



--- embargoed until 21<sup>st</sup> November ---

## WHY TV REMAINS THE WORLD'S MOST EFFECTIVE ADVERTISING

### GLOBAL FIGURES UNDERLINE THE POWER OF TELEVISION ADVERTISING

#### 'THE GLOBAL TV DECK' IS A NEW RESOURCE FOR ADVERTISERS

**21 November 2017** – On the occasion of [World Television Day](#), TV broadcasters and trade bodies from around the world have joined together for the first time to release global figures demonstrating TV's resilience and strength as an advertising medium, with the recently formed [Global TV Group](#) a new unified voice for TV.

'The Global TV Deck' features figures from an initial 19 countries; a sample with the figures featured below is available to download for free [here](#). It is designed to meet the needs of advertisers who are eager for transparent, reliable data and fresh insights. Major players in the TV industry are exchanging data and technical expertise to create this valuable databank for advertisers and remind them of the continuing importance of TV. It will be updated annually with fresh data.

Areas covered in the new global databank include TV's reach, popularity, resilience, trust and impact, and effectiveness:

**Reach:** Based on the compiled data, TV reaches approximately 70% of a country's population a day, 90% in a week and nearly everyone in a month. It is the unique combination of this reach together with the huge volume of time spent watching TV that makes it such a powerful form of advertising. For example:

- *In Finland, television reaches 97% of the population within a month.*
- *An average broadcast TV campaign (400 GRP) in Brazil gets 797 million views.*

**Popularity:** TV, in all its forms, is the world's favourite video. On average, based on the available data, TV accounts for 90% of the average viewer's video time. For the younger millennial audience, who are the most enthusiastic experimenters with all forms of video, it is also the largest proportion of their video time at around 73% of the total. For example:

- *In the Netherlands, TV accounts for 94,4% of all video time for the total population.*
- *In Ireland, TV accounts for 69,4% of all video time for 15-34-year-olds.*

**Resilience:** Over the past decade, TV has proven remarkably resilient in an era of immense disruption. Despite the emergence of new SVOD services such as Netflix and the arrival of online video platforms such as YouTube, TV consumption has remained steadfast around the globe. Life stage also continues to be a significant driver of TV viewing. For example:

- *In Spain, the average amount of time spent watching TV on a TV set has increased in the last decade from 3h39 a day in 2006 to 3h51 in 2016.*

- *So-called millennial's TV viewing increases as they get older and have kids. In Italy, 16-24s watch 2h13 a day; 25-34s watch 2h38; and 25-34-year olds with children watch 3h23.*

**Trust and impact:** TV is the most trusted form of advertising and remains most likely to make consumers laugh, move them to tears or trigger emotions. For example:

- *TV is by far the most trusted form of advertising in Canada. 36% of adults named TV the most trustworthy advertising compared to 10% for internet advertising.*
- *In the UK, 58% stated television is where they are most likely to find advertising that makes them feel emotional in comparison to 9% for social media and 6% for newspapers.*

**Effectiveness:** Advertisers invest in TV advertising because it works. Studies around the world demonstrate TV's many effects – and the positive impact it has on other media. For example:

- *In Australia, on average TV campaign achieves sales revenues (ROI) of \$ 1,70 per \$ 1 invested.*
- *In Belgium, TV generates almost three times the brand recall of YouTube (42% vs 15%).*
- *In the US, disruptor brands such as Airbnb and Fitbit saw an immediate significant lift in website visits once their first TV campaign launched (figures from 13 brands feature a lift, ranging from 11% to 1 075%).*
- *In France, the traffic of an advertiser's website during a TV campaign increases by 44%.*
- *In the UK, adding TV to a campaign generates a 40% increase in effectiveness.*
- *German research has shown that, when added to a radio, outdoor or magazine campaign, TV boosts the ROI by +222%, +123% and +112% respectively.*

**Fabrice Mollier, President egta & President TF1 Distribution:**

*"It has been very inspiring to see the openness with which major players in the TV industry have come together to share their profound expertise and fresh insights on TV's strengths.*

*In today's complex media landscape, it seems essential for TV to deliver accurate data and proven efficiency for advertisers and agencies on a global scale.*

*The whole is clearly greater than the sum of its parts, and egta - on behalf of the Global TV Group - is very proud to bring 19 markets together to highlight the power of television."*

**Jean Mongeau, General Manager & Chief Revenue Officer, CBC&Radio-Canada Media Solutions**

*"The meaningful insights gathered from 19 different countries around the globe provide us with a look beyond our own boundaries. We're thrilled that this first-time compilation of figures allow us to bridge the gap between markets, as the globalisation of our business is a reality now, and it confirms across generations and continents that the effectiveness of television is a worldwide reality."*

**Christian Kurz, SVP Global Consumer Insights Viacom:**

*"Without data, you only have opinions. The vast amount of industry-audited data and transparent figures will allow us to dig deeper than ever before and turn data into valuable insights.*

*This new compilation of relevant research and qualitative data will equip our industry with much needed insights on where to invest for efficient advertising."*

## PRESS CONTACTS / ABOUT:



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/>



egta is the association representing television and radio sales houses, either independent from the channel or in-house, that market the advertising space of both private and public television and radio stations throughout Europe and beyond. egta fulfils different functions for its members including regulatory issues, audience measurement, sales methods, interactivity, cross-media, new media etc. Over the years, egta has become the reference centre for television & radio advertising in Europe. egta counts 140 members in 40 countries. [www.egta.com](http://www.egta.com).

Alain Beerens – Marketing & Communication Manager, egta  
Phone: +32 2 290 31 38 - E-mail: [alain.beerens@egta.com](mailto:alain.beerens@egta.com)



The Association of Commercial Television (AKTV) was formed in 2017 as an association of terrestrial television broadcasting operators with the goal of defending, supporting and promoting the common interests of commercial broadcasters in the Czech Republic. The founding members of the Association are the Nova, Prima and Óčko television networks. [www.aktv.cz](http://www.aktv.cz).

Fianová Marie - Secretary General, AKTV  
Phone : +420 724 442 935 - E-mail: [Marie.Fianova@aktv.cz](mailto:Marie.Fianova@aktv.cz)



ABMA is the Belgian Association for Audiovisual Media. [www.abma-bvam.be](http://www.abma-bvam.be).



Centro Internacional Television Abierta - The Broadcast TV International Center is a think tank about broadcast commercial TV industry development and promotes its relevance as a commercial and social medium. The project is supported by: RedUNo and Unitel (Bolivia); TV Globo (Brazil); Caracol and RCN (Colombia); Mega (Chile); Teletica (Costa Rica); TC Television and RTS (Ecuador); Televisa (Mexico); Medcom (Panamá) America TV and Latina (Peru). [www.centrotv.org](http://www.centrotv.org).

Otavio Bocchino - Executive Director, Centro Internacional de Television Abierta  
Phone: +556133228889 - E-mail: [Otavio.bocchino@comintelligence.com](mailto:Otavio.bocchino@comintelligence.com)



Federazione Concessionarie Pubblicità is the joint initiative representing TV sales houses in Italy. <http://www.fcponline.it/>

Luca Franzoni - Responsabile Generale, FCP  
e-mail: [luca.franzoni@fcponline.it](mailto:luca.franzoni@fcponline.it)

## Reklamkraft.tv

ReklamKraft is the Swedish initiative representing TV sales houses in Sweden, represented by <https://lennoxpr.se>.

Robert Svensson - Spokesperson, Reklamkraft

E-mail: [robert.svensson@lennoxpr.se](mailto:robert.svensson@lennoxpr.se)



Screen Force (DACH) is the joint initiative of thirteen sales houses for television and online video in Germany, Austria and Switzerland. In Germany, the partners of Screenforce are representing more than 97% of the TV ad spend. [www.screenforce.de](http://www.screenforce.de).

Andreas Kühner - Screenforce DACH

Phone: +49 89 12 71 06 96 - E-mail: [presse@screenforce.de](mailto:presse@screenforce.de)



Screen Force Netherlands represents the strength of premium video content on all screens. Content which is measured in an accurate and transparent way. Outside the Netherlands countries like Germany, Finland, Austria and Switzerland also have a TV marketing body under the name of Screen Force. With them and also with other strong international TV markets, we always look for more cooperation and joining forces. Always with the purpose enable advertisers to achieve their marketing objectives with premium video content on all available platforms. [www.screenforce.nl](http://www.screenforce.nl).

Michel Van Der Voort - Managing Director, Screenforce Netherlands

Phone: +31 (0)20 40 44 271 - E-mail: [vandervoort@screenforce.nl](mailto:vandervoort@screenforce.nl)



Screen Force Finland represents the four commercial television companies in Finland: MTV, Nelonen Media, Fox International Channels and Discovery Networks Finland. [www.screenforce.fi](http://www.screenforce.fi).

Sanna Wester - Screenforce Finland

Phone : +358 40 754 4584 - E-mail : [sanna.wester@screenforce.fi](mailto:sanna.wester@screenforce.fi)



SNPTV (The Syndicat National de la Publicité Télévisée) is a professional organisation of the French TV sales houses (TF1 Publicité, M6 Publicité, France Télévisions Publicité, Canal + Régie, Next Régie, Lagardère Publicité, Amaury Media, Be Viacom, beIN Régie). SNPTV has for the main mission to collect the proofs, through collective studies, that the television is the undeniable media for the advertisers and their TV ads in terms of return on investment, construction of brand, fame, image, etc. [www.snptv.org](http://www.snptv.org).

Virginie Mary - Deputy Director, SNPTV

Phone: + 33 (0)1 41 41 43 21 - E-mail: [vmary@snptv.org](mailto:vmary@snptv.org)



Thinkbox is the marketing body for commercial TV in the UK, in all its forms. It works with the marketing community with a single ambition: to help advertisers get the best out of today's TV. Its shareholders are Channel 4, ITV, Sky Media, Turner Media

Innovations and UKTV, who together represent over 99% of commercial TV advertising revenue through their owned and partner TV channels. Associate Members are Discovery Networks Norway, Disney, London Live, TAM Ireland, Think TV (Australia), thinktv (Canada), TVN Media (Poland), TV Globo (Brazil), TV2 (Norway) and Virgin Media. Discovery Networks UK & Ireland, and STV also give direct financial support. [www.thinkbox.tv](http://www.thinkbox.tv).

Simon Tunstill - Communications Director, Thinkbox  
Phone: +44 (0)20 7630 2326 - E-mail: [simon.tunstill@thinkbox.tv](mailto:simon.tunstill@thinkbox.tv)



Think TV is a marketing initiative of Free TV Australia – the industry representative for all of Australia’s free-to-air metropolitan and regional commercial television broadcasters. Its mission is to maintain and grow TV advertising revenue by inspiring the advertising and marketing community to think TV. [www.thinktv.com.au](http://www.thinktv.com.au).

Dominic White -Director of Communications, ThinkTV  
Phone: + 61 2 8968 7100 - E-mail: [dwhite@thinktv.com.au](mailto:dwhite@thinktv.com.au)



Thinktv is a marketing and research association dedicated to the advancement of commercial television. Thinktv works with the marketing community to help advertisers get the best out of television in all its forms. Thinktv is supported by its member companies who together represent more than 95% of commercial television advertising revenue in Canada. [www.thinktv.ca](http://www.thinktv.ca).

Laura Baehr - VP Marketing, thinktv  
Phone: +1 416 413 3885- Email : [lbaehr@thinktv.ca](mailto:lbaehr@thinktv.ca)



The Video Advertising Bureau is the leading authority on the quality and value of ad-supported TV and professionally produced video as it is distributed and viewed on every screen and device. The VAB puts the marketers first as it continually invests in industry-leading research and analysis to produce insights into consumer behavior and the power of TV programming to drive awareness, consideration, sales traffic, activation and loyalty. [www.thevab.com](http://www.thevab.com).

Danielle Delauro - SVP Strategic Sales Insights, The VAB  
Phone : +1 201 978 3496 - E-mail: [danielled@thevab.com](mailto:danielled@thevab.com)