



TELEVISION BUREAU OF CANADA
BUREAU DE LA TÉLÉVISION DU CANADA

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Television and Online – A Peaceful Alliance

Toronto: September 30, 2010 — While some reports have implied the downfall of TV due to the Internet's growth, the Television Bureau of Canada's (TVB) TV/Internet Survey conducted by BBM Analytics in August 2010 indicates otherwise. The survey, which polled 1,000 people, found that 40-50% of people under the age of 55 use the Internet while simultaneously watching television, and they pay attention to both while doing so. And more than half of those surveyed in this demographic have gone online based on something they saw in a TV commercial. So, the story of TV and the Internet is not one of competition, it's one of synergy.

Internet use is having little effect on time spent with TV. According to BBM RTS Spring 2010, light internet users aged 12+ spend 23.3 hours watching TV a week, while medium and heavy internet users both spend 22.8 hours. Comparatively, people who do not use the internet watch 26 hours of television a week. Rather than taking away from time spent with television, people are using both TV and the Internet at the same time. TVB's TV/Internet Survey found that 37.8% of adults 18+ used TV and the Internet simultaneously, and 69.4% reported paying attention to both. For the 18-34 demographic, the attentiveness level was even higher at 71.3%. Over two-thirds (67.4%) of adults 18+ said they switched back and forth between paying attention to each medium.

The survey also showed that there is a symbiotic relationship between television and the internet as almost half (47.7%) of adults 18+ reported going online to search for information or a website based on something they saw in a television commercial. For the 18-34 demographic, this was even higher at 57.4%. When online, 81.7% of adults 18+ researched the product or service they saw advertised on TV, 25.8% requested information, and 12.4% made a purchase. Full results can be found at: <http://www.tvb.ca/pages/viewingpreferences.htm>.

Furthermore, while people can watch TV programs anywhere these days, from a work or home computer to mobile devices, the survey found that adults 18+ still overwhelmingly prefer watching them in the comfort of their own home on a TV set (93.3%). Just 4.2% said they would want to watch TV programs on their work or home computer, while a mere 1.1% preferred watching them elsewhere on a mobile

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device. Over three-quarters of those surveyed (77%) said that a computer or mobile device could not replace watching TV programs on their home TV as their preferred method of viewing.

“These survey results support what the majority of Canadians already live every day. We can choose between watching on a large flat screen in complete comfort, often while performing one of many web-based tasks; or watching wherever we are on the best screen available to us at the time.” says Theresa Treutler, president and CEO of the Television Bureau of Canada.

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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