

Pioneering Research Aims To Improve TV Advertising

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Pioneering Research Aims To Improve TV Advertising - Exclusive Podcast Interview

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“We wanted to generate a deeper understanding of the way people watch television and to stimulate people into thinking about alternative strategies in an advertising sense.” (Agostino Di Falco)

In the MR Insider podcast, Agostino outlines the genesis of the study, its structure, and discusses in detail the two key findings and their implications for the future of TV advertising.

[Editor Note: Further details and background of the study and VBS can be found in the accompanying PR]

The study comes at a poignant time for TV advertising given the growing use of DVR/PVR technology, such as Sky+ and Tivo, to skip past commercials.

In the podcast, Agostino goes on to talk about how other research led to commissioning the extreme car makeover show “Pimp My Ride” for MTV UK.

“Our research on consumer needs” ticked all the boxes that Pimp My Ride UK was going to tick.” (Agostino Di Falco)

On the experience of recording his first podcast, Agostino commented: “It was good fun and I hope others find it a useful way to engage in the debate.”