



FOR IMMEDIATE RELEASE

**TVB Studies Indicate Television is the Most Influential, Effective & Powerful Way to Connect with Audiences**

TORONTO (November 14, 2011) — On the eve of its 50<sup>th</sup> anniversary, the Television Bureau of Canada (TVB) released a pair of studies that demonstrate what is as true today as it was in the nascent years of the medium: Television is still the most effective way to connect with – and create – an engaged audience.

Spending an average of 23.3 hours watching television a week versus just 10.8 hours online (comScore, June 2011), **63% of the 18 to 49 demographic say television advertising is most influential.** This and other findings in the TVB's Attitudinal Survey 2011 speak to the ever-pervasive and ever-persuasive nature of the medium.

The most compelling finding in TVB's Ad Receptivity Survey 2011 is around the emotive value of television advertising. Eighty-eight percent of adults say they have seen or heard an ad that made them laugh or cry. Of the **ads that elicited crying or laughing, 80.5% were television ads** compared to only 7.5% online, 7% on radio, and less than one percent in newspapers, magazines or out-of-home.

Of the 1,000 people interviewed across Canada for the Attitudinal Survey, **60% believe television advertising is the most effective, and the most powerful** when compared to advertising on the radio, in newspapers and magazines, out-of-home or online. Furthermore, **51% find television to be most engaging, while less than half as many people (24%) say online advertising is most engaging.**

“There is no question that television is still the most powerful advertising medium,” said Theresa Treutler, President and CEO of TVB. “Our five week broccoli campaign last year resulted in 90% awareness, and an additional 188,574 pounds of broccoli flying off grocers’ shelves in one month.” Broccoli: The Miracle Food campaign was covered in the business sections of the Toronto Star and the Globe and Mail, featured in Marketing magazine and Strategy magazine, and a user-generated Facebook page for ‘The Broccoli Miracle Guy’ generated nearly 10,000 likes.

With TVB's Telecaster commercial clearance service approving 5,500 more commercials in 2010/11 than in the previous year, and **56% of adults between 18 and 49 most likely to notice television ads** (TVB, Ad Receptivity Survey 2011), the medium's unwavering strength in delivering emotive and responsive advertising can't be denied.

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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