

The revolution **will be televised**





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- 01 The Great Australian Bake Off, Lifestyle.
- 02 The Voice, Nine.
- 03 2018 Winter Olympics, Seven Network.

Why read this?

It's a fair question. It hasn't been long since our last booklet and you're not getting any less busy. So why another booklet already?

Well, no sooner had we published *76 million reasons to love TV* when everything changed again. Consumers changed. Media consumption changed. And we unearthed some really interesting new research that helps to inform us all about how to manage the ongoing video revolution in the ever-changing world in which we live.

The new research builds on the earlier findings of the Benchmark Series, conducted by Professor Karen Nelson-Field, and Payback Australia, conducted by leading media audit company Ebiquity. Combined, this research demonstrates exactly how, when and why TV delivers unrivalled brand growth, brand fame and return on investment, irrespective of device.

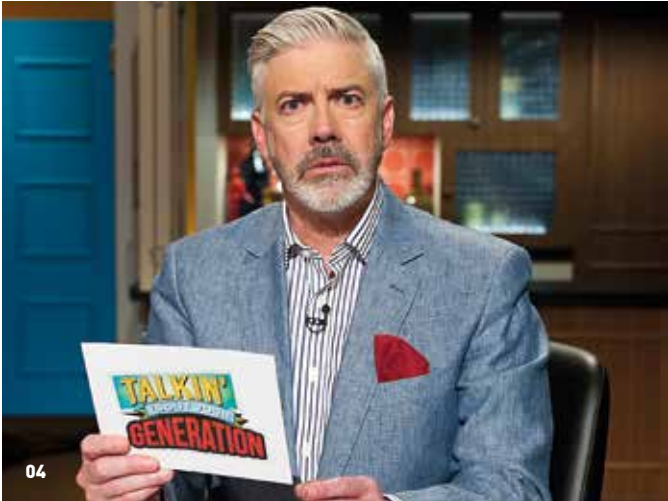
At a time when the world of media is in the spotlight answering questions about transparency, measurability, accountability and independence, this booklet shines a light on what's important: providing crystal clear facts and, wherever possible, making the complicated a bit more straightforward. Because the more things change, the more we need to simplify and focus on the metrics that matter. And let's face it, the only metrics that really matter are the ones that drive your business growth and return on investment, both in the short term and in the long term.

The evidence is mounting and the forward party of the future of TV has arrived. This booklet will bring you bang up to date with everything we know about the life-changing power of TV and TV advertising. And as always, you can rely on ThinkTV to bust some myths, break open the hyperbole and lay some sacred cows to rest.

Viva la revolución.



01 Melbourne Cup, Seven Network.
02 Paul Murray Live, Sky News.
03 NRL, Nine.
04 Talkin' 'Bout Your Generation, Nine.
05 Blind Date, Network Ten.



If you read one bit, read this

If you just don't have time to devour the whole book from beginning to end and want something more snackable, read this.



MOST VIDEO ADVERTISING CONSUMPTION IS ACTUALLY TV

There are videos everywhere you look these days. Some of them are even good. But we have seen the numbers from Thinkbox in the UK and we reckon that once the streaming metres are powered-up in Australia we will see that professionally produced content created and curated for broadcast and viewable on any device – that is to say, actual TV – will make up around 95% of video advertising consumed. And that's practically the whole enchilada. [See page 8]

TV IS TRUSTED, BRAND SAFE AND EFFECTIVE

It's easy for an algorithm to plonk an ad in front of an eyeball but is this environment safe for your brand? Advertisers crave brand-safe environments with scale and proven effectiveness. It's why they trust TV. Irrespective of device, your TV ad – played live, on playback or BVOD – receives greater attention than ads on YouTube or Facebook. We think it's because ad placement on TV uses good old-fashioned human judgement supported by technology, rather than the other way around. But don't take our word for it, see what the experts and academics think. [See pages 18 and 19]

MILLENNIALS HEART TV

Everyone knows millennials don't watch telly, right? Well, computer says no. It turns out millennials can't get enough of the reality TV that producers lovingly tailor just for them: in 2018, 2.6 million millennials watched the water-cooler hit Married at First Sight. In fact, 18 to 34 year olds watch two hours and 38 minutes of TV on a TV set every day on average, which is more time than they spend eating smashed avo and taking selfies. [See page 18]

- 01 Fighting Season, showcase.
- 02 Sunrise, Seven Network.
- 03 The Sunday Project, Network Ten.



TV IS GOOD FOR GROWTH

Of all the measures of marketing success, ROI is the one that counts in the boardroom. And you can count on independent marketing and advertising consultancy Ebiquity to do the numbers. Ebiquity recommends that companies in the finance, automotive and fast-moving consumer goods (FMCG) sectors should increase the percentage of their media budgets allocated to TV to improve their sales. Ebiquity calculated how advertisers in these sectors could get more bang for their media budget, and the results are worth a look. Spoiler alert: more TV might change your life. [See page 20]

TV IS A PERFECT PARTNER

Advertisers know that partnering with broadcasters and integrating brand messages into appropriate TV content provides a brand with long-term sustained equity impacts. When Professor Nelson-Field put it to the test as part of the Benchmark Series, she confirmed that brands do enjoy a sales uplift when they are integrated into TV content that is over and above the impact of the individual spots. Need inspiration? Check out the case studies showing how much is possible when you partner with a broadcaster. [See pages 10 to 17]

TV ADS TIME TRAVEL INTO THE FUTURE (AND THEY TAKE YOUR BRANDS ALONG FOR THE TRIP)

If getting your ad in front of the right consumers is half the battle, having them remember your brand wins the war. Choosing media platforms and devices that attract attention (deliver message cut-through) and keep your brand in the consumer's mind (so they remember your brand when they're ready to buy) is key. Research from The Centre for Amplified Intelligence shows consumers remember ads played on TV for longer than other video platforms, which means you get more bang for your buck with TV. [See page 24]

When it comes to video advertising, it's all about TV

TV ADVERTISING IS THE WHOLE ENCHILADA

Everyone can make videos these days. There are millions of them just a click or two away; an endless array of short-form, user-generated, cat-centric videos on platforms such as Facebook and YouTube. And at the other end of the spectrum, SVOD platforms such as Netflix carry all the appeal of professionally produced and curated content, but none of the brand messages important to advertisers and agencies.

When the OzTAM streaming meters are plugged in, we reckon that TV – that is, professionally produced content created for broadcast and watched at any time and on any device – will represent a whopping 95% of video advertising consumed by Aussies, which is practically the whole enchilada. Now you can argue the toss about which nation watches more porn, but Thinkbox ran the numbers in the UK and found that TV made up 94% of video advertising consumption over there. Mmmmm. Enchiladas.

IS THAT A TV IN YOUR POCKET?

Brands connect with consumers in a myriad of ways. Today there are more channels, content, devices, convenience, distribution and oh-so-much-more measurability. And that's just TV. In 2001, OzTAM measured ratings for five free-to-air (FTA) channels. Today OzTAM measures not only 19 FTA and 105 subscription channels, but the OzTAM Video Player Measurement (VPM) Report captures all the online content streamed live or played on-demand from participating broadcasters' video players. The OzTAM VPM Report is an accurate, transparent and independently verifiable complement to OzTAM's live linear TV metrics. Today's TV is everywhere: 15% of us even admit to watching streamed content in the bath or on the loo. Turns out you don't need to be watching Love Island to steam up your screen.

BROADCAST TV ON IN-HOME SETS DOMINATES VIDEO VIEWING

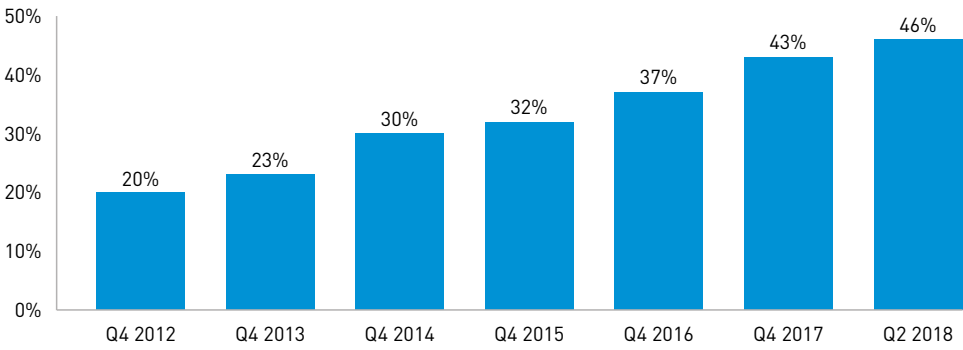
Australians have five times as many tablets, twice as many PVRs, and more than twice as many smartphones and digital TV sets as we did eight years ago. And yet we still watch three hours and 47 mins of broadcast TV on actual TV sets daily. So, while it's neat to watch live-streamed TV on our mobiles from the train, we still love to come home to the comfy chair in front of the big telly in the lounge room.

CONNECTED TVS ARE THE ENTERTAINMENT HEART OF THE HOME

Today's TV sets are a choose-your-own-adventure portal to a magical world. They can be web browsers, gaming screens, social media hubs or a place to stream internet-delivered video content via BVOD and SVOD. Penetration of connected TVs has doubled in the past five years with nearly half of all homes owning one. Power users, the cool 25- to 34-year-old cohort, are the most likely to consume web content on their TV – about a third of them do so on any given day.

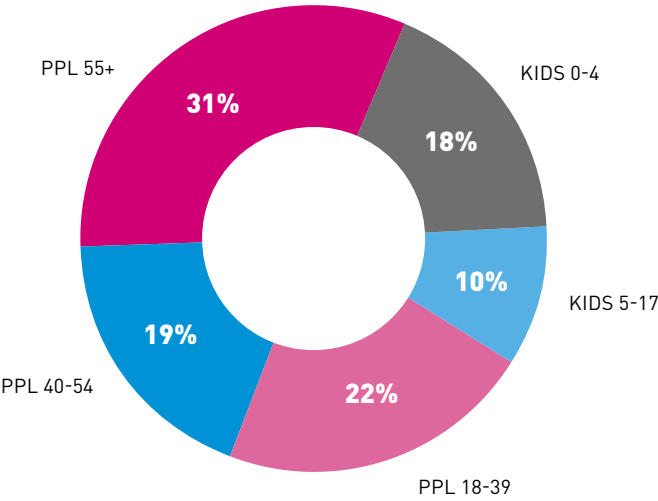


CONNECTED TV PENETRATION



Source: Oztam Australian Video Viewing Report, Q4 2017. Connected TV Penetration from 2012-2018.

TOTAL VPM VIEWING BY DEMO LAST 90 DAYS



Source: Oztam Kibana Dashboard, Last 90 days - March 30th to June 27th, 2018. VOD viewing only, to all broadcasters.

Case study: Making Bundaberg Rum the unmistakably Australian spirit

To relaunch Bundaberg Rum, Diageo took the opportunity to partner with new sports channel Fox League, leveraging its obvious alignment with the NRL to forge a stronger bond with sports fans.

CRACKING THE CODE

Diageo wanted to relaunch its Bundaberg Rum brand. Leveraging its long-standing sponsorship of the NRL and 'Unmistakably Ours' campaign, Bundaberg Rum became a cornerstone partner of the new Fox League channel.

STORIES WITH SPIRIT

Working in partnership with media owners and agencies, Diageo created a content series called 'The Game that is Unmistakably Ours', bringing heart-warming tales of the NRL to life by combining emotive storytelling and humour that is quintessentially Australian.

The four-part series, which revolved around untold stories from both grassroots NRL and inspirational players, enabled Bundaberg Rum to blend seamlessly into the channel and integrate into key content for its target audience.

The campaign's long-form content premiered on Super Saturday pre-game hostings, with cutdowns for run of station activity including four mini-documentary style content pieces running throughout the 2017 NRL season.

It was amplified online, with cutdowns for social and both the Fox Sports and Bundaberg Rum homepages. The videos' popularity saw them also aired on YouTube by Bundaberg Rum.

THE RESULTS: KICKING GOALS

The campaign reached:

- 1.16 million Aussie sport fans through broadcast
- 16 million impacts were delivered online
- \$2.5 million of integrated added value was delivered

Measurement from Spark showed:

- More than 70% of spirit drinkers believe Bundaberg is a good fit for NRL – an increase from 60% 12 months ago
- More than 30% of spirit drinkers are aware of the NRL partnership – an increase from 20% 12 months ago

"The Game That's Unmistakably Ours' series shows how Fox Sports can work with brands to deliver unique, innovative and engaging content to their audience. Nothing is more powerful than live sport for advertisers."

Adam Ballesty
Marketing and Innovation Director,
Diageo

"The series has unearthed powerful and motivating stories that bring to life the very best of this great code and highlight the values that we share here at Bundaberg Rum. It's been a huge success and we're proud of the output and results."

Karl Roche
Senior Brand Manager,
Bundaberg Rum



Case study: Coles gets the scoop

Josh & Nic's Hazelnut Choc Gelato, the limited-edition ice cream created in partnership with Seven's My Kitchen Rules (MKR) and Coles has changed the game for new product launches in Australia.

A TASTE OF MKR

Building on the success of an eight-year collaborative partnership with Coles and the 2017 MKR 'Sweetly Spiced Sauce' that saw 40,000 units sell out in just over a day, MKR was challenged to increase volumes, increase appeal, and increase exposure in its latest season.

In 2018, MKR built a new competition platform, designed to pull Coles' consumers into a retail experience like no other, taking the idea of customer engagement across all channels: broadcast, digital, social and in-store.

SERVING IT UP, ITALIAN STYLE

In a dedicated Coles 90-minute episode, contestants were challenged to create the ultimate ice cream, the winning team's creation was then made available for purchase the very next day in Coles supermarkets across the country.

In one of the season's biggest episodes, more than 2 million Aussies tuned in to see Josh & Nic's Italian-style Hazelnut Choc Gelato win the challenge. 'Now at Coles' messaging was unmissable with assets exclusively across Seven West Media touchpoints (broadcast, BVOD and social) driving viewers in store to buy the winning dish and have their very own 'taste of MKR'.

FLYING OFF THE SHELVES

Australia couldn't get enough and the 300,000-unit run completely sold out. With 140,000 units sold in its first week, the brand was the best-selling 500ml ice cream in Coles ever over a three-week period, demonstrating how an extensive broadcast integration can go beyond engagement and into total immersion to drive success for new product launches.

THE CHERRY ON TOP

The campaign cemented Coles ever important 'Fresh' positioning. Through the Nielsen brand effects study, 53% of the MKR cross platform audience attributed 'Fresh' to Coles vs 35% to the major competitor – an increase on last year's results. For non-viewers of MKR, this is reversed with 'Fresh' being mostly attributed to Coles' closest competitor.

"We were delighted with the customer feedback and demand for the limited edition Hazelnut Choc Gelato, which launched in Coles' supermarkets the day after Josh and Nick produced their winning recipe on MKR. Highlighting the popularity of MKR and the great customer response to this new product, all of the gelato was sold within weeks of it being stocked in Coles' fridges."

Carmel Horvath
Head of Coles Events and Sponsorships | Marketing



Case study: The Bachelor Australia and Hyundai

In 2017, Hyundai Motor Company Australia partnered with Network Ten's The Bachelor Australia to showcase multiple car models in their range, including the launch of the brand new Hyundai Kona. This multifaceted campaign spanned broadcast and digital and culminated with a hugely successful consumer promotion.

The Bachelor Australia is one of the most highly anticipated and talked about shows on television – regularly number one in its timeslot. The Bachelor Australia enjoys a uniquely engaged audience who love to consume, discuss and share everything they can about the show. In 2017 Hyundai harnessed the power of this engaged audience to showcase multiple models in its SUV range: the Tucson, the Santa Fe and the brand-new Kona.

HOW IT WORKED

In shows across the series the Hyundai Tucson and Santa Fe were the official cars of our bachelor and bachelorettes.

“Partnering with Network Ten and The Bachelor Australia is a great way for Hyundai to showcase our SUV range in a program that captures the attention of so many Australians. 2017 was a great success and we look forward to an even bigger 2018.”

Andrew Knox
General Manager,
Marketing Communications
Hyundai Motor Company Australia

Integrated billboards utilised in show moments to create key brand messages, using the bachelorettes and episodic vision to cut through with an audience always hungry for more content.

A digital sponsorship of Tenplay ensured that Hyundai messages reached the youthful Tenplay audience across every screen where The Bachelor Australia was consumed.

CONSUMER PROMOTION

At inception, the launch of the new Hyundai Kona was a key driver of the partnership. When the Kona itself was not available (as it had not yet been launched) at the time of filming, the centrepiece of Hyundai's campaign within The Bachelor Australia morphed to become an extensive consumer promotion. Housed on Tenplay, the consumer promotion made creative use of the bachelor's appeal by giving away a Kona delivered by The Bachelor, Matty J, himself.

A bespoke competition spot ran throughout the season during The Bachelor Australia, online at Tenplay and was extended out via an IP licence across Mamamia and social.

SOCIAL MEDIA EXTENSION

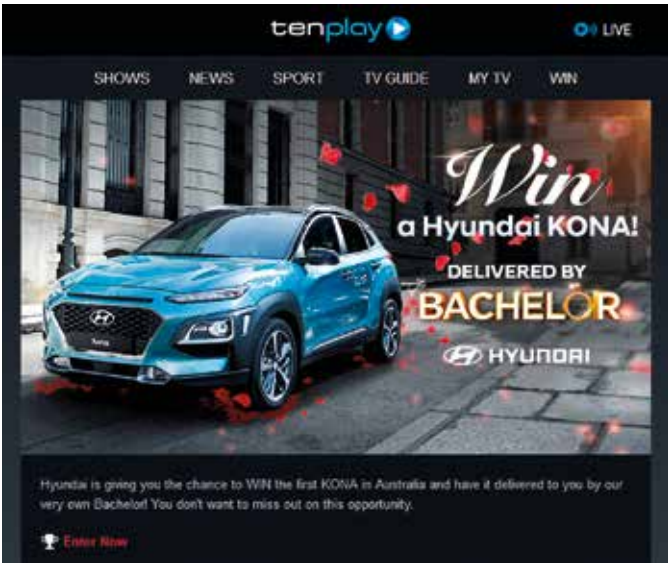
To further reinforce the connection between The Bachelor Australia and Hyundai, Hyundai took out a social IP licence, which allowed the brand to join in the conversation with our audience across their owned channels.

RESULTS

By leveraging a sponsorship of The Bachelor Australia, Hyundai was able to reach 6.64 million Australians across the eight-week series.

The campaign increased awareness for multiple Hyundai models but, most particularly, the new Hyundai Kona with the consumer promotion generating 109,163 entries. The competition also provided Hyundai with the chance to capture a database of 43,219 consumers to retarget with Kona-specific messaging and offers.

Overall the sponsorship was a success with Hyundai choosing to partner with The Bachelor Australia again in 2018.



Case study: HotelsCombined and the power of BVOD

HotelsCombined relies heavily on advertising campaigns across both TV and video advertising, but wasn't sure which platform delivered the best results against their key business outcomes. So the brand decided to run a test in order to determine how broadcast video on demand (BVOD) measured up against global social and video platforms.

HotelsCombined is one of Australia's foremost travel comparison websites, offering users up to 80 per cent off accommodation across over 800,000 hotels worldwide. Digital video advertising forms an integral part of the brand's marketing strategy, so an experiment was devised to help discover the digital video platform offering the best return on investment.

BVOD VS SOCIAL VIDEO

In order to determine the impact of digital video advertising on brand awareness and booking and revenue data, HotelsCombined compared the performance of BVOD on 9Now with that of video posted to a social platform and a global video platform. In order to do this, the brand took TV offline and geo-fenced audiences based on three significant metro areas – Sydney, Melbourne and Brisbane. The brand then bought media from one publisher in a single metro market for a period of 40 days, inclusive of seven days before and after the media-buying period, to see what the impact would be against specific hard and soft metrics.

THE FINDINGS

After the 40-day test period came to an end, HotelsCombined examined the data from each publisher and metro market and platform combination to determine which platform was ultimately the most effective. Metro market and platform combinations were carefully considered to ensure geo-fenced audiences were being serviced by the platform they engaged with most; as a result Brisbane was paired with social media, Sydney with BVOD on 9Now, and Melbourne with global video. The brand's in-depth analysis found that BVOD was able to sustain growth where all other platforms declined. In fact, BVOD was the only platform that delivered uninterrupted growth, generating a 40 per cent lift in revenue and a 30 per cent increase in bookings across the entire campaign period. BVOD was also the most efficient platform from a media standpoint and the most effective in driving bookings and revenue to deliver key business outcomes.

DRIVING BRAND AWARENESS

While both the social platform and 9Now were able to help shift top-of-mind awareness, it was in prompted and unprompted awareness where BVOD stood out delivering a 1.5x efficiency in driving brand awareness for HotelsCombined. The campaign also led to a 28.5 per cent increase in bookings in the single metro market in which it was tested and, in doing so, showed the brand how BVOD can deliver a tangible return on investment. This has changed the way HotelsCombined buys media, with BVOD now included as part of their overall strategy.

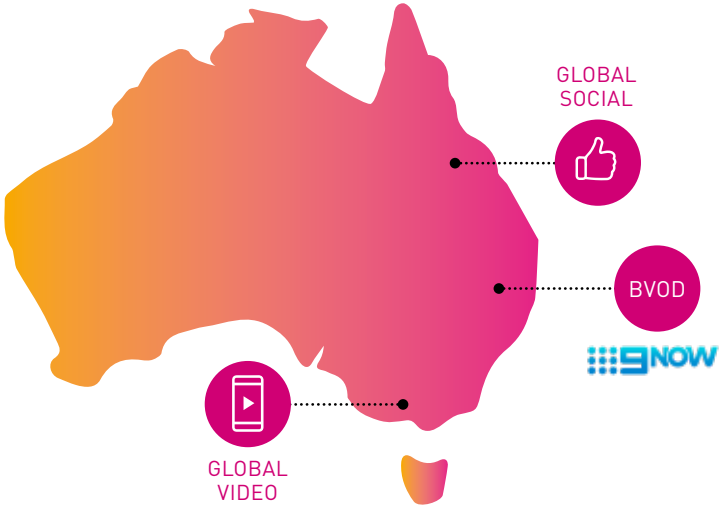
"BVOD has become part of our always on strategy because it has been able to demonstrate brand metrics and revenue. It has proven to us to be successful and will be part of our strategy going forward."

Chris Rivett
HotelsCombined Head of Marketing

THE CAMPAIGNS

WHAT THEY DID

Across three markets, HotelsCombined geo-fenced audiences and bought media for a single publisher in a single metro market to see what the impact would be against hard and soft metrics.



THE FINDINGS

CAMPAIGN VS PRE-CAMPAIGN

REVENUE GROWTH		BOOKINGS GROWTH	
	+ 40.7%		+ 28.5%
GLOBAL SOCIAL	- 43.9%	GLOBAL SOCIAL	- 25%
GLOBAL VIDEO	- 8.4%	GLOBAL VIDEO	- 36.4%

Not all video is created equal

TV’s video offering simply cannot be matched; attracting mass audiences because TV content is produced by experienced local experts who have spent years honing their ability to anticipate what Australians want to watch.



TV KEEPS CHANGING THE GAME

If you believe that families don’t set their schedules around a TV show like they used to, we have three words for you: Australian Ninja Warrior. The biggest show to launch on Australian TV screens since 2012, Ninja was a viewing phenomenon for Australian families. They gathered to watch it live on Nine, with ‘The Final Stages’ attracting 3.11 million viewers. Season one of Ninja was the number one show on the Nielsen Social Content Ratings for eight of its nine episodes with more than 700,000 minutes of Ninja short-form video and 17 million long-form minutes consumed across 9Now and Nine’s other digital properties.



TV CREATES SOCIAL CONVERSATIONS

TV understands the viewing needs of younger viewers, that is why TV creates and curates hit shows that millennials watch in droves. More than 1.9 million millennials were reached by the last season of The Bachelor Australia, and 1.7 million millennials watched the love-gushing moment in The Bachelor in Paradise finale when Sam got down on one knee and proposed to Tara. Aw. And they went crazy about it on social media. In fact, one in every three viewers of the series was in the 18 to 34 age bracket, which is arguably bigger than Trump’s inauguration crowd. And because they can, they watched it whenever and wherever they wanted: 160 million minutes of The Bachelor Australia content was streamed online. That’s a whole lot of Bachie.



TV EXPORTS THE AUSSIE DREAM

Iconic Aussie shows are synonymous with our enviable Australian lifestyle for audiences and fans across the planet. Home and Away, now into its 30th season on Seven, is syndicated in more than 60 countries. A conga-line of Hollywood stars earned their spurs on the show, including Chris Hemsworth, Isla Fisher, Guy Pearce, Naomi Watts and the late, great Heath Ledger; well “stone the flamin’ crows” as Alf would say. Such star power has helped win the show more than 1.5 million Facebook likes and over 320,000 Instagram followers globally.



TV INVESTS IN GREAT AUSTRALIAN CONTENT

TV really knows how to bring back a classic. Picnic at Hanging Rock was the number one non-sport program for Foxtel on launch night in May 2018. The reimagining of Joan Lindsay’s timeless and iconic 1967 novel garnered global attention with Amazon Prime Video striking the largest US commercial deal ever for an Australian TV series, one of many other global partners premiering the show in 2018.



LIVE SPORT HITS IT OUT OF THE PARK

We reckon that watching sport on TV could actually be Australia’s national sport: last season 84% of Aussies watched summer sport on TV and 87% watched winter sport in capital cities alone. And because sport is highly emotional, with triumphs, losses, shocks, dramas and tears, viewers are emotionally engaged. High engagement means they pay more attention – which results in a stronger sales impact. Brands get valuable in-broadcast exposure and, as a result, stronger brand recall, positive brand association and a brand halo effect that transforms the viewer from mere audience member to brand advocate – TV hits it out of the park. So, oi! oi! oi! eh?

ADVERTISING IS KNITTED INTO THE FABRIC OF TV STORYTELLING

TV programmes are purpose built for advertising; as brand safe, contextual spaces with a natural cadence and spacing to deliver great advertising to viewers at the right moment. As TV broadcasters enter online environments they bring this rigour with them. In the future, data will provide even more precise targeting on top of the content that’s built to celebrate ads in all their glory and, because it’s TV, it will be made available to advertisers with the same safe, monitored and managed care that TV broadcasters are known for.

Who wants to spend the same but sell more?

The true measure of marketing success is the revenue generated from marketing investment. Eking a few extra revenue dollars from your media budget can be the difference between hero and zero.

Most campaigns use a mix of media channels and, according to Richard Basil-Jones, Managing Director of independent marketing and media consultancy Ebiquity Asia-Pacific, the one media channel that stands out when it comes to ROI is TV: “There have been various studies done around the world on ROI by media channel, and what is clear is that TV is at the top”.

Ebiquity’s econometric study Payback Australia 2017 proved this point. Using three years of raw sales and campaign data from 21 brands with a collective spend of more than \$500 million the study showed TV is almost twice as efficient as the next media channel when indexed across four of the economy’s biggest sectors: fast moving consumer goods (FMCG), automotive, finance and ecommerce.

When these results were published many marketers asked Ebiquity how they could alter their media channel mix to improve return. So Ebiquity re-did the sums and the results are pretty interesting.

If every advertiser in the four categories applied Ebiquity’s recommended changes, they would collectively gain \$1.1 billion in revenue. That’s a 20% revenue improvement for those sectors without spending a single cent more on advertising.

And who wouldn’t like their existing media spend to generate even greater sales return?

“Driving growth in the FMCG sector is hard work. It’s timely to see that TV still provides a great opportunity for growth”.

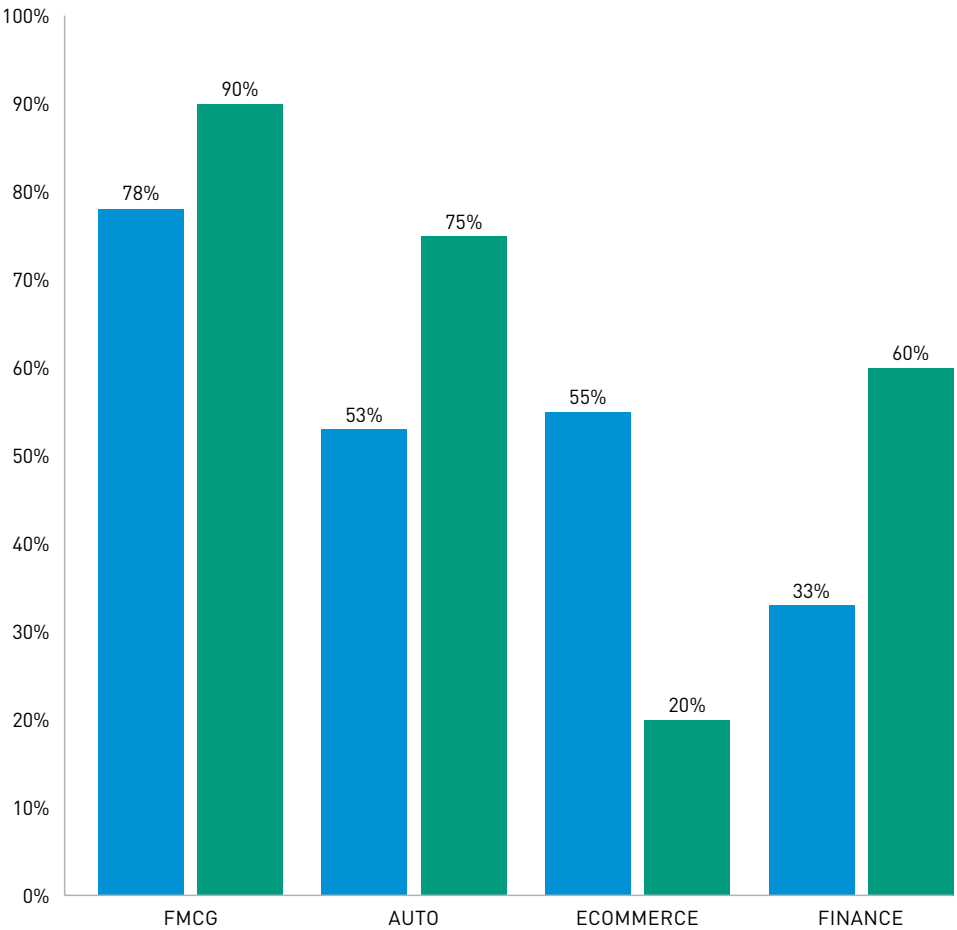
Karen Sterling-Levis
Head of Marketing Baking for Goodman Fielder



01 MasterChef Australia, Network Ten.

RECOMMENDED SHARE OF MEDIA BUDGET

CURRENT RECOMMENDED



Source: Maximising Payback, ThinkTV, 2018.



TOTAL MARKET
SALES IMPROVEMENT

\$1.1bn
SALES REVENUE GAIN

Ebiquity found that if every advertiser in the four categories in the Australian market applied Ebiquity’s recommended changes, they would collectively gain \$1.1 billion in sales revenue.

20%
IMPROVEMENT

That’s a 20% improvement for those sectors without spending a single cent more on advertising.

TV advertising sharpens short-term sales

You have been slaving over a hot agency for weeks and the minute you serve up your latest campaign the CEO wants to know if it’s working. Well, is it?



Let’s reacquaint ourselves with the ‘Godfathers of Effectiveness’ – Peter Field and Les Binet. In ‘Advertising Effectiveness: The Long and the Short of it’, Binet and Field showed that advertising works in two ways: in the short term to activate sales amongst those already in the market and also in the long term, by creating memories that drive customers to choose one brand over another at a later time.

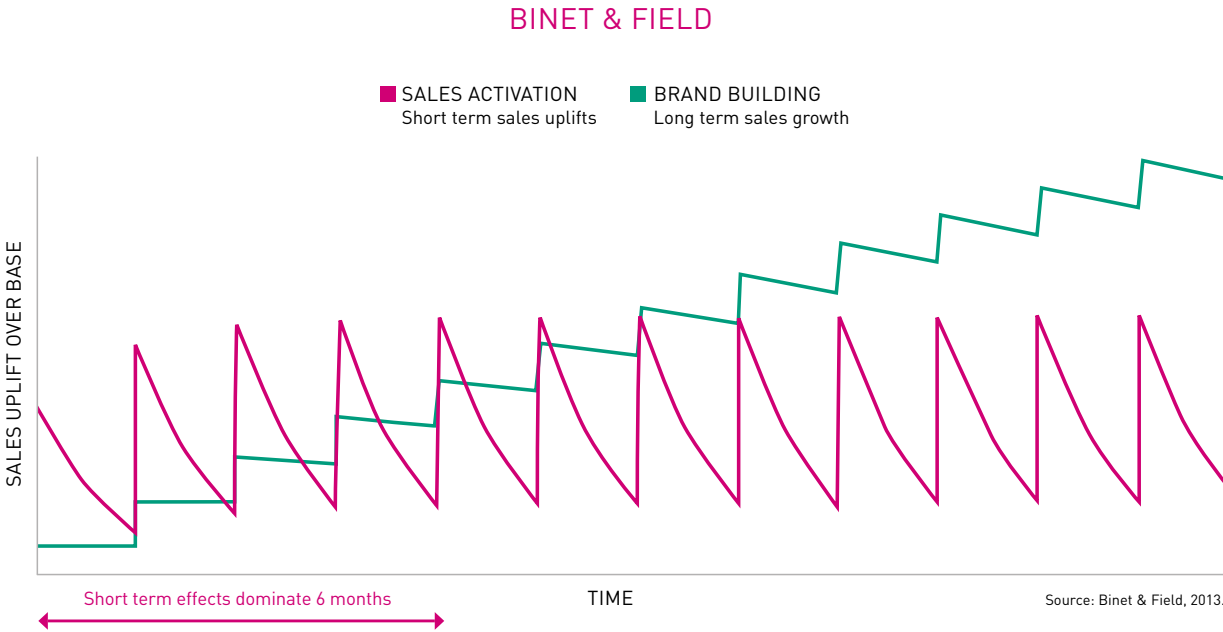
01 Survivor Australia, Network Ten.
02 The Voice, Nine.



We know which video media platform does the most to drive an immediate purchase thanks to the work of independent marketing scientist Professor Karen Nelson-Field from the Centre for Amplified Intelligence. The Professor and her team worked with ThinkTV on The Benchmark Series, which showed visibility and attention drive sales irrespective of video platform. The Professor also showed that TV advertising, whether viewed on a TV set, computer or mobile, has the greatest visibility and generates the greatest sales impact when compared to video advertising on YouTube and Facebook.

In fact, the Benchmark Series showed that the immediate sales impact of TV, averaged across all of its screens, was two times greater than the average sales impact of Facebook and YouTube.

But how do these platforms perform when testing brand memory retention over a longer period? Curious? We were too. So we asked Professor Nelson-Field to test exactly that: the sales impact of ads shown on the three biggest video platforms on different devices over a longer period. And if you can hold that thought for just a moment, over the page you’ll see what she found.



BENCHMARK SERIES TRANCHE 1 RECAP

	TV ON TV	FACEBOOK ON PC	YOUTUBE ON PC
AVERAGE SCREEN COVERAGE	100%	14%	32%
AVERAGE PIXEL LOAD	100%	51%	66%
OVERALL ATTENTION	58%	20%	45%
SALES IMPACT (STAS)	144	118	116

Source: The Benchmark Series, Viewability, ThinkTV, 2017.

TV advertising can time travel (and take your brand along for the trip)

Not only does TV advertising generate a greater sales impact in the short term, it also sustains that sales effect by remaining in consumers’ memories for longer.



Some platforms work better than others when it comes to delivering that other crucial element of media effectiveness, the ability to keep working over time.

Longer term advertising impacts happen because advertising stays in the mind of a person who may not be in the market to purchase the product when they first see the ad. The memory of the ad can be triggered by a song or visual, but it slowly fades over time.

In a world first, Professor Nelson-Field found that ads watched in a TV content feed, viewed on any screen, not only generated a greater immediate sales impact than ads watched on YouTube or Facebook, but they also continued to generate a greater sales impact long after Facebook and YouTube advertising memories had completely faded.



TV advertising is so powerful, in fact, that the residual impact from an ad’s exposure in a TV content feed on mobile after 28 days is still at around the same level that online platforms deliver at their peak, immediately after the exposure.

The Professor found that following one execution, TV will continue to have a residual sales impact for 109 days, compared with YouTube at eight days and Facebook at six days. Clearly there is no better value for brand-building dollars than on TV on any screen; even when compared to YouTube and Facebook on mobile.

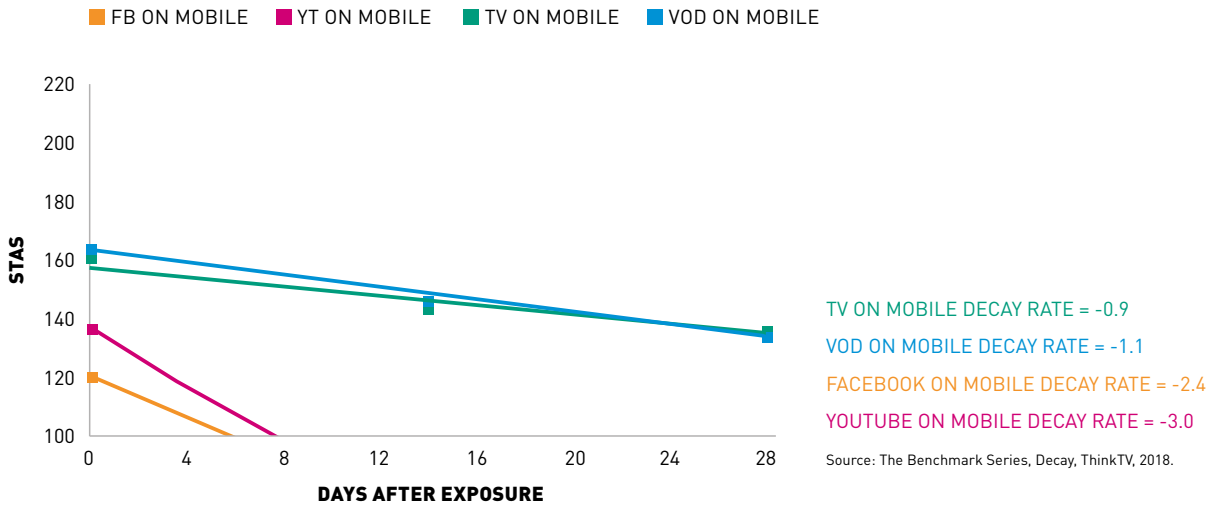
The reason for TV’s superior sales impact in the short and longer term? Viewability. The first tranche of Benchmark showed that screen coverage and pixels are the

dominant factors in generating attention and cut-through. TV commercials play full screen, are 100% viewable and do not suffer from playing ‘below the fold’ or scrolling. So TV wins in two ways. Its sales impact is the highest immediately following exposure and its decay rate is slower than competitors.

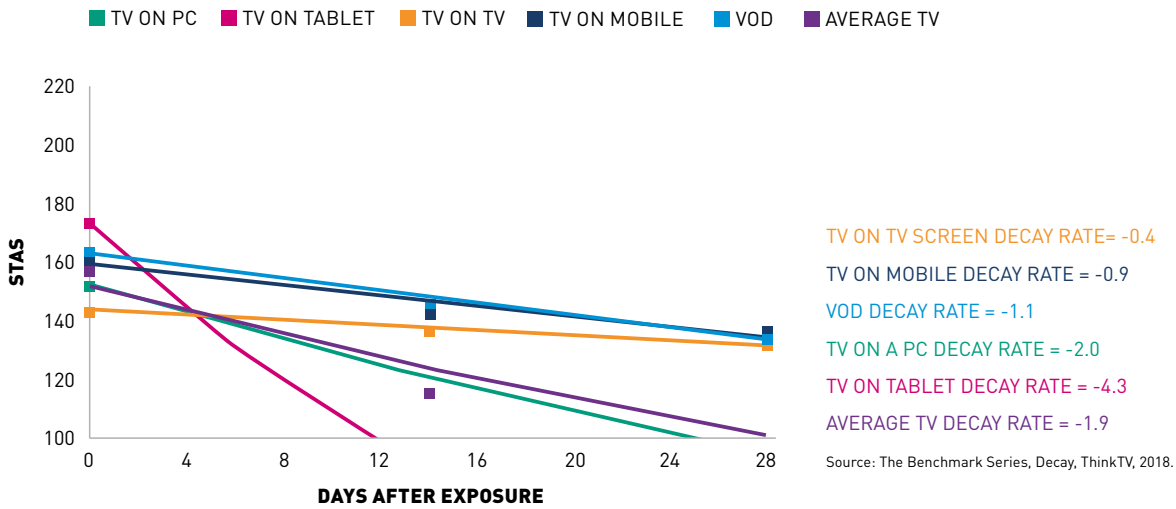
The Professor’s crib sheet? TV is not only the best video media platform for short-term sales impact, TV is also the best for long-term effects, because TV advertising is remembered for longer. Continuing to invest in TV advertising is the best fuel for long-term revenue growth.

01 The Good Doctor, Seven Network.
02 Sunday Night with Matty Johns, Fox League.

DECAY BY PLATFORM



DECAY BY SCREEN



The future of TV is closer than you think

With more than six devices per home, TV viewing habits are changing and so are the needs of advertisers and their agencies.

TV is everywhere and has unmatched reach and scale, reaching 23 million Australians every month. But the way Australians view TV is changing; the average Aussie household has more than six screens and grown-up kids are living at home longer than ever before. Anyone with offspring still living at home knows they're watching TV – just not with the 'rentals. So, while most Australians still love to watch the big telly from the comfy seat in the living room, there are now a multitude of other ways for us all to consume broadcast-quality content on any device, at any time.

With TV viewing fragmenting across devices, advertisers and agencies want to plan reach and frequency across all screens to manage campaigns across total video. The long-awaited dream (of knowing the true incremental reach of adding a

screen for campaigns targeting specific consumers using buying behaviours) is closer that you think.

ThinkTV is delighted to support a game-changing innovation from OzTAM and Nielsen that will bring the best of both worlds by combining the behavioural targeting capabilities of advanced advertising solutions with the unrivalled scale of TV.

Progressively rolling out from early 2019, the new 'Total TV' database, Virtual Australia (VOZ), will bring together audience estimates of Australians' broadcast TV viewing on TV sets (OzTAM TV ratings) and streamed TV viewing via connected devices (OzTAM's VPM service). VOZ will allow agencies and advertisers to create media plans for TV inventory on all screens for the metropolitan commercial

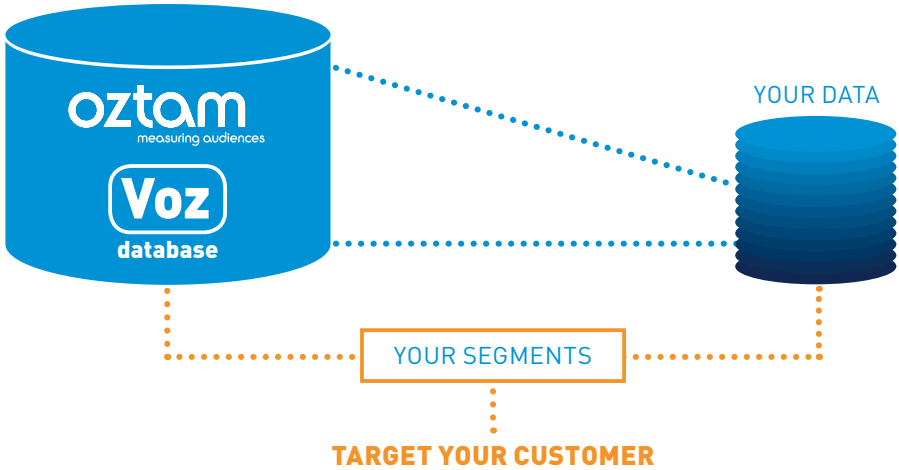
free-to-air and Foxtel channels, and to manage de-duplicated audience reach and frequency goals in their Total TV campaigns.

VOZ will build on the industry's ongoing innovation: broadcasters will be able to integrate their own data with VOZ's independent, objective, cross-screen viewing estimates to enable advanced audience targeting based on viewer behaviours, interests and needs, in addition to fundamental age and gender demographics.

VOZ will also be continually enriched with the integration of select third-party assets that deepen the behavioural profile of the dataset – enabling advertisers to target specific behavioural segments. The future of TV has arrived.



ABILITY TO INCORPORATE FIRST, SECOND AND THIRD-PARTY DATASETS



Talk to us



Thanks for your time. Hopefully you are chock-full of business brain food and filled with an overwhelming urge to discover more about how TV can grow your brands. If any of the facts in this booklet have pricked up your ears, or left you scratching your temples, you can call us on 02 8016 9360, email us on contact@thinktv.com.au, or visit our website at thinktv.com.au

The ThinkTV website is a goldmine of handy resources and charts to pinch at your convenience for that pressing presentation. It also has heaps more on the science behind the Benchmark Series and Payback Australia studies.

- 01 House Rules, Seven Network.
- 02 Travel Guides, Nine.
- 03 Have You Been Paying Attention?, Network Ten.
- 04 Speed Is The New Black, Discovery Turbo.



THANKS AND ACKNOWLEDGEMENTS
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