



TELEVISION BUREAU OF CANADA  
BUREAU DE LA TÉLÉVISION DU CANADA

**FOR IMMEDIATE RELEASE**

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**Study Reveals TV as Most Effective Medium for Delivering High Emotional Engagement, Cognitive Recall**

**TORONTO (January 28, 2010)** — The Television Bureau of Canada (TVB) today announced the results of a comprehensive biometric and eye tracking study that revealed television to be the most effective medium at delivering high emotional and cognitive responses to advertising.

The research, presented today to marketers and advertising agencies at TV Day, part of the Institute of Communication Agencies' Advertising Week, examined the advertising of 24 national brands and found that television spots were more effective at generating high emotional engagement and aided next-day recall than online video, online display, radio and newspaper.

[Innerscope Research, Inc.](#), the leader in measuring biometrics to provide emotion-based insight for media and marketing companies, conducted the research for TVB.

"Now more than ever advertisers are looking for irrefutable proof that their ad dollars are working effectively. TVB embarked on this groundbreaking effort with Innerscope Research to provide advertisers with scientific proof that the money they spend on television advertising is money well spent," said Theresa Treutler, president & CEO of the Television Bureau of Canada.

The study observed 100 male and female participants aged 18-49 as they experienced ads within each of these media environments.

Results showed that television ads delivered:

- Three times more high emotional engagement and three times higher aided next-day recall than radio ads.
- 1.8 times more high emotional engagement and 1.4 times higher aided next-day recall than online video ads.
- Five times higher aided next-day recall than online display ads.
- 5.5 times more total emotional engagement and comparable aided next-day recall than newspaper ads.

“Marketers can use this insight to build more strategic campaigns across the media mix,” said Dr. Carl Marci, CEO and co-founder of Innerscope Research. “Each media type has its own strengths. Some appeal more cognitively, others more emotionally. The television environment appeals strongly to both – leading to the high engagement levels seen in this study.”

TV ads were viewed within a 30-minute episode of *Two and a Half Men*; radio ads were heard while listening to 15 minutes of Toronto’s CHUM FM during a virtual drive; online ads were viewed while surfing msn.ca for 15 minutes; and newspaper ads were viewed while reading the *Vancouver Sun’s* Life section for 30 minutes.

Innerscope biometrically measured consumers’ unconscious emotional responses with its breakthrough Biometric Monitoring System™. These measures were captured with a lightweight wireless vest that monitors skin sweat, heart rate, respiration and movement. State-of-the-art eye tracking and patent-pending measures of intensity and synchrony were condensed and analyzed to determine moment-by-moment, as well as overall, emotional engagement.

#### **About Television Bureau of Canada**

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

#### **About Innerscope Research**

Innerscope Research, Inc. is dedicated to solving difficult market research questions by measuring and analyzing subconscious emotional responses to media. With its breakthrough Biometric Monitoring System™, Innerscope accurately predicts consumer behaviors, providing Fortune 100 companies with an unprecedented level of consumer insight. Founded by Harvard and MIT scientists, Innerscope leverages the latest advances in biometrics, neuroscience and eye tracking to measure moment-to-moment emotional engagement, the primary driver of behavior and choice. For more information, visit [www.innerscope.com](http://www.innerscope.com).

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