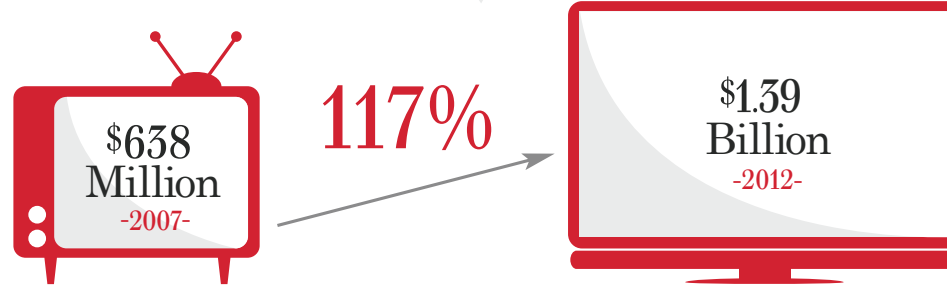


The Courage to Be Direct

Longer, direct response television (DRTV) ads enable marketers to tell a story that motivates viewers to call an 800 number or login to a website to make a purchase. These spots are becoming increasingly important sales vehicles for companies nationwide.

Advertiser Spending: Two Minute Commercials



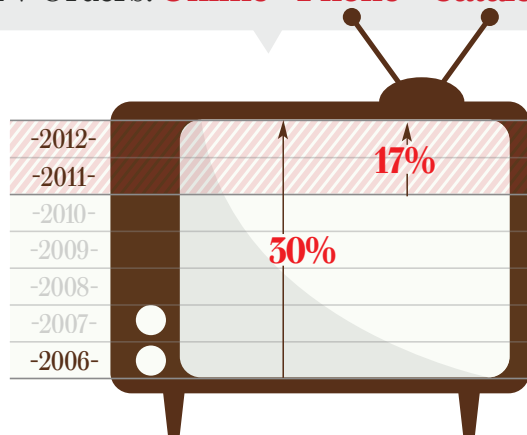
Two-minute commercials a thing of the past? With spending on these longer-length spots up 117% since 2007, looks like "deuces" are going to be around for a while.¹

Advertiser Spending: DRTV



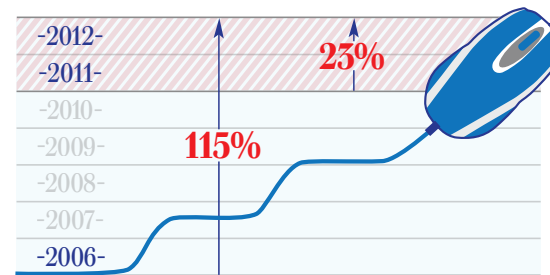
Commercials that sell are more popular than ever, with spending on DRTV:120 more than doubling since 2007.¹

TV Orders: Online + Phone + Catalog



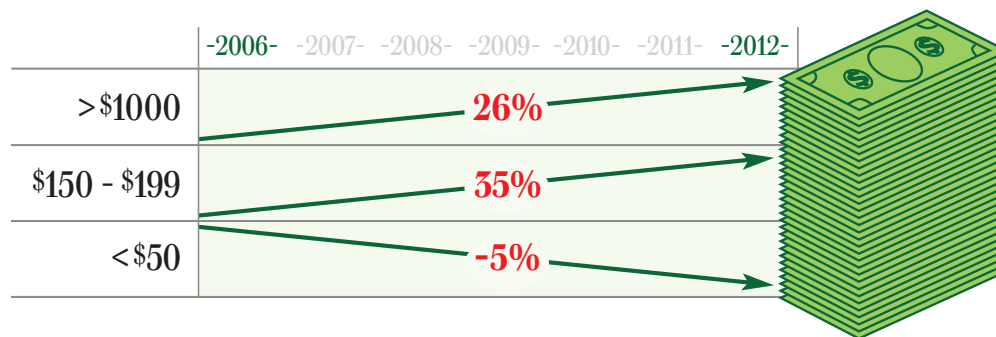
Couch Consumers: viewers continue to embrace more convenient ways to buy.²

Online Orders



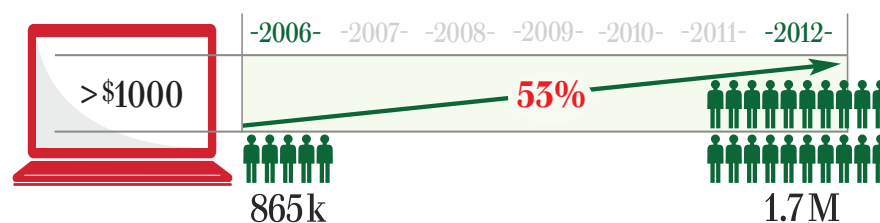
Online Buying continues to move into the mainstream with orders up 115% from 2006 to 2012.²

Consumer Spending as a Direct Response to TV Advertising



More good news for TV advertisers: TV advertising is driving more spending.²

Consumer Spending Online as a Result of TV Offers



Where TV meets the internet. TV is driving consumers to buy online in increasing numbers.²