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Industry Research, Facts & Figures

2005	2004	2003
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2005 Facts and Figures

The electronic direct response industry, (including direct orders, lead generation and traffic generation for both B2B and B2C for TV, radio and the Internet), reached \$323 billion in 2005.*

Of this number:

- \$182 billion is attributed to DRTV (which includes long form spots (infomercials), short form direct spots and live shopping)
- \$71 billion for Radio
- \$70 billion for Internet

 Govt Affairs & Self-Reg

Overall, the DRTV and the radio direct response industry has experienced a growth rate of 8 percent since 2004**

 ERA International

Of this number:

- DRTV rose 9 percent
- Radio also rose 9 percent

 Member Resources

In 2005, total projected U.S. sales revenue attributed to all direct marketing, including direct mail, reached \$1.85 trillion.

*TV, Radio and total U.S. sales attributed to the 2005 Direct Marketing Statistical Fact Book.
**Please note that Internet figures are derived from a new source for 2004 and 2005 and cannot be measured against ERA's 2003 figures to determine growth rates.

2004 Facts and Figures

The electronic direct response industry, (including direct orders, lead generation and traffic generation for both B2B and B2C for TV, radio and the Internet), reached \$296 billion in 2004.*

Of this number:

- \$167 billion is attributed to DRTV (which includes long form spots (infomercials), short form direct spots and live shopping)
- \$65 billion for Radio
- \$64 billion for Internet

Overall, the DRTV and the radio direct response industry has experienced a growth rate of 8 percent since 2003**

Of this number:

- DRTV rose 8 percent
- Radio also rose 8 percent

In 2004, total U.S. sales revenue attributed to all direct marketing, including direct mail, reached \$2.3 trillion.

**TV, Radio and total U.S. sales attributed to the 2004 Direct Marketing Statistical Fact Book. Online information attributed to Internet Retailer magazine, December 2004.*

***Please note that Internet figures are derived from a new source for 2004 and cannot be measured against ERA's 2003 figures to determine growth rates.*

2003 Facts and Figures

The direct response industry, which consists of long form (infomercial) productions, short-form commercials, live home shopping channels, Internet marketing and radio advertising, is one of the fastest growing segments of the retailing industry. This marketing medium is a format that produces immediate measurable results and **in 2003, ERA estimated direct response e-commerce generated revenues of \$256 billion.** (includes direct orders, lead generation and traffic generation for both B2B and B2C).

Of this number:

- \$154 billion is attributed to DRTV
- \$60 billion for Radio
- \$42 billion for Internet

Overall, the industry has experienced a growth rate of 10 percent since 2002.

Of this number:

- DRTV rose 9 percent
- Radio 11 percent
- Internet 17 percent

For more information on any of ERA's research and other resources, please contact ERA at 703.841.1751.

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