



# CABLE TV vs BROADCAST TV

on target every time.



Local broadcast TV affiliates provide advertisers with a large number of viewers—even viewers with no interest in the advertised product or service. Cable TV advertising can target consumers through unique programming that appeals to their interests and lifestyle choices.

Though any TV advertising provides the advertiser with a creative opportunity to demonstrate and dramatize their message, broadcast TV ratings are in decline. Cable TV ratings and viewer loyalty to specific programming continue to rise.

Compared to other media, broadcast TV prices are high. Cable TV prices are more cost effective because cable TV offers less waste through more strategic program targeting.

BROADCAST TV ADVANTAGES	BROADCAST TV DISADVANTAGES	HOW CABLE TV COMPARES
Reaches large mass audience.	Reaches audiences with no interest in product or service being advertised.	Offers high reach potential with little waste by targeting paid subscribers with programming they watch.
Intrusive medium that grabs attention through the power of TV.	Not as effective due to audience waste; under-delivers in cable TV households.	Most efficient for reaching interested consumers; targetability avoids waste.
Strong for major national advertisers who want to reach mass audience.	Doesn't effectively reach light TV viewers.	Reaches more light TV viewers.
Visual medium.	Broadcast TV has high clutter within commercial sets. Ads are easily lost; people tune out.	Cable TV offers several low-clutter spot opportunities.