

One pager

Teleshopping

TV advertising that allows longer product selling time



What is Teleshopping?

Teleshopping (also known as Infomercials or Paid Programming) is TV advertising that allows longer product selling time and generally includes a phone number or website. It is most often used as a form of direct response television (DRTV).

Teleshopping copy must include a direct offer to supply goods or services with a 'buy now' price and must be Clearcast teleshopping approved.

Why use Teleshopping?

- Advertisers are not subject to long term tie in or commitment.
- Low investment levels allow for new product testing before roll out.
- Teleshopping is seen as good value for money in terms of volumes of direct sales and sales through retailers.
- TV can help legitimise a product.
- Teleshopping works on a shorter booking deadline to fit in with stock levels.

Sky Media sells the largest amount of Teleshopping in the UK.

The following Sky Media channels currently carry Teleshopping:



Types of Teleshopping available:

LONG FORM

Long Form teleshopping is 30 minute slots scheduled around programming. The hours typically run early morning and late night.

Products tend to be high value, new to market products that benefit from extended explanation and demonstration.

- Slots are bought on a cost per spot basis, not a typical CPT.
- Spot costs begin at £5 per 30 minute and clients buy on a package rotation by channel.
- Prices are agreed quarterly

SHORT FORM

Short Form teleshopping slots are no longer than 4 minutes, but can be bought as 60", 120" and 180". The hours typically run early morning and late night. Clients benefit from a longer time length to traditional TV but shorter than Long Form.

- Spots are negotiated per 30", not on a CPT basis.
- Short Form prices can be agreed either monthly or quarterly basis.
- Channels come as a package, so time slots cannot be cherry picked.

Killer Products

Many clients have started out as teleshopping and then moved to cross platform for scalability and audience extension. For example into digital, VOD, and DRTV.

