



**attention:
effectiveness
driver**

think tv



“ Before you can have a share of the market, you must have a share of the mind. ”

Leo Burnett



getting **attention** in a sea of advertising

For advertising to drive results, it must first earn attention.

Attention isn't just a metric; it's a multiplier of effectiveness. The more attention an ad receives, the more likely it is to build memory, shift perception, and drive outcomes.

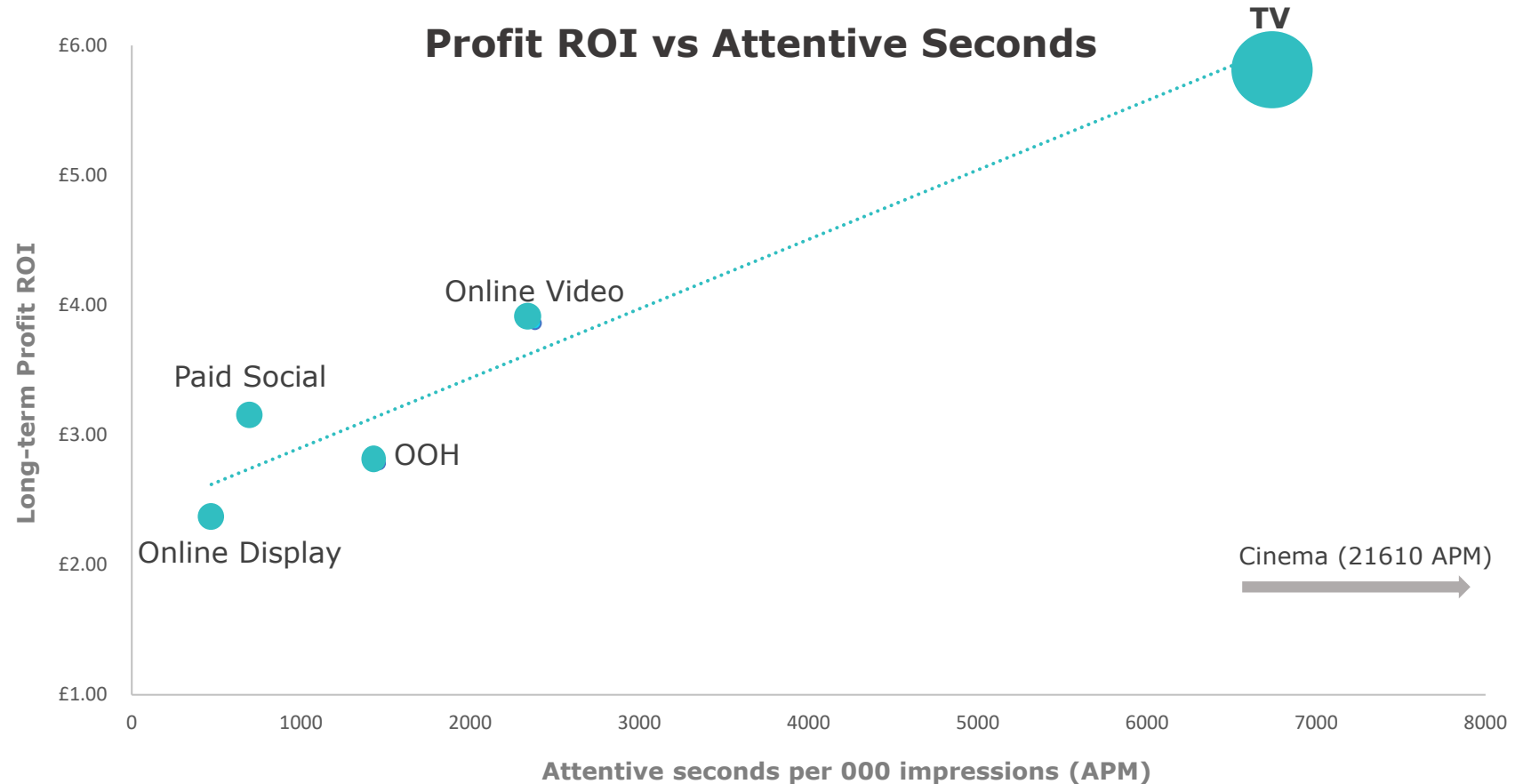
The evidence is clear:

- Higher attention delivers **stronger business outcomes**
- TV consistently generates **more attentive seconds** per impression than digital channels
- When attention is factored into cost, TV emerges as one of the **most efficient** media investments available

attention is not a proxy metric – it's a profit-driver

Ebiquity and Lumen found a **strong correlation between attentive seconds and incremental profit** across media channels.

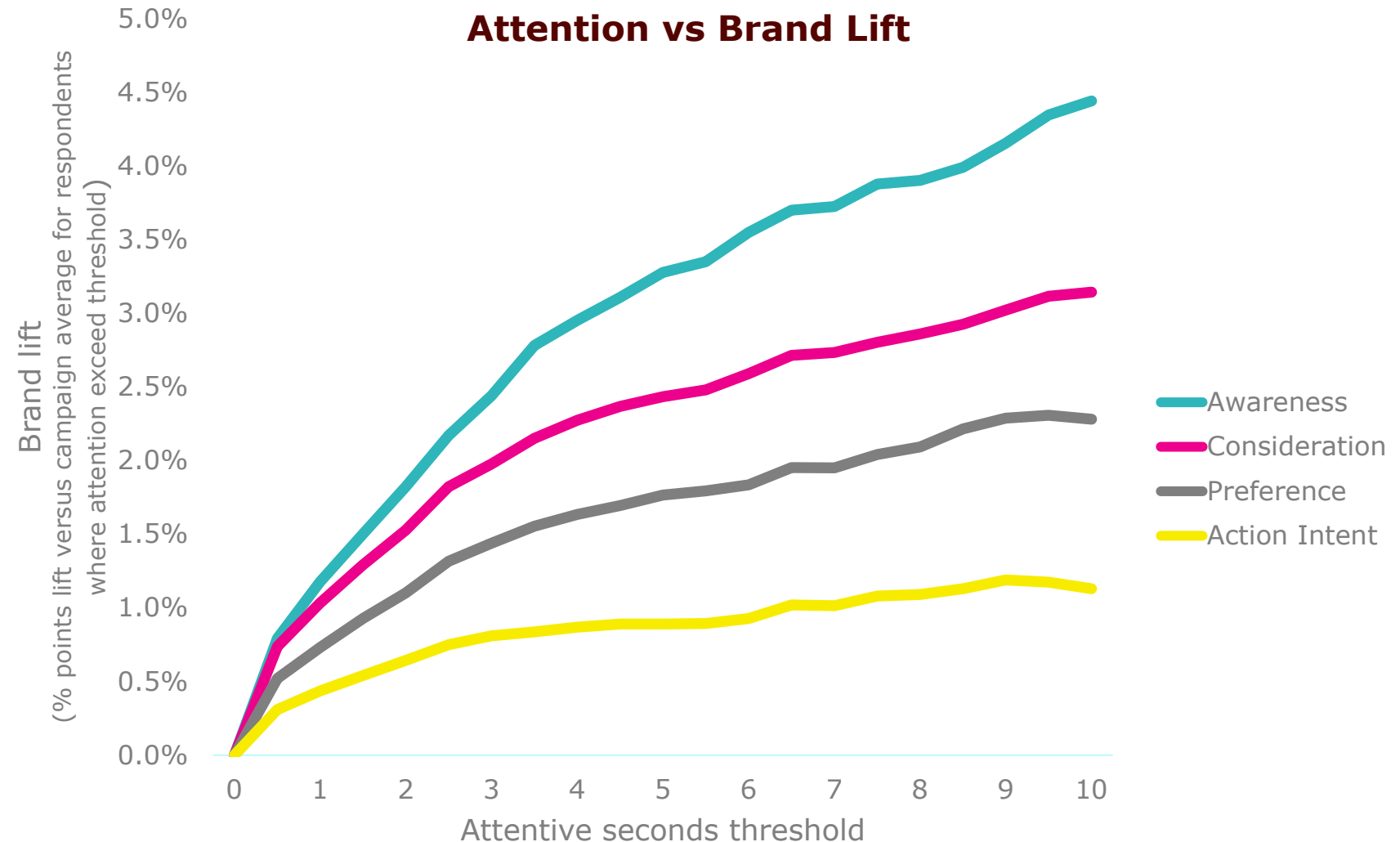
TV delivers a far superior attentive seconds per impressions than online video or paid social advertising.



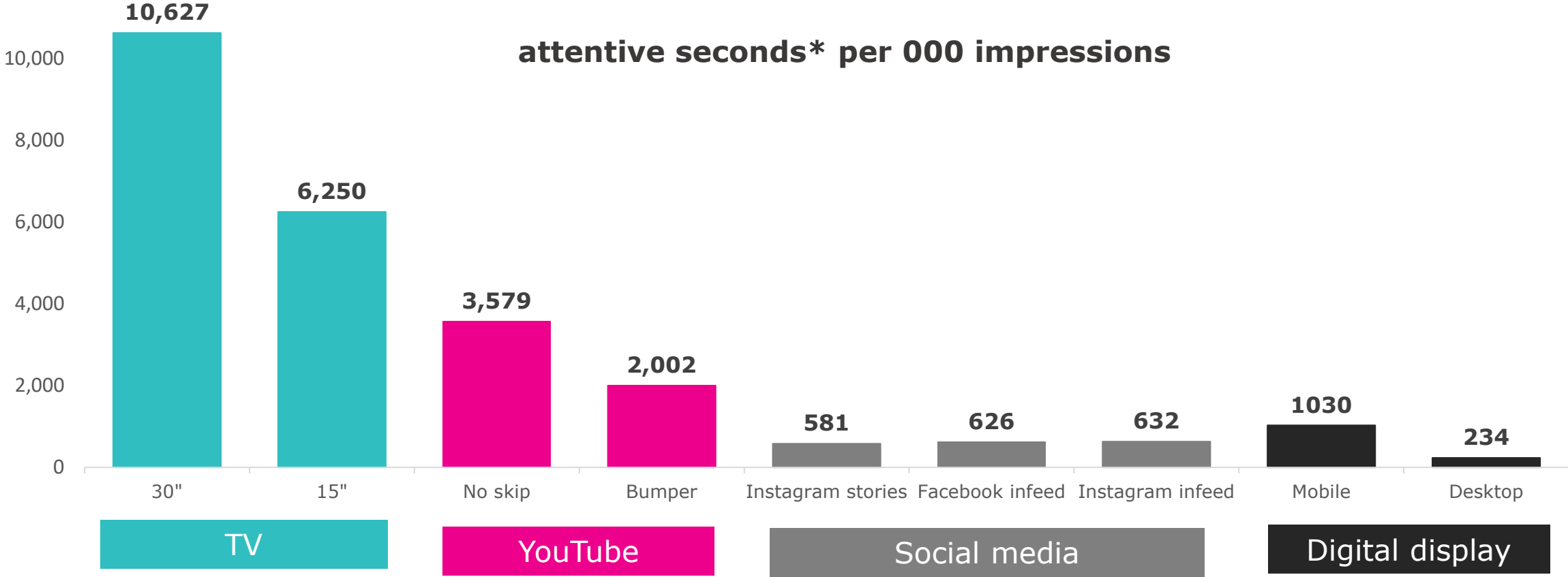
attention drives outcomes

There is also a clear **relationship between attention and brand outcomes.**

This Lumen Havas analysis shows that the longer an audience pays attention to an ad, the greater the increase in brand awareness, consideration, preference and **action intent.**



TV ads deliver the most “attentive seconds”

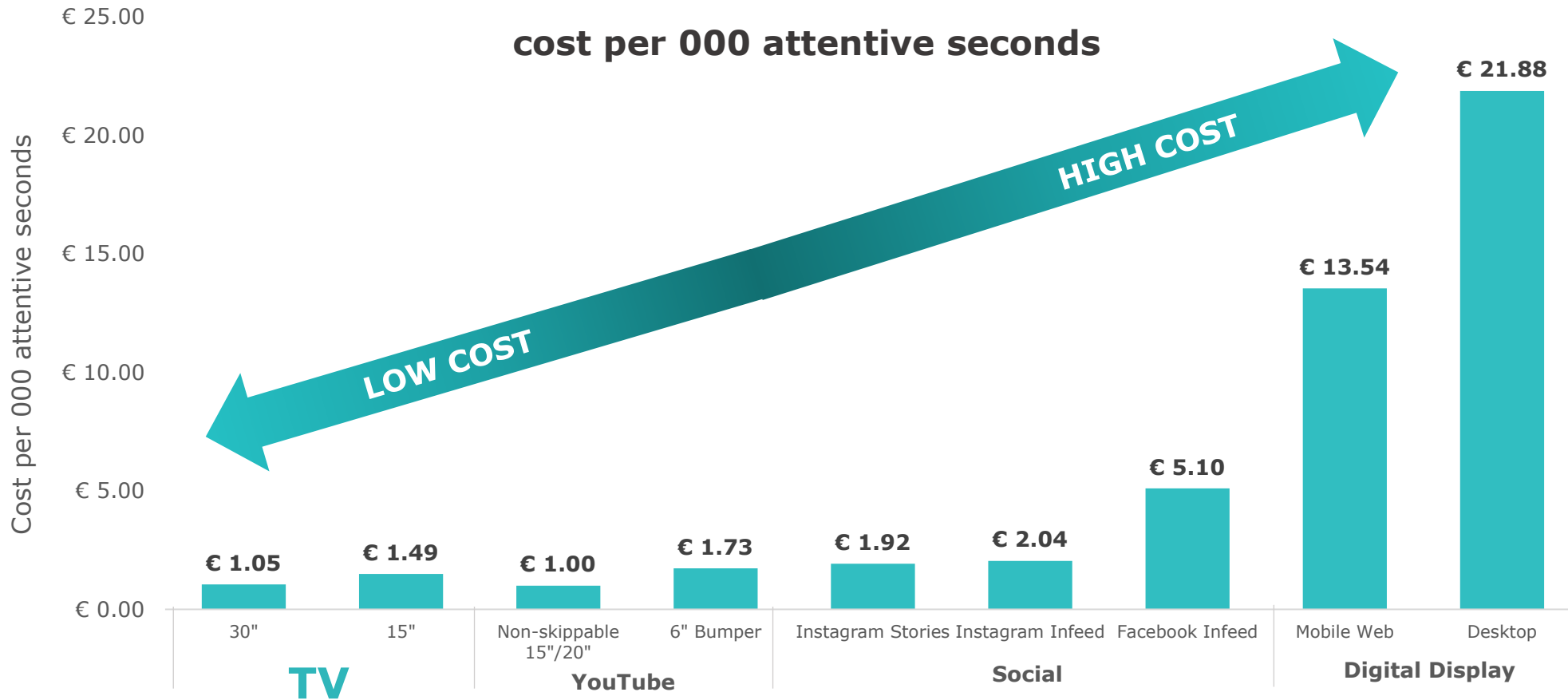


Source: Ebiquity, with Lumen, TVision and Dan White – The Challenge of Attention, 2024

* “attentive seconds” = the actual time an ad is viewed by a person.

TV is an **attention** bargain

“cheap” impressions become expensive quickly if no one is paying attention

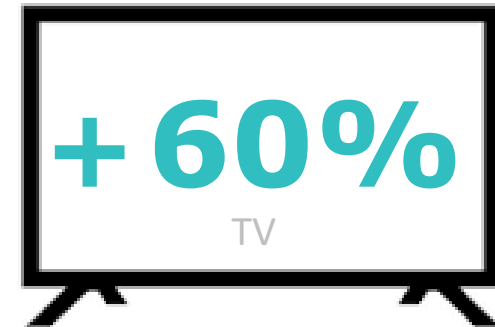
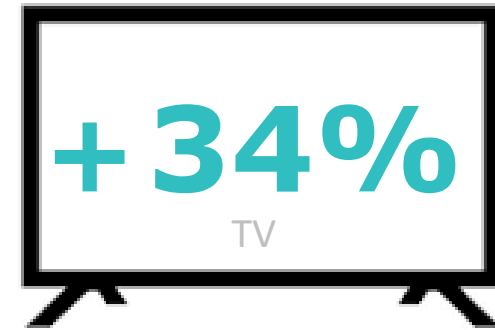
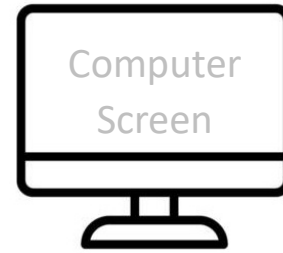


big screen = big attention

screen size isn't just a viewing choice, it's an effectiveness multiplier

Ads viewed on TV screens are more impactful with recall rates **34% higher** than computer screens and **60% higher** than mobile devices

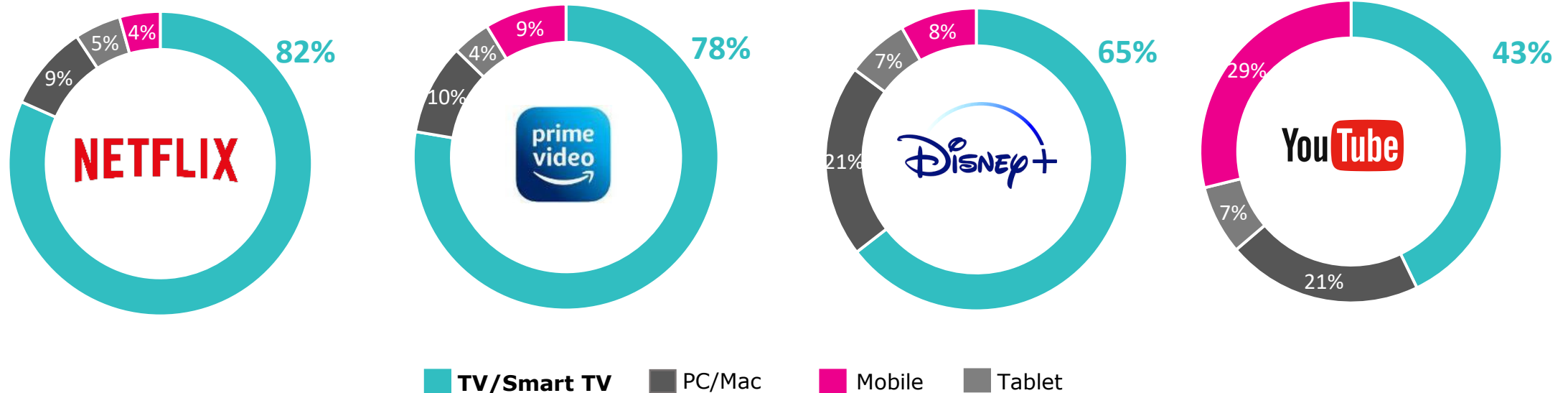
TV SCREEN ADVANTAGE



big screen = big attention

TV screens are the preferred viewing platforms for both linear TV and premium streaming services - **but less so for YouTube**

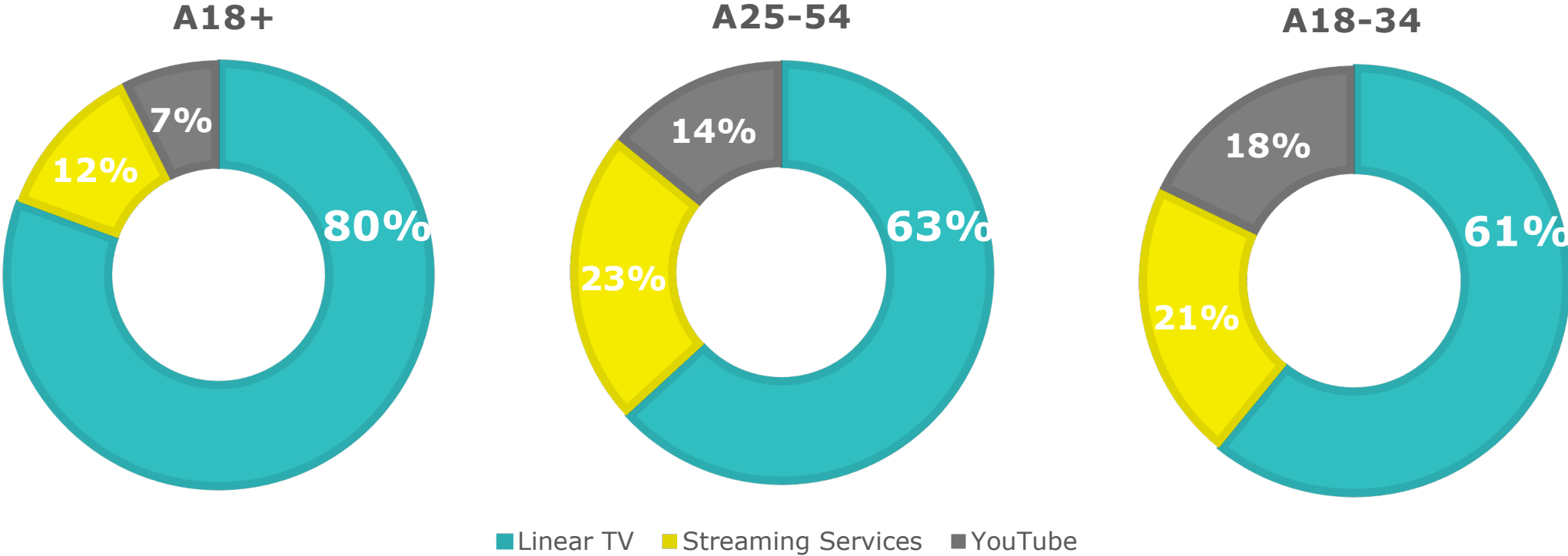
SHARE OF TUNING BY DEVICE



Source: Numeris VAM, 09/15/25 to 12/21/2025 | Total Canada, Adults 18+ | Streaming Services, YouTube includes in-home viewing only
Source: Thinkbox, "Room with the viewers: why advertising thrives in the living room", March 2024

Linear TV has the big screen advantage

Linear TV makes up the majority of what we're watching on the big screen (across all demos)



Note: Streaming Services include ad-free and ad-supported services as well as broadcaster streaming services

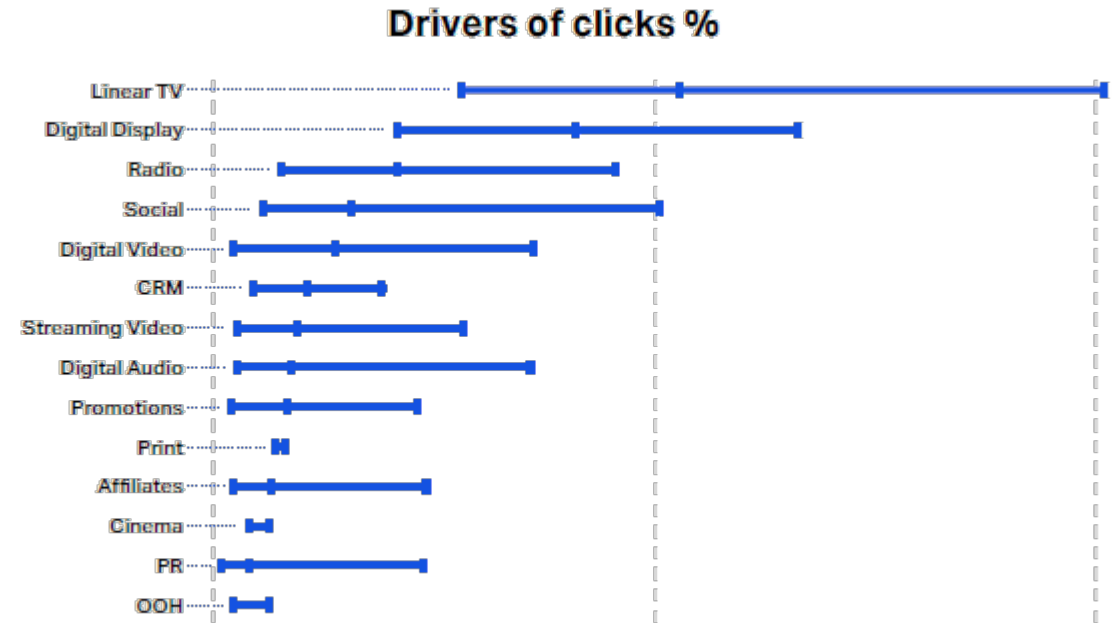
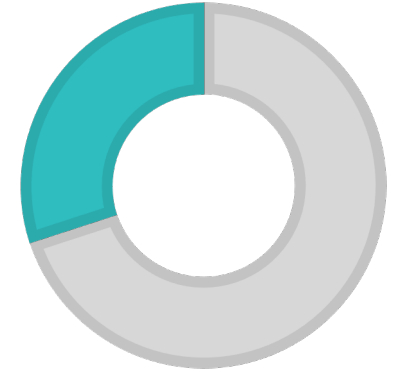
Source: Numeris VAM , 9/1/2025 to 11/30/2025, Total Canada | Total Time (hours) on a TV / Smart TV device. Excludes Facebook Video, Instagram Reels, TikTok; Streaming Services include broadcaster streaming services

TV makes other channels **work harder**

- Search is over-credited as a performance channel. **30%** of clicks are driven by other media. While another 30-60% are attributable to seasonality, loyalty, & category trends.
- TV leads the charts for other media that initiate search clicks.
- TV generates the demand that other channels convert: emotion builds memory, and memory makes activation more efficient.

30%

of search clicks are due to other marketing channels



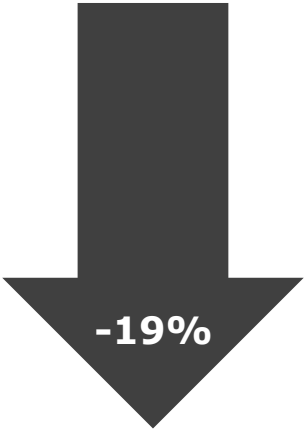
Source: Analytic Partners ROI Genome

TV improves digital's performance

TV has a significant halo effect on digital media, increasing its sales ROI by 19%



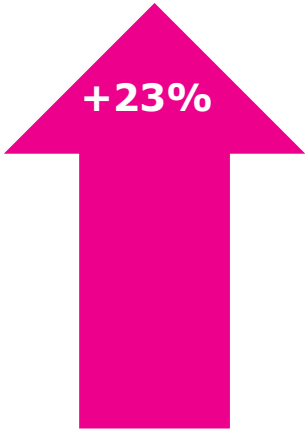
Standalone Digital ROI



without TV's halo effect, digital advertising's average ROI would decline by 19%



TV's Adjusted ROI



**If attention drives
outcomes and
effectiveness, and TV
delivers the most
attention, then
underinvesting in TV is
underinvesting in growth.**



**attention:
getting your brand
noticed**

think^{tv}

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