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# Media Comparisons Study

# Introduction

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The Television Bureau of Advertising's 2010 Media Comparisons Study reaffirms the key strengths that television continues to enjoy over other media when it comes to reach, engagement and the impact of TV advertising.

The US study, first published in 2000, was recently updated to reflect the changing media usage of American consumers, adding mobile to the competitive set, teens to the demographics studied and engagement to the measures of advertising effectiveness.

The study, conducted in January 2010, surveyed more than 1,562 US consumers.

# Key Findings

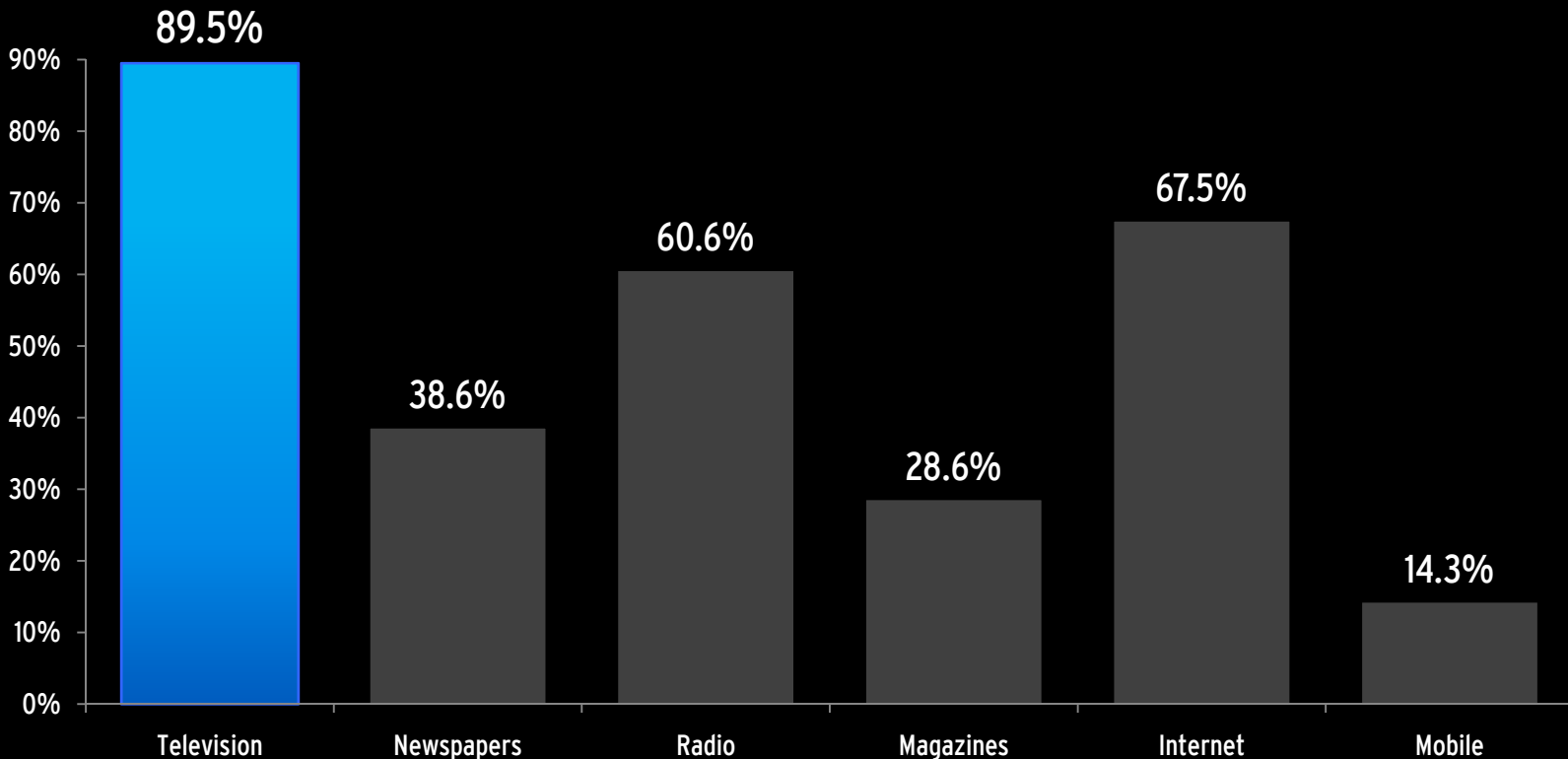
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- Despite the range of media and entertainment options now available, people still spend more time with TV, reaching nearly 90 per cent of adults 18+ every day. In fact, more time is spent each day with television than any other medium - Americans watch over 5 hours of TV a day.
- Consumers rank the television medium #1 for:
  - the most exciting
  - the most influential
  - the most persuasive
  - the most authoritative and;
  - the most engaging advertising.
- Television was also cited as the primary source for consumers of new product information.

# Television reaches more people

A fundamental strength of television is its ability to reach more people than any other medium. Television reaches around 90 per cent of adults each day.

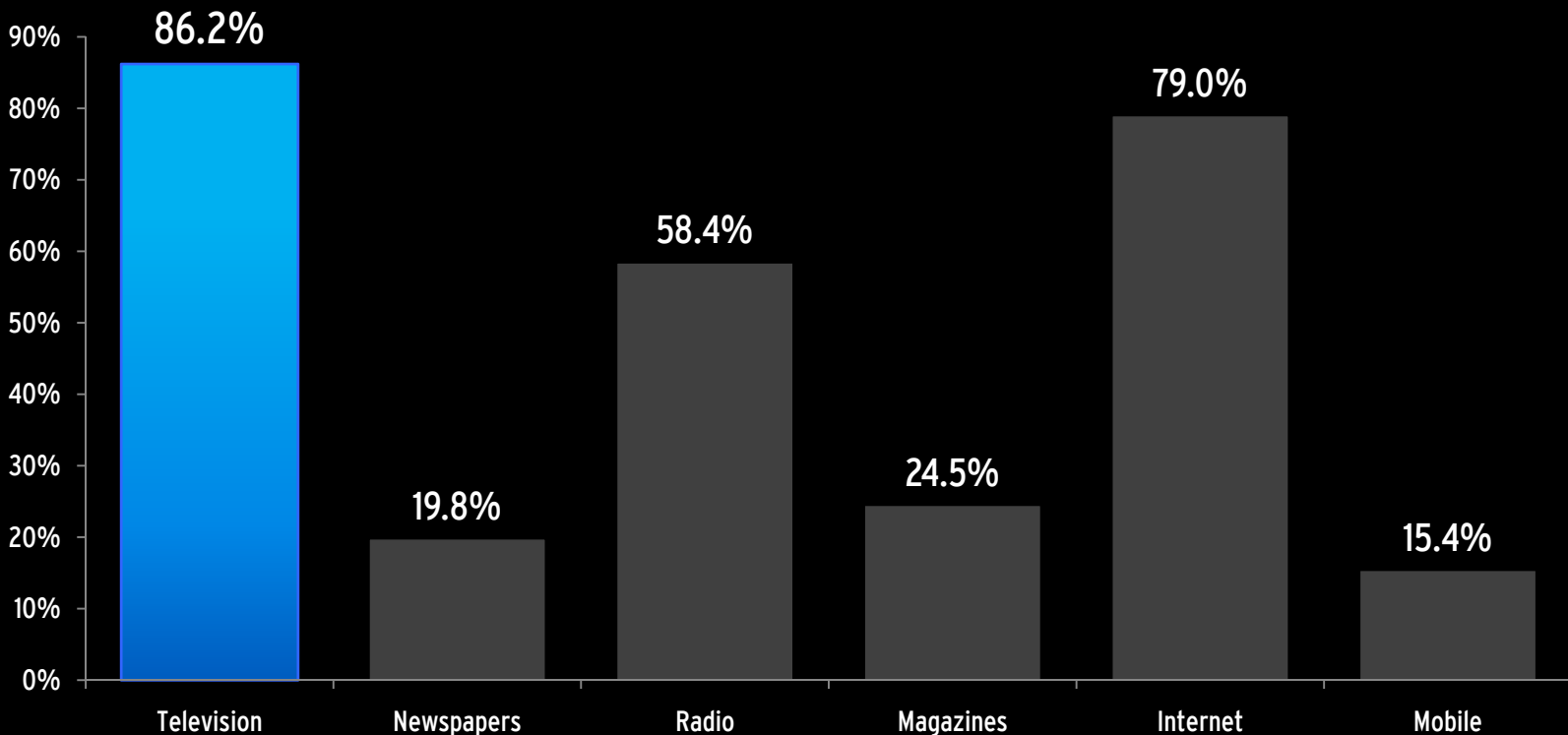
## Reached - By Media



# TV #1 for reaching teens & tweens

While 13-17 year olds spend a lot of time on the net, television still ranks as the best way to reach this demographic.

## Reached By Media - 13 to 17 Years

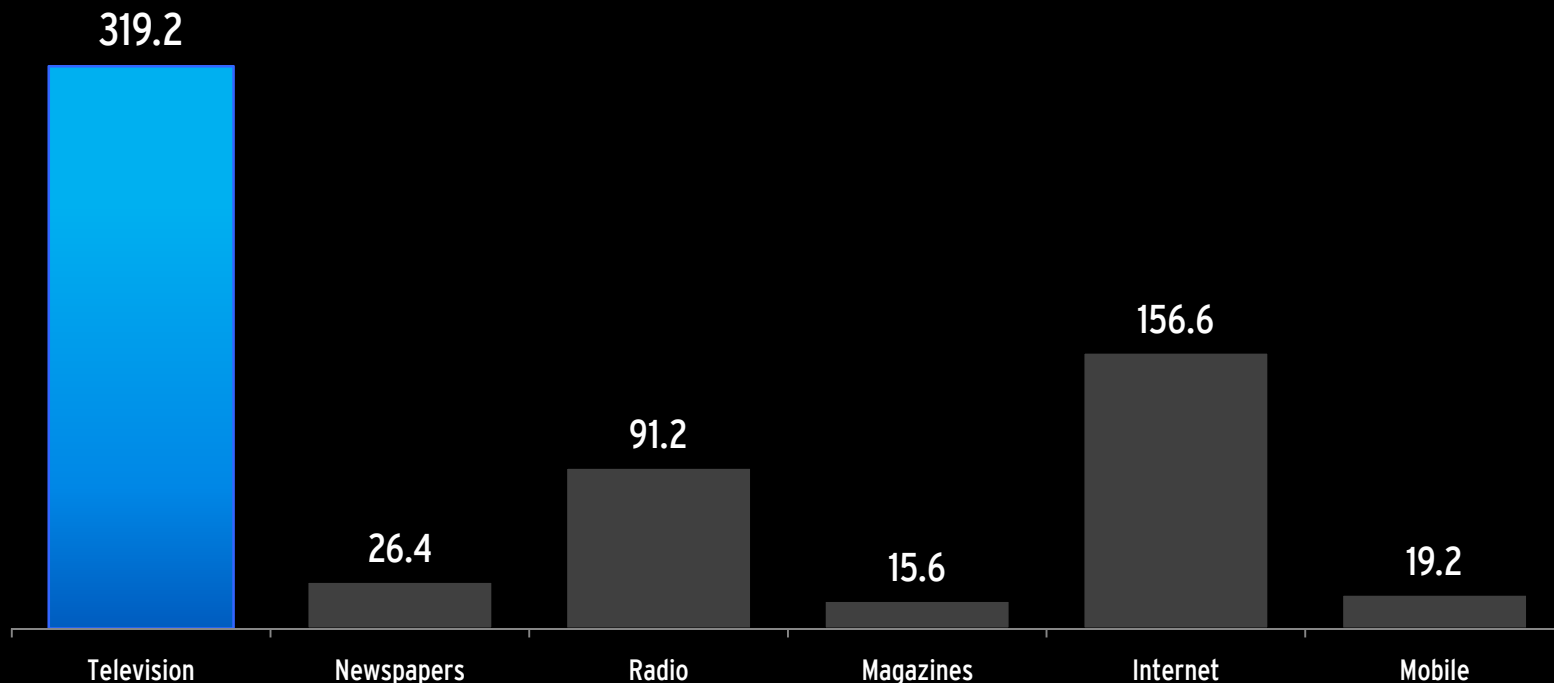


# People spend more time with TV

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Not only does TV reach the vast majority of people, but people choose to spend more time with television than any other medium - more than double the time spent with the second-ranked medium, the internet. Additionally, TV's popularity is high across all age, income and education segments.

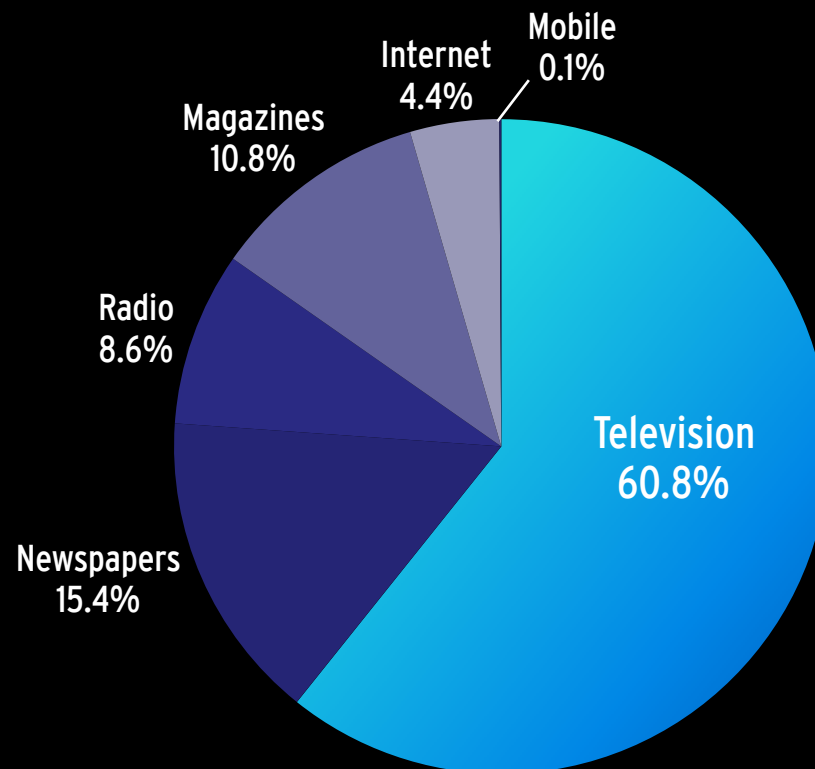
## Time Spent With Media



# Television advertising carries more clout

TV advertising is by far the most authoritative of all mediums, as nominated by over 60 per cent of respondents.

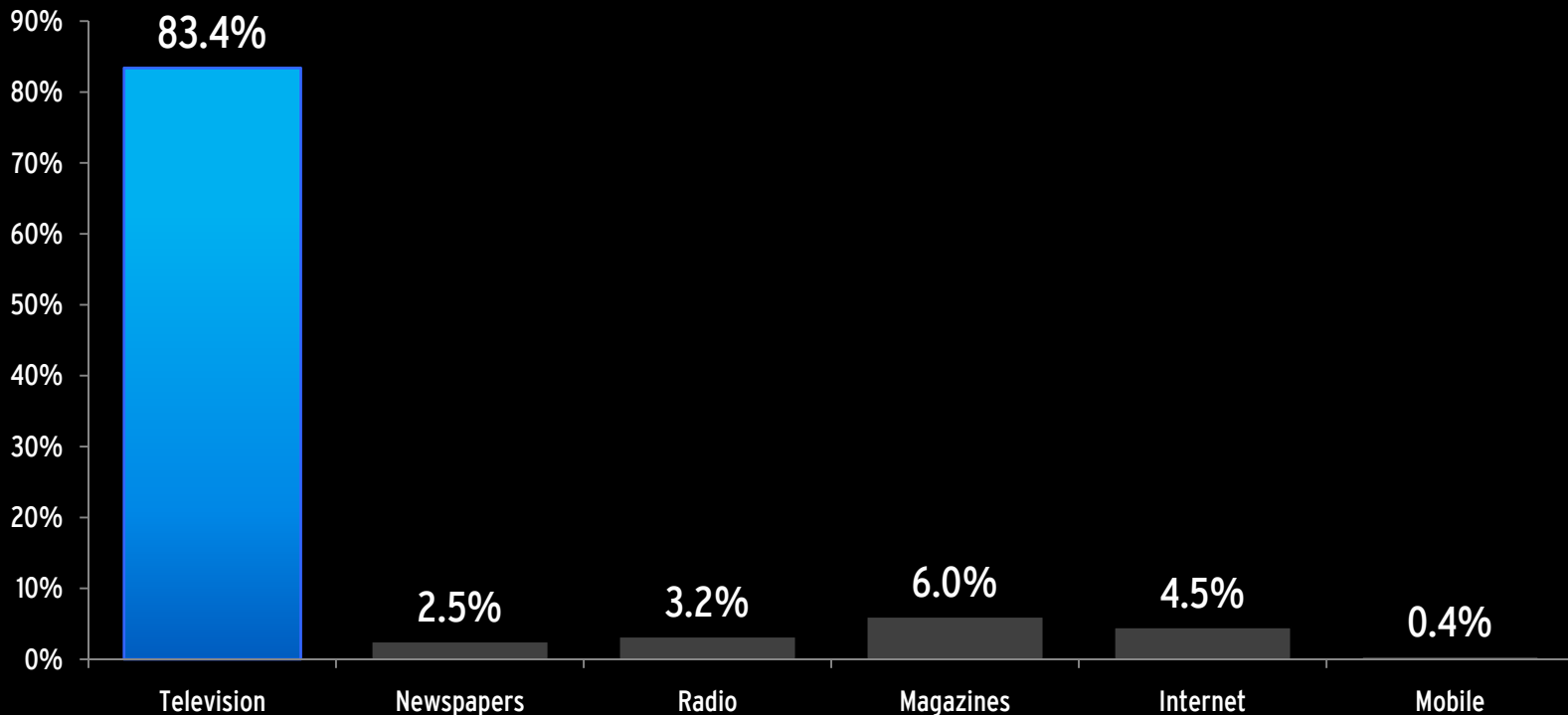
## The Most Authoritative Advertising Medium



# TV advertising entertains

When asked to nominate which medium had the most exciting advertising, television trumps all other media. This figure is even higher amongst 13-17 year olds with 85 per cent nominating TV as the most exciting medium.

## The Most Exciting Advertising

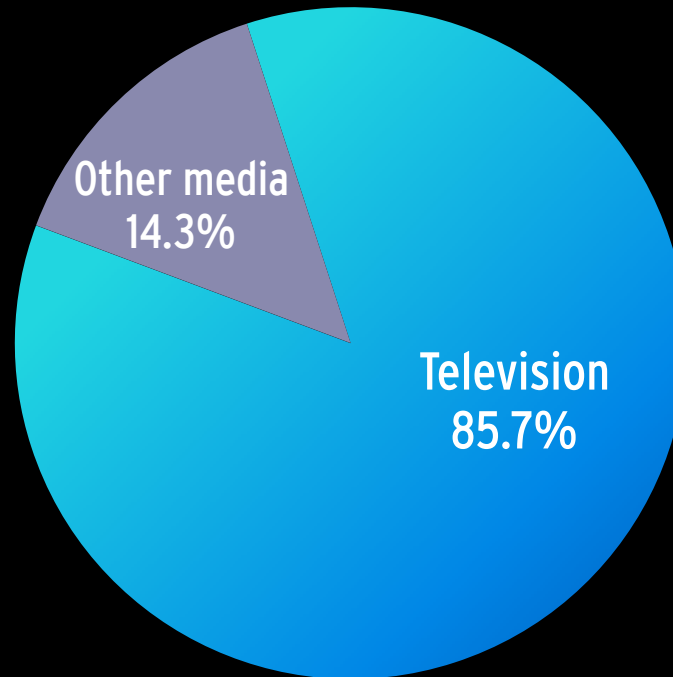


# TV advertising is the most influential

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Americans have a very high regard for the advertising they see on TV, with a massive 85.7 per cent nominating television advertising as the most influential, making it by the far the medium with the most potential to affect consumer attitudes and behaviour.

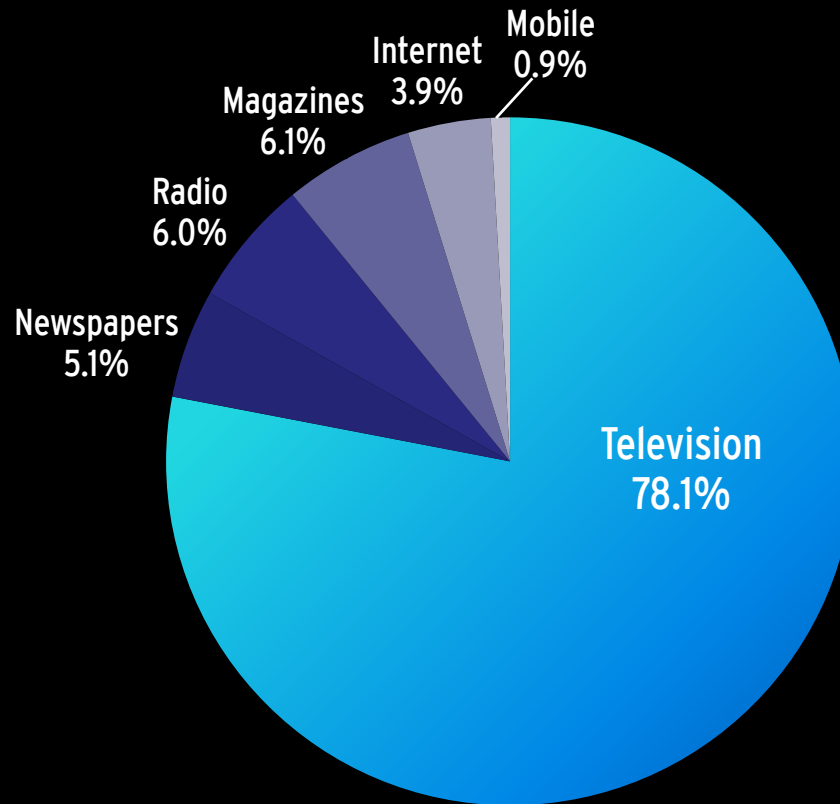
## Most Influential Medium



# TV advertising is the most persuasive

One of television's key strengths is its ability to convince consumers to buy a particular product or service. The research confirms that people are more persuaded by the advertising they see on TV than anywhere else.

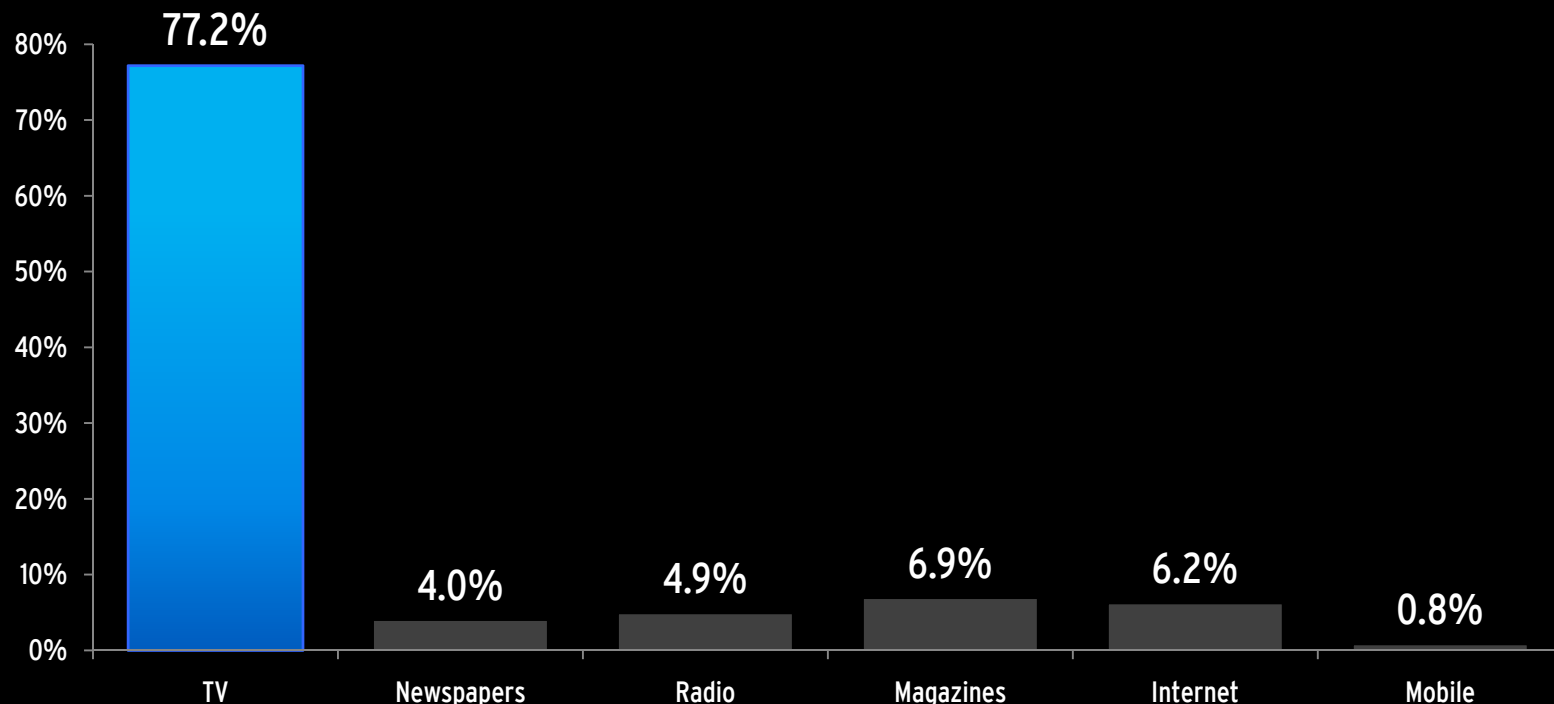
## Most Persuasive



# The TV environment is more engaging

Consumers are also more engaged with the ads they see on TV than anywhere else. With the powerful combination of audio and visual communication, television has the ability to really connect with audiences.

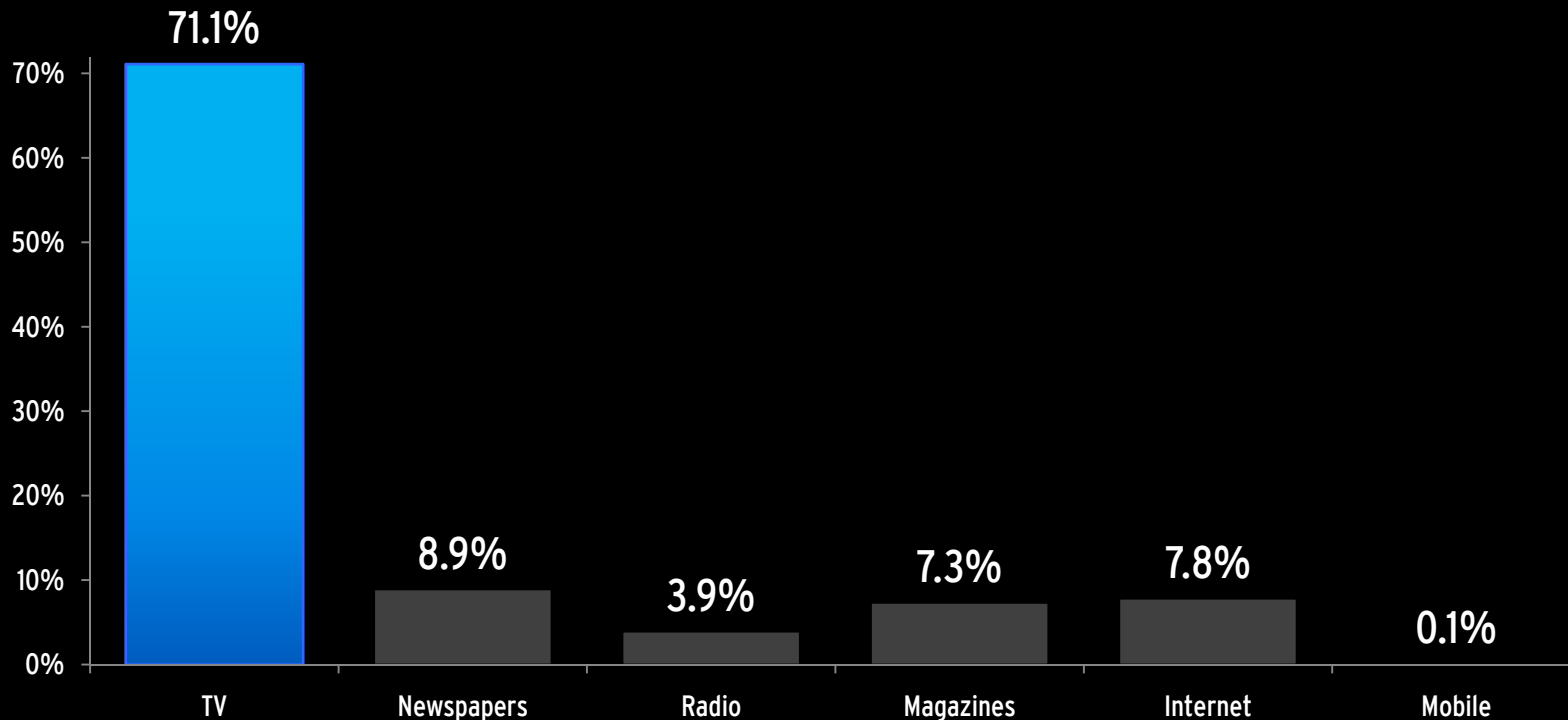
## Most Engaging



# TV key source for info on products/brands

Television provides a direct line to consumers when it comes to learning about products & brands. Despite the rise of the internet as a source of information, the overwhelming majority of people nominate television as the place to learn about new products & brands that they would like to try or buy.

## Best place to learn about products/brands



# Summary

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The TVB research shows that TV is the trump card in the media deck.

- TV is by far the best medium for reaching more people. Furthermore, people nominate television as the medium they spend the most time with.
- Consumers also rank the ads they see on TV as the most influential, the most authoritative, the most engaging and the most exciting.
- Most importantly, consumers rank television advertising as by far the most persuasive and the best place to learn about new products or brands that they would like to try or buy.