

# Television And Advertising: The History Of Tv Advertising From And Industrial Look

Televizyon ve Reklam: Endüstriyel Bir Bakış Açısıyla Televizyon Reklamcılığı

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### ABSTRACT

This paper gives a look to the television medium as an advertising tool. The effects of television to the advertising industry within media and the story of television and advertising from the past. The paper gives a special interest to the advantages and disadvantages of TV advertising and explore this from industrial and academic perspective. In the conclusion part the paper there are some opinions for the future of television advertising. It underlines that television advertising will carry on being strong in media with the changes in technology. The screens will never end and with the digitalization of television advertising will remain in this medium but will only change a shape and structure.

**Key Words:** Television, Advertising, Global Advertising

### ÖZET

Bu çalışmada televizyon mecrasının reklam özelliği incelenmiştir. Televizyon reklamcılığının geçmişte başlayan yolculuğuna değinilmiştir. Çalışma televizyon reklamcılığının avantaj ve dezavantajlarına endüstriyel açıdan özel bir bakış sergilemektedir. Çalışmanın sonucunda televizyon reklamcılığı hakkında görüşler sunulmuştur. Televizyon reklamcılığının teknolojik gelişmelerin paralelinde aynı güçte kalacağını altı çizilmiştir. Ekranlar hiç bir zaman kaybolmayacak, mecra dijital dönüşüm sağladıkça televizyon reklamcılığı aynı seyirde devam edecek sadece form ve yapısal anlamda bir dönüşüm yaşayacaktır.

**Anahtar Kelimeler:** Televizyon, Reklamcılık, Küresel Reklamcılık,

## 1.INTRODUCTION: TELEVISION AS AN ADVERTISING TOOL

Since its advent, television advertising became one of the most popular means of business advertising, mainly for the reason that it supported both audio and video content as the ways of exposing viewers to the intended promotional message. Television advertising has an inimitable impact on society that is much stronger than among the radio stations, newspapers, and magazines. The existing body of evidence suggests that people tend to spend an average of five hours behind the TV screen as this is one of their most beloved activities (Liaukonyte, Teixeira, & Wilbur, 2015). This is why television advertising became extensively effective and currently remains one of the mostly supported media formats of marketing. Yet another reason why many businesses are still turning to television advertising is that it allows them to grab viewer attention, but very often, companies have to deal with increased costs when it comes to producing the ad and then buying a TV spot for it. The process of developing and deploying a television advertising is rather complex because it involves multiple steps that have to be replicated exactly in order to have the business benefit from advertisement in the first place (Taylor & Okazaki, 2015). Many companies focusing on television advertising should conduct a detailed market research first in order to establish their needs and potential ways of creating an appropriate message for the customers.

One of the most popular modern formats of advertising is animation for the fact that it can run longer than any other presentation and it could also be changed to a mini-series, helping purchasers discover new information with every other episode. Not only this is the best way to draw one's attention to the product, but a critical opportunity to influence potential customers in a good way (Hudders, Cauberghe, & Panic, 2016). While television advertising does not contribute to instant sales, the impact of it on the audience often persuades the latter to purchase services and products covered throughout the ad spot. Regardless of whether it is a regional or a national scale, television advertising allows businesses share their promotional messages in a compelling way that is based

on action, video, and audio content. Many organizations have the option of building partnerships with independent stations and network channels in order to cut the costs. Television advertising is one of the best methods of eliciting creativity and impacting both the existing and potential customers with the help of audio-visual content (Klein, 2016). The current paper is going to review the role of television in advertising, its key advantages and disadvantages, and outline the potential future of modern television advertising based on the factors identified above.

## 2.THE ROLE OF TELEVISION ADVERTISING

Within the framework of the modern society, television plays an important role in terms of advertising for a variety of reasons. The first viable contributor to the growth of TV advertising popularity is the width of reach that commercial ads give to their end users. Knowing that TV sets are practically omnipresent, it may be safe to say that the modern world would not be able to cope with the growing amount of information without their help (Coombs & Batchelor, 2014). The role of television, in this case, consists in allowing users to watch TV even if they do not have a TV sets – numerous live streams are available online and can be easily accessed with the help of smartphones and laptops, which extends the role of television even further. The results of such drastic prevalence show that the audience that television ads tend to reach grows on a daily basis and is represented by a much bigger cluster of customers than on the radio or among newspaper readers. According to Verhellen, Oates, De Pelsmacker, and Dens (2014), more than 99% of American households feature at least one TV set at home, which means that each of these particular individuals may be included in the list of potential customers, whatever the products could be.

With an average American watching live TV for at least five hours per day, this creates numerous opportunities for advertisers who might be able to attract both adults and teenagers and market their products and services without worrying about the potential penetration and conversion rates (Blades, Oates, Blumberg, & Gunter, 2014). The only mission that television advertisers have to complete is they decide on whether they are reaching their customers with the right message so as to be able to review their marketing strategy recurrently. Accordingly, the role of television within the framework of advertising consists in setting up the ad mechanism in a way that would attract as many customers as possible while also allowing the latter to reach required products and services quicker. The current population of baby boomers sums up to more than a half of the US population and controls approximately 75% of all nonrefundable income (Grau & Zotos, 2016). Therefore, through television, advertisers share vital information that can be presented in the form of a strong message or a campaign intended to attract the appropriate audience and engage them into purchasing behaviors. With an average of an American watching their TV for 28 hours per week (as mentioned by Buijzen (2014)), it may also be stated that the role of television in advertising consists in promoting the products to every potential customer as more families appear daily and this significantly increases the amount of time spent on watching TV and making purchases.

Another important idea that relates to the role of television in advertising consists in the fact that TV ads tend to stand out visually, which creates an even stronger message than the one that is shared on the radio or in a newspaper. Advertisers knowingly use different instruments to influence their potential customers and create a video that would be pleasing both in terms of its advertising and entertaining content (Kellner, 2018). Customers are going to remember what they see on TV and then purchase those in real life, remembering about how they liked the advertisement when they saw it on TV – this effect cannot be achieved with the use of radio and newspaper ads, this is what makes the role of television stand out. With the help of television advertising, potential customers start feeling much more motivated and informed as they are going to purchase practically any product based on how they liked the ad related to that product (Segev, Wang, & Fernandes, 2014). Modern customers are rather receptive to the messages that are sent out by different brands so it is rather logical to use television as one of the key sources of information.

Yet another factor influencing the role of television in advertising is the link between cable television and commercial advertising that created a whole new method of interacting with potential customers. First of all, it has to be mentioned that cable television means a much tighter relationship between the advertiser and the customers (Xue & Muralidharan, 2015). Even though the audience is most likely going to get smaller, the number of viewers may increase later but the costs of production will be much lower than network-based advertising at all times. Television gave an opportunity to small- and medium-sized enterprises to join the ‘battle’ for customers and create commercial success irrespective of the budget available for advertising expenditures. Speaking of serious commercial advertising, any potential customer seeing ads on TV would automatically assume that the company is a reputable one and its products are of decent quality if they are marketed on a global (nationwide) scale (Belch & Belch, 2014). Even though television advertising is often considered overly expensive, there are numerous ways to make cheaper ads and still attract viewers to the given product while also working on increasing credibility of the brand.

The biggest role that television currently plays in advertising is the creation of a growing number of branding opportunities for organizations and businesses of all sizes. Knowing that potential customers are most likely to purchase products that they can remember, it is vital to create a mix of music, voice, text, brand image, action, and visuals that would create and support a brand personality (Kelley, Sheehan, & Jugenheimer, 2015). The power of branding consists in the ability of a company to create a strong, outstanding image for itself, and television advertising becomes an instrument that significantly facilitates the process of creating a well-defined brand image. Regardless of whether it is a new brand penetrating the market or an old brand trying to rethink their position in the market, television comes to rescue and gives all of them the possibility to breathe fresh life into any initiative. The fact that Facebook, Google, and many other major brands are using television to market their products and innovations significantly contributes to the mediating role of television, where the latter creates spots for businesses to show off and attract new customers (van Reijmersdal, Boerman, Buijzen, & Rozendaal, 2017). Nonetheless, it might be hard for certain businesses to create a much more exciting experience for the customer and integrate different types of advertising into play so as to create an influence on potential purchasers.

Another reason why television plays an important role in advertising is the presence of a vast number of live events that attract unthinkable quantities of potential customers – for example, the Super Bowl (Hartmann & Klapper, 2017). Even though the Internet currently offers Americans a possibility to watch such events via a streaming choice but the audience still sides with the traditional television, even though live ads cannot be skipped – during the Super Bowl, there are tons of advertising spots that are taken by the biggest brands that come up with the most unique, funny, and memorable ads. The numbers show that Super Bowl advertising viewership outruns its streaming counterpart by large (111 million against 1.4 million respectively), and this may be a sign of the fact that traditional television remains one of the most practical solutions when it comes to reaching out to potential customers and influencing them to purchase a certain product (Chandrasekaran, Srinivasan, & Sihi, 2018). Here, the role of television also consists in the fact that it motivates viewers to visit social media websites and engage into discussions with each other. The recipe that many businesses are using today is a paid search option being paired with the traditional television advertising, which creates premises for the development of an outcome-driven campaign.

One more important role played by television within the advertising environment is that it helps advertisers to take care of the viewers’ fragmented attention span. It is important to remember that almost 90% of Americans watching TV are also using their phones and (or) laptops at the same time (Lotz, 2014). Therefore, television becomes a strong driver for the potential customers as they have the opportunity and the willingness to introduce themselves to the new product that they just have seen on the TV screen. From the statistical perspective, there are almost 100% chances that a person using a second (or even a third) device while being near the TV is going to analyze the

commercial and perform an online search, trying to see if the product is relevant. Television serves as a mediator that positively influences the amount of engagement that the viewers display while businesses also support their TV-based campaigns with social media campaigns and other online instruments (Lehnert, Till, & Ospina, 2014). An effective association between TV advertising and online media has made the former increasingly effective in terms of bringing more online conversions and making the best use of social drivers such as hashtags and others.

The key challenge that the traditional television advertising yet has to overcome is the inability to measure engagement and conversion properly in most cases. Nonetheless, modern technology improvements introduced KPIs and numerous tools intended to help advertisers to take care of macro and micro conversions (Mazodier & Quester, 2014). Television remains one of the most transparent means of advertising, and it illustrates that any kind of campaign that is run through television may help advertisers develop a set of campaigns on social media and other sources of information that would generate more website traffic and conversions. As Voorveld, van Noort, Muntinga, and Bronner (2018) state in their research, despite the growing age of television, the latter still plays an important role in advertising because it contains an element of surprise and does not overlook such instruments as multi-platform advertising and tracking, promo offers, and hashtags, for instance, that allow the viewers gain a better understanding of the brand's proposition and image.

### **3.HISTORICAL BACKGROUND OF TELEVISION ADVERTISING**

The concept of television advertisement directly relates to a manually produced television program that has been elaborated and deployed to spread awareness regarding a product and offer something eliciting to both existing and potential customers. The biggest benefit that television advertising gave its first users was the audio-visual form of content dissemination that significantly facilitated the process of reaching out to customers but, in turn, put a strain on the companies' budgets owing to the increased costs of such marketing. For example, a 30-second advertising spot during Super Bowl costs approximately \$3 million (Condry, 2017). The history of television advertising includes at least seven decades and it is rather important to discuss its impact on different industries from the moment of its first deployment to how it has changed in the modern days.

The very first commercial television advertising became reality in the United States, when a watch manufacturing company titled Bulova launched its initial campaign during the summer of 1941 (Fennis & Stroebe, 2015). Not only this became the opening prospect of television advertising across the United States, but also the first television advertising in the whole world. The advertising was rather simple as there was only a map and a clock overlaying the map of the United States – the exact duration of the advertising was 10 seconds (Fennis & Stroebe, 2015). So as to reach as many potential customers as possible, advertisers decided to air the advertising on NBC right before the match between Philadelphia Phillies and Brooklyn Dodgers.

Accordingly, the phenomenon of television advertising quickly led to an even bigger growth of the potential of audio-visual content. Bulova's advertising effort created the bandwagon of television advertising adepts who realized that the area is untapped and has to be explored for more profit and a wider reach to customers. Two of the biggest companies of that time – Botany Worsted Mills and Pan American – were at the forefront of making the best use of television advertising and created unique ad spots for them so as to stand out in terms of marketing and company-customer relationship (Bell, 2016). Knowing that the number of TV sets in the United States increased significantly throughout the 1940's, it was evident that the margin of television advertising would receive a serious boost as well. The number of businesses exploiting television advertising grew in a geometric progression because even smaller companies started realizing the value of ads. As McDonough and Egolf (2015) state in their book, this ultimately led to the advent of the American

Association of Advertising Agencies – a regulatory body that would be responsible for overseeing the advertising industry and introducing legal changes if needed.

During the next decade, the United States (and the whole television advertising industry in general) were exposed to the single sponsor trend that ultimately took over the country and created premises for further development of advertising. The idea behind being a single sponsor consisted in the fact that there was a single business operator who would sponsor the whole program and then proceed to creating ads for marketing their products and services (Andrews & Shimp, 2017). This is significantly different from what we can see today as nowadays, there are businesses buying their advertising spots on the network, leaving room for multiple businesses. The two companies that successfully used the single sponsor trend for their benefit were Colgate and General Electric (Turow, 2018). Throughout the 1950's, the first television advertising also made its way to the European television, where the first toothpaste commercial of Gibbs Toothpaste was released in 1955.

The next decade became symbolic for television advertising because it introduced the concept of commercial breaks – this milestone became critical for businesses as it allowed companies to interrupt TV series by showcasing their products and services. During the 1960's the single sponsor trend was moved from the frontlines of television advertising as multiple companies could be using the same advertising platform collaboratively, without having to get into a rivalry for the single advertising spot (Newcomb, 2014). This option ultimately became the best opportunity for businesses to expand because there were companies such as Crest and Tide that quickly concluded that television advertising might be one of the most resourceful means of marketing. Newcomb (2014) also claimed that the average duration of advertising spots during the 1960's was from 30 to 60 seconds with a total of approximately 10 minutes of advertising throughout a 1-hour-long television program.

The 1970's in television advertising became the era of innovation and controversy. For example, the administration closely monitored advertising that could be seen on television and soon all spots promoting cigarettes and smoking were banned (Kellner, 2018). This created a huge controversy between companies behind the ads and the government because television networks significantly benefited from cigarette commercials and an update to their commercial policy would reduce the amount of financial gains. As specified by Bell (2016), throughout that decade, the growth of alcohol companies marketing could also be witnessed as television advertising started expanding and reaching out to even more industries.

The next two decades created premises for even more expansion for television advertising as the amount of time that ad spots took from the 1970's to 1990's increased from an average of 10 to an overall of 20 minutes. Closer to the end of the 20<sup>th</sup> century, the American television had seen the introduction of TiVo – a television scheduling program that could be used to skip commercials – that received serious criticism from businesses that significantly benefited from their marketing initiatives (Ansari, Garud, & Kumaraswamy, 2016). The 1990's also became the decade when famous sportspersons and actors started making appearances in television advertising, creating the niche for a whole new kind of ad spots that could attract even more potential customers. The biggest feature of television advertising that grew during the last decade of the 20<sup>th</sup> century was the launch of cable television that made it possible for smaller companies to market their products on television as well (Ansari et al., 2016). The only difference consisted in the fact that smaller companies could not reach the nationwide level and had to market their services and products locally. Therefore, the five-decade history of television advertising could be described as having both unique advantages and disadvantages.

As for the modern view of television advertising, there are both positive and negative outlooks as there are two major groups – the ones who nurture television advertising and the ones who criticize

it. The statistics show that way less people are watching live television compared to the 20<sup>th</sup> century due to the fact that television companies are moving toward a digitalized form of television (Kitchen & Proctor, 2015). Some of the individuals who still tend to watch ‘classic’ television display similar behaviors with the only difference being they often record programs to watch them later. Generations X and Y are currently watching television not only with the help of TV sets as there are many other devices that allow for streaming. On the other hand, Baby Boomers do not spend as much time checking social platforms and YouTube, for example. Nonetheless, all of the generations still spend time watching television – either live or delayed – which benefits advertisers.

The Millennials, on the other hand, have quite different viewer habits (similarly to Generation Z) as they are willing to create their unique viewer experience and select only the sources of information that are of interest to them. Instead of watching television, these individuals address Instagram, YouTube, and numerous other online platforms that they can relate to (Campbell, Martin, & Fabos, 2018). Television advertising is still useful with these populations as the Generation Z and the Millennials still tend to watch live television, but the average time spent behind the TV screen is much lower than among their elders. This is why the concept of television advertising is recurrently evolving and trying to approach the target audience carefully so as to increase effectiveness of advertising even among those populations that do not spend much time watching TV. The value of modern television advertisements is mostly aimed at allowing companies to target older people who are used to watching television as compared to going through Facebook or Instagram feed (Bellman, Robinson, Wooley, & Varan, 2017). As an advertising tool, television should be used cautiously so as to let the company reach as many target customers as possible because younger populations might consider their control over viewership to be one of the key advantages linked to online interaction with advertising.

#### **4. THE ADVANTAGES AND DISADVANTAGES OF TELEVISION AS AN ADVERTISING TOOL**

##### **4.1. The Advantages**

The first advantage of using television as an advertising tool is the ability to reach more viewers as a sole TV spot could lead the company to disclosing its products and services to a huge number of potential customers (Crommelin, Gerber, & Terblanche-Smit, 2014). Given the popularity of watching TV, it may not be surprising to see viewers visiting online or physical stores after seeing an advertisement on television. More than half of modern television viewers may be expected to make a purchase right after being exposed to an advertisement which is considerably higher compared to social media advertising and other types of online media. Compared to television advertising, for example, potential customer base of radio stations is much smaller as there is a bigger number of local radio stations that usually focus on just one type of demographics (Brasel & Gips, 2014). Television, contrarily, creates larger segments that react to advertising differently and are generally more receptive to marketing initiatives shared by companies through TV spots. The more creative a television advertisement is, the more popularity it will gain among the audience – this is why Super Bowl commercials might be even more anticipated among the viewers than the sporting event itself.

One more benefit that television advertising brings to the table is that companies are free to target any audience they want. This is also the key means of building engagement on other platforms such as social media and create room for the company’s expansion based solely on the influence of an advertisement (Qualter, 2016). Television advertisers have practically limitless capabilities because they have the right and ability to purchase spots at different times: for instance, toy manufacturers typically market their products during morning cartoons on Saturday while local bars could make the best use of sporting events to market their services. The choice may also relate to the issue of

whether to keep the demographic narrow or wide or to support a local or a national TV station (Creeber, 2015). Television advertising is a clear way to encourage viewers to purchase the product as an ingenious TV spot could raise brand awareness and expand the reach – with the help of social media campaigns and innovative technologies this task could become even easier. Knowing that many viewers spend time with their smartphone, tablet, or laptop in their hands, it may not be surprising that their friends could also become encouraged to buy a certain product after the viewer shares some attractive information with them (Stafford & Faber, 2015). Television advertising aims at the viewers' subconsciousness and draws their attention to the products and services by means of audio-visual content that is eliciting, funny, and memorable.

The most vital advantage that modern television advertising has over its rivals is the ability to generate a captive audience. Even if an advertising is just as long as ten seconds, if the spot is interesting and extraordinary, it will be enough to motivate viewers to purchase the product as it will be placed in the spotlight (Spotts, Purvis, & Patnaik, 2014). There will be no rival ads positioned anywhere close as television advertising does not have a lot in common with different print media types where ads are generally smaller in size and get placed near the direct competitors' ad spots. As for the radio, a company might need to sign contracts with multiple radio stations in order to reach every potential customer due to the fact that radio listeners flip stations rather often and might miss on the call-to-action provided by the company (O'Guinn, Allen, Semenik, & Scheinbaum, 2014). Therefore, television is a strong advertising tool because it takes away the original company's product from its competitors and showcases it properly, focusing on all the strong sides that other products are lacking.

Even if television advertising spots are often more expensive than their radio or newspaper counterparts, the latter do not bring such levels of reliability and customer fidelity. The price that companies pay to cover financial expenses related to television advertising returns to them in the form of influence that they have on the audience: television ads are among the most trustworthy options in the market regardless of what kind of promotional material is shared by the advertisers (Gillan, 2014). The advantage of television advertising also consists in the fact that it creates opportunities for sophistication and expose the audience to an audio-visual stimulation that outruns any other advertising medium by far. The team could play around with camera angles, presentation, an overall view of the product, and many other aspects that will never be achieved with the help of radio ads or printed materials. Through a television advertising, the company could explain the core advantages of its products or services while demonstrating them in real life as a combination of pictures (or videos) and sound (Chen & Lee, 2014). Compelling headlines that are usually used to attract viewers to printed ads and sound effects used in radio advertising are important, but it is much more beneficial to utilize them at the same time.

A smart television ad spot could be able to attract one's attention regardless of what they were doing at the moment due to the fact that it could be perceived as visiting potential customers' households and telling them why the given product was the best while also demonstrating it (Wharton, 2014). Therefore, television advertising reaches customers right where they are and offers them a chance to see the product without visiting physical stores. On the other hand, television advertising is a powerful tool because it can lead viewers to displaying empathy and the whole variety of other human emotions that could lead to a purchase. Television ads do not simply retell the benefits of a products but present it in a way that makes the audience react (Belova, Chang Rundgren, & Eilks, 2015). Some ad spots are created to make the audience laugh, other make one cry, but the benefit remains the same for all – television advertising is a thought-provoking approach to marketing that can be controlled just enough to cause certain behavioral patterns in the audience.

#### 4.2 The Disadvantages

The biggest issue linked to television advertising is that there are no definite chances that the viewers are going to see ads at all, as they often choose to work on their personal needs during a commercial break (Lim, Ri, Egan, & Biocca, 2015). Therefore, they are going to get back to the series without seeing the advertisement and the marketing effort will get no views respectively. On the other hand, television advertising is rather costly and it could significantly influence the company's budget with the latter having to spend enormous amounts of financial resources even for a single spot (especially if that spot might be aired during prime time). Getting viewers back to the TV screen is a powerful challenge that is also strengthened by the idea that the audience can use remote controls that have built-in zipping and zapping options (zipping means skipping commercials while zapping means to switch channels in order to evade advertisements) (Fransen, Verlegh, Kirmani, & Smit, 2015). On the other hand, the process of creating a high-value advertising involves hiring video specialists, script writers, actors, and many other individuals who deserve a financial remuneration. Given the fact that the effectiveness of an ad can only be increased through repetition, the company will have to spend additional money to buy additional ad spots.

Another issue that cannot be evaded when dealing with television advertising is that any changes are practically impossible to introduce during the latest stages of deployment. When it is a broadcast or a print source, any errors can be edited quickly where television advertising leaves advertisers stuck with the final product unless they are going to invest in re-editing and reshooting (Harun, Teo, Hussin, & Nasir, 2014). There is no guarantee that the wrong ad is not going to air several times before the correct one will be sent to the content editors either. On the other hand, television advertising might be a bad choice because the process of targeting the potential customers is either a win or a loss and there is no in-between result that could be beneficial to the company. This is why many businesses fail to penetrate the market and succeed while trying to market their products to everyone and spend money on ad spots that do not relate to their target audience in any way (Cole, DeNardin, & Clow, 2017). Instead, businesses should work on minimizing the extensiveness of their potential customers so as to be as specific as possible.

This leads us to another disadvantage of television advertising which consists in the lack of choosiness available to viewers. Television, as an advertising tool, often leads to overexposure because businesses fail to point out the audience that would be willing to receive the message and purchase products or services being marketed (Redondo & Aznar, 2018). It creates less options for cost-effectiveness and averts advertisers from realizing the potential of resources available to them. Out of the entire population, the team would not be able to distinguish a particular group regarded to as the target audience. Knowing that practically all television commercials are created to go beyond the target audience, it is not surprising that the amount of financial resources required to create a successful ad campaign quickly goes out of range of small- and medium-sized enterprises (Duffett, 2015). Currently, promoters are trying to make the best use of selectivity but it is hard to compete in terms of choosiness with newspapers, radio, and other conventional sources of advertising such as direct mail.

The last disadvantage that can be reviewed within the framework of the current paper is the short life cycle of television advertising. According to existing evidence, the average length of a TV commercial is approximately 30 seconds which only accounts for one sales demand that can be made by the presenter (Jefkins, 2016). On the other hand, viewers do not get anything tangible to examine after viewing the ad, which makes television advertising a short-lived presentation of a product that has a limited number of chances to appeal to the potential customers. Commercials are becoming shorter continuously because of the growing demand for certain products and the length of potential broadcast time tending to zero. In order to keep their budget intact, companies also have to cut on ad production, and it ultimately results in shorter commercials that are harder to remember after some time (Handa & Sharma, 2015). Without the ability to reinforce their essential message,

businesses will not be able to accomplish organizational objectives and attract more customers to their brand.

## **5.CONCLUSION: THE FUTURE OF TELEVISION WITHIN THE GLOBAL ADVERTISING MARKET**

The first potential change that is most likely to affect advertising in television is the fact that television channels are going to disappear completely. The biggest potential that television advertising could help advertisers to realize is the switch to on-demand technologies that would take away the viewers from having to access television programs via specific channels (Kumar & Gupta, 2016). The current growth of such technologies as IPG and VoD creates opportunities for television companies to broadcast their programs more freely and not link their activity solely to TV sets. By creating an experience that is user-controlled, advertisers could create more ad options for the brands that are contingent on the size of their audience. This would also create premises for the promotion of specific episodes instead of having to market the whole product at all times (Strangelove, 2015). By changing the operation method to on-demand, television companies could gain more attention from viewers and create advertising that would not depend on timings or preset commercial breaks.

On the other hand, we are most likely to see how the process of segmentation is also going to change, given the fact that innovative technologies create room for novel ad insertion and delivery capabilities. Current management initiatives are much more focused on data analytics, meaning that this trend is going to remain alive in the future (Liaukonyte et al., 2015). Therefore, television advertising – as a tool – is going to contribute to the reporting process and help advertisers gain more insight into how the brand is perceived and what are the key areas of impact that have to be supported. The fact that product placement call-to-actions continue developing, the role of television advertising could also be transforming into a campaign-creating instrument that could help the team integrate even more ad spots into the most popular series (Tryon, 2015). In the future, all kinds of entertainment presented via television would become the branded versions of themselves, giving rise to infomercials and smooth transitions to ad integrations.

Another thing that is going to change is the level of individuality included in television advertising as spots are going to become even more particular than today. The current trends show that television advertising has all the chances to step away from the segmented approach and creatively reach out to individual customers based on their unique characteristics and interests (Gimpel, 2015; Lotz, 2014). The growing level of personalization would also mean that companies using such an approach to television advertising are aware of their customers' individuality and are willing to support it by any means. Most probably, future advertising will be able to change essential elements of commercials in order to tailor it to the customer's wishes – for example, car color, car driver, even the message that is conveyed to the viewer (Katz, 2016). Compared to its prior iterations, future television advertising would become much more based on metadata so as to cut the costs and allow for dynamic automated modifications contingent on the customer.

It is also critical to remember that in the future, television advertising will allow viewers not only personalize their experience but also get involved with the ads. Given the increased user involvement, it will be reasonable to expect conversion rates to go up as well (Bellman, Kemp, Haddad, & Varan, 2014). Popular movie characters could be used by brands to continue building integration opportunities and associating television programs with ad spots. There will be new forms of marketing appearing as the whole idea of television advertising is going to extend and new apps supporting customized ad placements will be deployed. For example, there could be an application where a model from a modern TV show would be assisting the viewers pick their perfect outfit (Bellman et al., 2014). The opportunities in terms of ad customization are limitless

and brands could make the best use of such extended options in order to build trust among both existing and potential customers.

To conclude, future television advertising could make the best use of 3D and virtual reality technologies so as to contribute to the increasing engagement of TV ads as well. The future of television advertising, despite several disadvantages, looks really bright as the advent of new technologies creates even more room for improvement and customizations. Contemporary audience likes to engage into interactive activities so it may be critical to support television as a global marketing tool because it offers irreplaceable opportunities and elicits trust in the audience. The trend of television advertising should not be limited to mere audio-visual presentations as there are much more prospects that can be associated with this form of content that attracts millions of viewers to TV screens and serves as the key means of getting users acquainted with essential products and services of any given company.

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