



Compelling Evidence to Convince Reluctant TV Advertisers

No doubt, many of your prospects and clients are worried about losing customers to online buying during the holidays (and the future); however, the results of a December 2017 TVB survey provides you with compelling evidence to convince them linear TV must still be a significant component of their advertising mix.

The best news from the TVB survey is both in-store and online shoppers said TV influenced where and what they bought more than ANY other advertising media. The survey data revealed TV was three times more influential than social media during the awareness step of the purchase funnel and twice as influential during the purchase step.

In addition, 90% of those responding to the survey said, although they browse and buy online, the ads they saw on TV had a significant impact on where and what they purchased online.

Another important insight from a combination of sources for holiday advertisers and during 2019 and beyond is the complementary opportunity of linear TV and connected (OTT) TV subscriptions.

Yes, more homes have a connected TV subscription, increasing 17% from March 2017 to March 2018 and adults 18–34 (21%) and adults 35–44 (17%) are the age groups with the largest percentages of heavy “streaming.”

Just as the “sky-is-falling” fear the digital channel would take all the TV ad dollars, neither will OTT subscriptions. In fact, linear TV advertising has proven to be the perfect complement to social media and other forms of online advertising.

Such can also be the case with linear TV and OTT subscriptions. Traditional TV advertising creates the awareness during what is still the most emotional media experience for the majority of Americans. OTT is where advertisers can reach specific audiences who may not spend much time with linear TV, but still can be identified from its viewership data and be directed to view the same advertisers’ OTT spots.

With these insights, your job is to convince your prospects and clients TV is still at the heart of the expanding video-content world – and they need a presence in more than just one part of that world.



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