**TV Ad Clutter is Worse Than Ever**

Ad clutter has long been one of the pet peeves of media people. They believe, and studies have borne this out, that the more ads that are smashed into a commercial break, the less people will pay attention. Kantar Media reports that during second quarter of this year, both cable and broadcast saw significant gains in commercial time, which is as high as it’s ever been.

***MediaLife 10.9.15***

<http://www.medialifemagazine.com/tv-ad-clutter-is-worse-than-ever/>