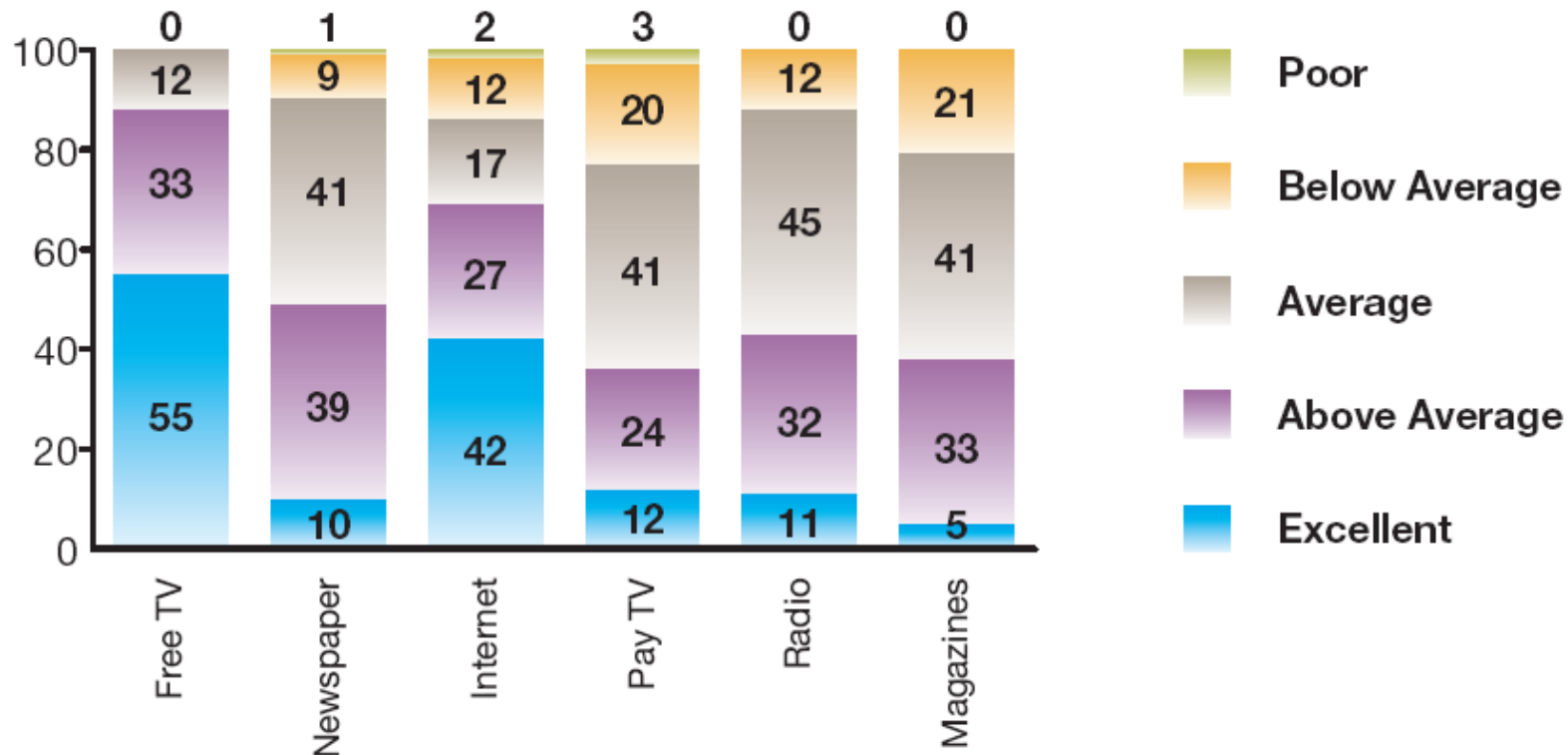


# Most Accountable

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 Accountable

Advertising on Free TV works. This makes it easier to justify than other new and perhaps unproven forms of media.

**Television is easier to justify because its proven to deliver results**

