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## Broadcasts of Basketball, Tennis Events Provide Greatest Exposure to Courtside Advertisers, According to Research

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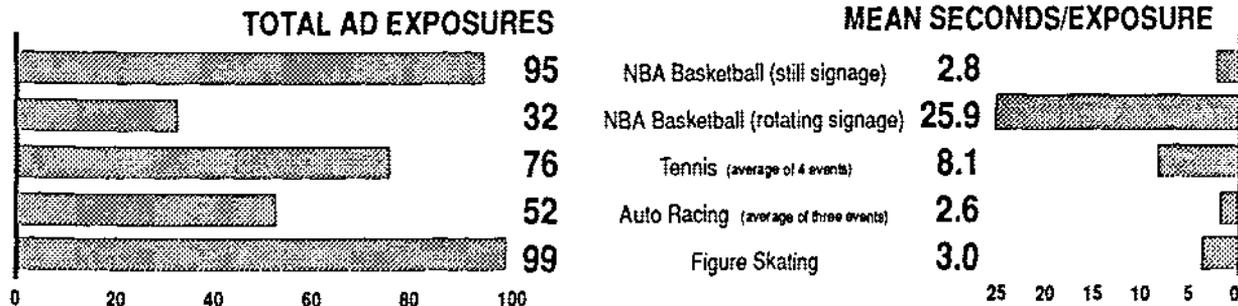
Basketball and tennis broadcasts offered the greatest signage visibility to sports advertisers as measured in a study conducted by Marquette University.

The study calculated the number of advertiser logo appearances and the length of ad visibility for broadcasts of pro basketball, tennis, auto racing and figure skating events.

The Adtime rotating signage system delivered the longest signage exposure. On average, Adtime advertisers received 26 seconds of unobstructed visibility. This visibility was measured from a 15-minute segment of a game that was viewed by 138 participants in the study. The game monitored was played at the Chicago Stadium.

Courtside signage at tennis matches offered the second highest length of exposure. The study reported signage during the Virginia Slims of New England broadcast was visible an average of 11.7 seconds and signage at the Nabisco Grand Prix Paris was seen an average of 8.3 seconds.

Auto racing, on average, delivered the fewest total ad exposures among the four sports and the shortest mean length of exposure. The three races surveyed produced an average of 52 exposures for an average length of 2.6 seconds. (The report defined an ad exposure as one second or more of unobstructed visibility.)



*The study was conducted by Marquette University Assistant Professor Jim Pokrywczynski. Other results of this research were documented in Team Marketing Report, July 1991.*