

A hand is holding a black TV remote control, with the thumb positioned over the directional pad. The background is a soft-focus indoor setting with bokeh light effects.

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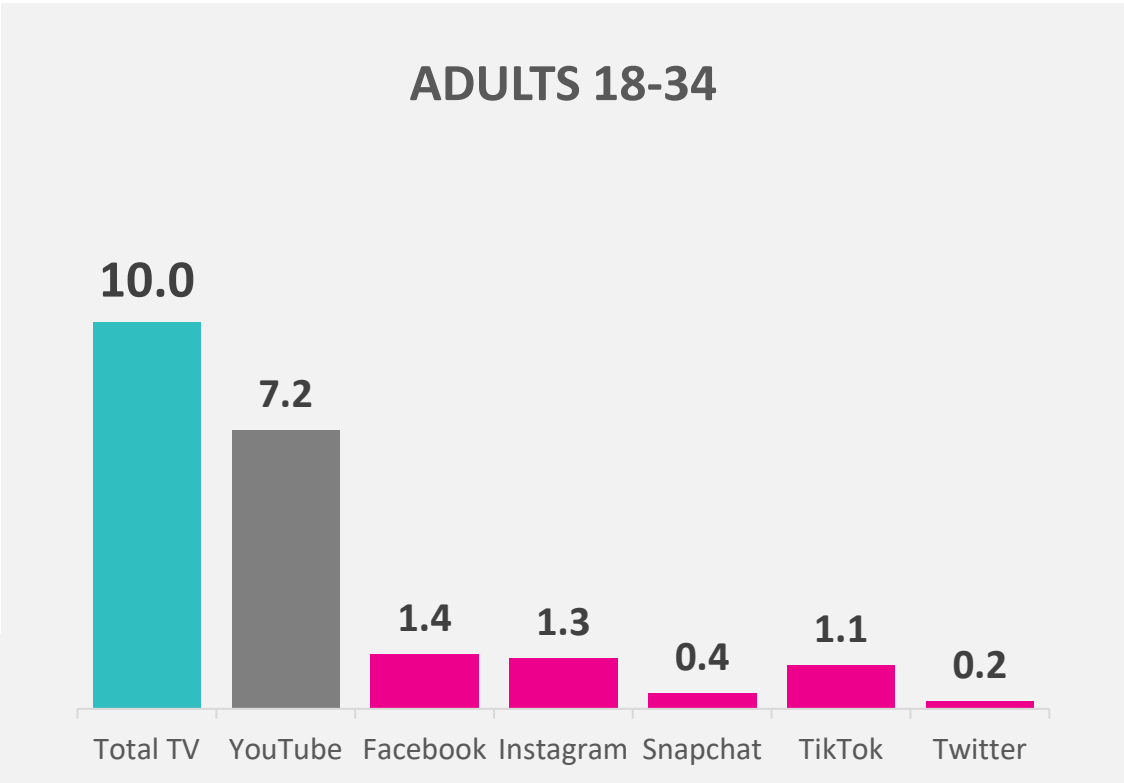
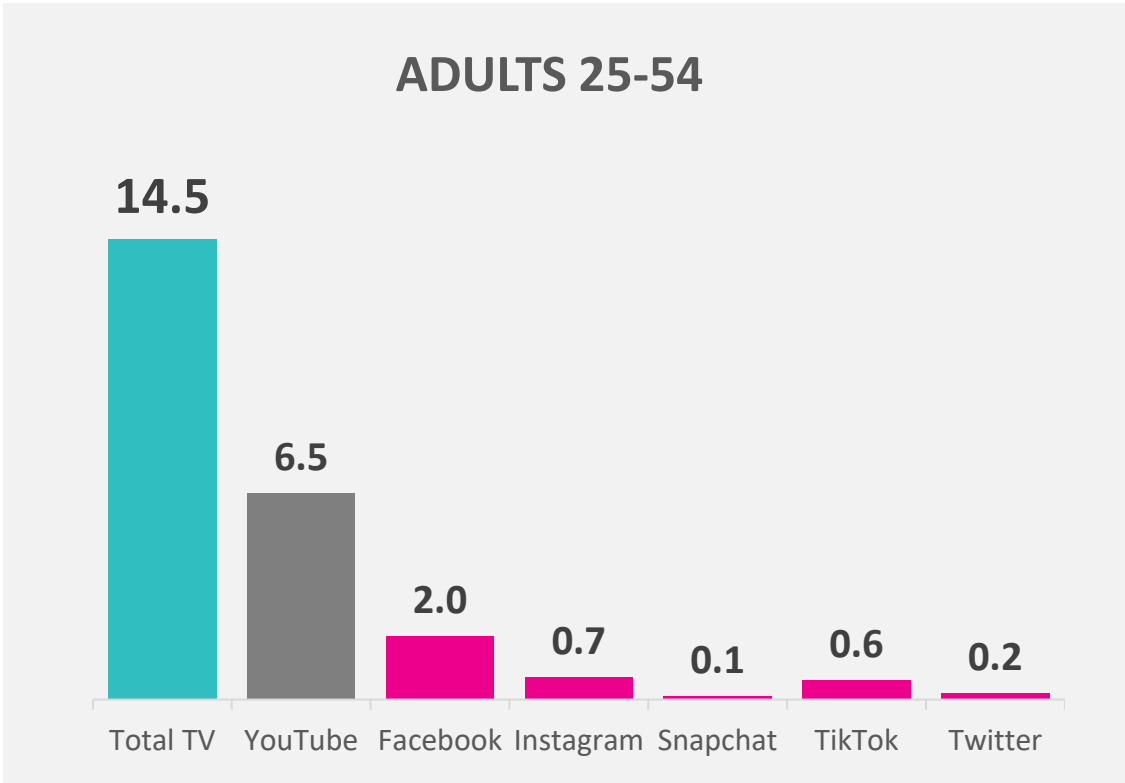
**tv's winning
formula**

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

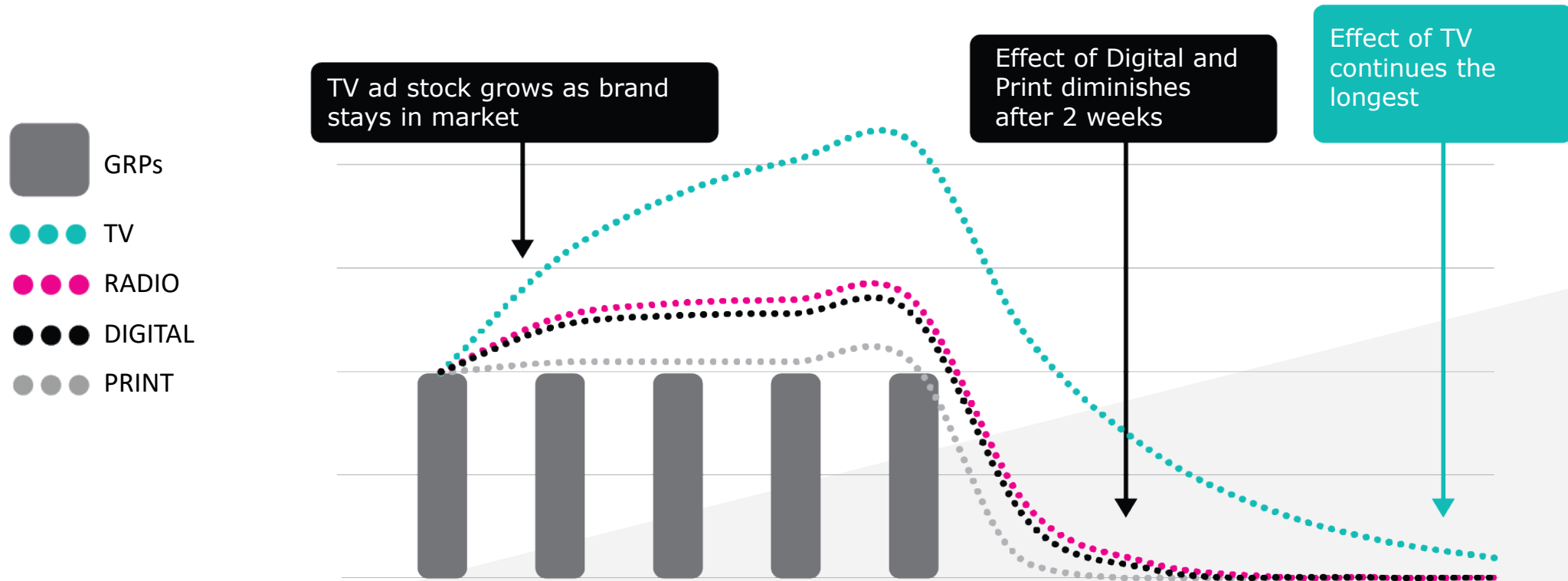
AVERAGE WEEKLY HOURS



* 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



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works throughout the funnel

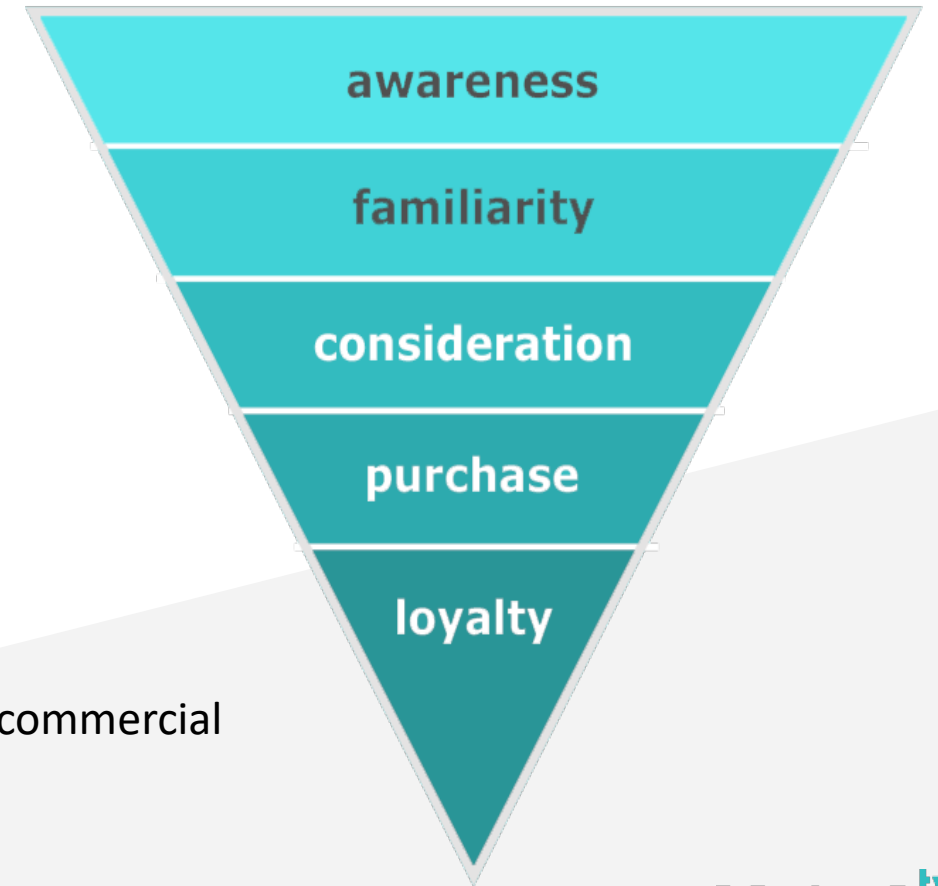
TV is your best store-front window

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

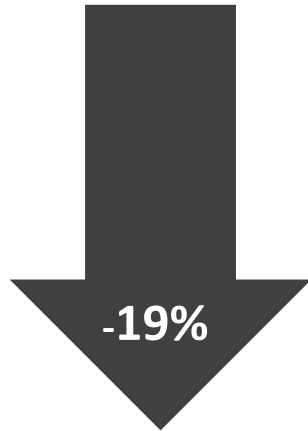


tv improves online performance

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



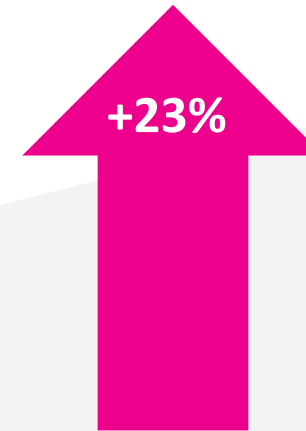
Standalone Digital ROI



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



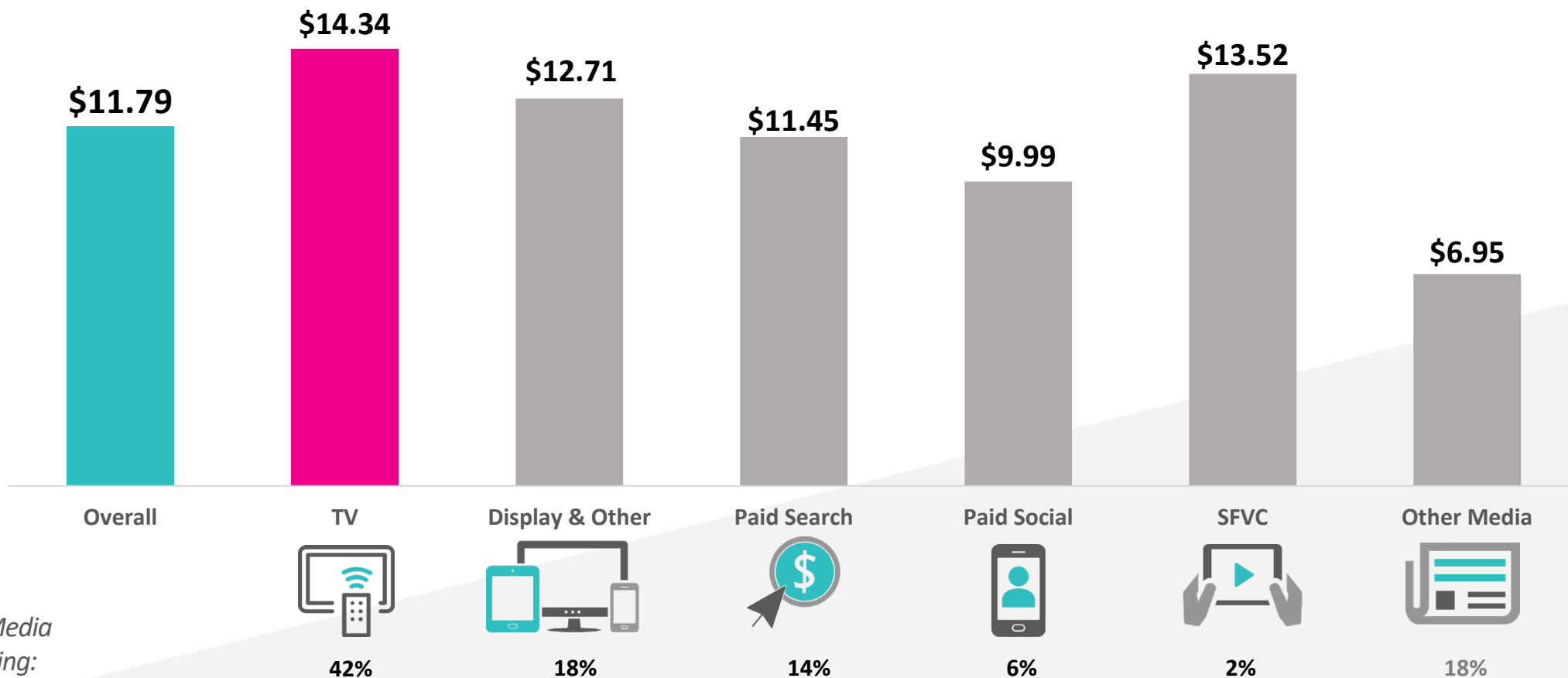
TV's Adjusted ROI



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)

\$23.40

\$15.20

\$13.10

\$14.32

\$20.21

\$9.49

MULTIPLATFORM TV

Display & Other

Search

Social

SFVC

Other Media



% of Media
Spending:

42%

18%

14%

6%

2%

18%

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accenture

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](#)

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