

**Abb. 2:**  
**Werbebotschaftsanalyse (Fortsetzung des fiktiven Beispiels aus Abbildung 1)**

| Sender        | Sendung           | Medium | klar erkennbar<br>(mm:ss,0) | Sequenz(e<br>n) | assoziiert<br>(mm:ss,0) | Sequenz(e<br>n) | Gesamt<br>(mm:ss,0) | Sequenz(en) |
|---------------|-------------------|--------|-----------------------------|-----------------|-------------------------|-----------------|---------------------|-------------|
| ARD           | ARD<br>Sportschau | Bande  | 2:20,0                      | 40              | 0:43,0                  | 17              | 3:03,0              | 57          |
| ARD           | ARD<br>Sportschau | Fahne  | 0:00,0                      | 0               | 0:04,0                  | 1               | 0:04,0              | 1           |
| ARD           | ARD<br>Sportschau | Trikot | 4:24,7                      | 59              | 1:12,3                  | 23              | 5:37,0              | 82          |
| ...           | ...               | ...    | ...                         | ...             | ...                     | ...             | ...                 | ...         |
| ...           | ...               | ...    | ...                         | ...             | ...                     | ...             | ...                 | ...         |
| <b>Gesamt</b> |                   |        | <b>6:44,7</b>               | <b>99</b>       | <b>1:59,3</b>           | <b>41</b>       | <b>8:44,0</b>       | <b>140</b>  |