

It is said that today television advertising is the best selling media ever invented. It has a potential advertising impact unmatched by any other media. It is a means of bringing actual demonstration in the homes of the prospects.

Commercial television advertising was introduced in India on Jan 1, 1976 on the pattern of all India Radio. Thus, as an advertising media television is of recent origin of India. It is also known by the name of 'Doradarshan' in India. Television makes full use of sight, sound and motion and therefore maximises impact on audience. On colour TV, new colour may be also be used to add to the impact. Sponsored programmes have also been started on television in India.

### Merits of TV Advertising

- (i) It combines the advantages of both radio and Cinema, and is the most powerful audio-visual media.
- (ii) It makes the message more attractive and impressive.
- (iii) It is a source of major income to Doradarshan.
- (iv) It has a wide coverage. At present television services are available to more than 80% of India's population.

### Demerits

- (i) TV message is short-lived
- (ii) telecasting reaching the audience is very limited.
- (iii) Television Advertisements are very brief due to the high cost of advertising on television.
- (iv) Television advertising is a very deliberate media, requiring long-term planning, the gaining of approval from the authority and also lacking flexibility.