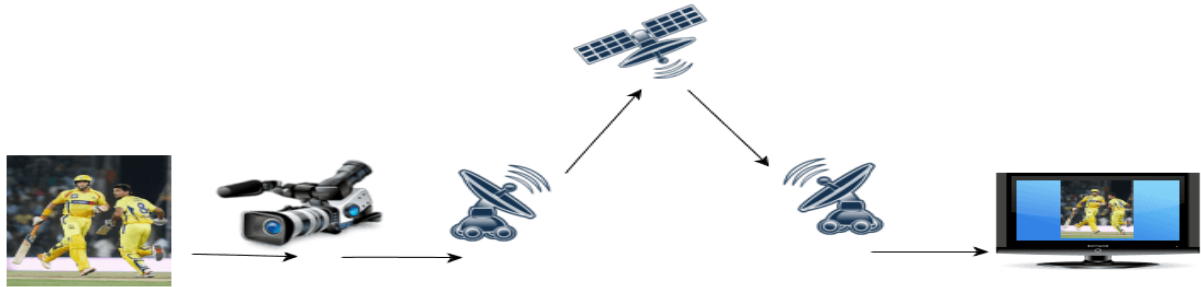


Strengths and Limitations of Telecasting

Telecast:

- A telecast is a programme that is broadcast on television, especially a programme that is broadcast live.
- A programme that is broadcast on television is called as telecast.



Strengths of Telecasting

- ❖ Allows for active demonstration of product
- ❖ Large national audience reach (network)
- ❖ Large local audience reach
- ❖ Messages stand alone
- ❖ Some audience targeting
- ❖ Prime source of news
- ❖ High impact
- ❖ Spectacular medium – sound, animation, motion, colour etc.
- ❖ Obtrusive medium

Limitations of Telecasting

- ❖ Messages have short life plus time shifting
- ❖ Long lead time
- ❖ Cannot provide details
- ❖ Not portable
- ❖ High production costs
- ❖ Most stations urban