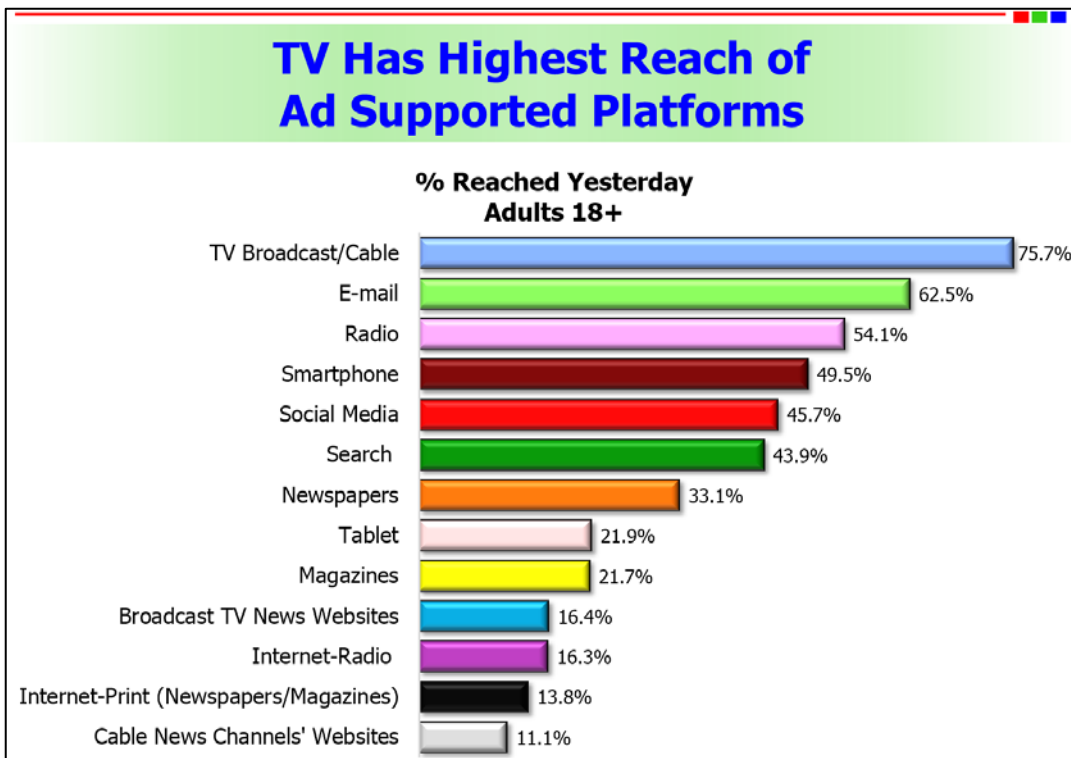


## TV is Top Media for Reach and Time Spent

With the abundance of media platforms and the emergence of new content every day, it is now more important than ever to understand the ever-changing media landscape and how people consume media. This is why GfK, a trusted leader in market research, in collaboration with TVB, conducted the 2016 Media Comparisons Study.

The study compares ad-supported media platforms in terms of reach, influence, engagement, trust and time spent. It is a key industry resource for multi-media usage and effectiveness that allows advertisers and media planners to better understand how time spent and engagement with various media are changing - and how consumers' purchase decisions are influenced by these metrics.

Some key findings from the 2016 Media Comparisons Study: Consumers spend more time with television than all other ad-supported media platforms studied and television is the top advertising medium that influences purchase decisions. The study also revealed that consumers overwhelmingly trust local broadcast TV news over any other source.



Television reaches more people each day than other traditional media platforms and digital media platforms.

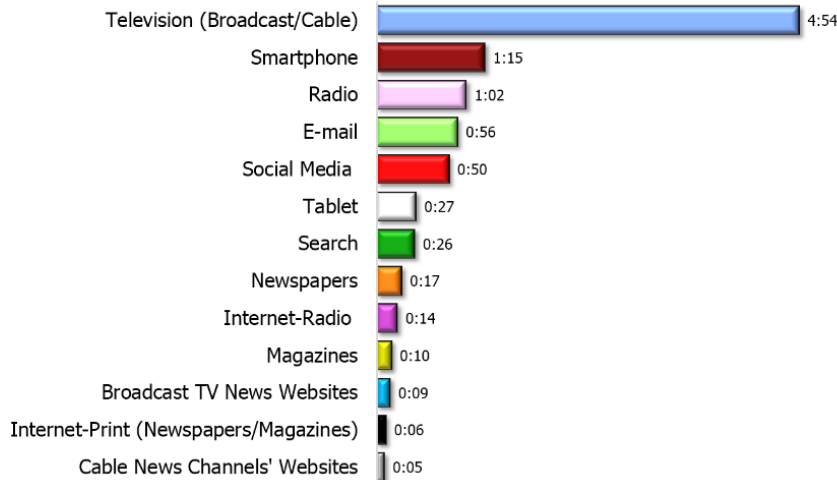
Source: GfK TVB Mentor Survey Spring 2016. M-S 6A-12M. Persons 18+. Online/internet platforms such as e-mail, social media, internet radio and websites, are totaled for any online device-PC, Smartphone and Tablets. Broadcast TV News Websites includes local TV station websites & network websites for news/weather/sports.

*continued...*

## People Spend the Most Time with Television of All Ad Supported Platforms

Adults 18+ spend 4 hours and 54 minutes with television, more than any other media platform or device.

Daily Time Spent Yesterday A18+  
(In Hours:Minutes)

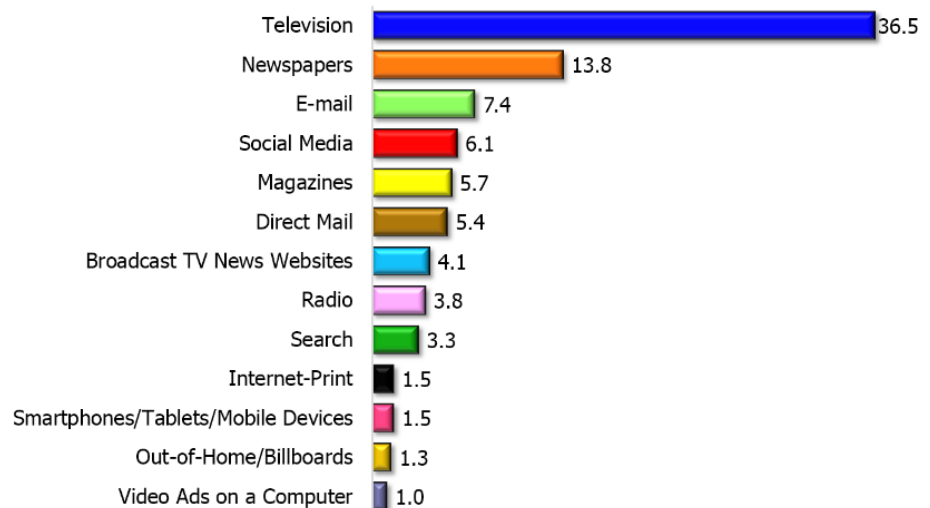


Source: GfK TVB Mentor Survey Spring 2016. M-S 6A-12M. Persons 18+. Online/internet platforms such as e-mail, social media, internet radio and websites, are totaled for any online device-PC, Smartphone and Tablets. Broadcast TV News Websites includes local TV station websites & network websites for news/weather/sports

Consumers credit TV ads (37%) as the most influential medium in making a purchase decision, almost three times higher than the next closest advertising medium, newspapers (14%), and five times higher than email (7%).

## Television is The Top Advertising Medium That Influences Purchase Decisions

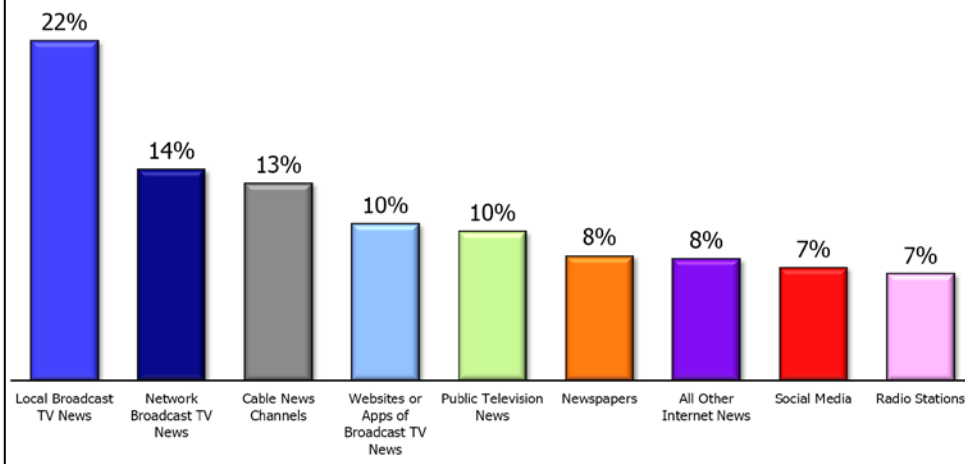
Advertising medium which you feel most influences you to make a purchase decision  
% Adults 18+



Source: GfK TVB Mentor Survey Winter 2016. M-S 6A-12M. Persons 18+. Includes only those who chose a media. Q1 - Please select the one type of advertising medium which, you feel, most influences you to make a purchase decision? Broadcast TV News Websites includes local TV station websites & network websites for news/weather/sports.

## The Primary Source For News: Local Broadcast Television

Which one of the following sources, if any, would you say is your primary source for news?



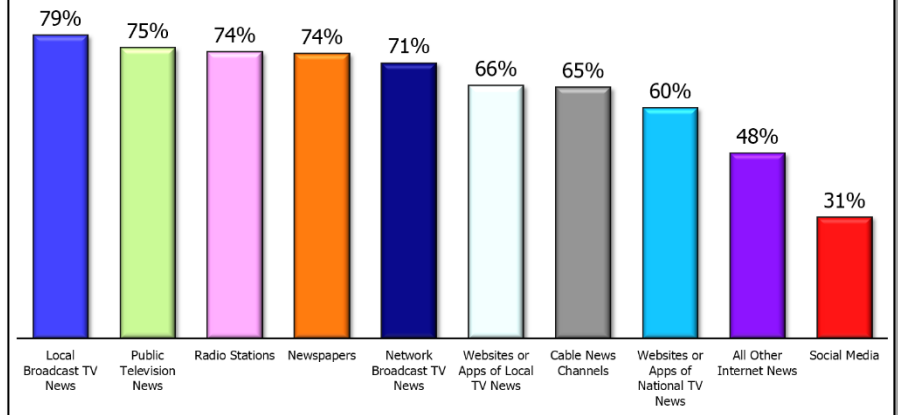
Local broadcast TV news is the number one source for news, higher than network broadcast TV news and cable news. Additionally, broadcast news websites and apps are the top digital source for news.

Source: GfK TVB Mentor Survey Winter 2016 Persons 18+. Includes only those who chose a media. Q5 - Which one of the following sources, if any, would you say is your primary source for news? Broadcast TV News Websites includes local TV station websites & network websites for news/weather/sports.

Local broadcast TV news is the most trusted source for news, higher than public television, network broadcast TV news and cable news. Social media is the least trusted source for news.

## Local Broadcast Television News: #1 For Trust

I trust the News that I see/hear on this media source:  
Percent Agree



Source: GfK TVB Mentor Survey Winter 2016 Persons 18+. Agree Strongly or Agree Somewhat Q9 - For each source, please indicate the extent to which you agree or disagree with the following statement: I trust the News that I see/hear on this media source. Broadcast TV News Websites includes local TV station websites & network websites for news/weather/sports.

Notes: Attitudinal questions: GfK TVB Mentor Survey Winter 2016. 1,650 Total Respondents  
Reach and time spent: GfK TVB Mentor Survey Spring 2016. 1,100 Total Respondents.

As the trade association for the local broadcast television industry, representing TV stations' on-air, online, mobile and social media platforms, TVB recognizes the many valuable synergies between television and today's digital media opportunities for marketers and provides research and insights to assist the media, marketers and trade press.

Please send questions about this analysis to TVB's Chief Research Officer, Hadassa Gerber at [hadassa@tvb.org](mailto:hadassa@tvb.org)