

**For Immediate Release:**

Diane Stefani  
212.255.8224  
diane@rosengrouppr.com



## **Vidicom Survey Reveals TV Producer Tolerance Level for Product Mentions in Satellite Media Tours**

### ***90% of Producers Want Localized Information and Frequent Anchor Interactions with Experts***

New York, NY (June 15, 2011) – According to a recent survey by [Vidicom](#), the leader in creating, building and distributing branded content, 90% of TV news producers polled say one mention per product per brand is appropriate. The survey further reveals that producers will tolerate embedded product mentions if content is compelling and they cannot produce it themselves.

The Vidicom survey, which polled dozens of producers in the Top 20 TV markets, also found that while the number one reason for using branded Satellite Media Tours (SMTs) is the need for content, 50 percent don't like more than one product mention per brand.

"Brands spend millions of dollars each year on talent and production for satellite media tours, but often forget that more than one brand mention per product can be a turn off and result in a segment being sent into the ether," says Christy Ferer, CEO and Founder of Vidicom. "We work hard to make sure our clients engage, entertain, and educate their audiences. It is a much more powerful tool when the audience doesn't feel they are being sold to."

What producers are saying about product mentions on SMT's:

- WGN-TV (CW), Chicago: *"I prefer no blatant mentions of the product. If there is pertinent information for our viewers that is related to a project or event then that is one thing but just a flat out infomercial is inappropriate for our audience."*
- KENS-TV (CBS), San Antonio: *"If it was less branded we could use more segments."*

Ninety percent of news producers book media tours because of content needs. The survey also discovered that more anchor-expert interaction and engaging localized content were key to getting segments on air.

- WTOL-TV (CBS), Toledo: *"Our on-air reporters need to have time to ask questions and be able to get a word in so that we can provide our audience with informative info not just product plugs."*
- KMOV-TV (CBS), St. Louis: *"We usually pick a SMT based on talent. Content matters but by now, we've figured out who really delivers on making a satellite entertaining and educational."*

"Given the results of our survey, Vidicom is now counseling clients and scripting segments to include messaging, but are urging clients to try to keep to one mention per product," added Ferer.

**About Vidicom:**

[Vidicom, Inc.](#) helped create the concept of branded content 30 years ago and is a pioneer in creating and distributing multi-media marketing campaigns. It leads in consumer engagement online and combines marquee talent with its client brands. Vidicom owns place based media networks (hotels, airlines, cruise ships), creates and distributes content through the web, social media, television and radio, and delivers unique viewers with proprietary distribution vehicles [Citybuzz](#) and [News2Know](#).

# # #