



## TV's Peanut Butter-and-Jelly-Sandwich Effect



There's nothing particularly wrong with a peanut butter sandwich or a jelly sandwich, but it's the combination that creates a greater intensity of deliciousness. It's an apt metaphor for today's best TV advertising strategy. Advertisers can buy just linear TV or just streaming TV, but it's the mix of the two in the right proportions that achieve greater reach, according to Comcast/Effectv's new TV Viewership Report.

After analyzing more than 35,000 TV advertising campaigns and the viewership numbers from more than 29 million households from the first half of 2022, the report's conclusion is the sweet spot for TV advertisers is 70% linear TV and 30% streaming TV.

After crunching all the numbers, the strength of linear TV's reach was still the overwhelming value proposition for advertisers. The research found almost three-quarters of the average of six hours and 17 minutes watching linear TV is during other dayparts than prime time and the average household is watching 27 different networks. This spread of viewing across dayparts and networks means many advertisers, especially local, smaller businesses, don't have to buy prime-time exposure to benefit from TV's reach.

The value of streaming TV is it reaches viewers who are cord-cutters or may only access linear TV networks for daily news, sports and weather. An important finding is spending more than 30% of TV ad dollars on streaming TV is counterproductive as the return on reach is much less than if those dollars were spent on linear TV's reach.

The combination also helps to maximize the reach of diverse audiences.

### Reaching Diverse Audiences with a Linear/Streaming TV Mix

Audience	Linear TV Unique Reach	Streaming TV Unique Reach
Multicultural families	76%	55%
Young adults	80%	56%
Middle-class suburbs	81%	51%
Luxury vehicle buyers	82%	55%
Retirees	84%	50%

Comcast/Effectv, October 2022

What the Comcast/Effectv's Viewership Report reveals about the complementary value of linear TV and streaming TV is a powerful message to include in any pitch to advertising prospects.

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## The Small-Business Barometer Reads Sunny Days Ahead



It seems counter-intuitive that small business owners would be more optimistic given the economic conditions of high inflation and interest rates and a tight labor market. That, however, is what the September 2022 Wall Street Journal/Vistage Small Business CEO Confidence Index shows. The September index was 81.4, increasing from 79.0 for August, 73.9 from July and 74.9 from June.

Driving that optimism was small business owners' view that the general economy is starting to rebound, and they expect to generate greater profits. According to the report, 57% of small business owners said they anticipate increasing revenues, compared to 49% during July. Those expecting decreasing profits declined substantially, from 27% during August to 20% during September.

Many pressures still exist for small business owners. Filling job openings is still a challenge as 30% said it was more difficult during September than during January. Those small businesses planning to add employees remain at the lowest level since April 2020 or 53% during September, which was essentially the same during June, July and August.

Balancing inventory levels has also been tricky for small business owners. Some easing of supply-chain issues is occurring, but it's difficult to judge how much the tightening of interest rates by the Federal Reserve may reduce consumer spending, although they continue to spend. 60% of small businesses were maintaining inventories and twice as many more than typically. A slight majority (51%) said their supply chain was slowly improving, but only 13% said there weren't encountering any problems.

Retail small businesses need inventory to maximize revenues and profits from holiday shopping but don't want to be forced to discount remaining inventory during early 2023 if there were even a mild recession that could limit consumer spending.

Despite small business owners' optimism, inflation is significantly affecting many aspects of their businesses.

- **Increased wages and compensation – 90%**
- **Increased prices from vendors – 76%**
- **Higher costs for raw materials and other inputs – 57%**
- **Increased energy prices – 51%**

Although the picture is not entirely rosy from the small business owner's perspective, there are signs of improvement. A trend to share with your clients and prospects when they express more pessimism than the index indicates.



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## Business Profilers & PowerPoints

- Late Holiday Shopping Season
- Menswear Market
- Snowmobiles Market
- Late Politics
- Footwear Market
- Snowsports Market
- Womenswear Market



## Newest and Future Special Reports



In-Store and Online:  
Retail's Perfect Partners  
(September 2022)



Breathing Life into the  
Newspaper Industry  
(October 2022)



2023 Calendar of Events  
(November 2022)

## The Best Is Yet to Come...Always

**Late Holiday Shopping Season 2022 Profiler PLUS** – More consumers are shopping early, but many still wait until December. Help your clients balance their campaigns for both groups.

**Start Your Day with Optimism** – A recent article in the Sales Training Aids section recommends you start your day with something that makes you happy.

**Auto Sales Improve** – Although there are still challenges, the October 2022 Auto Update Report reveals more sales increases for some brands during the third quarter.



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