



Product Placement und Programming: Ein neuer Boom (German Edition)

E. Krug

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Hinsichtlich eines weltweit steigenden Werbedrucks ist die Bereitschaft Product Placement und Programming anzubieten bei Werbekunden, Agenturen und Fernsehsender deutlich gewachsen. (1) , (2) Nicht nur gesetzliche Ungereimtheiten und Mängel in der Kooperation zwischen den unterschiedlichen Bereichen, sondern auch Unklarheiten bei der Abgrenzung der Begriffe verunsichert die Branche und bietet immer neuen Anlass zu Diskussionen. (2) , (3) , (4) Trotz der momentanen Unsicherheit ist die Nachfrage nach Product Placement seit Mitte dieses Jahres wieder eindeutig angestiegen und vor allem Programming wird zukünftig nicht zuletzt wegen der zunehmenden Digitalisierung einen festen und ausschlaggebenden Platz in der TV-Werbung einnehmen. (2) , (5) , (6) , (7)

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