

TV INSIGHTS

A DIGITAL CAVEAT EMPTOR – ARE YOU REALLY GETTING WHAT YOU PAID FOR ON YOUR DIGITAL VIDEO BUY?

TV delivers six times faster than YouTube. It takes 3000+ YouTube channels over 31 days to match the reach of 6 broadcast networks over 5 days.

Know your numbers. Differences in the metrics used to measure Digital Video and Television will significantly impact your ad buy and subsequent ROI. Since media metrics are the baseline for every ad campaign, it is important to understand the variances in methodology and delivery.

KEY METRICS COMPARISON			
METRICS	TELEVISION	DIGITAL VIDEO	WHY IT MATTERS
Currency	Avg. Quarter Hour	Total Views	Totals include duplication
Viewing Time to be Counted	5+ Minutes	2 Seconds	2 seconds is not long enough to have an impact
Universe	97%	84%	Digital misses 16% of the population
Screen Viewed	Full Screen	Partial Screen	Less chance of seeing digital ad
# of Channels to Reach 50% of U.S. Pop.	6 Broadcast Networks over 5 Days	3,481 YouTube Channels over 1 Month	Digital is extremely fragmented

TV is fully accountable and has a high standard of delivery that is unmatched by Digital Video.

“TV is the giant megaphone. When you want to get a message out, that’s still really the most powerful means to do it.”

-Isaac Weber, VP of Strategy, MarketShare

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Rod Murray VP, TV Strategist