

Top TV Facts

TV's reach and mass appeal remains unrivalled. Below is a list of 9 reasons why you should always think TV...



1. Mass reach & scale

Broadcast TV reaches over 19 million Australians every week.



2. Must watch TV

Top 50 programs all delivered audiences in excess of 1.7 million viewers.



3. Live viewing dominates

90% of broadcast TV is watched in the live environment.



4. No.1 entertainer

62% of Australians rate TV as their No.1 entertainment activity.



5. TV impacts last longer

TV retains approx. 65% of its impact from the previous week.



6. TV leads in ROI

TV is 2x more effective than online video, print and radio.



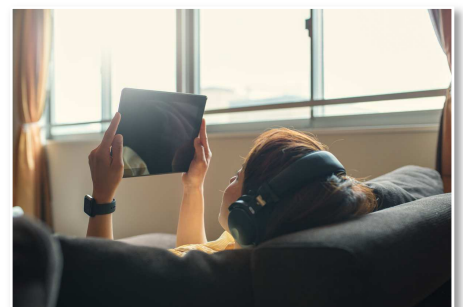
7. We love TV

We spent on average 2hrs and 39 minutes a day watching broadcast TV.



8. TV reaches millennials

66.3% of ppl aged 16-24 and 79.3% of ppl aged 25-39 watch broadcast TV every week.



9. TV is everywhere

Catch-up TV is the most popular form of online video, watched by 44% of Australians.

