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Upfront 2009: Scripps helps advertisers navigate “challenging times”

How do you sell TV advertising in this environment? If you're [Scripps Networks](#), you trumpet the product integration available in your make-over and do-it-yourself programs. You also make no bones about how difficult things are for advertisers and consumers.

At Tuesday's Scripps upfront presentation (held at Cipriani 42nd Street), executives talked about these “very difficult and challenging times” and described viewers as “disillusioned,” “anxious,” and “frustrated.”

“There has never been a more important time than right now to reach out to viewers about their homes” said one Scripps executive.

Of course, Scripps is in a different spot than many other networks. Home to HGTV, The Food Network, DIY Network, Fine Living Network, and Great American Country, many of its shows are highly aspirational and played to an eager audience when money was flowing and houses were flying off the market.

Now the media company is betting that viewers will look to shows like “The Unsellables” or “For Rent” or “Income Property” as they trudge through the recession.

As [HGTV](#) President Jim Samples told the crowd of ad executives and press, “audiences look to us as an authority and they look to us for answers to their questions.”