

# MONITORING AND MEASURING PRODUCT PLACEMENT ON TV



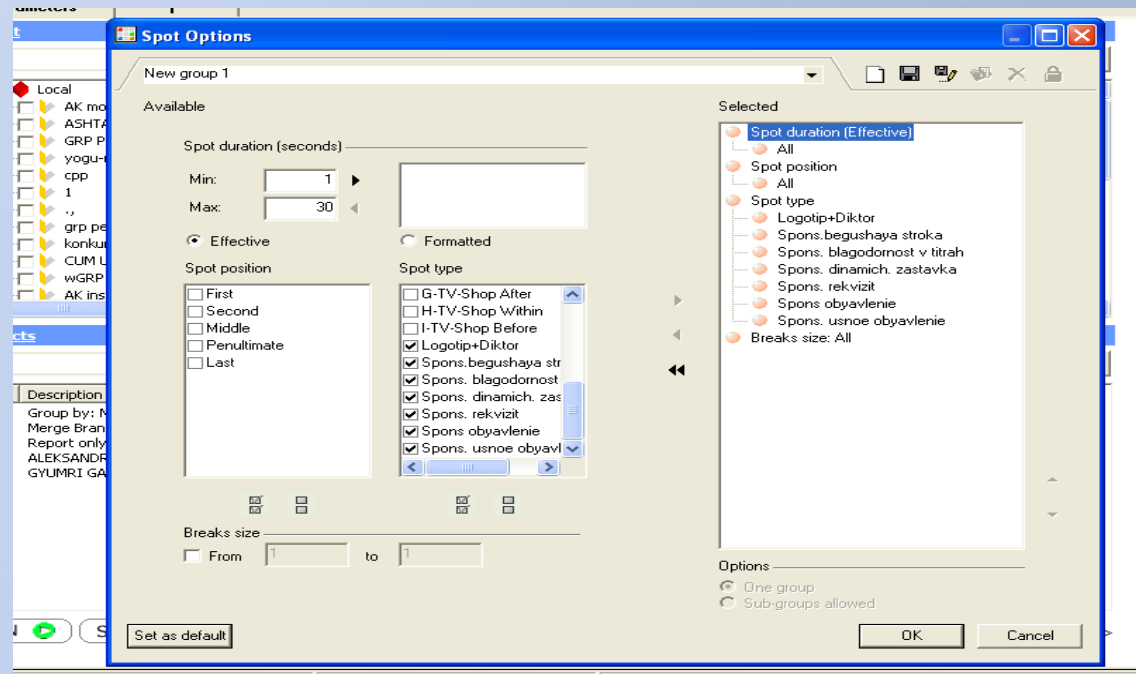


TV audience measuring availability in Armenia made it possible for advertisers to follow and measure the audience of their commercials. As a result some programs with large audience started to receive more sponsor moneys and others with small audience less. TV sponsorship is a great tool for financing the production of new TV programs. Recent years we can see growing number of “made in Armenia” programs. During those programs we may see logos or requisites of sponsors. In other words, we may see **product placement**. *Product placement is the paid placement of an advertiser’s product within a program.*

TV MR AM the official licensee of AGB Nielsen Media Research is the first and only product placement measuring company in Armenia. TV MR AM has begun measuring TV product placement since 01.02.2011. Now you can have information about non traditional TV advertisement

### Product Placement includes:

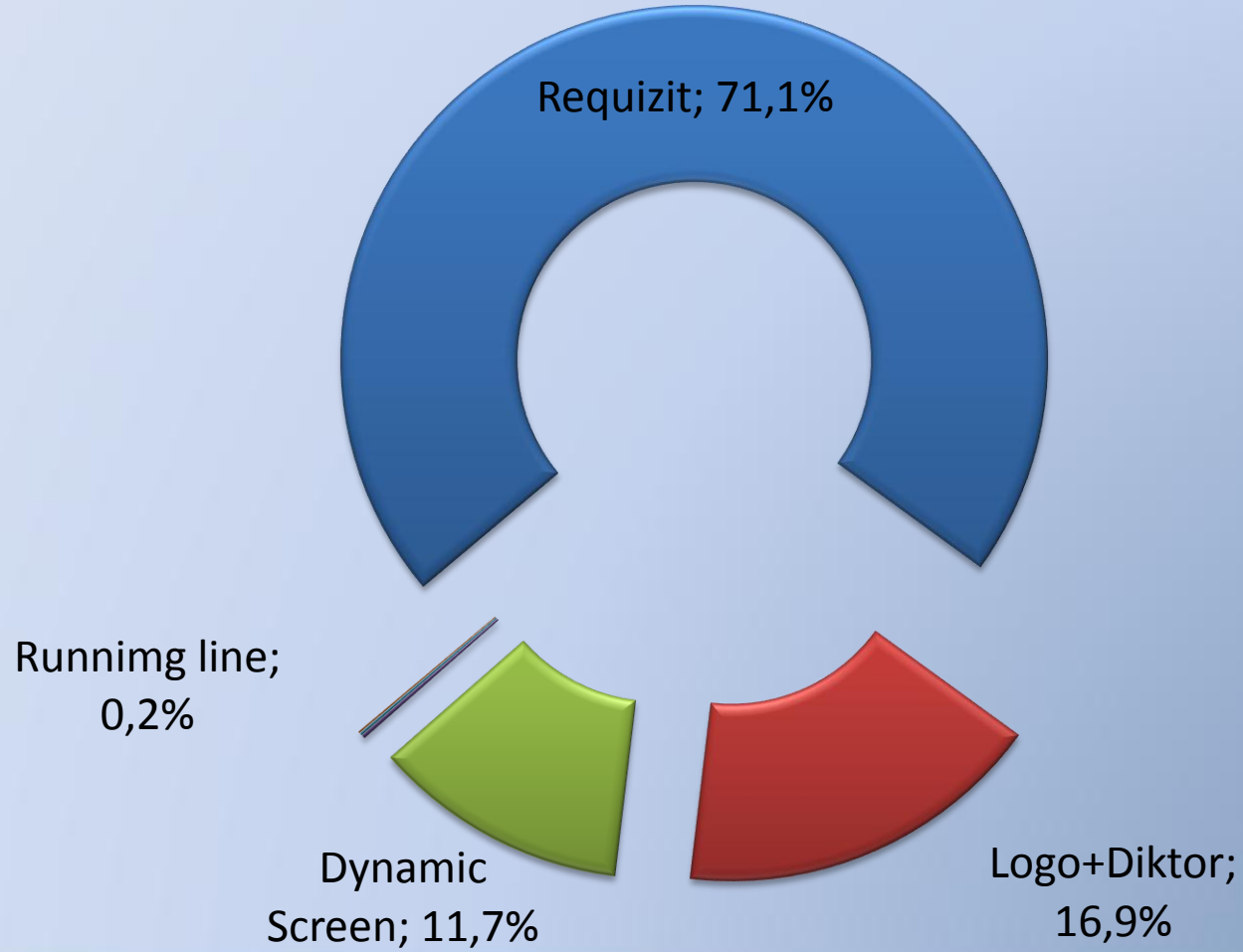
- Logo + speaker
- Sponsor Running Line
- Sponsor Thanks in the credit
- Sponsor Dynamic screensaver
- Sponsor Requisite
- Sponsor Announcement
- Sponsor Voice announcement



# PRODUCT PLACEMENT DURATION BY CATEGORIES



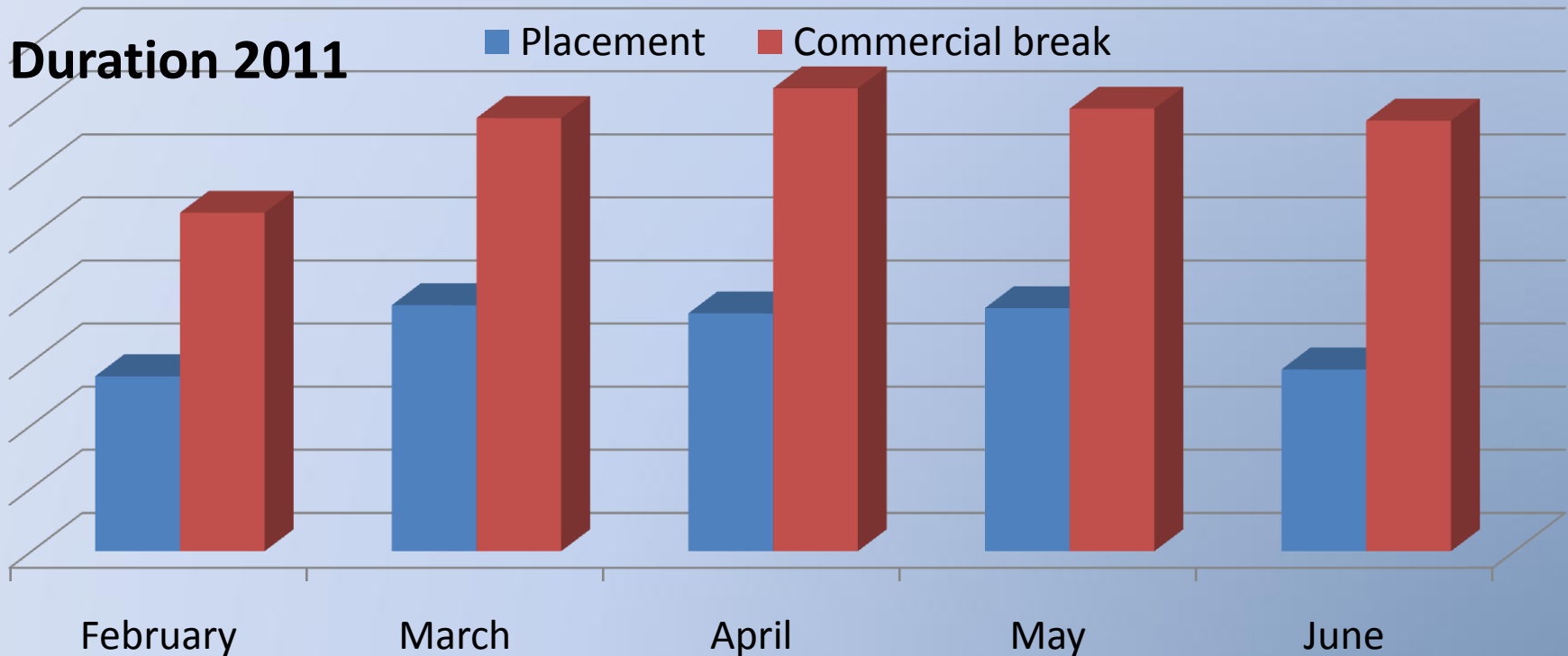
As we can see from the graph below, the most popular product placement category is the sponsor requisite. Which is the one product placement category, that is effective for advertiser and not too disturbing for audience.





Traditional commercial break has weakened its role: audience usually goes off for a coffee/cigarette/toilet break or takes the opportunity to switch channel during traditional commercial break. That is why great attention is paid today to product placement on TV.

The graph below shows commercial break and product placement proportion during 01.02.2011-30.06.2011 on 9 Armenian channels APTV(H1), h2, Armenia TV, Shant TV, Kentron TV, YerkirMedia TV, Dar21 TV, Yerevan TV, ATV.





That is how looks like product placement on TV, exactly on telepad (measuring software of AGB Nielsen media research company)

Visual Data Entry: Kentron, 2010-07-20 (Tuesday) - BACKUP

1: 08:28:00 1: 08:28:01 1: 08:28:02 1: 08:28:03 1: 08:28:04 1: 08:28:05 1: 08:28:06  
 1: 08:28:10 1: 08:28:11 1: 08:28:12 1: 08:28:13 1: 08:28:14 1: 08:28:15 1: 08:28:16  
 1: 08:28:20 1: 08:28:21 1: 08:28:22 1: 08:28:23 1: 08:28:24 1: 08:28:25 1: 08:28:26  
 1: 08:28:30 1: 08:28:31 1: 08:28:32

Kentron, 2010-07-20 (Tuesday)

Level Event type Start time End time  
 3 sponsor 06:55:02 06:55:04  
 3 sponsor 06:55:04 06:55:06  
 3 sponsor 06:55:06 06:55:08  
 2 break 06:55:08 06:55:10  
 3 spot 06:55:08 06:55:10  
 3 spot 06:55:39 06:55:41  
 3 spot 06:56:19 06:56:21  
 3 spot 06:56:52 06:56:54  
 1 program 08:57:34 08:57:36  
 1 program 08:08:06 08:08:08  
 2 break-sponsor 08:08:20 08:08:22  
 3 sponsor 08:08:20 08:08:22  
 3 sponsor 08:08:23 08:08:25

Parameters pl 1 - Alder - Armenia Office

Analysis: Alder  
 1 of 1 days included

Target	Channel	Programme	Date
Yevan	Kentron	ASHVAPHO UCER XOHAVOCUM	01.07.2010

Brand	Start	End	Adverts	Copy	Spot Type	Duration
AREV	18:19:09	18:19:20	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	12
	18:19:25	18:19:27	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	3
	18:19:38	18:19:43	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	6
	18:19:47	18:19:59	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	13
	18:20:11	18:20:19	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	9
	18:20:25	18:20:27	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	3
	18:20:35	18:20:52	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	18
	18:20:55	18:21:00	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	6
	18:21:12	18:21:18	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	7
	18:21:24	18:21:31	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	8
	18:21:40	18:21:53	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	14
	18:21:58	18:21:59	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	4
	18:22:03	18:22:10	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	8
	18:22:14	18:22:19	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	6
	18:22:25	18:22:27	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	3
	18:22:34	18:22:37	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	4
	18:22:39	18:22:45	SHOGH LLC	HAYORDAVAR@NOSUM E, SHSHER	Spono. usorce obyavlenie	7
	18:22:43	18:22:53	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	11
	18:23:00	18:23:04	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	5
	18:23:16	18:24:04	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	49
	18:24:15	18:24:31	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	17
	18:24:35	18:24:52	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	18
	18:25:02	18:25:15	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	14
	18:26:10	18:26:23	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	14
	18:26:47	18:26:51	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	5
	18:27:00	18:27:13	SHOGH LLC	HAYORDAVAR@NOSUM E, SHSHER	Spono. usorce obyavlenie	14
	18:27:13	18:27:16	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	4
	18:27:24	18:28:03	SHOGH LLC	GOGNOODN LOGO	Spono. reklavit	40

Frames  
 Columns: 10 Rate: 1:1 s

Start time: 08:28:20.960

start | Microsoft Outlook | Microsoft PowerPoint | TelePad4