

tv's

winning formula



think^{tv}

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

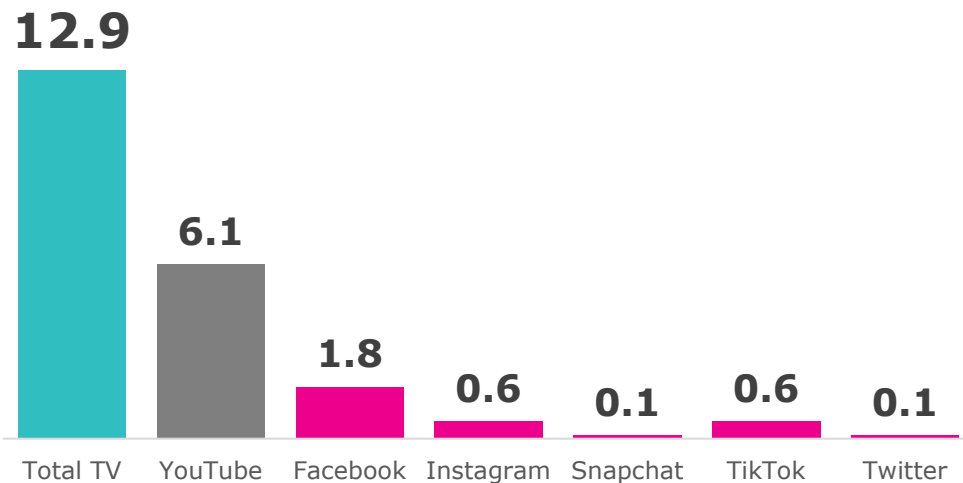
5

TV delivers the strongest ROI of all media

Canadians watch a lot of

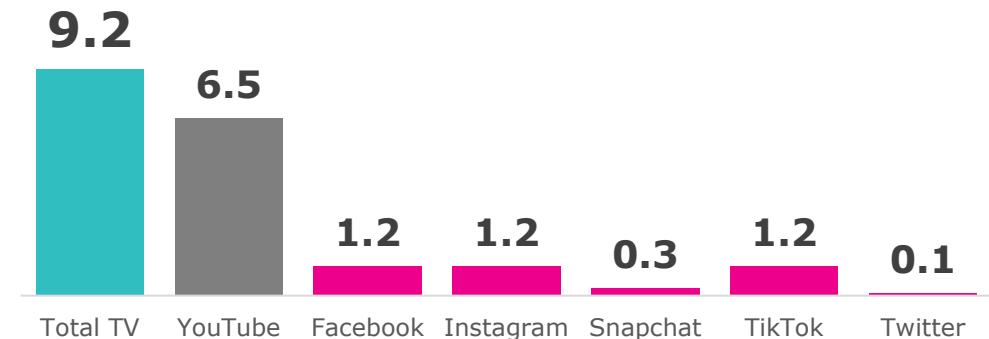
ADULTS 25-54

AVERAGE WEEKLY HOURS



ADULTS 18-34

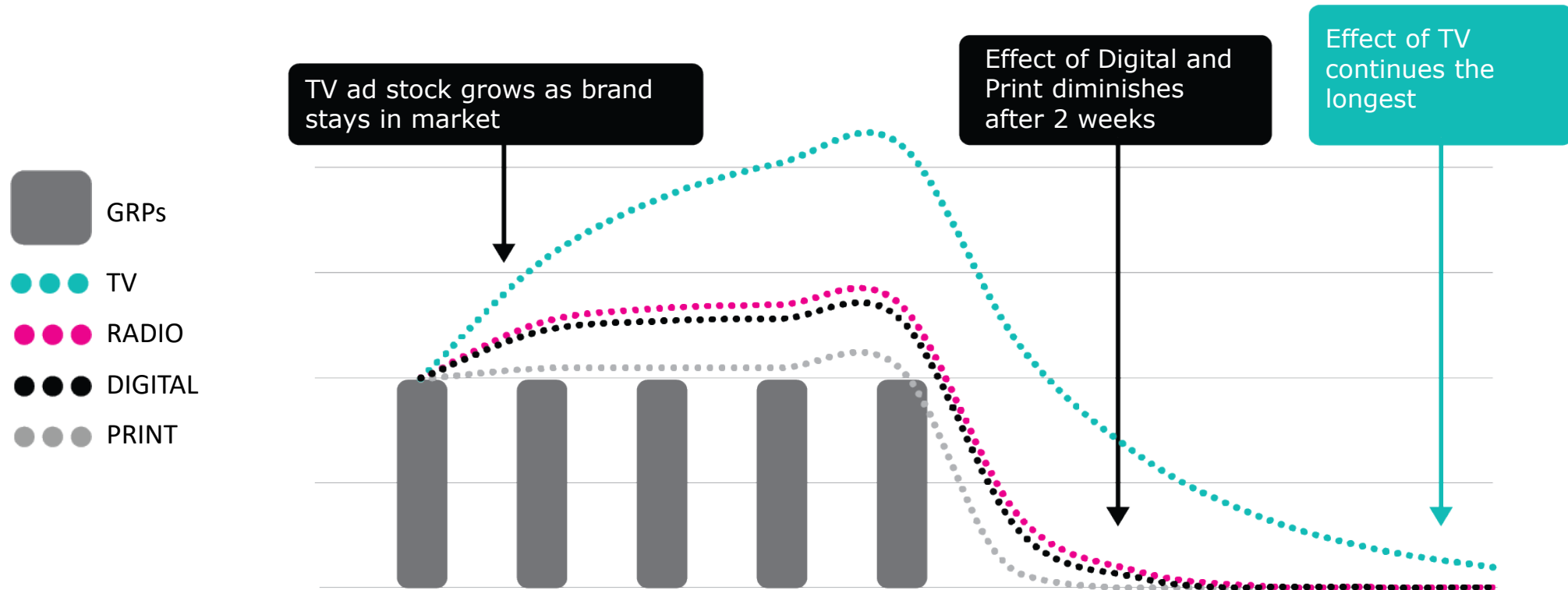
AVERAGE WEEKLY HOURS



Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

tv ads deliver the biggest impact

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



tv works throughout the funnel

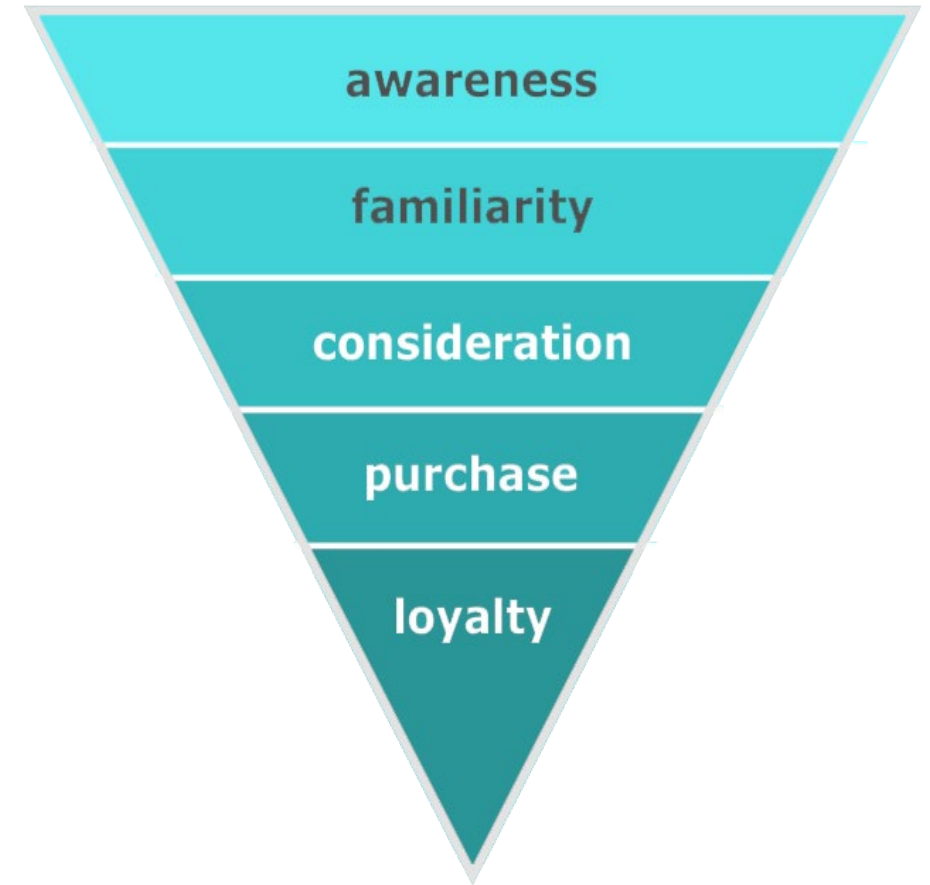
TV is your best store-front window

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

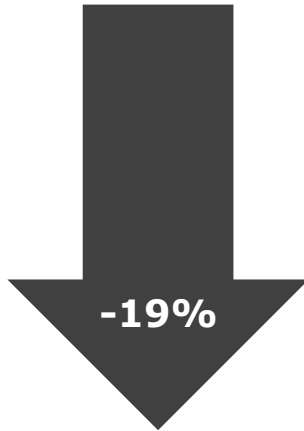


tv improves digital's performance

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



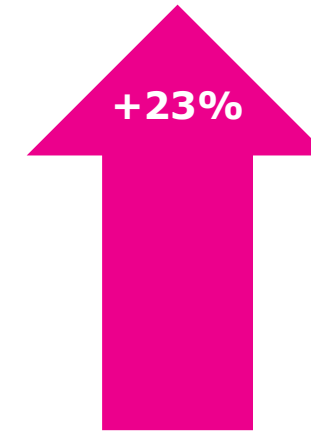
Standalone Digital ROI



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



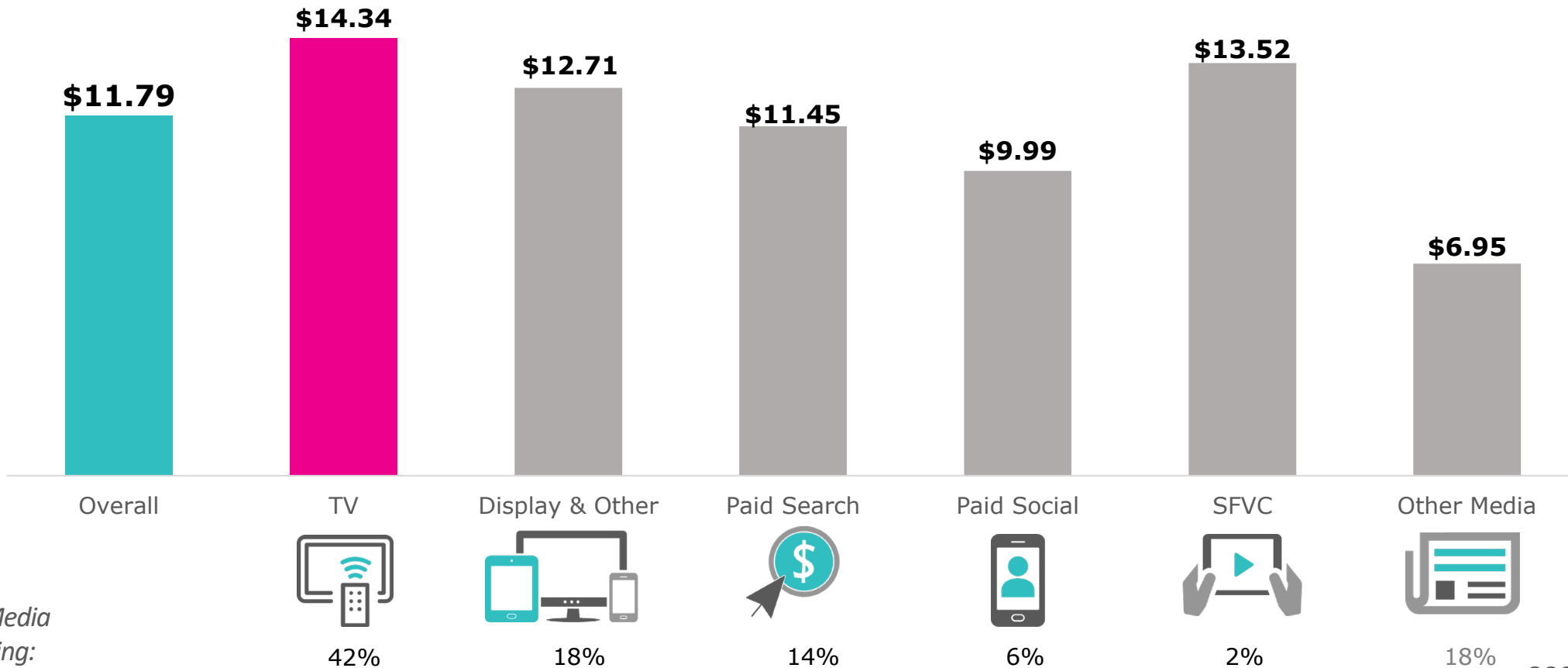
TV's Adjusted ROI



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

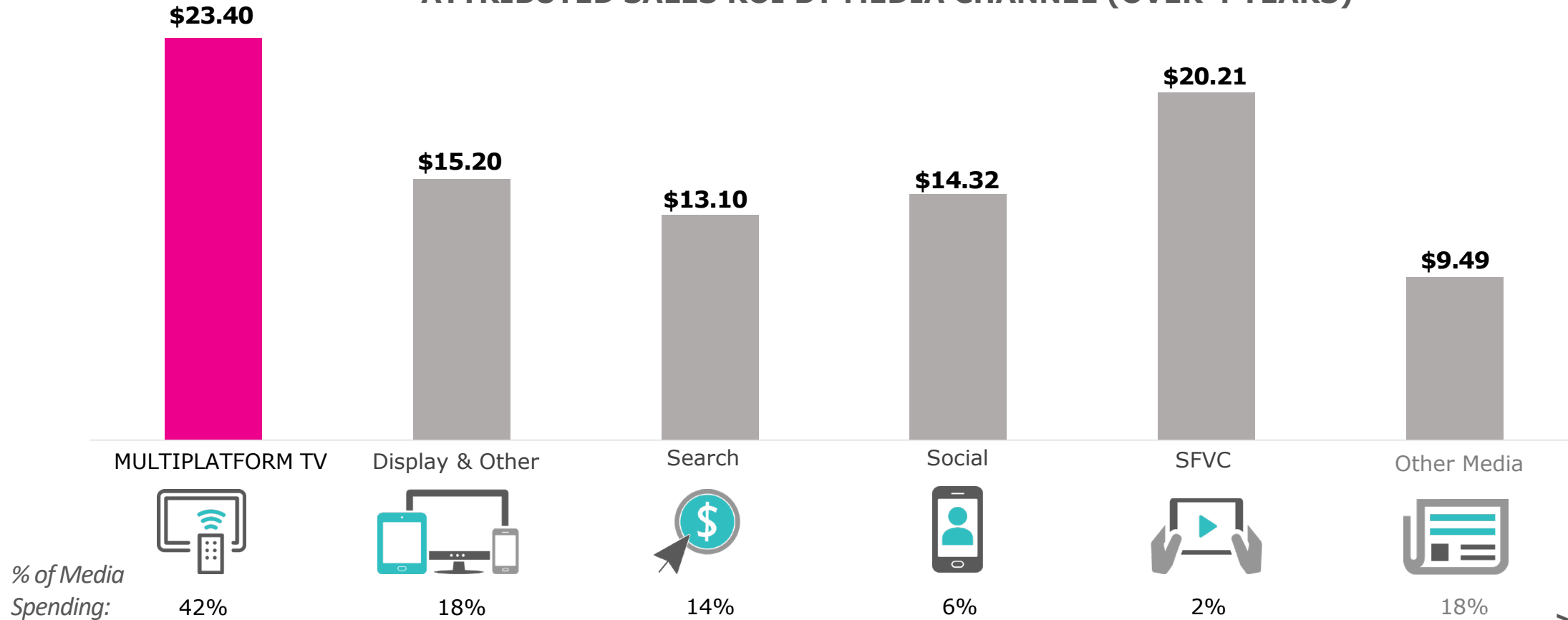


% of Media Spending:

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 key attributes (a re-cap)



100% viewable



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*](#)

reach us @



info@thinktv.ca



@thinktvca

**subscribe to our
newsletter**



thinktv.ca