

TV and the Internet

Synergy

"By many estimates, the internet doesn't hurt TV; it helps it, as a marketing tool."

--Wayne Friedman, West Coast Editor of MediaPost (TVWatch, March 11, 2010)

The Consumer Adoption Process is a progression of stages that bring the consumer to purchase a product or service. The four basic stages describe the consumer as first becoming aware of the product, then interested in it, then desirous, and finally a purchaser. Traditionally, TV advertising has been viewed as having its greatest influence in the early stages of the model, making the consumer aware of the product, creating interest in the product and, to a lesser extent, creating a desire. As the consumer moves through this process, the role of TV is diminished and supplemented by other marketing forces.

The role of the internet is more pronounced in the latter stages of the process. The interested consumer goes to the web to learn more about the product. When the consumer finds more information about it, his or her desire for it increases, and the information leads to an actual purchase.

--David Poltrack, President of CBS Vision [a division of CBS Television] from MediaWorks Viewpoint July 28, 2008

The results of a BBM omniVU June/July 2008 survey directly support David Poltrack's thesis. In the case of adults 25-54, for example, 47.2% have gone online based on something they have seen in a television commercial. Of that group, 73.6% researched the product or service seen in the ad, and 23.4% purchased the product or service online.

"Simultaneous cross-platform use is very normal."

"TV still remains the king." Mobile and internet content is about "complementing and supplementing" TV.

--Alan Wurtzel, NBC Universal Research and Media Development President (Broadcasting & Cable, March 24, 2010)

Higher TV Usage

"Everyone thought the internet might 'Napsterize' TV, but so far that hasn't happened. It turns out watching TV on the internet leads you to watch more TV on your television."

--Craig Engler, general manager and senior vice president of Syfy digital (Boingboing.net, May 7, 2010)