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Is traditional TV advertising still relevant ?

Current state analysis and future developments

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Abstract

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The purpose of this thesis was to assess the relevance of traditional TV advertising nowadays, especially in the face of the expansion of digital advertising, through the research question “Is traditional TV still relevant ?”.

Only quantitative research was used in this thesis, and the quantitative research data were all from secondary research. These ones consisted of three papers and five sets of statistics, two coming from Statista and three from Nielsen.

The findings indicate firstly a growing disinterest in traditional television, especially by the new generations, the Millennials and Generation Z, that watch principally streaming TV, while older generations, the Baby Boomers and Generation X watches more traditional TV. Secondly, it has been shown that the profitability of TV advertising alone is nowadays unprofitable, with negative ROI. Then, the use of TV and digital advertising combined has been shown as being more profitable than any other type of strategy, and precisely with an ROI 60% higher than the one obtained with TV alone. Finally, digital tools such as adblockers and privacy control tools have been shown to be threats to digital advertising, but it is possible to bypass them.

The author recommends that the use of traditional TV advertising alone should be discontinued, to turn to strategies still using TV advertising but mixed with digital advertising. It would be the best option to optimize the ROI and effectiveness of traditional TV advertising while getting the benefits of digital media, such as streaming TV.

Keywords: TV advertising, streaming TV, adblockers, privacy control, digital advertising

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Glossary

ABC American Broadcasting Company, a American broadcast television network

AdSense A free advertising tool from Google enabling to earn money through the display of advertisements on websites

AI Artificial Intelligence

AIDA Awareness, Interest, Desire, Action, a communication strategy

Alphabet An American information technology holding company owning, among others, the different tools and app from Google

Android A mobile operating system created by, among others, Google

Apple An American company selling electronics devices as computers (MacBook, iMac), phones (iPhone), tablets (iPad) and others

Apple Music A streaming platform of Apple used to listen to music and radio

ARF Advertising Research Foundation, an non-profit association conducting searches and sharing data about advertising, media, and marketing

ATT App Tracking Transparency, a privacy control tool from Apple

BBC British Broadcasting Corporation, a U.K. public service broadcaster

Bing A free web search engine of Microsoft, an American software maker and seller

Chrome A free web browser of Google

Coronation Street A British drama television series

CPM Cost-per-mile, an advertising measure

CPP	Cost-per-point, an advertising measure
CTV	Connected television, television working thanks to the Internet
Emmys	A range of awards attributed to outstanding U.S. television achievements
Facebook	An online social network focused on the sharing of information about everyday life
Gmail	A free email service by Google accessible through the web
Google	An internet search engine
Google Trends	A tool from Google enabling the access to the search trends entered in Google
Gossip Girl	An American teen drama television series
Grey's Anatomy	A American medical drama television series
GRPs	Gross ratings points, an advertising measure
IDFA	Identifier for Advertisers, a device identifier used by advertisers to track the assigned user
Instagram	An online social network focused on the sharing of information about everyday life
iOS	iPhone Operating System, a mobile operating system created by Apple for its devices
KPIs	Key performance indicators
LinkedIn	An online network that focuses on professional networking and career development

Meta	An American information technology holding company owning social media as Instagram, Facebook and WhatsApp
NBC	National Broadcasting Company, a American broadcast television and radio network
Netflix	A streaming service accessible with a paid subscription
OTA TV	Over-the-air television
OTT	Over-the-top, a video content delivering mechanism from the Internet
Pepsi	An American brand of carbonated soft drink
Prime Video	A streaming service from Amazon accessible with a paid subscription
ROI	Return on investment, a financial measure
Snickers	An American brand of chocolate bar
This Is Us	An American family drama television series
Twitter	An online social network focused on the sharing of short posts (tweets) about various subjects
Tylenol	An American brand of medication used to reduce pain and fever
VOD	Video-on-demand
WhatsApp	An app used to send instant messages
YouTube	An online social media focused on the sharing of video content for free

1 Introduction

Since the 80s, and the emergence of the Internet, the world is living in a digital revolution. Technical advances permit the improvement of many aspects of our society, such as the productivity of industries, communication tools, healthcare, education, etc., and also advertising. With the increase in the population's use of mobile devices, social media, and the Internet, and especially being of different generations, it became clear that advertising also needed to adapt to the digital revolution. Digital advertising seems more efficient, less expensive, more accurate in targeting, and more precise in terms of key performance indicators, and TV advertising seems to be falling behind. In addition, the increase in the demand for streaming content led to the creation of streaming TV, in order to adapt to this evolution, and allow consumers to see more of this content via streaming platforms, which then leads to a decrease in the use of traditional TV.

Knowing all of these changes, it is good to see if traditional TV advertising in its actual form is still a relevant form of advertising, especially in the face of digital advertising. Academic arguments exist about TV advertising's relevance, but their difference of opinion does not help to position themselves on the subject. The purpose of the thesis is therefore to determine, thanks to the study of many reports and precise data and statistics if the TV is still a medium that should be used by marketers to advertise nowadays. The answer to this research question can help new companies, but also existing companies to improve, if necessary, their decisions about how they advertise. It also helps students to better understand this field and increase their knowledge about it.

The literature review allows acquiring all the necessary knowledge to understand the nature of TV advertising and its functioning. Being a communication tool used in marketing, advertising is a subject that has to be understood before talking about TV advertising, as well as the basics of marketing. A clear understanding of this environment, but also the operation of the TV, ensure a better comprehension of the various advantage and constraints related to the use of TV

advertising. The review of the current academical arguments allows to structure of the results section and focus on specific subjects to be studied.

In the results section, the study and linking of existent reports and insights bring decisive elements. Four different subjects are studied. Firstly, the impact of ad-blockers on digital media, and the potential threat they can be to digital advertising. Then, the effectiveness of TV advertising nowadays is studied to know if it has changed since the apparition of digital advertising. After that, a review of the evolution of the impact of streaming content on the audience is studied. Finally, the potential benefits a combination of TV advertising and digital advertising can bring to companies is studied. These different subjects provide elements for discussion, and allow to respond to the research question « Is traditional TV advertising still relevant ? ».

2 Literature Review

This literature review gives the basis to understand the topic of this thesis. Firstly, this chapter starts with a short section about the history of advertising. Then, it is followed by the basics necessary to understand marketing, as the main subject of the thesis, advertising, is one of marketing's activities. After that, there is a section focused on all the theories regarding advertising which could have been given since the last century, as well as the basics of advertising, such as its functions, roles, and communication model. Then, the last section is concentrated on TV advertising, the different types of TV, how advertising works on this medium, and its business model. This section is followed by one talking about the future of advertising, and finally, the last section discusses the current academic arguments for whether traditional TV advertising is relevant to use or not nowadays.

2.1 History of Advertising

We often do not realize how old advertising is, but in fact, the first advertisements appeared around 4000 BC. At this time, in Ancient Rome or in Arabia, it was possible to find, on papyrus, the first form of advertising, about political campaigns, or messages from commerce. However, even if there are written traces of advertising, it is important to note that, until the medieval period, the most common method of advertising was word-of-mouth, which corresponds to the oral transmission of information, about a product or a seller, that could happen during a simple communication. This is after the creation of printing by Gutenberg in 1439, when the first paper advertisements appeared, mainly on flyers or brochures, that advertising really started to evolve. Newspapers and magazines have been published since the 1600s, but it was in 1704 that the first advertisement appeared in the Boston News-Letter, an American newspaper.

It is also around this period that the term “marketing” as known nowadays was created, and thus this came after the emergence of the first advertising. The 18th and 19th century marks the period of the industrial revolution, a period with a lot of technological, scientific, and transportation innovations. All these innovations were used by industries, that realized that they could, thanks to them, produce more for cheaper, but also expand their customers by exporting their products to other cities/countries. Whereas before mass production, goods were produced only to respond to a need from the consumers, they were now produced to be sold in as large quantities as possible in order to make the most money possible. Industries, therefore, started to use marketing strategies, in which advertising was included as a promotion tool, in order to make the consumers desire their products even if they did not need them, which drastically changed the way people consumed. This major change in consumption also marked the beginning of the golden age of advertising. During this period, the advertising format began to change. Advertisements using sex appeal, nudity, and psychology started to be shared. It was also in the 1920s that the US government started to use advertising. In the 50s, after World War II, the first advertisement was broadcast on TV. With this expansion in the media used to spread advertising, the

understanding of how advertising works from a psychological aspect became a subject increasingly studied. Furthermore, the researchers of that time were to receive another surprise, as in 1973, the creation of the World Wide Web was the perfect opportunity to expand the activity of advertising.

Between 1978 and 1994, everything accelerated: the first emails and first text messages containing ads were sent, newspapers were increasingly sold, the TV ads became more and more developed. Digital advertising was beginning to take hold in our society, and it was not about to stop. At the end of the 90s, between 1995 and 2000, with the expansion of the use of computers, came the arrival of search engines and the tools to run ad campaigns as AdWords from Google. Shortly after, between, 2003 and 2007, the first social media, such as Facebook, Gmail, Twitter, or LinkedIn, were created. The online and mobile ads developed at a crazy pace during this period and were always assisted with tools such as AdSense for example. The development of YouTube and its online videos around 2008, and the expansion of the number of social media in the 2010s started to create large revenues and so began the best leads generator. Nowadays, the development of AI and automation tools has made these processes easier and faster to do than ever, making them commonplace. (Joshi 2022; Nikki 2022; Softcube 2020)

2.2 Basics of Marketing and the place of Advertising

2.2.1 Marketing

Following this overview of the history of advertising, is a review of the foundations of the subject matter. As seen, even though it appeared before the creation of marketing, advertising has been included as one of its promotion tools. For Philip Kotler, an American professor of international management considered one of the founding fathers of marketing, marketing can be defined as “the process by which companies create value for customers and build strong customer relationships to capture value from customers in return” (Kotler, Armstrong,

Harris, and Piercy 2013: 4). As the definition implies, marketing is centred around the customers more than all the other functions that can be found in the business.

2.2.2 Function of Marketing

Concerning the use of marketing in businesses, Kotler mentions two main goals of this practice, once again turned in favour of the customers. The first one is “to attract new customers by promising superior value”, and the second one is “to keep and grow current customers by delivering satisfaction” (Kotler et al. 2013: 4). To be able to reach these goals, it is necessary to analyse data related to the customers. Indeed, to be able to attract new customers as much as to keep them, marketers need to research information about their customers or potential ones, and then analyse the data found, in order to find the superior value that would meet their needs or wants, or find what could be improved regarding the relationship between the company and the actual customers.

2.2.3 Advertising in Marketing

In marketing, there is a model used to illustrate, in a simplified version, what is marketing. Created by Kotler and Armstrong and named the “Marketing Mix and Strategies”, the model reviews the key points to consider and study, through different types of strategies, when marketers develop the strategy they will adopt, to put a product or service on the market.



Figure 1. Marketing Mix and Strategies model (Authors' interpretation of Kotler's model).

This model is centred around one important main goal: to create customer value and relationships. To achieve this goal, four levels need to be studied and planned. The first level is focused on the customers: who and how to create value for them through the company's product. To determine this, marketers will use different customer value-driven marketing strategies, such as segmentation (create sub-groups among the consumers), targeting (choose the sub-group who is most likely to be potential customers), positioning (define the image the company wants to have their customer's mind), and the differentiation (define the competitive advantage of the product). Secondly, when the first key points have been defined, comes into play the marketing mix, which is composed of four controllable marketing tools, the product, the price, the place, and the promotion, will have to be chosen so that the company can reach the intended audience, but also in order to receive the desired results. Then, the third level represents how to create an effective marketing plan, passing through different phases: the analysis of the data, the plan of how to develop strategic plans, the implementation of these strategic plans, and the control, the evaluation of the

results. All these steps can be repeated infinitely if inconclusive. Finally, the last level corresponds to the external environment, which also needs to be analysed to be able to adapt quickly and effectively in case of change.

The Marketing Mix needs to be known by every single person who would like to work in marketing, especially in advertising. This model of marketing, made known and developed by Professor Neil H. Borden at the end of the 1940s, and also called “the four Ps”, can be defined as the “set of marketing tools that the firm uses to pursue its marketing objectives in the target market” (Kotler 2000: 9). As a reminder, the “four Ps” are the product, the price, the place, and the promotion.



Figure 2. Marketing Mix model - 4 Ps (Authors' interpretation of McCarthy model, 2023).

The ‘P’ of product is the central element of the marketing mix, as the three other depends on it. Indeed, if there is no product, there is no marketing mix. The

product, therefore, refers to the establishment of all the characteristics that will define it, for example, its conception, its features, its name, or its packaging. Then, the price is an important element as it will determine the number of sales, but also the positioning of the product and its yield to the company. It will be calculated to have a correct margin, and elements such as potential discounts will be thought about. Concerning the place, it relates to the location of the business and the distribution channel. Depending on the target customer and their habits, some choices concerning the place will be more coherent to use and will ensure a better optimisation of the sales. The last element of the marketing mix is promotion, the one looked at throughout this thesis. In point of fact, advertising is part of the promotion mix, “the company’s primary communications activity” (Kotler et al. 2013: 418). Promotion is linked to all the ways to communicate about the brand so as to make it known. The tools used to do that are advertising, sales promotion, public relations (e.g. press releases, etc.), personal selling (e.g. trade shows, etc.), and direct marketing (e.g. emails, flyers, etc.).

2.3 Advertising

If advertising is defined so that everyone understands it, it would be “advertising any paid form of non-personal presentation and promotion of ideas, goods, by an identified sponsor” (Kotler et al. 2013: 418). However, what is not present in this definition, and which has been repeated over the last century when talking about advertising is that it is based on a principle of effective communication, the principle that it is necessary to understand to ensure effective advertising.

For example, for Mackay (2005), advertising is simply an idea based on effective communication, this one has been carried out thanks to a clear understanding of the targeted audience, a precise definition of the idea communicated, a precise knowledge of the effects expected, and a clear comprehension of how the process of communicating works. This idea of effectiveness has always been

closely linked to the principle of advertising, even if a certain evolution of its definition has been observed throughout the decades. Indeed, during the 20th and 21st centuries, two authors, Colley and Wilmshurst, expressed their idea of how to consider an advertisement as “effective”.

The version of Colley (1961) is based on the understanding of four levels:

- The prospect must first be aware of the existence of a brand or company
- He must have a comprehension of what the product is and what it will do for him
- He must arrive at a mental suspicion or conviction to buy the product
- Finally, he must stir himself to action

Colley considered the audience’s reaction and not simply the content of the advertisements. When studying marketing, the AIDA method can be recognized in these lines, an alternative commonly taught and used nowadays when it comes to creating content designed for an audience of potential future consumers, the “people who buy or use products to satisfy needs and wants” (Wells, Burnett, Moriarty, 2003: 96). AIDA is an abbreviation of Awareness, Interest, Desire, and Action, which name all the steps that need to be focused on when doing

marketing as they trace the customer journey. To respect all of these steps ensures successful marketing.

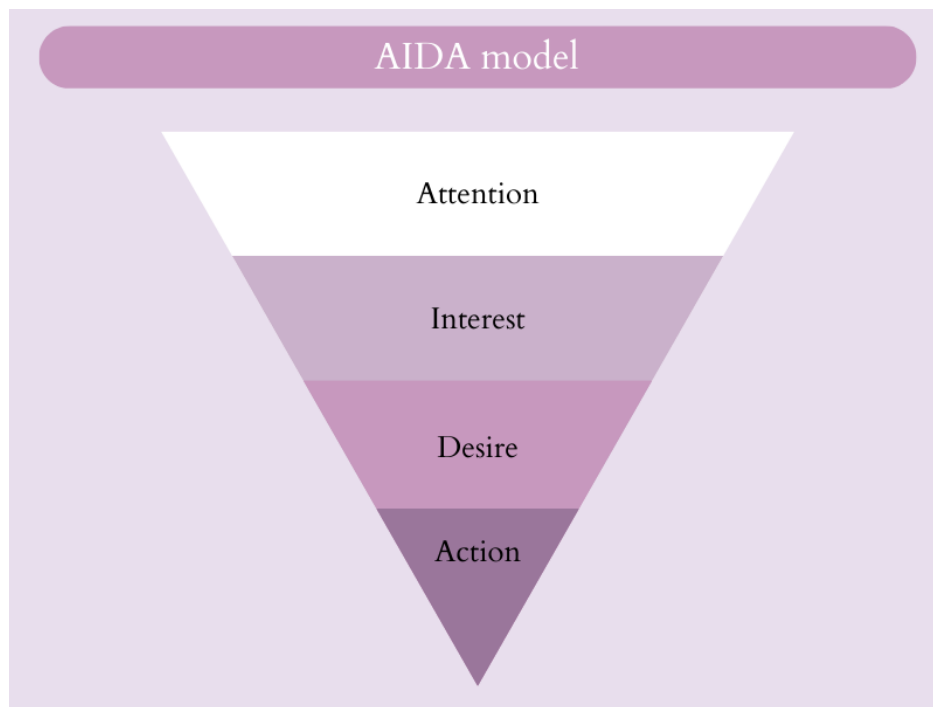


Figure 3. AIDA model (Authors' interpretation of Lewis' (1898) model).

Going back to the 2000s, Wilmshurst also says that advertising is highly linked to effective communication. For him, this effectiveness is based on :

- A precise definition of to whom we are trying to communicate
- A clear idea of what we need to communicate
- Some understanding of what effect will happen as a result of the advertising”
- A clear understanding of how the communication process works (Wilmshurst 1999)

All of these theories clearly show a central point when it comes to advertising: knowledge. Having knowledge about the customer, the product, the strategy, and how the communication works are essential to ensure effective communication about the product to the customer, and therefore, effective advertising.

2.3.1 Role and Functions of Advertising

In our society, as mentioned when explaining the marketing mix, advertising has a role of promotion, as paid announcements are “used to reach large audiences, create brand awareness, help differentiate a brand from its competitors, and build an image of brand” (Ouwersloot and Duncan 2008: 10). The majority of the roles mentioned above are linked to the activity of branding. However, before defining branding, it is important to define what a brand is. For Ouwersloot and Duncan (2008: 8), a brand is “a perception resulting from experiences with, and information about, a company or a line of products”. A brand, in itself, is therefore not something physical, but, as mentioned in the definition, a perception. Thus advertising has a key role to achieve the activity of branding, defined as “the process of creating a brand image that engages the hearts and minds of customers” (Ouwersloot and Duncan 2008: 37), as it is “a form of mass communication” (Wells, Burnett and Moriarty 2003: 13). It has the advantage to be able to reach a large audience rapidly with a customized message (informing, explaining, persuading, reminding, etc.)

Thanks to this “communication power”, three basic functions can be associated to advertising: “provides product and brand information”, “provides incentives to take action”, and “provides reminders and reinforcement” (Wells, Burnett and Moriarty, 2003: 15). However, when doing advertising, these three functions are not necessarily all united at the same time in one ad. Indeed, ads can have different objectives depending on what stage the target customers are at in their decision-making process. The different stages of the decision-making process are the following, in the order :

- Identify a need or problem or need of recognition
- Search for information
- Evaluation of the alternatives
- Purchasing decision
- Post-purchase evaluation

For example, an advertising campaign can be done to raise awareness about a company and products to customers that need to solve a problem they have, another can be done for customers who already know the product but still search for alternatives, in order to make them choose a specific product, and another can be done for a customer who is in conversion stage, to make them buy the product they put in their basket on their last visit to the company's website.

2.3.2 Advertising Communication Model

So far, everything that has been seen until this section touches on definitions and strategies. However in reality, when these strategies are applied and advertising broadcast, some disruptors come into play and can undermine the previously developed strategy. These disruptors are named "noises", and their impacts on the communication process are shown through the Advertising Communication Model.

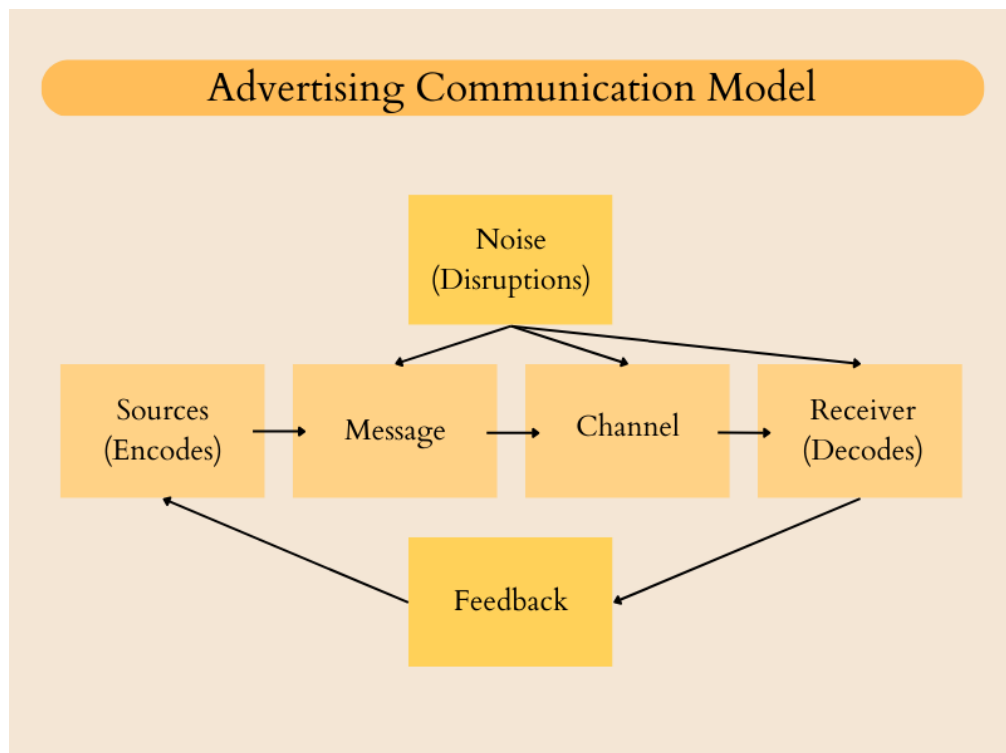


Figure 4. Advertising communication model (Authors' interpretation of Berlo's Model of Communication, 2023).

As the illustration shows, the advertising communication model starts with the source, also named the sender, which is in advertising, the advertiser. The advertiser will therefore decide on the goals and requirements of the advertisement, and then let the agency encode the message and create the advertisement. After that, the advertisement will be broadcast on media channels, and finally received (viewed) and decoded by the consumer, who will respond to it. The advertiser (source) will finally receive feedback regarding the customers responses, for example, their perception, their feeling toward the message, or their potential acts towards the product of the advertisement.

The “noises”, or interferences/disruptors, can impact this process, from the encoding of the message to its reception by the consumer. These interferences can be external or internal. As an external factor, public opinion and competition can be mentioned, which could influence the agency in its choice of advertisements and media, but also the customers’ perception of the advertisement. The marketing strategy will also influence these two steps of the process, in good or bad in the event that this one would be inappropriate for the targeted segment. As internal factors, the perceived needs, which can be poorly encoded by the agency or not concern the client, as well as the information processing, attitudes, and opinions which will differ depending on each consumer and the actual perception they already have of the brand.

The understanding of the overall strategies but also of this process is really important regarding the subject of this thesis. Indeed, TV advertising is able to reach a mass audience, but is also subject to high competition regarding the number of advertisements that can be seen in a day, and is also expensive. Great care is needed in developing the marketing strategy and understanding the noise, to which it is highly subject. This will ensure producing good advertisements, and not losing money.

2.4 TV Advertising

2.4.1 TV

Television was created in 1926 in the UK, through the over-the-air TV format (OTA TV). It represents the first type of linear TV, a name given to what is called nowadays the traditional TV. Free and limited to few number of basic local channels, OTA TV aroused great interest among families (Goss 2021). Until then, radio, newspapers, and magazines were the only ways to get distracted while learning, so the arrival of a new medium mixing moving images and sounds was a great novelty and very exciting for the time. In 1936, still, in the UK, cable TV was invented, becoming the first paid service of TV and offering more channels than before. During this period, turning on the TV usually brought together in the living room the whole family, both young and old, in the living room. In front of this screen, strong moments were shared, such as the joy of seeing a man walk on the moon for the first time, or the shock and sadness of seeing Kennedy's assassination live (Labs 2020). In 1970, another paid service of TV, satellite TV, a bit more expensive than cable TV, appeared and spread the use of TV more widely than ever before, as it could reach remote geographic areas. With this diversity of channels and programmes, each member of the same household was now able to find a programme that suited and appealed to them. Watching TV was therefore an activity for both families, with for example evening or weekend programmes showing movies for the whole family, and individuals, with times of the day or week when only one member of the family watches their favourite show, such as a teen series, a children's programme or teleshopping.

In the 90s with the creation of the World Wide Web, the world started its digital development, and mobile devices gradually began to gain importance in people's lives. This change allowed the creation of a new type of TV, which is now able to use the Internet to watch streaming content. In front of linear TV is now streaming TV, thanks to the over-the-top (OTT) delivery mechanism, which is delivering video content from the Internet. To be able to use this new type of TV, individuals need what is called a connected TV (CTV), such as smart TVs, gaming consoles

(e.g. PlayStation), or internet-connected devices (e.g. computers, tablets, or smartphones) (Edmundson 2020). These devices are able to support streaming platforms or services (that can be free or not) full of streaming content, also known as video-on-demand (VOD), such as Netflix, YouTube, Amazon's Rent, etc. (Amazon Ads 2021). Besides that, these different types of mobile devices connected to the Internet allow a new practice named "TV everywhere", which consists of using these devices "to stream content from your cable or satellite provider" (Solomon et al. 2022: 514), which therefore no longer limits the use of these providers to the TV. This evolution of the operation of TV had a big impact on how individual households watched TV. Each member of the same household is now able to watch the programme they like on their mobile devices, without having to be in the family lounge, thus benefiting from more tranquillity and privacy in particular. So now, it is rare to find an entire family in front of the TV, in the living room, but much more common to find each family member watching different content in different parts of the house, alone. TV is no longer a joint activity for all members of the family as was the case in the years 50, (Digital Public Library of America 2014), but has just become a medium among many others allowing to watch content.

2.4.2 The most effective traditional medium

Hans Ouwersloot and Tom Duncan (2008) define media as "vehicles through which marketing communication messages are carried to (and from) target audiences, to be executed" (2008: 9). Basically, the role of media is to inform customers about goods or services they can buy and consume. "Media" is "an umbrella term" (Ouwersloot and Duncan 2008: 206) for all communication (e.g. the printed media, the broadcast media, etc.). A "medium", the singular of media, is, therefore, a word used to explain one specific type of communication (e.g. magazines among the printed media.). Furthermore, if talking about media vehicles, it refers to a specific medium (e.g. Closer, or Vogue magazines).

TV is named "traditional media", a type of offline advertising in which is also grouped the radio, printed media, and billboards. Nowadays, this type of media

faces a new type of media named digital media. This “new generation” of media, present only since the 2000s, works through digital media, such as websites, social media, blogs, search engines, etc. However, even if the new generation of media presents many advantages in a century more and more digitalized, the TV medium remains the most effective traditional medium when it comes to raising awareness in the opinion of a big part of advertisers. Indeed, TV possesses huge advantages that need to be considered when elaborating an advertising strategy :

- This is a medium with universal access as “99% of all U.S. households have a television” and often many per household (Lane, King and Reichert 2011: 239).
- This is “the most cost-effective way to reach a mass audience” from a few thousand to hundreds of millions and even billions of people depending on the programs (Solomon, Marshall and Stuart 2022: 514),
- The “combination of colour, sound, and motion” is a perfect way to highly impact an audience (Lane et al. 2011: 239)
- It can be used to do segmentation and reach a selected target group, by focusing on some programme of the day and the audience watching them.
- It can allow showing how to use the product.
- It entertains and “provides excitement” (Solomon et al. 2022: 514).

All media used for advertising, no matter which, have a common role: to reach audiences in order “to persuade viewers to buy what they are selling.” (Pahwa 2022). By looking at the advantages mentioned above, a particular role associated with the use of TV can be observed. Advertisers use TV to reach mass audiences, a role that therefore builds the biggest benefit for the medium, as it does not concern other media, or at least not at the same level as TV.

On the other hand, TV also possesses some disadvantages that cannot be forgotten when advertising in this medium :

- The advertisements have to be short because the spots proposed are (mainly between 10 to 30 seconds). It can therefore be hard to share the message desired in such a short time, but it is also “easily forgotten without expensive repetition” (Lane et al. 2011: 239).

- The high amount of short advertisements in a short duration “have contributed to commercial clutter” that “reduces the impact of any single message” (Lane et al. 2011: 239).
- It is really expensive and the cost to buy a time slot differs highly depending on the demand, the time of the day and week, and the duration of the spot.
- TV advertising is too intrusive. Generally, people hate advertising, and are passive in front of it, as they use this time to do other things (go on the phone, bathroom, kitchen, talk, etc.), or change the channel to avoid looking at them.

2.4.3 TV Advertising Business Model

The principle of linear TV is that the programs are broadcast depending on a predetermined schedule, which stated a precise time slot of the day and the week, and a specific channel for each programme (Edmundson 2020). In the television industry, some of these moments of the day or/and the week are considered prime-time viewing, which represents the moment when there is the largest number of individuals in front of their TV sets. For an advertiser, “an individual or company who wants to talk to a specific group of people and, most importantly, make that group of people want to do something” (Beaumont cited in Mackay, 2005: 59), there are two ways to advertise on TV: through the TV commercials or through the sponsorships of the programme broadcast.

TV commercials work thanks to time slots, which are between, or during different programs, and sold by companies such as Hulu, which are in relation to many TV fines. If they want to advertise on TV, the advertiser can buy these time slots to broadcast their advertisements, individually or through “packs” (for example pay for the same time slot from Monday to Friday). The price of these time slots will differ highly depending on their duration and day/week placement. Take the example of two programs, “Grey’s Anatomy” and “This Is Us”, both broadcast at 8 pm. If the advertisers decide to buy a 30-second spot which happens during the programme “Grey’s Anatomy”, broadcast on Thursday on the ABC channel, and gathering about 3.5 million viewers (Hollywood Report 2022), it will cost 213,829 USD (Marketing Charts 2020). However, if they choose the programme

“This Is Us” broadcast on Tuesday on the NBC channel for their 30-second spot, this one gathering 6 million viewers (Deadline 2022), it will cost 476,352 USD (Marketing Charts 2020). Indeed, the time slot chosen will be closer to a programme with a huge audience and at a prime-time viewing, which is therefore highly demanded by the advertisers as it means that a lot of individuals would see the advertisement and that it will be more profitable for them. To make it less expensive, it is, therefore, preferable to target programs with less audience, or at a moment of the day when there are fewer viewers, and preferably on local channels, that are generally more affordable. On the other hand, advertisers also have to be coherent when choosing their time slots, as the subject of their advertisements may be inconsistent with the programme watched by viewers, thus generating less interest. For example, if advertisers want to promote a conventional medicine, such as Tylenol, the best option is to choose to broadcast their advertisement during a medical program, especially one that will not go against conventional medicine. Another example that would serve as a case of what not to do would be to put up an ad for fast foods during a programme about morbid obesity.

The second way to do TV advertising is through the sponsorships of the programme broadcast. The principle of costs works in the same way as for commercials: the more the audience is supposed to be large for it, the higher the cost will be. Sponsorships can be done in obvious and subtle ways, but unlike the commercials, with “no product messages or promotions” included (TV Advertising 2023). Obviousness means that viewers are warned that the programme is sponsored by one or more brands. This can be done on regular programs, as a weekly series, or as special programs as the Superbowl. For example, the British drama “Coronation Street” is known to be sponsored by Argos, a British retailer. At the beginning of each episode the logo of the brand

and a mention of the sponsorship of the series by the brand can be seen at the bottom of the screen (Thinkbox 2016).



Figure 5. Screenshot of the drama “Coronation Street” (Thinkbox 2016).

Now taking the example of the Super Bowl, the annual National Football League’s championship game in the U.S., is a perfect example of evident sponsorships of a programme with a large audience. When looking at the Super Bowl, whether on banners on the field, on the display screens of the stadium, or during the “special” commercial breaks during halftimes, huge brands such as Pepsi, Snickers, or Apple Music can be seen. These brands pay large amounts of money to appear clearly as sponsors of these programs, on the one hand, to show their support for the programme and/or gain the sympathy of viewers especially loving the program, and on the other hand to take advantage of a large number of the viewer to promote products.

As mentioned, there are also subtle sponsorships on TV, through product placement. A brand will sponsor a series in order to make its product appear in it. For example, during many episodes of the series “Gossip Girl”, the search engine Bing was mentioned and shown on the screen. Showing this search engine on the screen was used to show that even the people of the high society, the main characteristic of the characters of the series, are using Bing (Spilde 2021). This representation, added to the fact that the tool can be shown in the series as being capable of giving answers to any type of question, may have motivated a number of viewers and fans of the series to change their search

engine to the same one their favourite character uses, therefore positively impacting the brand.

Whether it is subtle or obvious, sponsorships are a good way to do positive advertising on products, but generally more based on the brand image than on the product itself, while commercials are promoting the product in itself and its benefits.

2.4.4 Relevance and profitability measurements

After the advertisement has been broadcast, advertisers need to measure its performance. When talking about TV advertising, the company Nielsen is often mentioned. Nielsen is an American company that is “the primary supplier of television ratings that are used as the currency of advertising sales” (Sissors and Baron 2010: 68). Indeed, it is hard for advertisers to obtain certain data by themselves, for example about demographics or the number of households touched by a certain program. However, a company such as Nielsen is able to provide them with this data, and it is thanks to these ones that advertisers are able to choose the “perfect” moment of the day and week to target the audience they want on linear TV. They obtain the performance data thanks to their Nielsen panel, a representative sample of approximately 40 000 US households that are used by the company to create estimation about the viewership ratings of the entire US (Study.com 2023), these households let Nielsen track what they are watching.

By buying Nielsen’s data, the companies will be able to calculate the different types of key performance indicators (KPIs), thanks to the mix of the bought data and the data they can find by themselves and that they own:

- The share of an audience represents the “percentage of households using television tuned to a particular program” (Lane et al. 2011), calculated by the division of the number of viewers for a programme by the percentage of households using a TV.
- The effective reach is used “to evaluate the effectiveness of an ad’s dissemination” (Fall Off The Wall 2022). It is calculated by the

division of the number of impressions by the frequency with which advertising is seen.

- The return on investment (ROI) represents the profitability of an investment. It is calculated by dividing the net income from an investment by the cost of this same investment.
- The Gross rating points (GRPs) are used “to measure the impact of an ad” (Fall Off The Wall 2022). It is calculated by the multiplication of the audience's size by the average frequency with which the ad was seen during a specific amount of time. The number of gross rating points “are then converted into a rating out of a possible 10.” (Fall Off Wall 2022).
- The cost per point (CPP), is used to “estimate the cost of television advertising on several shows” (Lane et al. 2011). It is calculated by the division of the cost of schedule or commercial by the GRPs.
- The cost per mille (CPM), is used to estimate the cost of 1000 impressions from an advertisement during one session. It is calculated by multiplication of the media cost by 1000, then dividing it by the number of impressions.

Moreover, Google Trends is an online tool that can be used to analyse the performance of a campaign through the searches made by consumers on Google for a certain period. It can therefore help companies to know if searches about products have increased after the broadcast of a TV advertising campaign about this same product. (Fall Off Wall 2022).

2.5 TV advertising's relevance nowadays

2.5.1 Digital age

Academic arguments saying that TV advertising in all its forms is no longer relevant has been heard for decades, but a majority cannot be taken into consideration knowing that these are based on old knowledge, as all the digital evolutions, changes, and innovation that happened in the TV industry was unknown at the time, which makes the arguments now irrelevant.

Indeed, as the world is increasingly using mobile devices, a large number of digital media have been developed in order to be closer to consumers to advertise, and to provide a “wider audience for advertising” (Altstiel and Grow 2013: 250). The “classic” list given in the section 2.4.2, talking about the benefits of the TV medium, is now no longer exclusive to TV, but can also be found with other digital media, such as social media, blogs, websites, and search engines. For example, among the benefits, the “combination of colour, sound, and motion” (Lane et al. 2011: 239) and the ability to show how to use a product and the entertainment ability is now not specific to the TV, as it can be found on the video advertisement on YouTube and online on websites. In addition, segmentation and targeting can be done more precisely nowadays through social media and the internet, thanks to the cookies, small pieces of information collected during the user’s customer journey on a website, that is then shared with the owner of this one, which analyses and share the consumers’ tastes and behaviour with the companies they come into contact with (indirectly as directly).

Moreover, some of the disadvantages of TV can also be avoided by digital media, for example, its high costs and the commercial clutter. Some digital media offer additional benefits, such as the proposition of more options for the placement of the advertisements (on websites, before, during, after, and even inside a YouTube video as a partnership, among Instagram’s stories, etc.), more precise key performance indicators, and can include behind-the-scene actions, as clickable links that send the viewer to the website or social media accounts of the brand for further information. It is therefore crucial that academic arguments are recent, so as to be consistent with these digital evolutions.

2.5.2 Current academic arguments about TV advertising’s relevance nowadays

These days, it is regular to hear that TV is dead, and this is particularly linked to the big digital evolutions experienced for about two decades. However there are some differences to be made between the loss of power of TV linked to the medium in itself, and the loss of power of TV related to the increasing presence of digital media. According to an article by Ramzan Sama about the “Impact of

Media Advertisements on Consumer Behaviour” published in the Journal of Creative Communications written in 2019, advertisements on TV still have, nowadays, a “significant impact on the AWR [awareness], INT [interest] and CON [conviction] stages of CB [consumer behaviours]. ” (Sama 2019: 62), and in a higher way than any other traditional media, such as newspapers, radio or magazines. TV advertisements are therefore the best medium to use “if a marketer intends to give regular reminders to consumers” (Sama 2019: 62). So, Tv medium by itself, without consideration of the digital media, is still seen as a highly effective medium among the traditional media.

However in reality, it is not possible to evaluate the effectiveness of this media without taking into account the existence of digital media, which has an impact on this effectiveness. In an article of the BBC written by Dougal Shaw, the businessman John Hegarty expressed an argument about the lost power of TV advertising, linked to the arrival of digital media. He argues that digital advertising “killed” the power that traditional advertising had, as its power to build brand frames, to create big campaigns and some really impacting ads that everybody will remind even years after it appeared on the screen (BBC News 2023). Hegarty stated that “creating an advert that everybody in the country knows is a dying art form.” (BBC News 2023). Even if he agrees with the fact that digital advertising is now really useful nowadays and that it is a good “piece of equipment in your armament” (BBC News 2023), he claims that it does not have the same big power the TV had until now.

This argument is supported by a paper named “TV Advertising Effectiveness and Profitability: Generalizable Results from 288 Brands” published in 2021 by Shapiro, Hitsch and Tuchman. This document, thanks to a survey completed by 288 brands, shows, among other things, that “more than 80% of brands” (Shapiro, Hitsch and Tuchman 2021: 23) have a “negative ROI [return-on-investment] of advertising at the margin” (Shapiro, Hitsch and Tuchman 2021: 23), and therefore over-invest in TV advertising. This lack of profitability, therefore, asks a question about the effectiveness of TV advertising in this day and age. As reported by Shapiro, Hitsch and Tuchman, it is linked to an over-estimation of the

effectiveness of TV advertisements by advertisers, or to the strategy adopted by advertisers, which should be reviewed to be more adapted to this environment where digital dominates, and perhaps mixing traditional and digital media.

These arguments seem to highlight the fact that it is less relevant nowadays to create a marketing campaign on TV alone than it was before, in the past decades. However, regarding the argument of Hegarty, it does not express that this is the end of TV advertising, but only that its power decreased with the arrival of digital advertising, so it could be said that it would be nowadays better to use TV advertising and digital advertising together to ensure TV advertising's relevance.

This is an idea that Proulx and Shepatin also support, but it could mean that the use of linear TV only would disappear. As explained before, streaming content has more and more weight with the audience, and streaming services such as Netflix or Prime Video produce and broadcast faster and faster "original" new programs, available only on their own platforms, which therefore bypasses TV networks. Even if it is a disadvantage for linear TV, it is a real advantage for the audience, which benefits from new, quality programs, as some of them gained Emmy awards and other prizes, and furthermore, benefits of these new programs quickly compared to the time it is necessary to wait to be able to see a basic film on TV after it is released at the cinema. Proulx and Shepatin really considered TV as a new media, and advise advertisers to approach television and online video together, which could therefore mean the disappearance of linear TV alone.

This approach is, in fact, nowadays existing, and corresponds to streaming TV. It is true that this new type of TV working through the Internet has an impact on the size of the audience of advertising broadcast on linear TVs, such as cable and satellite TV because people prefer the principle of VOD, which allows them to watch what they want and when they want.

Indeed, in an article by Nielsen published in February 2023, statistics showed that, among the shares of TV trended in the U.S.A, streaming is representing 34,3% of the total share, coming now before cable at 30,2% and broadcast at 23,8% (see figure 6 below). The consequence will be that from now, advertisers may prefer to invest more in streaming than cable TV in order to target the segment which represents the majority of the audience, leading to a decrease in traditional TV advertising revenues.

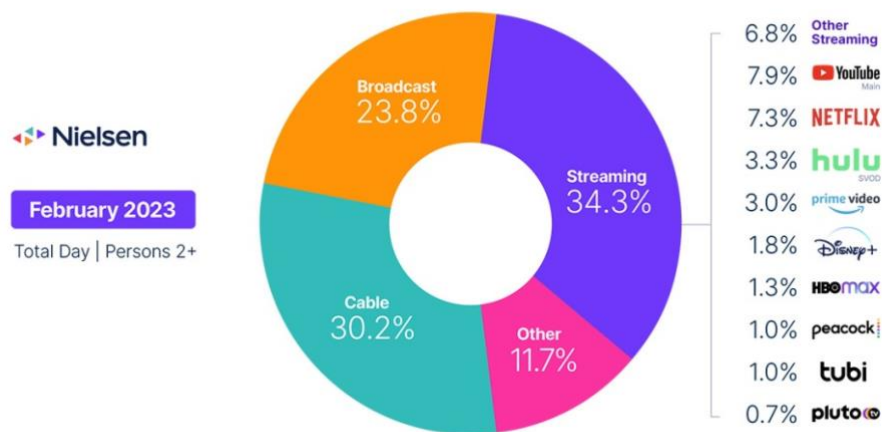


Figure 6. Share of TV Trended in the U.S.A (Nielsen, 2023).

On the other hand, there is still a positive point to this evolution. In advertising, the OTT allows targeted advertising when an individual is looking at streaming content, and the advertisement's performance can be measured easily and precisely thanks to key performance indicators such as customer satisfaction, or thanks to digital marketing metrics such as conversion rate, the cost per sale or the return on investment. However, these metrics, until now, could not be used on traditional TV advertising as it did not have access to first and third-party data. First-party data are collected directly by the company doing the advertising from its direct interaction with the customers, and third data are obtained from data aggregators which compile existent data from other companies into datasets (Amazon Ads 2021).

However now, with this new form of TV, the first and third-party data collected when using internet options, for example when looking at streaming content, can be used to also do targeted advertising on the linear TV services present on a

connected TV. This, therefore, allows the broadcasting of different targeted ads to different households during the same programme broadcast on linear TV. This new form of advertising is named addressable TV advertising (Cyberclick 2022). In addition, knowing that “87% of U.S. TV households have at least one connected TV device” (Leichtman Research Group 2022), this is really positive news for TV advertising.

Wolff, for his part, addresses a problem regarding digital media which could represent their biggest default. According to him, currently, digital media are entirely supported by advertising, while in traditional media, especially TV, advertising revenues represent only 50% of the total revenues, the other part being therefore non-advertising revenues. Since 2015, "ad-blocker" software are more and more common, blocking advertisements (as banners for example) on websites, which means the cessation of income for the authors of these ones. This issue already strongly impacts the returns of these advertisements, it would be a disaster for advertisers if this type of software were extended to other digital media, such as social media for example. Having their revenues 100% coming from the advertisements, means therefore that they are totally exposed to the possibility of losing them. However, so far, linear TV, when they are not connected to the Internet as CTV is, are excluded from the impact of this ad-blocker, and knowing that consumers seek more and more to avoid advertisements, this type of situation is far from unrealistic. Moreover, in 2021, Apple launched through its iOS 14.5 the App Tracking Transparency tool, giving the possibility to iOS users to block access to their private data, useful to do targeted and personalized advertisements on digital media.

It, therefore, seems, at first sight, the answer to the question of the traditional TV advertising relevance nowadays is divided between the loss of TV medium effectiveness due to the rise of digital media, the possibility of creating effective strategies combining digital and traditional media, and the potential unreliability of digital media related to adblockers and privacy control.

3 Research Methodology

This chapter reviews the different types of research methodologies and approaches existing, in order to explain and justify the writer's choice of methodology for this thesis. Moreover, the limitations that could impact the study are stated, as these are factors that may influence the results, and may make it potentially less professional or academic.

3.1 To research

Before starting to talk about the different types of research methodology that can be used when writing a thesis, it is first needed to explain and define what the meaning of "research". One of the main objectives of a thesis is to express our knowledge regarding a subject, mainly through a written format, in order to share it with other people. Knowing that, the best way to define the term "research" is "a process that people undertake in a systematic way in order to find out things, thereby increasing their knowledge" (Saunders et al 2019: 5).

3.2 Exploratory, descriptive, and causal methodologies

When starting a study or a thesis, three different types of research can be chosen: exploratory research, descriptive research, and causal research. Each of them will be specifically chosen based on the desired structures, problem studies, and/or goals of the thesis.

Exploratory research is used to "explore or search through a problem or situation to provide insights and understanding" (Malhotra 2019: 94). This methodology is used when the problem situation needs "to be defined more precisely" (Malhotra 2019: 94), which means that the problem is not well understood and that little is known about the situation. It is a methodology that is flexible and the problem doe

not have to be structured. This is the only one in this situation, as both descriptive and causal research need to have a structured problem, and follow precise rules and procedures. In addition, for both of them, the problem situation is already well understood. What makes them different is the goal of their research. Descriptive research is used to “describe market characteristics or functions” (Malhotra 2019: 94), and permits to get a deeper understanding of a subject that has already been studied, as for exploratory research. However, causal research is used to “determine cause-and-effect relationships” (Malhotra 2019: 94), and therefore permits to find results that will give an answer to the problem.

For this thesis, descriptive research has been used, as the main objective of the thesis is to provide a better understanding of the relevance of TV advertising nowadays, through the description of already existing information and researches, currently scattered in different books or websites, to create a whole that allows to clearly answer the research question “Is traditional TV advertising still relevant ?”.

3.3 Quantitative and Qualitative approaches

In addition to the three types of research methodologies that were presented in the previous sections, there is also the opportunity to do research from two different approaches: the quantitative and qualitative approaches.

The quantitative approach is used to quantify, “measure, make comparisons, examine relationships, make forecasts, test hypothesis” (Walliman 2011: 113), etc. The data required are therefore structured, statistical, and numerical data, that “can be measured, more or less accurate because it contains some form of magnitude, usually expressed in numbers” (Walliman 2011: 72), as diagrams or statistics for example. The qualitative approach, instead, is used to conceptualize, “to gain a qualitative understanding of the underlying reasons and motivations” (Malhotra 2019: 153). The data are unstructured, nonstatistical, and

non-numerical data, and therefore “cannot be accurately measured and counted, and are generally expressed in words rather than numbers” (Walliman 2011: 72).

For this thesis, the writer have decided to use the quantitative approach. The use of the quantitative approach ensures obtaining objective answers and data, as the responses are predetermined by the researchers in the surveys and questionnaires, when, on the contrary, qualitative research leaves room for subjectivity, as the responses are tailored by the respondents, and can therefore be subject to the researchers’ influence or unconscious bias, but can also be interpreted differently depending on researchers. The goal of this thesis is to answer the question “Is traditional TV advertising still relevant?” with as clear and objective answers as possible, as the subject of the reliability of TV advertising is often mentioned with subjective arguments, not quantified or really precise, while it is a subject which involve stakes that could be relatively high for companies of the TV industry (Grand Canyon University 2021).

3.4 Conduct the research

Before explaining how the research was conducted, the definitions of primary and secondary data will be stated. Primary data are “data that are collected by the researcher through surveys, interviews, or experiments specifically for the research problem that is being studied” (Ghauri, Grønhaug, and Strange 2020: 153). These data are therefore collected directly by the person conducting the study. Secondary data, instead, are “data that have already been collected for purposes other than the problem at hand” (Malhotra 2019: 120), for example by the government, companies, or organizations, which means that they are “written sources that interpret or record primary data” (Walliman 2011: 69), accessible publicly. The research of this thesis is conducted entirely through obtaining secondary data.

Indeed, the secondary research is time-saving while being inexpensive and ensuring easy access to the data. Primary data, instead, can be really expensive

and time-consuming. Furthermore, longitudinal studies, meaning collecting data concerning the same subject over time, were necessary for this thesis, especially for statistics. This allows to better show potential evolutions over years or months, and the use of secondary data is perfectly appropriate to do that, as it is hard and really long to collect this type of data alone.

Consequently, concerning the roadmap, only searches of quantitative data and the collection of concrete numerical data and statistics has been done. As quantitative data, the writer targeted cross-sectional surveys and statistics from advertising companies or governmental database.

3.5 Data reliability and validity

The reliability and validity of secondary data depend on the sources that published them. To ensure that the data respect these conditions, the majority of them have been obtained from the most accurate sources possible, such as advertising professionals or companies, as Nielsen, but also statistics database as Statista, which is one of the most reliable sources for the obtention of statistics. In addition, when possible, the writer made sure to cross several sources before using them, so as not to use sources that would have completely different answers or statistics from the majority.

3.6 Limitations

The results of this thesis can be affected by two limitations, which means that this document is not suitable for all situations and cases. The first limitation is the geographic area targeted by this study, which is limited to the US and Europe. The content of this thesis will not be adequate for Asia or other parts of the world, which are really different culturally speaking, and follow another model of advertising. The second limitation is the veracity of the results coming some

studies and thesis, as the results may not be 100% accurate, regarding the sample size, or the survey design. It firstly concerns the study of Julia Stoll, where the number of participant is known, but the information about how the sampling has been carried out is missing, which could have an impact on the reliability of the results. Rudvena's thesis is also concerned by the lack of this information.

4 Research Results

4.1 New generation's disinterest in TV for the benefit of digital media

As seen in the Literature Review, customers are the central point of any type of industry, so they are the first element to focus on when searching to know if TV advertising is still relevant nowadays. Digital media being really popular only for approximately two decades, with the development of social media, it would be coherent that all generations are not used to their use at the same level. Logically the older generations as Baby Boomers should be far from regular use of digital media, while Generation Z should be used to daily use of them. However, if this supposition is the reality, it could have as a consequence that the newest generations use less and less traditional media at the expense of digital, which would be negative for the TV industry, as it would strongly reduce its use and therefore the profitability of the advertisements made on it. This is therefore a theory that needs to be verified.

In 2022, Julia Stoll published statistics on Statista about the “Live broadcast TV and video streaming consumption in the U.S. 2021, by generation” (Statista 2022). By “Live broadcast TV”, the author talks about over-the-air TV, or broadcast TV (see chapter 2.4.1), and by “video streaming”, streaming TV (see chapter 2.5). This study has been done by Stoll in June 2021 on 2,000 respondents living in the US, all being more than 18 years. In the statistics, people from four distinct generations have responded to the survey :

- Baby Boomer: people being, in 2023, between 59 and 77 years.
- Gen X (generation X): people being, in 2023, between 43 and 58 years.
- Millennials: people being, in 2023, between 27 and 42 years.
- Gen Z (generation Z): people being, in 2023, between 11 and 26 years (but only the 18 – 26 years was part of the respondent of this generation) (Beresford Research 2023).

The results of this survey are stated in the following chart :

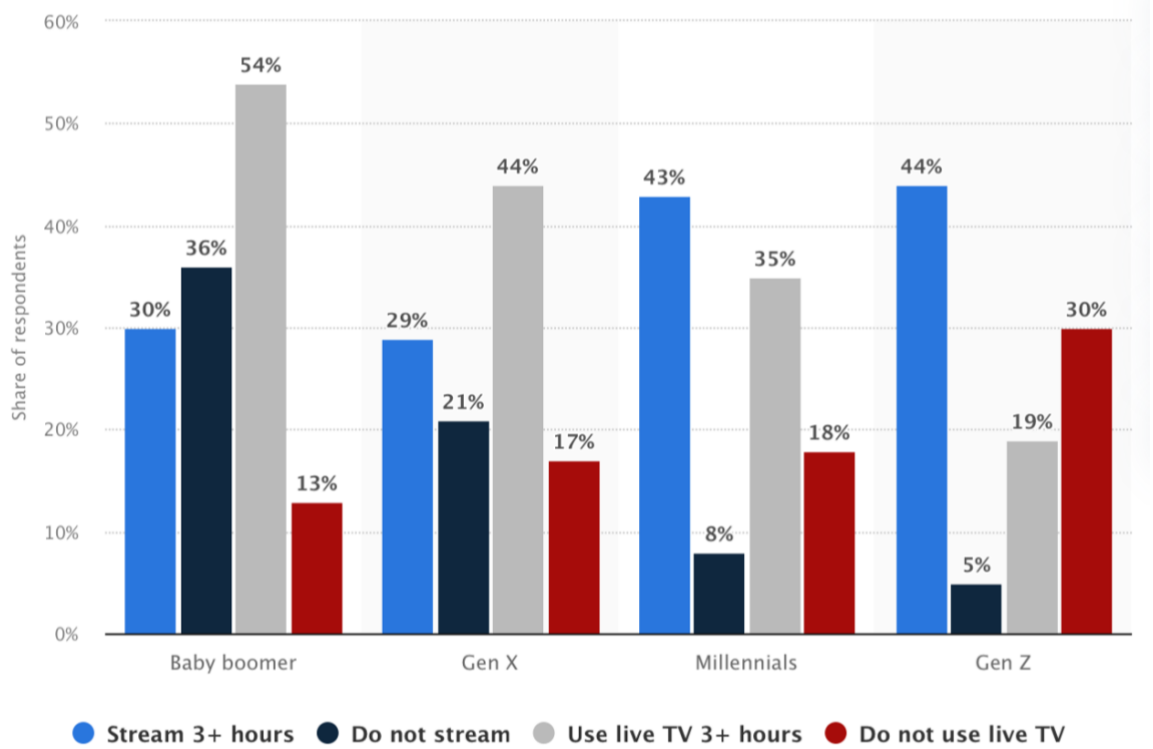


Figure 7. Chart of the share of daily video streaming and live broadcast TV users in the United States as of June 2021, by generation (Statista 2021)

A curve has been created thanks to the percentages on the upper diagram, to better see the evolution of the different shares as new generations appear:

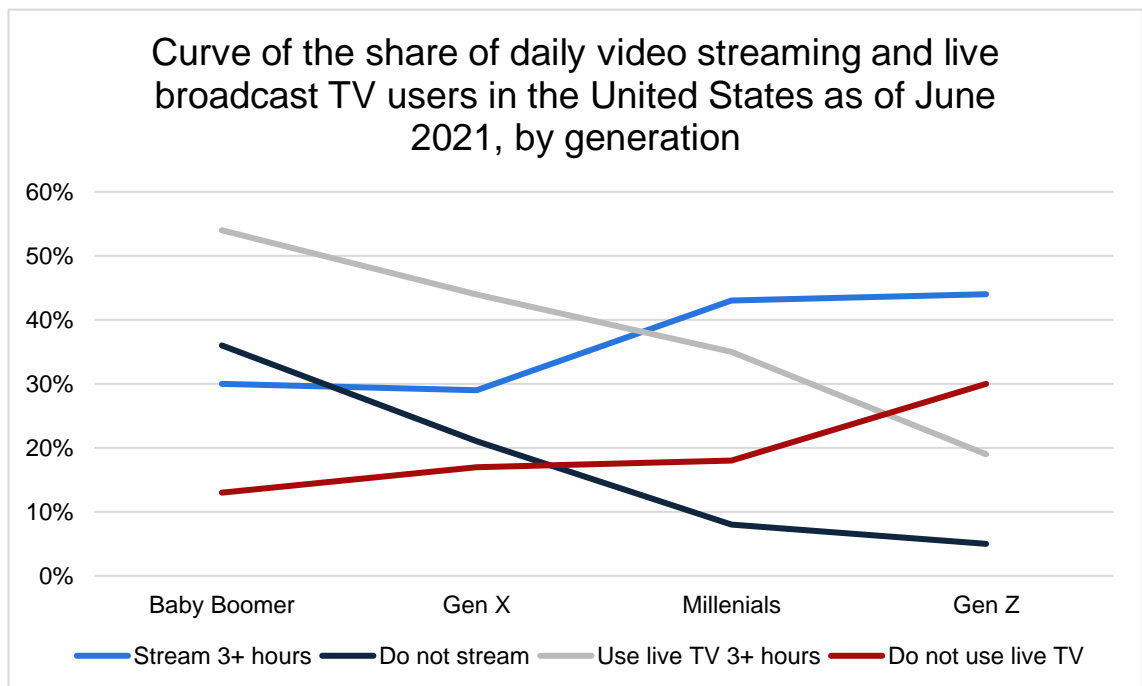


Figure 8. Curve of the share of daily video streaming and live broadcast TV users in the United States as of June 2021, by generation (author's interpretation of Statista data set, 2023).

Thanks to the chart (figure 7) supported by the curve (figure 8), it can be seen clearly that the use of live TV for more than 3 hours per day decrease as younger generations appear, from use by 54% of the Baby Boomer, to 44% of Gen X, then to 35% of the Millennials and finally to 19% of the Gen Z. As a complement, it can be seen that the curve representing the percentage of each generation that does not use live TV is increasing as younger generations appear, from a non-use of 13% of the Baby Boomer, to 17% of Gen X, then to 18% of the Millennials and finally to 30% of the Gen Z.

Looking at the percentage of generation streaming, it can be seen that the tendency is the reverse from the one of live TV. Indeed, as younger generations appear, the percentage of the generations that stream for more than 3 hours per day increases, from a use of 30% of the Baby Boomers to 29% of Gen X, then to 43% of the Millennials, and finally to 44% of the Gen Z. The increase is however

less flagrant that the decrease in the use of live TV is. In the same time, the percentage of generations that do not stream decreases, from 36% of the Baby Boomers to 21% of Gen X, then to 8% of the Millennials, and finally to 5% of Gen Z.

By grouping all these curves together, it can be said that the increase in the use of streaming among the newest generations is impacting live broadcast TV negatively, as its use is highly decreasing. While a minority (5%) of Gen Z is still not streaming, almost 1/3 of them are already no longer using live TV . These results are not encouraging as far as the television industry is concerned, as this could mean that, as time goes on and older generations disappear, the number of consumers of traditional television could continue to decrease and end up being non-existent in a few decades, to the good profit of streaming.

4.2 The global interest in streaming TV evolves, impacting linear TV.

Previously, statistics from Nielsen about the share of TV trending in the U.S.A has been mentioned (see chapter 2.5), showing that in February 2023, the share of streaming TV was the biggest one, followed by cable TV (see chapter 2.4.1 and 2.5 for the description of these two types of TV).

Three data sets from Nielsen (see chapter 2.4.2 for more details about this company and how they obtain their data) have been linked in this section, comparing the share of TV trended between May 2021 and January 2023 :

- The first data set from the insight “Streaming usage increases 21% in a year to now account for nearly one-third of total TV time” (Nielsen, 2022), contains the share of TV trended for May 2021 and May 2022.
- The second data set from the insight “Streaming claims more than one-third of total TV time in June and hits fourth straight monthly viewing record” (Nielsen, 2022), contains the share from June 2021 to June 2022, with data from each month between these periods.

- The third data set from the insight “High-demand sports and streaming content fuel a rise in total TV usage in January” (Nielsen, 2023), contains the share from January 2022 to January 2023.

The different data are classified in the following table :

Table 1. Share of TV trending in the U.S.A from May 2021 to January 2023 (author’s interpretation of Nielsen data sets, 2023).

	Broadcast	Cable	Streaming	Other
May 2021	25,30%	39,30%	26,30%	9,10%
June 2021	23,40%	40,10%	27,40%	9,00%
July 2021	23,80%	37,70%	28,30%	10,10%
August 2021	24,40%	37,60%	28,10%	9,90%
September 2021	26,30%	37,60%	27,70%	8,40%
October 2021	28,40%	36,90%	28,40%	6,30%
November 2021	27,30%	36,90%	28,50%	7,30%
December 2021	26,10%	37,30%	27,70%	8,90%
January 2022	26,40%	35,60%	28,90%	9,10%
February 2022	26,00%	35,40%	28,70%	10,00%
March 2022	24,90%	36,90%	29,70%	8,40%
April 2022	24,70%	36,80%	30,40%	8,20%
May 2022	24,40%	36,50%	31,90%	7,20%
June 2022	22,40%	35,10%	33,70%	8,80%
July 2022	21,60%	34,40%	34,80%	9,20%
August 2022	22,10%	34,50%	35,00%	8,50%
September 2022	24,20%	33,80%	36,90%	5,10%
October 2022	26,00%	32,90%	37,30%	3,80%
November 2022	25,70%	31,80%	38,20%	4,30%
December 2022	24,70%	30,90%	38,10%	6,30%
January 2023	24,90%	30,40%	38,10%	6,60%

In order to better see the evolution of the share of the cable and streaming TV segments from May 2021 to January 2023, curves have been created thanks to the precedent table. The “broadcast” share (corresponding to over-the-air TV) is

not included in this curve as, even if it is subject to some variations over the months, it has not experienced any real increase or decrease during these 2 years, as its share was of 25,30% in May 2021 and was of 24,90% in January 2023, so a decrease of 0,40% only. The “other” segment is also not present in this curve, because this segment represents "a remnant", a category that is useless to study.

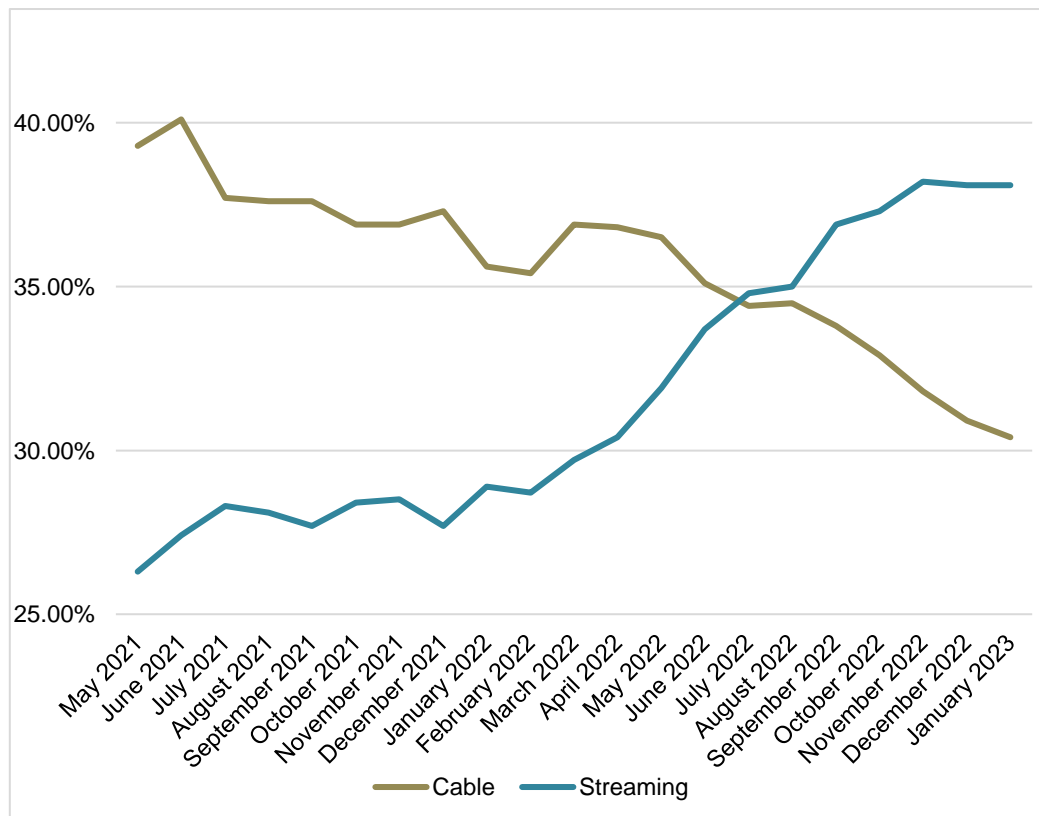


Figure 9. Curve of the cable and streaming shares of TV trended from May 2021 to January 2023 (author's interpretation of Nielsen data sets, 2023).

These curves clearly show a decline in cable TV share, which was at 39,30% in May 2021 and dropped to 30,40% in January 2023, so a decrease of 8,90 %, while the streaming share is on the rise, starting at 26,30% in May 2021 and reaching 38,10% in January 2023, so an increase of 11,80%. Even if the trend was beginning slowly to appear in 2021 with a decrease of 2% for cable and an increase of 1,40% for the streaming share (from May to December), it has accelerated rapidly, clearly, and significantly throughout the year 2022, and

especially for the streaming share, with an increase of 9,20%, while the cable share decreased of 4,70% (from January to December). This is also during 2022, precisely in July, when the streaming share exceeded the cable share. Looking at the evolution of the curve, it can be concluded that it could be forecasted that this trend, the decline in the share of cable TV and the increase in the share of streaming TV, could continue into 2023. This is currently impacting and will continue to impact negatively in terms of the effectiveness and profitability of all the advertisers using only linear TV to advertise.

4.3 The profitability of traditional TV advertising is negative

Hegarty mentioned that the high power TV advertising had during the 80s has been killed through the decades by the arrival of digital media. If TV advertising effectiveness is effectively in decline, this should be felt by companies advertising on TV, especially on their return on investment (ROI) and profitability.

In a document named “TV Advertising Effectiveness and Profitability: Generalizable Results from 288 Brands” published in 2020, Bradley T. Shapiro, Günter J. Hitsch, both marketing professor at the University of Chicago Booth, and Anna E. Tuchman, a marketing professor at the Northwestern University – Kellogg, study the ROI of 288 brands doing TV advertising, in order to find if this practice is profitable for them or not. The ROI is a financial measure used to estimate the profitability of an investment. It is calculated by dividing the net income from an investment by the cost of this same income.

Figure 10 has summarized the key statistics of two experiences of this document. The statistics of the first experiment, present in the line “Average ROI of Weekly Advertising” of the table, represent the average ROIs of the 288 brands, for “the observed advertising levels [...] in a given week t relative to not advertising in week t ”. (Shapiro, Hitsch, and Tuchman 2020: 20). The objective of this experience is to see if the brands “choose the (approximately) correct advertising

level or could increase profits by either increasing or decreasing advertising.” (Shapiro, Hitsch, and Tuchman 2020: 20).

The statistics of the second experiment, present in the line “ROI of All Observed Advertising” of the table, represent “the ROI of the observed advertising schedule relative to a counterfactual baseline with zero advertising in all periods.” (Shapiro, Hitsch, and Tuchman 2020: 21). The objective is if companies “are better off when advertising at the observed levels versus not advertising at all.” (Shapiro, Hitsch and Tuchman 2020: 21). For both experiments, statistical uncertainty has been calculated.

The reason why there are different margins of 20%, 30%, and 40% in both experiments is linked to the fact that researchers did not know “wholesale price and production cost data” (Shapiro, Hitsch, and Tuchman 2020: 20), and therefore report for three “options” of margin, corresponding to what can be found in the industry.

	<u>Median</u>	<u>Mean</u>	<u>% ROI > 0</u>	<u>% p ≥ 0.05</u>	<u>% p < 0.05</u>	
					<u>ROI > 0</u>	<u>ROI < 0</u>
Average ROI of Weekly Advertising						
20% Margin	-92.10	-77.15	7.72	19.65	2.11	78.25
30% Margin	-88.15	-65.72	11.93	29.12	2.81	68.07
40% Margin	-84.20	-54.30	17.19	35.09	3.86	61.05
ROI of All Observed Advertising						
20% Margin	-71.56	-81.24	24.21	48.07	8.07	43.86
30% Margin	-57.34	-71.85	33.68	57.89	11.93	30.18
40% Margin	-43.13	-62.47	40.00	60.00	15.44	24.56

Note: The estimates are obtained using the baseline strategy and assuming a carryover parameter $\delta = 0.9$.

Figure 10. Advertising ROI (Shapiro, Hitsch, and Tuchman 2020).

Concerning the first experiment, the results are worrisome, as, for the majority of the brands, and no matter the margins, the average ROI of weekly advertising is

negative. Indeed, at 30%, it can be seen that the median ROI is -88,15%, which means that only 11,93% of the brand of the study have a positive ROI for their weekly investment. Changing to a 20% or a 40% margin, the results change little, being still strongly negative, with median variants of -92,10% for the 20% margin to -84,20% for the 40% margin. These results mean that no matter the margins suggested, advertisers invest too much in advertising against the results they obtain, losing money.

Regarding the second experiment, the results are, once again, negative, but at a lower level. Indeed, looking at the results for the 30% margin, the media is -57,34%, meaning that only 33,68% of the brand of the study have a positive ROI. However, it can also be seen that there is statistical uncertainty for 57,89% of the brands, a relatively high number. This result is interpreted as a possibility, that, “especially if they reduce advertising on the margin” (Shapiro, Hitsch, and Tuchman 2020), to advertise may be relevant for significant numbers of brands.

These results address a clear problem of over-investment from the advertisers in TV advertising regarding the ROI. According to Shapiro, Hitsch, and Tuchman, this could be due to many reasons, of which a probable one would be related to the fact that advertisers overestimate the effectiveness of TV advertising nowadays. On the other hand, it could be also linked to the fact that the actual strategies used, such as the “scheduling, targeting, or advertising copy strategies” (Shapiro, Hitsch, and Tuchman 2020), are not the most effective ones nowadays, and the use of alternatives strategies could increase the profitability of the TV advertising. In fact, there are now various possibilities to improve the current strategy used in TV advertising, with addressable TV, streaming TV, and multiplatform advertising.

4.4 The benefits of combining TV and digital advertising

Knowing the increase in streaming use by the audience (see section 4.2), it seems necessary to stop using TV advertising alone. The theory of Proulx and Shepatin about the combinations of TV and digital media to advertise, therefore, seems to be a good idea.

In 2017, the Advertising Research Foundation (ARF) held a presentation to share the results of one of their research, “ARF Original Research: How Advertising Works 2017. The ARF is an association conducting searches and sharing data and knowledge about advertising, media, and marketing thanks to the participation of their 400 members, mainly research and educational institutions, advertising agencies, and advertisers. To execute this research, they used and crossed data provided by many studies of these members mentioned upper. Among these studies, two will particularly be interesting for the thesis. The details of the research and result of these studies are not shown in the presentation, but the final result concluding them are.

Firstly, a study named “ARF Ground Truth Experiment Original Research” done by MediaScience compared the level of effectiveness of advertising done on one platform only to advertising done on two platforms. The results showed that using two media platforms to advertise, for example, TVs and phones, increase the purchase intent by 30% (from 28% for one platform to 39% for two platforms).

The level of effectiveness is therefore higher when advertisers use two platforms than when they use only one. (ARF 2017: 36).

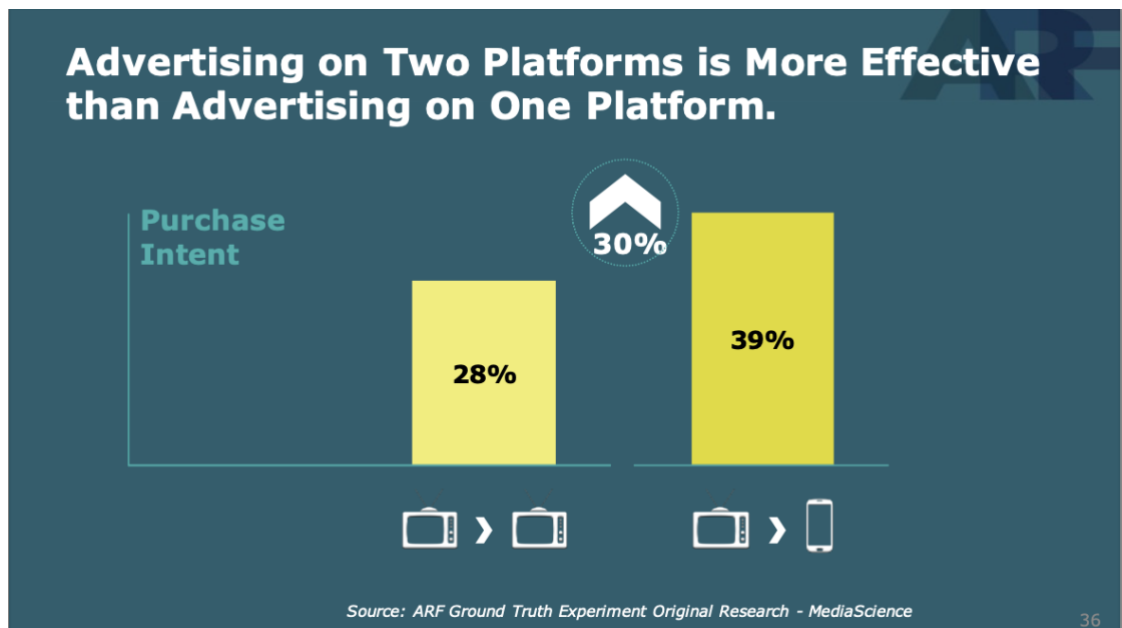


Figure 11. Screenshot of slide 36 of the Advertising Research Foundation presentation (ARF 2017).

Secondly, a study made by Analytic Partners in 2016 on 3,200 advertising campaigns done between 2010 and 2015, had for objective to look at the potential increase in ROI combinations of platforms could lead to. The results conclude that the most effective combination is the one of TV and digital, increasing the ROI by 60% compared to the use of TV alone, while the combination of TV and radio increases it by only 20% and the one of TV and print increase it by 19%. (ARF 2017: 6).

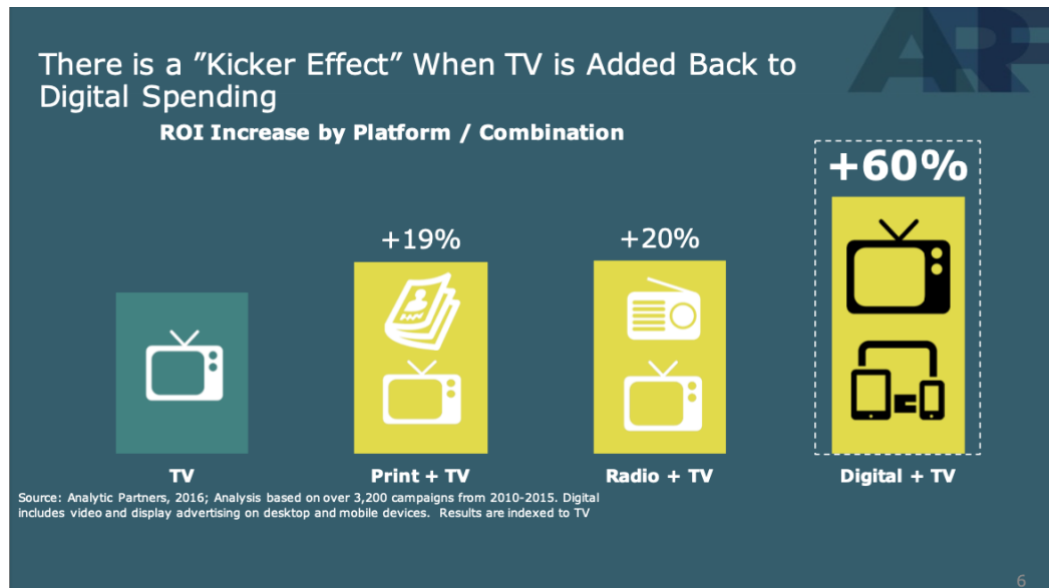


Figure 12. Screenshot of slide 6 of the Advertising Research Foundation presentation (ARF 2017).

Indeed, a combination of TV and digital platforms will permit to increase in the potential number of viewers but also multiply the number of times the same consumer will watch the advertisements, which could therefore increase the speed at which they move from the attention step to the action step of the AIDA model (see section 2.3). Moreover, regarding the advertising communication model (see section 2.3.2), increasing the number of channels use to share the same message would increase the number of receivers, as it reduces the number of noises link to channels that could reduce the impact of the message. For example, if a consumer is not really confident about the advertisements shared on social media and sees the advertisements only on them, they will not even consider it, while if they see the same advertisement later on TV, a medium they trust in, they will be interested. Next to that, as explained before (see section 2.5.1), the combination of TV and digital media will improve the precision of the key performance indicators, as the ones of digital media are more precise than the ones used in the TV industry.

All of this conclusion is about the fact that the combination of TV and digital media is effectively more effective than the use of TV alone.

4.5 Ad-blockers cannot make digital media fail

Through his theory, Wolff shares the idea that ad-blockers could have a potentially destructive impact on digital media, an impact whose traditional TV is fully exempt, as not connected to the Internet (see chapter 2.4.2.). It is true that traditional TV cannot be impacted by ad-blockers, as these tools are only working through the use of the Internet. However even if traditional TV is exempted from the ad-blockers consequences, a strategy combining TV advertising and digital advertising is not.

Elena Rudvena, a student in Master of Business Administration at the Saimaa University of Applied Sciences in Finland, addresses the influence of adblockers on mobile advertising through her thesis "Influence of Adblockers on the Future of Mobile Advertising Industry". For this one, she created two electronic surveys, one for publishers, "spread among the 743 owners of websites who make money with mobile advertising" (Rudvena, 2017), and one for advertisers," sent to 203 owners of mobile advertising products and affiliate networks which distribute these advertising products" (Rudneva, 2017) in order to collect data to analyze the adblockers' impact on these players of the mobile advertising market, but also the measures they took to avoid these impacts. In total, the survey for publishers has been completed by 96 respondents, and the survey for advertisers by 64 respondents.

Among the different questions, thirteen are interesting to know what publishers and advertisers think about adblockers and how, if they do, they act upon them. From the survey for publishers, these questions and answers are the following :

Table 2. Answers to particular questions of the survey for publishers of Rudvena (author's interpretation of Rudvena's thesis, 2023).

Questions	Answers' possibilities	Results
Are you aware of the Adblock problem ?	I am aware. It scares me.	43,75%
	I am aware. I am already taking actions.	31,25%
	I heard something, but did not expect to have such extent.	18,75%
	I am aware, but I believe it will not affect me.	6,25%
Which percentage of advertising revenue comes from mobile traffic ?	Over 70%	31,25%
	50 - 70%	25,00%
	30 - 50%	25,00%
	20 - 30%	12,50%
	0 - 20%	6,25%
Can you notice decrease in your earnings from mobile advertisement on your website in last 2 years ?	Yes, slight decrease of 0 – 5 %	43,75%
	Total loose on revenue of over 70%	18,75%
	Yes, significant decrease of 30 – 50%	18,75%
	Yes, moderate decrease of 5 – 15%	6,25%
	No	6,25%
	Yes, considerable decrease of 15 – 30%	6,25%
In case you notice a decrease, can you relate it on the increasing number of	Completely relates	37,50%
	Does not relate at all	25%

adblockers of mobile web ?	Relates to significant extent, the main reasons is in adblocks but there are other reasons as well	18,75%
	Relates to a small extent, the main reason is not adblocks, but adblocks has some minor effect	12,50%
	I can not notice a decrease in revenue from mobile advertisement	6,25%
Do you fight against adblock presence on your website ?	No	43,75%
	Not yet, but planning	31,25%
	Yes	25%
Do you think it is possible to increase ad revenue from your website/adnetwork by aligning your advertisement strategy with the reality of increasing adblock usage in the nearest future ?	Yes	81,25%
	No	18,75%

From the survey for advertisers, these questions and answers are the following :

Table 3. Answers to particular questions of the survey for advertisers of Rudvena (author's interpretation of Rudvena's thesis, 2023).

Questions	Answers' possibilities	Results
Are you aware of the Adblock problem ?	I am aware. I am already taking actions.	37,50%
	I heard something, but did not expect to have such extent.	25,00%
	I am aware, but I believe it will not affect me.	25,00%
	I am aware. It scares me.	12,50%
Which percentage of advertising revenue comes from mobile traffic ?	Over 70%	62,50%
	50 - 70%	25,00%
	0 - 20%	12,50%
Can you notice decrease in your	Yes, slight decrease of 0 – 5 %	37,50%
	No	25,00%

earnings from mobile advertisement on your website in last 2 years ?	Yes, catastrophic decrease of 50 – 70%	12,50%
	Yes, moderate decrease of 5 – 15%	12,50%
	Yes, considerable decrease of 15 – 30%	12,50%
In case you notice a decrease, can you relate it on the increasing number of adblockers of mobile web ?	Relates to a small extent. There is a small dependency on adblock growth, but not much	37,50%
	Completely relates	25%
	I do not see the decrease on my revenue from mobile advertising	25%
	Relates in significant extent. There is a big dependency on adblock growth but there are other reasons as well.	13%

No matter if they are publishers or advertisers, the players of mobile advertising are all aware of the AdBlock problem, even if it can be seen that there is a bigger part of the advertisers, precisely 25%, that have just “heard something, but did not expect to have such extent” compared to the publishers where this part is of 18,75%.

Regarding the percentage of advertising revenue coming from mobile traffic, it can be seen this percentage is bigger for the advertisers, as it represents more than 50% of the revenues for 87,50% of them, while only 56,25% of the publishers have this same more than 50% percent of their revenues coming from mobile traffic. Advertisers should be more sensitive, consequently, to adblockers than publishers.

However, when looking at the decrease both players can have noticed in the last 2 years, it is seen that in reality, advertisers have suffered a potential loss of earnings than the publishers. Indeed, even if 43,75% of the publishers have suffered of low decrease between 0 to 5%, it can be seen that 18,75 of them have lost more than 70% of their revenues in the last 2 years, and the same percentage of publishers have suffered of decrease between 30 to 50%, which is quite significant. On the other side, the majority of the advertisers have seen a little decrease of 0 to 5% of their earnings (37,50% of them), or even no decrease (25%).

When looking at the reasons for these losses, it can be seen that for publishers, the majority, precisely 56,25% of them, consider that the losses completely relate or to a significant extent to adblockers, while the remainder of the publishers who noticed a decrease in their earnings, which correspond to 37,50%, do not relate this event to the adblockers or at a small extent. For advertisers, they are shared more or less equally between the consequence of adblockers and other reasons than them. Indeed, 37,50% of the advertisers consider it does not relate to the adblockers while 38% of them completely relate to adblockers or to a significant extent.

Now, look at the questions specifically asked the publishers about their actions towards the adblockers. Indeed, these questions were not asked to advertisers as they are not able to do much about it, not having access to the source code of websites. These two questions are useful to have an idea of the actual state of the fight of the publishers against the adblockers. Firstly, it can be seen that even if the answer the most chosen, with 43,75%, is “No” for the question “Do you fight against the presence of adblockers on your website?”, it can be seen that 56,25% of the publishers answers in a positive way, as they are actually planning to take actions against them or currently doing it. Furthermore, it can be seen that 81,25% of them are positive about the fact that is it possible to adapt their advertising strategy to the presence of adblockers.

The reason for this confidence is due to the existence of many solutions publishers can use to bypass adblockers. As mentioned in the literature review of Rudvena’s thesis, publishers can :

- « change the code » (Rudvena 2017: 36) of the website
- embed “advertising inside the content so it cannot be detected as advertisement and cannot be blocked”, also named native advertisement (Rudvena 2017: 36)
- prevent “content viewing or limiting functionality by publisher in case adblock is enabled” (Rudvena 2017: 36)
- “ask users politely to disable adblocks on their devices and explain that advertising is a way to support free content” (Rudvena 2017: 37)

- allow users to “give the requests on which advertising they are interested in and advertisers will compete to target precise need of each user” (Rudvena 2017: 38)
- create “new technologies” (Rudvena 2017: 38)

This list of solutions will evolve with time, eliminating some solutions that could be not that adequate, or adding new ones.

Based on the finding in this work, doubt can be cast on Wolff’s theory, as, firstly, digital media are not 100% dependent on their advertising. Secondly, even if the use of adblockers would increase, solutions exist to bypass them, not making them as destructive as said by Wolff.

4.6 Privacy control tools lower the attractiveness of digital advertising

Ad-blockers thus being a workable threat, other tools, more recent, could drastically harm digital advertising: the tools of privacy control. According to the website of the National Institute of Standards and Technology (NIST), the U.S. government’s official website, privacy control is defined as “the administrative, technical, and physical safeguards employed within an agency to ensure compliance with applicable privacy requirements and manage privacy risks.” (NIST 2016). When using a mobile device, a website, or an application, users have the possibility to manage and control the access and use of their private data. Taking the example of social media, it is often preferences that can be changed in the setting and privacy section of the social media account. Taking another example, the one of websites, it can be selected through the pop-ups about the use of cookies (see chapter 2.4.3) when entering a website’s page.

For advertisers, access to third-party data is essential, as it allows them to create targeted and personalized advertisements (see chapter 2.5) and collected precise data about their consumers. However in 2021, Apple made some

changes to the privacy of their iOS through the new iOS 14.5. These changes are highly positive for the users, as the objective is to increase the level of protection of their personal data and devices. (American Century Investments 2023). Now, users of Apple's iOS have the possibility to use the "App Tracking Transparency" (ATT) tool in order to turn off the possibility of an application monitoring and collecting the user's activity and information (New York Times 2021). This change appeared to be negative for advertisers and digital marketing and could have as a consequence to lower the attractiveness of digital media to advertise.

To understand the consequences of Apple's ATT tool on advertisers and digital advertising, an article by American Century Investments has been used, named "Apple Privacy Updates Upend the Digital Marketing World", written in 2023 by Keith Lee, senior vice president of the company. In addition, two statistics from Statista are used: the first one published by comScore in 2021, shows the "share of tracked Identifier for Advertisers (IDFA) in selected app categories before and after the introduction of Apple's App Tracking Transparency protocol in iOS 14.5 as of June 2021" (Statista 2021). The second one, published in 2021 by AdColony, shows the "share of app publishers worldwide who have taken selected actions regarding their iOS marketing spend after the Apple App Tracking Transparency (ATT) framework rollout in 2021" (Statista 2021).

The statistics of 2022 from Statista show the results of a survey done in order to study the potential change in the share of IDFA (e.g. trackers) before and after the launch of Apple's ATT, especially on the sports, news, entertainment, and real estate app categories. The following diagram shows these results :

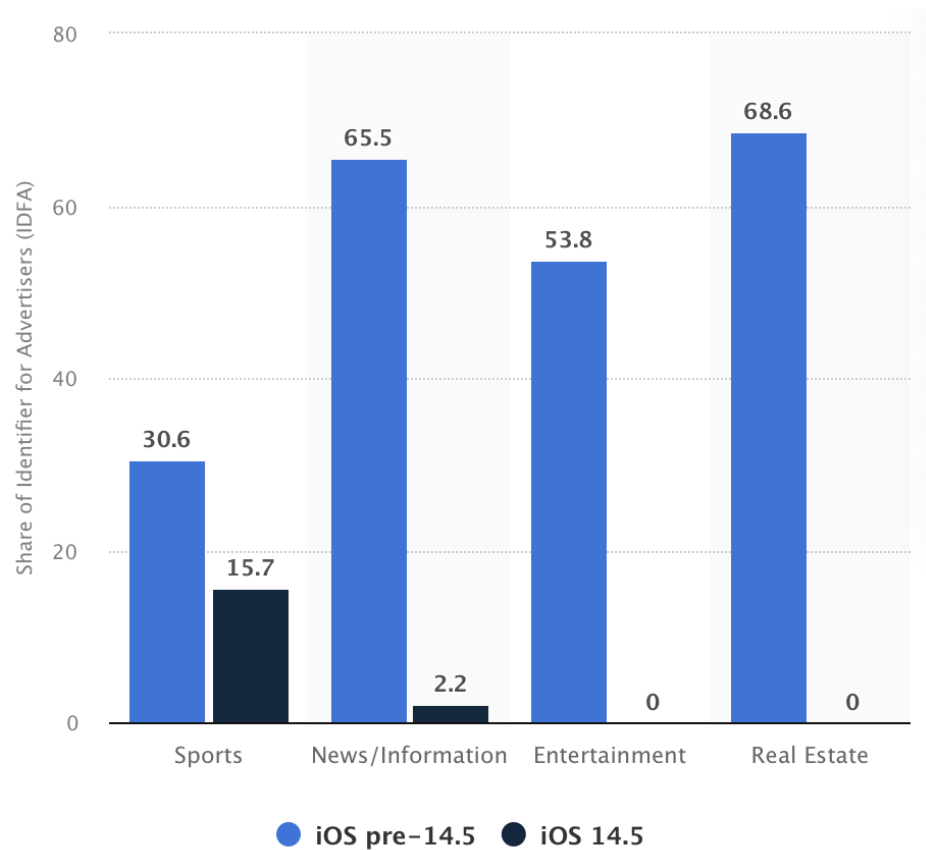


Figure 13. Diagram of the tracked Identifier for Advertisers (IDFA) share in selected app categories before and after the introduction of Apple's App Tracking Transparency protocol in iOS 14.5 as of June 2021 (Statista 2021).

Before the launch of iOS 14.5 and, consequently, before the launch of the ATT tool, the share of IDFA was relatively high in all kinds of app categories. Indeed, the percentage of apps which contained IDFA represented 30,6% of the “sports” category (the only category less “touched” by the IDFA than the others),

65,5% for the app in the “news” category, 53,8% for the app in the “entertainment” category, and 68,6% for the “real estate” category. After the launch of Apple's ATT tool, these percentages decreased to 15,7% for the “sports” category, 2,2% for the “news” category, and to 0% for the “entertainment” and “real estate” categories. It is therefore demonstrated that the launch of the ATT tool has

drastically lowered, or even made disappear the IDFA on a large part of the app, which also means that users have largely used this tool. The IDFA being trackers that greatly help advertisers to collect data about their consumers in order to use them in the creation of personalized advertisements, a decrease in their numbers will necessarily have impacts on the effectiveness, and therefore revenues of advertisers' digital advertising.

Indeed, the article by American Century Investments mentions the situation of Meta, the parent company of Facebook, Instagram, or WhatsApp, who recorded during its second quarter of 2022 "a decline in revenues for the first time" (American Century Investment 2023). Indeed, the launch of the new Apple's ATT tool has impacted the number of advertisements seen by the users of Meta's apps, and knowing that the company makes 97% of its revenue from its social media's global advertisements, a drop of 1% in its income regarding the second quarter of the precedent year occurred. Even if 1% does not sound much, it is still representing billions of U.S. dollars. The Meta's example can therefore be considered a warning signal for advertisers, to reconsider their advertising budget for iOS devices.

The statistics of AdColony from Statista show the results of a survey carried out in 2021, done in order to find out which actions have been taken by advertisers, regarding their advertisement budget, towards the ATT challenge. Among the four options of answers proposed in the survey, here is the percentage of answers for each :

- 40% of the respondents answered "No, everything remained the same"
- 31% answered "Yes, we've shifted much of our spend from iOS to Android"
- 20% answered "Yes, we reduced our iOS spend – but our Android spend remains the same"
- 9% answered "Yes, we've shifted some of our UA spend from iOS to Android", where UA means user acquisition

Despite the risks, as seen with Meta, the results show that a majority of the respondents (60%) decided to do some changes regarding their advertising spending, by shifting a part of their iOS spending to Android, or by reducing only part of the iOS spending, or by shifting some of the iOS user acquisition spendings to Android, in order to increase the number of Android users. However there are still many of the respondents (40%) who decided to change nothing regarding their advertisement spending. Contrary to what one might think, this is not necessarily a bad choice. In fact, Alphabet, the parent company of Google, plans some changes in order to improve Android users' privacy and which will decrease the performance of ad tracking, for example, the automatic blocking of the Chrome web browser's cookies (American Century Investments 2023). Consequently, to shift the majority of the iOS spending to Android is a potentially temporary decision, that may need to be canceled when Alphabet will implement the changes mentioned before.

Going back to the current problem of ATT, some solutions to get around it and try to avoid a drop in revenue exists. For example, the method of "server-side tracking" (American Century Investments 2023), works by the retrieve of the IP and some useful information from servers instead of devices, a method used by Meta. However this is a method that can be inconclusive, as debatable regarding the proper maintenance of privacy by these servers, but also because the iOS 15 will let the choice to users limit access to these data. Another solution. Another solution is the use of universal identity, which operate in the same way that the server-tracking method, but with the encryption of all the data, allowing to avoid the debate linked to the safeguarding of the users' privacy. On the other hand, this solution can also be countered by the iOS 15, making it again not 100% effective. On the other hand, these solutions could be used to avoid the potential future restrictions concerning the access of Android users' third-party data, in case the Android tool would not already have a function to make them irrelevant (American Century Investments 2023).

5 Discussion and Conclusion

The search is based only on pre-existing documents, and as the secondary research method was used for this thesis, it is legitimate to ask questions about the reliability and validity of the results. Each research is based on surveys and statistics, the sample used could therefore be a potential source of errors. The majority of sources are known as reliable, such as the ARF, Nielsen, or Statista, results from these sources can therefore be considered reliable and valid. Regarding the results coming from papers and the thesis, it is more difficult to ensure the reliability and validity of the results. However, based on the status of the authors (e.g. marketing professors for the paper about TV advertising effectiveness and profitability) and the number of respondents (e.g. 288 for one paper and 160 for the second one), the chances of the results being significantly distorted may be considered low.

To go back to the results, they emphasize several things to consider before being able to give a clear response to the research question “Is traditional TV advertising still relevant?”.

Firstly, the interest of the generations towards cable TV and streaming TV changes according to the age of the generations: the younger they are, the more interested they are in streaming, abandoning cable TV. In addition, this can be seen right now in the share of TV trends, where the share of streaming TV is changing increasingly, even surpassing the share of cable TV, which remained until recently the biggest. Even if today the existing generations are still relatively balanced between those who mainly use cable TV, those who use both cable and streaming TV, and those who mainly use streaming TV, it is good not to forget that this situation is temporary. If the trend remains the same, when the Baby Boomers and Gen X will have disappeared, and in approximately thirty years, cable TV will have almost completely ceased to be used.

Secondly, using TV advertising alone is now not profitable for advertisers, who lose more money by investing in this media than they earn. Among them, the

belief that television is the most performance media still exists, while reality and the ROI show that this is no longer the case, whether it is related to the decrease in the use of traditional TVs or the strategy used that would not be good or less effective with the presence of digital media.

Thirdly, the benefits regarding the combination of the use of TV advertising and digital advertising has been proven and would allow advertisers to get ROIs that would be higher than if the latter were advertising only through digital media.

Finally, concerning the tools that could well impact the use of digital media in advertising, adblockers may impact the use of digital media, but cannot make them ineffective since these can be bypassed in several ways. On the side of privacy control tools, more impactful than adblockers, solutions also exist to circumvent them, even if it seems that it is not possible to rely on them 100%.

With all these factors in account, a clear response to the question "Is traditional TV advertising still relevant" would be that it is not relevant anymore used alone.

Indeed, it is not about the traditional TV total disappearance. As mentioned upper, there is a rather substantial risk that traditional television will disappear with the extinction of the most "old" generations, but this should only happen in a few decades. Therefore, advertisers can always use cable TV until this moment, as long as they do not invest over the long term. Knowing that the profitability of TV alone is negative, it is no longer a question of using TV alone but accompanied, by digital media. A strategy combining TV and digital media would be the right way to optimize the power of traditional TV advertising, using at the same time the benefits of digital media, such as streaming TV, social media, etc., while getting ROIs higher than if digital media and traditional TV were used alone. The presence of adblockers and privacy control tools will therefore be expected, even if a strategy not only based on digital media is used, but should not have too great an impact on the results of the strategy from the moment their presence is recognized, their consequences on the final results analysed and understood, and that solutions be provided to bypass them. Of course, it is a strategy that

tends to be modified over time, potentially by reducing investment in traditional TV advertising, to feed those made on connected TV, streaming platform, social networks, etc.

This thesis had a difficult subject to deal with, as the evolution of digital media is fast but also quite uncertain. Technologies are evolving more and more rapidly, whether new types of media that can be used to advertise or new tools to counter the same advertising. It is therefore extremely difficult, if not impossible, to predict precisely a date for the disappearance of a medium. At any time, a new technological evolution could be created, and modified in the 30 years, planned as the last years when the traditional TV will be in use, in 5 years. Or, on the contrary, the creation of a tool that would block 100% of the advertising on digital media, without anyway of being bypassed, could increase this time to 100 years see more.

So it might be interesting to see what types of technologies regarding advertising are currently being designed, or what types of technologies could be created within 10 years, to perhaps be able to make those estimates more accurate.

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