

The television audience

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Then the private companies and the government had a meeting on the ban on product placement in television programs, serials, and movies.

Though the ban was lifted, the government specified the companies to avoid the placement of certain goods. The companies aimed at placing the products in popular television shows and movies that had cast leading actors. This would enable them to reach the public in a better way. This continued to be the company's primary target was to attract the audience of all categories. (Paxson, 2002). The people from all strata of society watch these shows. Hence this was an easier option for the companies to market their products. The company's earn a very good revenue out of these product placements. Thus they concentrate on television shows that have the maximum number of viewers. The culture and lifestyle differences have a great impact on product placement. There are people from different cultures and it is one among the deciding factors that influence the placement of products.

People from different cultures reside in the U. K and it has created an impact on the companies. The companies decide based on the people and have to analyze the people's expectations. The lifestyle of the people is also an important factor. The company's approach towards product placement and the selection of programs depend on the people's lifestyle. The people from all strata of society continue to live in the U. K and this has made the companies concentrate more on product placements. The companies strike a balance between the lifestyle and culture of the people. People of the U. K have a high expectation of the advertisement.