are interested by TV advertising. In Europe, Germans are relatively positive about advertising; over half generally like it and a third say it helps them make the best purchasing decisions.

Europeans less impressed

In much of Europe, however, there are signs of fatigue with traditional advertising. Half of the Spanish population say they are annoyed by all TV advertising and three quarters of French people feel that it is devious. 54% of Poles say they find advertising a waste of their time, 80% of Spaniards feel bombarded by it and 76% of Czechs think there are too many ads on TV. Americans seem similarly unimpressed - 44% say they try to avoid watching any advertisements at all.

The impact of new technology

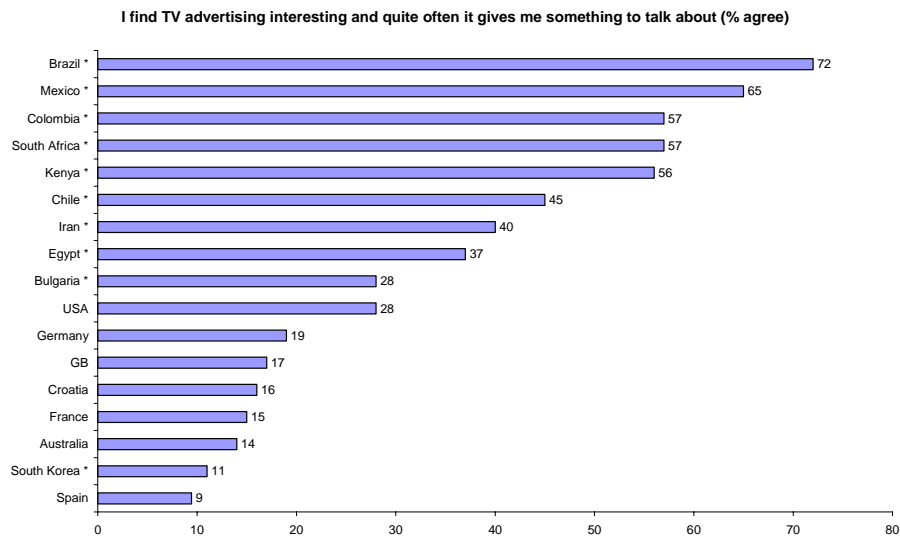
The challenges faced by TV advertisers are likely to be compounded by the growing ownership of new technology such as PVRs (Personal Video Recorders) and DVD recorders. Already a quarter of British people have at least one of these in their households and nearly 80% use them to fast forward through the ads when watching a recorded programme. In Asia, many people are similarly keen to avoid the ads; around half of Indians** switch channels during the break, as do the same proportion of people in China* (often because the same ads are repeated very frequently or because their creative is not very novel).

Alternative means of brand promotion



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These concerns, along with a relaxation of government restrictions in some countries, are prompting brand owners to look at new means of promoting themselves on TV. One alternative is product placement, which has been used in the US for years; half of Americans don't mind brand name products being used in TV programmes and a quarter say they would remember brands shown in their favourite show. In other countries, sponsorship is a more common option, although only 18% of people in Greece and 6% in Ireland say they tend to buy products from companies who sponsor TV programmes.



Base: Individuals aged 18+

* Respondents from urban areas only

** Indian data from ABC socio-economic groups in urban areas

Source: Global TGI

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Editors' Notes



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The Global TGI network operates single-source consumer and media studies in over 50 countries worldwide. Used by brand owners, media owners and agencies, it measures consumers' product and brand usage, media consumption and attitudes, based on large samples - over 700,000 respondents annually worldwide. A typical survey will cover around 4,000 brands and 500 product categories.

TGI was originally developed in the UK by BMRB, one of the UK's leading marketing research companies. The first survey was conducted in 1969 and for the past 37 years BMRB has continued to market the service in Great Britain. BMRB is part of the KMR Group, which markets TGI globally.

KMR Group is a division of the Millward Brown Group, part of Kantar, WPP's insight, information and consultancy division. For more information, visit www.kmr-group.com