

## TV is still the one!



From reports of dwindling viewership and ad avoidance to increased competition from the Internet, much has been written about television's apparent demise. However, two recent surveys speak to television's ongoing strengths as an advertising medium, even among younger demographics who are often purported to be disappearing.

When personal video recorders (PVRs) were first introduced, many said that this technology would lead to television ad avoidance (and ultimately ineffectiveness) among the majority of Canadians. Years later, only 20% of households in Canada own a PVR. Furthermore, television continues to be upheld as the most influential, persuasive, effective and powerful advertising medium, outperforming radio, Internet, print and out-of-home, according to Television Bureau of Canada's (TVB) Attitudes Survey conducted by BBM Analytics in May 2010.

According to this telephone survey, which polled 1,001 people, 59.6% of adults 18+ said that television advertising was the most influential, well ahead of newspapers (13.1%), Internet (11.9%), radio (5.7%), magazines (3.8%) and out-of-home (0.8%). Television was also found to be the most persuasive form of advertising (59.8%), outdistancing newspaper (13.1%), Internet (7.4%), radio (7.0%), magazines (5.5%) and out-of-home (1.8%).

With regards to efficacy, television was reported to be the most effective advertising medium (56.2%), followed at a distance by newspaper (13.5%), Internet (13%), radio (7.4%), magazines (3.2%) and out-of-home (2.1%). Similar responses were recorded for advertising power and authority.

And while it is often reported that people aren't watching TV anymore, the

survey revealed that among adults 18+, television had the highest reach of all media (85.7%), and people spent the most time with it, 23.9 hours per capita weekly, compared to 18.3 hours for radio, 15.9 hours for Internet, 2.5 hours for newspaper and 0.8 hours for magazine.

Television was also cited by respondents as their "main source" for news, local weather, traffic and sports.

The results of this survey corroborate TVB's new Ad Receptivity Survey conducted by BBM Analytics in June 2010, which found that people are most receptive and attentive to television advertising and they notice it more. This is even true for the 18-34 demographic—often cited as elusive television viewers.

According to the telephone survey, 46.9% of adults 18-34 said they are most receptive to advertising messages on television, well ahead of out-of-home (14%), Internet (10.4%), radio (8.2%), newspaper (8.2%) and magazine (4.9%).

For adults 18-49, television (45.0%) was also cited as the medium that they were the most receptive to for advertising messages. Radio and out-of-home rounded out the top three, far behind with 12.7% and 11.2%, respectively.

The survey further found that adults 18-34 paid the most attention to advertising on television (46.9%), outperforming out-of-home (17.5%), newspaper (9.1%), Internet (8.5%), radio (7.5%)

and magazine (5.1%). Adults 18-49 also said that they paid the most attention to advertising messages on television (43.5%), well ahead of out-of-home (13.4%) and newspaper (11.6%).

In terms of where people are most likely to notice ads, 45% of adults 18-34 cited television, much higher than Internet (29.2%), radio (9.1%), newspaper (6.4%), out-of-home (3.8%) and magazine (3.2%). For adults 18-49, television ranked highest with 52%, followed by Internet well behind with 22.5% and radio with 11.6%.

Survey participants also named TV commercials as their favourite form of advertising.

So despite the emergence of new technology and competing media options, television remains the most effective advertising medium across all demographics. Television not only has the ability to influence and persuade, but Canadians are also more attentive and receptive to this medium.

And with its ability to deliver high reach and usage, marketers should consider television as the best foundation upon which to build their communication and business growth plans.

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