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A Look At Direct Response Television

[A:http://www.myvoiceoverguy.com/voice_over_demos/dcdr.mp3;Direct Response / Infomercial voice overs]

When people leave their television on certain channels when they go to bed the chances are they will wake up to an infomercial. The thing is, running a television channel is an expensive operation and it makes sense to farm some of the costs out to people who could really do with the air time. The format has been so successful that direct response TV (DRTV) is now a massive industry in its own right.

There are more channels than any sane person would want to sit down and count selling twenty four hours a day all manner of goods. They used to be confined to the strange hours of the day and unless you worked strange shifts you would miss them. Now the shopping channels even have their own stars that are favorites of the customers and get better viewing figures.

Not that long ago it would have been hard to imagine people tuning in to see a commercial but now people do it just like they go shopping or browse through catalogues. The customers know that air time is precious so only good products will make it to the screen.

For someone selling something clever unique or innovative there is no quicker way to market than DRTV. This way you have no costs or logistic problems with a large distribution network. Instead the sale can happen instantly and everyone gets their cut after payment is made via a phone call.

Also the call to action in a hard sell process through a television broadcast means that there is little need for a massive distribution network. Any large distributor will tell you that you could have a new product at the point of sale for months before it starts to sell in numbers.

With direct response TV the customer gets to see a demonstration of a product and told how to get delivered immediately. Shopping doesn't get any easier than a sales display and a call to action. It makes sense for both buyer and seller.

What do you think about direct response television? Being a [DRTV announcer](#) sounds like a good job. Have you ever done a [direct response commercial](#)? Do you need one done?

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