



Adults Spend Almost 10 Hours Per Day With The Media, But Note Only 150 Ads

Media Dynamics Inc.'s topline media usage and ad exposure estimates released in advance of September 26th publication of full *Media Usage Trends* report

Nutley, NJ, September 21, 2014 - A new study of media usage and ad exposure by Media Dynamics, Inc. reveals that while a typical adult's daily media consumption has grown from 5.2 hours in 1945 to 9.8 hours currently, this has not been reflected in a huge spike in ad exposure.

"Although commercial clutter on TV has risen steadily," notes Media Dynamics, Inc. President, Ed Papazian, "today's viewer has more avoidance options like remote controls and DVRs, and many more channels to choose from." As a result, the number of ads that adults are now exposed to across all five media (TV, radio, Internet, newspapers and magazines) is about 360 per day; of these, only 150-155 are even noted, and far fewer actually make a sale.

The table below presents Media Dynamics, Inc.'s projections of the average adult's daily media usage for 1945, 1985 and 2014. It shows the huge increase in total time spent, but the relative stability in terms of ad exposure and noting. "The point, of course, is that time spent, as reflected by the audience surveys, is a very poor indicator of ad impact," observes Papazian.

The full Media Dynamics, Inc. report, **America's Media Usage & Ad Exposure: 1945-2014**, provides detailed breakdowns by medium and will be released on September 26th.

AVERAGE ADULT'S DAILY MEDIA & AD EXPOSURE 1945-2014

	Total Media Hours	Ads Exposed ¹	Ads Noted ²
1945	5.15	340	124
1985	7.21	296	121
2014	9.83	362	153

¹Ads that could have been seen/heard.

²Ads that attracted the audience's full attention for a few seconds or more.

Source: Media Dynamics, Inc., **America's Media Usage & Ad Exposure: 1945-2014**.

About America's Media Usage Trends & Ad Exposure: 1945-2014

[America's Media Usage Trends & Ad Exposure](#) presents Media Dynamics, Inc.'s exclusive analysis of the amount of time that adults devote to each of the major media, from the pre-TV days (1945) to today. The report also includes estimates of fully attentive time spent, based on numerous research studies. Finally, MDI provides estimates of the number of ads adults were exposed to—in terms of having an opportunity to be seen/heard and, most important, how many are actually noted. The analysis includes a full explanation of how our estimates are calculated, as well as information on the underlying qualitative research.

Scheduled release date: September 26, 2014.

About Media Dynamics, Inc.

Media Dynamics Inc. is a publishing & consulting company founded in 1982 by Ed Papazian, the former Media Research Director and Media Director of BBDO (1960-75) and co-creator/publisher of **Ad Forum** and **The Media Cost Guide**. MDI's **Dimensions** series has served as *the* reference source for data trending and insights on radio, magazines, TV and intermedia. For 28 years, the newsletter, **Media Matters**, has delved into territory often slighted by other publications and presented a voice of reason to a frenetic and often overloaded media industry. Media Dynamics' library includes several research annuals and numerous special reports and white papers that focus on targeted areas of the media, e.g. spot TV, cable, ad receptivity, CPMs and upfront cost estimates. Media Dynamics, Inc. has also spent more than 20 years consulting on various media issues, including agency/client interactions on the media function, the hiring of independent media buying services and the evaluation of agency/media buying performance. Past clients include a cross section of TV networks, cable services, magazines, TV & radio reps, advertisers, ad agencies, research companies and new media.



Copyright © 2014 Media Dynamics, Inc., All rights reserved.

Our mailing address is:

Media Dynamics, Inc.
363 Centre Street
Nutley, NJ 07110
973-542-8188

[unsubscribe from this list](#) [update subscription preferences](#)