

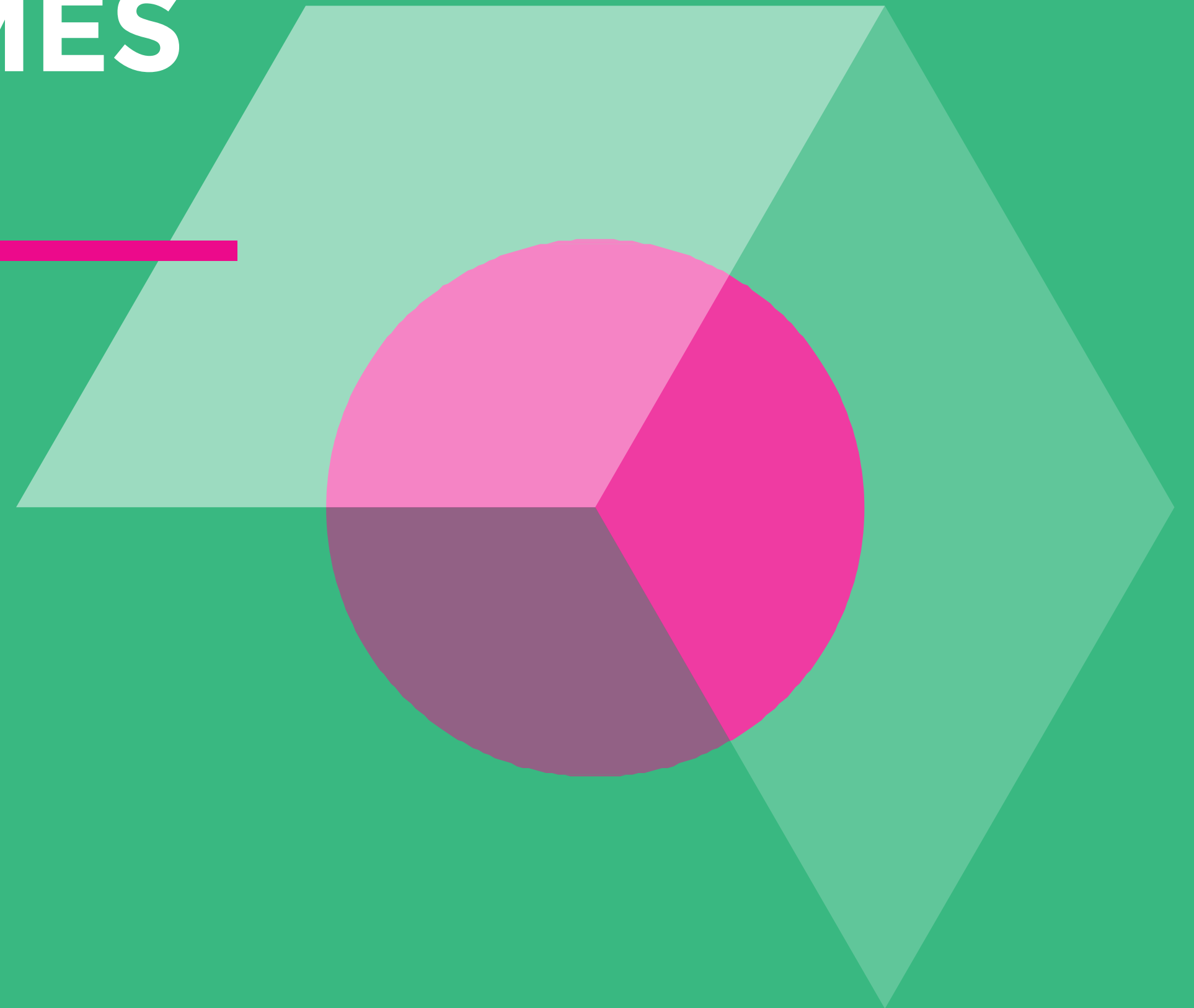
BE TV CERTAIN.

IN UNCERTAIN TIMES BE TV CERTAIN

To say that 2020 has been a challenging year so far would be an understatement. Bushfires, a pandemic, and then a recession has created a lot of uncertainty. As marketers, all we can do is use the information we have to make the best possible choices for our brands.

Marketing budgets are under pressure and the battle for market share will be more important than ever. Every dollar of marketing investment should be working as hard as you are.

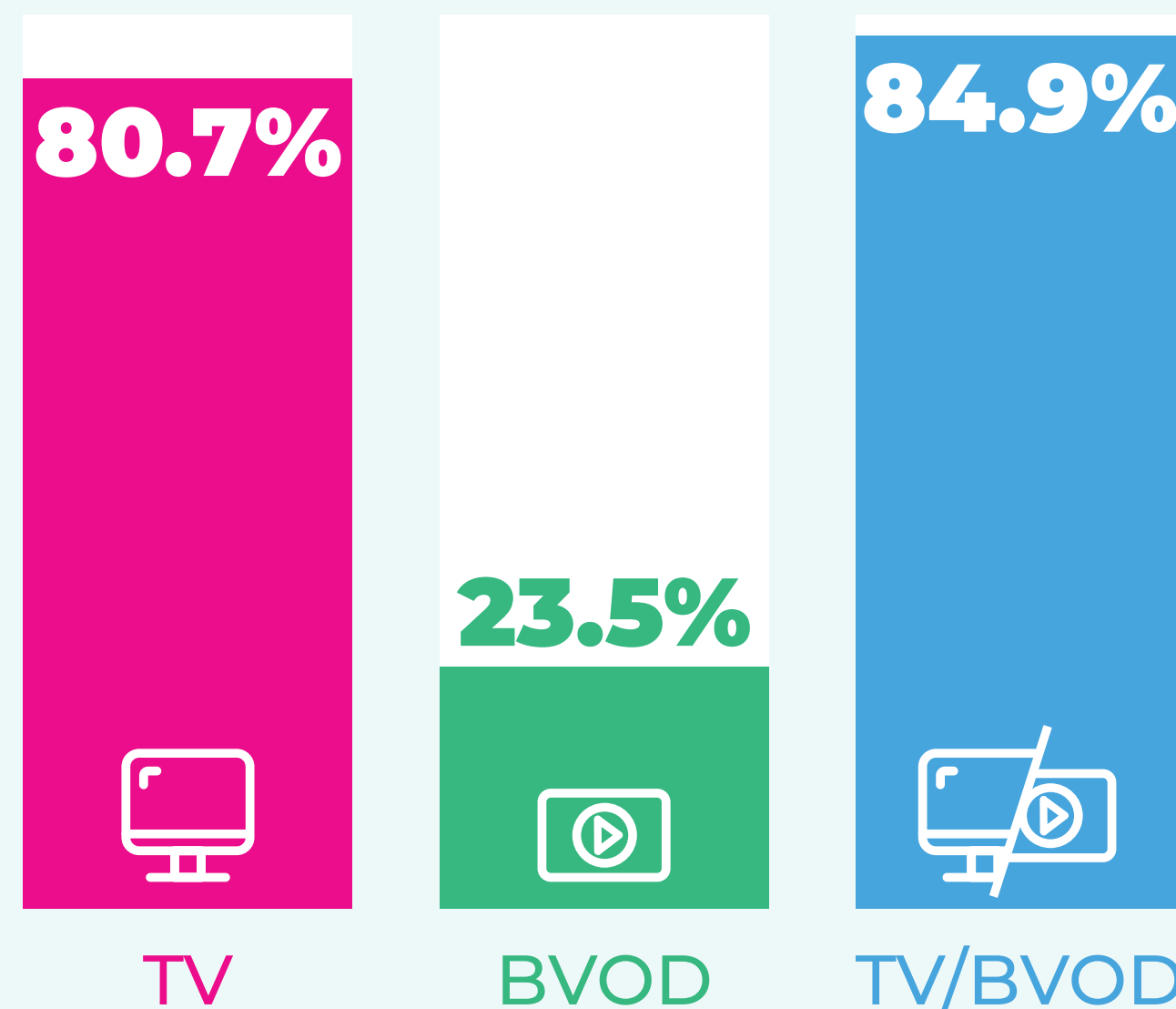
When you invest in TV you know exactly what you will get - mass reach, attention, memorability and sales. So, if you want to be certain in your media investment decisions - be TV certain.



TV'S REACH IS COMPLETELY UNMATCHED

Every week 85% of Australians watch TV, amounting to a massive 21 million Australians each month.

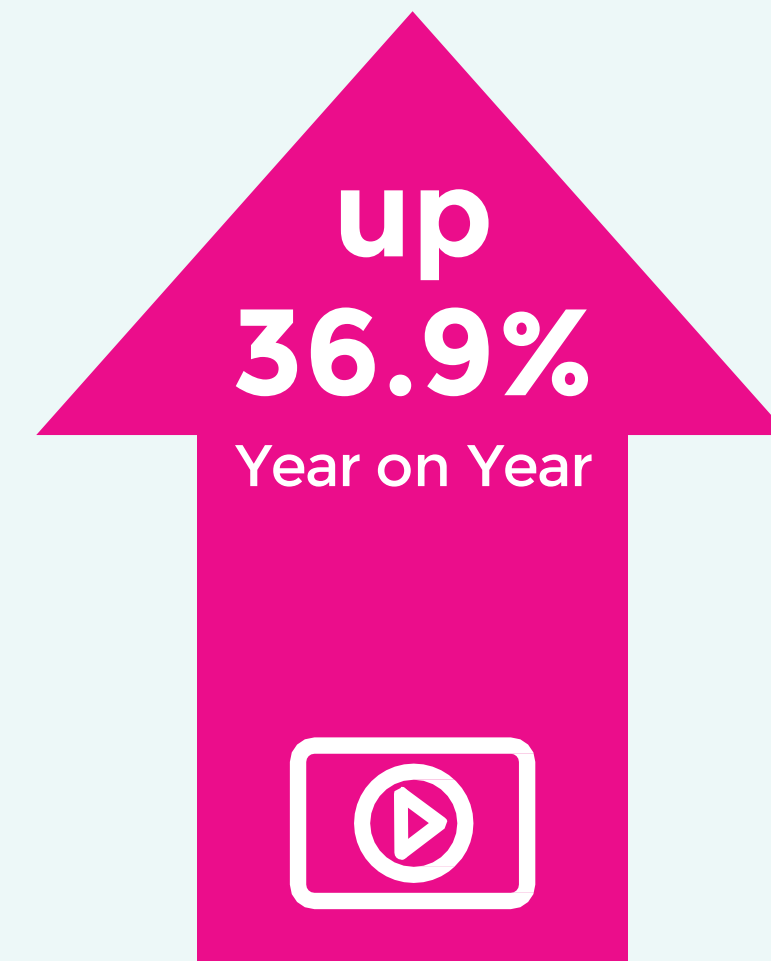
Percentage of Australians watching TV each week



Source: VOZ 1.3 Database, Average weekly reach of Total TV by exclusive groups. Average based on 4 weeks in October 2019. Numbers have been rounded.

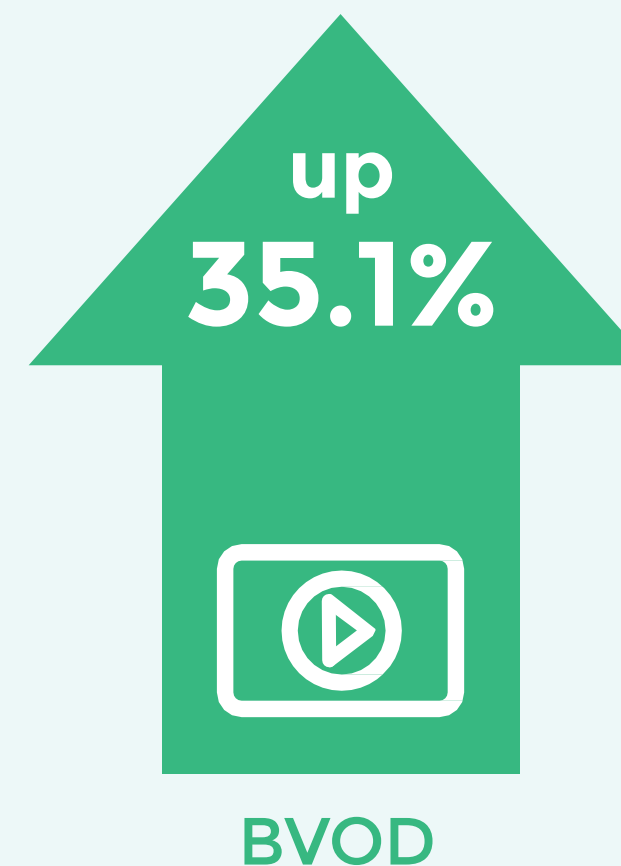
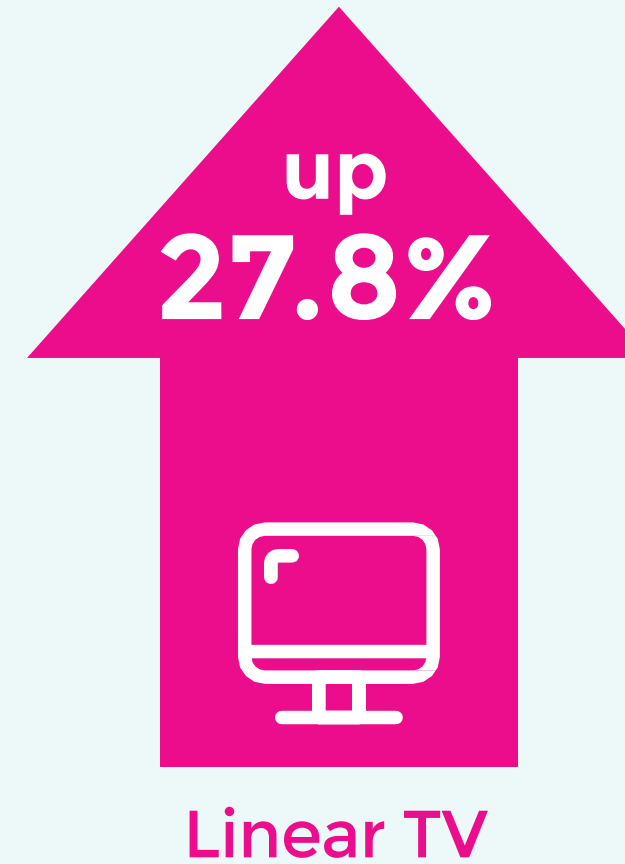
BVOD IS BOOMING

BVOD viewing hours have grown rapidly across all demographics.



AUSTRALIANS TURN TO TV IN A CRISIS

Australians trust the journalistic credentials of TV, and are more receptive to products advertised on TV as a result.



Source: OzTAM Metro Overnights 5CM, Total TV 02h-02h00 % growth wk14 vs wk8-11; OzTam VPM Live & VOD FTA+Foxtel Minutes % growth wk14 vs wk8-11.

TV IS A BRAND SAFE ENVIRONMENT

Unlike ads on Facebook and Youtube, ads on TV are full screen, so your brand is safe from appearing near negative content. Consumers are 2.8X less willing to associate with brands that do.

BRANDS NEAR
NEGATIVE CONTENT

2.8X

LESS DESIRABLE

ADVERTISING COMMANDS MORE ATTENTION WHEN SHOWN ON TV

An ad commands greater attention when viewed on TV than it does when viewed on Facebook or YouTube.

Active attention paid to advertising

58%

TV

31%

YouTube

4%

Facebook

ADVERTISING ON TV HOLDS ATTENTION FOR LONGER

Viewers pay attention to the entire ad on TV.

Average attention over time



TV ADS ARE REMEMBERED 9x LONGER

Advertising works when it lasts in memory until the consumer is next at the point of sale.

Length of sales impact



TV + BVOD = THE ULTIMATE COMBINATION FOR SALES

TV advertising has a much greater sales impact when combined with BVOD than it does when combined with Facebook or YouTube.



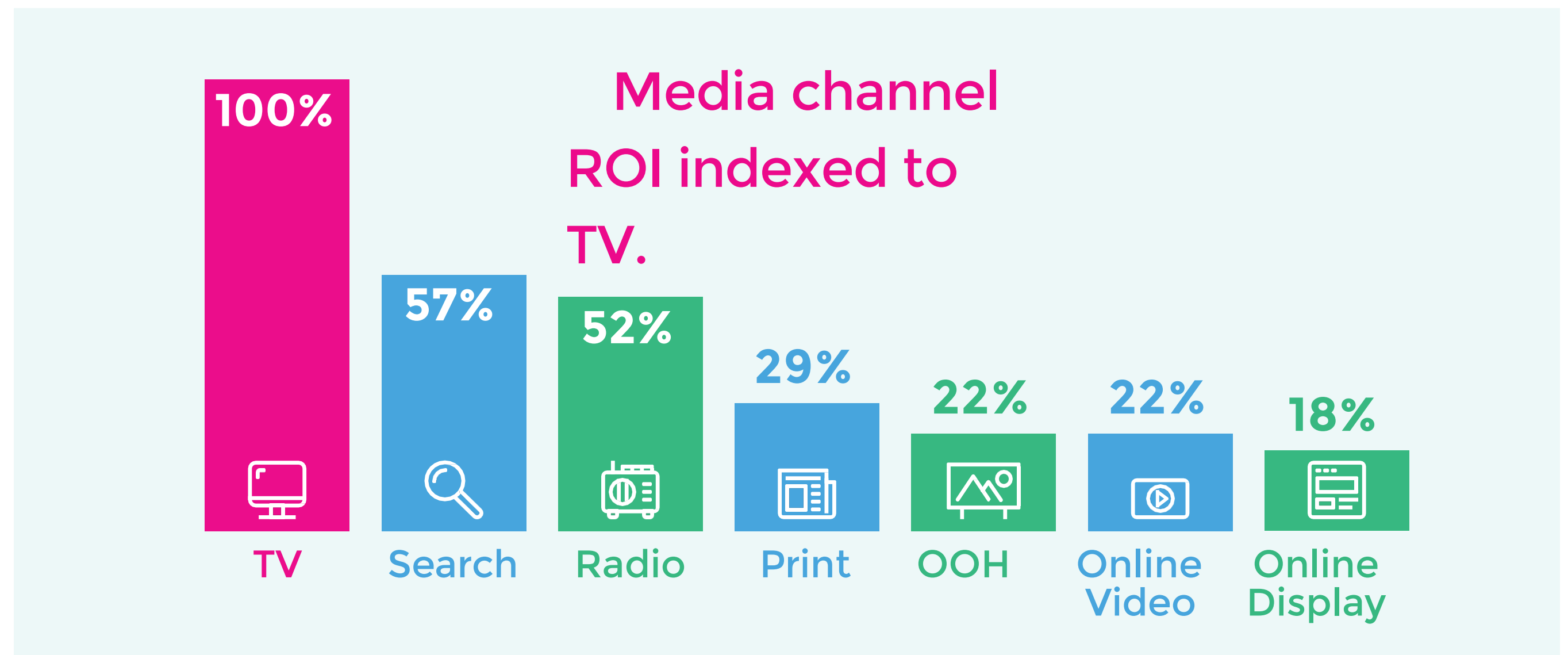
than TV plus Facebook



than TV plus YouTube

TV IS THE KING OF ROI

Dollar for dollar
TV is almost twice
as effective as the
next closest media
channel.



7 STEPS TO CERTAINTY

1. TV reaches 85% of the population each week.
2. BVOD consumption is booming.
3. Australians trust TV, which haloes onto advertising.
4. Ads shown on TV receive greater attention which is maintained for longer.
5. Ads shown on TV are remembered for 9X longer.
6. TV + BVOD has 2.4X the sales impact of TV combined with YouTube.
7. TV is the King of ROI.

TAKE THE STEP

History has taught us that the businesses that keep advertising and connecting with their customers during a downturn will be the ones that thrive.

TV's mass reach, memorability and ability to drive sales make it one investment you can feel certain of during these uncertain times.

