the power of **tv**
in an *attention economy*

think tv

setting the scene

the average **tv** **campaign** delivers

323 **million** impressions

driven by lots of Canadians watching lots of tv

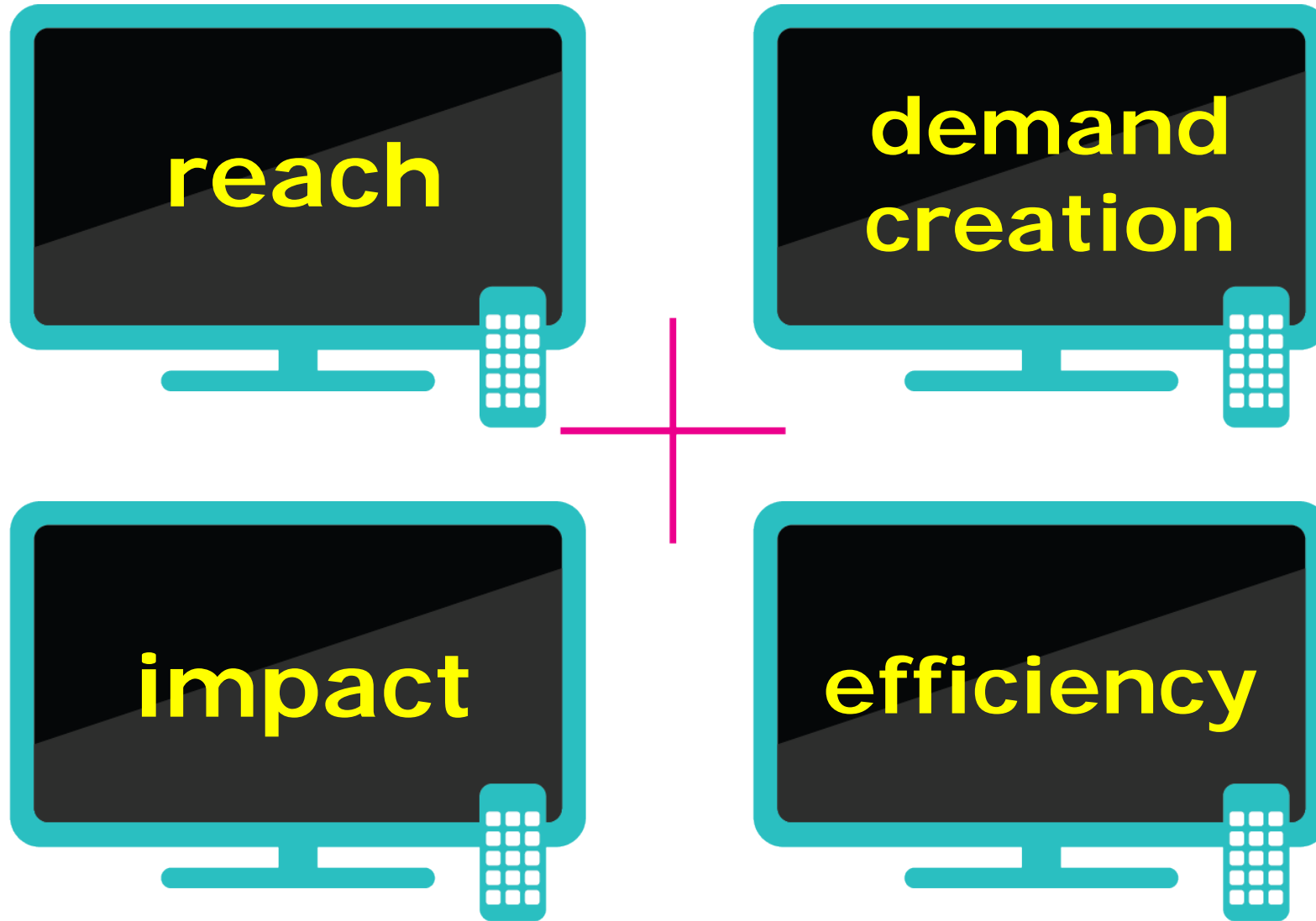## 117 million hours

time spent
with tv yesterday

93% of Canadians

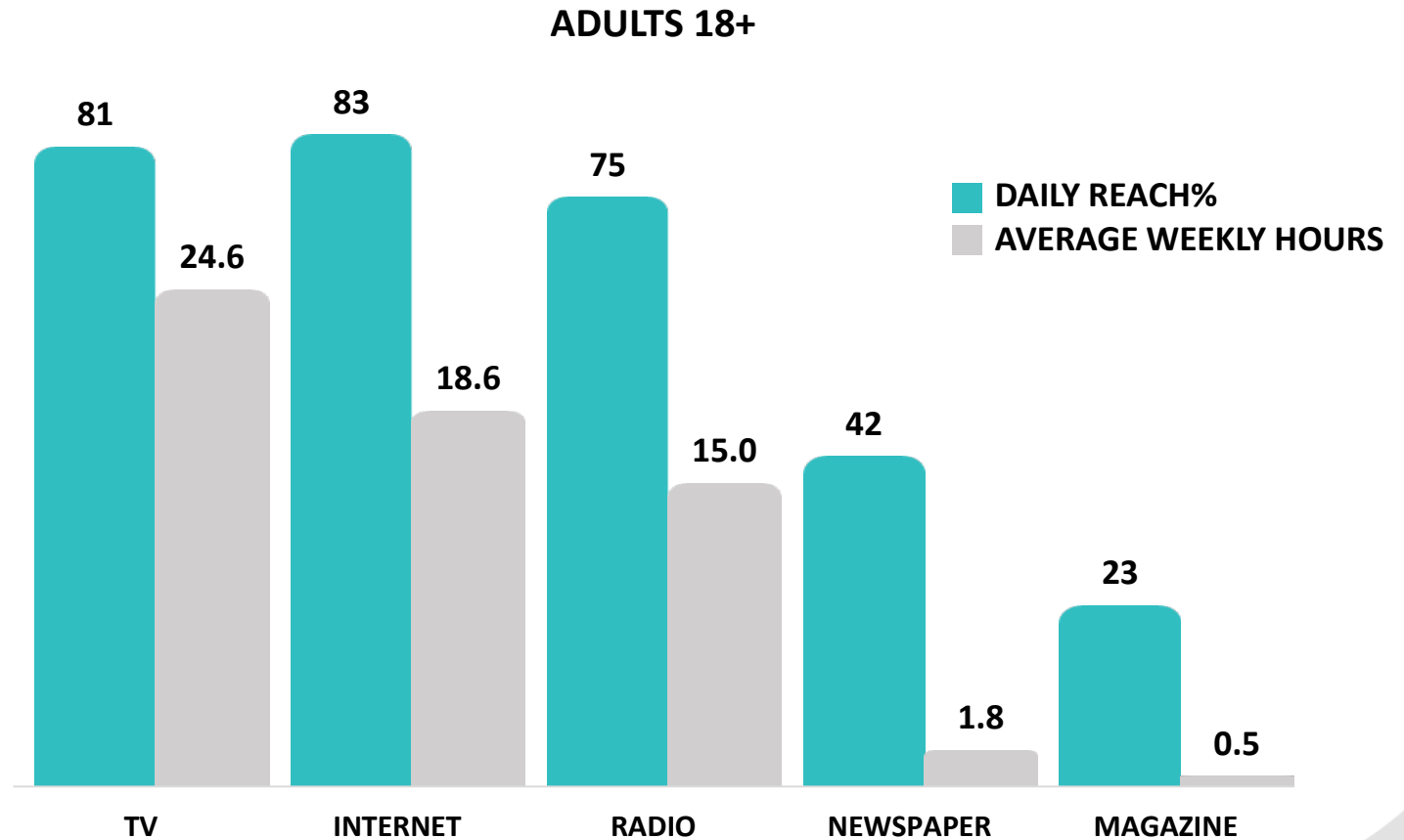tv's weekly
reach

tv delivers:

reach + demand creation

impact + efficiency

reach

33 million Canadians every week

tv reaches **81%** of Canadians **daily** and **94% weekly**

ADULTS 18+

Legend:
- **DAILY REACH%** (teal)
- **AVERAGE WEEKLY HOURS** (grey)

	TV	INTERNET	RADIO	NEWSPAPER	MAGAZINE
Daily Reach%	81	83	75	42	23
Average Weekly Hours	24.6	18.6	15.0	1.8	0.5

tv reaches **94%** of Canadians **every week**

94%
of adults (18+)

88%
of millennials (18-34)

88%
of kids (2-11)
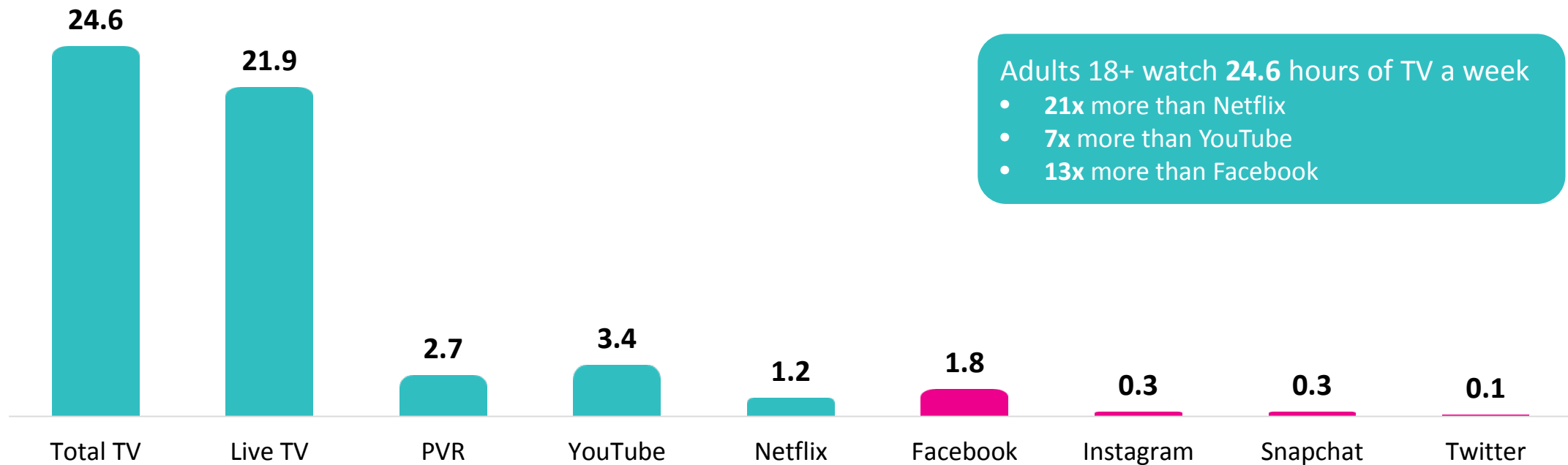
think **millennials** aren't watching tv ?
think again.

ADULTS 18-34
AVERAGE WEEKLY HOURS

Adults 18-34 watch **13.5** hours of TV a week
- **6x** more than Netflix
- **2x** more than YouTube
- **7x** more than Facebook

Total TV	Live TV	PVR	YouTube	Netflix	Facebook	Instagram	Snapchat	Twitter
13.5	11.7	1.8	5.8	2.1	2.1	0.7	0.8	0.1
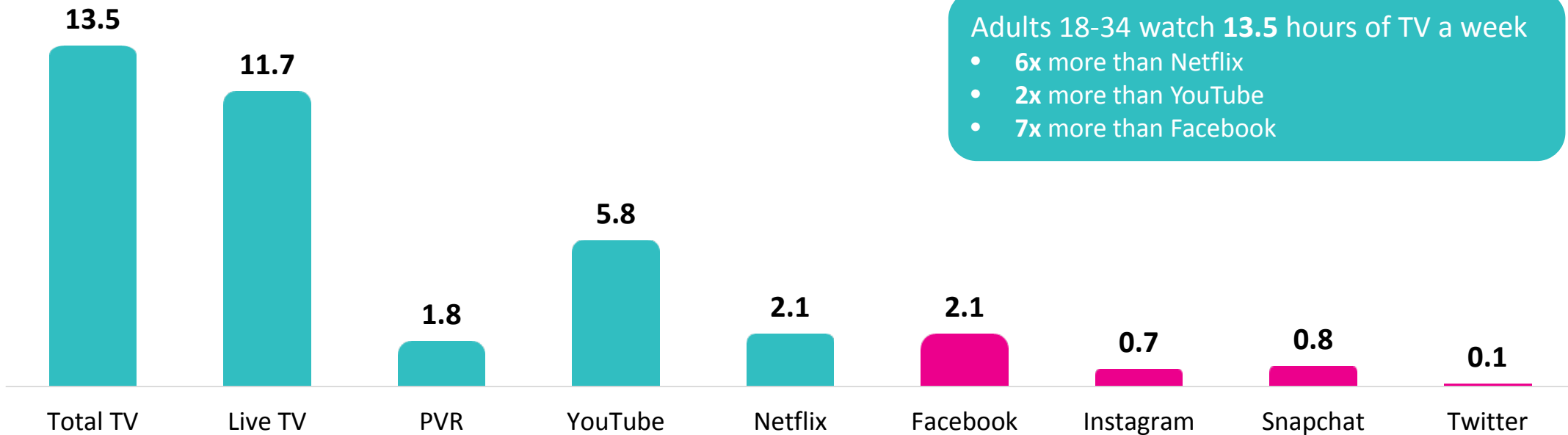
millennials watch more than **483 million hours** of tv **each month**

1 single spot in Big Bang Theory will reach **603,100** A18-34

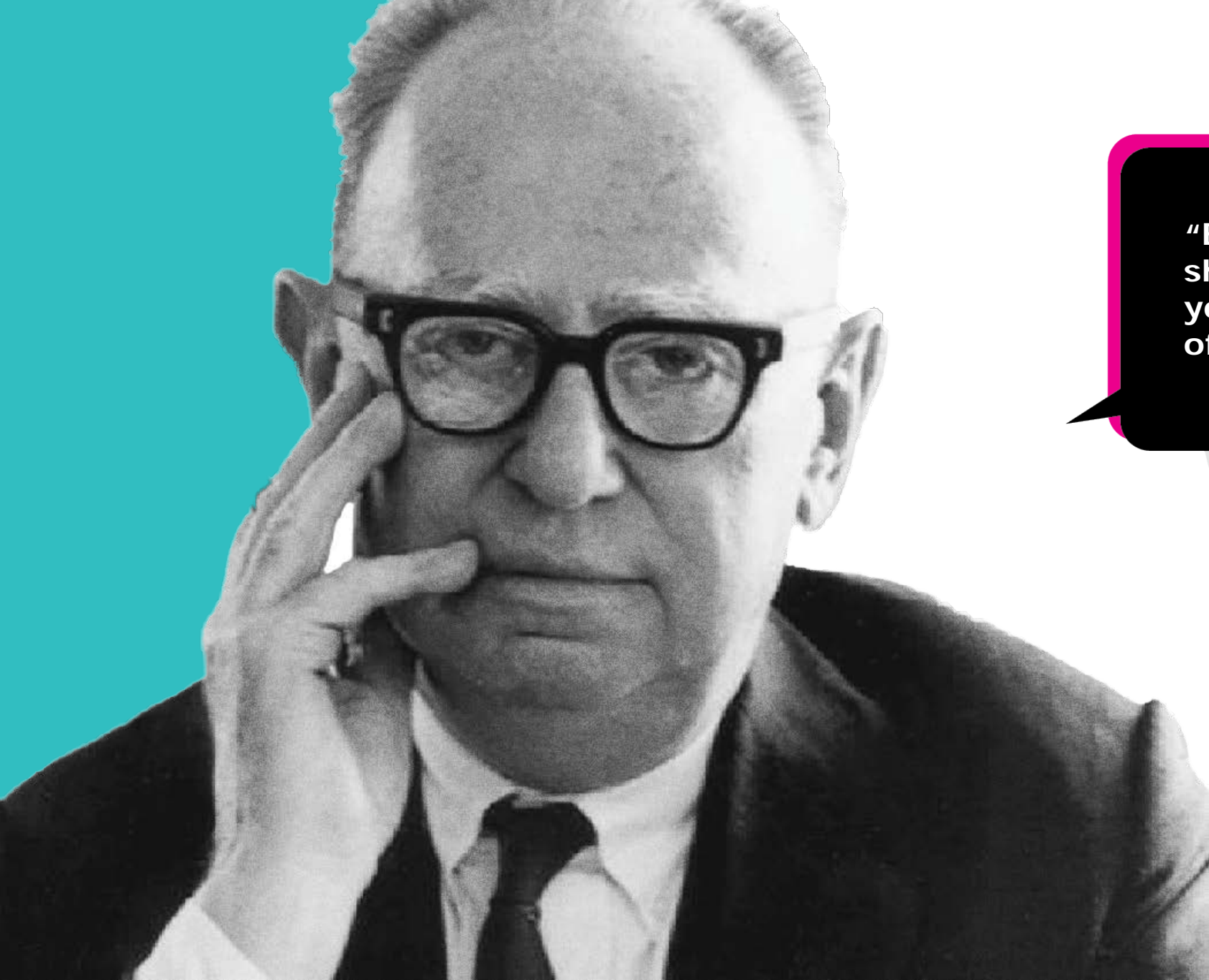# the majority of **reach** is achieved through **tv**
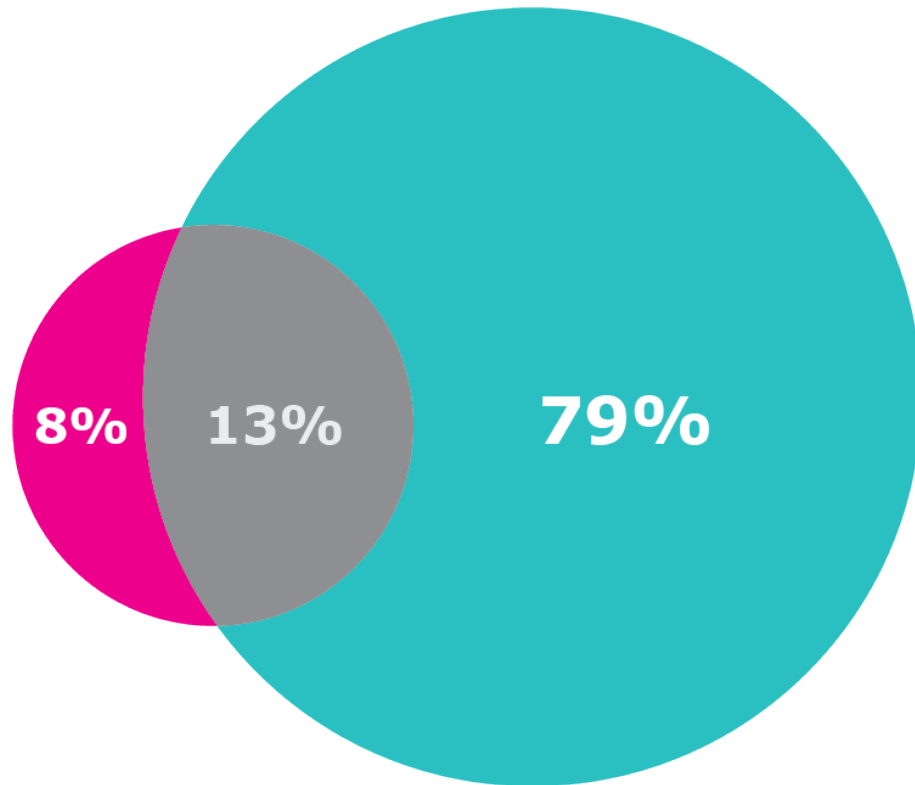
average target campaign reach: 67%
cross-platform reach across 315 campaigns

8%   13%   79%

TV ONLY

TV + DIGITAL

DIGITAL ONLY

impact

tv ads are most influential

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

Leo Burnett
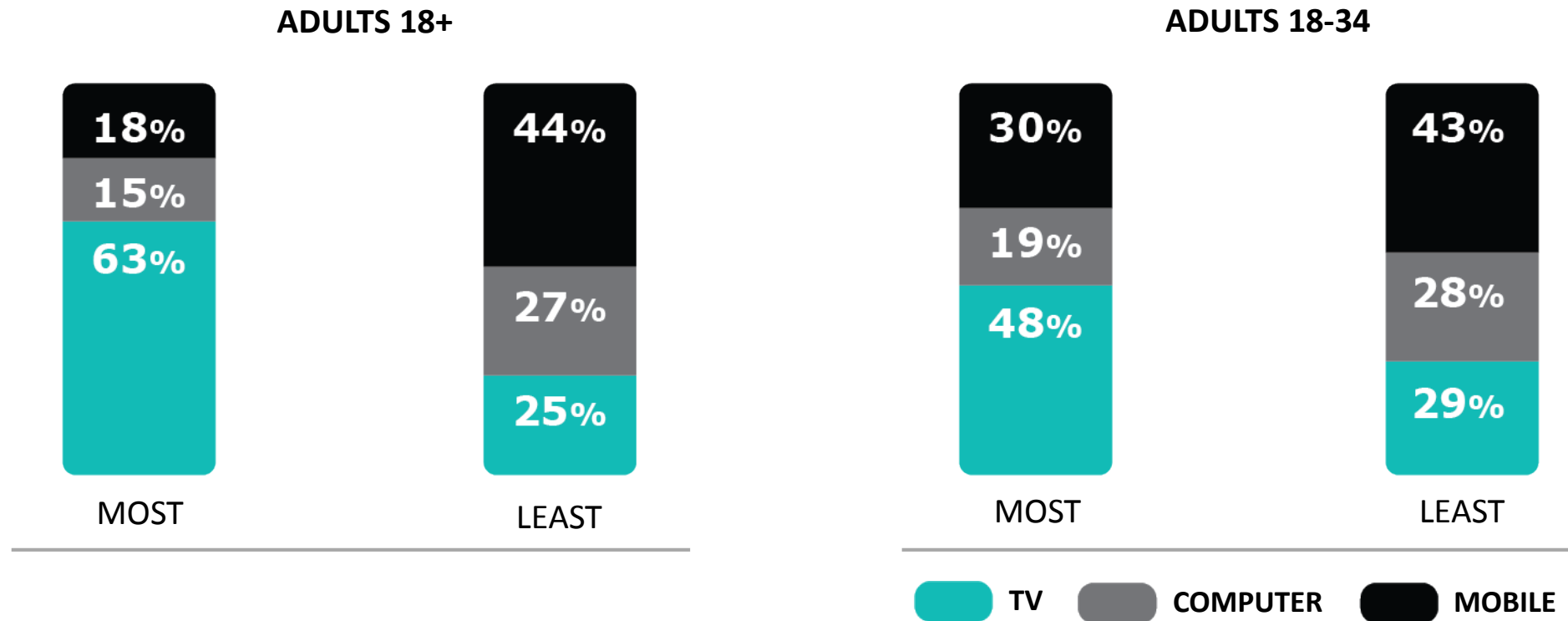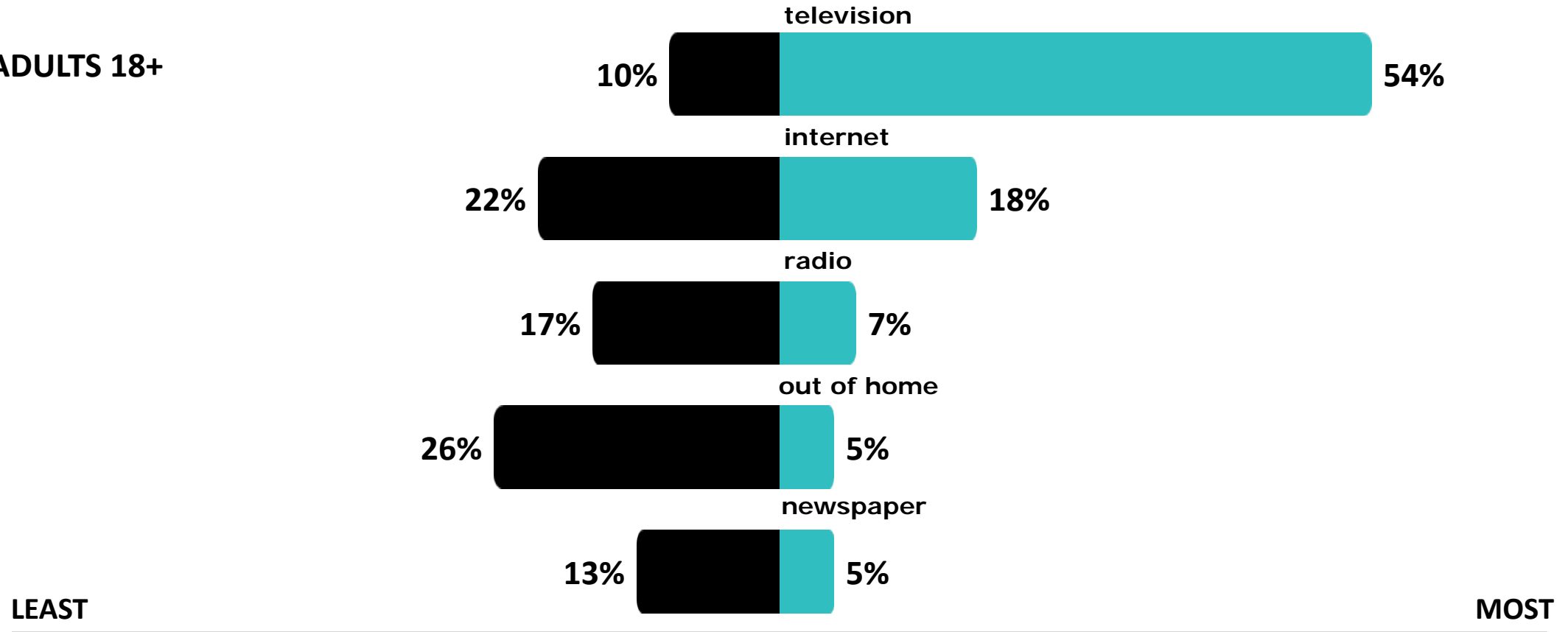
tv ads are the most **influential**

*Q: Which ONE of the following media carries advertising that you believe to be the **most influential**? The **least influential**?*

ADULTS 18+
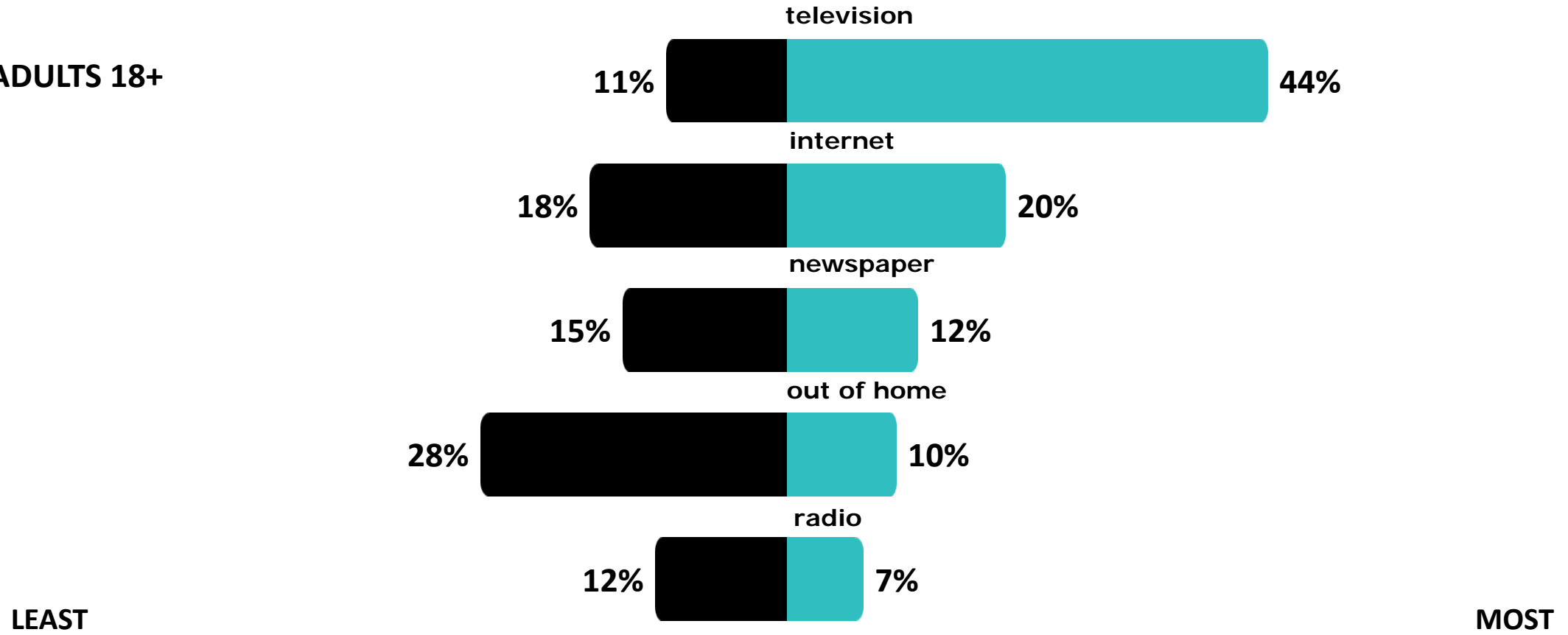
television

11% — 44%

internet

18% — 20%

newspaper

15% — 12%

out of home

28% — 10%

radio

12% — 7%

LEAST ———————————————————————— **MOST**

18

tv advertising is **most trusted** by **digital natives**

internet advertising least trusted

*Q: Which one of the following media carries advertising that you believe to be the **most trustworthy?** The **least trustworthy?***

television

ADULTS 18-34   13%   30%

newspaper

1%   25%

internet

53%   12%

radio

5%   11%

out of home

7%   8%

LEAST   **MOST**

think tv
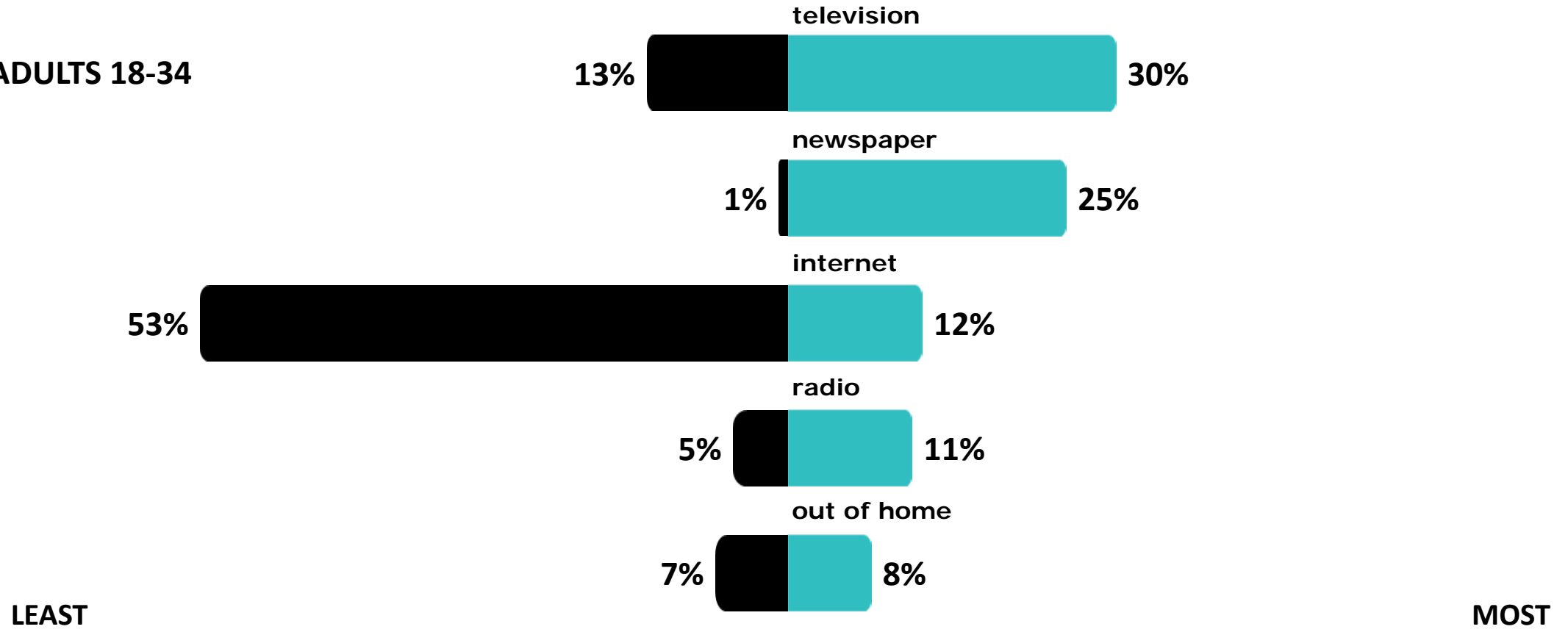
the **ad stock** of a [tv] spot **grows the fastest**

and lasts the longest

GRPs

TV

RADIO

DIGITAL

PRINT

TV ad stock grows as brand stays in market

Effect of Digital and Print diminishes after 2 weeks

Effect of TV continues the longest

Week 1   Week 2   Week 3   Week 4   Week 5   Week 6   Week 7   Week 8   Week 9   Week 10

think tv

groupm
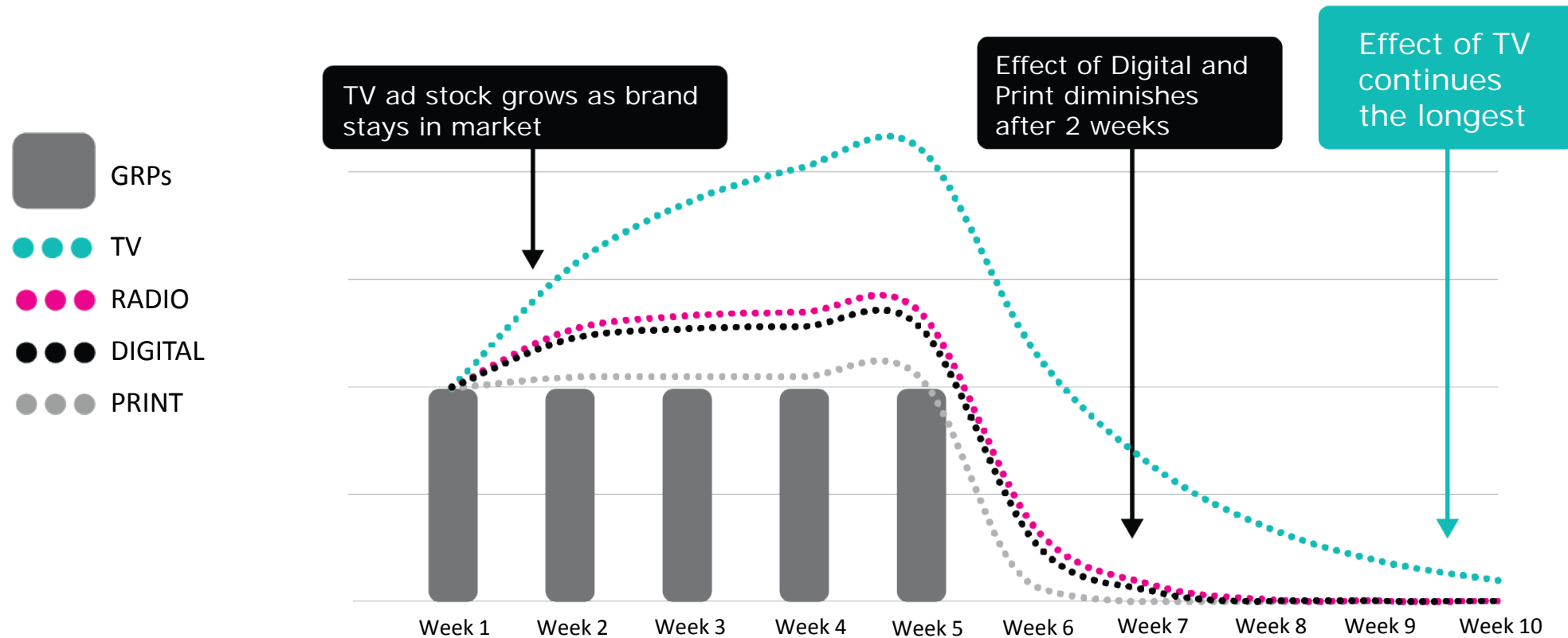
digital companies increase spend on tv

TV spend by internet-related companies has doubled in the last 4 years

INTERNET RELATED BUSINESSES

TV Spending
($000,000)

- 2013: $50.4
- 2014: $66.0
- 2015: $84.9
- 2016: $91.9
- 2017: $105.7
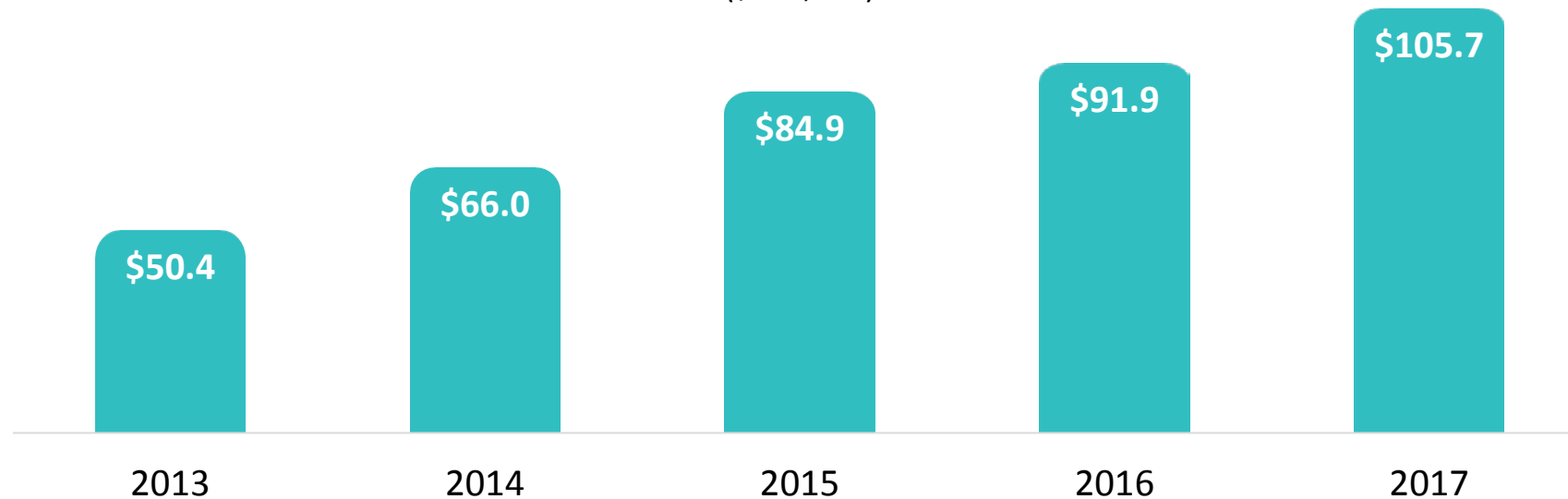
Ad Dynamics® — A Market Track Company

Companies include: amazon, eharmony, Expedia, Go Daddy, indeed, kijiji, wayfair, zulily

demand creation

tv ads drive consumer action

"When we run a heavy TV schedule, we see a lift in sales and product awareness. We need to run two weeks of digital to get the reach of one day of broadcast"

Rich Lehrfeld
Senior VP of Global Brand Marketing & Communications, American Express

tv drives **revenue**

Companies that increased their TV spending saw substantial growth, while companies that decreased TV spending vastly under-performed.

■ TV SPEND %
■ REVENUE %
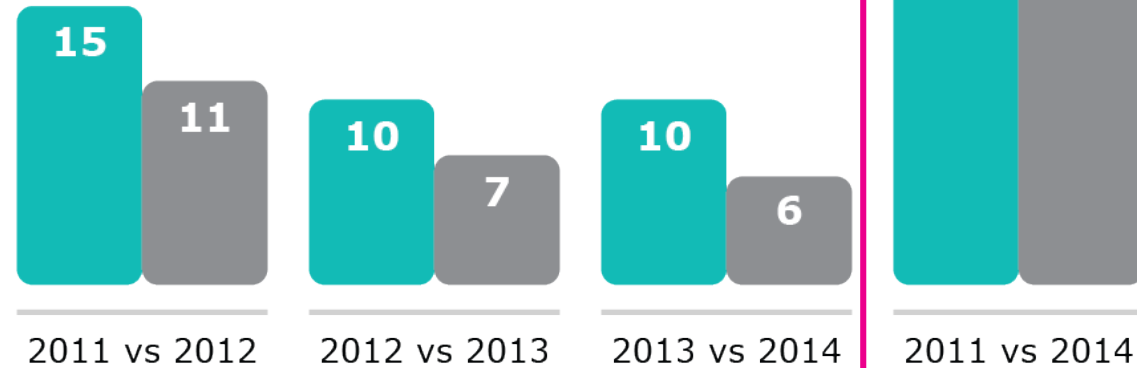
	2011 vs 2012	2012 vs 2013	2013 vs 2014	2011 vs 2014
TV SPEND %	15	10	10	40
REVENUE %	11	7	6	26
TV spend increase (millions)	+ 32.6	+ 25.7	+ 27.9	+ 86.2
Revenue growth (millions)	+ 1969.8	+ 1437.7	+ 1390.1	+ 4797.7

VAB
VIDEO ADVERTISING BUREAU

think tv

increased **tv** spend drives **business growth**

21 companies increased
spend by over 30%

29 companies increased
spend by less than 30%

+9%

+21%

only increase in revenue

increase in revenue

Source: "Report: Missed Opportunities in Media Planning"
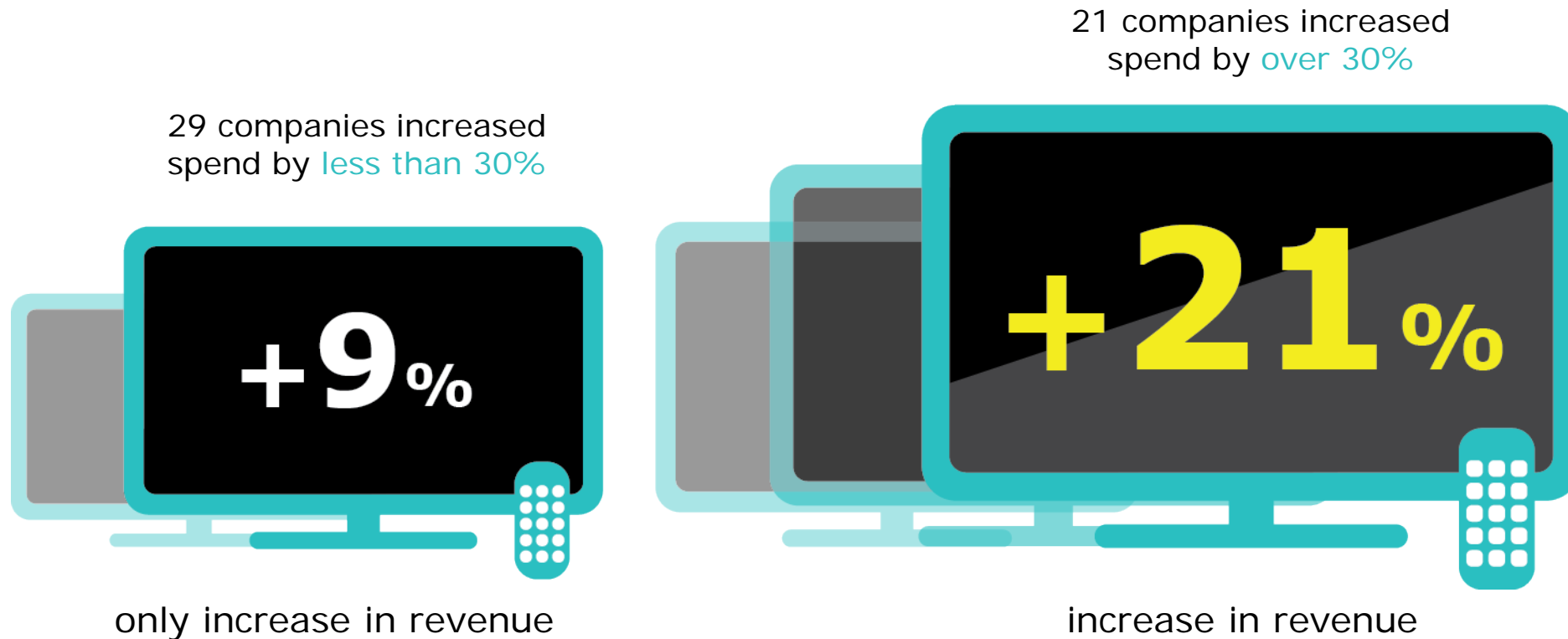
spend in year 1 delivers **brand awareness benefits** in year 2 and 3

YEAR 1
1.0x
short-term sales

YEAR 2   YEAR 3
1.3x
long-term sales

=

2.3x
total impact
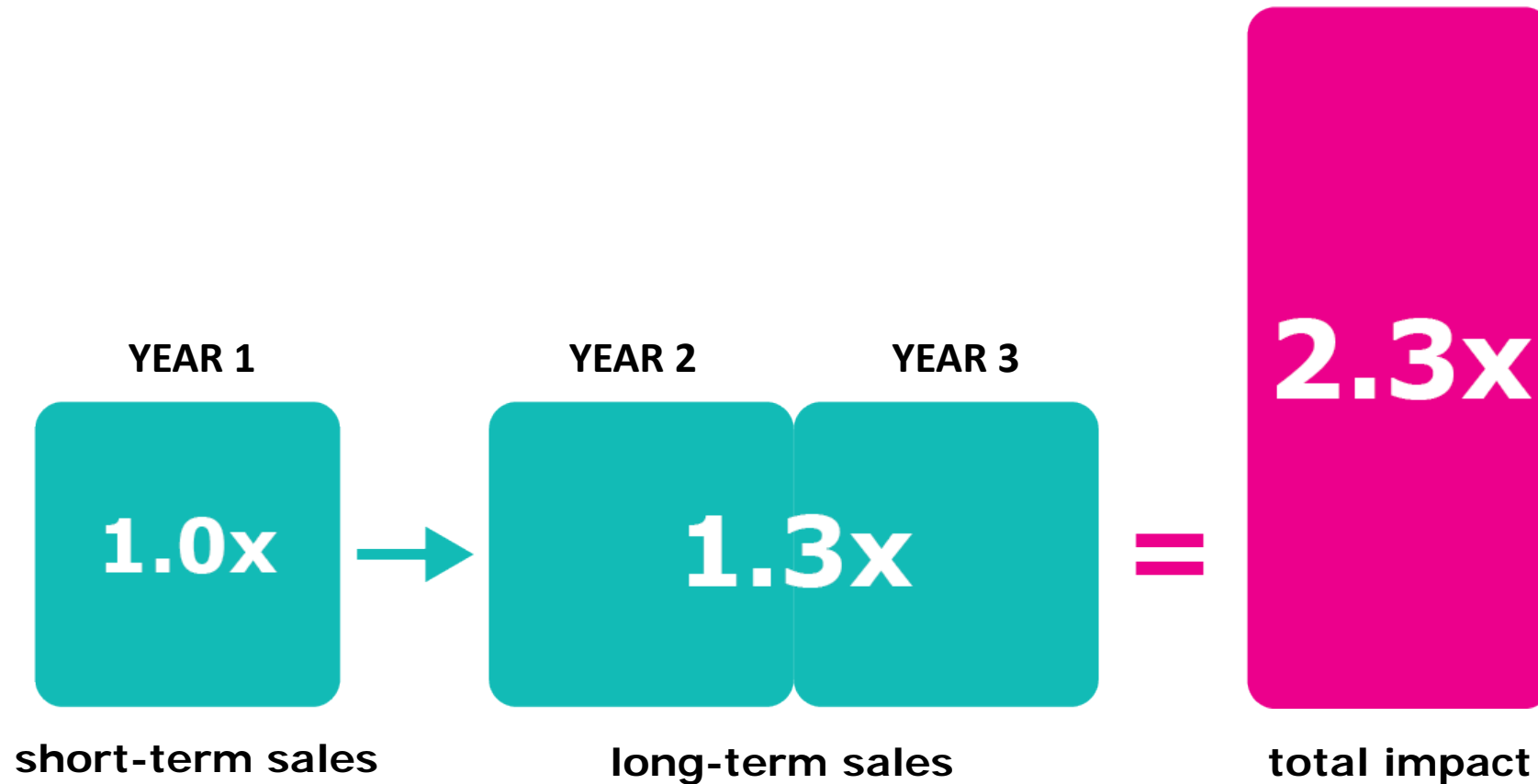
efficiency

TV provides up to 7x the return of other media

tv is the **most effective** marketing channel across a **wide variety** of industries

Legend: TV · ONLINE · PAID SEARCH · PRINT · RADIO
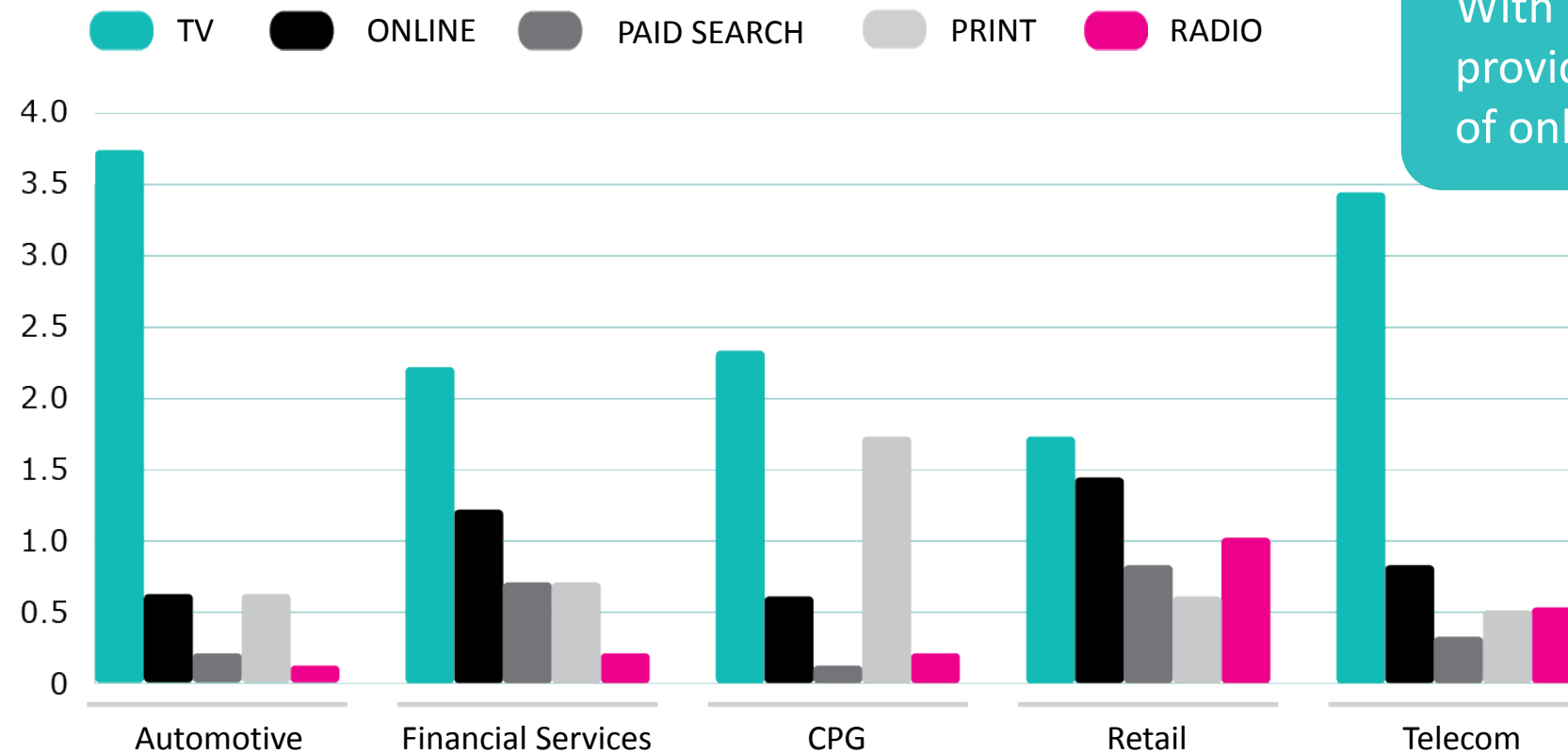
With $1 million to spend, **TV** provides up to 7x the return of online, print, and radio.

Industries: Automotive · Financial Services · CPG · Retail · Telecom

MarketShare

tv has the **highest** relative **lift factor** in outcomes

Legend: TV · DIGITAL · PRINT · RADIO · SEARCH

Category	TV	DIGITAL	PRINT	RADIO	SEARCH
Auto	3.0	1.15	0.55	0.38	0.08
Consumer Electronics	1.98	0.98	1.38	0.38	0.2
Finance	2.38	1.38	0.25	0.05	0.75
QSR	3.5	0.45	0.18	0.25	0.08
CPG	2.8	0.75	1.98	0.35	0.08
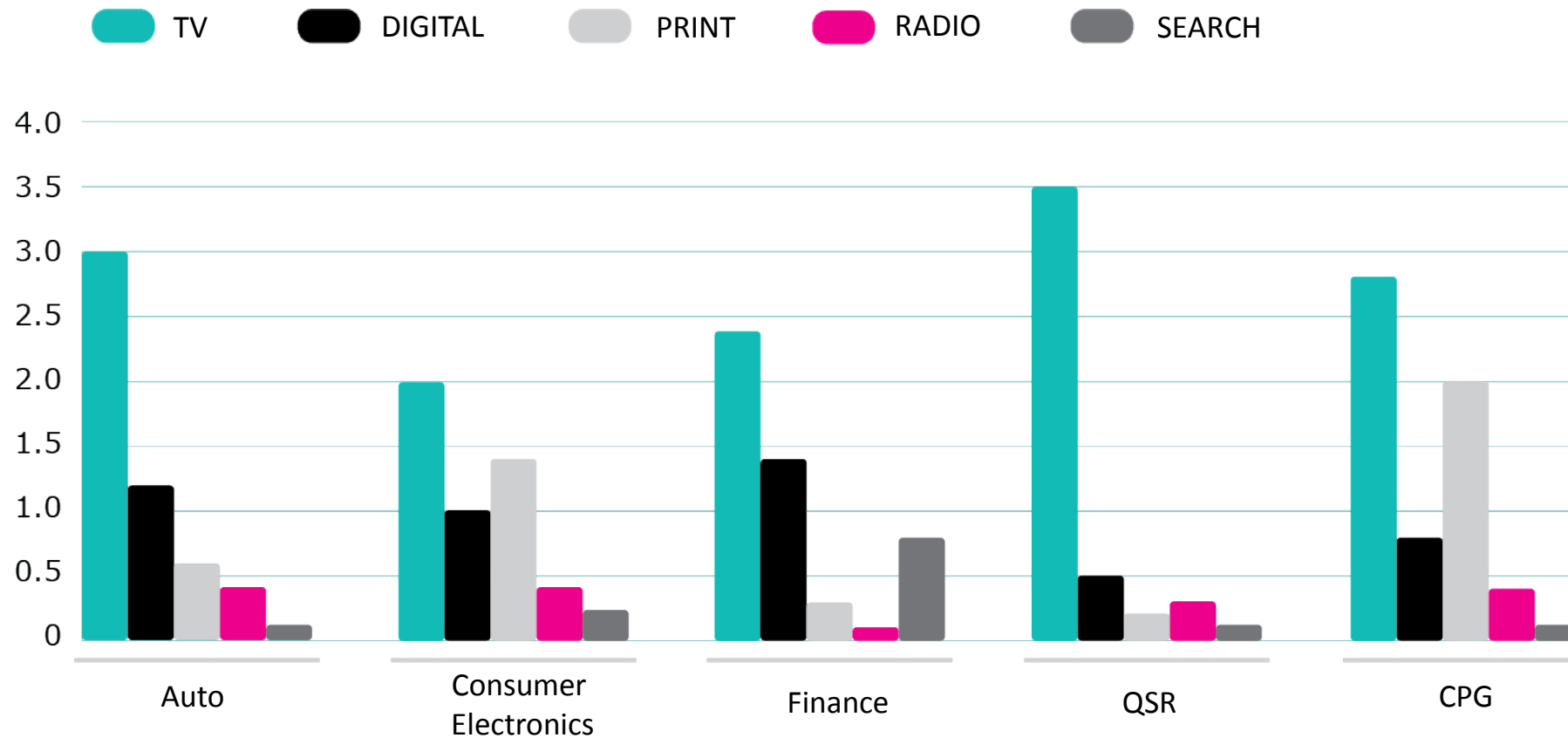
MEDIACOM

tv drives **market share growth**

Adding TV advertising drove an incremental 1.5% market share growth

AVERAGE MARKET SHARE POINTS GAINED PER ANNUM
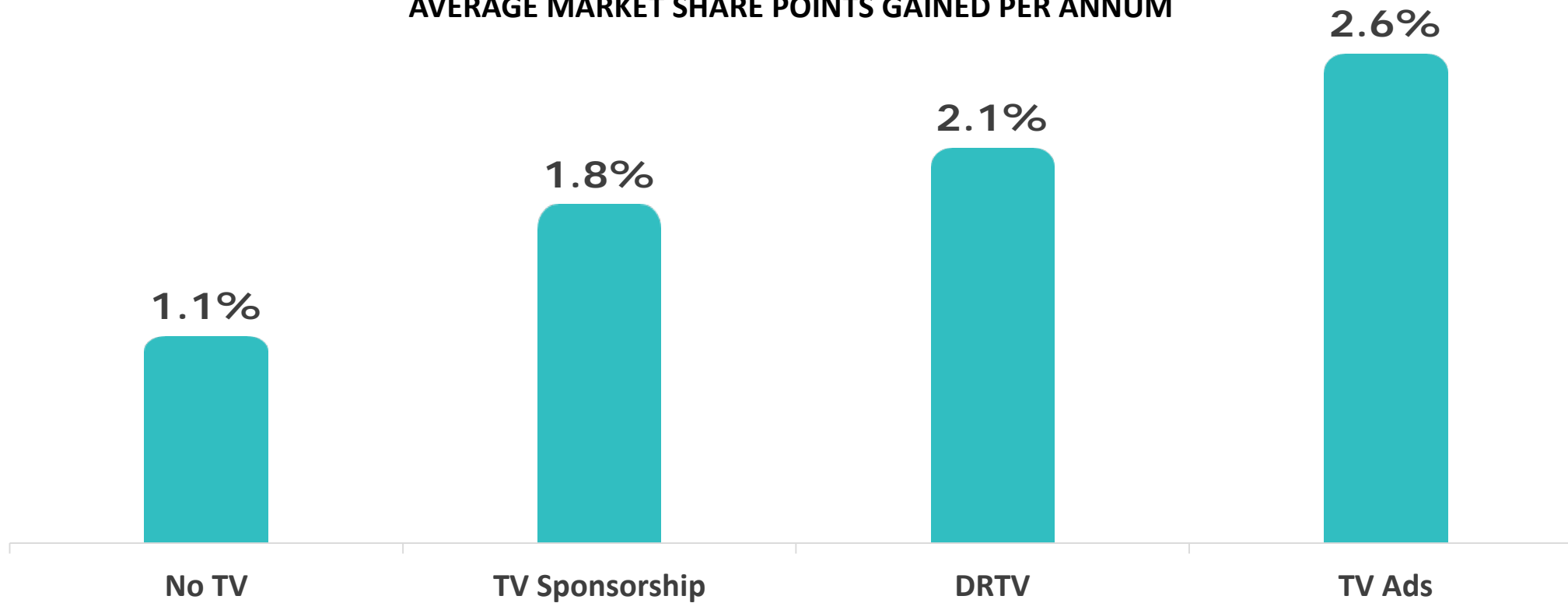
No TV	TV Sponsorship	DRTV	TV Ads
1.1%	1.8%	2.1%	2.6%

Source: "Report: Target the (Whole) Market"
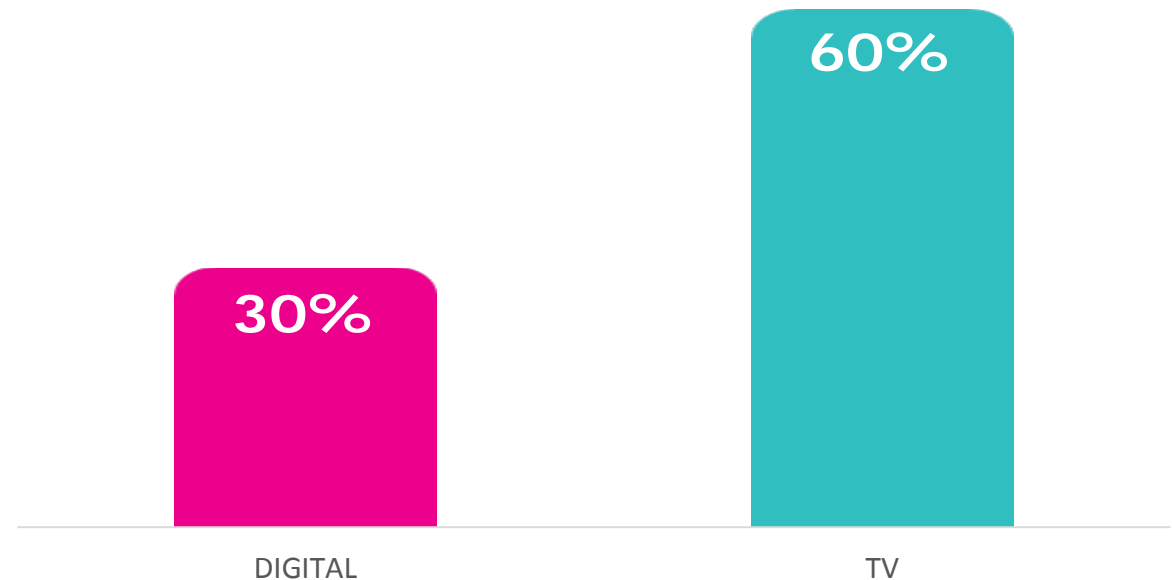
"TV offers the best ROI across all media."

Former Coca-Cola Co. global CMO, Marcos de Quinto

Coca-Cola's research found that their **TV investment returned $2.13 for every dollar spent**, compared with $1.26 for digital.

premium video delivers higher brand **ROI**

think^{tv}

VS SHORTFORM VIDEO

11.6x

4.3x

2.5x

■ **Brand Awareness**

■ **Consideration**

■ **Purchase Intent**

VS PAID SOCIAL

Premium Video = Linear TV + Premium Digital Video

4.1x

2.5x

1.8x

accenture

NBCUniversal
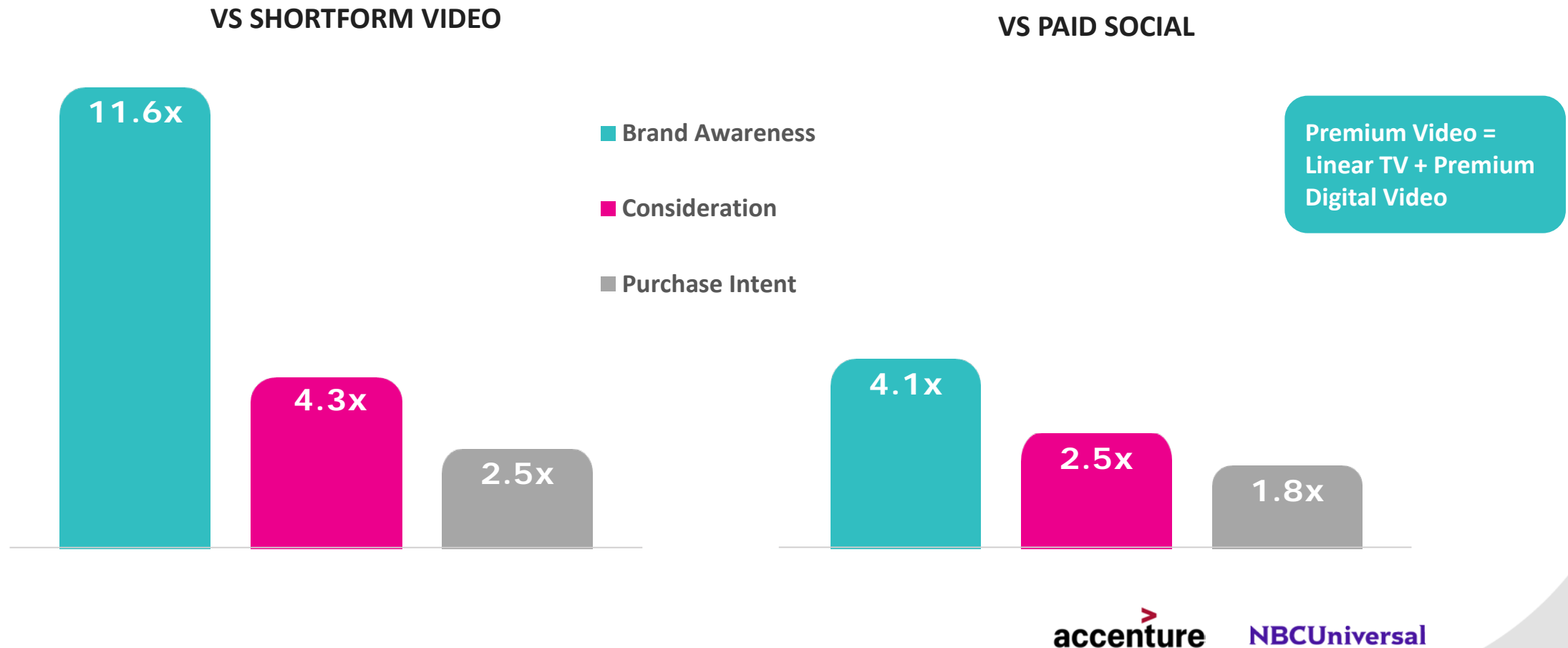
Source: "Report: Quantifying the Connection: Premium Video + Brand Building – 2017"

35

For every $1 "saved" in TV spend, the drop in sales return was $3

tv and digital are **interdependent**

Brand X
Computer company

Asus
Computer hardware

Acer
Electronics company

Lenovo
Computer manufacturing

Stopped spending in TV and saw an instant drop in branded searches

Jan 2011   Jan 2012   Jan 2013   Jan 2014   Jan 2015   ...

MEDIACOM

Source: "Report: Missed Opportunites in Media Planning"
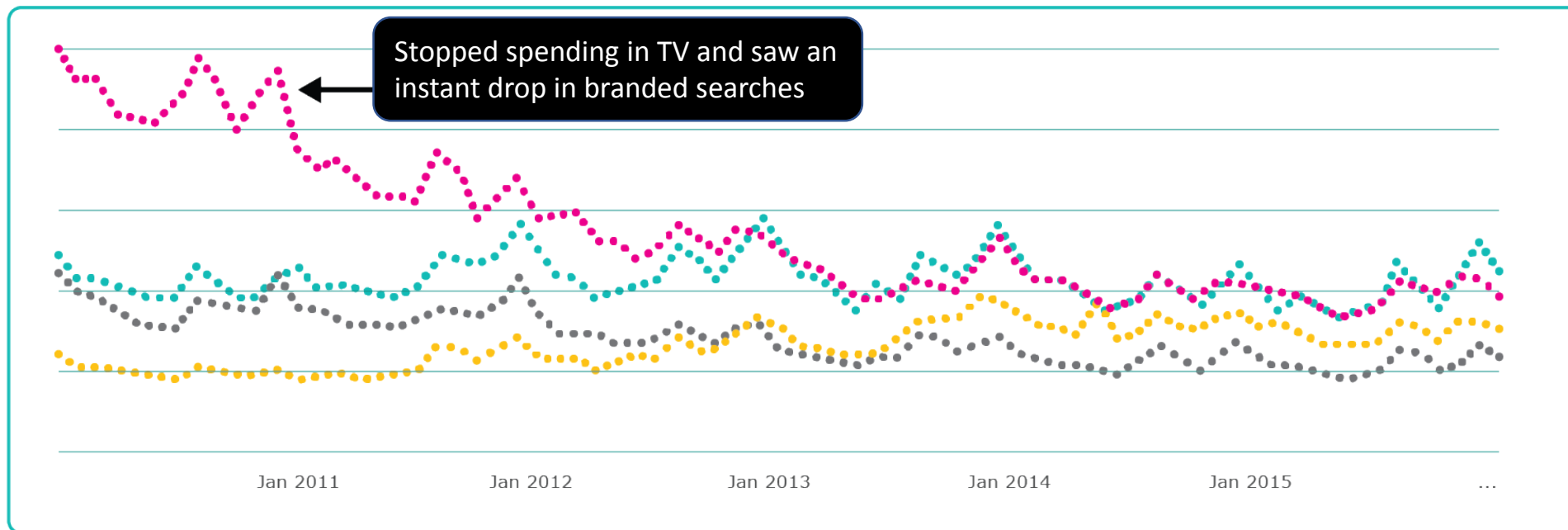
things to consider when planning your **media**

Where is your customer spending time?

- Canadians watch 25 hours of TV per week – even Millennials watch 14 hours of TV / week
- TV has unparalleled, unduplicated reach, reaching 94% of Adults each week

Where is your customer paying attention?

- Canadians of all ages say they are most likely to pay attention to TV ads, which are also the most engaging, influential and trustworthy ads

What will drive business results?

- Countless econometric models prove that TV advertising has the highest efficiency of all media
- A reduction in TV spend negatively impacts sales and the efficiency of every other medium used

TV advertising creates demand by reaching and engaging a large market, driving sales in the most effective and efficient way

want to learn more about the **unparalleled power** of **tv** ? **we'll come visit you!**

Contact us today for a PRESENTATION

ⓘ **info@thinktv.ca**

✉ **Sign up for our newsletter**

Sources

Slide 3: Based on 900 (6 weeks x150 GRPs) GRP campaign, Total Canada, Ind. 2+, Numeris 2017-18 population estimates.

Slide 4, 6, 8: Numeris PPM, Total Canada, Total TV, Consolidated, All Locations, Ind. 2+, M-Su 2a-2a, Fall 2017 (Weeks 3-16, Sept 11-Dec 17, 2017)

Slide 7: Television: Numeris PPM, Total Canada, Total TV, Consolidated, All Locations, Mo-Su 2a-2a, A18+, Fall 2017 (Weeks 3-16, Sept 11-Dec 17, 2017) | Internet (Daily Reach), Radio, Daily Newspaper, Magazine: Numeris RTS, Canada, Fall 2017 | Internet (Weekly Hours): comScore Media Metrix; Multi-Platform; Sept 2017 – Nov 2017 (Note: Numeris population estimates used to calculate average weekly hours per capita).

Slides 9, 10: Total TV, Live TV, PVR: Numeris, PPM, Total Canada, Consolidated, All Locations, Mo-Su 2a-2a, Sept 11, 2017 to Dec 17, 2017 (Weeks 3-16) | Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.: comScore Media Metrix Multi-Platform, Canada, Sept – Nov 2017 | YouTube: comScore Video Metrix Multi-Platform, Canada, Sept – Nov 2017 | Netflix: Numeris Diary, Total Canada, Fall 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

Slide 11: Numeris PPM, Total Canada, Total TV, Consolidated, All Locations, M-Su 2a-2a | CTV Com, Monday & Thursday first airings, Sept 11-Dec 17, 2017

Slide 13: CBS Vision; Nielsen Total Ad Ratings; 2013-14; Only, Both Analysis; Excludes campaigns that had less than 1M online impressions

Slides 16-18: think**tv**, nlogic, omniVu, National, December 2016 (Don't Know/Refuse not included).

Slides 19-20: think**tv**, **n**logic, omniVu, National, June 2017 (Don't Know/Refuse not included).

Sources

Slide 21: GroupM Canada, 2016; Marketing Mix models across Consumer Electronics, Retail, Finance, Auto and CPG; Target the (Whole) Market

Slide 22: Nielsen Ad Expenditure Report, Internet related sites & services category + Expedia Inc. (Hotels.com)+ Priceline Group Inc. + Wayfair LLC + Sunwing Travel Group + E-Harmony.com Inc. + Elite Singles + Indeed + Justfabulous LLC + Web.com Group

Slide 25: Video Advertising Bureau; TV Spend from Nielsen Ad*Views; Domestic Revenue from publicly-reported financial documents

Slide 26: MediaCom; "Missed Opportunities in Media Planning" whitepaper; Stats from Nielsen, April 2016. Public financial statements.

Slide 27: Accenture Strategy, ABC; Cross-channel advertising attribution; New insights into multi-platform TV, May 2016

Slide 29: MarketShare; Why TV is Still the Most Effective Medium, Jan. 2016

Slide 30: MediaCom, 2015-16: Econometric Marketing Mix Models of clients across 5 categories: Auto, Retail Consumer Electronics, Finance, QSR & CPG.; Target the (Whole) Market.

Slide 31-32: IPA, Marketing in the Digital Age, Field & Binet, 2016; Target the (Whole) Market

Slide 33: Bain & Company, Feb 2017

Silde 35: Accenture, NBC Universal; Quantifying the Connection: Premium Video + Brand Building – 2017

Slide 36: TiVo research presented as part of ARF Experiential Learning: Re!Think 2016.

Slide 37: Google trends, April 2016, MediaCom; "Missed Opportunities in Media Planning" whitepaper