

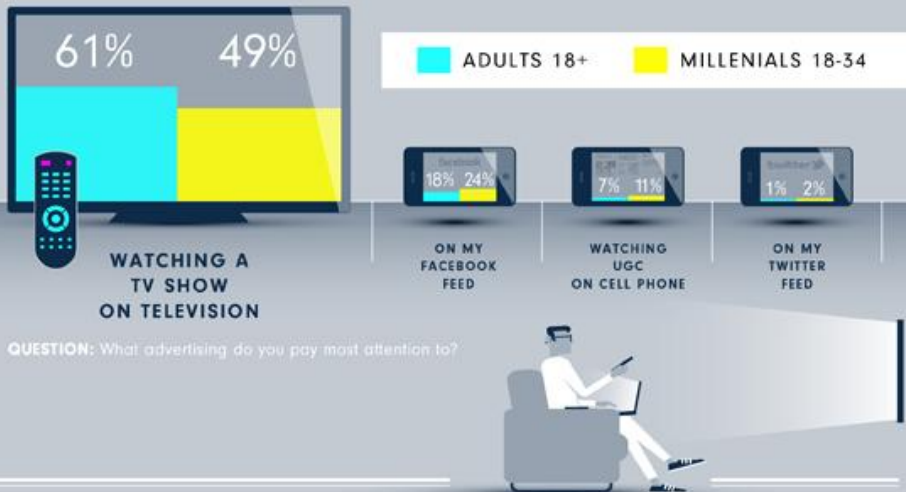
Full report [here](#).

## When an ad is on TV, we pay more attention.

### TV ads get most attention

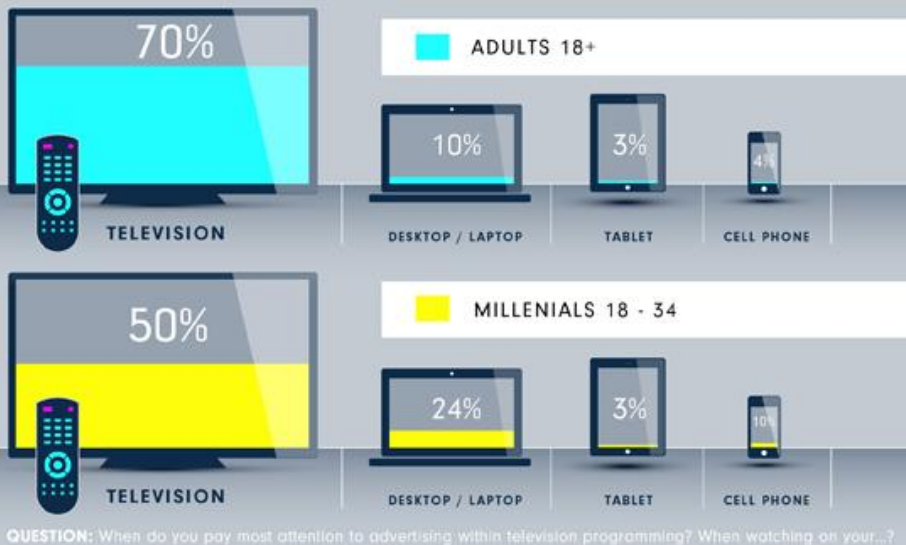
Canadians pay most attention to video ads when viewed in TV content on a TV set.

- **3x** more than Facebook (**2x** more than Facebook for Millennials)
- **9x** more than UGC on a cell phone (**4.5x** more for Millennials)



### Size Matters...and Bigger is Better

TV is the preferred platform for viewing content, and Canadians pay most attention to ads when watching on a TV.



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Source: iMagine Media Canada, Survey March 2014

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