

Quantitative impact of the regulation on TV advertising markets in EU Member States, EEA countries, the new Member States and a number of third party countries

USA – Report 3 (18/18)
Stages B and C
V.3.4.

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I. About Channels in USA

1. Types of broadcast 2002 - 2003

TAB1a	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Channels with a national coverage*	A&E Network	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
*covering at least 80% of the national population	ABC Family Channel	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	ABC Network	Commercial channel free to air	Entertainment (incl. Modern Music)	no limit
	American Movie Classic	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	Animal Planet	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	BET	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	BRAVO	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	Cable News Network	Pay TV (including adv. breaks)	Information / Business	no limit
	CBS Network	Commercial channel free to air	Entertainment (incl. Modern Music)	no limit
	CMT	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	CNBC	Pay TV (including adv. breaks)	Information / Business	no limit
	COMEDY CENTRAL	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	COURT TV	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	DISNEY CHANNEL	Pay TV (including adv. breaks)	Children	no limit
	E! Entertainment TV	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	ESPN NEWS	Pay TV (including adv. breaks)	Sports	no limit
	ESPN -Total Sports Network	Pay TV (including adv. breaks)	Sports	no limit
	ESPN2	Pay TV (including adv. breaks)	Sports	no limit
	FOOD NETWORK	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	FOX Network	Commercial channel free to air	Entertainment (incl. Modern Music)	no limit
	FOX NEWS CHANNEL	Pay TV (including adv. breaks)	Information / Business	no limit
	FX	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	GAME SHOW NETWORK	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	GREAT AMERICA COUNTRY	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	HALLMARK CHANNEL	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	Headline News	Pay TV (including adv. breaks)	Information / Business	no limit
	HOME AND GARDEN	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	Lifetime Television	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	MSNBC	Pay TV (including adv. breaks)	Information / Business	no limit
	MTV: Music Television	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	MTV2	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit

1. Types of broadcast 2002 - 2003

TAB1b	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Channels with a national coverage* *covering at least 80% of the national population	NBC Network	Commercial channel free to air	Entertainment (incl. Modern Music)	no limit
	Nick-At-Nite	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	Nickelodeon	Pay TV (including adv. breaks)	Children	no limit
	Paxson Communications	Commercial channel free to air	Entertainment (incl. Modern Music)	no limit
	PBS	Public service	Mainstream	
	SCI FI CHANNEL	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	no limit
	SOAPNET	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	no limit
	SPEED CHANNEL	Pay TV (including adv breaks)	Sports	no limit
	Spike TV	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	TBS Network	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	TBS SUPERSTATION	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	no limit
	The Cartoon Network	Pay TV (including adv. breaks)	Children	no limit
	The Discovery Channel	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	THE GOLF CHANNEL	Pay TV (including adv breaks)	Sports	no limit
	THE HEALTH NETWORK	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	no limit
	The History Channel	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	The Learning Channel	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	THE TRAVEL CHANNEL	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	no limit
	The Weather Channel	Pay TV (including adv. breaks)	Information / Business	no limit
	TNN	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	no limit
	TOON DISNEY	Pay TV (including adv breaks)	Children	no limit
	Turner Network Television	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	TV LAND	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	no limit
	UPN Network	Commercial channel free to air	Entertainment (incl. Modern Music)	no limit
	USA Network	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	Vh-1	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	no limit
	WB Network	Commercial channel free to air	Entertainment (incl. Modern Music)	no limit
	WGN CABLE	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	no limit

1. Types of broadcast 2002 - 2003

TAB1c	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Local* Channels *By "local", we mean channels covering specific regions or provinces of the country	-	-	-	-
Non-domestic Channels These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	-	-	-	-
International Channels (Worldwide models)	-	-	-	-
Other Channels	DIRECTV	Pay TV (including adv. breaks)		
	ECHOSTAR	Pay TV (including adv. breaks)		
	HBO	Pay TV (no advertising)	Entertainment (incl. Modern Music)	
	CINEMAX	Pay TV (no advertising)	Entertainment (incl. Modern Music)	
	SHOWTIME	Pay TV (no advertising)	Entertainment (incl. Modern Music)	
	THE MOVIE CHANNEL	Pay TV (no advertising)	Entertainment (incl. Modern Music)	

Comments : See comments for more explanations about unavailable information in the United States of America.

1. Types of broadcast 2002 - 2003

TAB1d	Names	Connection Mode	Main Transmission Mode	Comments transmission /reception mode and/or programme type
Channels with a national coverage* *covering at least 80% of the national population	A&E Network	Analogical	TV Cable	
	ABC Family Channel	Analogical	TV Cable	
	ABC Network	Analogical	Terrestrial (Hertzian)	Also available via cable
	American Movie Classic	Analogical	TV Cable	
	Animal Planet	Analogical	TV Cable	
	BET	Analogical	TV Cable	
	BRAVO	Analogical	TV Cable	
	Cable News Network	Analogical	TV Cable	
	CBS Network	Analogical	Terrestrial (Hertzian)	Also available via cable
	CMT	Analogical	TV Cable	
	CNBC	Analogical	TV Cable	
	COMEDY CENTRAL	Analogical	TV Cable	
	COURT TV	Analogical	TV Cable	
	DISNEY CHANNEL	Analogical	TV Cable	
	E! Entertainment TV	Analogical	TV Cable	
	ESPN NEWS	Analogical	TV Cable	
	ESPN -Total Sports Network	Analogical	TV Cable	
	ESPN2	Analogical	TV Cable	
	FOOD NETWORK	Analogical	TV Cable	
	FOX Network	Analogical	Terrestrial (Hertzian)	Also available via cable
	FOX NEWS CHANNEL	Analogical	TV Cable	
	FX	Analogical	TV Cable	
	GAME SHOW NETWORK	Analogical	TV Cable	
	GREAT AMERICA COUNTRY	Analogical	TV Cable	
	HALLMARK CHANNEL	Analogical	TV Cable	
	Headline News	Analogical	TV Cable	
	HOME AND GARDEN	Analogical	TV Cable	
	Lifetime Television	Analogical	TV Cable	
	MSNBC	Analogical	TV Cable	
	MTV: Music Television	Analogical	TV Cable	
MTV2	Analogical	TV Cable		

1. Types of broadcast 2002 - 2003

TAB1e	Names	Connection Mode	Main Transmission Mode	Comments transmission /reception mode and/or programme type
Channels with a national coverage* *covering at least 80% of the national population	NBC Network	Analogical	Terrestrial (Hertzian)	Also available via cable
	Nick-At-Nite	Analogical	TV Cable	
	Nickelodeon	Analogical	TV Cable	
	Paxson Communications	Analogical	Terrestrial (Hertzian)	Also available via cable
	PBS	Analogical	Terrestrial (Hertzian)	
	SCI FI CHANNEL	Analogical	TV Cable	
	SOAPNET	Analogical	TV Cable	
	SPEED CHANNEL	Analogical	TV Cable	
	Spike TV	Analogical	TV Cable	
	TBS Network	Analogical	TV Cable	
	TBS SUPERSTATION	Analogical	TV Cable	
	The Cartoon Network	Analogical	TV Cable	
	The Discovery Channel	Analogical	TV Cable	
	THE GOLF CHANNEL	Analogical	TV Cable	
	THE HEALTH NETWORK	Analogical	TV Cable	
	The History Channel	Analogical	TV Cable	
	The Learning Channel	Analogical	TV Cable	
	THE TRAVEL CHANNEL	Analogical	TV Cable	
	The Weather Channel	Analogical	TV Cable	
	TNN	Analogical	TV Cable	
	TOON DISNEY	Analogical	TV Cable	
	Turner Network Television	Analogical	TV Cable	
	TV LAND	Analogical	TV Cable	
	UPN Network	Analogical	Terrestrial (Hertzian)	Also available via cable
	USA Network	Analogical	TV Cable	
	Vh-1	Analogical	TV Cable	
	WB Network	Analogical	Terrestrial (Hertzian)	Also available via cable
	WGN CABLE	Analogical	TV Cable	

1. Types of broadcast 2002 - 2003

TAB1f	Names	Connection Mode	Main Transmission Mode	Comments transmission /reception mode and/or programme type
Local* Channels *By "local", we mean channels covering specific regions or provinces of the country	-	-	-	-
Non-domestic Channels These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	-	-	-	-
International Channels (Worldwide models)	-	-	-	-
Other Channels	DIRECTV			satellite delivery service
	EHOSTAR			satellite delivery service
	HBO	Analogical	TV Cable	
	CINEMAX	Analogical	TV Cable	
	SHOWTIME	Analogical	TV Cable	
THE MOVIE CHANNEL	Analogical	TV Cable		

Comments : See comments for more explanations about unavailable information in the United States of America.

Comments about broadcasters

- ▶ The US TV market is comprised of 7 broadcast networks (plus 2 more in Spanish), 100+ cable networks, 100+ syndicated programmes and 210 local markets called DMAs (designated marketing areas). TV advertising in these local markets is referred to as spot TV.
- ▶ CABLE is a system where TV signals are carried to households by cable or satellite and paid by subscription. In 2003, 83% of US households received cable. Cable networks, individually, have considerably lower ratings than broadcast TV.
- ▶ Each TV market, or DMA is defined as the area reached by a television signal broadcast from any particular city; the New York DMA, for example, is comprised of New York City, and its nearby suburbs in New York State and two neighboring states (included in the NY DMA are cities such as Yonkers, White Plains and New Rochelle New York, Newark New Jersey and Bridgeport Connecticut).
- ▶ Spot TV is used by an advertiser who wants to buy a small geographic area. For example, the NBC affiliate station in New York is WNBC, in Los Angeles it is KNBA, etc. A local advertiser could choose to buy one of these stations, but not NBC Network. Because of the complexity of the spot TV market, gathering the type of information that you want for spot would be incredibly time consuming and expensive.
- ▶ Syndicated TV involves the purchase of specific programmes, which may or may not air at a certain time on any or all TV stations in the US. An example is the Oprah Winfrey Show, which might air in New York City at 4PM on weekdays, but air in Hartford, Connecticut at 2PM weekdays and Boston at 1130AM. Syndicated TV costs and GRPs are always represented as "Total Day" versus being assigned to any daypart or network.

2. TV day parts definitions in USA :

- Definition of targets and dayparts

TAB2a	Main dayparts	Aged 18+	
		Average audience* TOTAL TV (rat%) Adults in 2002	Average audience* TOTAL TV (rat%) Adults in 2003
All Day (depending on daily programmes)	02h00-26h00	24,6	25,5
Morning	M-F 0600-0959	12,6	13,4
Day	M-F 1000-1659	16,1	16,4
Access Prime Time	M-S 1700-1959	32,7	32,6
Prime Time	M-S 2000-2259, Su 1900-2259	41,0	40,8
Late Night	S-S 2300-0059	21,9	21,3
Overnight	S-S 0100-0559	7,8	8,5
<i>Universes :</i>		207.210.000	211.400.000
<i>Sources :</i>		Nielsen	Nielsen

TAB2b	Main dayparts	Aged 2-17	
		Average audience* TOTAL TV (rat%) Kids in 2002	Average audience* TOTAL TV (rat%) Kids in 2003
All Day (depending on daily programmes)	02h00-26h00	16,4	16,7
Morning	M-F 0600-0959	9,5	9,6
Day	M-F 1000-1659	12,8	12,2
Access Prime Time	M-S 1700-1959	22,2	22,0
Prime Time	M-S 2000-2259, Su 1900-2259	24,3	24,5
Late Night	S-S 2300-0059	10,1	10,4
Overnight	S-S 0100-0559	4,1	4,8
<i>Universes :</i>		64.830.000	64.180.000
<i>Sources :</i>		Nielsen	Nielsen

* Rating (%) is the audience variable which defines the average number or percentage of people (belonging to a particular target group, e.g. adults or kids) that watch a selection of channels (or television in general) during a specific time period - see methodological report.

3. Audience Share* USA - All Day

* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3a

	Names	Aged 18+		Aged 2-17	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	24,6	25,5	16,4	16,7
Channels with a national coverage	A&E Network	1,6%	1,6%	0,0%	0,0%
	ABC Family Channel	0,6%	0,6%	1,9%	1,8%
	ABC Network	9,1%	9,0%	5,1%	5,1%
	American Movie Classic	-	-	-	-
	Animal Planet	-	-	-	-
	BET	-	-	-	-
	BRAVO	-	-	-	-
	Cable News Network	1,2%	1,7%	0,0%	0,0%
	CBS Network	11,0%	11,1%	4,3%	4,3%
	CMT	-	-	-	-
	CNBC	0,6%	0,5%	0,0%	0,0%
	COMEDY CENTRAL	-	-	-	-
	COURT TV	-	-	-	-
	DISNEY CHANNEL	-	-	-	-
	E! Entertainment TV	-	-	-	-
	ESPN NEWS	-	-	-	-
	ESPN -Total Sports Network	1,8%	1,7%	0,9%	1,8%
	ESPN2	0,6%	0,6%	0,0%	0,9%
	FOOD NETWORK	-	-	-	-
	FOX Network	7,9%	8,4%	7,8%	8,3%
	FOX NEWS CHANNEL	-	-	-	-
	FX	-	-	-	-
	GAME SHOW NETWORK	-	-	-	-
	GREAT AMERICA COUNTRY	-	-	-	-
	HALLMARK CHANNEL	-	-	-	-
	Headline News	0,6%	0,6%	0,0%	0,0%
	HOME AND GARDEN	-	-	-	-
	Lifetime Television	3,1%	2,5%	1,6%	1,5%
	MSNBC	-	-	-	-
	MTV: Music Television	1,2%	1,2%	2,8%	2,7%
	MTV2	-	-	-	-

3. Audience Share* USA - All Day

* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3b

	Names	Aged 18+		Aged 2-17	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	24,6	25,5	16,4	16,7
Channels with a national coverage	NBC Network	11,2%	10,4%	4,5%	4,5%
	Nick-At-Nite	1,8%	1,7%	16,1%	14,2%
	Nickelodeon	1,8%	1,7%	16,1%	14,2%
	Paxson Communications	1,0%	1,1%	0,5%	0,4%
	PBS	-	-	-	-
	SCI FI CHANNEL	-	-	-	-
	SOAPNET	-	-	-	-
	SPEED CHANNEL	-	-	-	-
	Spike TV	1,0%	1,0%	0,8%	0,8%
	TBS Network	2,4%	2,4%	1,8%	1,8%
	TBS SUPERSTATION	-	-	-	-
	The Cartoon Network	1,3%	1,2%	12,5%	12,0%
	The Discovery Channel	1,5%	1,0%	0,8%	0,8%
	THE GOLF CHANNEL	-	-	-	-
	THE HEALTH NETWORK	-	-	-	-
	The History Channel	1,1%	1,1%	0,0%	0,0%
	The Learning Channel	1,7%	1,6%	0,8%	0,8%
	THE TRAVEL CHANNEL	-	-	-	-
	The Weather Channel	0,6%	0,6%	0,0%	0,0%
	TNN	-	-	-	-
	TOON DISNEY	-	-	-	-
	Turner Network Television	2,4%	3,0%	0,9%	1,8%
	TV LAND	-	-	-	-
	UPN Network	2,8%	2,5%	6,2%	5,2%
	USA Network	2,4%	2,3%	1,8%	1,8%
	Vh-1	0,6%	0,6%	0,9%	0,9%
	WB Network	2,8%	2,7%	8,3%	7,4%
	WGN CABLE	-	-	-	-
Local Channels		-	-	-	-
Non-domestic Channels		-	-	-	-
International Channels		-	-	-	-
Other Channels	CINEMAX	-	-	-	-
	DIRECTV	-	-	-	-
	ECHOSTAR	-	-	-	-
	HBO	-	-	-	-
	SHOWTIME	-	-	-	-
	THE MOVIE CHANNEL	-	-	-	-
TOTAL		75,7%	74,5%	96,4%	93,0%

3. Audience Share* USA - Prime Time

* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3c

	Names	Aged 18+		Aged 2-17	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	41,0	40,8	24,3	24,5
Channels with a national coverage	A&E Network	1,5%	1,5%	0,5%	0,5%
	ABC Family Channel	0,9%	0,9%	2,1%	1,6%
	ABC Network	9,1%	8,9%	6,4%	6,8%
	American Movie Classic	-	-	-	-
	Animal Planet	-	-	-	-
	BET	-	-	-	-
	BRAVO	-	-	-	-
	Cable News Network	1,2%	1,5%	0,0%	0,5%
	CBS Network	12,2%	12,3%	5,0%	5,0%
	CMT	-	-	-	-
	CNBC	0,3%	0,3%	0,0%	0,0%
	COMEDY CENTRAL	-	-	-	-
	COURT TV	-	-	-	-
	DISNEY CHANNEL	-	-	-	-
	E! Entertainment TV	-	-	-	-
	ESPN NEWS	-	-	-	-
	ESPN -Total Sports Network	2,2%	2,2%	1,1%	1,6%
	ESPN2	0,6%	0,6%	0,6%	0,5%
	FOOD NETWORK	-	-	-	-
	FOX Network	7,1%	7,8%	9,0%	9,7%
	FOX NEWS CHANNEL	-	-	-	-
	FX	-	-	-	-
	GAME SHOW NETWORK	-	-	-	-
	GREAT AMERICA COUNTRY	-	-	-	-
	HALLMARK CHANNEL	-	-	-	-
	Headline News	0,3%	0,3%	0,0%	0,0%
	HOME AND GARDEN	-	-	-	-
	Lifetime Television	2,9%	2,4%	2,1%	1,0%
	MSNBC	-	-	-	-
	MTV: Music Television	0,9%	0,9%	2,6%	2,6%
	MTV2	-	-	-	-

3. Audience Share* USA - Prime Time

* If total TV gathers 100 ind., share of each channel in total TV audience

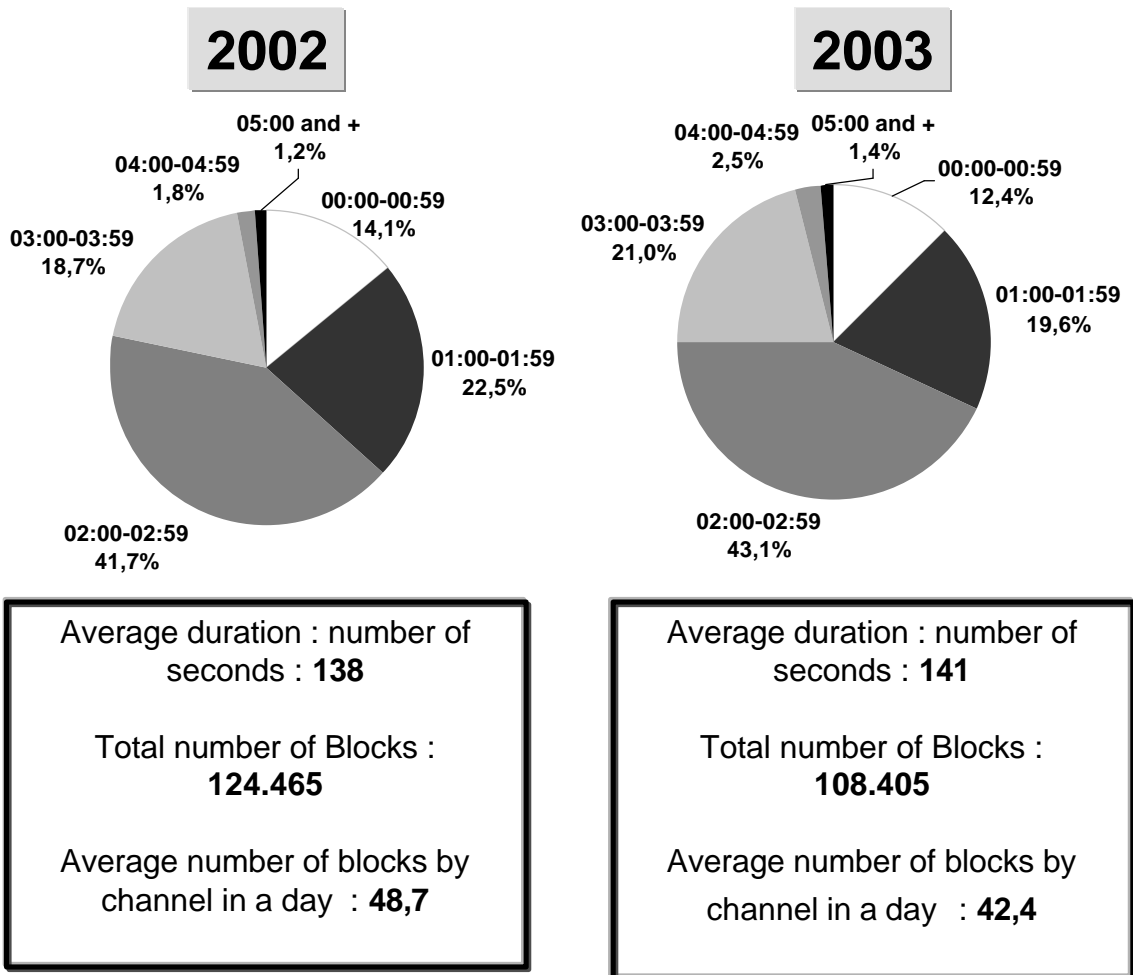
TAB3d

	Names	Aged 18+		Aged 2-17	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	41,0	40,8	24,3	24,5
Channels with a national coverage	NBC Network	12,2%	11,1%	6,4%	5,9%
	Nick-At-Nite	1,1%	1,2%	9,7%	9,6%
	Nickelodeon	1,1%	1,2%	9,7%	9,6%
	Paxson Communications	1,2%	1,0%	0,8%	0,4%
	PBS	-	-	-	-
	SCI FI CHANNEL	-	-	-	-
	SOAPNET	-	-	-	-
	SPEED CHANNEL	-	-	-	-
	Spike TV	1,5%	1,2%	1,6%	1,5%
	TBS Network	2,2%	1,9%	2,2%	1,7%
	TBS SUPERSTATION	-	-	-	-
	The Cartoon Network	0,6%	0,6%	11,3%	10,4%
	The Discovery Channel	1,4%	1,4%	1,0%	1,0%
	THE GOLF CHANNEL	-	-	-	-
	THE HEALTH NETWORK	-	-	-	-
	The History Channel	1,2%	1,2%	0,5%	0,5%
	The Learning Channel	1,5%	1,5%	1,0%	1,0%
	THE TRAVEL CHANNEL	-	-	-	-
	The Weather Channel	0,3%	0,6%	0,0%	0,0%
	TNN	-	-	-	-
	TOON DISNEY	-	-	-	-
	Turner Network Television	2,8%	2,8%	1,6%	1,6%
	TV LAND	-	-	-	-
	UPN Network	3,4%	2,9%	5,4%	4,6%
	USA Network	2,4%	2,4%	2,1%	2,1%
	Vh-1	0,6%	0,6%	0,5%	0,5%
	WB Network	3,1%	3,1%	5,4%	5,0%
	WGN CABLE	-	-	-	-
Local Channels		-	-	-	-
Non-domestic Channels		-	-	-	-
International Channels		-	-	-	-
Other Channels	DIRECTV	-	-	-	-
	ECHOSTAR	-	-	-	-
	HBO	-	-	-	-
	CINEMAX	-	-	-	-
	SHOWTIME	-	-	-	-
	THE MOVIE CHANNEL	-	-	-	-
TOTAL		76,0%	74,3%	88,8%	85,3%



II. Advertising

4. Block* breakdown by duration % (yearly) (based on nation-wide number of blocks) - ALL DAY

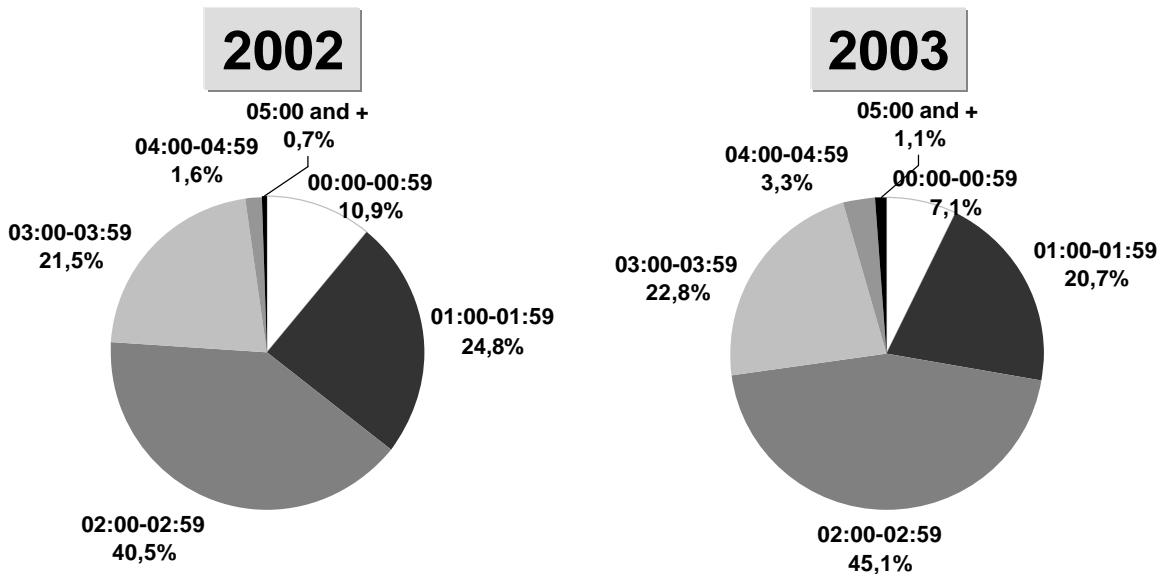


7 Channels covered : Network TV ONLY (ABC, CBS, FOX, NBC, PAX, UPN, WB)

Audience Share : 45,3% (All Day – 2003 – Target 18+)

- Block : an advertising period including spots and separated from other parts of the programme by optical and/or acoustic means - see methodological report.

4. Block* breakdown by duration % (yearly) (based on nation-wide number of blocks) - PRIME TIME



Average duration : number of seconds : **134**

Total number of Blocks : **33.124**

Average number of blocks by channel in a day : **13,0**

Average duration : number of seconds : **147**

Total number of Blocks : **31.025**

Average number of blocks by channel in a day : **12,1**

7 Channels covered : Network TV ONLY (ABC, CBS, FOX, NBC, PAX, UPN, WB)

Audience Share : 47,1% (Prime Time – 2003 – Target 18+)

- Block : an advertising period including spots and separated from other parts of the programme by optical and/or acoustic means - see methodological report.

4. Blocks interrupting programmes

Per genre and frequency

Preliminary note : the usual industry tools and data do not give access to dynamic information on programmes interruptions (possibility to run cross tabulations between block interruptions and programmes or any kind of statistics). The present sub chapter is a customized focus provided this object is essential in the global frame of the survey.

Objective: to compare the commercial practices referred to in article 11 of the Directive related to TV advertising interrupting programmes

Sample base : a standard week in the year 2003 was selected in order to analyse the construction of the programming schedule of the key channels, in terms of TV advertising investments (cfr chapter 6 classification: the top TV stations versus their gross advertising revenues observed in 2003).

Method of counting: The number of programmes interrupted, the proportion of advertising breaks included in a programme in comparison with the total number of breaks, and the average number of minutes separating each of the breaks were calculated per type of programme. The summary tables give firstly a visual presentation of the multiple variables of programme interruptions.

As article 11 of the Directive stipulates: feature films, films made for television, series and serials, documentaries, light entertainment, sports programmes, children's programmes (including series listed as cartoons), current affairs programmes and the news are presented in isolation in the results.

Note that the average number of blocks per hour is calculated from the beginning to the end of the schedule and amounts to around 4 blocks / hour. If the average is calculated in comparison to the number of hours broadcast, there are 5,5 interruptions per hour in a day (in all day as well as in prime time – cfr table 4 vs table 9).

For any further details, see the attached report ' Methodological aspects '

4. Blocks interrupting programmes - Per genre and frequency : Summary

Tab 4a

USA Week 43 2003		Top TV Stations	FILMS and TELEFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	Other Magazines
Total nbr of blocks (7 days):		1820								
average number of blocks per hour :		4								
Nbr of broadcasts containing blocks		323	2	109	0	28	87	28	60	9
Nbr of blocks Inside vs Total nbr of blocks		1.478	16	425	0	64	343	325	246	40
average duration between blocks inside		10	15	10	-	13	10	9	9	16
Nbr of broadcasts containing 1 block		12				1	9	2		
Nbr of blocks		12				1	9	2		
vs nbr of blocks Inside		1%				2%	3%	1%		
average duration between blocks inside		-				-	-	-		
Nbr of broadcasts containing 2 blocks		72	29			18	17	4	4	
Nbr of blocks		144	58			36	34	8	8	
vs nbr of blocks Inside		10%	14%			56%	10%	2%	3%	
average duration between blocks inside		10	10			13	7	9	9	
Nbr of broadcasts containing 3 blocks		51	4			9	27	4	6	1
Nbr of blocks		153	12			27	81	12	18	3
vs nbr of blocks Inside		10%	3%			42%	24%	4%	7%	8%
average duration between blocks inside		8	10			12	7	7	7	4
Nbr of broadcasts containing 4 blocks		84	33			12	1	35	3	
Nbr of blocks		336	132			48	4	140	12	
vs nbr of blocks Inside		23%	31%			14%	1%	57%	30%	
average duration between blocks inside		11	12			10	4	9	16	
Nbr of broadcasts containing 5 blocks		57	35			3	2	12	5	
Nbr of blocks		285	175			15	10	60	25	
vs nbr of blocks Inside		19%	41%			4%	3%	24%	63%	
average duration between blocks inside		11	10			17	10	9	17	
Nbr of broadcasts containing 6 blocks		13	8			3		2		
Nbr of blocks		78	48			18		12		
vs nbr of blocks Inside		5%	11%			5%		5%		
average duration between blocks inside		9	8			14		8		
Nbr of broadcasts containing 7 blocks		8	1			7				
Nbr of blocks		56	7			49				
vs nbr of blocks Inside		4%	44%			14%				
average duration between blocks inside		14	15			14				
Nbr of broadcasts containing 8 blocks		6				5		1		
Nbr of blocks		48				40		8		
vs nbr of blocks Inside		3%				12%		3%		
average duration between blocks inside		11				11		9		
Nbr of broadcasts containing 9 blocks		1	1							
Nbr of blocks		9	9							
vs nbr of blocks Inside		1%	56%							
average duration between blocks inside		15	15							
Nbr of broadcasts containing 11 blocks		1				1				
Nbr of blocks		11				11				
vs nbr of blocks Inside		1%				3%				
average duration between blocks inside		10				10				
Nbr of broadcasts containing 12 blocks		2				2				
Nbr of blocks		24				24				
vs nbr of blocks Inside		2%				7%				
average duration between blocks inside		9				9				

4. Blocks interrupting programmes per genre and frequency : Summary

Tab 4a - continued

USA Week 43 2003	Top TV Stations	FILMS and TELEFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	Other Magazines
Nbr of broadcasts containing 13 blocks	1					1			
Nbr of blocks	13					13			
vs nbr of blocks Inside	1%					4%			
average duration between blocks inside	3					3			
Nbr of broadcasts containing 14 blocks	1					1			
Nbr of blocks	14					14			
vs nbr of blocks Inside	1%					4%			
average duration between blocks inside	8					8			
Nbr of broadcasts containing 15 blocks	2					2			
Nbr of blocks	30					30			
vs nbr of blocks Inside	2%					9%			
average duration between blocks inside	12					12			
Nbr of broadcasts containing 16 blocks	1					1			
Nbr of blocks	16					16			
vs nbr of blocks Inside	1%					5%			
average duration between blocks inside	12					12			
Nbr of broadcasts containing 18 blocks	2					2			
Nbr of blocks	36					36			
vs nbr of blocks Inside	2%					11%			
average duration between blocks inside	10					10			
Nbr of broadcasts containing 19 blocks	1					1			
Nbr of blocks	19					19			
vs nbr of blocks Inside	1%					6%			
average duration between blocks inside	10					10			
Nbr of broadcasts containing 20 blocks	1					1			
Nbr of blocks	20					20			
vs nbr of blocks Inside	1%					6%			
average duration between blocks inside	9					9			
Nbr of broadcasts containing 21 blocks	1					1			
Nbr of blocks	21					21			
vs nbr of blocks Inside	1%					6%			
average duration between blocks inside	8					8			
Nbr of broadcasts containing 22 blocks	1					1			
Nbr of blocks	22					22			
vs nbr of blocks Inside	1%					7%			
average duration between blocks inside	8					8			
Nbr of broadcasts containing 23 blocks	1					1			
Nbr of blocks	23					23			
vs nbr of blocks Inside	2%					7%			
average duration between blocks inside	11					11			
Nbr of broadcasts containing 25 blocks	3					3			
Nbr of blocks	75					75			
vs nbr of blocks Inside	5%					23%			
average duration between blocks inside	10					10			
Nbr of broadcasts containing 33 blocks	1					1			
Nbr of blocks	33					33			
vs nbr of blocks Inside	2%					10%			
average duration between blocks inside	8					8			

Note that Children Programmes are also cartoons

4. Blocks interrupting programmes per genre and frequency :

Focus on duration between interruptions

Tab 4b

USA Week 43 2003		Top TV Stations	FILMS and TELEFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	Other Magazines
Total nbr of blocks (7 days):		1820								
average number of blocks per hour :		4								
Nbr of broadcasts containing blocks		323	2	109	0	28	87	28	60	9
Nbr of blocks Inside vs Total nbr of blocks		1.478	16	425	0	64	343	325	246	40
81%										
average duration between blocks inside		10	15	10	-	13	10	9	9	16
Nbr of broadcasts containing 1 block		12				1	9	2		
Nbr of blocks		12				1	9	2		
vs nbr of blocks Inside		1%				2%	3%	1%		
average duration between blocks inside		-				-	-	-		
Nbr of broadcasts containing 2 blocks		72		29		18	17	4	4	
Nbr of blocks		144		58		36	34	8	8	
vs nbr of blocks Inside		10%		14%		56%	10%	2%	3%	
average duration between blocks inside		10		10		13	7	9	9	
average duration between 2 blocks		10		10		13	7	8	9	
Nbr of broadcasts containing 3 blocks		51		4		9	27	4	6	1
Nbr of blocks		153		12		27	81	12	18	3
vs nbr of blocks Inside		10%		3%		42%	24%	4%	7%	8%
average duration between blocks inside		8		10		12	7	7	7	4
average duration between first and second interruption		8		7		12	8	9	8	4
average duration between second and third interruption		8		13		12	7	4	7	3
Nbr of broadcasts containing 4 blocks		84		33		12	1	35	3	
Nbr of blocks		336		132		48	4	140	12	
vs nbr of blocks Inside		23%		31%		14%	1%	57%	30%	
average duration between blocks inside		11		12		10	4	9	16	
average duration between first and second interruption		11		12		9	4	11	18	
average duration between second and third interruption		10		12		12	3	8	15	
average duration between the interruptions 3-4		11		13		9	4	10	16	
Nbr of broadcasts containing 5 blocks		57		35		3	2	12	5	
Nbr of blocks		285		175		15	10	60	25	
vs nbr of blocks Inside		19%		41%		4%	3%	24%	63%	
average duration between blocks inside		11		10		17	10	9	17	
average duration between first and second interruption		10		9		19	11	9	14	
average duration between second and third interruption		10		9		9	9	11	18	
average duration between the interruptions 3-4		11		10		26	10	8	18	
average duration between the interruptions 4-5		10		9		15	11	8	19	
Nbr of broadcasts containing 6 blocks		13		8		3	2	2		
Nbr of blocks		78		48		18		12		
vs nbr of blocks Inside		5%		11%		5%		5%		
average duration between blocks inside		9		8		14		8		
average duration between first and second interruption		9		7		15		9		
average duration between second and third interruption		8		7		7		9		
average duration between the interruptions 3-4		10		9		13		10		
average duration between the interruptions 4-5		10		8		18		8		
average duration between the interruptions 5-6		9		7		15		6		

4. Blocks interrupting programmes per genre and frequency :

Focus on duration between interruptions

Tab 4b - continued

USA Week 43 2003	Top TV Stations	FILMS and TELEFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	Other Magazines
Nbr of broadcasts containing 7 blocks									
Nbr of blocks	8	1				7			
vs nbr of blocks Inside	56	7				49			
average duration between blocks inside	4%	44%				14%			
average duration between first and second interruption	14	15				14			
average duration between second and third interruption	17	13				18			
average duration between the interruptions 3-4	10	17				8			
average duration between the interruptions 4-5	16	17				16			
average duration between the interruptions 5-6	13	16				13			
average duration between the interruptions 6-7	15	14				15			
average duration between the interruptions 6-7	15	14				16			
Nbr of broadcasts containing 8 blocks									
Nbr of blocks	6					5		1	
vs nbr of blocks Inside	48					40		8	
average duration between blocks inside	3%					12%		3%	
average duration between first and second interruption	11					11		9	
average duration between second and third interruption	14					15		8	
average duration between the interruptions 3-4	8					8		10	
average duration between the interruptions 4-5	8					8		9	
average duration between the interruptions 5-6	14					15		10	
average duration between the interruptions 6-7	10					10		9	
average duration between the interruptions 7-8	10					10		10	
average duration between the interruptions 7-8	11					12		8	
average duration between the interruptions 7-8	11					12		8	
Nbr of broadcasts containing 9 blocks									
Nbr of blocks	1	1							
vs nbr of blocks Inside	9	9							
average duration between blocks inside	1%	56%							
average duration between first and second interruption	15	15							
average duration between second and third interruption	15	15							
average duration between the interruptions 3-4	17	17							
average duration between the interruptions 4-5	16	16							
average duration between the interruptions 5-6	13	13							
average duration between the interruptions 6-7	13	13							
average duration between the interruptions 6-7	15	15							
average duration between the interruptions 7-8	21	21							
average duration between the interruptions 7-8	11	11							
average duration between the interruptions 8-9	11	11							
Nbr of broadcasts containing 11 blocks									
Nbr of blocks	1					1			
vs nbr of blocks Inside	11					11			
average duration between blocks inside	1%					3%			
average duration between first and second interruption	10					10			
average duration between second and third interruption	6					6			
average duration between the interruptions 3-4	15					15			
average duration between the interruptions 4-5	10					10			
average duration between the interruptions 4-5	5					5			
average duration between the interruptions 5-6	15					15			
average duration between the interruptions 6-7	10					10			
average duration between the interruptions 6-7	14					14			
average duration between the interruptions 7-8	5					5			
average duration between the interruptions 7-8	10					10			
average duration between the interruptions 8-9	10					10			
average duration between the interruptions 8-9	6					6			
average duration between the interruptions 10-11	6					6			
Nbr of broadcasts containing 12 blocks									
Nbr of blocks	2					2			
vs nbr of blocks Inside	24					24			
average duration between blocks inside	2%					7%			
average duration between first and second interruption	9					9			
average duration between first and second interruption	8					8			

4. Blocks interrupting programmes per genre and frequency :

Focus on duration between interruptions

Tab 4b - continued

USA Week 43 2003		Top TV Stations	FILMS and TELEFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	Other Magazines
Nbr of broadcasts containing 13 blocks		1						1		
Nbr of blocks		13						13		
vs nbr of blocks Inside		1%						4%		
average duration between blocks inside		3						3		
average duration between first and second interruption		6						6		
average duration between second and third interruption		5						5		
average duration between the interruptions 3-4		3						3		
average duration between the interruptions 4-5		4						4		
average duration between the interruptions 5-6		3						3		
average duration between the interruptions 6-7		3						3		
average duration between the interruptions 7-8		3						3		
average duration between the interruptions 8-9		2						2		
average duration between the interruptions 9-10		3						3		
average duration between the interruptions 10-11		2						2		
average duration between the interruptions 11-12		1						1		
average duration between the interruptions 12-13		1						1		
Nbr of broadcasts containing 14 blocks		1						1		
Nbr of blocks		14						14		
vs nbr of blocks Inside		1%						4%		
average duration between blocks inside		8						8		
average duration between first and second interruption		6						6		
average duration between second and third interruption		8						8		
average duration between the interruptions 3-4		6						6		
average duration between the interruptions 4-5		11						11		
average duration between the interruptions 5-6		4						4		
average duration between the interruptions 6-7		9						9		
average duration between the interruptions 7-8		6						6		
average duration between the interruptions 8-9		9						9		
average duration between the interruptions 9-10		14						14		
average duration between the interruptions 10-11		5						5		
average duration between the interruptions 11-12		10						10		
average duration between the interruptions 12-13		6						6		
average duration between the interruptions 13-14		8						8		
Nbr of broadcasts containing 15 blocks		2						2		
Nbr of blocks		30						30		
vs nbr of blocks Inside		2%						9%		
average duration between blocks inside		12						12		
average duration between first and second interruption		11						11		
average duration between second and third interruption		7						7		
average duration between the interruptions 3-4		9						9		
average duration between the interruptions 4-5		15						15		
average duration between the interruptions 5-6		9						9		
average duration between the interruptions 6-7		10						10		
average duration between the interruptions 7-8		8						8		
average duration between the interruptions 8-9		26						26		
average duration between the interruptions 9-10		10						10		
average duration between the interruptions 10-11		20						20		
average duration between the interruptions 11-12		14						14		
average duration between the interruptions 12-13		11						11		
average duration between the interruptions 13-14		11						11		
average duration between the next interruptions (14+)		10						10		

4. Blocks interrupting programmes per genre and frequency :

Focus on duration between interruptions

Tab 4b - continued

USA Week 43 2003		Top TV Stations	FILMS and TELEFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	Other Magazines
Nbr of broadcasts containing 16 blocks		1						1		
Nbr of blocks		16						16		
vs nbr of blocks Inside		1%						5%		
average duration between blocks inside		12						12		
average duration between first and second interruption		10						10		
average duration between second and third interruption		13						13		
average duration between the interruptions 3-4		7						7		
average duration between the interruptions 4-5		10						10		
average duration between the interruptions 5-6		7						7		
average duration between the interruptions 6-7		12						12		
average duration between the interruptions 7-8		18						18		
average duration between the interruptions 8-9		13						13		
average duration between the interruptions 9-10		46						46		
average duration between the interruptions 10-11		7						7		
average duration between the interruptions 11-12		6						6		
average duration between the interruptions 12-13		4						4		
average duration between the interruptions 13-14		5						5		
average duration between the next interruptions (14+)		6						6		
Nbr of broadcasts containing 18 blocks		2						2		
Nbr of blocks		36						36		
vs nbr of blocks Inside		2%						11%		
average duration between blocks inside		10						10		
average duration between first and second interruption		16						16		
average duration between second and third interruption		9						9		
average duration between the interruptions 3-4		9						9		
average duration between the interruptions 4-5		14						14		
average duration between the interruptions 5-6		6						6		
average duration between the interruptions 6-7		13						13		
average duration between the interruptions 7-8		12						12		
average duration between the interruptions 8-9		6						6		
average duration between the interruptions 9-10		9						9		
average duration between the interruptions 10-11		12						12		
average duration between the interruptions 11-12		11						11		
average duration between the interruptions 12-13		10						10		
average duration between the interruptions 13-14		11						11		
average duration between the next interruptions (14+)		9						9		
Nbr of broadcasts containing 19 blocks		1						1		
Nbr of blocks		19						19		
vs nbr of blocks Inside		1%						6%		
average duration between blocks inside		10						10		
average duration between first and second interruption		5						5		
average duration between second and third interruption		6						6		
average duration between the interruptions 3-4		15						15		
average duration between the interruptions 4-5		21						21		
average duration between the interruptions 5-6		5						5		
average duration between the interruptions 6-7		6						6		
average duration between the interruptions 7-8		9						9		
average duration between the interruptions 8-9		3						3		
average duration between the interruptions 9-10		20						20		
average duration between the interruptions 10-11		8						8		
average duration between the interruptions 11-12		6						6		
average duration between the interruptions 12-13		17						17		

4. Blocks interrupting programmes per genre and frequency :

Focus on duration between interruptions

Tab 4b - continued

USA Week 43 2003		Top TV Stations	FILMS and TELEFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	Other Magazines
Nbr of broadcasts containing 20 blocks		1						1		
Nbr of blocks		20						20		
vs nbr of blocks Inside		1%						6%		
average duration between blocks inside		9						9		
average duration between first and second interruption		10						10		
average duration between second and third interruption		5						5		
average duration between the interruptions 3-4		9						9		
average duration between the interruptions 4-5		16						16		
average duration between the interruptions 5-6		6						6		
average duration between the interruptions 6-7		8						8		
average duration between the interruptions 7-8		14						14		
average duration between the interruptions 8-9		6						6		
average duration between the interruptions 9-10		14						14		
average duration between the interruptions 10-11		8						8		
average duration between the interruptions 11-12		5						5		
average duration between the interruptions 12-13		3						3		
average duration between the interruptions 13-14		14						14		
average duration between the next interruptions (14+)		10						10		
Nbr of broadcasts containing 21 blocks		1						1		
Nbr of blocks		21						21		
vs nbr of blocks Inside		1%						6%		
average duration between blocks inside		8						8		
average duration between first and second interruption		8						8		
average duration between second and third interruption		5						5		
average duration between the interruptions 3-4		6						6		
average duration between the interruptions 4-5		10						10		
average duration between the interruptions 5-6		7						7		
average duration between the interruptions 6-7		9						9		
average duration between the interruptions 7-8		4						4		
average duration between the interruptions 8-9		8						8		
average duration between the interruptions 9-10		7						7		
average duration between the interruptions 10-11		12						12		
average duration between the interruptions 11-12		7						7		
average duration between the interruptions 12-13		15						15		
average duration between the interruptions 13-14		10						10		
average duration between the next interruptions (14+)		6						6		
Nbr of broadcasts containing 22 blocks		1						1		
Nbr of blocks		22						22		
vs nbr of blocks Inside		1%						7%		
average duration between blocks inside		8						8		
average duration between first and second interruption		15						15		
average duration between second and third interruption		4						4		
average duration between the interruptions 3-4		13						13		
average duration between the interruptions 4-5		5						5		
average duration between the interruptions 5-6		6						6		
average duration between the interruptions 6-7		9						9		
average duration between the interruptions 7-8		7						7		
average duration between the interruptions 8-9		10						10		
average duration between the interruptions 9-10		5						5		
average duration between the interruptions 10-11		6						6		
average duration between the interruptions 11-12		4						4		
average duration between the interruptions 12-13		7						7		

4. Blocks interrupting programmes per genre and frequency :

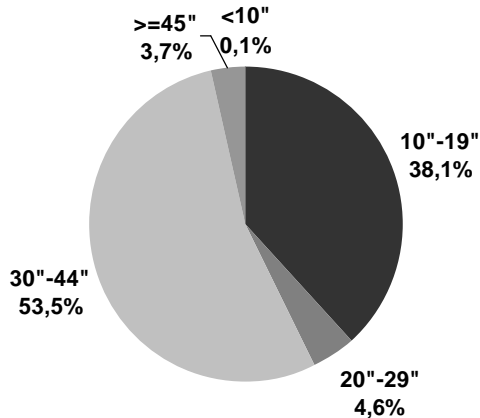
Focus on duration between interruptions

Tab 4b - continued

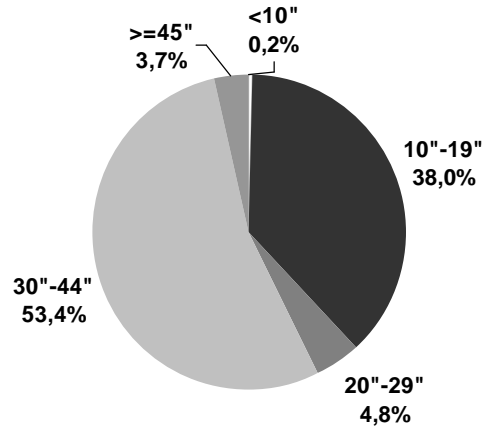
USA Week 43 2003		Top TV Stations	FILMS and TELEFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	Other Magazines
Nbr of broadcasts containing 23 blocks		1						1		
Nbr of blocks		23						23		
vs nbr of blocks Inside		2%						7%		
average duration between blocks inside		11						11		
average duration between first and second interruption		13						13		
average duration between second and third interruption		23						23		
average duration between the interruptions 3-4		16						16		
average duration between the interruptions 4-5		6						6		
average duration between the interruptions 5-6		12						12		
average duration between the interruptions 6-7		8						8		
average duration between the interruptions 7-8		7						7		
average duration between the interruptions 8-9		18						18		
average duration between the interruptions 9-10		9						9		
average duration between the interruptions 10-11		7						7		
average duration between the interruptions 11-12		16						16		
average duration between the interruptions 12-13		8						8		
average duration between the interruptions 13-14		8						8		
average duration between the next interruptions (14+)		9						9		
Nbr of broadcasts containing 25 blocks		3						3		
Nbr of blocks		75						75		
vs nbr of blocks Inside		5%						23%		
average duration between blocks inside		10						10		
average duration between first and second interruption		14						14		
average duration between second and third interruption		10						10		
average duration between the interruptions 3-4		11						11		
average duration between the interruptions 4-5		9						9		
average duration between the interruptions 5-6		13						13		
average duration between the interruptions 6-7		7						7		
average duration between the interruptions 7-8		14						14		
average duration between the interruptions 8-9		8						8		
average duration between the interruptions 9-10		18						18		
average duration between the interruptions 10-11		5						5		
average duration between the interruptions 11-12		11						11		
average duration between the interruptions 12-13		6						6		
average duration between the interruptions 13-14		12						12		
average duration between the next interruptions (14+)		10						10		
Nbr of broadcasts containing 33 blocks		1						1		
Nbr of blocks		33						33		
vs nbr of blocks Inside		2%						10%		
average duration between blocks inside		8						8		
average duration between first and second interruption		15						15		
average duration between second and third interruption		4						4		
average duration between the interruptions 3-4		7						7		
average duration between the interruptions 4-5		5						5		
average duration between the interruptions 5-6		5						5		
average duration between the interruptions 6-7		6						6		
average duration between the interruptions 7-8		3						3		
average duration between the interruptions 8-9		4						4		
average duration between the interruptions 9-10		12						12		
average duration between the interruptions 10-11		7						7		
average duration between the interruptions 11-12		4						4		
average duration between the interruptions 12-13		12						12		

5. Proportion breakdown of spots per duration % (based on nation-wide number of spots broadcast) - ALL DAY

2002



2003



Average duration : number of seconds : **24,6**

Total number of spots broadcast :
832.368

Average number of spots by channel in a day : **326**

Average duration : number of seconds : **24,6**

Total number of spots broadcast :
839.256

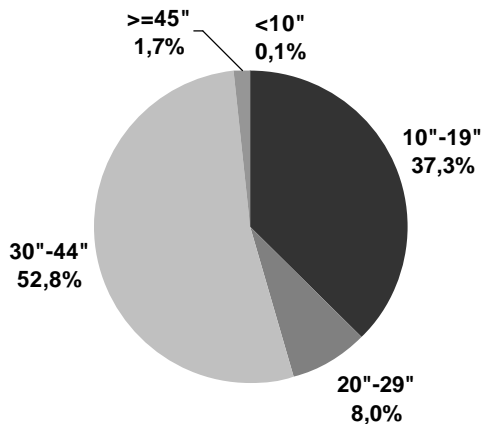
Average number of spots by channel in a day : **328**

7 Channels covered : Network TV ONLY (ABC, CBS, FOX, NBC, PAX, UPN, WB)

Audience Share : 45,3% (All Day – 2003 – Target 18+)

5. Proportion breakdown of spots per duration % (based on nation-wide number of spots broadcast) - PRIME TIME

2002

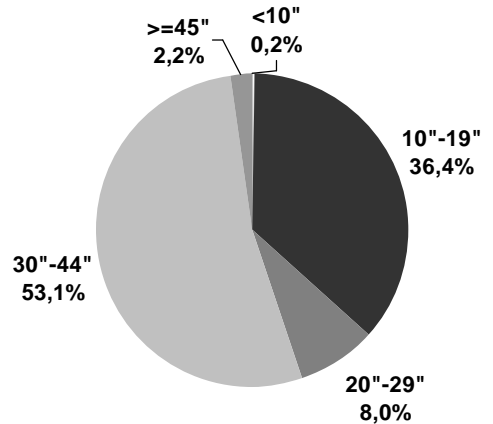


Average duration : number of seconds : **23,5**

Total number of spots broadcast :
189.070

Average number of spots by channel in a day : **74**

2003



Average duration : number of seconds : **23,8**

Total number of spots broadcast :
191.625

Average number of spots by channel in a day : **75**

7 Channels covered : Network TV ONLY (ABC, CBS, FOX, NBC, PAX, UPN, WB)

Audience Share : 47,1% (Prime Time – 2003 – Target 18+)

6. Advertising revenues - Top 5 TV stations

gross income 2002 in (000) euros		
NBC	7.268.604 €	
CBS	5.523.559 €	
ABC	4.351.015 €	
FOX	3.158.456 €	
LIFE	1.450.399 €	% of tot TV in 2002
21.752.033 €		27,8%

gross income 2003 in (000) euros		
CBS	5.047.692 €	
NBC	4.955.235 €	
ABC	4.206.810 €	
FOX	2.694.186 €	
LIFE	1.291.095 €	% of tot TV in 2003
18.195.019 €		25,3%

Conversion rates used for 1 euro :

0,9448 in 2002

1,1219 in 2003

7. National Advertising Category : Definitions (1)

Advertising

- Advertising Spots :
 - Traditional advertising slot, transmitted in a break separately from the channel's programme
 - Variable duration, multiples of 5 sec. No programme overlapping
- Advertising Spots linked with sponsoring :
 - Spots tied to a sponsorship contract
 - Re-inforcement of billboard spots with advertising spots
 - Same as Advertising Spots but with references to sponsored programmes
- Splitscreen
 - Simultaneous transmission of a programme and advertising (as a banner or a screen section)
- Public Interest messages and charity appeals
 - Programme co-produced to provide specific information to a large target audience with no commercial purpose in return for payment.
 - Example: political messages, public health campaigns
- Isolated Spot
 - Advertising spot which appears alone in a traditional break clearly separated from the rest of the programme
- Insert or Product Placement :
 - Presence and/or demonstration of a product or service or trademark in a programme, when such presentation is intended to serve advertising.
 - With/without financial contribution
- Verbal reference
 - As part of a programme, the host or a famous person names the product and the brand
 - Verbal, lasts a few seconds

7. National Advertising Category : Definitions (2)

Sponsoring

- Sponsoring (Billboard Spots) :
 - Message during which the programme sponsor's name is mentioned
 - Usually shorter than 10 sec./ Short visual or sound quotation, before and/or after the programme
- BreakBumper :
 - Type of Billboard Spot placed in a Bumper or Jingle
- Sponsored Self-Promotion Spots (trailers) :
 - Self-promotion message transmitted by the channel to inform the audience of a forthcoming programme and broadcast time; sponsored by an advertiser
- Infomercial / programming
 - Programme co-produced through a commercial partnership to provide specific information to a selected target audience
 - Example: A bank's new structure or financial possibilities
- Bartering
 - Programme (co)financed by an advertiser against advertising space
- Virtual Advertising
 - Advertising messages usually without argumentation (single logos) inserted electronically in special programmes. Overlapping technique with the programme
- Injection / pop up's
 - Brief inlay of a logo on a small part of the screen, for example during a sequence in slow motion or a crucial phase in a football match
- Scoreboards / chronowatches
 - Includes a billboard that appears in the scoreboards, for example during a sports broadcast

Teleshopping

- Direct Response TV Spots (DRTV)
 - Spot prompts audience to call a number to obtain more information or to order a product. With phone number. Often considered as an advertising spot.
- Teleshopping Spots
 - Category of DRTV spots. Direct offers broadcast to public with a view to supply goods or services, including immovable property, rights and obligations, in return for payment.

7. National Advertising Category : National Measurements

	Does this advertising category exist in USA ?	Is it used in USA ?
Advertising		
Advertising Spots	Yes	Yes
Advertising Spots linked with sponsoring	Yes	Yes
Splitscreen	No	No
Public Interest messages	Yes	Yes
Isolated Spot	No	No
Insert or Product Placement	Yes	Yes
Verbal reference	Yes	Yes
Sponsoring		
Sponsoring (Billboard Spots)	Yes	Yes
BreakBumper	Yes	Yes
Sponsored Self-Promotion Spots (trailers)	Yes	Yes
Infomercial / programming	Yes	Yes
Bartering	Yes	Yes
Virtual Advertising	Yes	No
Injection / pop up's	Yes	Yes
Scoreboards / chronowatches	Yes	Yes
Teleshopping		
Direct Response TV Spots	Yes	Yes
Are they measured ? Please specify value definition modes...		
	... for audience ?	... for investment ?
Advertising		
Advertising Spots	Yes	Yes
Advertising Spots linked with sponsoring	No	No
Splitscreen	No	No
Public Interest messages	No	No
Isolated Spot	No	No
Insert or Product Placement	No	No
Verbal reference	No	No
Sponsoring		
Sponsoring (Billboard Spots)	No	No
BreakBumper	No	No
Sponsored Self-Promotion Spots (trailers)	Yes	Yes
Infomercial / programming	No	No
Bartering	No	No
Virtual Advertising	No	No
Injection / pop up's	No	No
Scoreboards / chronowatches	No	No
Teleshopping		
Direct Response TV Spots	Yes	Yes
Teleshopping Spots	No	No

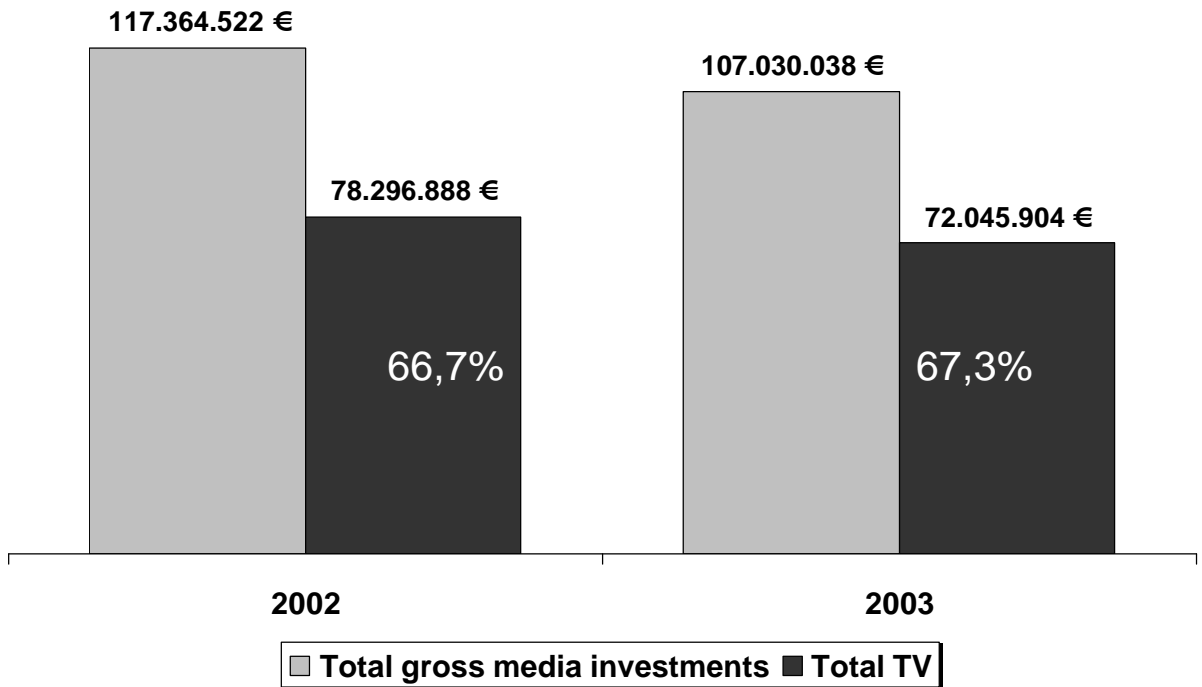
7. National Advertising Category : National Measurements

	Comments	Sources
Advertising		
Advertising Spots		
Advertising Spots linked with sponsoring		
Splitscreen		
Public Interest messages		
Isolated Spot	All commercial activity in the US is contained within advertising PODS. Pods are groups of commercials which range in length between 2 on 4 minutes.	Carat
Insert or Product Placement		
Verbal reference	If verbal references means when an actor/actress mentions a product during the course of a scripted program, this is only now becoming important in the US, and will be measured within one year.	Carat
Sponsoring		
Sponsoring (Billboard Spots)		
BreakBumper		
Sponsored Self-Promotion Spots (trailers)	measured as commercial spot	Carat
Infomercial / programming		
Bartering		
Virtual Advertising	Sometimes seen during sporting events, where a banner at a ballpark would be for one advertiser, but the televised image would be for another advertiser. This format is rare and unmeasured.	
Injection / pop up's		
Scoreboards / chronowatches		
Teleshopping		
Direct Response TV Spots	Measured as commercial spot but distinguishable Direct Response is defined as following : - Presence of a call to action - Encouragement to "Buy Now" - It must be the primary way to purchase the product	Carat
Teleshopping Spots		

Do you know of any other kind of TV adv. messages/action modes in USA ?
No

8. Media Investments

Rate cards* - in 000 EURO



* Rate cards: based on official rates as applied by media sales houses
- see methodological report.

Conversion rates used for 1 euro :

0,9448 in 2002

1,1219 in 2003

9. Yearly number of total minutes broadcast - Breakdown by channel

	All Day		Prime Time*	
	2002	2003	2002	2003
ABC	273.047	278.083	70.099	69.273
CBS	288.535	282.818	68.495	68.440
FOX	86.642	85.233	47.798	47.458
NBC	281.417	274.670	67.660	67.683
PAX	186.904	112.783	69.210	68.625
UPN	75.436	62.760	31.636	31.560
WB	86.409	90.846	40.689	40.686
Total number of minutes	1.278.390	1.187.193	395.587	393.725
Average Number of hours / day	58,4	54,2	18,1	18,0
Maximum Potential per year in nbr of minutes	525.600	525.600	68.640	68.640
Source :	Nielsen	Nielsen	Nielsen	Nielsen

Comments :

- Proportions time will be calculated in comparison to the real number of minutes broadcast in this report, excepted for the prime time daypart in table 10, as explained in the methodological report.
- The differences between the real dayparts and the maximum potential are due to FOX, UPN and WB, which air local activity (mostly local news) from 2200-2300 every night (this activity is NOT to be considered network activity)...the other networks schedule local news from 2300-2330-0000.

10. Category of Advertising by Channel - All Day

TAB10a		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
TOTAL	ABC	153.009	160.452	4.290.809,03	4.304.118,17
	CBS	148.265	151.614	5.242.921,00	4.848.531,10
	FOX	40.195	40.126	3.057.874,31	2.759.304,50
	NBC	149.937	146.834	6.883.431,25	4.820.081,26
	PAX	85.014	55.133	123.561,77	68.375,23
	UPN	27.447	25.087	500.612,40	468.509,53
	WB	42.658	46.048	904.856,95	909.432,90
	TOTAL	646.525	625.294	21.004.066,70	18.178.352,70
Advertising Spots :	ABC	118.852	123.013	3.537.038,54	3.447.042,50
	CBS	120.692	121.830	4.498.760,84	4.113.231,22
	FOX	30.810	29.947	2.585.137,16	2.205.461,95
	NBC	120.492	116.049	5.939.940,53	4.041.083,17
	PAX	64.106	45.441	101.565,81	59.286,94
	UPN	23.901	20.607	434.741,25	381.980,41
	WB	30.113	32.340	741.707,27	742.681,13
	TOTAL	508.966	489.227	17.838.891,41	14.990.767,33
TOTAL Advertising	ABC	118.852	123.013	3.537.038,54	3.447.042,50
	CBS	120.692	121.830	4.498.760,84	4.113.231,22
	FOX	30.810	29.947	2.585.137,16	2.205.461,95
	NBC	120.492	116.049	5.939.940,53	4.041.083,17
	PAX	64.106	45.441	101.565,81	59.286,94
	UPN	23.901	20.607	434.741,25	381.980,41
	WB	30.113	32.340	741.707,27	742.681,13
	TOTAL	508.966	489.227	17.838.891,41	14.990.767,33
Sponsored Self-Promotion Spots (trailers)	ABC	31.883	35.485	744.294,70	850.710,99
	CBS	26.049	27.856	729.070,52	716.733,75
	FOX	9.324	10.131	469.201,61	551.632,92
	NBC	28.353	29.275	934.869,11	767.164,59
	PAX	16.632	9.339	17.926,84	8.478,39
	UPN	3.296	4.092	63.213,98	83.607,37
	WB	12.545	13.708	163.149,68	166.751,77
	TOTAL	128.082	129.886	3.121.726,44	3.145.079,77
TOTAL Sponsoring	ABC	31.883	35.485	744.294,70	850.710,99
	CBS	26.049	27.856	729.070,52	716.733,75
	FOX	9.324	10.131	469.201,61	551.632,92
	NBC	28.353	29.275	934.869,11	767.164,59
	PAX	16.632	9.339	17.926,84	8.478,39
	UPN	3.296	4.092	63.213,98	83.607,37
	WB	12.545	13.708	163.149,68	166.751,77
	TOTAL	128.082	129.886	3.121.726,44	3.145.079,77
Direct Response TV Spots	ABC	2.274	1.954	9.475,79	6.364,68
	CBS	1.524	1.928	15.089,63	18.566,14
	FOX	61	48	3.535,54	2.209,63
	NBC	1.092	1.510	8.621,60	11.833,50
	PAX	4.276	353	4.069,12	609,90
	UPN	250	388	2.657,17	2.921,75
	WB	0	0	0,00	0,00
	TOTAL	9.477	6.181	43.448,85	42.505,60

Note that new adv. or sponsorship techniques either not exist or are not measured

10. Category of Advertising by Channel - All Day

TAB10b		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
TOTAL	ABC	64.097	66.699	14,1	14,4	23,5%	24,0%
	CBS	60.600	62.093	12,6	13,2	21,0%	22,0%
	FOX	16.600	16.631	11,5	11,7	19,2%	19,5%
	NBC	62.324	60.649	13,3	13,2	22,1%	22,1%
	PAX	37.662	21.209	12,1	11,3	20,2%	18,8%
	UPN	11.656	10.641	9,3	10,2	15,5%	17,0%
	WB	15.976	16.818	11,1	11,1	18,5%	18,5%
	TOTAL	268.915	254.738	12,6	12,9	100,0%	100,0%
Advertising Spots :	ABC	50.920	52.208	11,2	11,3	18,6%	18,8%
	CBS	51.975	52.536	10,8	11,1	18,0%	18,6%
	FOX	13.427	12.878	9,3	9,1	15,5%	15,1%
	NBC	51.538	49.092	11,0	10,7	18,3%	17,9%
	PAX	28.720	18.343	9,2	9,8	15,4%	16,3%
	UPN	10.187	8.854	8,1	8,5	13,5%	14,1%
	WB	12.378	12.896	8,6	8,5	14,3%	14,2%
	TOTAL	219.144	206.806	10,3	10,5	81,5%	81,2%
TOTAL Advertising	ABC	50.920	52.208	11,2	11,3	18,6%	18,8%
	CBS	51.975	52.536	10,8	11,1	18,0%	18,6%
	FOX	13.427	12.878	9,3	9,1	15,5%	15,1%
	NBC	51.538	49.092	11,0	10,7	18,3%	17,9%
	PAX	28.720	18.343	9,2	9,8	15,4%	16,3%
	UPN	10.187	8.854	8,1	8,5	13,5%	14,1%
	WB	12.378	12.896	8,6	8,5	14,3%	14,2%
	TOTAL	219.144	206.806	10,3	10,5	81,5%	81,2%
Sponsored Self-Promotion Spots (trailers)	ABC	10.219	11.946	2,2	2,6	3,7%	4,3%
	CBS	7.224	7.640	1,5	1,6	2,5%	2,7%
	FOX	3.147	3.731	2,2	2,6	3,6%	4,4%
	NBC	9.238	9.707	2,0	2,1	3,3%	3,5%
	PAX	4.493	2.417	1,4	1,3	2,4%	2,1%
	UPN	1.092	1.444	0,9	1,4	1,4%	2,3%
	WB	3.599	3.922	2,5	2,6	4,2%	4,3%
	TOTAL	39.012	40.807	1,8	2,1	14,5%	16,0%
TOTAL Sponsoring	ABC	10.219	11.946	2,2	2,6	3,7%	4,3%
	CBS	7.224	7.640	1,5	1,6	2,5%	2,7%
	FOX	3.147	3.731	2,2	2,6	3,6%	4,4%
	NBC	9.238	9.707	2,0	2,1	3,3%	3,5%
	PAX	4.493	2.417	1,4	1,3	2,4%	2,1%
	UPN	1.092	1.444	0,9	1,4	1,4%	2,3%
	WB	3.599	3.922	2,5	2,6	4,2%	4,3%
	TOTAL	39.012	40.807	1,8	2,1	14,5%	16,0%
Direct Response TV Spots	ABC	2.958	2.544	0,7	0,5	1,1%	0,9%
	CBS	1.400	1.916	0,3	0,4	0,5%	0,7%
	FOX	26	22	0,0	0,0	0,0%	0,0%
	NBC	1.547	1.850	0,3	0,4	0,5%	0,7%
	PAX	4.450	449	1,4	0,2	2,4%	0,4%
	UPN	377	343	0,3	0,3	0,5%	0,5%
	WB	0	0	0,0	0,0	0,0%	0,0%
	TOTAL	10.759	7.125	0,5	0,4	4,0%	2,8%

Note that new adv. or sponsorship techniques either not exist or are not measured

10. Category of Advertising by Channel - Prime time

TAB10c		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
TOTAL	ABC	37.701	38.932	2.606.776,02	2.631.106,84
	CBS	34.563	35.566	2.938.508,94	2.740.557,84
	FOX	22.864	23.752	2.068.898,58	1.928.164,35
	NBC	33.723	34.535	3.890.232,27	3.162.431,65
	PAX	29.628	29.465	80.820,93	51.035,00
	UPN	15.633	16.885	443.238,61	434.412,03
	WB	21.190	21.133	732.687,79	724.036,69
	TOTAL	195.302	200.268	12.761.163,15	11.671.744,41
Advertising Spots :	ABC	28.913	28.728	2.124.031,32	2.070.796,63
	CBS	26.617	27.025	2.446.867,70	2.255.240,79
	FOX	18.106	17.634	1.727.880,87	1.492.633,33
	NBC	26.334	26.648	3.237.176,96	2.578.608,64
	PAX	22.950	23.942	66.898,93	44.005,41
	UPN	13.062	13.024	382.931,86	350.511,97
	WB	17.197	17.037	623.950,56	614.870,06
	TOTAL	153.179	154.038	10.609.738,20	9.406.666,84
TOTAL Advertising	ABC	28.913	28.728	2.124.031,32	2.070.796,63
	CBS	26.617	27.025	2.446.867,70	2.255.240,79
	FOX	18.106	17.634	1.727.880,87	1.492.633,33
	NBC	26.334	26.648	3.237.176,96	2.578.608,64
	PAX	22.950	23.942	66.898,93	44.005,41
	UPN	13.062	13.024	382.931,86	350.511,97
	WB	17.197	17.037	623.950,56	614.870,06
	TOTAL	153.179	154.038	10.609.738,20	9.406.666,84
Sponsored Self-Promotion Spots (trailers)	ABC	8.755	10.184	481.525,75	558.725,37
	CBS	7.929	8.472	490.485,13	481.938,80
	FOX	4.755	6.113	340.562,07	435.225,40
	NBC	7.350	7.822	650.163,67	579.577,92
	PAX	6.469	5.406	12.905,24	6.719,65
	UPN	2.561	3.790	60.003,92	82.171,18
	WB	3.993	4.096	108.737,23	109.166,63
	TOTAL	41.812	45.883	2.144.383,01	2.253.524,95
TOTAL Sponsoring	ABC	8.755	10.184	481.525,75	558.725,37
	CBS	7.929	8.472	490.485,13	481.938,80
	FOX	4.755	6.113	340.562,07	435.225,40
	NBC	7.350	7.822	650.163,67	579.577,92
	PAX	6.469	5.406	12.905,24	6.719,65
	UPN	2.561	3.790	60.003,92	82.171,18
	WB	3.993	4.096	108.737,23	109.166,63
	TOTAL	41.812	45.883	2.144.383,01	2.253.524,95
Direct Response TV Spots	ABC	33	20	1.218,95	1.584,84
	CBS	17	69	1.156,11	3.378,25
	FOX	3	5	455,65	305,63
	NBC	39	65	2.891,64	4.245,08
	PAX	209	117	1.016,75	309,94
	UPN	10	71	302,83	1.728,88
	WB	0	0	0,00	0,00
	TOTAL	311	347	7.041,94	11.552,62

Note that new adv. or sponsorship techniques either not exist or are not measured

10. Category of Advertising by Channel - Prime time

TAB10d		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
TOTAL	ABC	15.134	15.671	13,0	13,6	22,0%	22,8%
	CBS	13.639	14.062	11,9	12,3	19,9%	20,5%
	FOX	9.301	9.688	11,7	12,2	19,5%	20,4%
	NBC	14.128	14.419	12,5	12,8	20,6%	21,0%
	PAX	11.479	11.311	10,0	9,9	16,7%	16,5%
	UPN	6.375	6.872	12,1	13,1	20,2%	21,8%
	WB	8.124	8.120	12,0	12,0	20,0%	20,0%
	TOTAL	78.180	80.142	9,8	10,0	100,0%	100,0%
Advertising Spots :	ABC	12.286	12.180	10,5	10,5	17,9%	17,7%
	CBS	11.341	11.562	9,7	10,0	16,5%	16,8%
	FOX	7.688	7.413	6,6	6,4	16,1%	15,6%
	NBC	11.480	11.571	9,8	10,0	16,7%	16,9%
	PAX	9.372	9.697	8,0	8,4	13,7%	14,1%
	UPN	5.505	5.494	4,7	4,8	17,4%	17,4%
	WB	6.937	6.878	5,9	6,0	17,0%	16,9%
	TOTAL	64.608	64.795	8,1	8,1	82,6%	80,8%
TOTAL Advertising	ABC	12.286	12.180	10,5	10,5	17,9%	17,7%
	CBS	11.341	11.562	9,7	10,0	16,5%	16,8%
	FOX	7.688	7.413	6,6	6,4	16,1%	15,6%
	NBC	11.480	11.571	9,8	10,0	16,7%	16,9%
	PAX	9.372	9.697	8,0	8,4	13,7%	14,1%
	UPN	5.505	5.494	4,7	4,8	17,4%	17,4%
	WB	6.937	6.878	5,9	6,0	17,0%	16,9%
	TOTAL	64.608	64.795	8,1	8,1	82,6%	80,8%
Sponsored Self-Promotion Spots (trailers)	ABC	2.830	3.477	2,4	3,0	4,1%	5,1%
	CBS	2.286	2.446	2,0	2,1	3,3%	3,6%
	FOX	1.611	2.273	1,4	2,0	3,4%	4,8%
	NBC	2.603	2.803	2,2	2,4	3,8%	4,1%
	PAX	1.812	1.474	1,6	1,3	2,6%	2,1%
	UPN	860	1.322	0,7	1,1	2,7%	4,2%
	WB	1.187	1.242	1,0	1,1	2,9%	3,1%
	TOTAL	13.189	15.037	1,6	1,9	16,9%	18,8%
TOTAL Sponsoring	ABC	2.830	3.477	2,4	3,0	4,1%	5,1%
	CBS	2.286	2.446	2,0	2,1	3,3%	3,6%
	FOX	1.611	2.273	1,4	2,0	3,4%	4,8%
	NBC	2.603	2.803	2,2	2,4	3,8%	4,1%
	PAX	1.812	1.474	1,6	1,3	2,6%	2,1%
	UPN	860	1.322	0,7	1,1	2,7%	4,2%
	WB	1.187	1.242	1,0	1,1	2,9%	3,1%
	TOTAL	13.189	15.037	1,6	1,9	16,9%	18,8%
Direct Response TV Spots	ABC	18	14	0,0	0,0	0,0%	0,0%
	CBS	13	54	0,0	0,0	0,0%	0,1%
	FOX	2	2	0,0	0,0	0,0%	0,0%
	NBC	45	45	0,0	0,0	0,1%	0,1%
	PAX	295	140	0,3	0,1	0,4%	0,2%
	UPN	10	57	0,0	0,0	0,0%	0,2%
	WB	0	0	0,0	0,0	0,0%	0,0%
	TOTAL	383	311	0,0	0,0	0,5%	0,4%

The proportion of advertising is already at an high level during all day as a result of which the advertising levels during the prime time cannot exceed those of all day.

Note that new adv. or sponsorship techniques either not exist or are not measured



Special Chapter : Product placement

Product Placement

- Introduction : Legal frame of the product placement
 - Specific case of the United States
 - Distinction between PP inside films and programmes
- Quantitative references
 - Methodology : Nielsen tracking from September '03
 - Frequency of actions per period and genre
 - Aggregated tables (results)
- Mode of operation
 - Typology of the inserts
- Advertising revenues
 - Notions of budget consented
- Trends

- Introduction : Legal frame of the product placement
 - Specific case of the United States
 - The product placement (PP) is authorized in the United States (+ see the legal report US of Koan*) ; provided it is strictly prohibited in the European Union to the exception of passive products presence in the case of sponsorship, the US figures and information about PP constitute clear indicators for the economical impact of the DTVSF regulation.
 - Distinction between PP inside films and programmes
 - Originally, the presence of products and brands was mainly activated in (**cinema**) **films**, and this since the 60ies and 70ies. It was a way to improve the revenues of films producers of course, but also a mean to promote specific products under regulation (tobacco industry products and alcoholic beverages). Later, the voluntary and promotional presence of brands has also become common for the cinema industry in the European Union.
 - Due to special cases and the raising use of PP in Cinema, the US industry has conceived self regulation guidelines. In the meantime there has been a growing specialization of PP actions (in cinema) ; there are now 35 specialised agencies in such activity in the US (source Carat NY).
 - Today, the use of the PP mode is visible in Series & soaps, « dramas » and comedies : it is not limited to cinema production and distribution any longer.
 - **Programmes** : we may conceive that the raise of PP mechanics inside TV programmes - out of films & series - has become an advertising standard since +- 2 years (from early 2002). In the coming pages, the reader will find clear illustrations of the current progress of this recent advertising format in Northern America.

*The economical impact of regulation, report USA v1, 31-12-2004

- **Quantitative references**

- Methodology : **Nielsen** tracking from September '03
 - Following data are based on Sept' 03 – Nov' 04 period
 - No advertisers and/or brands can be mentioned in the present report due to non disclosure terms (exclusive to the effective contractors), which was not necessary for the study : industry sectors are specified anyway .
 - Systematical record of the 6 main TV's broadcasts
 - Output : product placements visual and/or verbal mention, computed (per second) with corollar information : duration, industry sector, programme/prgr. genre, rating (audience).
- Tool used : **PlaceViews**
 - PlaceViews is a service that provides information on product placements that appeared on television. It allows to identify which brands are using this form of advertising, what type of placement is being used, and when and where the placement has occurred and the audience size and demographic. Composition for the program minute at the time of placement.
- This Nielsen application provides product placement activity on prime time entertainment shows for the broadcast networks (ABC, CBS, NBC, FOX, UPN, WB).
- We applied a split bewteen PP inside TV **programmes** and inside **Films** (and series) broadcast in the presented tables
 - PP inside films and series are (usually) not the incidence of the broadcaster willingness but the result of the films producers work.
- NB : No investments are collected in the source sothat we refer to point « advertising revenues », p. 55 of the present report.

Product Placement

- Films & series
 - Frequency of actions per period and PP mode*

month	PP Type														Total	
	BACKGROUND	BRAND MENTION	BRAND MENTION/BACKGROUND	BRAND MENTION/FOREGROUND	BRAND MENTION/PROP	DIALOGUE MENTION	DIALOGUE MENTION/BACKGROUND	DIALOGUE MENTION/FOREGROUND	DIALOGUE MENTION/PROP	DIALOGUE MENTION/SCENE	FOREGROUND	PROP	SCENE	SPONSORSHIP/SPONSORSHIP		SPONSORSHIP
01/09/2003	859	388	1		4	67			2		210	467	2			2000
01/10/2003	1807	1162	2		17	204		3	1	619	1581	138			5534	
01/11/2003	1830	1008		4	27	194		1	18	541	1197	154			4974	
01/12/2003	1807	1019	3	6	18	206	1	3	23	770	1707	141			5704	
01/01/2004	2250	897	3	5	19	214	1	3	19	578	1371	116			5476	
01/02/2004	1198	744	2	5	16	181	1	5	17	380	772	72			3393	
01/03/2004	1794	1047	1	1	12	232	1	3	11	575	1013	120			4810	
01/04/2004	1407	807	4	5	9	188	1	5	10	401	1014	81		1	3933	
01/05/2004	1059	630	2	13	6	142		1	6	259	833	81	8		3040	
01/06/2004	1339	804	1	5	17	164	2	4	13	490	1152	70	2		4063	
01/07/2004	1207	809	1	4	13	169		5	15	398	965	94			3680	
01/08/2004	1004	603	2	3	8	143			7	310	696	70			2846	
01/09/2004	1099	742		10	11	127	1	2	4	357	1007	103			3463	
01/10/2004	1011	771	2	6	19	95	2	6	8	470	894	126			3410	
01/11/2004	664	661	1	5	29	75	1	5	4	333	674	105		1	2558	
(blank)																
Total	20335	12092	25	72	225	2401	11	43	160	1	6691	15343	1473	10	2	58884
	34.5%	20.5%	0.0%	0.1%	0.4%	4.1%	0.0%	0.1%	0.3%	0.0%	11.4%	26.1%	2.5%	0.0%	0.0%	100.0%

- Frequency of actions per period and programme genre

month	Programme genre					Grand Total
	ADVENTURE	FEATURE FILM	GENERAL DRAMA	SCIENCE FICTION	SITUATION COMEDY	
01/09/2003	13			467	24	1496
01/10/2003	135		46	1544	82	3773
01/11/2003	73			1528	48	3279
01/12/2003	43		131	1115	79	4336
01/01/2004	49			1493	38	3896
01/02/2004	6		16	1169	45	2157
01/03/2004	30		143	1188	20	3429
01/04/2004	7		38	951	40	2897
01/05/2004	5		122	747	51	2115
01/06/2004			44	1039	31	2949
01/07/2004			36	991	33	2620
01/08/2004			30	659	37	2120
01/09/2004			63	1367	16	2017
01/10/2004			128	1518	70	1694
01/11/2004			96	1241	12	1209
(blank)						
Grand Total	361		893	17017	626	39987
	0.6%		1.5%	28.9%	1.1%	67.9%

* See page 54 or the description of the PP modes of action

Product Placement

- Films & series

- Frequency of actions : PP modes versus genres

Count of PP Type	Programme genre					Total
	ADVENTURE	FEATURE FILM	GENERAL DRAMA	SCIENCE FICTION	SITUATION COMEDY	
PP Type						
BACKGROUND	0,1%	0,3%	6,3%	0,3%	27,6%	34,5%
BRAND MENTION		0,3%	8,5%	0,4%	11,2%	20,5%
BRAND MENTION/BACKGROUND						0,0%
BRAND MENTION/FOREGROUND						0,1%
BRAND MENTION/PROP					0,3%	0,4%
DIALOGUE MENTION			1,5%		2,5%	4,1%
DIALOGUE MENTION/BACKGROUND						0,0%
DIALOGUE MENTION/FOREGROUND						0,1%
DIALOGUE MENTION/PROP					0,2%	0,3%
DIALOGUE MENTION/SCENE						0,0%
FOREGROUND		0,2%	3,4%		7,6%	11,4%
PROP	0,2%	0,5%	7,2%	0,2%	18,0%	26,1%
SCENE		0,2%	1,8%		0,4%	2,5%
SPONSORSHIP						0,0%
SPONSORSHIP/SPONSORSHIP						0,0%
(blank)						0,0%
Total	0,6%	1,5%	28,9%	1,1%	67,9%	100,0%

base

361	893	17017	626	39987
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- Frequency of actions : PP actions versus product genres

Count of PP Type		
Product genre	Grand Total	Share
APPAREL	5893	10,0%
AUTOS	3730	6,3%
BEER	2716	4,6%
FOOTBALL TEAM	2045	3,5%
TRUCKS	1956	3,3%
UNIVERSITY	1657	2,8%
BASKETBALL TEAM	1368	2,3%
MAGAZINE	1368	2,3%
BASEBALL TEAM	1184	2,0%
RECORDINGS-VIDEO	927	1,6%
CEREAL	911	1,5%
GAME-BOARD	828	1,4%
REG SOFT DRINK	811	1,4%
COMPUTER SYS	780	1,3%
BOTTLED WATER	774	1,3%
SPORTING ASSN	739	1,3%
HOTEL-CASINO	694	1,2%
POTATO CHIPS	627	1,1%
RESTAURANT-QUICK SVC	558	0,9%
CABLE TV NETWORK	544	0,9%

Share top 20 products **51,1%**

Product Placement

- Films & series
 - Audience per actions mode (ratings)

Fictions	Ratings					data used	
	(estimate of the % of TV viewers 18+ having seen the placement)						
PP types	<= 1%	1,1-2,0%	2,1-5%	5,1-9%	>= 10%		
BACKGROUND	88	1926	3056	3480	1238	9788	34,2%
BRAND MENTION	16	610	2095	2740	721	6182	21,6%
BRAND MENTION/BACKGROUND	0	1	2	3	1	7	0,0%
BRAND MENTION/FOREGROUND	0	2	2	16	6	26	0,1%
BRAND MENTION/PROP	1	24	41	46	10	122	0,4%
DIALOGUE MENTION	4	106	382	499	133	1124	3,9%
DIALOGUE MENTION/BACKGROUND	0	3	2	0	0	5	0,0%
DIALOGUE MENTION/FOREGROUND	0	0	5	14	4	23	0,1%
DIALOGUE MENTION/PROP	0	6	29	28	1	64	0,2%
DIALOGUE MENTION/SCENE	0	0	1	0	0	1	0,0%
FOREGROUND	31	493	993	1452	342	3311	11,6%
PROP	32	951	2725	3007	488	7203	25,2%
SCENE	8	48	201	367	99	723	2,5%
SPONSORSHIP	0	0	0	1	1	2	0,0%
SPONSORSHIP/SPONSORSHIP	0	0	0	0	0	0	0,0%
(blank)	0	0	0	0	0	0	0,0%
Grand Total	180	4170	9534	11653	3044	28581	100,0%

0,6%	14,6%	33,4%	40,8%	10,7%	100,0%
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- Duration per actions mode (seconds)

PP types	Durations (seconds)				Actions
	<= 5	6-15	16-60	> 60	
BACKGROUND	9865	4183	874	17	14939
BRAND MENTION	9364	6	2	0	9372
BRAND MENTION/BACKGROUND	11	5	2	0	18
BRAND MENTION/FOREGROUND	41	8	7	0	56
BRAND MENTION/PROP	77	55	35	4	171
DIALOGUE MENTION	812	777	224	4	1817
DIALOGUE MENTION/BACKGROUND	0	1	6	0	7
DIALOGUE MENTION/FOREGROUND	8	12	13	0	33
DIALOGUE MENTION/PROP	15	48	39	3	105
DIALOGUE MENTION/SCENE	0	0	1	0	1
FOREGROUND	3305	1230	303	15	4853
PROP	6332	3251	1427	103	11113
SCENE	28	195	542	381	1146
SPONSORSHIP	2	0	0	0	2
SPONSORSHIP/SPONSORSHIP	8	0	0	0	8
(blank)	0	0	0	0	0
Grand Total	29868	9771	3475	527	43641

68%	22%	8%	1%	100%
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Product Placement

- Films & series
 - Frequency of actions per period and TV channels

Count of PP Type month	Network							Grand Total
	ABC	CBS	FOX	NBC	UPN	WB		
Sep-03	94	237		58	249	737	625	2000
Oct-03	810	1194		248	1354	700	1228	5534
Nov-03	538	1054		461	1147	858	916	4974
Dec-03	578	1134		1385	1066	739	802	5704
Jan-04	578	1320		532	1220	775	1051	5476
Feb-04	368	902		210	759	516	638	3393
Mar-04	472	1194		381	872	1091	800	4810
Apr-04	448	1221		281	553	586	844	3933
May-04	291	846		178	616	714	395	3040
Jun-04	582	1146		626	509	543	657	4063
Jul-04	575	647		655	526	524	753	3680
Aug-04	343	1056		377	147	519	404	2846
Sep-04	301	905		199	599	761	698	3463
Oct-04	309	750		41	696	694	920	3410
Nov-04	176	654		231	526	502	469	2558
Grand Total	6463	14260		5863	10839	10259	11200	58884
	11%	24%		10%	18%	17%	19%	100%

Product Placement

- Programmes (out of films & series)
 - Frequency of actions per period and PP mode*

Count of PP Type	PP Type														Total		
month	BACKGROUND	BRAND MENTION	BRAND MENTION/BACKGROUND	BRAND MENTION/FOREGROUND	BRAND MENTION/PROP	BRAND MENTION/SPONSORSHIP	DIALOGUE MENTION	DIALOGUE MENTION/BACKGROUND	DIALOGUE MENTION/FOREGROUND	DIALOGUE MENTION/PROP	FOREGROUND	PROP	SCENE	SPONSORSHIP	SPONSORSHIP/SCENE	SPONSORSHIP/SPONSORSHIP	Total
01/09/2003	98	41	1	1			2				79	59					281
01/10/2003	241	119		2	3		19		1		241	383	26				1035
01/11/2003	173	167	2	20	7		30		4	1	191	347	41				983
01/12/2003	181	112		13	3		13	1	3		309	251	13				899
01/01/2004	546	293	10	18	11		106	11	17	18	774	773	34			36	2647
01/02/2004	536	300	11	32	11		83	10	39	20	737	765	48				2683
01/03/2004	621	316	11	24	14		53	6	31	4	697	798	32	2			2696
01/04/2004	445	327	11	33	13		80	2	24	7	577	1081	30	11			2724
01/05/2004	536	245	17	24	14		42	4	25	7	598	574	41	4			2195
01/06/2004	840	381	21	48	6		69	7	13	3	467	687	35				2603
01/07/2004	1046	411	26	47	7		82	6	13	9	556	1071	70		1		3374
01/08/2004	564	542	25	77	18		92	8	28	9	691	1072	96				3254
01/09/2004	1016	494	35	86	17		84	4	23	14	656	1055	60	3			3597
01/10/2004	708	373	21	39	22		35	4	12	7	440	590	38				2346
01/11/2004	743	451	17	102	23	1	62	10	33	28	718	1165	146				3552
(blank)																	
Total	8294	4572	208	566	169	1	852	73	266	127	7731	10671	710	20	1	608	34869
	23.8%	13.1%	0.6%	1.6%	0.5%	0.0%	2.4%	0.2%	0.8%	0.4%	22.2%	30.6%	2.0%	0.1%	0.0%	1.7%	100.0%

- Frequency of actions per period and programme genre

Count of PP Type	Programme genre									Total
month	COMEDY VARIETY	CONCERT MUSIC	DOCUMENTARY, GENERAL	EVENING ANIMATION	GENERAL VARIETY	OFFICIAL POLICE	PARTICIPATION VARIETY	POPULAR MUSIC	PRIVATE DETECTIVE	Total
Sep-03	84				14	16	167			281
Oct-03	451			40	49	165	330			1035
Nov-03	290			135	50	93	415			983
Dec-03	285			81	98	13	422			899
Jan-04	266		336	68	763	26	1171		17	2647
Feb-04	18		483	39	1004	15	1124			2683
Mar-04	468		110	145	1089	42	842			2696
Apr-04	594		167	171	832	18	942			2724
May-04	64	110	19	101	1205	13	683			2195
Jun-04	203	683	238	73	479		836	91		2603
Jul-04	231	545	272	23	1426		877			3374
Aug-04	123		449	131	1689		862			3254
Sep-04	164			17	1265	5	2146			3597
Oct-04	150			22	550	20	1604			2346
Nov-04	110		58	34	1938	30	1364	18		3552
Total	3501	1338	2132	1080	12451	456	13785	109	17	34869
	10%	4%	6%	3%	36%	1%	40%	0%	0%	100%

Product Placement

- Programmes (out of films & series)
 - Frequency of actions : PP modes versus genres

Count of PP Type	Programme genre									Total
	COMEDY VARIETY	CONCERT MUSIC	DOCUMENTARY, GENERA	EVENING ANIMATION	GENERAL VARIETY	OFFICIAL POLICE	PARTICIPATION VARIETY	POPULAR MUSIC	PRIVATE DETECTIVE	
PP Type										
BACKGROUND	2,2%	2,1%	1,2%	0,2%	7,0%	0,4%	10,6%			23,8%
BRAND MENTION	1,1%	0,1%	0,8%	1,4%	3,8%	0,3%	5,6%			13,1%
BRAND MENTION/BACKGROUND					0,1%		0,3%			0,6%
BRAND MENTION/FOREGROUND	0,2%	0,1%	0,1%		0,6%		0,6%			1,6%
BRAND MENTION/PROP					0,1%		0,2%			0,5%
BRAND MENTION/SPONSORSHIP										
DIALOGUE MENTION	0,2%		0,1%	0,2%	0,6%		1,2%			2,4%
DIALOGUE MENTION/BACKGROUND							0,1%			0,2%
DIALOGUE MENTION/FOREGROUND					0,4%		0,2%			0,8%
DIALOGUE MENTION/PROP							0,2%			0,4%
FOREGROUND	1,2%	0,6%	1,5%	0,3%	8,7%	0,2%	9,7%			22,2%
PROP	4,9%	0,8%	2,0%	0,7%	12,2%	0,3%	9,5%	0,2%		30,6%
SCENE					0,9%	0,1%	0,9%			2,0%
SPONSORSHIP										
SPONSORSHIP/SCENE										
SPONSORSHIP/SPONSORSHIP			0,1%		1,1%		0,5%			1,7%
Total	10,0%	3,8%	6,1%	3,1%	35,7%	1,3%	39,5%	0,3%		100,0%
base	3501	1338	2132	1080	12451	456	13785	109	17	34869

- Frequency of actions : PP actions versus product genres

Count of PP Type		
Product genre	Total	Share
REG SOFT DRINK	3580	10,3%
APPAREL	2237	6,4%
BASEBALL TEAM	1534	4,4%
INTERNET SVC PROVIDER	1349	3,9%
UNIVERSITY	1348	3,9%
AUTOS	1270	3,6%
HOTEL-CASINO	1218	3,5%
TRUCKS	1117	3,2%
RESTAURANT	1060	3,0%
BASKETBALL TEAM	739	2,1%
AIRLINES-PASS	633	1,8%
STORE-APPAREL	586	1,7%
MAGAZINE	502	1,4%
SPORTING FOOTWEAR	499	1,4%
SPORTING EQUIP	464	1,3%
STORE-DEPT	433	1,2%
TELEPH SVCS-WIRELESS	433	1,2%
AUTOS & TRUCKS	418	1,2%
FOOTBALL TEAM	413	1,2%
HOTELS-MOTELS	382	1,1%

Share top 20 products **58,0%**

Product Placement

- Programmes (out of films & series)
 - Audience per actions mode (ratings)

Fictions	Ratings					(estimate of the % of TV viewers 18+ having seen the placement)	
	<= 1%	1,1-2,0%	2,1-5%	5,1-9%	>= 10%		
PP types							
BACKGROUND	11	426	1107	929	847	3320	23,0%
BRAND MENTION	8	271	827	540	271	1917	13,3%
BRAND MENTION/BACKGROUND	1	10	30	21	12	74	0,5%
BRAND MENTION/FOREGROUND	3	30	115	49	33	230	1,6%
BRAND MENTION/PROP	0	11	41	23	10	85	0,6%
DIALOGUE MENTION	0	0	0	0	0	0	0,0%
DIALOGUE MENTION/BACKGROUND	1	28	126	105	65	325	2,2%
DIALOGUE MENTION/FOREGROUND	0	2	16	6	6	30	0,2%
DIALOGUE MENTION/PROP	0	10	43	22	64	139	1,0%
DIALOGUE MENTION/SCENE	0	12	25	15	9	61	0,4%
FOREGROUND	6	199	857	1003	1331	3396	23,5%
PROP	9	517	1543	997	1141	4207	29,1%
SCENE	1	23	142	114	47	327	2,3%
SPONSORSHIP	0	2	0	0	0	2	0,0%
SPONSORSHIP/SPONSORSHIP	0	0	0	0	0	0	0,0%
(blank)	3	28	69	51	193	344	2,4%
Grand Total	43	1569	4941	3875	4029	14457	100,0%

0,3%	10,9%	34,2%	26,8%	27,9%	100,0%
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- Duration per actions mode (seconds)

PP types	Durations (seconds)				Actions
	<= 5	6-15	16-60	> 60	
BACKGROUND	5202	1151	355	19	6727
BRAND MENTION	3783	3	0	0	3786
BRAND MENTION/BACKGROUND	118	39	20	0	177
BRAND MENTION/FOREGROUND	373	101	11	2	487
BRAND MENTION/PROP	81	40	24	4	149
BRAND MENTION/SPONSORSHIP	1	0	0	0	1
DIALOGUE MENTION	324	255	84	1	664
DIALOGUE MENTION/BACKGROUND	16	27	10	1	54
DIALOGUE MENTION/FOREGROUND	37	138	55	3	233
DIALOGUE MENTION/PROP	11	57	38	0	106
FOREGROUND	3883	1345	790	163	6181
PROP	6355	2002	571	32	8960
SCENE	69	162	258	139	628
SPONSORSHIP	6	14	0	0	20
SPONSORSHIP/SCENE	1	0	0	0	1
SPONSORSHIP/SPONSORSHIP	156	385	5	0	546
Grand Total	20416	5719	2221	364	28720

71%	20%	8%	1%	100%
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Product Placement

- Programmes (out of films & series)
 - Frequency of actions per period and TV channels

Count of PP Type	Network						Grand Total
month	ABC	CBS	FOX	NBC	UPN	WB	
Sep-03	61	14		122		84	281
Oct-03	293	49	62	180		451	1035
Nov-03	193	3	215	282		290	983
Dec-03	129	32	112	341		285	899
Jan-04	352	28	690	879	96	602	2647
Feb-04	256	219	669	836	202	501	2683
Mar-04	309	184	840	563	222	578	2696
Apr-04	431	331	693	505	3	761	2724
May-04	362	272	926	266	176	193	2195
Jun-04	111		575	849	182	886	2603
Jul-04	294	823	607	671	203	776	3374
Aug-04	376	811	1041	536	367	123	3254
Sep-04	499	548	632	1306	448	164	3597
Oct-04	481	59	169	1096	391	150	2346
Nov-04	677	866	516	1005	378	110	3552
Grand Total	4824	4239	7747	9437	2668	5954	34869

14%	12%	22%	27%	8%	17%	100%
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- Modes of operation
 - Typology of the product placements modes : the activity are classified into the following categories (source Nielsen) :
 - “Foreground” : the product is visible in front of the scene
 - “Background” : the product is visible behind the scene
 - “Prop” : the character is utilizing the product
 - “Scene” : the product is visible for a longer duration and coming in and out of the scene as any or all of the other placement types listed (this is most common with the automotive industry)
 - “Brand Mention” : the brand is simply mentioned
 - “Dialogue Mention” : a more scripted conversation surrounding the product
 - Several formats of PP are mixing these various modes and are referenced as such in the tables
 - See attached CD-rom for PP life examples.

Product Placement

- **Advertising revenues**

Notions of budget consented for product placements in the US

- There are **no indications** on media space tariffs for product placements actions, even though it is becoming a standard. Arranged product placement deals fall into two categories :
 - 1) Trade-off of integration or placement for a supply of product
 - 2) Financial compensation for placement or integration
 - Of course, accidental and unplanned presences of a product or a brand during a programme still occur ; these occurrences are also registered by the Nielsen tracking because some advertisers are willing to valorise such product presence (even if unplanned)
 - The difficulty for evaluating the potential advertising revenue PP may generate consists in the estimate of the planned placements share.
 - To date, the most common type of deal is a simple exchange of the product for the placement
- However, remunerated product and brand mentions are of a growing importance. The following cases* illustrates this trend :
 - In 2004, the top deal, in terms of pure commercial exposure value, was General Motors' giveaway of a Pontiac G6 to each audience member of an Oprah episode. The car was shown for nearly 4 minutes and generated \$5.4 million in ad value.
 - 2. AT&T on American Idol (May 11, 2004) duration was 5 minutes 20 seconds for a value of \$6,267,128.
 - 3. Crest on The Apprentice 2 (Sept. 22, 2004) duration was 2 minutes 35 seconds for a value of \$4,415,335.
 - 4. Pringles on Survivor (Oct. 14, 2004) duration was 1 minute 17 seconds for a value of \$1,626,612.
 - Etc.
 - The key of the tariffication could be a rate per second
 - From 18.000 \$ per second up to 30.000 \$ per second, depending on several factors among which the audience level, principally.
 - ➔ See next page our estimate scale aiming to extrapolate the 2004 advertising share of revenues from product placements.

*Source : <http://money.howstuffworks.com>

- Advertising revenues
 - Total year 2004 Estimates
 - Parameters of the counting :
 - (1) Placements in Programmes out of films only
 - Potential revenues generated via PP during films are based on a highly different model than via TV programmes broadcasts
 - (2) Year 2004 (extrapolated from November via trendline)
 - (3) Cutting off specific cases
 - Mentions of less than 3 seconds and above 3 minutes
 - (4) Applied rates
 - 15.000 \$ per second for ratings under 5 % (audience)
 - 20.000 \$ per second for ratings from 5 to 9,9 %
 - 25.000 \$ per second for ratings from 10 %
 - Results (base = 11 months 2004)
 - +- 2.900 occurrences at a rating of 1-5%
 - +- 2.700 occurrences at a rating of 5-9%
 - +- 2.800 occurrences at a rating of 10% +
 - In terms of advertising revenue : after a weighting factor of 50% for unplanned product placements mentions and +9% for the 12th month :
 - +- 380 mo \$ (282 mo €) for PP at 1-5% rating
 - +- 695 mo \$ (516 €) for PP at 5-9% rating
 - +- 620 mo \$ (460 €) for PP at 10%+ rating
 - Meaning an estimated total of +- 1.696 mo \$ (1.258 mo €)
 - Reminder : Total TV advertising = +- 72 billions € in 2003
 - Increased by +2,5% (estimate 2004), this means of share of 1,70% for product placement activities
 - Provided the proportion of planned / unplanned of placements (50%, see above) is over- or under-represented, the share may vary from 1,5 to 2,5%.

Product Placement

- Trends – verbatims highlights
 - ▶ “Product Placement and brand integration are rapidly growing advertising alternatives in TV and provides substantial new opportunities for advertisers.” (acNielsen website, Dec. ‘04)
 - ▶ “Product Placement is emerging as an important media vehicle for advertisers to enhance communication between brands and customers” (David Harkness, senior VP of strategy and alliances for the VNU Media Measurement, 2004).
 - ▶ Tim Jones, CSO, ZenithOptimedia USA Group : "With audiences continuing to fragment, and new technologies and advertising clutter complicating the media landscape, we are always looking for ways to forge stronger connections with our brands' consumers. Brand integration is a big part of that effort“ (acNielsen website, Oct. ‘04)
 - ▶ “Product placement is not quite as widespread in (US-) TV land as it is in the movies, but it is a rapidly growing industry. More commonly referred to as product integration in this medium, this process has to share its advertising space with traditional advertising” (Home Store, Dec. ‘04)
 - ▶ “TiVo/DVR users' eagerness to skip commercials has led to more insidious forms of marketing, such as product placement within television shows “ (Product Placement.biz, Nov. ‘04)
 - ▶ MediaPost reports that product placement on television is growing even faster than internet advertising, although expenditures aren't measured. Nielsen said that the top 10 brands managed to place more than twice as many product placements on network TV in the first nine months of 2004 than they did they year previously. They generated together 8,145 occurrences (PP News).



III. Programmes

11. Duration - Breakdown of Programme types

Channels covered: Network TV ONLY (ABC, CBS, FOX, NBC, PAX, UPN, WB)

TAB 11a

All Day	2002	2003
Children, educational programmes, cartoons	8%	8%
Documentary	4%	4%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	14%	17%
Film, TV Films and Mini Series (TV films in several episodes)	4%	4%
Information (News, Flash and Info Magazines)	14%	14%
Other Magazines	0%	0%
Political, Religious, Philosophical, Unions programmes	0%	0%
Series and Soap	25%	22%
Sports	10%	9%
Teleshopping (out of spots and ad formats)	1%	1%
Advertising (excl. teleshopping programme and channel self-promotion)	17%	17%
Self-promotion (presentation, trailers, titles signs, channel housestyle)	3%	3%
Others	0%	0%

Total number of minutes in the year	1.278.390	1.187.193
Total number of hours in the year	21.306,5	19.786,6
Cumulative nbr of hours in an average day	58,4	54,2
Sources :	estimated	estimated

Please, specify the category of Reality TV :	Entertainment
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Comments :

- Teleshopping, advertising and self-promotion do not exist as programme types and are not measured in the US. Therefore, we consider advertising minutes of the previous tables as programmes and re-calculate repartitions between typologies : "DRTV spots" are considered as "TVShopping programmes", "Commercial spots" as "Advertising" and "trailers" as "Self-promotion".
- In USA, all magazine programmes are informational, even though some have a health or travel component.
- "Others" includes mainly Awards Shows and unclassified.

12. Typology of Programmes by Channel - All Day Total adv. IN and BEFORE each type of programme

TAB12a		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Children, educational programmes, cartoons	ABC	8,6%	3,7%	12,8%	27,3%
	CBS	2,6%	2,7%	12,9%	18,5%
	FOX	16,4%	15,7%	24,8%	23,9%
	NBC	2,2%	2,6%	31,5%	23,4%
	PAX	0,0%	0,0%	35,5%	0,0%
	UPN	42,1%	33,0%	13,9%	14,0%
	WB	41,5%	39,4%	20,9%	20,9%
	TOTAL	9,1%	7,8%	18,4%	21,0%
Documentary	ABC	2,4%	1,9%	28,4%	30,8%
	CBS	3,0%	2,9%	24,5%	24,9%
	FOX	7,2%	6,5%	24,1%	25,4%
	NBC	3,7%	3,4%	24,9%	25,3%
	PAX	10,2%	11,8%	27,5%	26,4%
	UPN	0,0%	0,0%	0,0%	0,0%
	WB	0,6%	1,9%	23,8%	23,5%
	TOTAL	4,0%	3,6%	26,1%	26,3%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	ABC	5,8%	14,3%	54,7%	30,2%
	CBS	14,4%	14,7%	28,6%	29,5%
	FOX	7,0%	13,2%	24,0%	25,0%
	NBC	23,1%	25,7%	27,0%	27,1%
	PAX	16,4%	29,3%	25,0%	26,1%
	UPN	0,9%	1,5%	23,5%	27,0%
	WB	2,2%	3,5%	24,2%	24,9%
	TOTAL	12,7%	16,9%	29,4%	27,8%
Film, TV Films and Mini Series	ABC	5,4%	3,2%	28,7%	27,9%
	CBS	2,3%	1,7%	21,5%	22,9%
	FOX	5,0%	4,5%	22,6%	24,5%
	NBC	1,9%	1,2%	26,3%	26,4%
	PAX	6,2%	9,7%	22,1%	20,3%
	UPN	13,9%	16,0%	19,3%	20,4%
	WB	4,2%	3,0%	24,3%	22,9%
	TOTAL	4,4%	3,7%	24,0%	23,5%
Information (News, Flash and Info Magazines)	ABC	24,5%	22,8%	30,5%	31,6%
	CBS	20,8%	19,8%	23,5%	25,3%
	FOX	3,5%	3,9%	16,0%	16,6%
	NBC	15,4%	16,4%	30,2%	30,2%
	PAX	0,0%	0,0%	0,0%	0,0%
	UPN	0,0%	0,0%	0,0%	0,0%
	WB	0,0%	0,0%	0,0%	0,0%
	TOTAL	13,8%	14,4%	27,4%	28,4%

12. Typology of Programmes by Channel - All Day

Total adv. IN and BEFORE each type of programme

TAB12b		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Other Magazines	ABC	0,0%	0,0%	0,0%	0,0%
	CBS	0,0%	0,0%	0,0%	0,0%
	FOX	0,0%	0,0%	0,0%	0,0%
	NBC	0,0%	0,0%	0,0%	0,0%
	PAX	0,0%	0,0%	0,0%	0,0%
	UPN	0,0%	0,0%	0,0%	0,0%
	WB	0,0%	0,0%	0,0%	0,0%
	TOTAL	0,0%	0,0%	0,0%	0,0%
Political, Religious, Philosophical, Unions programmes	ABC	0,0%	0,0%	0,0%	0,0%
	CBS	0,0%	0,0%	4,2%	5,0%
	FOX	0,0%	0,0%	0,0%	0,0%
	NBC	0,0%	0,0%	0,0%	0,0%
	PAX	0,0%	0,0%	0,0%	0,0%
	UPN	0,0%	0,0%	0,0%	0,0%
	WB	0,0%	0,0%	0,0%	0,0%
	TOTAL	0,0%	0,0%	4,2%	5,0%
Series and Soap	ABC	19,5%	18,5%	35,8%	37,0%
	CBS	24,5%	25,3%	31,2%	32,1%
	FOX	18,1%	13,5%	23,8%	24,7%
	NBC	18,1%	19,8%	32,6%	32,4%
	PAX	42,9%	27,8%	26,0%	19,3%
	UPN	20,4%	24,0%	24,1%	27,6%
	WB	33,0%	33,6%	24,6%	24,5%
	TOTAL	24,6%	22,4%	29,6%	30,2%
Sports	ABC	9,9%	11,2%	24,0%	26,1%
	CBS	10,7%	10,6%	24,2%	25,5%
	FOX	23,1%	22,3%	24,0%	24,6%
	NBC	12,9%	8,4%	24,4%	22,0%
	PAX	3,1%	1,9%	17,2%	12,6%
	UPN	7,3%	8,3%	22,8%	24,0%
	WB	0,0%	0,0%	0,0%	0,0%
	TOTAL	9,9%	9,4%	23,7%	24,3%

12. Typology of Programmes by Channel - All Day

Total adv. IN and BEFORE each type of programme

TAB12c		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Teleshopping (excl. of spots and adv. formats)	ABC	1,1%	0,9%	-	-
	CBS	0,5%	0,7%	-	-
	FOX	0,0%	0,0%	-	-
	NBC	0,5%	0,7%	-	-
	PAX	2,4%	0,4%	-	-
	UPN	0,5%	0,5%	-	-
	WB	0,0%	0,0%	-	-
	TOTAL	0,8%	0,6%	-	-
Advertising (excl. teleshopping programme and channel self-promotion)	ABC	18,6%	18,8%		
	CBS	18,0%	18,6%		
	FOX	15,5%	15,1%		
	NBC	18,3%	17,9%		
	PAX	15,4%	16,3%		
	UPN	13,5%	14,1%		
	WB	14,3%	14,2%		
	TOTAL	17,1%	17,4%		
Self-promotion (presentation, trailers, title signs, channel housestyle)	ABC	3,7%	4,3%		
	CBS	2,5%	2,7%		
	FOX	3,6%	4,4%		
	NBC	3,3%	3,5%		
	PAX	2,4%	2,1%		
	UPN	1,4%	2,3%		
	WB	4,2%	4,3%		
	TOTAL	3,1%	3,4%		
Others	ABC	0,4%	0,3%	31,3%	53,2%
	CBS	0,6%	0,4%	28,0%	46,5%
	FOX	0,5%	0,7%	24,5%	26,4%
	NBC	0,5%	0,3%	11,9%	23,9%
	PAX	1,0%	0,7%	19,0%	65,9%
	UPN	0,0%	0,2%	0,0%	26,1%
	WB	0,0%	0,1%	0,0%	22,8%
	TOTAL	0,5%	0,4%	23,8%	43,6%
Total of Typologies and total of Advertising excl. teleshopping programme and channel self-promotion, considered as typologies)	ABC	100,0%	100,0%	23,5%	24,0%
	CBS	100,0%	100,0%	21,0%	21,9%
	FOX	100,0%	100,0%	19,2%	19,5%
	NBC	100,0%	100,0%	22,1%	22,1%
	PAX	100,0%	100,0%	20,2%	18,8%
	UPN	100,0%	100,0%	15,5%	17,0%
	WB	100,0%	100,0%	18,5%	18,5%
TOTAL	100,0%	100,0%	21,0%	21,5%	

12. Typology of Programmes by Channel - All Day

Total adv. IN and BEFORE each type of programme

TAB12d		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Children, educational programmes, cartoons	ABC	7.813	7.577	59.883,66	51.003,56
	CBS	2.330	3.382	24.078,73	24.371,16
	FOX	8.677	8.158	278.284,38	231.841,36
	NBC	5.340	4.496	27.900,09	15.030,70
	PAX	33	0	12,15	0,00
	UPN	10.408	6.495	46.112,85	24.027,84
	WB	20.604	21.803	160.603,43	149.672,71
	TOTAL	55.205	51.911	596.875,29	495.947,33
Documentary	ABC	4.520	3.919	253.377,89	176.122,37
	CBS	5.327	5.036	279.200,07	207.988,77
	FOX	3.926	3.601	139.960,19	126.962,29
	NBC	6.091	5.548	324.037,94	248.029,98
	PAX	11.951	8.958	15.284,04	6.863,92
	UPN	0	0	0,00	0,00
	WB	280	1.061	6.755,91	25.760,11
	TOTAL	32.095	28.123	1.018.616,03	791.727,45
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	ABC	21.889	30.691	703.775,96	934.984,40
	CBS	29.253	30.245	928.123,49	818.534,59
	FOX	3.629	6.945	239.885,73	600.281,14
	NBC	41.202	44.682	917.421,15	946.997,34
	PAX	19.599	22.906	25.938,41	21.466,34
	UPN	378	626	5.189,40	16.904,56
	WB	1.178	2.013	30.649,20	52.765,55
	TOTAL	117.128	138.108	2.850.983,34	3.391.933,90
Film, TV Films and Mini Series	ABC	10.217	6.140	508.964,08	262.463,10
	CBS	3.534	2.675	186.764,98	124.937,04
	FOX	2.400	2.284	121.980,22	105.353,35
	NBC	3.257	2.144	193.235,15	110.716,09
	PAX	6.400	5.683	13.828,09	9.598,12
	UPN	4.195	4.508	39.856,45	37.422,19
	WB	2.247	1.585	61.688,03	46.375,89
	TOTAL	32.250	25.019	1.126.317,01	696.865,77
Information (News, Flash and Info Magazines)	ABC	43.565	42.906	600.490,82	547.718,79
	CBS	32.670	32.698	337.254,48	306.836,20
	FOX	1.082	1.155	18.231,85	27.145,86
	NBC	32.050	33.552	619.887,32	578.069,11
	PAX	0	0	0,00	0,00
	UPN	0	0	0,00	0,00
	WB	0	0	0,00	0,00
	TOTAL	109.367	110.311	1.575.864,46	1.459.769,96

12. Typology of Programmes by Channel - All Day

Total adv. IN and BEFORE each type of programme

TAB12e		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Other Magazines	ABC	0	0	0,0	0,0
	CBS	0	0	0,0	0,0
	FOX	0	0	0,0	0,0
	NBC	0	0	0,0	0,0
	PAX	0	0	0,0	0,0
	UPN	0	0	0,0	0,0
	WB	0	0	0,0	0,0
	TOTAL	0	0	0,0	0,0
Political, Religious, Philosophical, Unions programmes	ABC	0	0	0,00	0,00
	CBS	2	4	4,84	5,51
	FOX	0	0	0,00	0,00
	NBC	0	0	0,00	0,00
	PAX	0	0	0,00	0,00
	UPN	0	0	0,00	0,00
	WB	0	0	0,00	0,00
	TOTAL	2	4	4,84	5,51
Series and Soap	ABC	49.072	49.216	1.074.351,45	927.760,97
	CBS	56.523	58.706	1.982.759,38	1.932.168,00
	FOX	9.226	7.104	921.735,20	582.487,16
	NBC	42.216	44.569	2.520.134,40	2.422.234,02
	PAX	44.015	15.625	65.260,92	27.264,12
	UPN	9.269	10.439	296.004,58	290.292,78
	WB	18.349	19.560	645.160,37	634.411,38
	TOTAL	228.670	205.219	7.505.406,30	6.816.618,43
Sports	ABC	15.112	18.742	976.432,31	1.251.667,82
	CBS	17.491	17.548	1.359.138,41	1.277.201,41
	FOX	11.038	10.509	1.297.925,19	1.018.332,88
	NBC	19.450	11.380	2.201.010,43	438.133,77
	PAX	2.209	605	1.949,65	973,88
	UPN	2.959	2.967	107.442,47	95.643,40
	WB	0	0	0,00	0,00
	TOTAL	68.259	61.751	5.943.898,45	4.081.953,16

12. Typology of Programmes by Channel - All Day

Total adv. IN and BEFORE each type of programme

TAB12f		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Teleshopping (excl. of spots and adv. formats)	ABC	-	-	-	-
	CBS	-	-	-	-
	FOX	-	-	-	-
	NBC	-	-	-	-
	PAX	-	-	-	-
	UPN	-	-	-	-
	WB	-	-	-	-
	TOTAL	-	-	-	-
Advertising (excl. teleshopping programme and channel self-promotion)	ABC				
	CBS				
	FOX				
	NBC				
	PAX				
	UPN				
	WB				
	TOTAL				
Self-promotion (presentation, trailers, title signs, channel housestyle)	ABC				
	CBS				
	FOX				
	NBC				
	PAX				
	UPN				
	WB				
	TOTAL				
Others	ABC	821	1.261	113.532,86	152.397,15
	CBS	1.135	1.320	145.595,22	156.487,93
	FOX	217	370	39.871,56	66.900,47
	NBC	331	463	79.804,77	60.870,26
	PAX	807	1.356	1.288,50	2.208,85
	UPN	238	52	6.006,66	4.218,77
	WB	0	26	0,00	447,26
	TOTAL	3.549	4.848	386.099,58	443.530,69
Total of Typologies and total of Advertising excl. teleshopping programme and channel self-promotion, considered as typologies)	ABC	153.009	160.452	4.290.809,03	4.304.118,17
	CBS	148.265	151.614	5.242.921,00	4.848.531,10
	FOX	40.195	40.126	3.057.874,31	2.759.304,50
	NBC	149.937	146.834	6.883.431,25	4.820.081,26
	PAX	85.014	55.133	123.561,77	68.375,23
	UPN	27.447	25.087	500.612,40	468.509,53
	WB	42.658	46.048	904.856,95	909.432,90
	TOTAL	646.525	625.294	21.004.066,70	18.178.352,70

12. Typology of Programmes by Channel - Prime time

Total adv. IN and BEFORE each type of programme

TAB12g		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Children, educational programmes, cartoons	ABC	0,3%	0,4%	29,5%	30,1%
	CBS	0,3%	0,2%	21,7%	23,2%
	FOX	8,6%	7,0%	23,3%	25,6%
	NBC	0,1%	0,0%	26,9%	0,0%
	PAX	0,0%	0,0%	0,0%	0,0%
	UPN	0,0%	0,0%	0,0%	0,0%
	WB	0,4%	0,3%	22,7%	30,8%
	TOTAL	1,2%	1,0%	23,6%	25,9%
Documentary	ABC	9,4%	7,7%	27,7%	30,2%
	CBS	12,8%	12,0%	24,1%	24,4%
	FOX	13,0%	11,6%	24,2%	25,7%
	NBC	12,3%	10,5%	25,7%	26,8%
	PAX	7,9%	5,7%	20,4%	20,5%
	UPN	0,0%	0,0%	0,0%	0,0%
	WB	1,2%	4,2%	24,2%	24,0%
	TOTAL	9,1%	8,1%	24,5%	25,6%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	ABC	18,8%	25,4%	28,6%	31,2%
	CBS	10,3%	11,3%	25,9%	26,8%
	FOX	7,7%	18,4%	25,2%	26,0%
	NBC	11,2%	16,1%	26,2%	27,0%
	PAX	11,3%	14,7%	18,7%	18,9%
	UPN	2,0%	2,8%	24,9%	28,7%
	WB	4,6%	7,1%	24,7%	25,5%
	TOTAL	10,6%	15,0%	25,3%	26,5%
Film, TV Films and Mini Series	ABC	21,5%	13,2%	27,9%	27,2%
	CBS	9,9%	7,2%	20,7%	21,6%
	FOX	9,1%	8,0%	22,7%	24,7%
	NBC	7,9%	5,0%	25,9%	26,1%
	PAX	13,5%	16,4%	19,5%	19,6%
	UPN	15,6%	14,6%	23,6%	25,7%
	WB	8,8%	6,0%	24,7%	23,2%
	TOTAL	12,5%	10,0%	24,0%	23,7%
Information (News, Flash and Info Magazines)	ABC	1,6%	1,4%	26,5%	20,6%
	CBS	0,1%	0,1%	15,7%	36,4%
	FOX	1,1%	1,7%	23,6%	25,0%
	NBC	0,0%	0,1%	273,8%	20,6%
	PAX	0,0%	0,0%	0,0%	0,0%
	UPN	0,0%	0,0%	0,0%	0,0%
	WB	0,0%	0,0%	0,0%	0,0%
	TOTAL	0,4%	0,5%	25,4%	22,7%

12. Typology of Programmes by Channel - Prime time

Total adv. IN and BEFORE each type of programme

TAB12h		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Other Magazines	ABC	0,0%	0,0%	0,0%	0,0%
	CBS	0,0%	0,0%	0,0%	0,0%
	FOX	0,0%	0,0%	0,0%	0,0%
	NBC	0,0%	0,0%	0,0%	0,0%
	PAX	0,0%	0,0%	0,0%	0,0%
	UPN	0,0%	0,0%	0,0%	0,0%
	WB	0,0%	0,0%	0,0%	0,0%
	TOTAL	0,0%	0,0%	0,0%	0,0%
Political, Religious, Philosophical, Unions programmes	ABC	0,0%	0,0%	0,0%	0,0%
	CBS	0,0%	0,0%	0,0%	0,0%
	FOX	0,0%	0,0%	0,0%	0,0%
	NBC	0,0%	0,0%	0,0%	0,0%
	PAX	0,0%	0,0%	0,0%	0,0%
	UPN	0,0%	0,0%	0,0%	0,0%
	WB	0,0%	0,0%	0,0%	0,0%
	TOTAL	0,0%	0,0%	0,0%	0,0%
Series and Soap	ABC	17,3%	18,0%	28,7%	29,2%
	CBS	42,6%	44,8%	25,0%	25,2%
	FOX	32,7%	24,1%	23,9%	25,0%
	NBC	40,9%	45,9%	26,4%	27,0%
	PAX	50,1%	45,7%	20,0%	18,7%
	UPN	45,9%	45,0%	25,6%	29,3%
	WB	65,1%	62,3%	25,0%	25,1%
	TOTAL	40,4%	39,6%	24,5%	25,0%
Sports	ABC	8,3%	10,3%	20,3%	23,9%
	CBS	2,1%	2,6%	36,6%	38,0%
	FOX	7,4%	7,4%	27,2%	28,1%
	NBC	5,7%	0,2%	31,3%	108,4%
	PAX	0,0%	0,4%	0,0%	19,4%
	UPN	16,4%	15,5%	24,1%	25,5%
	WB	0,0%	0,0%	0,0%	0,0%
	TOTAL	5,1%	4,6%	25,6%	26,6%

12. Typology of Programmes by Channel - Prime time

Total adv. IN and BEFORE each type of programme

TAB12i		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Teleshopping (excl. of spots and adv. formats)	ABC	0,0%	0,0%	-	-
	CBS	0,0%	0,1%	-	-
	FOX	0,0%	0,0%	-	-
	NBC	0,1%	0,1%	-	-
	PAX	0,4%	0,2%	-	-
	UPN	0,0%	0,2%	-	-
	WB	0,0%	0,0%	-	-
	TOTAL	0,1%	0,1%	-	-
Advertising (excl. teleshopping programme and channel self-promotion)	ABC	17,5%	17,6%		
	CBS	16,6%	16,9%		
	FOX	16,1%	15,6%		
	NBC	17,0%	17,1%		
	PAX	13,5%	14,1%		
	UPN	17,4%	17,4%		
	WB	17,0%	16,9%		
	TOTAL	16,3%	16,5%		
Self-promotion (presentation, trailers, title signs, channel housestyle)	ABC	4,0%	5,0%		
	CBS	3,3%	3,6%		
	FOX	3,4%	4,8%		
	NBC	3,8%	4,1%		
	PAX	2,6%	2,1%		
	UPN	2,7%	4,2%		
	WB	2,9%	3,1%		
	TOTAL	3,3%	3,8%		
Others	ABC	1,1%	1,0%	35,9%	67,1%
	CBS	2,0%	1,3%	30,0%	54,4%
	FOX	0,8%	1,3%	24,6%	25,0%
	NBC	1,1%	0,9%	14,3%	25,3%
	PAX	0,6%	0,7%	30,2%	97,1%
	UPN	0,0%	0,3%	0,0%	27,7%
	WB	0,0%	0,1%	0,0%	23,3%
	TOTAL	0,9%	0,9%	30,0%	51,2%
Total of Typologies and total of Advertising excl. teleshopping programme and channel self-promotion, considered as typologies)	ABC	100,0%	100,0%	21,6%	22,6%
	CBS	100,0%	100,0%	19,9%	20,5%
	FOX	100,0%	100,0%	19,5%	20,4%
	NBC	100,0%	100,0%	20,9%	21,3%
	PAX	100,0%	100,0%	16,6%	16,5%
	UPN	100,0%	100,0%	20,2%	21,8%
	WB	100,0%	100,0%	20,0%	20,0%
	TOTAL	100,0%	100,0%	19,8%	20,4%

The proportion of advertising is already at an high level during all day as a result of which the advertising levels during the prime time cannot exceed those of all day.

12. Typology of Programmes by Channel - Prime time

Total adv. IN and BEFORE each type of programme

TAB12j		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Children, educational programmes, cartoons	ABC	182	193	11.925,89	13.973,61
	CBS	106	80	7.399,59	6.173,90
	FOX	2.333	2.113	231.421,27	202.573,77
	NBC	37	0	1.527,95	0,00
	PAX	0	0	0,00	0,00
	UPN	0	0	0,00	0,00
	WB	96	92	4.238,98	2.942,88
	TOTAL	2.754	2.478	256.513,67	225.664,17
Documentary	ABC	4.520	3.919	253.377,89	176.122,37
	CBS	5.327	5.036	279.200,07	207.988,77
	FOX	3.926	3.601	139.960,19	126.962,29
	NBC	5.202	4.618	323.009,55	247.711,47
	PAX	2.940	2.163	7.889,26	3.501,95
	UPN	0	0	0,00	0,00
	WB	280	1.061	6.755,91	25.760,11
	TOTAL	22.195	20.398	1.010.192,87	788.046,97
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	ABC	9.612	13.734	621.693,29	816.241,57
	CBS	4.626	5.282	541.204,81	441.574,18
	FOX	2.335	5.616	195.648,75	560.944,49
	NBC	4.692	7.077	391.005,71	488.347,33
	PAX	3.886	5.002	10.009,62	8.426,45
	UPN	378	626	5.189,40	16.904,56
	WB	1.178	1.870	30.649,20	50.710,49
	TOTAL	26.707	39.207	1.795.400,79	2.383.149,06
Film, TV Films and Mini Series	ABC	10.200	6.100	507.985,02	260.940,12
	CBS	3.458	2.562	182.793,50	119.711,91
	FOX	2.400	2.284	121.980,22	105.353,35
	NBC	3.203	2.083	192.041,78	109.329,08
	PAX	4.673	5.653	12.101,81	9.575,10
	UPN	2.789	2.801	28.595,51	27.352,52
	WB	2.247	1.452	61.688,03	45.075,13
	TOTAL	28.970	22.935	1.107.185,86	677.337,21
Information (News, Flash and Info Magazines)	ABC	693	475	39.282,89	22.757,86
	CBS	28	56	1.295,87	3.220,72
	FOX	312	508	10.676,81	18.864,99
	NBC	25	41	2.796,75	2.114,74
	PAX	0	0	0,00	0,00
	UPN	0	0	0,00	0,00
	WB	0	0	0,00	0,00
	TOTAL	1.058	1.080	54.052,32	46.958,33

12. Typology of Programmes by Channel - Prime time

Total adv. IN and BEFORE each type of programme

TAB12k		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Other Magazines	ABC	0	0	0,00	0,00
	CBS	0	0	0,00	0,00
	FOX	0	0	0,00	0,00
	NBC	0	0	0,00	0,00
	PAX	0	0	0,00	0,00
	UPN	0	0	0,00	0,00
	WB	0	0	0,00	0,00
	TOTAL	0	0	0,00	0,00
Political, Religious, Philosophical, Unions programmes	ABC	0	0	0,00	0,00
	CBS	0	0	0,00	0,00
	FOX	0	0	0,00	0,00
	NBC	0	0	0,00	0,00
	PAX	0	0	0,00	0,00
	UPN	0	0	0,00	0,00
	WB	0	0	0,00	0,00
	TOTAL	0	0	0,00	0,00
Series and Soap	ABC	8.995	9.338	681.902,46	588.547,26
	CBS	18.802	19.812	1.578.544,08	1.570.679,45
	FOX	9.205	7.104	911.320,30	582.487,16
	NBC	17.742	20.037	2.326.722,58	2.244.638,57
	PAX	17.798	15.235	49.859,32	27.087,42
	UPN	9.269	10.439	296.004,58	290.292,78
	WB	17.389	16.632	629.355,66	599.100,82
	TOTAL	99.200	98.597	6.473.708,97	5.902.833,47
Sports	ABC	2.772	3.990	408.354,80	620.779,53
	CBS	1.225	1.546	210.417,24	244.933,36
	FOX	2.136	2.179	418.019,49	267.112,24
	NBC	2.592	308	591.907,28	22.247,95
	PAX	0	123	0,00	268,02
	UPN	2.959	2.967	107.442,47	95.643,40
	WB	0	0	0,00	0,00
	TOTAL	11.684	11.113	1.736.141,27	1.250.984,51

12. Typology of Programmes by Channel - Prime time

Total adv. IN and BEFORE each type of programme

TAB12I		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Teleshopping (excl. of spots and adv. formats)	ABC	-	-	-	-
	CBS	-	-	-	-
	FOX	-	-	-	-
	NBC	-	-	-	-
	PAX	-	-	-	-
	UPN	-	-	-	-
	WB	-	-	-	-
	TOTAL	-	-	-	-
Advertising (excl. teleshopping programme and channel self-promotion)	ABC				
	CBS				
	FOX				
	NBC				
	PAX				
	UPN				
	WB				
	TOTAL				
Self-promotion (presentation, trailers, title signs, channel housestyle)	ABC				
	CBS				
	FOX				
	NBC				
	PAX				
	UPN				
	WB				
	TOTAL				
Others	ABC	727	1.183	82.253,79	131.744,51
	CBS	991	1.192	137.653,80	146.275,55
	FOX	217	347	39.871,56	63.866,06
	NBC	230	371	61.220,68	48.042,49
	PAX	331	1.289	960,92	2.176,06
	UPN	238	52	6.006,66	4.218,77
	WB	0	26	0,00	447,26
	TOTAL	2.734	4.460	327.967,40	396.770,70
Total of Typologies and total of Advertising excl. teleshopping programme and channel self-promotion, considered as typologies)	ABC	37.701	38.932	2.606.776,02	2.631.106,84
	CBS	34.563	35.566	2.938.508,94	2.740.557,84
	FOX	22.864	23.752	2.068.898,58	1.928.164,35
	NBC	33.723	34.535	3.890.232,27	3.162.431,65
	PAX	29.628	29.465	80.820,93	51.035,00
	UPN	15.633	16.885	443.238,61	434.412,03
	WB	21.190	21.133	732.687,79	724.036,69
	TOTAL	195.302	200.268	12.761.163,15	11.671.744,41



IV. Specific products

13. Advertising for Specific Products by Channel

TAB13a ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
Alcohol	ABC	294	504	13,6%	25,1%
	CBS	542	471	25,1%	23,5%
	FOX	328	289	15,2%	14,4%
	NBC	949	716	43,9%	35,6%
	PAX	0	0	0,0%	0,0%
	UPN	43	29	2,0%	1,4%
	WB	5	1	0,2%	0,0%
	TOTAL	2.160	2.010	100,0%	100,0%
Products dedicated to Children	ABC	4.224	4.609	17,5%	20,4%
	CBS	2.942	3.081	12,2%	13,6%
	FOX	2.856	2.885	11,8%	12,8%
	NBC	4.576	3.880	18,9%	17,1%
	PAX	1.536	1.159	6,4%	5,1%
	UPN	3.717	2.914	15,4%	12,9%
	WB	4.322	4.098	17,9%	18,1%
	TOTAL	24.172	22.625	100,0%	100,0%
Cleaning Products	ABC	369	309	20,6%	24,1%
	CBS	405	320	22,6%	24,9%
	FOX	16	9	0,9%	0,7%
	NBC	331	268	18,4%	20,9%
	PAX	652	350	36,4%	27,3%
	UPN	9	12	0,5%	1,0%
	WB	10	15	0,6%	1,1%
	TOTAL	1.792	1.283	100,0%	100,0%
Cosmetics / Personal Hygiene	ABC	5.106	4.807	27,6%	27,2%
	CBS	4.899	4.802	26,5%	27,2%
	FOX	760	606	4,1%	3,4%
	NBC	4.519	4.949	24,5%	28,0%
	PAX	1.796	1.083	9,7%	6,1%
	UPN	459	424	2,5%	2,4%
	WB	936	985	5,1%	5,6%
	TOTAL	18.473	17.656	100,0%	100,0%

13. Advertising for Specific Products by Channel

TAB13b ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
Food	ABC	4.827	4.920	20,0%	23,5%
	CBS	4.697	4.382	19,5%	20,9%
	FOX	872	542	3,6%	2,6%
	NBC	5.113	4.550	21,2%	21,7%
	PAX	5.084	3.558	21,1%	17,0%
	UPN	1.710	1.194	7,1%	5,7%
	WB	1.826	1.823	7,6%	8,7%
	TOTAL	24.127	20.970	100,0%	100,0%
Non Prescription Med Products	ABC	4.995	4.747	27,9%	28,2%
	CBS	5.228	4.955	29,2%	29,4%
	FOX	301	311	1,7%	1,8%
	NBC	3.646	4.060	20,4%	24,1%
	PAX	3.370	2.378	18,8%	14,1%
	UPN	171	182	1,0%	1,1%
	WB	197	226	1,1%	1,3%
	TOTAL	17.907	16.858	100,0%	100,0%
Tobacco	ABC	0	0	0,0%	0,0%
	CBS	0	0	0,0%	0,0%
	FOX	0	0	0,0%	0,0%
	NBC	0	0	0,0%	0,0%
	PAX	0	0	0,0%	0,0%
	UPN	0	0	0,0%	0,0%
	WB	0	0	0,0%	0,0%
	TOTAL	0	0	0,0%	0,0%

13. Advertising for Specific Products by Channel

TAB13c ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
Alcohol	ABC	580	1.077	12,7%	23,6%
	CBS	1.148	1.050	25,2%	23,0%
	FOX	687	636	15,1%	13,9%
	NBC	2.021	1.736	44,4%	38,0%
	PAX	0	0	0,0%	0,0%
	UPN	106	70	2,3%	1,5%
	WB	10	1	0,2%	0,0%
	TOTAL	4.552	4.570	100,0%	100,0%
Products dedicated to Children	ABC	10.927	12.265	17,6%	20,8%
	CBS	8.264	8.346	13,3%	14,2%
	FOX	6.860	7.100	11,1%	12,1%
	NBC	12.239	10.120	19,8%	17,2%
	PAX	4.268	3.297	6,9%	5,6%
	UPN	8.825	7.221	14,2%	12,3%
	WB	10.552	10.520	17,0%	17,9%
	TOTAL	61.935	58.869	100,0%	100,0%
Cleaning Products	ABC	933	690	20,4%	23,5%
	CBS	1.039	710	22,8%	24,2%
	FOX	35	19	0,8%	0,6%
	NBC	866	633	19,0%	21,6%
	PAX	1.637	822	35,9%	28,0%
	UPN	23	29	0,5%	1,0%
	WB	32	32	0,7%	1,1%
	TOTAL	4.565	2.935	100,0%	100,0%
Cosmetics / Personal Hygiene	ABC	14.558	13.767	27,9%	27,4%
	CBS	13.808	13.728	26,4%	27,4%
	FOX	2.080	1.821	4,0%	3,6%
	NBC	12.464	13.708	23,9%	27,3%
	PAX	5.159	3.049	9,9%	6,1%
	UPN	1.329	1.215	2,5%	2,4%
	WB	2.807	2.872	5,4%	5,7%
	TOTAL	52.205	50.160	100,0%	100,0%

13. Advertising for Specific Products by Channel

TAB13d ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
Food	ABC	12.510	13.233	20,4%	24,0%
	CBS	12.351	11.703	20,1%	21,2%
	FOX	2.035	1.417	3,3%	2,6%
	NBC	12.981	11.780	21,1%	21,4%
	PAX	13.274	9.755	21,6%	17,7%
	UPN	4.040	2.835	6,6%	5,1%
	WB	4.211	4.441	6,9%	8,1%
	TOTAL	61.402	55.164	100,0%	100,0%
Non Prescription Med Products	ABC	13.200	12.645	27,5%	27,4%
	CBS	13.923	13.551	29,0%	29,3%
	FOX	799	832	1,7%	1,8%
	NBC	9.887	11.278	20,6%	24,4%
	PAX	9.153	6.689	19,1%	14,5%
	UPN	434	527	0,9%	1,1%
	WB	563	685	1,2%	1,5%
	TOTAL	47.959	46.207	100,0%	100,0%
Tobacco	ABC	0	0	0,0%	0,0%
	CBS	0	0	0,0%	0,0%
	FOX	0	0	0,0%	0,0%
	NBC	0	0	0,0%	0,0%
	PAX	0	0	0,0%	0,0%
	UPN	0	0	0,0%	0,0%
	WB	0	0	0,0%	0,0%
	TOTAL	0	0	0,0%	0,0%

13. Advertising for Specific Products by Channel

TAB13e ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
Alcohol	ABC	81.248,09	126.834,34	15,3%	31,2%
	CBS	115.363,78	108.405,87	21,7%	26,6%
	FOX	128.845,03	94.609,10	24,2%	23,3%
	NBC	203.524,44	74.937,64	38,3%	18,4%
	PAX	0,00	0,00	0,0%	0,0%
	UPN	2.355,10	2.059,81	0,4%	0,5%
	WB	322,71	27,72	0,1%	0,0%
	TOTAL	531.659,16	406.874,48	100,0%	100,0%
Products dedicated to Children	ABC	384.439,33	413.847,26	19,3%	24,1%
	CBS	365.825,64	345.681,37	18,4%	20,1%
	FOX	524.433,32	423.319,56	26,3%	24,7%
	NBC	554.030,40	391.387,93	27,8%	22,8%
	PAX	7.832,13	4.527,68	0,4%	0,3%
	UPN	154.920,60	137.881,73	7,8%	8,0%
	WB	0,00	0,00	0,0%	0,0%
	TOTAL	1.991.481,43	1.716.645,53	100,0%	100,0%
Cleaning Products	ABC	19.897,97	16.108,70	26,4%	31,3%
	CBS	27.759,84	17.530,22	36,8%	34,1%
	FOX	2.256,83	1.036,32	3,0%	2,0%
	NBC	21.891,09	14.916,26	29,0%	29,0%
	PAX	3.415,43	1.551,83	4,5%	3,0%
	UPN	261,64	244,63	0,3%	0,5%
	WB	0,00	0,00	0,0%	0,0%
	TOTAL	75.482,80	51.387,96	100,0%	100,0%
Cosmetics / Personal Hygiene	ABC	303.789,20	243.673,28	25,1%	24,1%
	CBS	343.836,50	310.974,62	28,4%	30,7%
	FOX	167.490,10	121.519,07	13,8%	12,0%
	NBC	354.905,19	305.067,18	29,3%	30,1%
	PAX	8.554,60	4.178,64	0,7%	0,4%
	UPN	33.151,46	27.209,91	2,7%	2,7%
	WB	0,00	0,00	0,0%	0,0%
	TOTAL	1.211.727,05	1.012.622,71	100,0%	100,0%

13. Advertising for Specific Products by Channel

TAB13f ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
Food	ABC	298.362,41	279.623,99	24,4%	28,5%
	CBS	331.024,48	277.056,25	27,1%	28,2%
	FOX	83.241,59	54.383,46	6,8%	5,5%
	NBC	450.521,06	333.461,50	36,9%	34,0%
	PAX	22.713,70	13.598,18	1,9%	1,4%
	UPN	36.629,94	24.036,37	3,0%	2,4%
	WB	0,00	0,00	0,0%	0,0%
	TOTAL	1.222.493,17	982.159,74	100,0%	100,0%
Non Prescription Med Products	ABC	208.270,89	175.393,83	26,8%	26,8%
	CBS	271.508,52	228.648,94	35,0%	35,0%
	FOX	45.160,40	38.031,51	5,8%	5,8%
	NBC	226.284,84	190.564,15	29,2%	29,2%
	PAX	15.366,44	12.940,73	2,0%	2,0%
	UPN	9.534,29	8.029,24	1,2%	1,2%
	WB	0,00	0,00	0,0%	0,0%
	TOTAL	776.125,38	653.608,40	100,0%	100,0%
Tobacco	ABC	0,00	0,00	0,0%	0,0%
	CBS	0,00	0,00	0,0%	0,0%
	FOX	0,00	0,00	0,0%	0,0%
	NBC	0,00	0,00	0,0%	0,0%
	PAX	0,00	0,00	0,0%	0,0%
	UPN	0,00	0,00	0,0%	0,0%
	WB	0,00	0,00	0,0%	0,0%
	TOTAL	0,00	0,00	0,0%	0,0%

Comments about Specific Products

- The children's category includes soft drinks, fast food, food, candy and gum, snacks, toys and electronic games. The lead advertisers in this category were a soft drink and two fast food vendors.
- Cigarettes and derivated are not advertised on TV; it is either legislated or by industry convention – for magazines, there must be 70% audience composition age 18+
- Alcoholic beverages, beer is heavily advertised on TV, but distilled spirits are not.
- There is a federal law that prohibits the broadcasting of any television advertising for cigarettes (15 USC, 1331). On the other hand, the tobacco companies can advertise the company itself or any other non-tobacco-related product (in contrast to our regulations, which prohibit direct or indirect advertising for tobacco).
- The TV companies have also defined guidelines on this issue. In general, all tobacco advertising is prohibited; nevertheless, certain radio stations do allow advertising for pipes or cigars.
- Finally, a Master Settlement Agreement does exist: this is an agreement that the seven major companies manufacturing tobacco products have subscribed to, in order to placate the authorities following the numerous complaints lodged by consumers in court against the tobacco manufacturers. Notably, the tobacco industry has pledged to make a considerable financial contribution to several anti-tobacco programmes, agreed not to direct its advertising at minors and not to engage in product placement in TV series, films, games, etc