

The MediaCom logo consists of the word "MEDIACOM" in white, uppercase, sans-serif font, centered within a solid red rectangular background.The thinktv logo features the word "think" in a large, bold, black, lowercase sans-serif font. The letters "tv" are smaller, in a light blue color, and positioned above the end of the word "think".

MediaCom Finds Missed Opportunities in Media Planning

- MediaCom Business Science and thinktv release whitepaper confirming television advertising as key component to growing ROI –
 - To review the entire whitepaper, visit thinktv.ca –
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For Immediate Release

TORONTO (May 5, 2016) – TV is the most-watched medium across all demographics. Yet despite that, and a plethora of research, including numerous econometric studies, which support its unparalleled effectiveness, TV advertising in Canada isn't growing. MediaCom looks at this situation in the just-released whitepaper "*Missed Opportunities in Media Planning (and the Case for ROI)*."

Conducted by Business Science, a division of MediaCom Canada, and commissioned by thinktv, the study looked at a number of Canadian case studies, including a review of 50 companies with significant media spends from 2011 – 2015; that analysis revealed a direct correlation between TV investment and key financial indicators.

The study also highlights several factors that are hindering TV advertising's growth in this country.

Key Highlights include:

- There is a direct correlation between TV spend and business growth
- TV drives both long and short-term customer acquisitions and sales
- TV and digital are interdependent
- Marketers must focus on outcome and not delivery metrics to drive meaningful ROI

For the full white paper and suggestions on optimizing television buying today, visit [here](#).

Sources: MediaCom Canada Business Science, "*Missed Opportunities in Media Planning (and the Case for ROI)*."

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About thinktv

thinktv is a marketing and research association dedicated to the advancement of commercial television. thinktv works with the marketing community to help advertisers get the best out of television in all its forms. thinktv is supported by its member companies who together represent more than 95% of commercial television advertising revenue in Canada.

About MediaCom

MediaCom is the “The Content + Connections Agency”, working on behalf of its clients to leverage their brands’ entire system of communications across paid, owned and earned channels to step change their business outcomes. MediaCom delivers not just individual channel silo efficiencies but also connected communications system effectiveness, by developing and optimizing all content – defined as any form of consumer messaging – as the fuel that drives high-performing systems. MediaCom measures and quantifies communications systems across paid, owned and earned through their unique Connected System Audit.

MediaCom is one of the world’s leading media communications specialists, with billings exceeding US\$33 billion (Source: RECMA 2015). It employs 6,000 people in 125 offices across 100 countries around the globe. Its client roster includes P&G, VW Group, Dell and Universal. In 2015, MediaCom was awarded Media Agency of the Year in the US by AdAge and Adweek, in the UK by Campaign, and Network of the Year in APAC by Festival of Media. The agency captured six Media Lions at the 2015 Cannes Lions International Festival of Creativity, making it the top performer among all global media agency networks. MediaCom is a member of WPP, the world's largest marketing communications services group, and part of GroupM, WPP’s consolidated media investment management arm. For more information, visit www.mediacom.com

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