

New forms of advertising in audiovisual media

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Abstract

For several decades, commercial television was based on 30-second advertising as the main source of income. Technological advancement created conditions that televisions and advertisers to apply new strategies and models of advertising such as product placement/brand, brand integration, branded entertainment (entertainment via brand), hidden advertising, advertorial, etc. These practices besides traditional coalescence of borders between advertising and media content produced both positive and negative effects.

Research questions raised in this study are: how do these advertising tactics affect the content of audio-visual media? What deformations /deviances appear in media during their implementation? What is the role and influence of large advertisers in the deformed relationship between mass media and marketing/public relations practices? In the focus of this research are informative TVs, News 24, ABC News, Ora News and Top News compared with generalist national televisions Top Channel, Klan TV and Vizion Plus television.

Since audio-visual operators continue to have problems with formal declaring of the quantitative advertising indicators, to conduct the study, we relied primarily on in-depth interviews conducted with heads of departments of television marketing, journalists, surveys and reports published by AMA (Audio-visual Media Authority).

The study shows that either national generalist televisions or information televisions do not have many differences in terms of new forms of advertising they broadcast; in

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generalist televisions along with 30 second advertising there is an increase and misuse of product placement in the programs as a hidden and abusive way of communication of a commercial nature while in informative televisions dominates the phenomenon of broadcasting paid chronicles in newscasts, which is another form of hidden advertising. The use and abuse of the term “promotional message” is another common feature of television entities. Faced with financial pressure it seems that media managers have focused more attention on attracting advertising/revenue generation rather than to the quality and informative space.

Key words: *hidden advertisement, product placement, brand, media, marketing, PR.*