



Quotes 2012

"Television is not a screen or a box. Prime Time is not a slot on a schedule. TV is an experience; an environment. Prime Time is a feeling, associated with quality serialized video content. TV is not the act of watching something; it is the emotional engagement the audience gets while watching it."

--Evan Shapiro, president IFC

Jack Myers Media Business Report | February 22, 2012 "We're All Viewers Now"

"TV is still the first screen, by far. The social component just magnifies the engagement opportunity for advertisers that television has always offered."

--Jonathan Carson, CEO of digital for The Nielsen Company

MediaDailyNews | March 14, 2012 "Social Media Buzz Ups Trad TV Ratings"

"Television is a business that everyone wants a piece of. Television's vitality lies in its inherent transference to the digital sphere. Instead of being rendered obsolete, television will become a driver."

--Diane Mermigas, editor-at-large at MediaPost

On Media | February 14, 2012 "TV Drives Revenues in Digital Realm"

"TV is everywhere. In numerous rooms in our homes. At our offices. At the airport. In bars and restaurants. And on and on. TV is everywhere. And now, online in a big way. No other media offers the combination of audio and video and the ability to tell a story like TV does. That's why it's such an important part of our lives."

--Irv Brechner, EVP Corporate Communications Acquirgy.com

MediaBizBloggers | February 1, 2012 "How Direct Response TV Raises All Boats"