TOP 5 MOST RECALLED BRANDED INTEGRATIONS—REALITY

1 Travelocity
The Amazing Race
(CBS, Oct 9)
170 (recall index)

Phil Keoghan tells challenge winners that they have won a trip to Dubai.

2 Travelocity
The Amazing Race
(CBS, Dec 4)
164

Andy and Tommy win cars by winning the last leg.

3 Travelocity
The Amazing Race
(CBS, Oct 23)
162

Phil Keoghan tells challenge winners that they have won a trip to Bali.

4 BLT Restaurant
Hell's Kitchen
(FOX, Sep 19)
161

Paul shouts he is the head chef.

5 Pepsi
The X-Factor
(FOX, Oct 25)
150

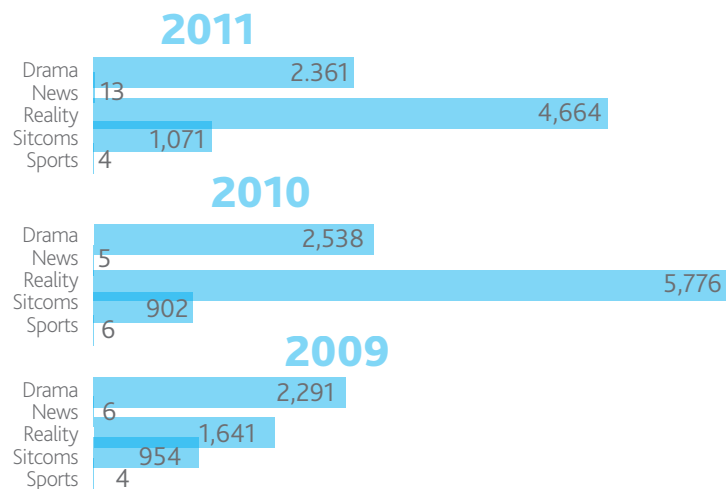Cups are on the judges' table while they watch the contestants perform.

TOP 5 MOST RECALLED BRANDED INTEGRATIONS—SCRIPTED (Drama/Sitcom)

1 Purell
The Big Bang Theory
(CBS, Oct 27)
209 (recall index)

Sheldon uses hand sanitizer after he puts a live snake in a desk drawer.

2 Red Bull
Suburgatory
(ABC, Sep 28)
206

Tessa describes the official drink of suburbia; people drink it repeatedly.

3 Porsche
Two and a Half Men
(CBS, Jan 2)
205

Alan is bribed to vote by a brand new red car.

4 Milton Bradley - Twister
The Big Bang Theory
(CBS, Nov 17)
199

Amy suggests that the group play the travel version of a game.

5 Wizards of the Coast Games Dungeons & Dragons
The Big Bang Theory
(CBS, Oct 6)
198

Wolowitz comments on the way that Sheldon plays a board game.

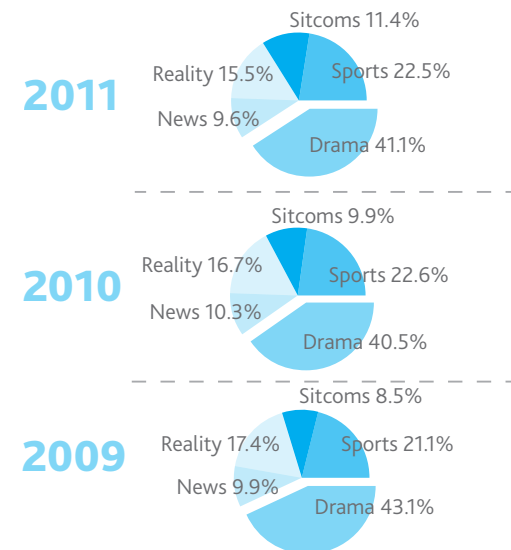**Brand/product integrations in Primetime Broadcast Programs**
Read as: In 2011, TV viewers were 70 percent more likely to recall the Travelocity mention during the October 9 airing of Amazing Race (CBS) than they were any other brand/product mention in a reality program

PRODUCT PLACEMENT OCCURRENCES*
BROADCAST

2011
Drama	2,361
News	13
Reality	4,664
Sitcoms	1,071
Sports	4

2010
Drama	2,538
News	5
Reality	5,776
Sitcoms	902
Sports	6

2009
Drama	2,291
News	6
Reality	1,641
Sitcoms	954
Sports	4

*Primetime entertainment programming on five Broadcast networks (ABC, CBS, CW, FOX, and NBC). First-run episodes only. As a result of coding enhancements implemented in 2009, occurrence counts now reflect the total number of show segments in which a brand/ product appears or is mentioned.

SHARE OF PRIMETIME VIEWERSHIP

2011
Sitcoms 11.4%
Reality 15.5%
Sports 22.5%
News 9.6%
Drama 41.1%

2010
Sitcoms 9.9%
Reality 16.7%
Sports 22.6%
News 10.3%
Drama 40.5%

2009
Sitcoms 8.5%
Reality 17.4%
Sports 21.1%
News 9.9%
Drama 43.1%

SOURCES
1. Nielsen, NPOWER, Live+7, Prime (9/21/11 – 1/29/12)
2. Nielsen, NPOWER, Live+7 v. Live, Prime (9/21/11 – 1/29/12)
3. Nielsen, Ad*Views, Prime (2011)
4. Nielsen, PlaceViews, Prime, Broadcast only (2011)

ADVERTISING & AUDIENCES

PART 1: PRIMETIME BY GENRE

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AN IN-DEPTH LOOK AT AUDIENCES AND ADVERTISING
PRIMETIME BY GENRE

Consumers have more TV choices than ever before, both in terms of how and where they tune in and what they watch. Nielsen—in the first of a three-part series of insights that tackles these questions—looks at the viewership and advertising across five traditional primetime genres.

Season-to-date among the select group of genres during Prime, Dramas account for 41 percent of viewership, 58 percent of timeshifted viewing, 35 percent of TV ad spend, and 29 percent of broadcast product placements.

Broadcast and Cable. Primetime is defined as Monday–Saturday 8pm to 11pm and Sunday 7pm to 11pm.
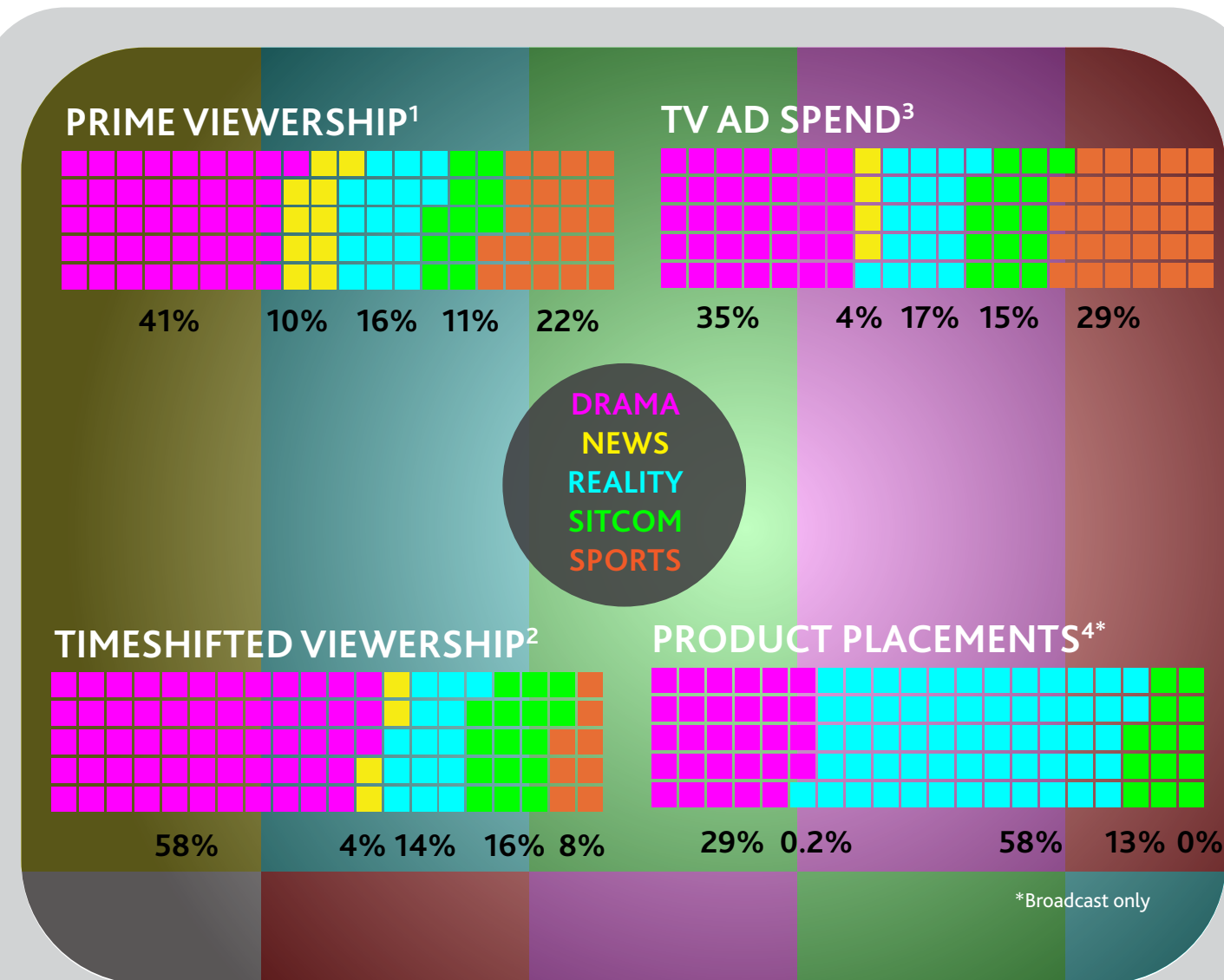
Source: Nielsen

TRAVELOCITY
Most Recalled Brand in a Primetime Reality Program
70% more likely to recall the Travelocity mention during the October 9, 2011, airing of Amazing Race (CBS) than they were any other brand/product mention in a reality program

PURELL
Most Recalled Brand in a Primetime Scripted Program
TWICE as likely to recall the Purell mention during the October 27, 2011, airing of The Big Bang Theory (CBS) than they were any other brand/product mention in a scripted program

Share of primetime viewership to
SITCOMS
increased 2%
from the same time period a year ago

PRIME VIEWERSHIP[1]
41% 10% 16% 11% 22%

TV AD SPEND[3]
35% 4% 17% 15% 29%

DRAMA
NEWS
REALITY
SITCOM
SPORTS

TIMESHIFTED VIEWERSHIP[2]
58% 4% 14% 16% 8%

PRODUCT PLACEMENTS[4]*
29% 0.2% 58% 13% 0%

*Broadcast only

4,664 number of product placements in broadcast Reality programming, accounting for over half of all placements in 2011

$4.1B was spent on advertising in primetime Sports programming in 2011

42.9% of time-shifted primetime broadcast programming is played back the same day it was recorded.

87.6% is played back **within three days**

nielsen