

For more information on the power of Free TV or to subscribe to our free newsletter call: (02) 8968 7100 or email us at: [marketing@freetvaust.com.au](mailto:marketing@freetvaust.com.au)

## media comparison study



## Introduction

This booklet contains essential data on why Free TV remains such an incredibly effective advertising medium.

Whether you're considering, analysing or justifying an advertising campaign on Free TV, we're sure you'll find this to be an invaluable reference tool.

Kind regards,



Rhonda Brown  
Director of Marketing  
Free TV Australia

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## Media Comparison Study

Ever wondered how consumers relate to and interact with different media? In 2005, Free TV commissioned a major research project through Crosby Textor to find out. The study included a robust quantitative survey of more than 800 Australian consumers.

The study found that:

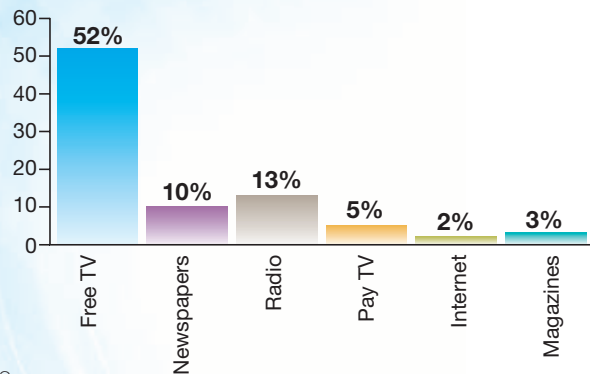
- Ads on Free TV are more memorable.
- Ads on Free TV are more credible and believable.
- Free TV is the best source of information about new products and services.
- Free TV is as relevant and important as it has always been.
- Free TV is the best way to reach people – it's part of every Australian's daily routine.
- Free TV advertising has the greatest influence on consumers' buying decisions.

The following pages detail the results from the study – they make for very interesting reading.

## Advertising Involvement

Television is a powerful medium. The combination of both sound and moving imagery helps us notice and remember messages far more effectively than other media.

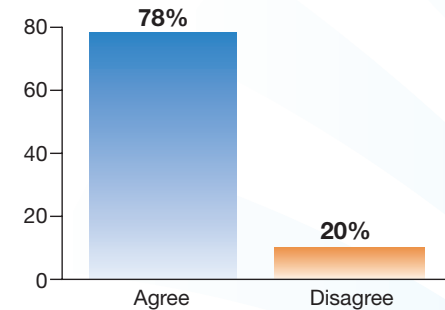
I am more involved with ads in this medium



## ADVERTISING ON FREE TV GETS NOTICED

Free TV also requires its audience to take an active part in the experience.

I am more likely to notice and remember ads on TV than elsewhere

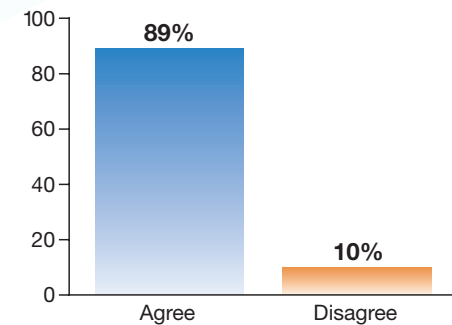


Consumers will watch TV, whereas radio will be left on in the background.

In fact, 63% of the people we surveyed agree with the statement "Because radio is on in the background, I'm not as likely to take it all in as I am with television".

Furthermore, Free TV delivers its messages to a waiting audience. In contrast, advertising in printed media is presented passively. The reader has to "go to it".

It's easy to skip over ads in newspapers and magazines

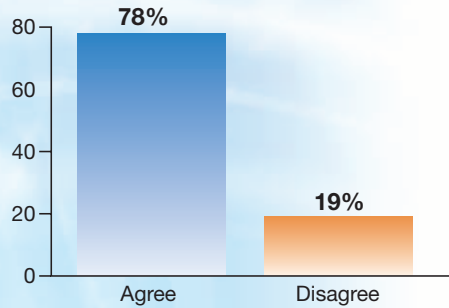


# Advertising Acceptance

## CONSUMER ATTITUDES TOWARDS FREE TV

Another important and perhaps surprising aspect of Free TV advertising is that consumers accept it.

Some TV ads annoy me but they get their message across

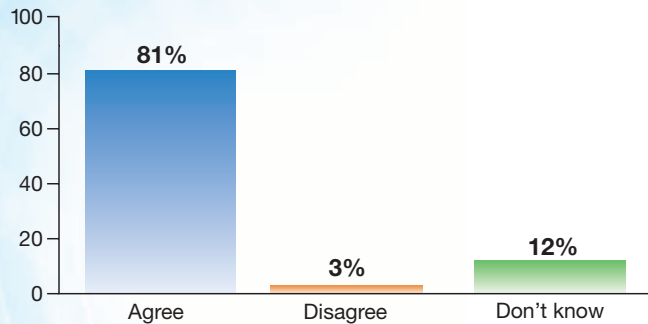


People understand that advertising funds the great programming they see on Free TV and consider it to be “part of the deal”. This makes messages on Free TV somewhat immune to the negative associations of advertising that can be seen to “pollute” other media environments.

## INTERNET ADVERTISING

Pop-up advertising on the internet is typical of this intrusive, annoying advertising.

Pop up ads on the internet are extremely annoying



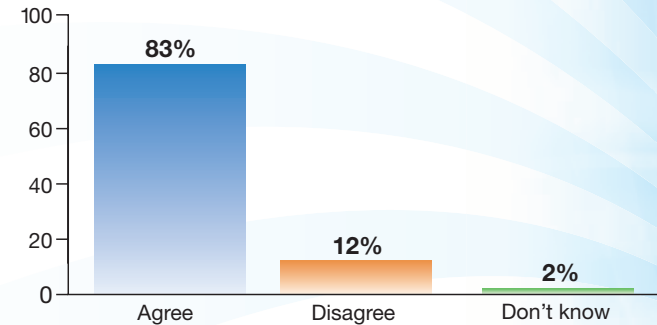
## ADVERTISING ON PAY TV

Respondents also have different feelings about the advertisements they see on pay TV. Here, commercial breaks are clearly not seen as “part of the deal”.

Most people find advertising on pay TV contrary to their understanding of what pay TV is. They pay for the service so they don't expect to be subject to further revenue raising.

In fact, subscribers are both frustrated and angry about advertising encroaching on a service they pay for. This would be expected to seriously impact on the enjoyment and influence of pay TV advertising.

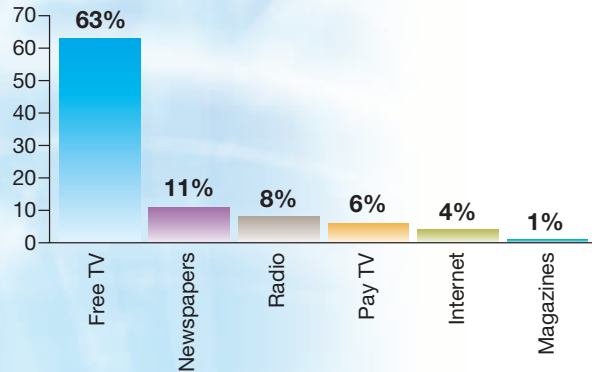
If you're paying for pay TV, there shouldn't be ads



## The Universal Medium

No other medium has the cut-through, impact and lasting effect in our playgrounds and workplaces.

Is most likely to be the topic of conversation at school or at work



Further to these figures, 43% of people say they would feel left out if they didn't have access to Free TV (compared with 17% for radio, 11% for the internet and 13% for newspapers).

### FREE TV – THE BEST IN THE WORLD

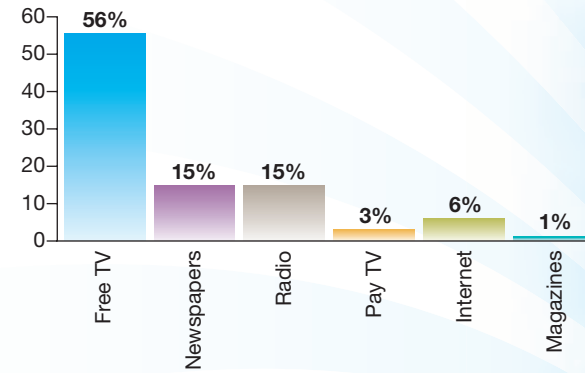
- Australia has one of the strongest free-to-air markets in the world
- 70% of Australians are satisfied with Free TV (most say strongly satisfied)
- Top of mind advantages include that it is free, the quality of programming, better and more recent shows, relevant news and current affairs, sports coverage and Australian content
- 85% of Australians want the quality of Free TV maintained and protected

Source: Crosby Textor TV Report 04

## The Role of Free TV

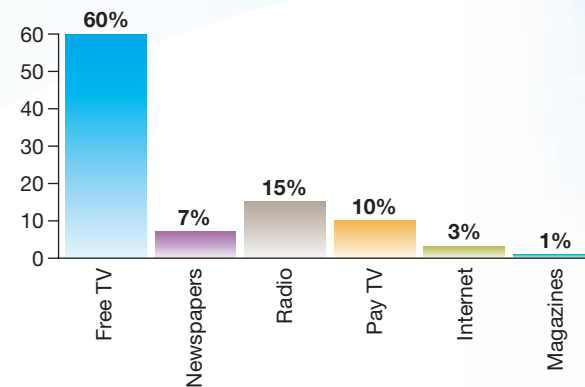
Free TV has earned its place in the fabric of Australian society by providing quality information and entertainment for 50 years. A lot of our collective memories, experiences and shared moments have been delivered through Free TV.

Plays an important part in people's lives



In fact, the first thing the majority of Australians do when they come home from work, is switch on the television.

What I turn to when I come home from work

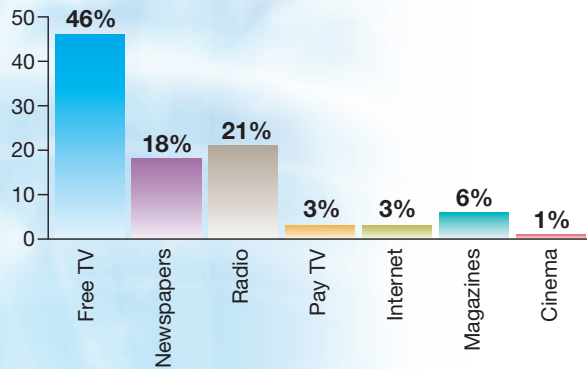


41% of people surveyed consider Free TV a part of their daily media routine, compared to 6% for pay TV and 6% for the internet. Even long-established mass media like newspapers and radio can't compare to the role Free TV plays in people's lives.

## The Power of Free TV

It's no surprise then, that people name Free TV as the best way to reach them with a message.

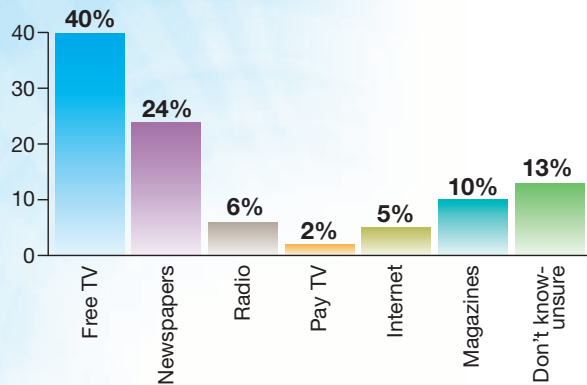
Best medium to reach me



## Free TV Influences Buying Behaviour

While people naturally hesitate to name a specific factor that shapes their buying decisions, Free TV is the clear leader amongst media influences.

Best influence on decision to buy products or services



This figure is even higher amongst 18-34 year olds – 52% for Free TV versus 16% for newspapers and just 6% for radio.

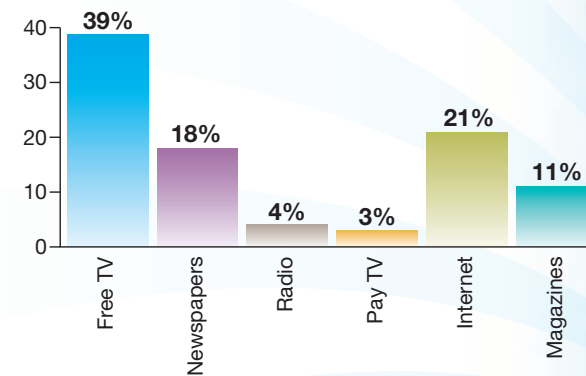
## The Right Image

Australians have a very high regard for the advertising they see on Free TV.

### THE MOST TRUSTED SOURCE OF INFORMATION

Even with the increasing use of the internet as an information source, Australians rate Free TV as the best source of information about new products.

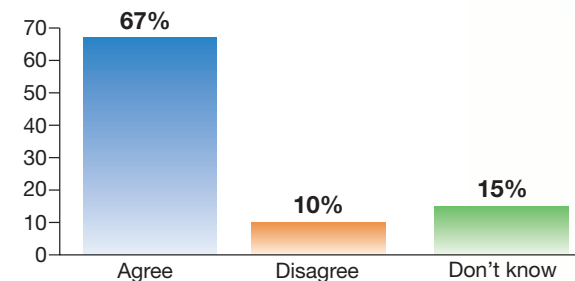
Best source of information about new products



This makes Free TV a must for any advertiser seeking to launch or relaunch a new product or service.

Whilst the internet is a reliable source for information and exchange, advertisements on the internet are seen to “have a catch” and therefore lack credibility.

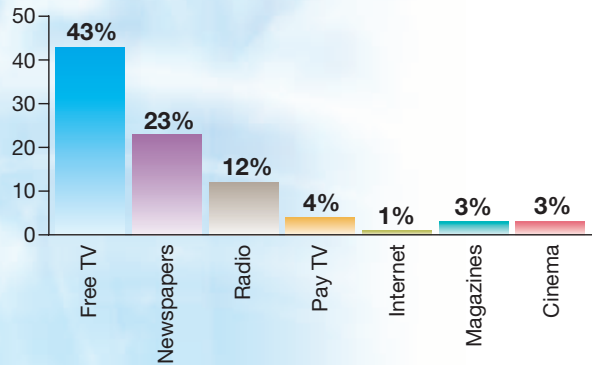
Most ads on the internet aren't very credible



## FREE TV MAKES YOUR MESSAGE MORE BELIEVABLE

Consumers see advertisements on Free TV to be far more credible and believable than advertising on radio, newspapers or any other medium.

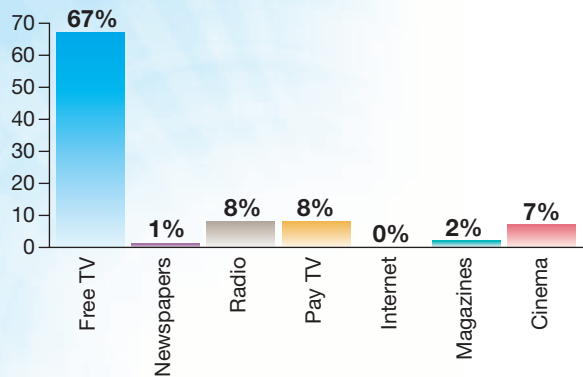
Most credible and believable ads



## FREE TV MAKES YOUR MESSAGE MORE POSITIVE

Of course, unpleasant memories can be just as powerful as pleasant ones. The good news is that consumers find Free TV advertising more entertaining than messages in other media.

Most entertaining ads

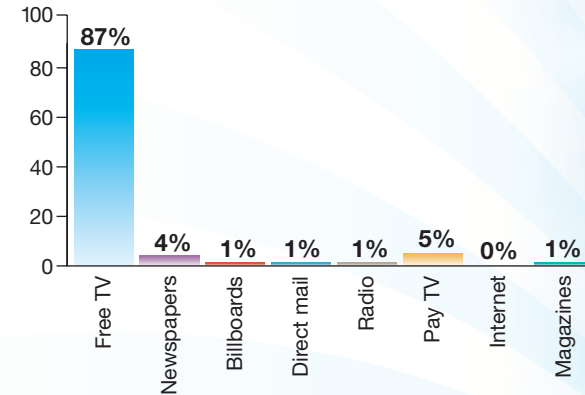


Again, Free TV dominates – significantly enhancing the cut-through, engagement, enjoyment and memorability of your message.

## Free TV Makes a Lasting Impression

When we asked consumers to name the first advertisement they could remember, an overwhelming majority named an ad they'd seen on Free TV.

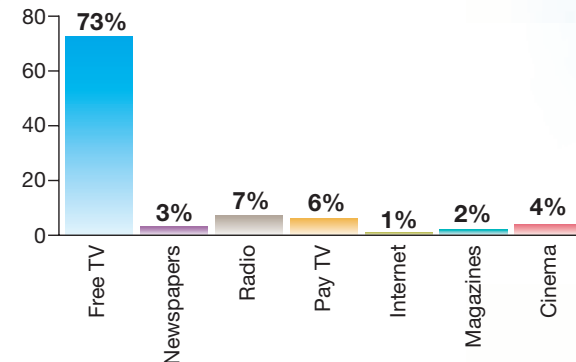
Top of mind advertising recall



As the charts show, Free TV dominates the memorability of other advertising media by a huge margin.

These results also prove that when it comes to cut-through, your media selection is just as important as creativity.

Most memorable advertising



## Frequently Asked Questions

### WHY SHOULD I ADVERTISE ON FREE TV?

Free TV can deliver fast and effective results for a wide range of objectives. Whether you want to drive short-term sales, launch a new product or service or protect the health and status of your brand, Free TV is the most powerful tool available to advertisers.

### DO I ONLY NEED FREE TV FOR MY ADVERTISING?

While it's possible to reach your target audience solely through television, depending on your budget, most media specialists would recommend supplementing your Free TV schedule with one or two other media. This allows you to 'surround your target with your message'.

### CAN I AFFORD TO ADVERTISE ON FREE TV?

Absolutely. You can get great value for your TV dollar by choosing off-peak timeslots like daytime or late night. Off-peak still delivers significant audience sizes but at much lower rates.

When you consider how many people your message will reach and the impact your message has in this environment, Free TV is great value.

### WHO SHOULD I CONTACT?

The most efficient way to plan and book a schedule across several networks is to speak with your advertising agency or media partner.

Alternatively, you can contact the Free TV networks directly, via their Sales departments. They will help you plan and book your advertising schedule and can also assist you with your production requirements.

You can also visit the Free TV Australia website at [www.freetvaust.com.au](http://www.freetvaust.com.au) or send your query to [marketing@freetvaust.com.au](mailto:marketing@freetvaust.com.au)

## Free TV – The Choice is Clear

As the results of the Media Comparison Study demonstrate, Free TV enjoys a premium position in the 'hearts and minds' of Australian consumers.

Despite the repeated challenges of established media and new media options, Free TV remains the 'people's choice' in terms of acceptability, memorability and influence.

So, how should you invest your media dollar to achieve the greatest reach, the greatest cut-through and the greatest resonance with Australian consumers?

Easy. Use the power of Free TV.

## About Free TV Australia

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

Seven Network	Prime Television
Nine Network	NBN Television
Network Ten	Swan Television
Southern Cross Broadcasting	Imparja Television
WIN Television	

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 or if you'd like to subscribe to our e-newsletter, please contact us at [marketing@freetvaust.com.au](mailto:marketing@freetvaust.com.au) or call us on (02) 8968 7100.