

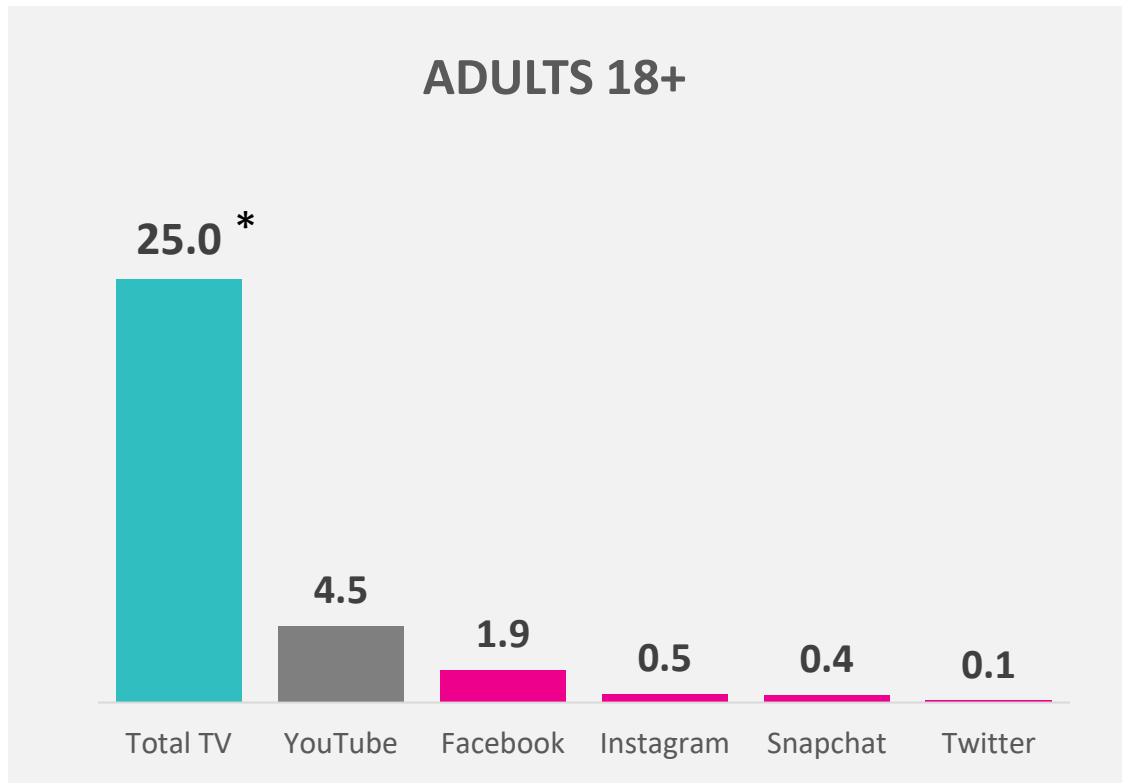
tv's winning formula

- 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

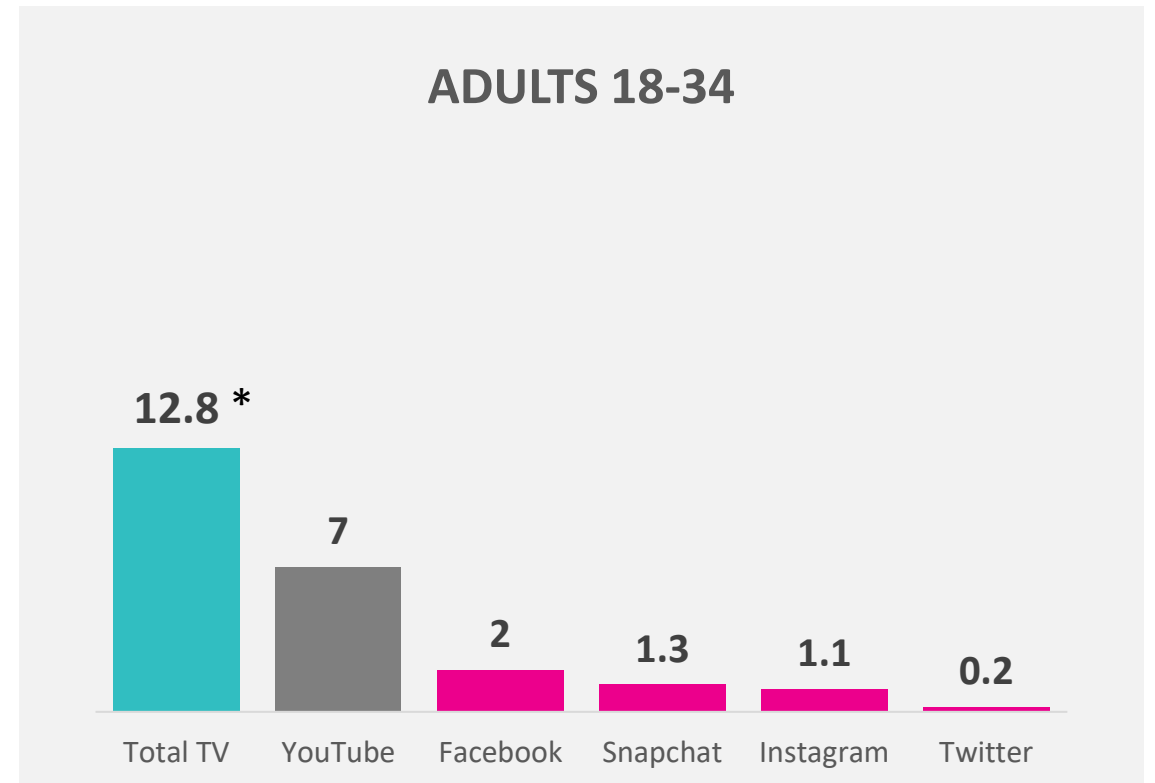


dominates time spent

AVERAGE WEEKLY HOURS



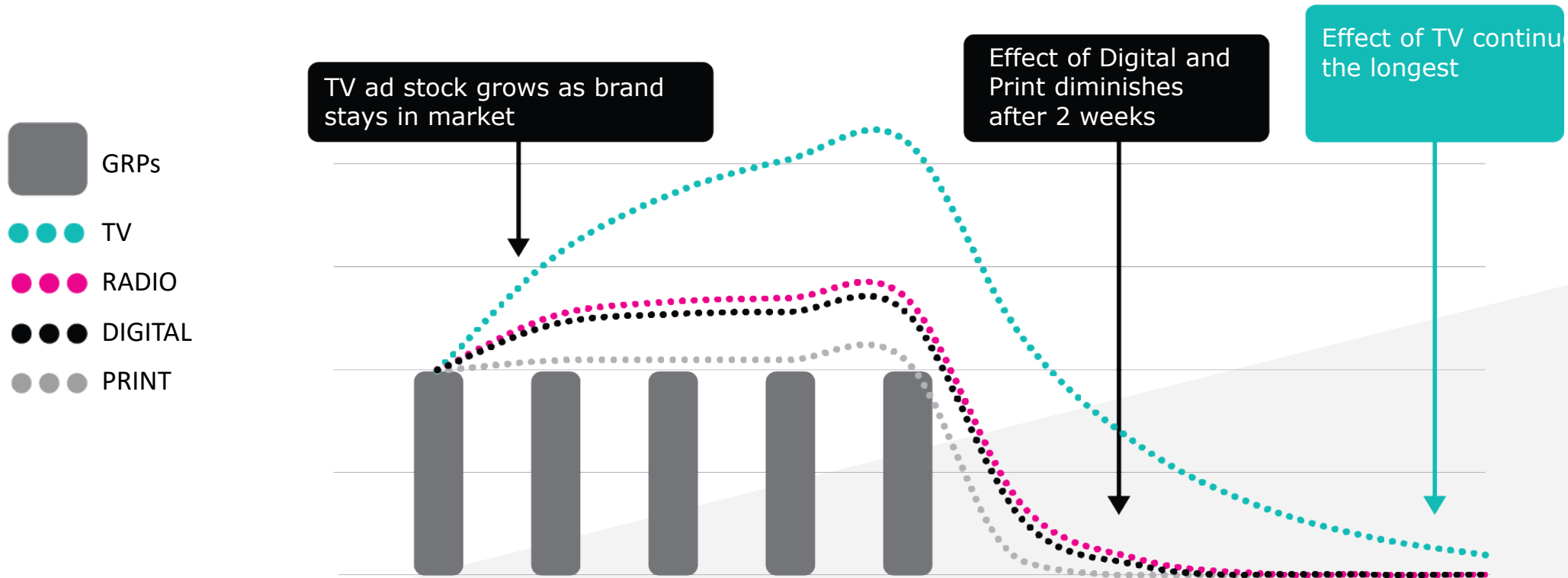
* 88% of A18+ TV viewing is LIVE



* 87% of A18-34 TV viewing is LIVE

tv ads deliver the biggest impact

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

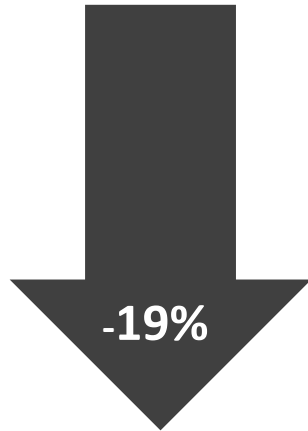


tv improves online performance

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



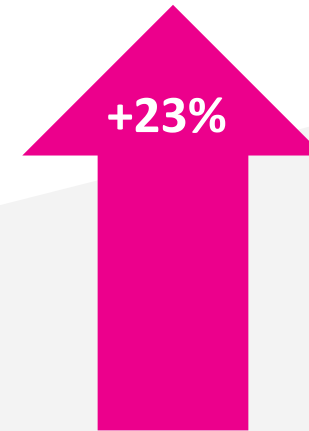
Standalone Digital ROI



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



TV's Adjusted ROI



think^{tv}



works throughout the funnel

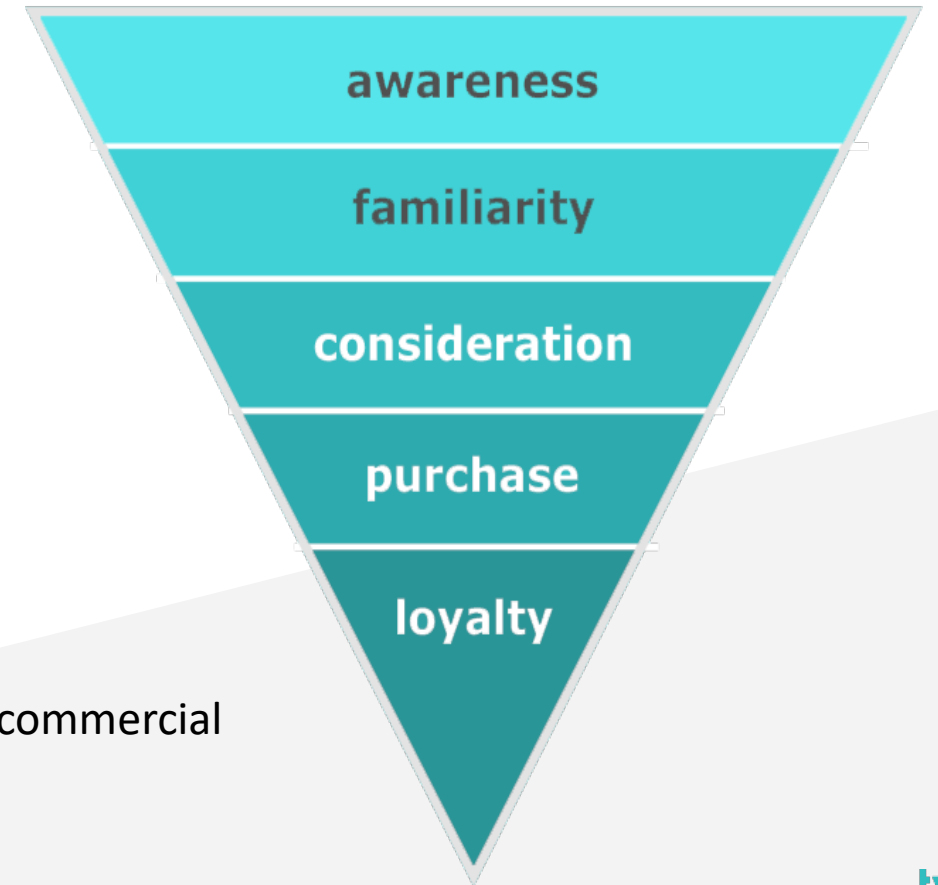
TV is your best store-front window

Top of the Funnel

- Awareness
- Brand building
- Interest / purchase intent

Bottom of the Funnel

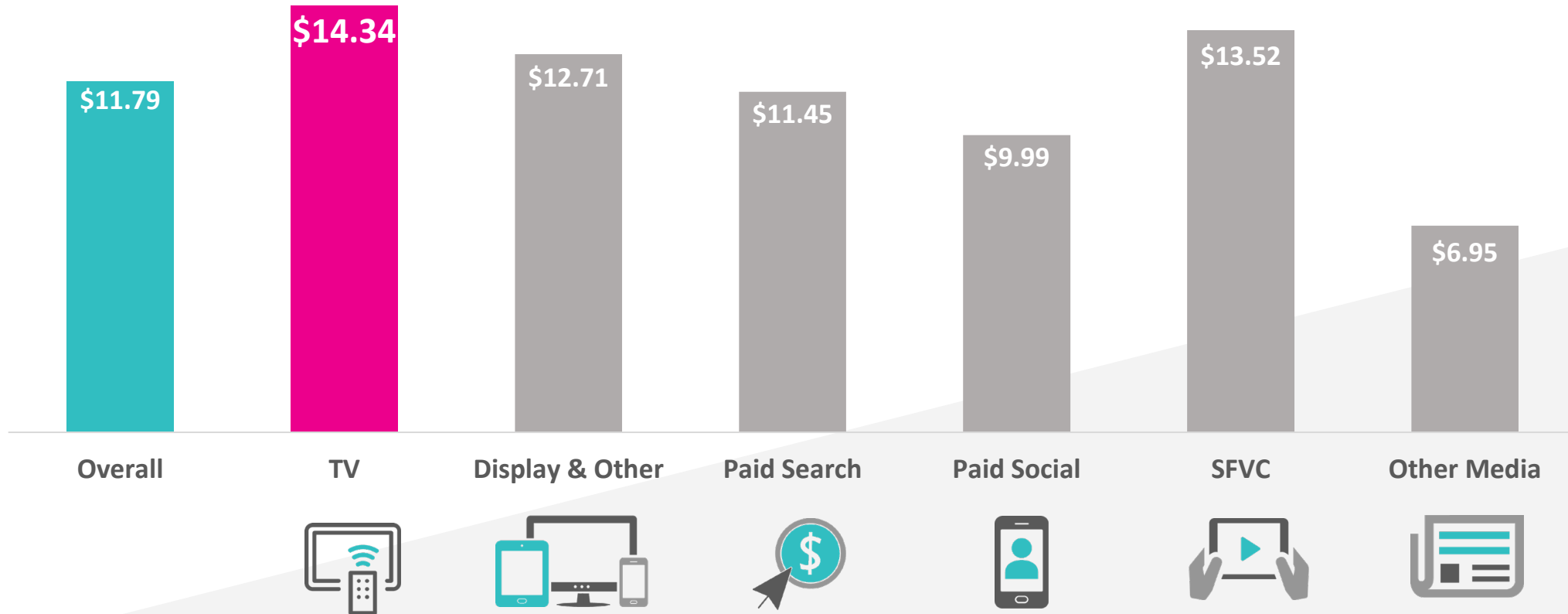
- Activation via sales promotions messages
- TV ads drive website visits
- Thanks to digital, you can literally buy online *while* watching the TV commercial



tv is effective

TV delivers the highest ROI of any media channel

ATTRIBUTED SALES ROI BY MEDIA CHANNEL



think^{tv}

today's



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*](#)