Subject: Re: Just in case you thought radio wasn't popular anymore
Posted by Khanman on Fri, 06 Apr 2018 04:49:52 GMT
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Given the context of the study, these numbers aren't surprising. This was about advertisement reach, right? So, they're only counting things that have ads. Anything watched on Netflix, Amazon Prime, HBO, iTunes, movies already purchased, etc., would be out since they don't have advertisements for things outside of their own products. If all of those were included, I bet television would be higher. Maybe they were included, I don't know. They don't really hand out the details very easily on their site.