

Viagra on ABC News

Viagra sponsored the limited-commercial edition of tonight's ABC News. On the one hand, this makes sense. Evening news generally skews toward an older demographic. On the other hand, ABC News has a new in-depth series, on what it's like to be 21 in different places. So how does this make sense for Viagra?

Viagra, an ED drug certainly faces competition (I could pun here, but...) from Levitra and Cialis. All three drugs spend lots of ad dollars on high production value tv commercials. I am not sure which drug has the biggest market share, but here's another example of marketing driving the drug companies.