

**IS YOUR MEDIA  
INVESTMENT  
WORKING AS HARD  
AS YOU ARE?**

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As we approach EOFY, you need to be certain in your media investment decisions.

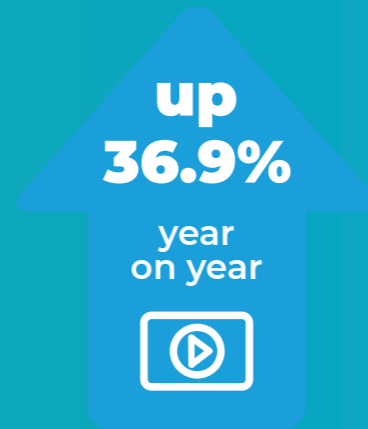
With TV, you know exactly what you are going to get for your marketing dollars - mass reach, attention, memorability, and more sales.

### 1 UNBEATABLE REACH



of Australians watch broadcast TV each week

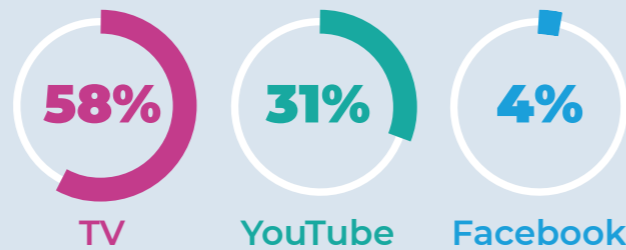
### 2 BVOD CONSUMPTION IS BOOMING



### 3 TV COMMANDS ATTENTION



Active attention paid to advertising



### 4 YOUR BRAND REMEMBERED



Length of sales impact



### 5 A BIGGER SALES IMPACT

For a media investment that works as hard as you do...

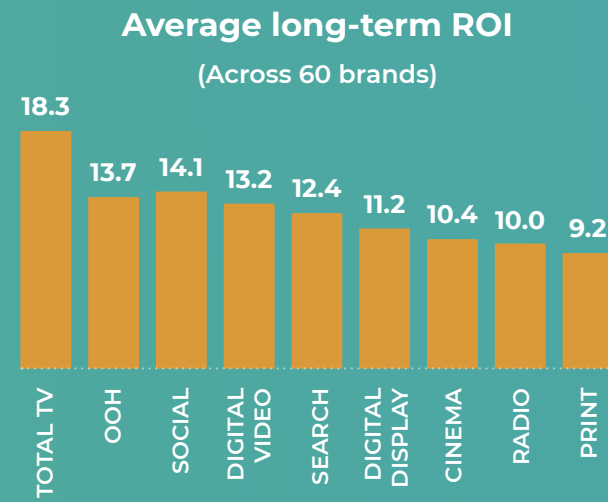
**BE TV CERTAIN.**

## INTRODUCING A BRAND-NEW EDITION OF THE PAYBACK SERIES

Commissioned by ThinkTV, the study uses econometrics to demonstrate how broad reach, high levels of attention, and time spent viewing ensure that **Total TV is the ultimate tool for marketers who want to drive sales right now and in the long term.**

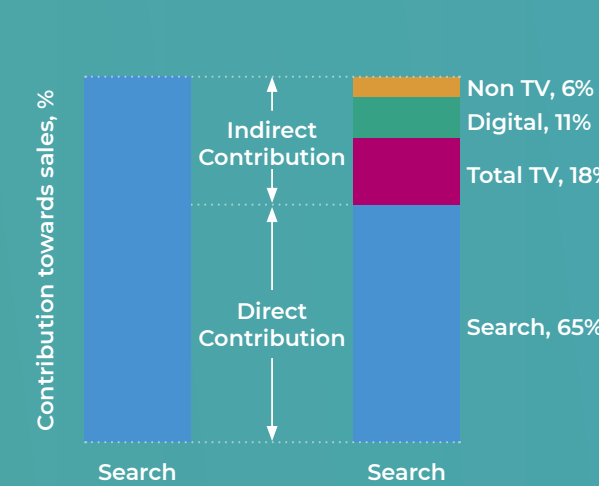
**Invest \$1 and get \$18.30 back. That's \$4.20 more than the next best channel**

The average ROI for TV is far greater than any other platform - with the next highest return \$14.10 for social, followed by OOH at \$13.70, digital video at \$13.20 and search at \$12.40.



### SEM impact decomposition

Direct and indirect contribution



**TV is the number 1 driver of search**

Which other media channel is best at prompting consumers to search?

The research asserts that TV is fundamental to the sales demand derived from search with TV contributing 18% towards the sales impact. In comparison, digital channels contributed 11% and other non-TV channels contributed just 6% in the short-term.

**TV is best at making other channels more effective**

In multi-channel campaigns where search, social, non-TV\*, display and video were combined with each other, and also with TV, TV increased the effectiveness of search by 7.13%, social by 6.02%, and video by 4.67%.

### Cross-channel synergy effect

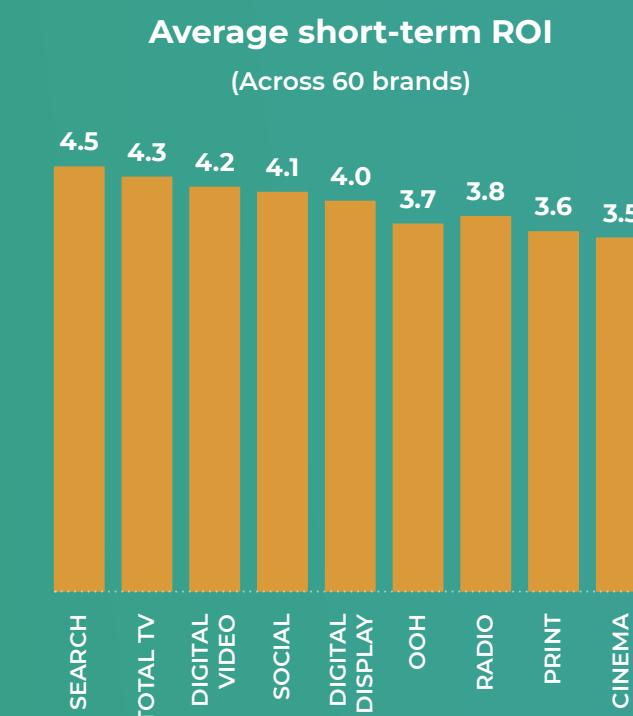
	TOTAL TV	SEARCH	SOCIAL	NON-TV*	DISPLAY	VIDEO
TOTAL TV		7.13%	6.02%	5.31%	5.28%	4.67%
SEARCH	7.13%		1.46%	1.30%	1.29%	0.98%
SOCIAL	6.02%	1.46%		1.01%	1.15%	0.99%
NON-TV*	5.31%	1.30%	1.01%		0.82%	0.59%
DISPLAY	5.28%	1.29%	1.15%	0.82%		0.73%
VIDEO	4.67%	0.98%	0.99%	0.59%	0.73%	

\*Non-TV is made of OOH, cinema, radio and print.

## TOTAL TV HAS THE ABILITY TO GENERATE BUSINESS DEMAND IN THE SHORT AND LONG-TERM, DELIVERING A QUICKER, STRONGER, AND MORE SUSTAINED IMPACT THAN OTHER MEDIA.

### METHODOLOGY

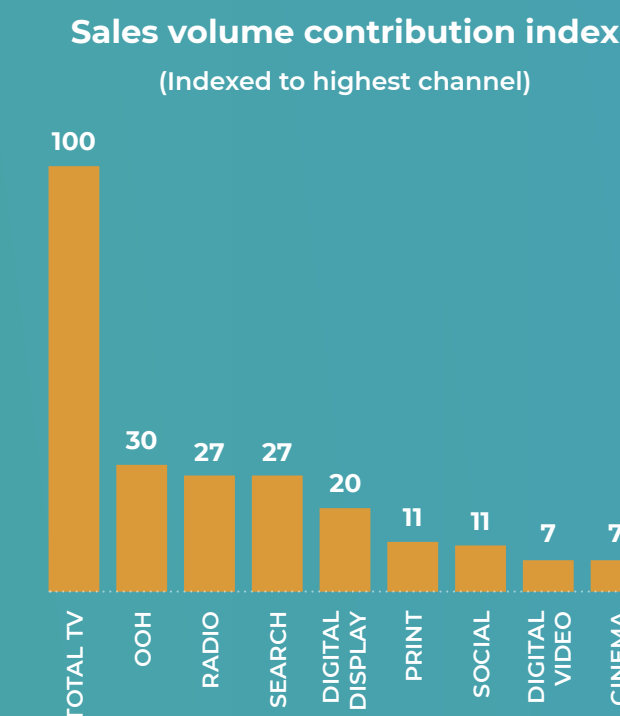
The study included 60 Australian brands, nine media channels and 850+ ROI observations across multiple years, to deliver a comprehensive comparison of performance of media platforms in both the short and long-term.



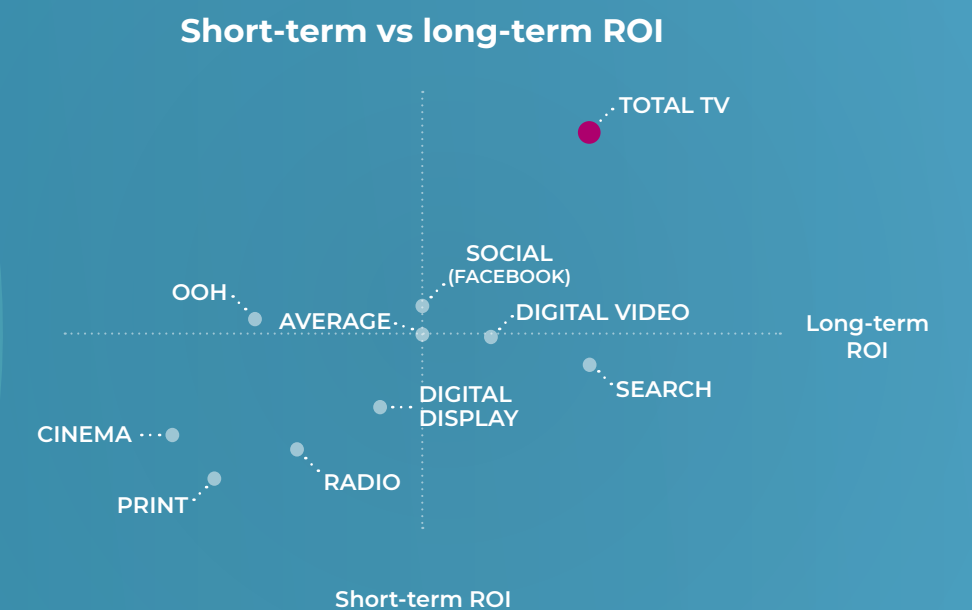
**Invest \$1 and get \$4.30 back in three months**

TV is, time and time again, demonstrating its ability to deliver significant growth over shorter time frames.

**TV drives 3x greater sales volume than any other media**



**Total TV is in its own (good) place** with strong short- and long-term ROI



● TV reaches 85% of the population each week.

● BVOD consumption is booming.

● Australians trust TV, which halos onto TV advertising.

● Ads shown on TV receive greater attention, which is maintained for longer.

● Ads shown on TV are remembered for 9x longer.

● TV + BVOD has 2.4x the sales impact of TV combined with YouTube.

● TV is the king of ROI.

**BE TV CERTAIN.**



[thinktv.com.au](http://thinktv.com.au)