

What strategies will make US TV viewers pay attention to ads?

Article

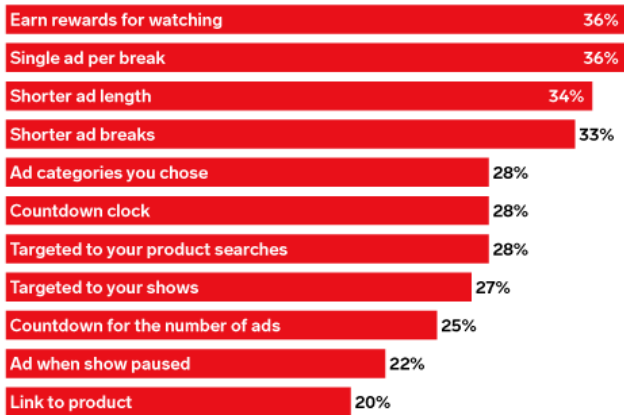
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Advertisers looking to boost their effectiveness on TV should consider a less-is-more approach. Among US TV viewers surveyed, **36%** said they would more likely pay attention to

ads if there were rewards for watching. The same percentage said they would if there was only one ad per break, and **34%** said shorter ads would be more captivating.

What Would Make US TV Viewers More Likely to Pay Attention to Ads?

% of respondents, June 2021



Note: ages 14+ who watch at least one hour of TV per week
Source: Hub Research, "TV Advertising: Fact vs. Fiction," June 25, 2021

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