



TV influences downloads of COVIDSafe app, Facebook and YouTube “untrustworthy”

TV is the most influential channel for encouraging downloads of the COVIDSafe app with Australians labelling Facebook and YouTube “untrustworthy” in providing vital information during CV-19 according to new study.

TV has once again demonstrated its power to influence behaviour change with more than half the population citing the platform as playing a positive role in the decision to download the government’s COVIDSafe app.

Using a nationally representative sample of 1,000 people aged 18+, the survey was conducted by Ipsos between May 8-10. The findings of the research include almost universal awareness of the app with 95% of those surveyed cognisant of COVIDSafe.

Of those aware, 42% had already downloaded the app with a further 12% intending to do so. Twenty-six per cent have no intention of downloading the app while 20% were undecided. Men were more likely to download the app or have the intention to do so, while those living in capital cities were more likely than regional or rural survey participants.

When it comes to influencing the decision of whether or not to download, TV had the biggest sway with 53% of those surveyed citing the platform as the most influential. News media was the next most influential platform (11%) followed by radio (8%).

ThinkTV CEO Kim Portrate said: “This research proves that if you want to raise awareness or influence behaviour, TV is the superior choice. Advertising placed in TV across all platforms can and does change consumer behaviour and that is a fact.”

Additionally, when asked to identify the *least* trustworthy channels for COVID-related intel, Facebook and YouTube dwarfed all other channels. Of those surveyed, 50% identified Facebook as untrustworthy, 49% did the same for YouTube.

Portrate added: “Not all platforms are created equal and when it comes to providing crucial information related to their health and safety, Australians know where to turn. With professionally produced and curated news and entertainment content, television continues to be held in high regard. This is tremendously important for businesses looking to align their brands with media channels that drive consumer action now and well beyond CV-19.”

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About ThinkTV

ThinkTV works with the marketing community to lead a collective effort that demonstrates how advertising in broadcast-quality content environments provides the greatest return on investment. Our curiosity for all things TV is boundless – whether it's understanding how audiences engage with TV, investigating the impact TV has on business results or simply celebrating the creativity of TV advertising – we're always ready to chat about TV in all its forms and devices.

We champion the power of TV advertising through research, education & industry development through:

Partnering with leading academics

ThinkTV partners with leading academics to conduct state of the art research to produce unbiased, independent studies that set new benchmarks in measuring the real impact of today's advertising.

Providing marketers with real facts and figures

ThinkTV provides marketers, media agencies and networks with figures (not fiction) and facts (not opinions) to help them decide where best to allocate budgets.

Making TV easy to understand for everyone

To make TV advertising easier to understand, trade and evaluate, ThinkTV works with the industry to pioneer new ways of ensuring there is proper measurement, transparency and technology available for advertisers, agencies and networks.

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