

5 REASONS WHY TV IS NOT DEAD

1

**Despite a decade of disruption,
TV viewing is still stable**

We watch 3 hours, 23 minutes of TV a day, only 15 mins less than 10 years ago



2

It continues to have scale and reach like no other

It's by far the most popular medium across all age groups, reaching 90% of the UK population in a week



3

TV is vital for long-term success

Building recognition, consideration and most importantly trust which accumulate over time, for much longer than any other media



4

It's regarded as the prime and trusted advertising real estate

Reliable, premium content makes TV the perfect platform for making brands famous and household name



5

TV remains the best vehicle for communicating emotion

With creative effectiveness at the heart of memorable TV ads, it is the perfect brand platform for advertisers

