

# Product Placement: TV

“Two cups of McDonald’s iced coffees sit on the Fox 5 TV news desk” every morning, according to a story in the [Las Vegas Sun newspaper](#). (July 2008)

	✘ THE PRICE OF PLACEMENT		
	✘		
	Paid television product placements have jumped in the past year (in millions):		
	<b>2004</b>	<b>2005</b>	<b>Pct. chg</b>
	✘		
✘	<b>Total</b>	\$552.4	\$941.2 +70.5%
	✘		
	<b>Drama</b>	\$126.7	\$211.8 +67.1%
	✘		
	<b>Comedy</b>	\$ 77.5	\$136.8 +76.4%
	✘		
	Source: Research firm PQ Media		
	From: <a href="#">USA Today</a> 9/19/06		



Coke's prominent placement in front of the judges (and cameras/and audience) in popular "American Idol" television program.



The crowd at the baseball game sees a blue (or green) background.



Through TV technology, the director can insert the ads.



Comedy Central

The energy drink Red Bull is one of three products to be advertised on some episodes of the animated series "Shorties Watchin' Shorties."

No joke. A new cartoon series on Comedy Central will incorporate the names and products of sponsors into the animated action. The first episode of the series, an adult cartoon called "Shorties Watchin' Shorties," is scheduled for Oct.30 on the Comedy Central cable network, which is owned by [Viacom](http://www.viacom.com). Viewers will see animated product placements, ranging from subtle to blatant, in three of the seven 30-minute episodes, for three advertisers: Domino's Pizza, Red Bull energy drink and Vans sneakers.



The stars of the NBC show “American Dreams” include Tom Verica and Campbell’s Soup, which was written into the plot as part of a product placement deal. [Story](#)



Under a brand-endorsement deal, products from Sears, Roebuck, including Craftsman tools and Kenmore appliances, will have a prominent role on “Extreme Makeover: Home Edition” on ABC. (see story in recommended articles)



Oreos make a cameo on NBC’s “Friends

Image courtesy:

PVI & mediapost’s media magazine,  
July 2002

See [Princeton Video](#) for details

### Virtual Product Placement

NOTE: The box of Oreos was not on the table when FRIENDS first aired on NBC.

It was added when the show was made available on DVD and in syndication- thus exposing millions more eyeballs to the product.