



Worldwide figures underline the effectiveness of television advertising

23 June 2020 – Trade bodies and broadcasters around the world have joined forces for the third time to release figures on TV’s resilience and strength as an advertising medium.

[The Global TV Group](#), the informal grouping of TV companies and sales houses’ trade bodies in Europe, the USA, Canada, Australia and Latin America, whose common goal is to promote television, has released the third edition of its [Global TV Deck](#).

This unique compendium features data from 26 countries across the globe and covers topics such as TV’s reach, popularity, resilience, impact, and effectiveness.

This brand-new set of updated and reliable facts is indispensable for marketers seeking to make the most informed decisions when it comes to their ad investments. In this deck, they will find for example that last year DTC brand invested 4,36 billion dollars in TV advertising in the USA alone, that TV accounts for 93% of total video advertising time in the UK, that TV is the main source for news for 66% of the population in Chile, or that in France TV’s ROI for every euro invested is € 4,9 - and many more facts.

Lindsey Clay, President of The Global TV Group & CEO Thinkbox:

“It was great to see so many advertisers and agencies find their way to the first two editions of the Global TV Deck and put them to use. We’re convinced that this edition will once again help marketers navigate the complex media landscape and look beyond their boundaries to realise that the resilience of TV is a worldwide reality.”

Laurent Bliaut, President egta & Deputy General Director, Marketing and R&D, TF1 Publicité.

“This vast resource of industry-audited data will equip our industry with the actionable insights needed to bridge the gap between markets and prove beyond doubt what makes TV such a powerful form of advertising. The close cooperation between continents remains essential. egta - on behalf of the Global TV Group – is proud to help with this much-needed exchange of insights and expertise.”

The Global TV Deck can be freely downloaded [on the Global TV Group website](#)



The Global TV Group is an informal grouping of broadcasters’ and sales houses’ trade bodies in Europe, the USA, Canada, Australia and Latin America, whose joint objective is to promote television. <http://www.theglobaltvgroup.com/>

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