attention: effectivenss driver

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> "Before you can have a share of the market, you must have a share of the mind."

Leo Burnett

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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 **most efficient** media investments available

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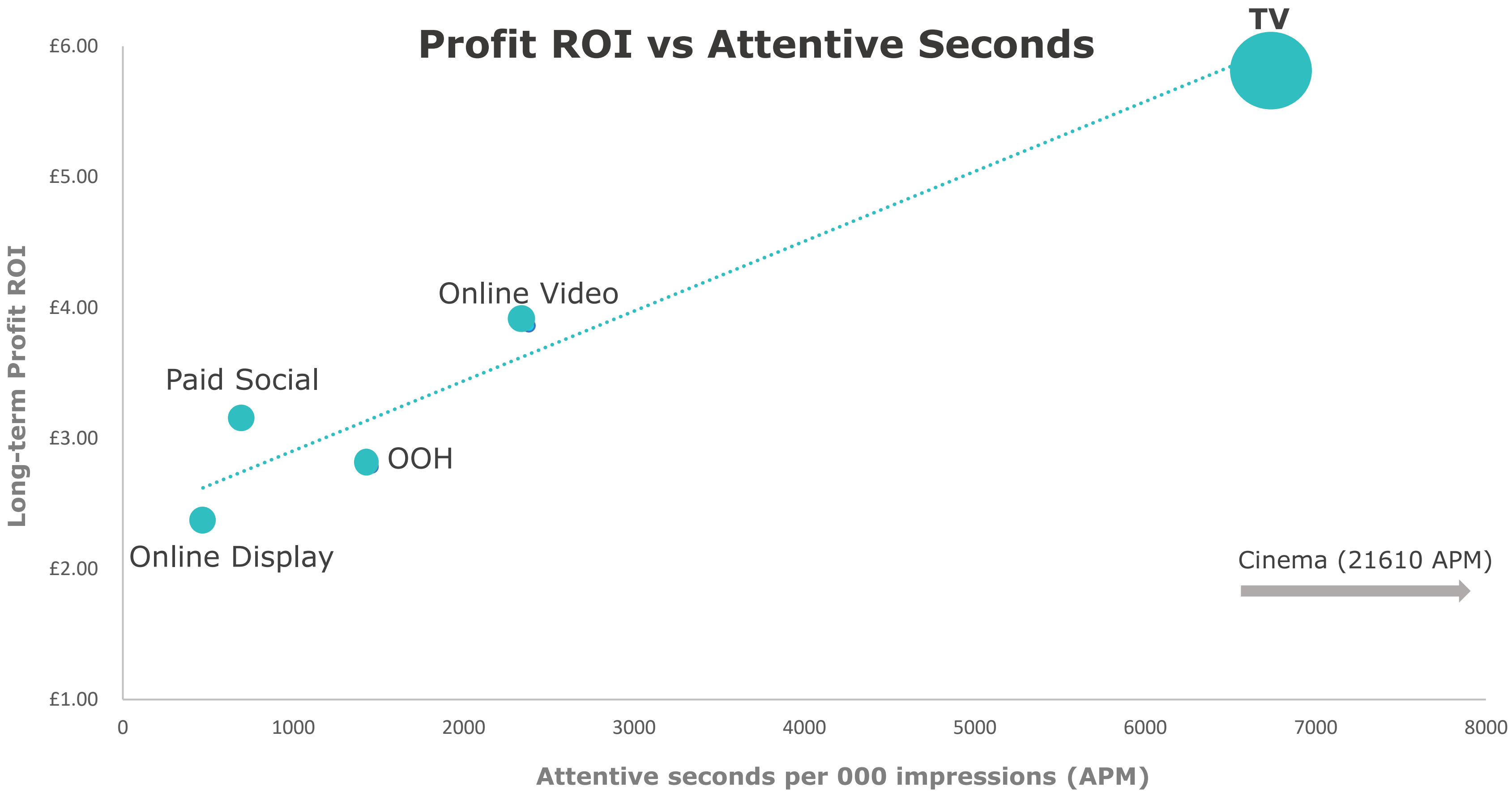
attention is not a proxy metric – it's a **profit-driver**

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.

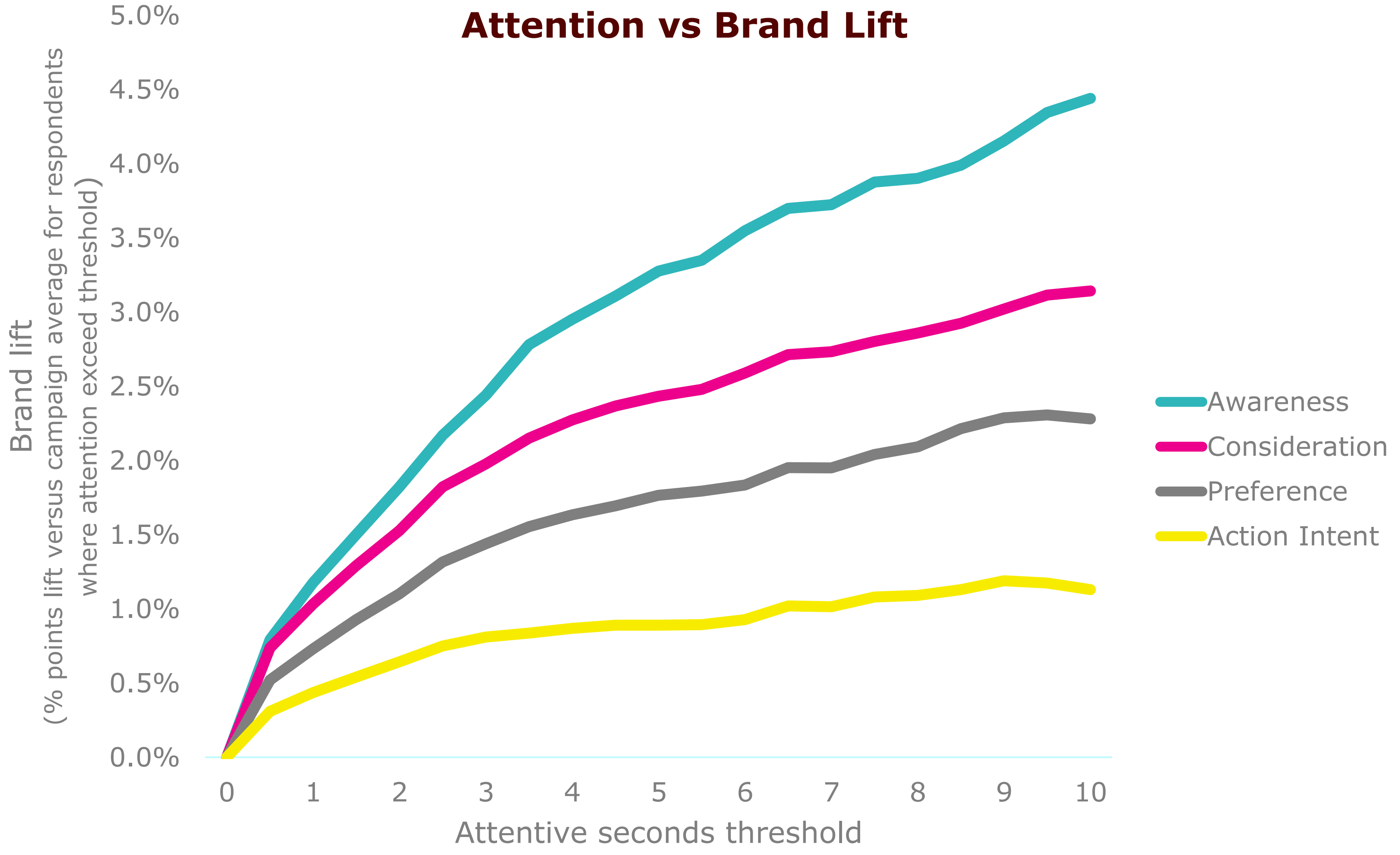


Source: Lumen & Ebiquity "Maximizing Profit through Attention", 2024

attention drives outcomes

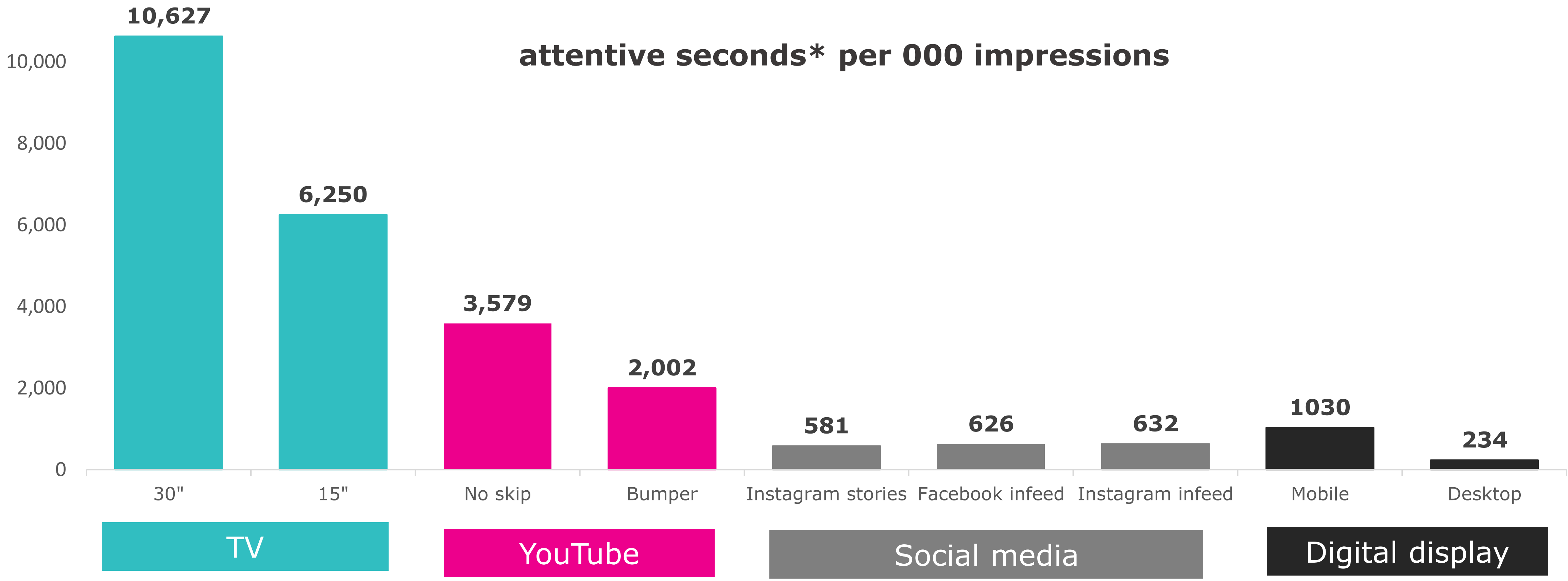
There is also a clear **relationship between attention and brand outcomes**.

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**.



Source: Havas, Brand Metrics & Lumen [“What do 9,000 Brand Lift Studies Teach Us About Attention & Memory”] 2024

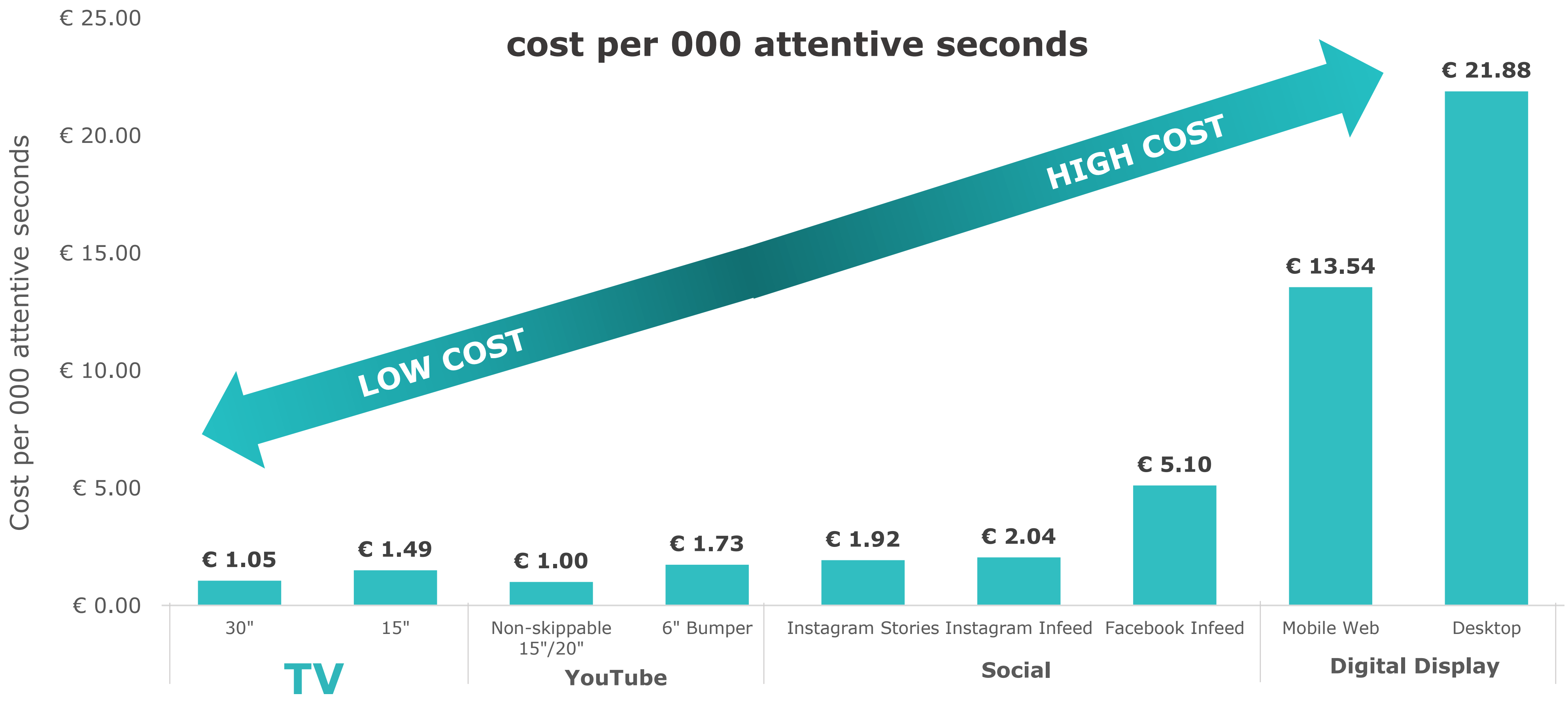
TV ads deliver the most "attentive seconds"



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



Source: Lumen The True Cost of Advertising Attention

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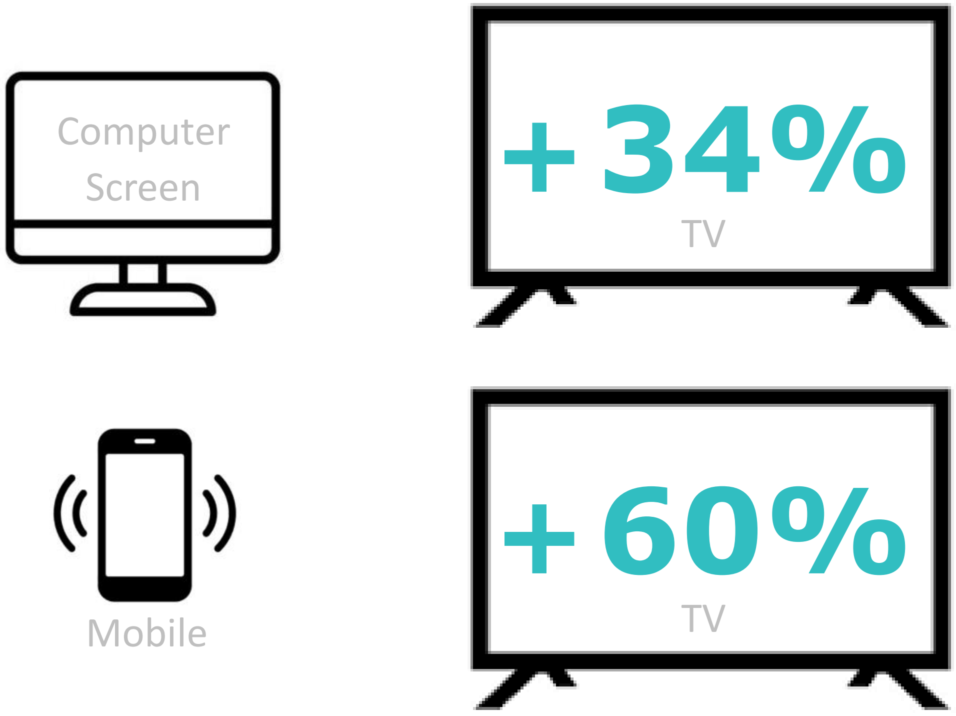
big screen = big attention

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

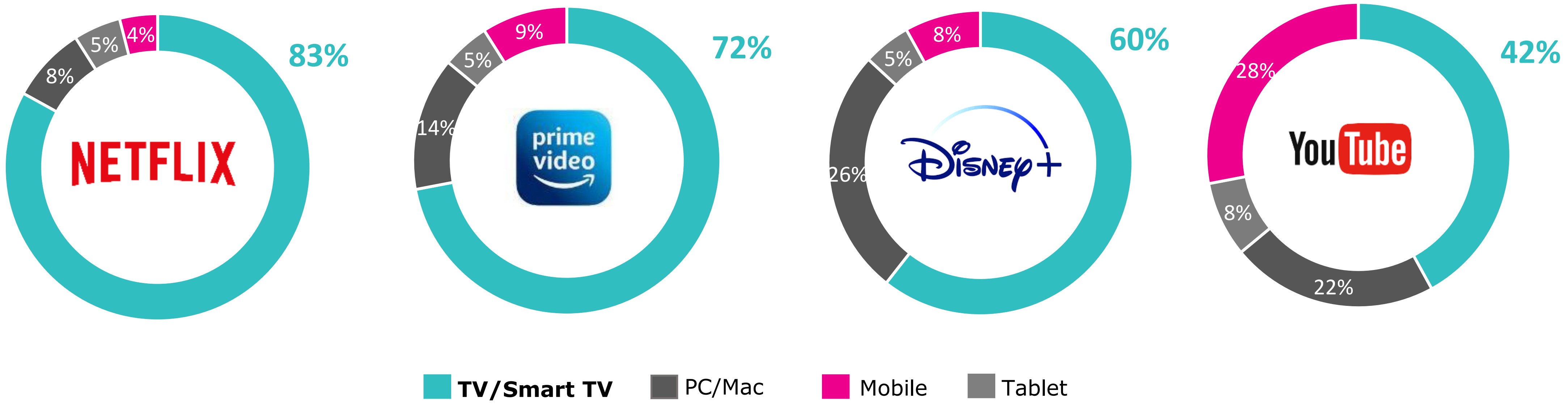


Source: Thinkbox, "Room with the viewers: why advertising thrives in the living room", March 2024

big screen = big attention

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

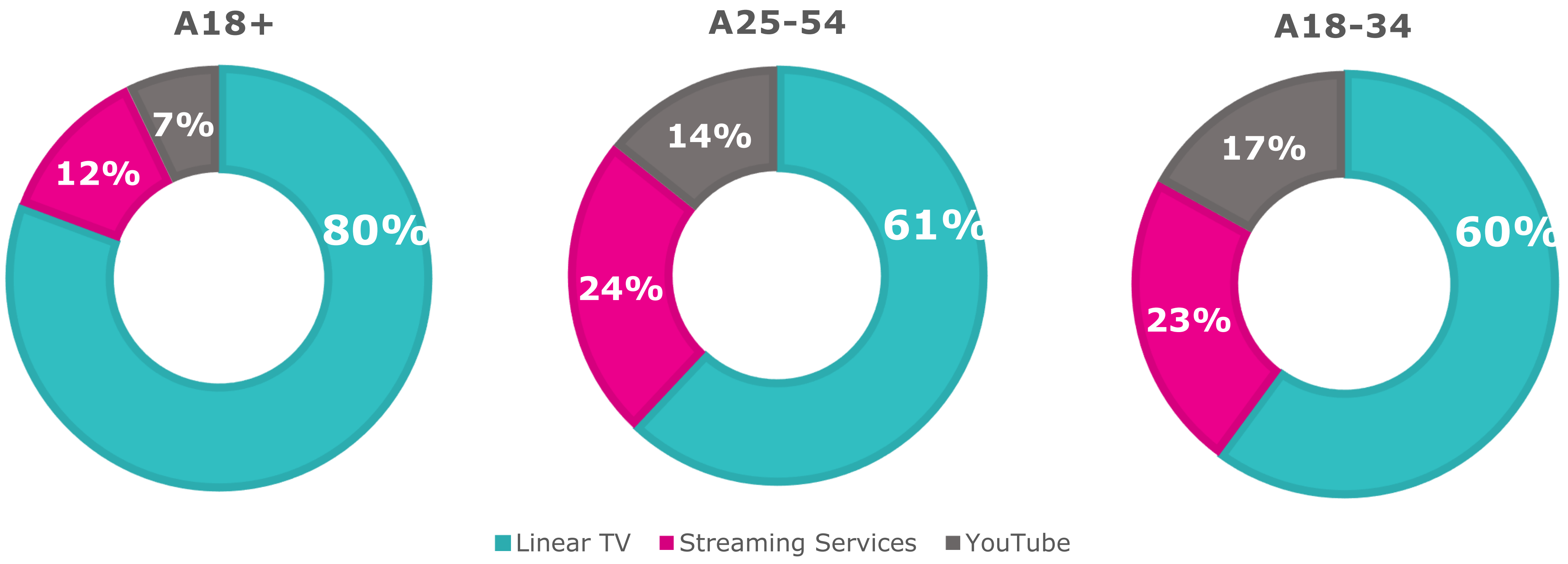
SHARE OF TUNING BY DEVICE



Source: Numeris VAM, 9/15/2025 to 5/31/2026 |Total Canada, Adults 18+ | Streaming Services, YouTube includes in-home viewing only

Linear TV makes up 80% of TV screen viewership

across all ages, linear TV makes up the majority of what we're watching on the big screen



Note: Streaming Services include ad-free and ad-supported services as well as broadcaster streaming services
Source: Numeris VAM , 9/15/2025 to 5/31/2026, Total Canada | Total Time (hours) on a TV / Smart TV device. Excludes Facebook Video, Instagram Reels, TikTok; Streaming Services include broadcaster streaming services

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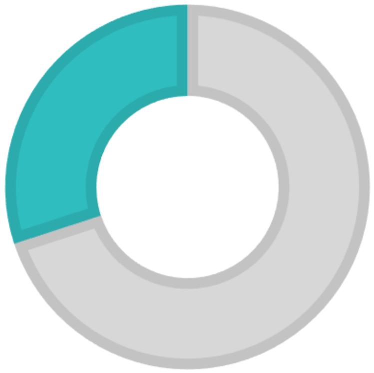
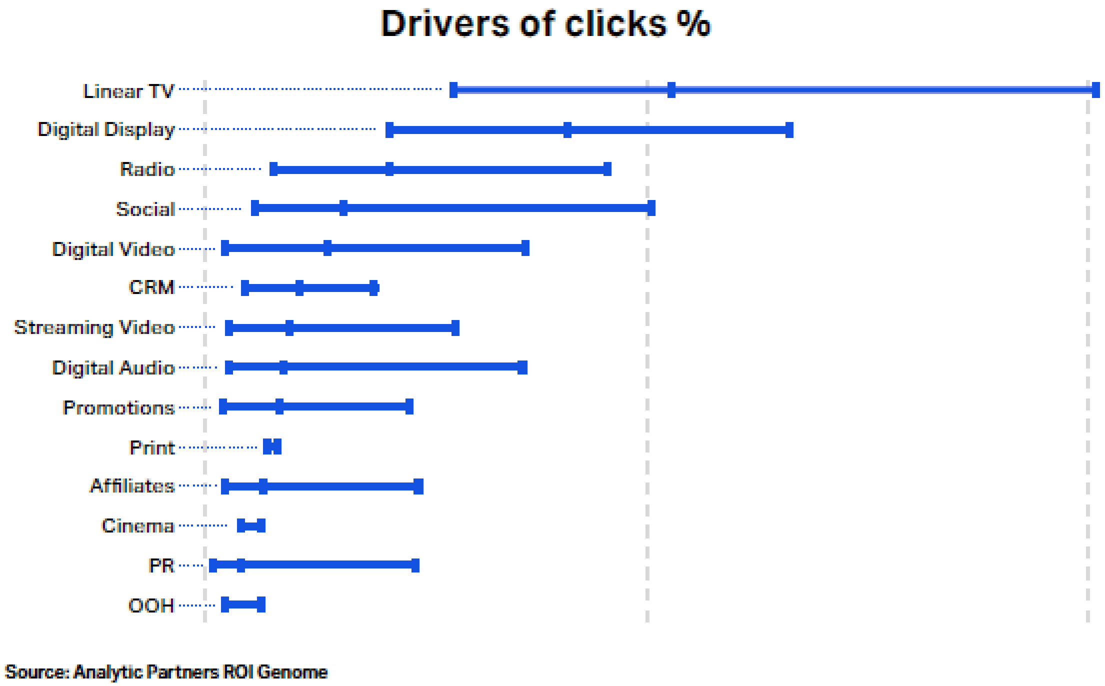
TV makes other channels work harder

30%

of search clicks are due to other marketing channels





- 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.

Source: Analytic Partners 2024

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TV improves
digital's performance

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

Standalone Digital ROI

-19%

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

TV's Adjusted ROI

+23%

accenture Source: Canadian Media Attribution Study

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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

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