

M-Net and Supersport advertising

Is it only me who is irritated by the tedious onslaught of own-channel, self promotional advertising that envelops just about any sporting event broadcast on these channels.

I feel like - ' I'm watching your bloody channel, why do you think it's necessary to bludgeon me to death with it?'.

Filling unsold time with self promotion should be re-considered - it could be alienating viewers, not building loyalty.

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