



Syndicated Network Television Association

Results
From the 2009/10
SNTA Member Survey



Syndication's "First Minute" Leadership

More "first-minute" commercials means higher recall



Syndication's "First Minute" Leadership

- **"First-Minute" commercials have a 21% recall advantage**
 - 60% higher than mid-break commercials
- **Syndication has the highest percentage of "first-minutes"**
 - 96% "A/B" positions for Sitcoms
 - 86% "A/B" positions for Entertainment News
 - 85% "A/B" positions for Game Shows
 - 78% "A/B" positions for Talk
- **Higher % of "A" positions than network prime and cable, too**
 - A 25% recall advantage
- **Better commercial audience retention**
 - Total Households and DVR households



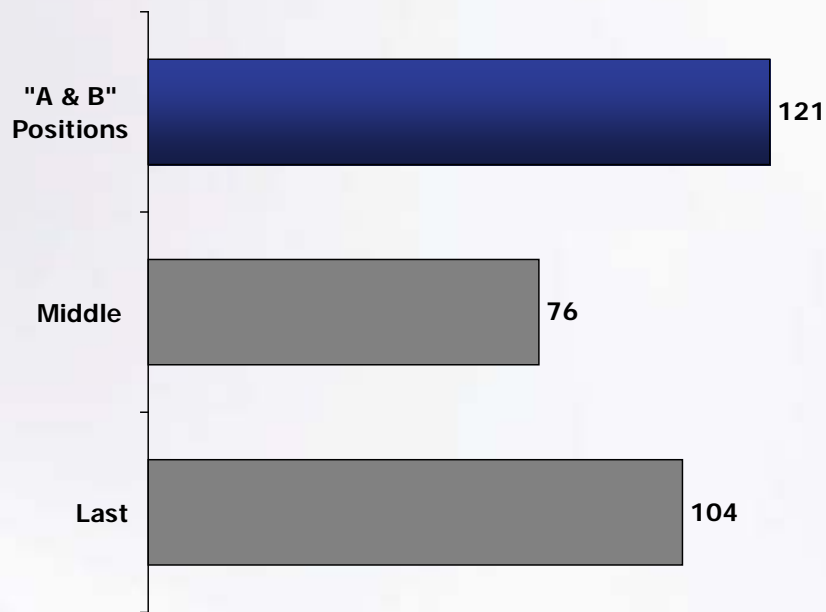
We Surveyed Our Members



- Receive program “clocks” for all regularly scheduled daily (M-F Strips)
 - # of program minutes
 - # of commercial minutes
 - National/Local pod positions
 - Tune-ins
 - Billboards
 - Station breaks
 - Program bumpers
- Results: National Syndication has more “First Minutes” with a higher percentage of A and B positions than network or cable

"First-Minute" Commercials Have a 21% Recall Advantage

Relative Index Adult Unaided Ad Recall

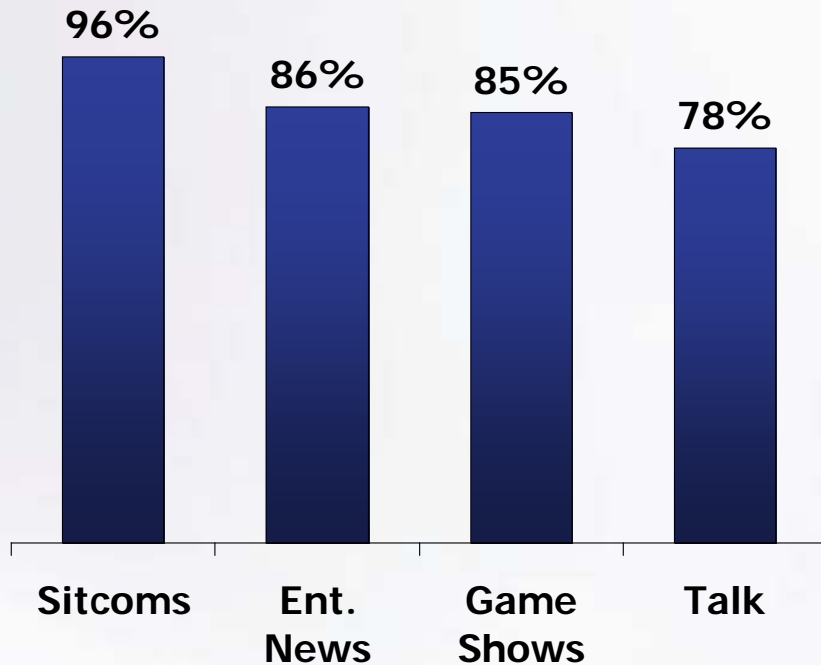


- Commercials in the "A & B" position are 21% more likely to be recalled than average commercials.
- They are nearly 60% more likely to be recalled than commercials appearing in the middle of the break.

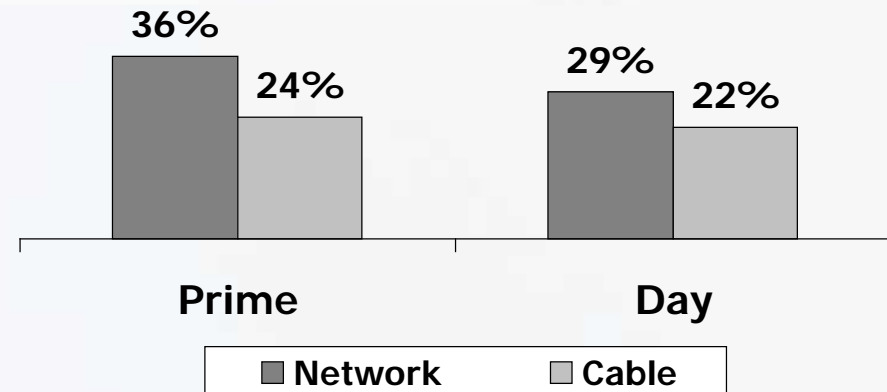


Syndication: The Most "First-Minute" Positions

% A/B Positions
M-F Syndication Strips

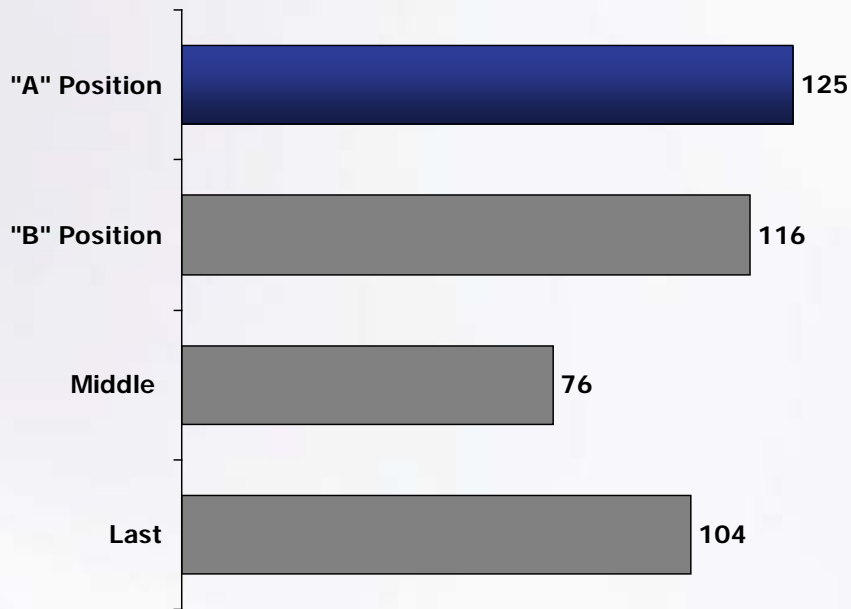


% A/B Positions
Top Network and Cable



A 25% Recall Advantage For "A" Positions

Relative Index Adult Unaided Ad Recall

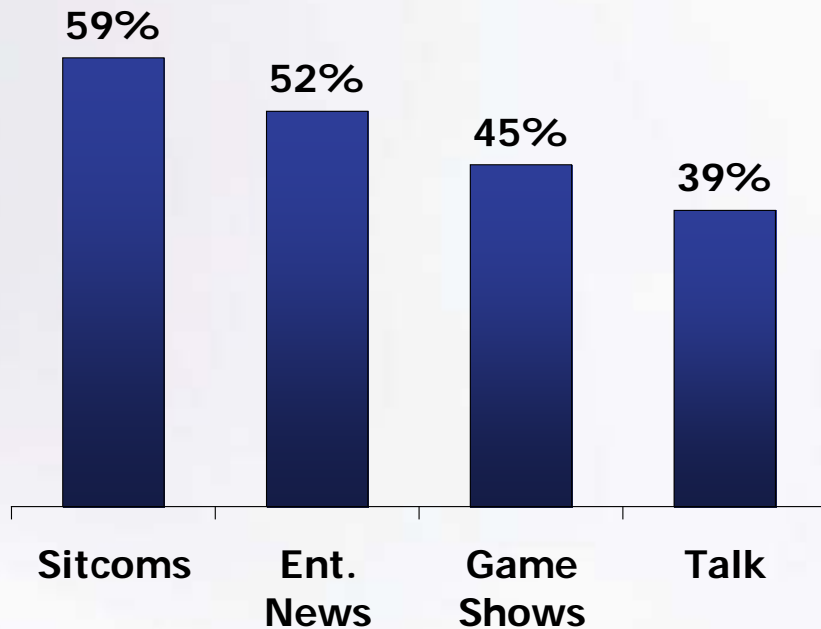


- Commercials in the "A" position are 25% more likely to be recalled than average commercials.
- They are over 60% more likely to be recalled than commercials appearing in the middle of the break.

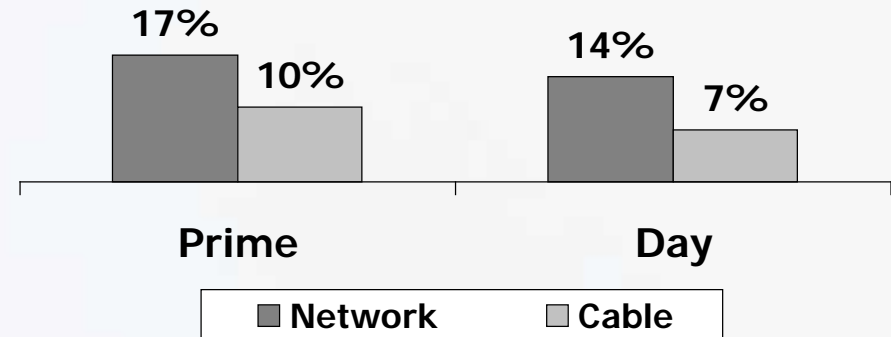


Syndication: The Highest Percentage of "A" Positions

% A Positions
M-F Syndication Strips



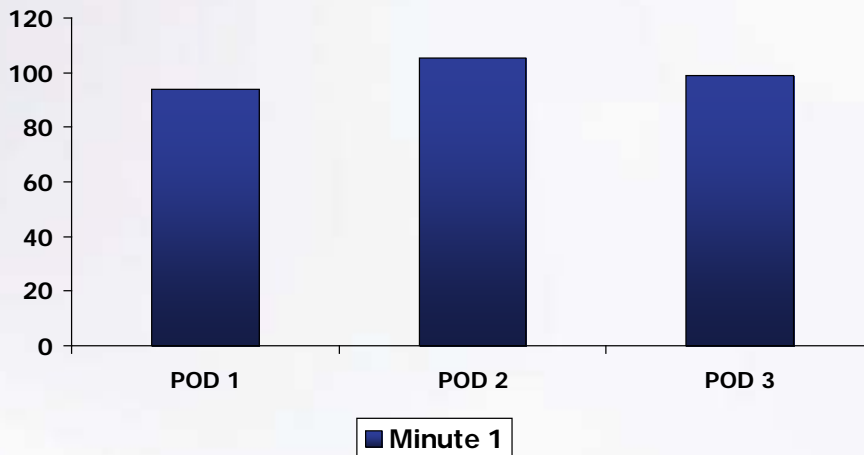
% A Positions
Top Network and Cable



Syndication: More "First-Minutes" Means More Viewers

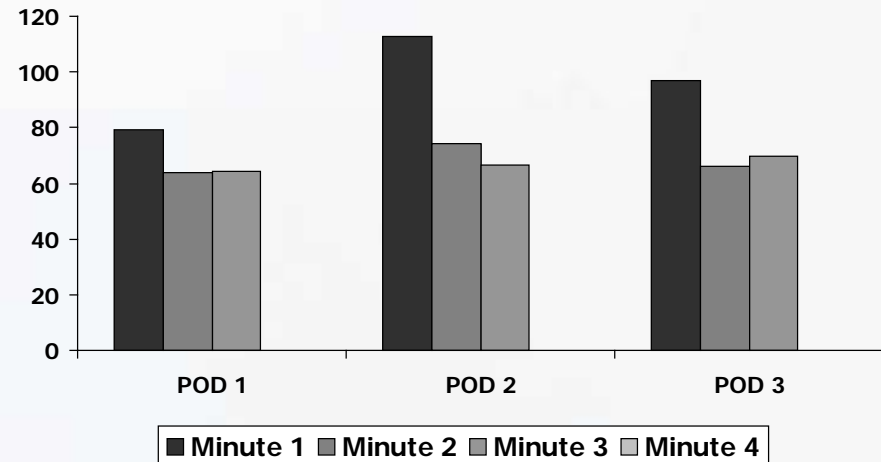
Syndication: Two And A Half Men

C3 Commercial Index
Adults 18-49 in DVR HH's



Network: Two And A Half Men

C3 Commercial Index
Adults 18-49 in DVR HH's

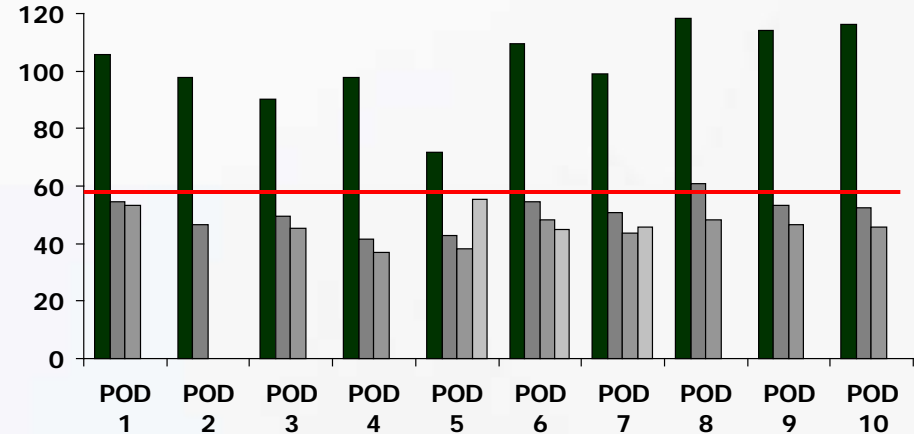
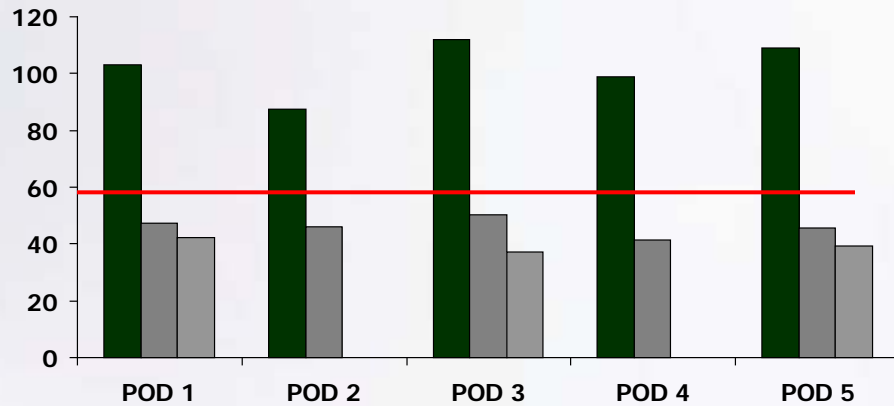


Network Prime: Are You Getting What You Paid For?

C3 Commercial Index Adult 18-49 in DVR HHs

House 5/04/2009

Grey's Anatomy 5/14/2009

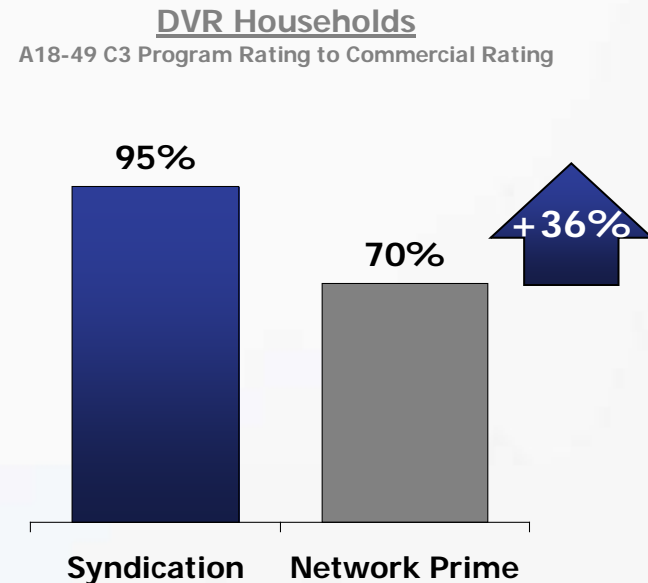
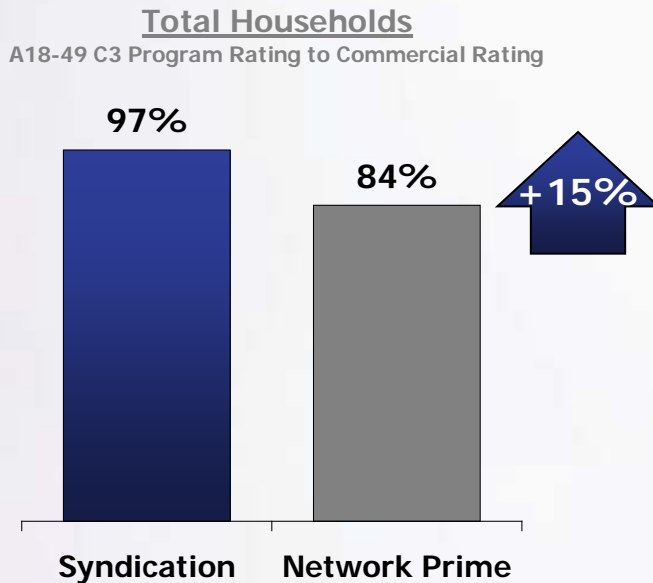


■ Minute 1 ■ Minute 2 ■ Minute 3 ■ Minute 4

Red line represents each program's average commercial rating index



Syndication Has Better Commercial Retention



- Syndication's short pod advantage remains consistent in DVR households
 - Network index drops 30% in DVR households
 - Advantage over network increases to 36%



Syndication's "First Minute" Leadership

- **More "First Minutes" means higher recall**
- **Television's highest % of "A" and "B" positions**
- **More "A" positions than network and cable, too**
- **Better commercial audience retention**
 - Total Households and DVR Households





Syndication:

*More first minutes, higher recall
and better audience retention*