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New report reveals television advertising still packs the greatest punch

Television adverts drive customers to websites

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Television advertising still has the greatest impact on consumers according to a [survey](#) published today by Deloitte/YouGov on behalf of the Media Guardian Edinburgh International Television Festival, which takes place on the 28-30 August 2009.

Of the 2,123 viewers polled, 64% of respondents ranked television commercials as the advertising format with the most impact. Television advertising had the most impact on young viewers, with three quarters of 18-24 year olds ranking television advertising top.

Online advertising's poor showing

Despite high expectations for online advertising, only 12% of consumers chose search advertising as one of the top three types of advertising with the most impact and only 8% ranked banner advertising in their top three.

Howard Davies, Media Partner said: "Online advertising's poor showing relative to television may surprise given that the former has often been portrayed as television's nemesis.

"However, what television does best – display and brand building is what online struggles with. Online advertising is best at search, which previously newspapers, had excelled at, particularly for classified."

Television's impact on online behaviour

Television is often the trigger for searching for a product or service. 44% of respondents had researched a company, product or service online in response to a television advert. Television viewing is increasingly accompanied by simultaneous surfing and over half of the respondents combined watching television and internet browsing.

Howard adds: "The relationship between television and web advertising appears to be more symbiotic than directly competitive, with the top three choices for online activity whilst watching television being: reading email (81%), social networking (48%) and buying products online (37%)."

Watching television adverts online

Only 18% of respondents had been online to watch a television advertisement, they had first seen on television. The most popular adverts such as Cadbury's Gorilla advertisements attracted at most a few million lifetime views, while the most displayed commercials on TV deliver several hundred million commercial views in just one month.

Other key findings

2/3 of households with Personal Video Recorders "always" or "generally" check to see what is on the scheduled broadcast first, before they choose a recorded programme, suggesting scheduled broadcast television is the default option therefore adverts are displayed in real time

Ends

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Registration for the 2009 MGEITF is now open. [Click here for more information](http://www.mgeitf.co.uk/home/mgeitf.aspx)
<http://www.mgeitf.co.uk/home/mgeitf.aspx> A unique opportunity for individuals from across the media to share ideas, make new contacts and reconnect with friends and colleagues, the MediaGuardian Edinburgh International Television Festival offers delegates a varied programme of topical debates, one to one networking opportunities, Masterclasses and Keynote Lectures from leading UK and international media figures. The Festival programme is developed by an Advisory Committee made up of individuals from across the industry.

The MediaGuardian Edinburgh International Television Festival is a delegate entry event which annually attracts over 2000 delegates from all sectors and levels of the industry. To find out more, and to register, please visit www.mgeitf.co.uk

MGEITF is a charitable organisation which supports and develops new talent from all backgrounds through its two talent schemes, The Network and Fast Track. Approximately one third of the delegate fees go towards supporting these initiatives.

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