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media buyers survey



Introduction

Today's media landscape has opened the door to myriad possibilities with your media selection. Exploring new ways to engage with consumers has become a key consideration, while ensuring any method used will be measurable and accountable.

But what will deliver the best return on investment? And what's the best media to achieve your communication objectives?

This booklet goes some way to answering these questions. It contains results of the 2006 Media Buyers Survey, which shows the industry continues to recognise Free TV's integral role in the communications mix.

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About the study

As the range of media options has increased in recent years, the media decision making process has evolved into a more sophisticated and strategic element of campaign planning.

The Media Buyers Survey, commissioned by Free TV Australia and conducted by Brand Story, reflects this shift and examines the role Free TV now plays in marketing communications.

The online survey canvassed the opinions of around 100 media buyers, planners and strategists from Australia's top media agencies. The majority of those surveyed had more than five years experience in the field.

"In most cases, television is the most powerful advertising medium that exists."

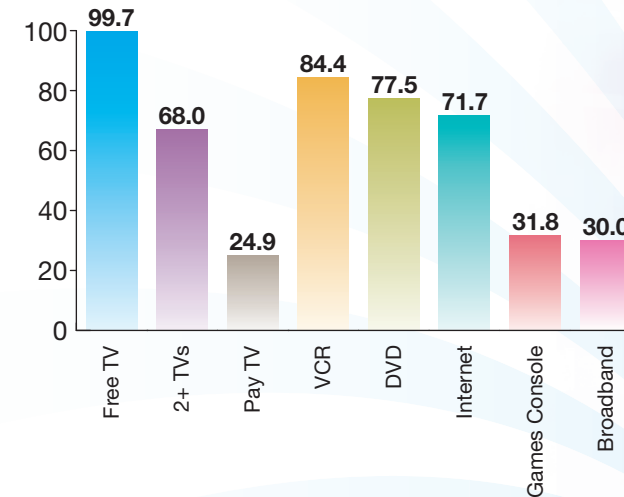
General Manager

The power of Free TV

Television is the most pervasive medium.

Free TV is in more than 99 per cent of Australian households and 68 per cent of homes have two or more TVs.

Household Penetration of Technology†



And while there are more entertainment options in the home than ever before, people still watch an average of more than three hours of TV a day – the majority of this time is spent watching Free TV.

Every week, every one of Free TV's top 40 programs delivers average audiences of at least 1 million metro viewers and 450,000 regional viewers. The top rating program in metro markets regularly attracts in excess of 2 million viewers.

The unique ability of Free TV to consistently aggregate mass audiences is one of the key reasons it remains a vital plank in most advertising campaigns.

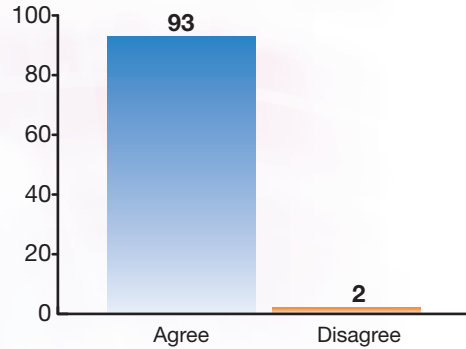
†Free TV estimates – various sources. Audience figures sourced OzTAM and RegTAM and compiled by Survey Audits.

Reach your target

Television's reach is one of its core strengths with 98 per cent of those surveyed agreeing with the statement that Free TV reaches more people.

Ninety-three per cent agree it also builds reach faster than any other medium.

Free-to-air television builds reach faster than any other medium



Free TV provides programming that appeals to a wide range of demographics. But don't think mass appeal doesn't mean you can't be targeted.

Through Free TV you can reach both mass and niche audiences. In today's fragmented media world, it's a cost-effective way to reach your specific target and reach more of them.

"It's able to target all demographic groups."

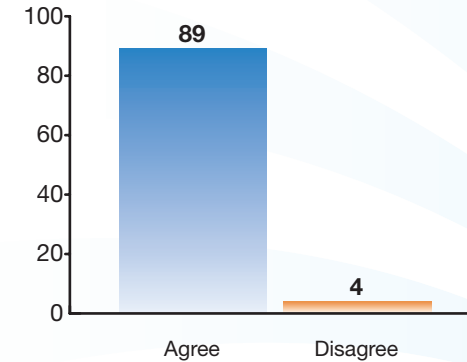
Media Buyer

The fame-maker

Free TV is the undisputed brand-builder. It's the medium advertisers turn to, to help build brands and turn products into household names.

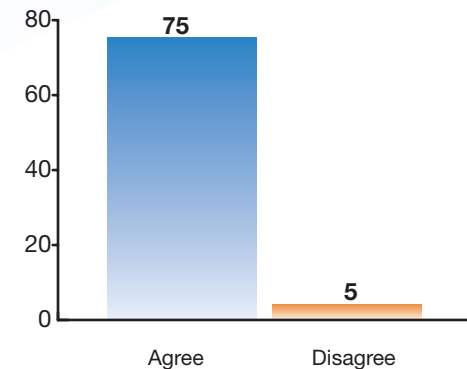
Indeed the majority of media buyers surveyed say advertising a product on television is the best way to get it talked about.

Television is the best medium for building brand awareness



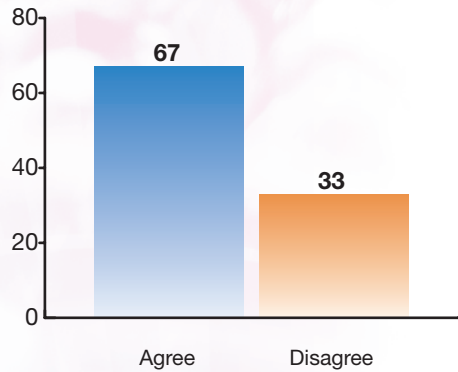
A large majority of respondents also agree Free TV is the best medium for advertising recall.

Free-to-air television is best for advertising recall



The emotive power of moving images and sound means consumers are more likely to engage with and remember ads they see on Free TV.

Consumers are more likely to engage with ads they see on TV

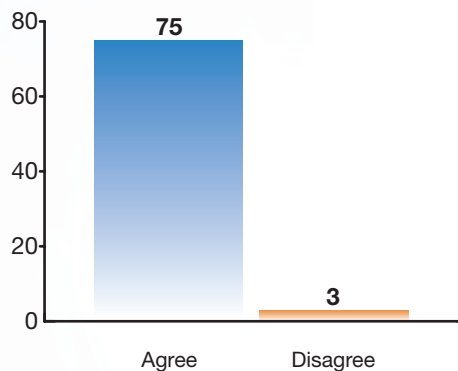


“TV allows the strongest emotional communication.” Media Planner

A key influencer

By tapping into the inherent qualities of the medium, television has the ability to influence people’s perceptions of a brand or product and their purchase decision. In fact, many advertisers wouldn’t launch a new product or service without it.

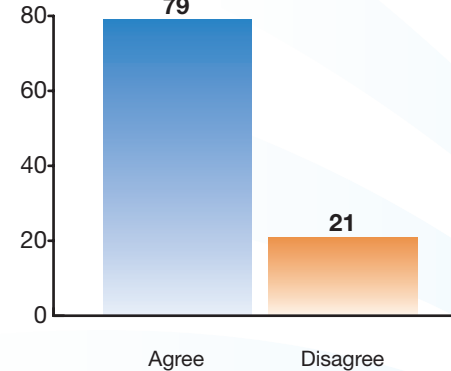
Free-to-air television is best for launching new products or services



Respondents also agree Free TV is best for influencing the consumer’s purchase decision.

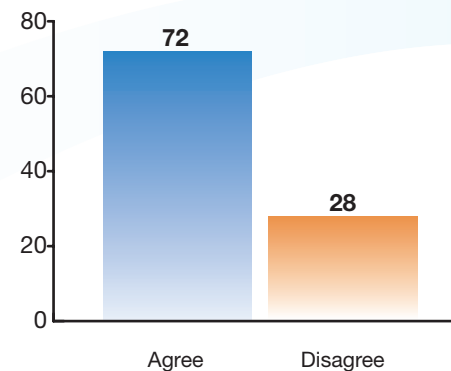
Importantly, it is understood that the people with the biggest say in the decision to purchase, grocery buyers, are best reached through television.

Television is the best way to reach grocery buyers with children



Free TV’s influence comes from its integral role in our culture. It is a trusted medium which is central to people’s everyday social interactions.

Television is central to people’s everyday lives



“The best way of showcasing visual benefits of a product or brand.” Media Planner

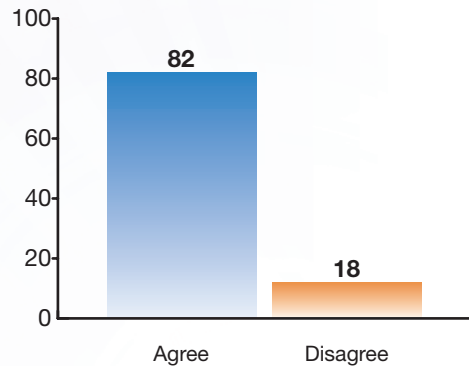
The cornerstone

Free TV forms the cornerstone of an integrated campaign.



In fact, television remains the key element in the marketing mix, even as advertisers increasingly explore the use of other media for integrated campaigns.

Television plays a vital role in the communications mix



“TV provides the thematic platform upon which everything else rests.” Media Planner

As audiences fragment, Free TV's role is even more important. Of those surveyed, 67 per cent say that over the next five years, TV will be used as much or more than it currently is, as part of an integrated campaign.

Continuing to look to the future, the majority of respondents (65 per cent) say television will continue to be the most powerful medium for many years to come.

“A key component of an integrated campaign.”

Group Manager

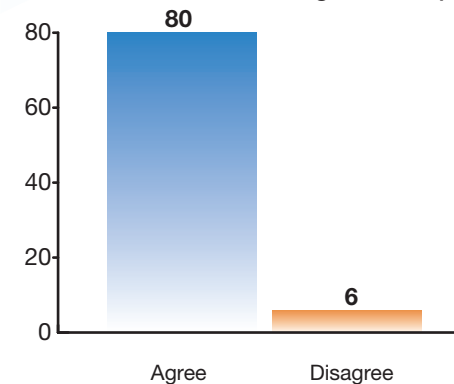
The multiplier effect

TV not only forms the foundation for a campaign, it ensures you get the best value out of your other media.

An overwhelming eight out of ten respondents agree Free TV strengthens the performance of other elements of the media mix.

Indeed, Free TV could be described as ‘steroids for your campaign’, enhancing the impact of any other media activity because of its massive reach and profile.

Free-to-air television strengthens the performance of other media



Powerful combinations

When asked to nominate the top two media to achieve a variety of marketing outcomes, Free TV was far and away the most frequently cited medium for a wide range of objectives.

Indeed, all combinations that performed strongly included Free TV proving its integral role in the marketing mix.

Free TV & Magazines

- Best combination for advertising recall and building brand awareness.

Free TV & Newspapers

- Best for launching new products or services, maximising reach and driving sales.

Free TV & Internet

- The combination of Free TV and the Internet is one of the best ways to get your product talked about as is the combination of TV and Radio.

Free TV & Radio

- Nominated as the best combination to strengthen the performance of other media.

Clearly no matter what your campaign design, Free TV is a powerful anchor for your other activities.

“Provides the awareness that other media can leverage.” Media Planner

More opportunities to engage

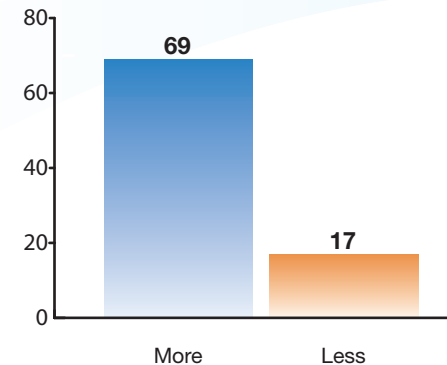
The Free TV networks are continuously exploring new ways to further leverage their content to help advertisers engage and connect with viewers.

Indeed, numerous new opportunities have opened up to the savvy television advertiser including:

- Tailored product integration
- Solus ad breaks and varying ad lengths
- Integrated program sponsorships
- Ad-funded programming
- Segment sponsorship/alignment
- In-program competitions
- Cross-platform opportunities
- Interactive opportunities through SMS/web voting
- In-house production services

Media buyers agree that the opportunities available on free-to-air television have increased.

Are there more or less opportunities today to engage with viewers on free-to-air television?

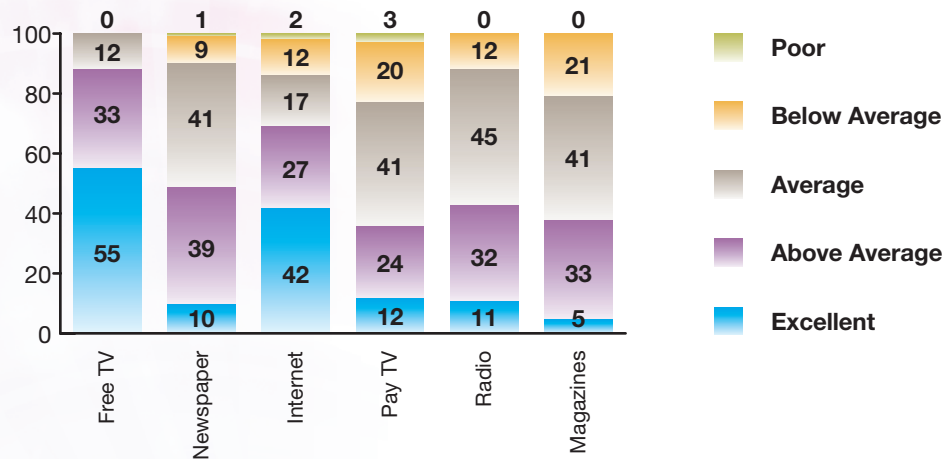


Measurable & accountable

Of course all of this means nothing if you can't measure the success of your media selection.

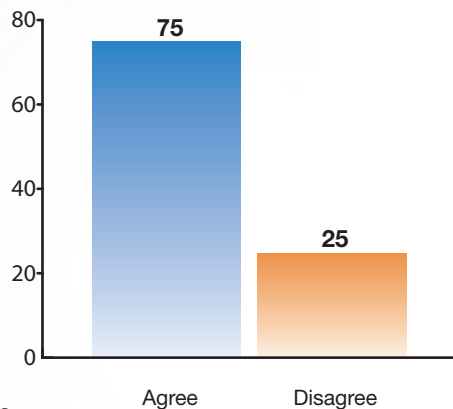
Asked to rank different media, Free TV outperforms all other media for measurability and accountability.

How do each of these media rank for advertising accountability and measurement?



Most importantly, in a world of new media options, Free TV delivers results.

Television is easier to justify because it's proven to deliver results



Summary

The 2006 Media Buyers Survey demonstrates Free TV continues to be the medium of choice for advertisers who want to:

- Reach more people;
- Build reach quickly;
- Build brand awareness;
- Engage an audience;
- Strengthen the performance of other media; and
- Deliver a return on investment.

What's more, the exciting new opportunities for advertisers to engage with target audiences enhance the well-established core strengths of Free TV as an advertising medium.

"[Free TV is] highly researched and more accountable with audience measurement."

Media Buyer

About Free TV

Free TV Australia is the industry representative for all of Australia's free-to-air commercial TV broadcasters.

Free TV Australia's marketing division is responsible for compiling and distributing facts about commercial television to assist advertisers with their media planning and buying decisions.

If you'd like more information on the power of advertising on Free TV, please visit our website www.freetvaust.com.au or contact us at marketing@freetvaust.com.au