



-Webinar -

TV everywhere: What difference does it make?

Background

TV has escaped from the living room set onto computer screens and onto mobile devices like iPhones. Indeed, digital TV is changing the viewing habits of consumers, even when they watch traditional living-room TV.

Planning media campaigns was hard enough when it was just TV, radio, and print. Now advertisers have to plan for the effects of seeing TV ads on different types of screens. Adding interactivity makes it even more complex, so this talk is just about non-interactive digital television.

To plan across screens, advertisers need to extend our current knowledge about the “average” effect of ad exposure on the traditional living room set. Digital video recorders make it easier to avoid ads on these sets, but they also tell us which ads were avoided. So what’s left after an ad has been zapped, zipped, muted or ignored?

In this webinar, Associate Professor Steve Bellman examines just how effective TV advertising is in this new digital age, and how we can assist advertisers to be more effective with this medium.

Objectives

This webinar will address several key aspects relating to the effectiveness of digital TV advertising. In particular:

1. What happens to the effectiveness of TV content when it’s shown on different screens, and whether it’s possible to optimize the viewing experience for different platforms.
2. What are the findings from comparing the effectiveness of fast-forwarded ads, and ads seen under various other modes of ad avoidance, to ads seen with full attention.

Learning outcomes

At the conclusion of this webinar, participants should have an understanding of:

- What to control for when optimizing across different TV screens; and what *not* to control for
- Planning ad campaigns by combining estimates of exposure probability with estimates the effectiveness of advertising when seen under viewing conditions other than at normal speed
- How to add value to a client in developing advertising for digital TV, and how to customize research for individual campaigns.

Speaker: Steve Bellman, Deputy Director of the Interactive Television Research Institute (ITRI) at Murdoch University, Perth, Western Australia.

Date: Tuesday 21 September 2010

Time: *Please note following time – based on your location's time zone*

NSW, ACT, VIC, TAS,	QLD	SA	WA	NT
3.00 pm - 4.00 pm	3.00 pm - 4.00 pm	2.30pm – 3.30 pm	1.00pm – 2.00 pm	2.30pm – 3.30 pm

Rates including GST:

\$55 for AMSRS members

\$77 for non-members



Steve Bellman



Associate Professor Steve Bellman is the Deputy Director of the Interactive Television Research Institute (ITRI) at Murdoch University, Perth, Western Australia. Over the last five years he has worked on *Beyond :30*, a collaborative industry research project focused on understanding the interactive viewer and exploring emerging formats for TV advertising. These research projects collect data in two of the world's most advanced audience research laboratories: ITRI's lab in Perth and The Disney Media & Advertising Lab in Austin, Texas.

He was co-author, with Professor John R. Rossiter, of *Marketing Communications: Theory and Applications*, an update of Rossiter and Percy's classic textbook, *Advertising & Promotion Management*.

His research in interactive advertising and communications has appeared in leading international journals, such as the *Journal of Marketing*, *Journal of Advertising*, *Journal of Communication*, *Journal of Advertising Research*, and *Journal of Interactive Marketing*. He serves on the editorial review boards of *Journal of Advertising*, *Journal of Interactive Marketing*, and *Electronic Markets*.

Steve has also been a partner in a Sydney-based Web consultancy and has seven years experience as an Art Director in advertising agencies in Perth and London.