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### TV is Still King of the Screens

TORONTO (October 11, 2011) — Given the choice between smartphones, tablets and computers, **94% of adults between 18 and 49 prefer watching their favourite TV shows on a television screen** at home, according to recent research from the Television Bureau of Canada (TVB). Television Viewing Preferences and Online Synergy 2011 also found that 70% of the same demographic think watching video content on a computer or mobile device could not replace viewing on a television set. In a saturated media landscape where consumers have the choice of a wide variety of screens, TV remains the screen of choice.

“This latest research demonstrates the power of television as the medium of choice for consuming video content developed for television as the first screen,” said Theresa Treutler, President and CEO of TVB. “This bodes well for advertisers that maintain television as a core piece of their advertising spend.” According to the study, **52% of respondents watch TV and browse the web simultaneously**, and **57% of them go online to research a product or service seen in a TV commercial**.

While television is the screen of choice, consumers now have the power to record their favourite shows for viewing at any time with Personal Video Recorders (PVRs), which according to another study (Television and the PVR, TVB) is having a negligible effect on exposure to television commercials. A conclusion that is corroborated by BBM Canada’s statistic that **96% of all television viewed in Canada is viewed live** – not recorded.

When using a PVR, 51% of viewers between 18 and 49 stop to watch interesting commercials. This number is even higher in the 18 to 34 demographic where 65% stop to watch interesting commercials. According to the study, adults who fast forward through commercials still pick up on strong brands and creative, **72% recognize brands in ads they’re trying to skip**. These Television and the PVR findings coupled with a low 28% PVR penetration in Canada reaffirm the value of television advertising – even when viewed with a PVR.

Despite the plethora of viewing and recording devices available, PricewaterhouseCoopers predicts **television advertising in Canada will reach \$4.5 billion (USD) by 2015** – a compound annual growth rate of 4.7% year-over-year. Furthermore, Deloitte predicts consumers worldwide will watch 140 billion more hours of television in 2011, worldwide TV advertising will increase by \$10 billion, and TV shows will be the subject of more than a billion tweets. TVB, BBM, PricewaterhouseCoopers and Deloitte all agree that the future is very bright for the king of the screens.

About the Television Bureau of Canada (TVB):

The TVB is an industry association for commercial television broadcasters (both conventional and specialty) in Canada. TVB was incorporated in 1961 and provides leading edge research and information about television advertising, as well as video services to its member stations, networks, sales rep organizations, agencies and advertisers.

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