

Media Comparisons

A SWOT analysis by media

Broadcast Television

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">➤ Broad reach➤ Buzz worthy programs➤ Full market coverage➤ Intrusive / Immediate impact➤ Sight, sound & motion	<ul style="list-style-type: none">➤ Declining ratings➤ High out of pocket cost➤ Weak summer ratings / programming➤ High production costs➤ No ability to target specific areas within a market
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">➤ Re-broadcast high-rated programs on alternative video devices (internet, mobile, On Demand)➤ Increased number of channels available since the digital transition	<ul style="list-style-type: none">➤ Continuing shift of viewers to Cable➤ Ad-skipping (DVRs)➤ Alternate video devices

Wired Cable Television

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">➤ Deeper consumer connections:<ul style="list-style-type: none">➤ Geographic, Demographic, Psychographic, etc.➤ Viewer migration from Broadcast to Cable➤ Original, water cooler programming➤ Sight, sound & motion – intrusive/immediate impact	<ul style="list-style-type: none">➤ No full market coverage➤ Lower rated programs
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">➤ New technology (VOD, iTV)➤ MSO ad sales partnership with telcos/ Satellite to create full market coverage (I+)➤ Set-top box data➤ Leverage programming on alternative video devices (internet, mobile, etc)	<ul style="list-style-type: none">➤ Alternate video devices<ul style="list-style-type: none">➤ Internet, IPOD, IPAD, cell phone

Direct Mail

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">➤ Targeting by location, personal interest, buying habits➤ Unlimited message length➤ Coupon offerings➤ Relatively easy to track response➤ Low cost per thousand	<ul style="list-style-type: none">➤ Non-intrusive – could be thrown away unlooked at or unopened➤ Only as good as your mailing list➤ Typically less than 0.2% response rate➤ Production costs can be high depending on size of piece
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">➤ Better mailing list companies: list services are getting better at tracking address changes, etc.	<ul style="list-style-type: none">➤ “Do not mail” list

Internet

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">➤ Accountability/ROI➤ Drive directly to website / purchase➤ Engaged audience➤ Unique creative units➤ Strong targeting capabilities➤ Ability to interact with ad	<ul style="list-style-type: none">➤ Advertising seen as too intrusive➤ Declining click through rates➤ No universal measurement➤ Advertising clutter
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">➤ Faster connections, continuing migration to broadband➤ Expanded video/programming offerings	<ul style="list-style-type: none">➤ Alternative entertainment/information devices

Magazines

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">➤ Psychographic & demographic targeting capabilities➤ Engaged audience➤ Ads can be reviewed / studied at readers leisure➤ Portable / tangible➤ Variety of creative sizes / units	<ul style="list-style-type: none">➤ Non-intrusive – reader can ignore ad➤ Long audience cume - takes time to build reach➤ Most publications are not mass reach➤ Long shelf life - difficult to promote a time sensitive message➤ Clutter
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">➤ Online companion website	<ul style="list-style-type: none">➤ Continuing migration to TV & internet & for news/information

Newspapers

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">➤ Immediate reach➤ Allows in-depth product explanation➤ Geographic targeting➤ Variety of creative ad sizes➤ Tangible➤ Good for price shopping / coupons	<ul style="list-style-type: none">➤ Declining circulations➤ High out of pocket for large units➤ Readers rarely look at all sections➤ Skews older (50+)➤ Visual only, non-intrusive➤ Questionable measurement➤ Clutter
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">➤ Online companion websites➤ Youth oriented, alternative papers	<ul style="list-style-type: none">➤ Alternate news sources: Cable news, Internet

OOH (Out of Home)

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">➤ Broad reach➤ Ability to target specific locations➤ Large units can make a strong impact➤ All day, all week exposure➤ Low cost per thousand	<ul style="list-style-type: none">➤ Short exposure time (6-8 seconds)➤ Limited message capability➤ True mass media – no demo targeting➤ Questionable measurement➤ Creative can be vandalized or easily damaged➤ High out of pocket for large units➤ Audience is disengaged
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">➤ Almost unlimited new venues possibilities (elevators, bathrooms, etc)➤ Creative beyond a billboard – video capabilities	<ul style="list-style-type: none">➤ Environmental regulations

Radio

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">➤ Targeted➤ Copy change flexibility➤ Low out of pocket pricing➤ Mobility – in the car listening➤ Low production costs➤ Promotions, community tie-ins	<ul style="list-style-type: none">➤ Lack of visual➤ Poor measurement➤ High commercial clutter➤ Audience is not actively engaged➤ Time spent listening declining each year
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">➤ HD Radio➤ Podcasting	<ul style="list-style-type: none">➤ Expansion of Satellite Radio➤ MP3 players