



Syndicated Network Television Association

New for the
2006/07
Broadcast Season

Syndication's Low Clutter Advantage

2006/07 SNTA Survey
3rd Annual Report



 CBS TELEVISION
DISTRIBUTION

 Disney * abc
DOMESTIC
TELEVISION

 NBC UNIVERSAL
TELEVISION DISTRIBUTION

 20th
TELEVISION
A NEW CORPORATION COMPANY



September 2006

Syndication's Low Clutter Advantages

- More coveted “A” and “B” positions available for national advertisers
- Exclusive National Pods
 - Greater clutter-free visibility
 - 34% higher recall than longer pods
- Consistent findings with previous two years
- One of many ways syndication can improve the ROI of your media plans



Clutter: A Major Threat To TV Advertising



- Clutter is cited as the #1 problem with primetime TV

<u>Problems with Primetime TV</u>	
<u>Rank</u>	<u>Response</u>
1. Too many ads	32%
2. The quality of programming	22%
3. Too much sex and/or violence	20%
4. Too many reruns	15%
5. Too much profanity	4%

Source: AAAA/Harris Interactive, 2006.

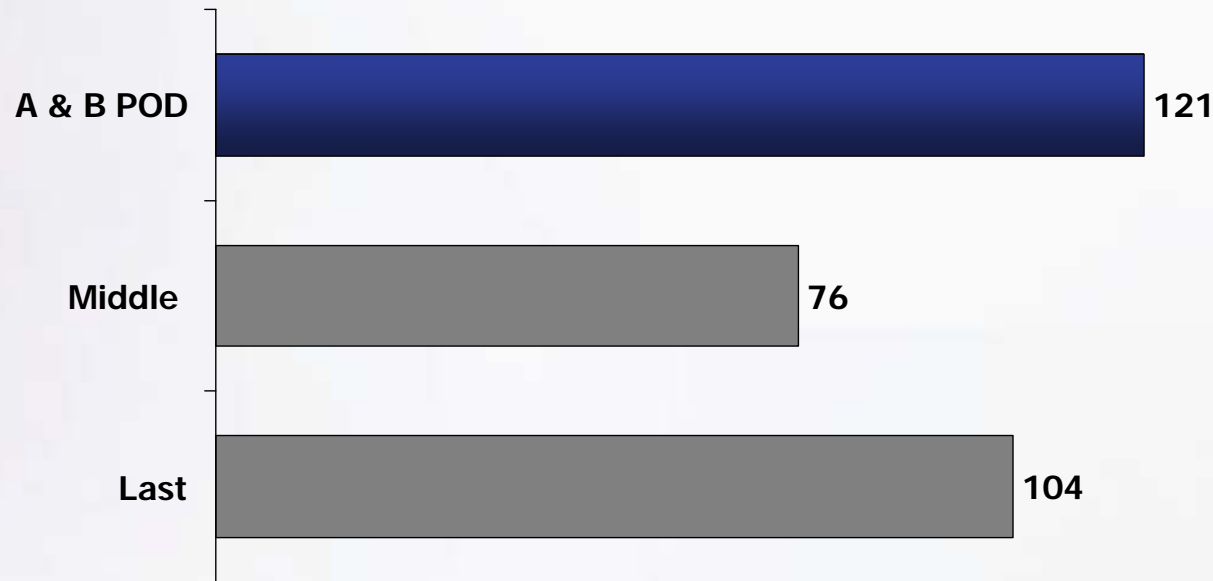
For Three Years Now, We've Been Surveying Our Members



- Received program “clocks” for all regularly scheduled daily (M-F Strips) and weekly shows.
 - # of program minutes
 - # of commercial minutes
 - Tune-ins
 - Billboards
 - Station breaks
 - Program bumpers
- Measured pod length and frequency of “A” and “B” positions

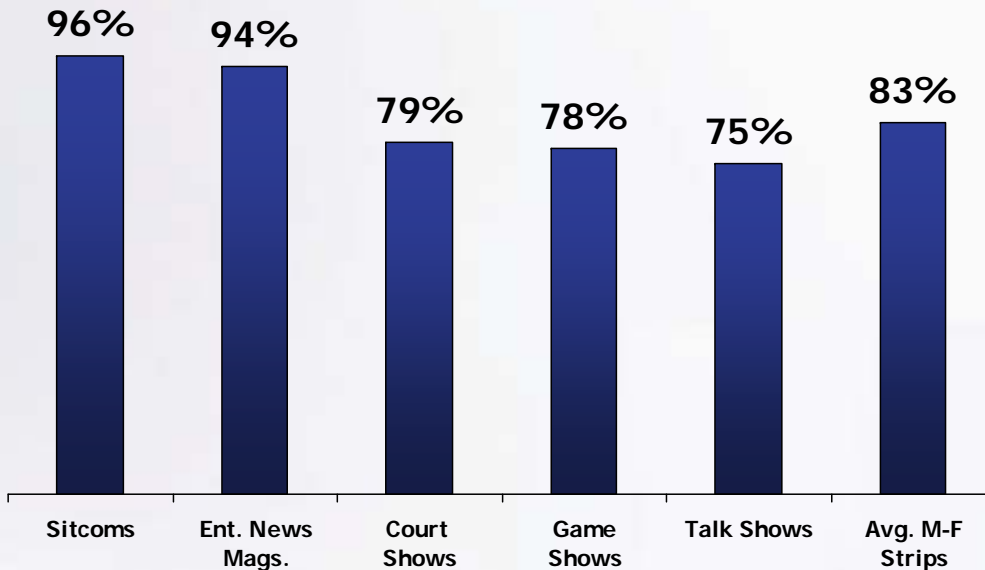
A&B Positions: 21% Recall Advantage

Relative Index Adult Unaided Ad Recall



More Coveted "A" And "B" Positions Available For National Advertisers

% A and B Positions



- Over 75% of commercials air in the "A" and "B" position
- Virtually all of the commercials that run in national syndication's sitcoms and entertainment news magazines air in the "A" and "B" position
- On average, 83% of commercials air in the A&B position for M-F strips
- Consistent findings in all three years of the survey





Syndicated Network Television Association

THE WALL STREET JOURNAL

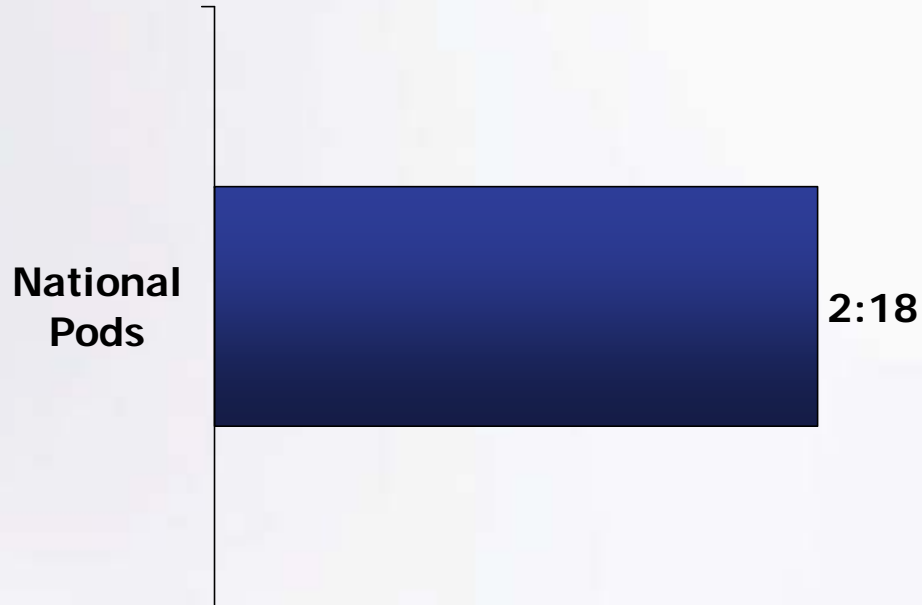
September 25, 2006

"The [Networks] that have historically programmed longer pods might have to rethink the way they do business."

Jason Maltby
President, MindShare

Syndication Has Short Breaks

Average Length of Breaks
Monday-Friday Strips

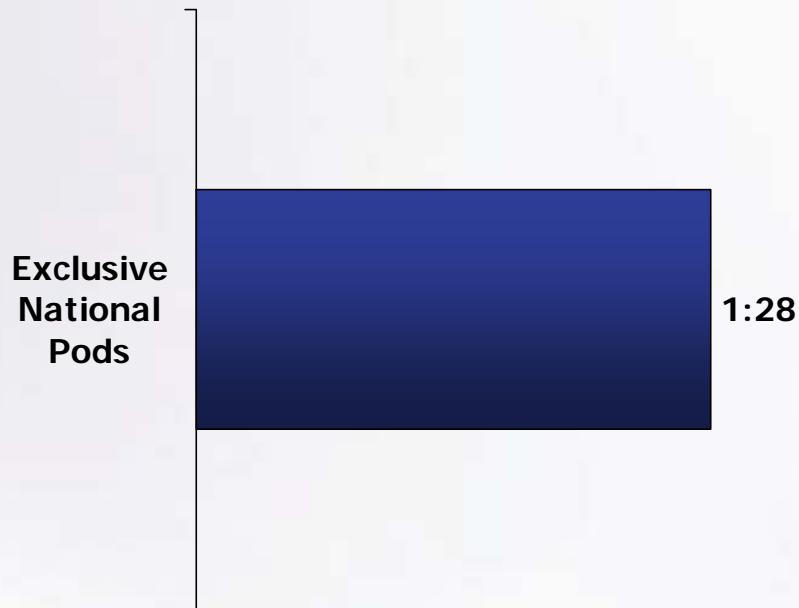


- The average break airing a national commercial is just over 2 minutes in length
- Consistent with findings from previous years



Our Exclusive National Pods Are Even Shorter

Average Length of Breaks
Monday-Friday Strips

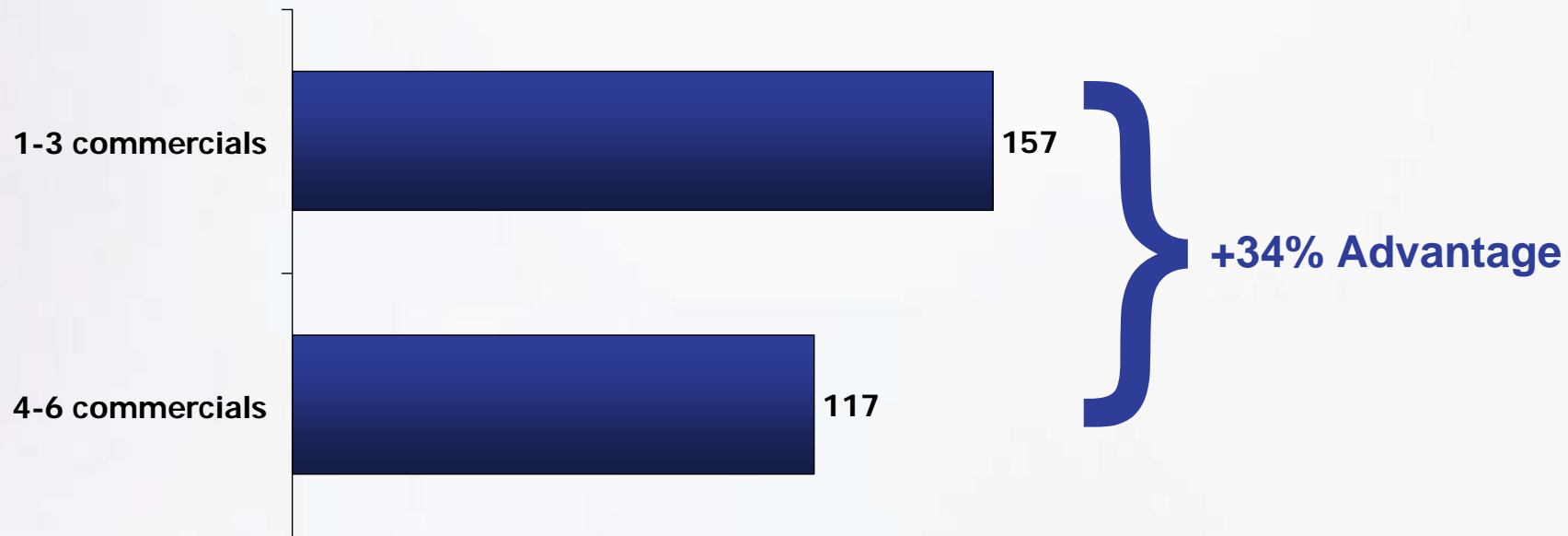


- Exclusive national breaks average **less than three commercials** in length
- Advantageous for high clutter categories like, automotive, telecommunications and restaurants
- In line with prior years' findings



Fewer Commercials = Better Recall

Relative Index Adult Unaided Ad Recall by
Number of Commercials in Break



- 1-3 commercials in a pod have a 34% recall advantage



Higher Recall: An ROI Improvement

Syndication Advantage

- **Greater
Recall**



- 11% syndication advantage equals
 - 34% recall advantage
 - On 31% of Inventory(based on % exclusive national pods within a representative brand)

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Syndicated Television:

Watch Us Perform