Traditionally, sales of commercial time to advertisers have been the main source of revenue for television networks. In recent years, however, DVRs and other technologies have disrupted the traditional television advertising model, resulting in an increase in television product placements – the planned and unobtrusive entry of branded products into a program. Despite the growing use of product placements in television, research associated with this technique is limited. One study found that viewers watching a program they liked reported negative brand attitudes after seeing product placements, perhaps due to persuasion knowledge, or the awareness that they were being persuaded. While these results were based on scripted programming, there is little to no extant research that considers audience response to product placements in reality television, which may not activate audiences’ persuasion knowledge due to its supposed-reality nature. To investigate both practitioner and audience perceptions of product placement in reality television, which now represents the most prevalent form of prime time television programming, I first conducted preliminary interviews with NBC branded entertainment executives to learn about the extent and nature of the practice from professionals. I then conducted five focus groups with undergraduate students and adults over 25. Initial results indicate that industry executives view product placements, particularly in reality programming, as an integral part of the future of television advertising. Meanwhile, audiences have come to accept product placement as part of reality shows; however, they do not like when the placement is blatant, an attribute executives suggested made an —effective‖ placement. The focus group texts will be analyzed according to the qualitative coding procedures outlined by Strauss and Corbin. The Persuasion Knowledge Model will be applied as an analytic induction tool to analyze the findings for their synthesis with existing literature.