

A hand is holding a black TV remote control, with the thumb positioned over the directional pad. The background is a blurred, dark blue-grey color. In the top right corner, the word "think" is written in white, with a small teal "tv" logo above the "k".

think^{tv}

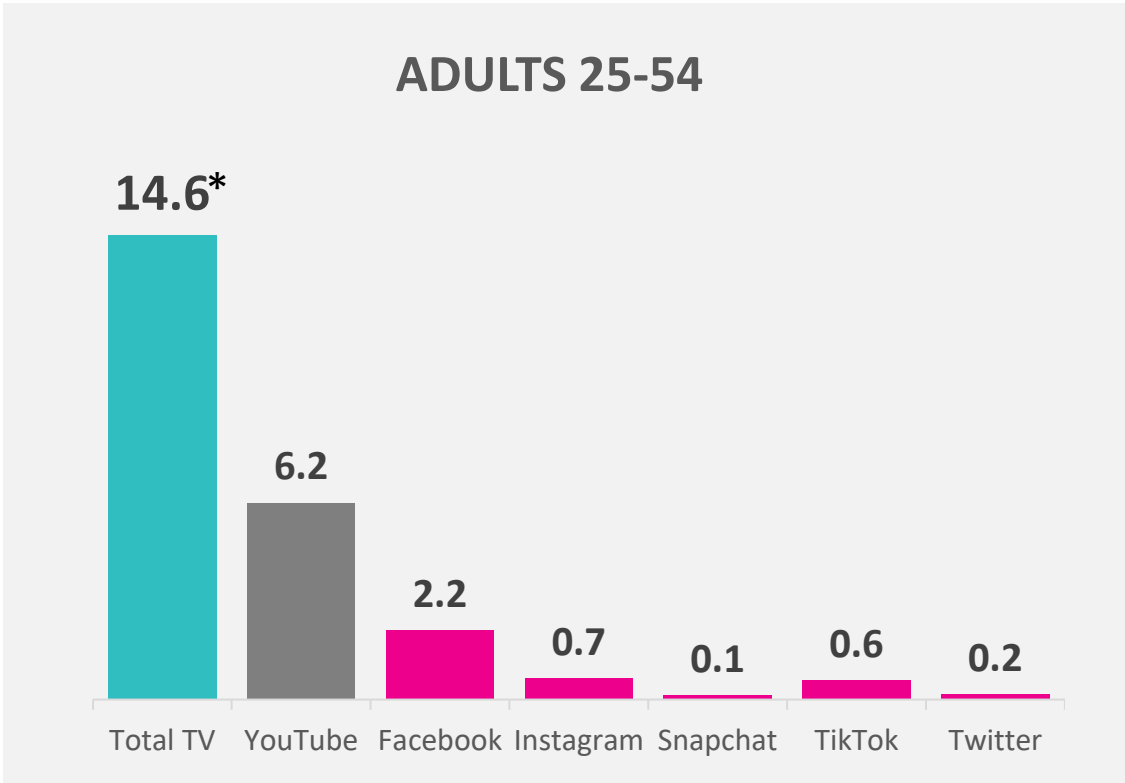
**tv's winning
formula**

tv's winning formula

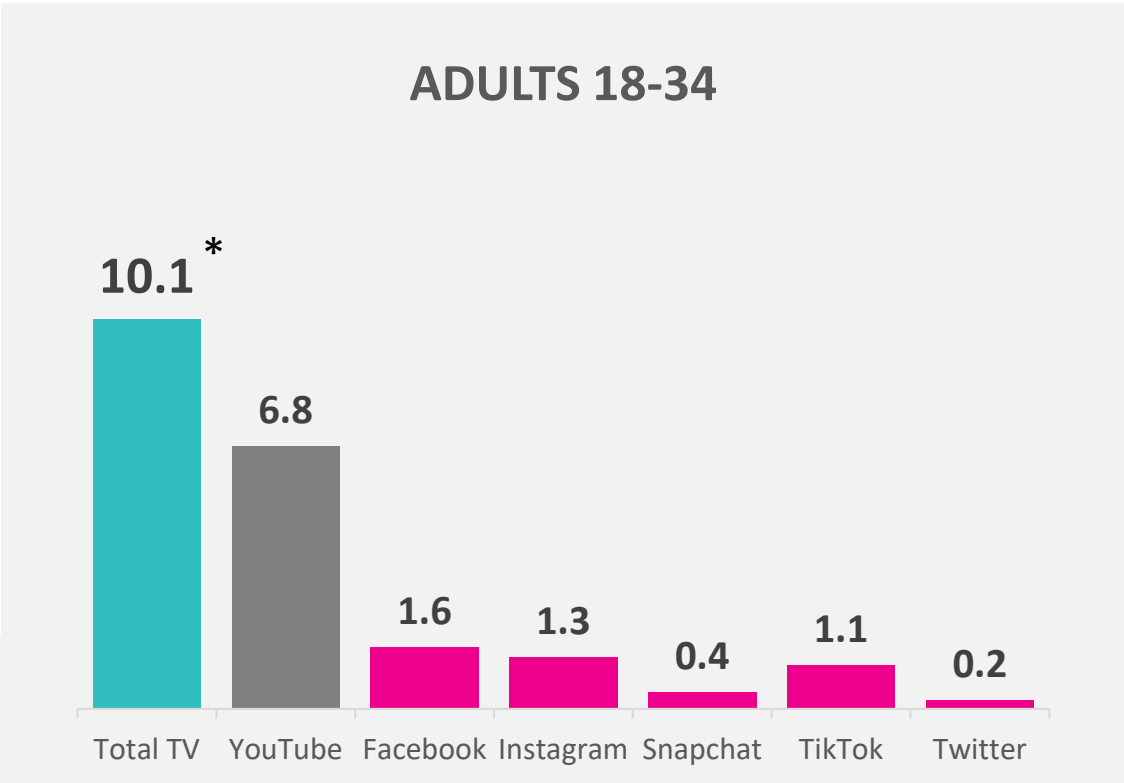
- 1** TV dominates time spent with media
- 2** TV ads produce the biggest impact
- 3** TV improves the performance of online advertising
- 4** TV works @ both ends of the funnel
- 5** TV delivers the strongest ROI of all media

Canadians watch a lot of

AVERAGE WEEKLY HOURS



* 85% of A25-54 TV viewing is LIVE

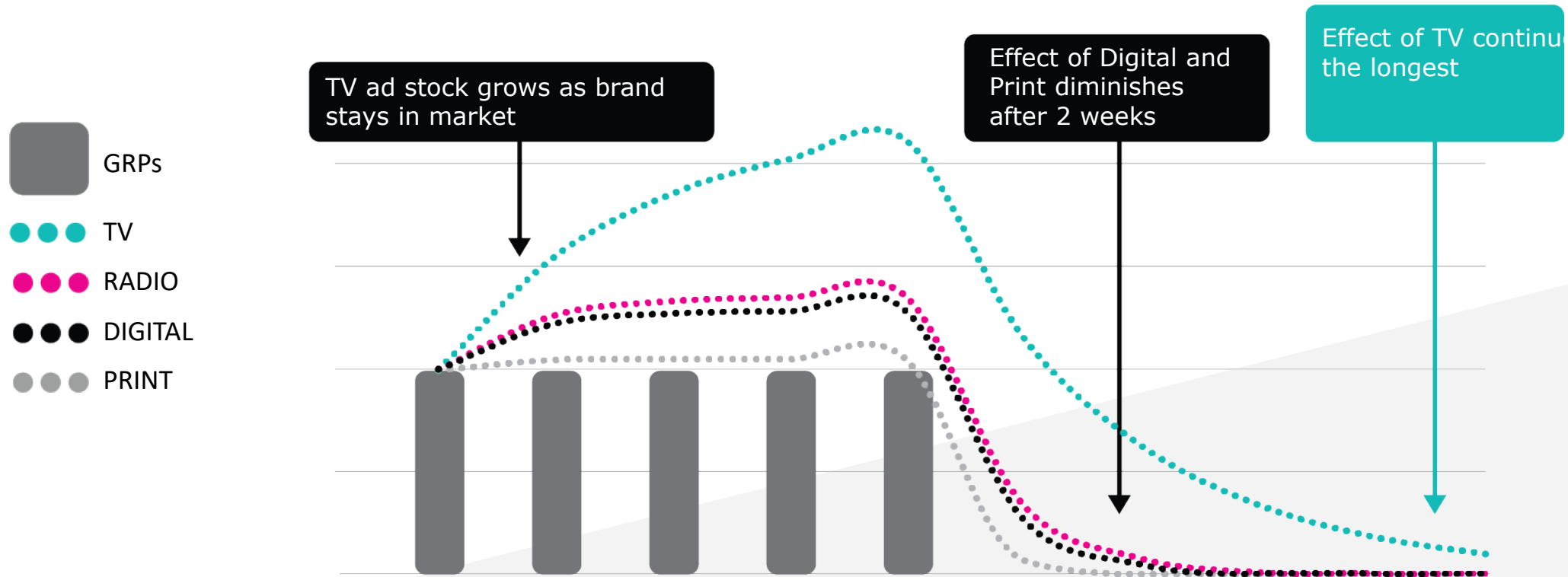


* 87% of A18-34 TV viewing is LIVE

think 

tv ads deliver the biggest impact

the adstock of a TV spot grows the fastest and lasts the longest



think^{tv}



works throughout the funnel

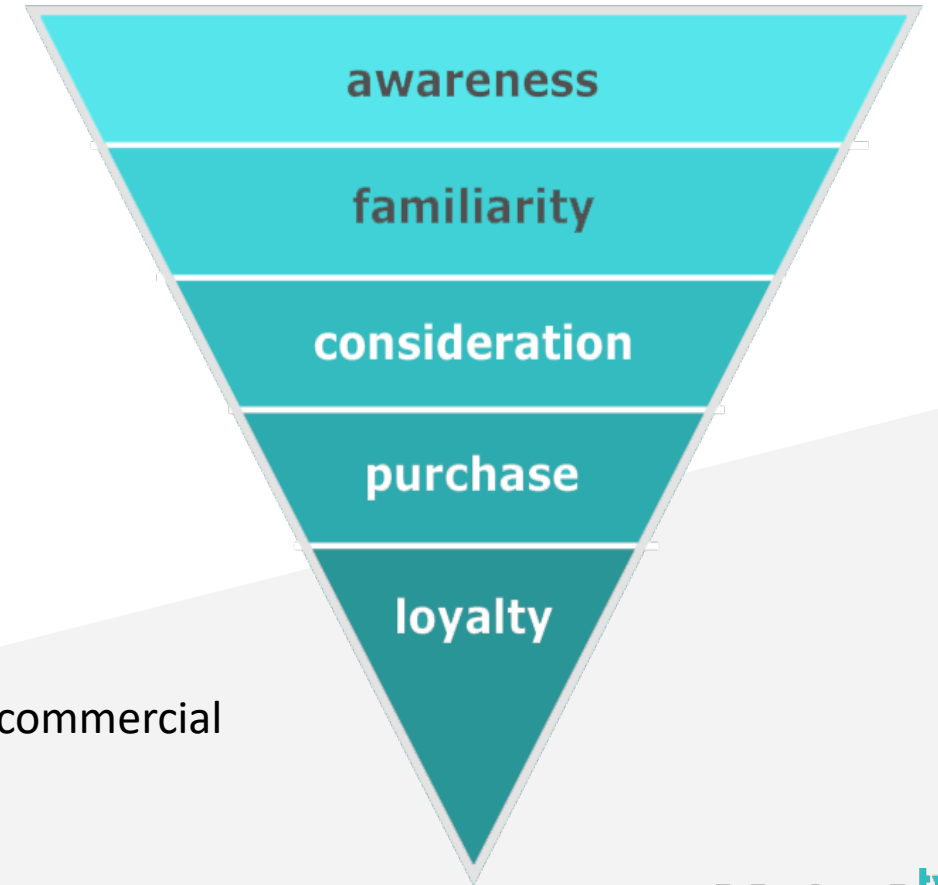
TV is your best store-front window

Top of the Funnel

- Awareness
- Brand building
- Interest / purchase intent

Bottom of the Funnel

- Activation via sales promotions messages
- TV ads drive website visits
- Thanks to digital, you can literally buy online *while* watching the TV commercial

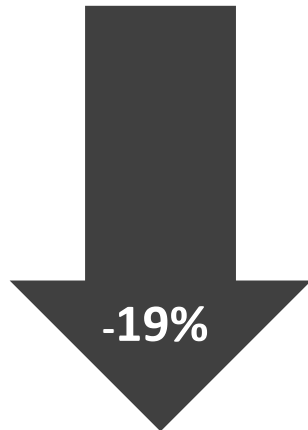


tv improves online performance

TV's halo effect amplifies the sales ROI of digital by 19%



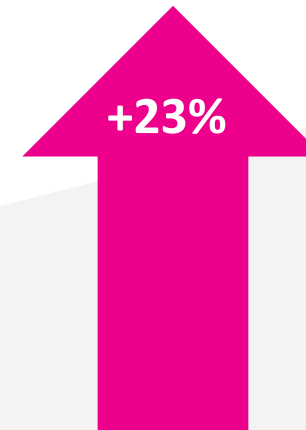
Standalone Digital ROI



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



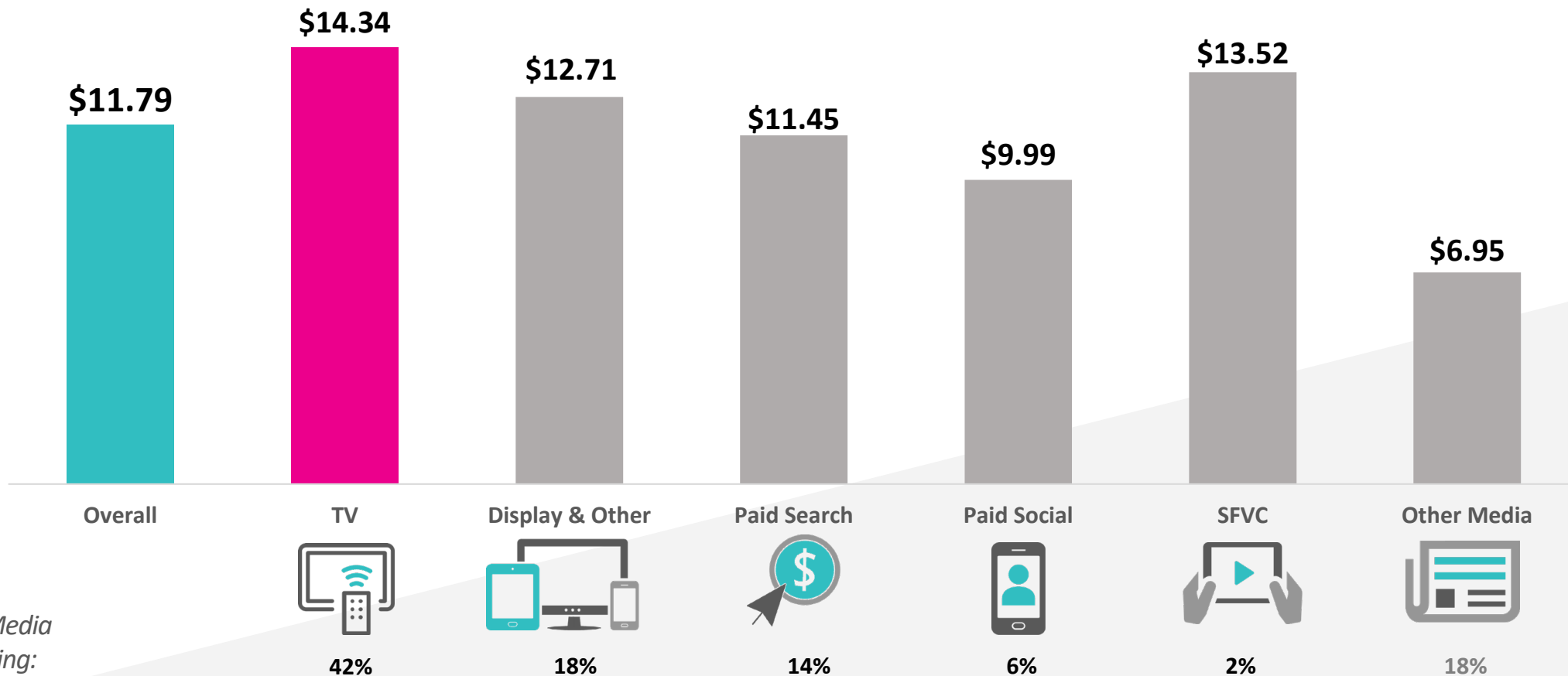
TV's Adjusted ROI



tv delivers the **best ROI**

TV's ROI is \$14.34 for every dollar spent

ATTRIBUTED SALES ROI BY MEDIA CHANNEL OVER A ONE YEAR PERIOD

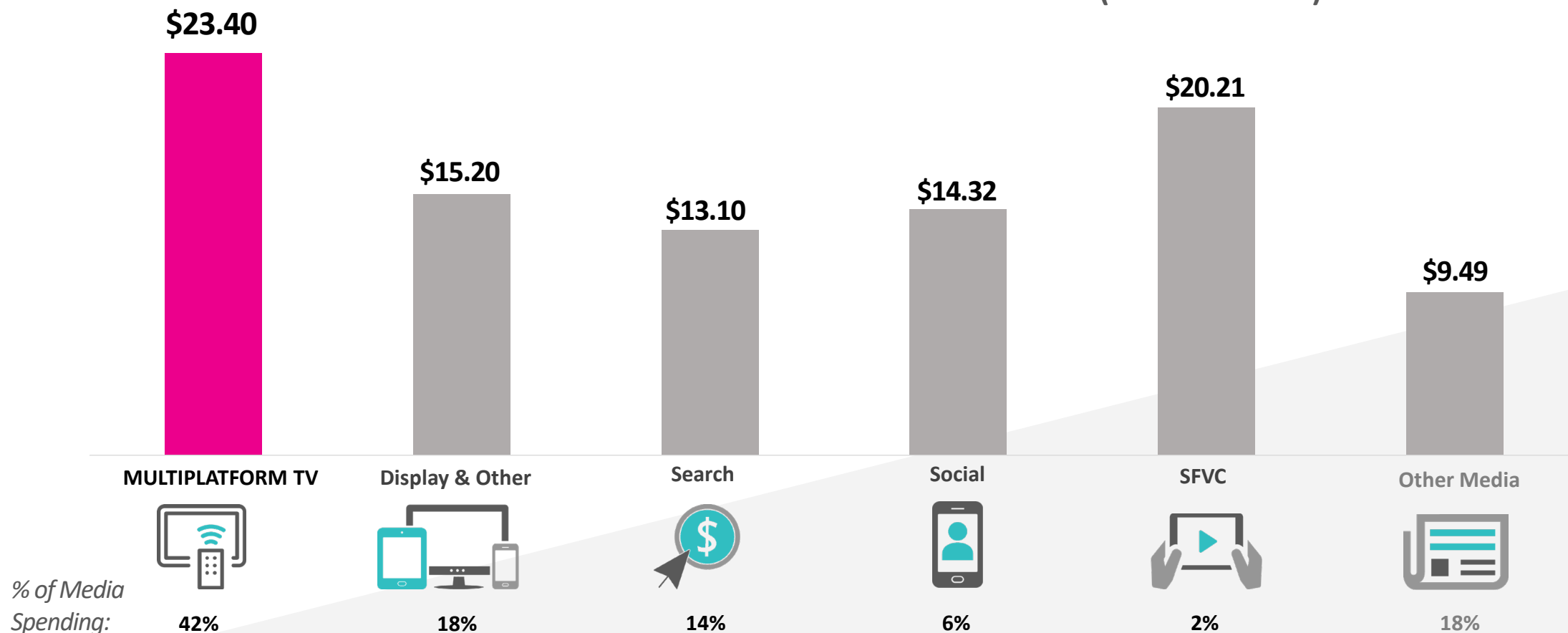


% of Media
Spending:

tv delivers the best ROI

In the long term, TV's ROI grows to \$23.40

ATTRIBUTED SALES ROI BY MEDIA CHANNEL (OVER 4 YEARS)



today's **tv**



**100% of TV channels
delivered digitally**



**explosion in viewing
options**



**advances in addressable
advertising & measurement**

tv 's top attributes (a re-cap)



High completion rates



Robust measurement



Full Screen



Brand safe



Sound on



Shared viewing



Viewed by humans



High quality programming

For more check out [The Power of TV in an Attention Economy](#)

think^{tv}