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PVR Users Stop to Watch Commercials

Toronto: August 11, 2010 — For the relatively few Canadians who use a PVR to view programs in playback mode and fast forward through commercials, roughly half of them stop to watch TV ads that are of interest to them, according to the Television Bureau of Canada's (TVB) PVR Survey conducted by BBM Analytics in July 2010. The survey, which polled 1,000 people, also found that the vast majority of those who fast forward commercials report awareness of the advertisers in the ads they are skipping.

In Canada, almost all weekly viewing is in real time (as opposed to viewing of previously PVR-recorded programming), allowing for full commercial exposure. According to BBM Canada, adults 18+ watch 29.1 average weekly hours of television (National PPM data averaged over first 47 weeks of 2009/10 broadcast year). Of this total, the average weekly hours of live viewing is 28.2 (96.9% of viewing), while the average weekly hours of playback viewing is just 0.91 (3.1% of viewing).

For the small percentage of people who don't watch their television live, the survey revealed that when fast forwarding during PVR playback, 45.4% of adults 18+ say they stop to watch commercials that are of interest to them. It was even higher for those 35-49 (51.9%), and 35-54 (54.6%). The main reasons for stopping to watch a commercial during playback for adults 18+ was that they found the commercial entertaining (42.9%,) and they were interested in the product (41.3%).

In addition, the survey found that when fast forwarding or skipping through commercials, 66.9% of adults 18+ confirmed that they are aware of the advertisers. This was even higher for the 18-49 (69.8%) and 25-49 (75.7%) demographics. Full results can be found at: <http://www.tvb.ca/pages/tv-pvr.htm> .

"The results of this survey, in conjunction with the facts of low (20%) PVR penetration in Canada and largely real time viewing, confirm the negligible impact of PVR technology on television commercial exposure potential," says Theresa Treutler, president and CEO of the Television Bureau of Canada. "This study also confirms that the art of targeted placement of commercials, and the art of crafting appealing and engaging television creative is more important than ever."

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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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