



TELEVISION BUREAU OF CANADA
BUREAU DE LA TÉLÉVISION DU CANADA

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TV Still the Most Influential and Persuasive Advertising Medium

Toronto: June 24, 2010 — Despite claims to the contrary, the medium that best delivers advertising messages to consumers is still television. According to the Television Bureau of Canada's (TVB) 2010 Attitudes Survey conducted by BBM Analytics in May 2010, television is the most influential, persuasive, effective, and powerful advertising medium, outperforming radio, internet, print, and out of home. These results were upheld across all demographics, including the coveted 18-34 year-old group.

According to the 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%). Similar responses were recorded for advertising effectiveness and power. Full results can be found at: <http://www.tvb.ca/pages/RTSA2010.htm>.

"Canadians once again have voted for television as the most effective advertising medium, corroborating the results of previous studies," says Theresa Treutler, president and CEO of the Television Bureau of Canada.

The survey further revealed that amongst 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.

The Television Bureau of Canada (TVB) is the industry association for commercial television broadcasters in Canada. TVB was incorporated in 1962 in Canada and is in the business of providing leading edge research and information about television advertising, as well as video services to its member stations, network and sales rep organizations, agencies and advertisers.

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