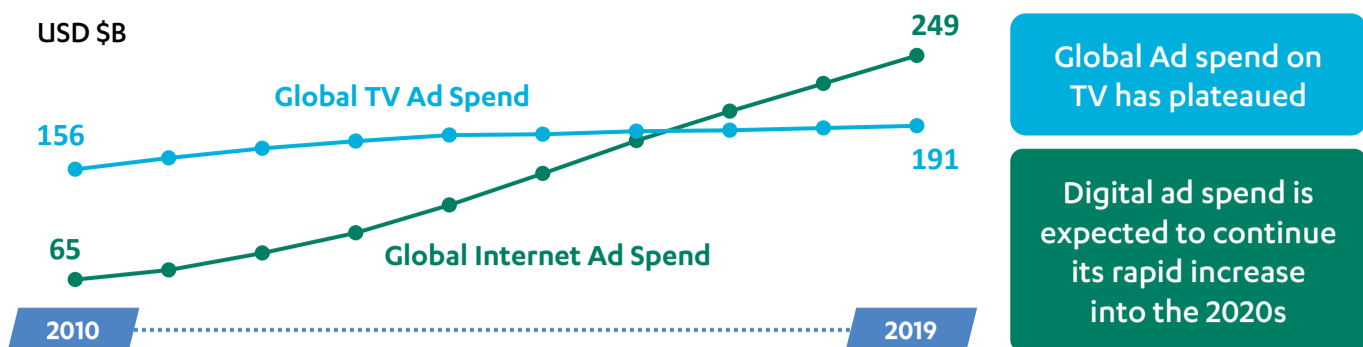


# THE FUTURE OF TV ADVERTISING

## TV BROADCASTERS ARE MISSING OUT ON REVENUE OPPORTUNITIES



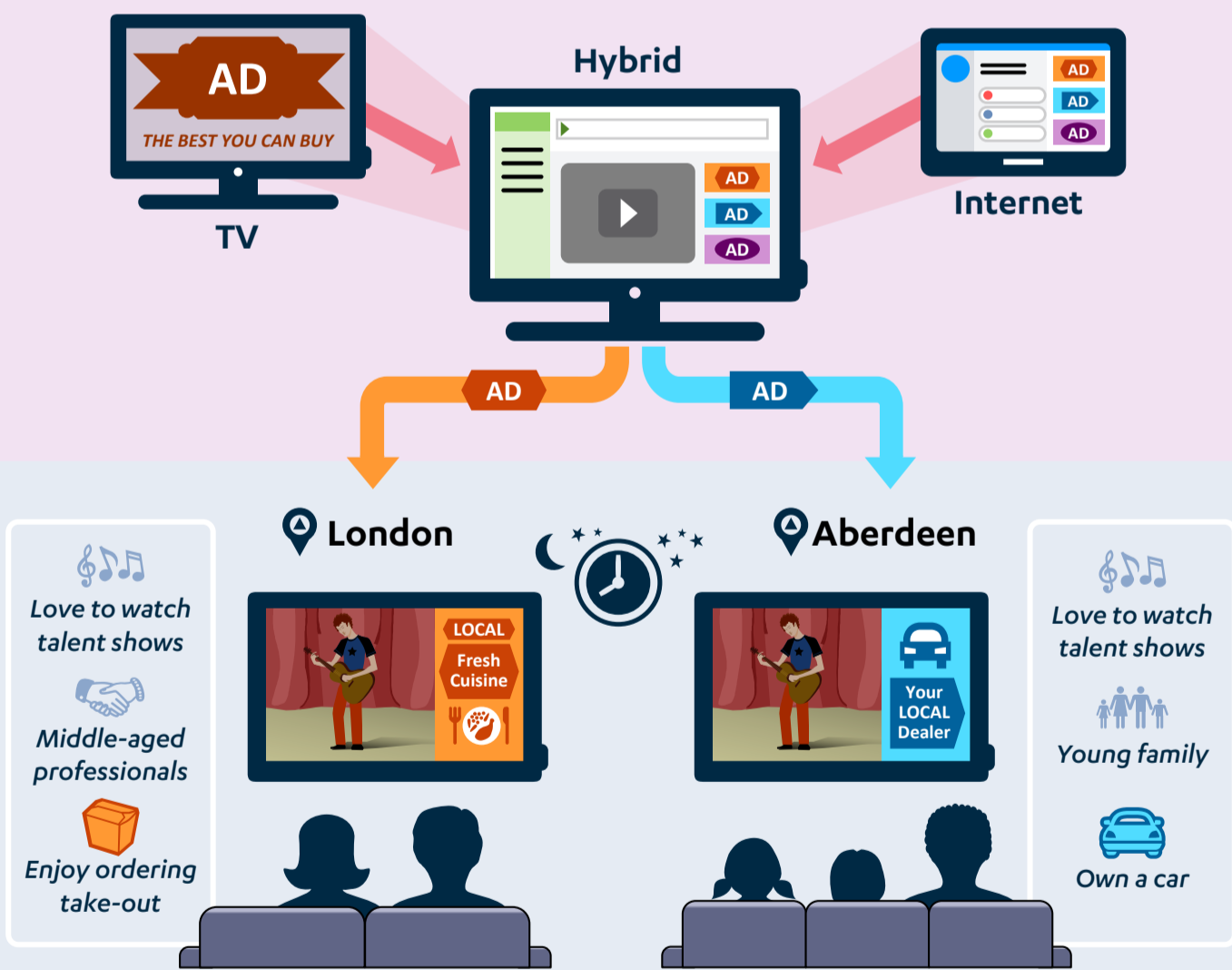
## TV OFFERS A STRONG MEDIUM FOR ADVERTISING

ENGAGING	HIGH PENETRATION	TRUSTED
Globally, video media is viewed for over 4 hours a day. Video on Demand platforms will be valued at <b>\$94B</b> globally in 2023	The number of TV households worldwide is estimated to reach <b>1.7B</b> by 2023. DTT service uptake will triple between 2010 and 2023	TV consistently stands out as a mainstream media that <b>users trust</b> , although this decreases with each younger generation

## HOWEVER, TV ADVERTISING IS THREATENED BY RECENT MARKET CHANGES

- 1** TV viewing behaviour is changing
- 2** Advertisers are dividing their spend across multiple platforms
- 3** Advertising is becoming more local and personal

## SMART ANALYTICS WILL MAKE TV ADVERTISING THRIVE



When TV advertising is no longer restricted to a uniform, nation-wide release, it creates **GREATER OPPORTUNITIES FOR THE MEDIUM** and is **MORE LIKELY TO STAY COMPETITIVE**

## DIGITAL STRATEGIES ADD POWER TO TV ADVERTISING

Targeted	Dynamic	Trackable
Revenue Uplift	Customizable	Cost-Effective