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BREAKING NEWS

[05.20.08 - 11:21 AM]

NBC UNIVERSAL CABLE HAS TOP THREE ENTERTAINMENT NETS FOR AD RECALL

Released by NBC

[NOTE: The following article is a press release issued by the aforementioned network and/or company. Any errors, typos, etc. are attributed to the original author. The release is reproduced solely for the dissemination of the enclosed information.]

NBC UNIVERSAL CABLE HAS TOP THREE ENTERTAINMENT NETS FOR AD RECALL

Bravo, SCI FI, USA Top IAG Rankings For General Recall, Brand Recall and Message Recall of Standard Ads

Bravo A Stand Out Among Cable Entertainment Nets for Program Engagement and In Program Placement

NEW YORK May 20, 2008 NBC Universal Cable Entertainment today announced findings from IAG Research on ad effectiveness and program engagement. In the first quarter, three NBC Universal Cable nets, Bravo, SCI FI and USA, took the top positions in General Recall, Brand Recall and Message Recall among all ads to air on each network. Additionally, Bravo stood out among entertainment nets in Program Engagement. The announcements were made by Jeff Gaspin, President and Chief Operating Officer, Universal Television Group.

"This data validates the strategies we have put into place at the NBC Universal Cable Entertainment networks," said Gaspin. "Our aim is to provide both an effective environment for our advertisers and an engaging consumer experience and we're creating both through our outstanding programming and innovative marketing."

"Our clients are looking for the right environment for their ad messages and the best metrics to demonstrate the return on their investment,' added Steve Mandala, Executive Vice President of Cable Ad Sales, NBC Universal. "Today's data only underscores the value we bring to our advertising partners by connecting their marketing efforts to the unique and distinct brands of our leading cable entertainment networks."

For standard ads, NBC Universal's Bravo, SCI FI and USA took the top three spots in the categories of General Recall, Brand Recall and Message Recall, demonstrating effective environments for advertiser messages. Among cable entertainment nets, Bravo leads by significant margins in Program Engagement and has delivered some of the top In Program Placements, indicating close viewer attention to programming.

This study follows IAG's published report of the most effective product integrations on television for 2007, in which four of the top five product integrations on cable were on Bravo. In all, NBC Universal platforms had eight of the top ten, with the other four on NBC. The integrations were judged most effective based on their positive impact on brand opinion.

The IAG results illustrate a higher ad-impact strategy defined in research studies undertaken by NBC Universal Cable Entertainment, including a study done in coordination with the University of Connecticut and GE's EdgeLab. The EdgeLab study identified ways to increase viewer engagement in the development process that would translate into a higher impact environment for advertisers. In this increasingly competitive ad market, NBC Universal is committed to be at the forefront of developing strategy to improve ROI metrics for advertisers.

Source: IAG data, Measured Nets, 1/1/08 to 3/31/08. Standard Ads includes all non-sports programming, A18-49. Cable Prime: Monday - Sunday 6PM to 12AM.

IAG Definitions:

General Recall: The percentage of exposed viewers that are able to recall the general elements of the ad. General Recall reflects how memorable the ad is.

Brand Recall: The percentage of exposed viewers that recall the name of the brand/product being advertised. Brand Recall reflects how well the advertiser's brand is breaking through to exposed viewers.

Message Recall: The percentage of exposed viewers that recall ad's message. Message Recall reflects how well exposed viewers understand the message of the ad.

Program Engagement: Measures a media platform's ability to deliver an attentive audience to advertiser's commercials.

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BREAKING NEWS



[05.21.08 - 01:32 PM]

BRAVO EXPANDS PRODUCTION AND DEVELOPMENT TEAMS

Among the promotions: Andy Cohen has been upped to Senior Vice President, Original Programming and Development.

[05.21.08 - 01:31 PM]

NBC UNIVERSAL DEBUTS ONE-OF-A-KIND 'HEROES' TRADING CARDS FROM THE TOPPS COMPANY

Ninety cards are featured in the first set, which focuses on characters and scenes from the first season of the show.

[05.21.08 - 11:51 AM]

QUICK TAKE FOR TUESDAY, MAY 20, 2008 (NATIONAL LIVE + SAME DAY PROGRAM RATINGS)

ABC spins the numbers for Tuesday, May 20.

[05.21.08 - 11:47 AM]

EVIL REIGNS SUPREME ON COMEDY CENTRAL! NETWORK RENEWS "LEWIS BLACK'S ROOT OF ALL EVIL" FOR A SECOND SEASON

"I am conflicted. I am thrilled it's been picked up but it means I have to go back to work," said Black.

[05.21.08 - 11:44 AM]

HIT SERIES "TORI & DEAN: HOME SWEET HOLLYWOOD" RETURNS FOR THIRD SEASON ON JUNE 17TH AT 10PM ET/PT

The series is set to premiere on June 17th at 10pm ET/PT with eight one-hour episodes.

[05.21.08 - 11:42 AM]

TORI SPELLING AND DEAN MCDERMOTT HOST "OXYGEN'S 25IEST: POWER COUPLES" - A LOOK AT THE 25 COUPLES WHO ARE MAKING A MARK ON POP CULTURE

The duos are broken down along the lines of "STYLEiest," "MONEYiest," "SEXiest," "LOVEiest" and "IMPACTiest" to reveal "how they've made their unique imprint on pop culture."

[05.21.08 - 10:21 AM]

TWO-HOUR SEASON FINALE OF "NCIS" LEADS CBS TO ITS LARGEST TUESDAY AUDIENCE OF THE SEASON

CBS spins the numbers for Tuesday, May 20.

[05.21.08 - 09:20 AM]

PEARL JAM, FOO FIGHTERS AND THE FLAMING LIPS PAY TRIBUTE TO LEGENDARY ROCK BAND THE WHO IN THIRD ANNUAL 'VH1 ROCK HONORS' PREMIERING THURSDAY, JULY 17 AT 9:00PM* FROM THE PAULEY PAVILION IN LOS ANGELES

Tickets will go on sale for Who Fan Club members on Friday, June 6 and the general public on Sunday, June 8.

[05.21.08 - 09:19 AM]

"THE 51ST ANNUAL GRAMMY(R) AWARDS" WILL BE BROADCAST LIVE FROM STAPLES CENTER IN LOS ANGELES, FEB. 8 ON THE CBS TELEVISION NETWORK

Nominations will be announced in Los Angeles on December 4.

[05.20.08 - 04:09 PM]

SCI FI CHANNEL HITS HISTORIC RATINGS HIGHS WITH ORIGINAL SPECIAL MYSTERY OF THE CRYSTAL SKULLS PART OF INDIANA JONES TRILOGY WEEKEND MAY 17-18

Sci Fi spins the numbers for May 17-18.

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