



AAAA/ANA Annual Study Shows TV Clutter Levels Up Across Dayparts

Figures Reveal Several Dayparts Hit Record Highs

Clutter levels showed record-high increases in many TV dayparts. The increases were revealed in a joint report by the American Association of Advertising Agencies (AAAA) and the Association of National Advertisers, Inc. (ANA).

Of the six dayparts monitored, three set clutter records:

- Early morning (18:02 minutes per hour up from 17:44)
- Daytime (20:57 up from 20:03). Daytime continued to reign as the most commercial-laden daypart.
- Local news (17:10 up from 17:05).

In prime time:

- CBS experienced an increase of 26 seconds in non-program content to 16:04 from the previous year.
- NBC remained the most cluttered (commercials and network promos) in prime.
- UPN set a commercial clutter record for all six networks.

"Unfortunately, the level of non-programming time seems to increase inexorably every year on both the broadcast and cable networks," said O. Burtch Drake, AAAA president-CEO.
'The agency industry has long complained about clutter because it continues to represent a negative advertising environment for our clients.'

Cable Networks

Fox Family Channel (now ANC Family) emerged as the most cluttered cable network running 17:54 minutes, while E! carried 17:31 non-program minutes.



Audiences may love *Raymond*, but advertisers are upset by CBS's increase in prime time clutter.



NBC is less than presidential, with the most cluttered programming in primetime.

VH-1 delivered the most commercials.

The least amount of non-programming minutes were posted on The Weather Channel (12:42) and CNN (9:58).

Syndication Market

Total syndication commercial minutes broke the 14 minute barrier for the first time ever, going up to 14:02, while local and non commercial minutes increased slightly. Local commercial minutes have risen steadily from year to year.

Once again, King World/Camelot delivered the most cluttered syndicated programs, as *Hollywood Squares* and *Wheel of Fortune* topped the list with 22:25 (per hour) and 21:58 (per hour), respectively. *Frasier* replaced *Home Improvement* as the syndicated program with the most commercial minutes per hour. (17:07).

"The environment in which advertising appears is extremely important to our members," said John J. Sarsen, Jr., president-CEO of the ANA. "**We are disappointed that clutter in some dayparts is at a record high since it can only decrease the impact of each commercial message.**"

The AAAA is the national trade association of the advertising agency business. The 1,225 member agency offices it serves in the U.S., employ 60,000 people, offer a wide range of marketing communications services, and place 75 percent of all national advertising, as well as a large share of local and regional advertising. The management-oriented association helps its members build their businesses, and acts as the industry's spokesman with government, media, and the public sector.

The ANA is the industry's premier trade association dedicated exclusively to marketing and brand building. Representing over 300 companies with 8,000 brands that collectively spend over \$100 billion in marketing communications and advertising, the association's members market products and services to consumers and businesses. ANA serves the needs of its members by providing marketing and advertising industry leadership, legislative leadership, information resources, professional development and industry-wide networking.