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Are You in Good Hands?
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What Really Matters
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Do Online Video Platforms Cannibalize Television? How Viewers are Moving from Old Screens to New Ones
Jiyoung Cha, George Mason University, uncovers different segments’ viewing behaviors and attitudes, and the effect on television viewership.

Public Attitudes toward TV Advertising
Despite revolutionary changes in how people consume media, attitudes toward television advertising are stable in this ten-year study. Cynicism and mistrust of television advertising are consistently high. Michael T. Ewing, Monash University, cautions the industry to take note.

Second-by-Second Analysis of Television Advertising
Srinivasan Srinivasan, Drexel University, and Robert Koll, The University of Orlando, explore the effects of pod position on television advertising, uncovering implications for audience measurement, media buying and creative.

Why Marketers Often Overlook an Audience of “Model” Consumers
The Asian-American television audience is a missed opportunity for many advertisers. Amy Jo Coffey, University of Florida, makes recommendations to overcome reported advertiser misconceptions and agency obstacles, and to encourage investment in this growing and affluent demographic segment.