

DECLINE OF TRADITIONAL MEDIA

RETAILERS NO LONGER RELY ON TRADITIONAL MEDIA ADS TO HELP THEM SUCCEED IN TODAY'S ECONOMY. THE FOLLOWING DATA REVEALS WHY.

NEWSPAPERS

Today, people go online to discover information or reach customers.

- Print advertising down by \$2.1 billion in 2012¹
- Newspaper ad revenues down more than 50% in last 5 years²
- #5 on a list of country's fastest-dying industries: newspaper publishing³

RADIO

Listeners use digital mobile devices instead of listening to live radio.

- 8% decrease predicted for 2012 radio ad revenues⁴
- Sirius XM Radio: 21.9 million subscribers beginning of 2012⁵
- 38% of music lovers use mobile devices; number will double by 2015.⁶

TELEVISION

TV can't promise specific audience exposure as in the past due to fragmentation (hundreds of channels) and digital video recording devices.⁷

- Online advertising will swallow up television in next 5 years⁸
- 2012 ratings plummet—ads don't reach important target audience of 18 to 49-year-old viewers⁹
- Nielsen 2011 report: first time in 20 years, drop in number of American households with TVs¹⁰

DIGITAL DISPLAYS

On-premise digital displays provide a great alternative to traditional media advertising.

In contrast to newspapers, radio, and TV marketing, an LED sign:

- Reaches many different customers, not just one broad group.
- Attracts customers when they can stop and buy.
- Provides new advertisements quickly and inexpensively.
- Offers a higher return on investment.

Discover more at www.daktronics.com/commercial



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