

2018 Media Comparisons Study

The 2018 Media Comparisons Study, conducted by GfK, is a key industry resource for multi-media usage and effectiveness. The study compares reach and time spent for ad-supported media including TV, radio, newspapers, magazines, streaming, social media and email.

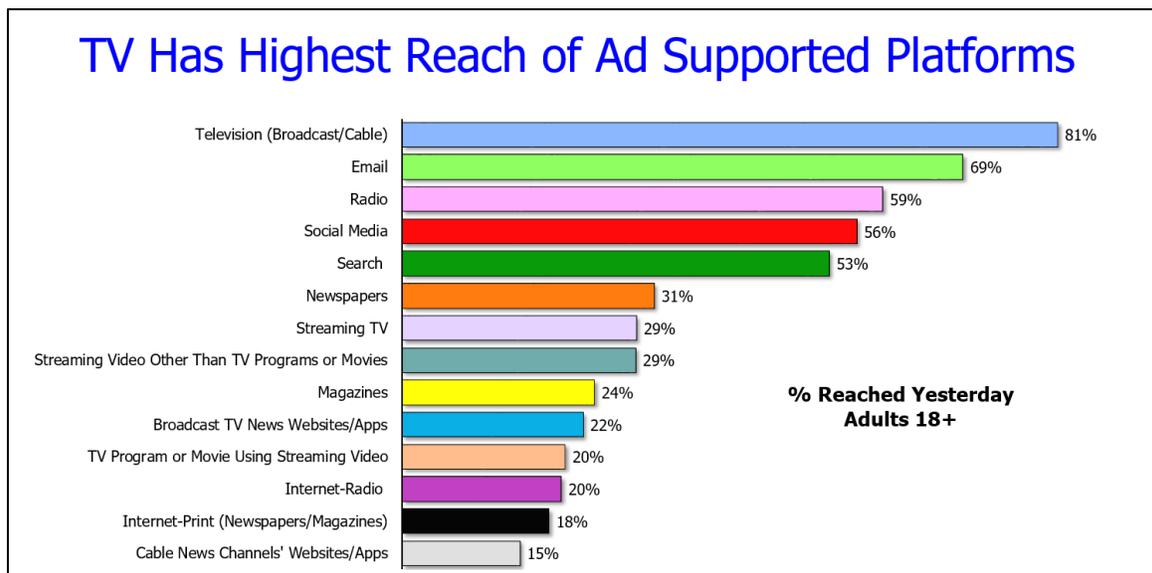
The study also reveals people’s attitudes toward news sources and how media motivates them to learn more about a product and influences their purchase decisions.

Some key findings:

- TV reaches more people and people spend significantly more time with TV each day than they do with radio, email, social media, streaming TV and search.
- Television ads are the top motivator for consumers to find out more information about a product or service.
- Consumers credit TV ads as the most influential medium in making a purchase decision.
- Local TV news is the most trusted news source.
- If respondents could only view five TV networks, four out of five chose a broadcast network.

In order to find the percentage of people exposed to a specific medium, or the reach of a medium, GfK asked the question, “Thinking of ALL your media device use in ANY location, which of the following did you use at ANY TIME yesterday for ANY REASON?”

With an eighty one percent reach, television reaches more people each day than other traditional and digital media platforms. The next highest reach is email with only a sixty nine percent reach, followed by radio, social media and search.

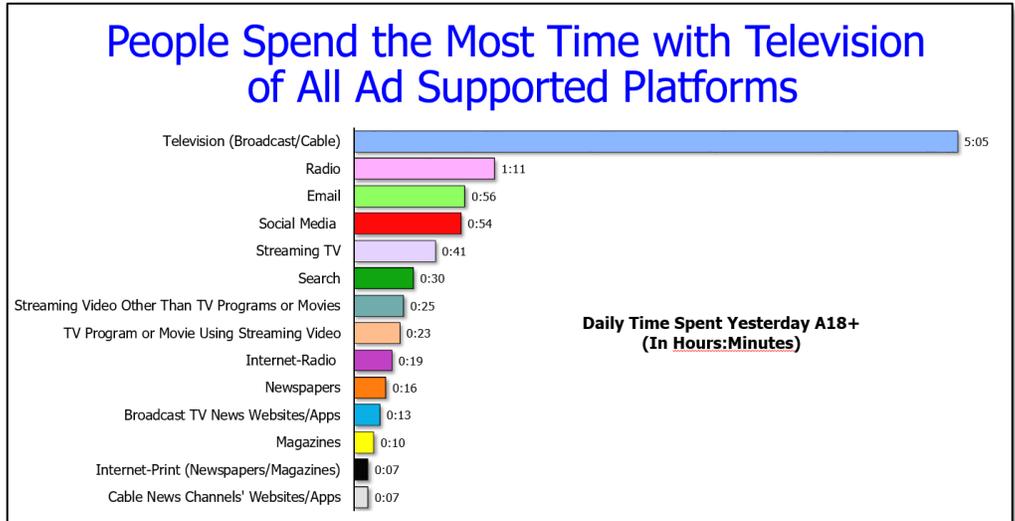


Source: GfK TVB Media Comparisons Study 2018. M-S 6A-12M. Persons 18+. Online/internet platforms such as e-mail, social media, internet radio and websites, are totaled for any online device-PC, Smartphone and Tablets. Broadcast TV News Websites/Apps includes local TV station & network websites/apps for news/weather/sports.

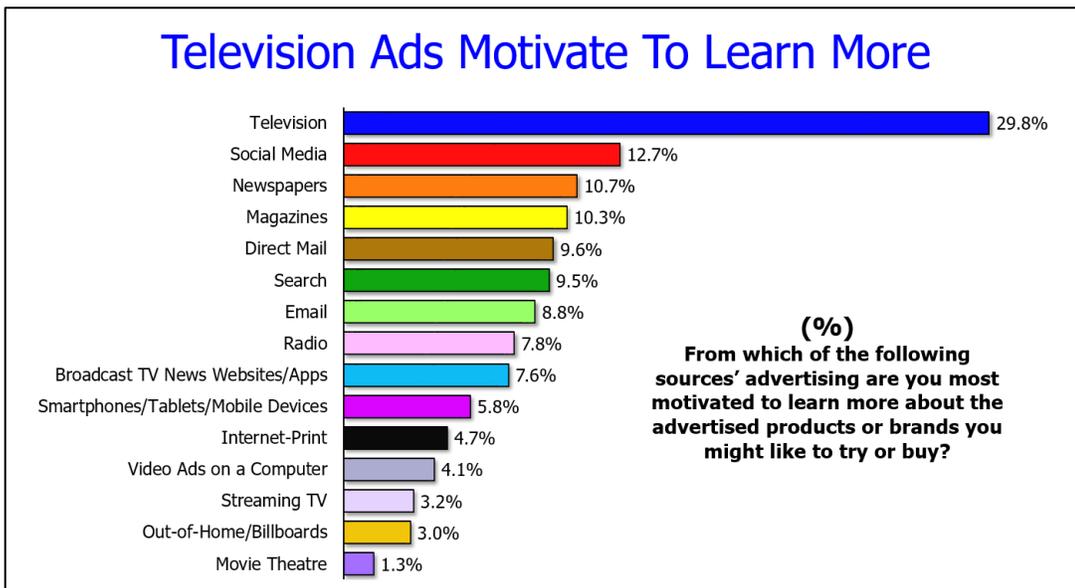
However, reach does not discern between those that use a media platform for minutes and those that use a media platform for hours. The amount of time people are willing to invest in a platform is a better measure of engagement than reach.

So, the following question was asked, “How much time can people spend with each platform between 6 a.m. to 12 midnight?”

Adults 18+ spend five hours and five minutes with television, more than any other media platform or device. Radio was the second highest medium, with only one hour and eleven minutes spent yesterday. Email, social media and streaming television were behind radio, all under one hour spent. So we see that digital media may have significant reach, but people don’t necessarily spend a lot of time with these platforms.



Source: GfK TVB Media Comparisons Study 2018. 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/Apps includes local TV station & network websites/apps for news/weather/sports.

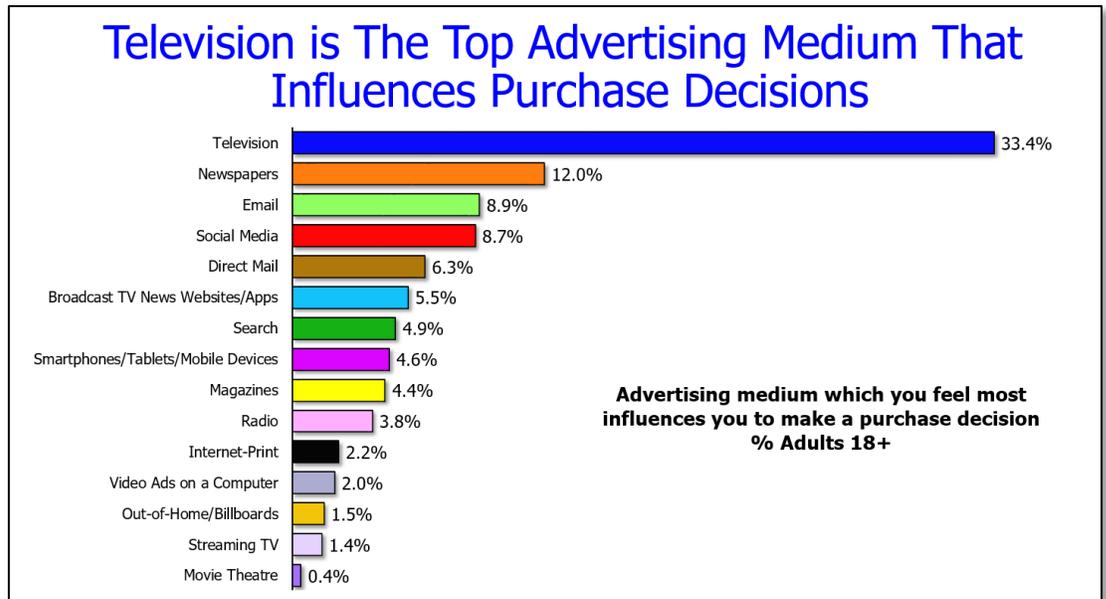


Television ads (30%) are the top motivator for consumers to learn more about an advertised product or brand, almost three times higher than the next closest medium, social media (13%).

Source: GfK TVB Media Comparisons Study 2018. M-S 6A-12M. Persons 18+. Q2 - From which of the following sources' advertising are you most motivated to learn more about advertised products or brands you might like to try or buy? Respondent could select more than one answer. Broadcast TV News Websites/Apps includes local TV station & network websites/apps for news/weather/sports.

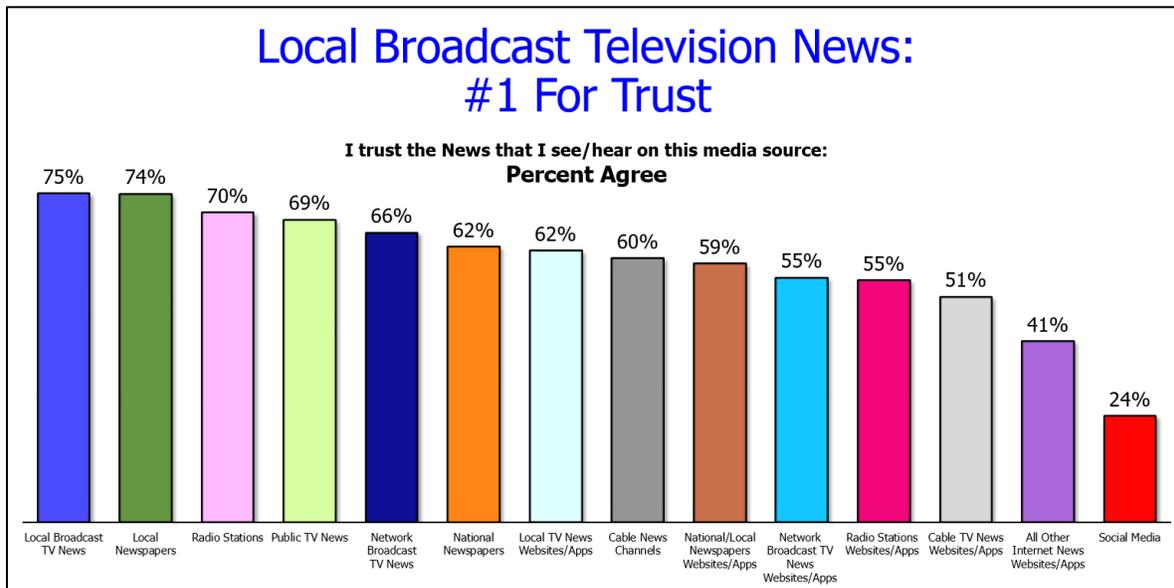
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Consumers credit TV ads (33%) as the most influential medium in making a purchase decision, almost three times higher than the next closest advertising medium, newspapers (12%), and almost four times higher than email (9%).



Source: GfK TVB Media Comparisons Study 2018. 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/Apps includes local TV station & network websites/apps for news/weather/sports.

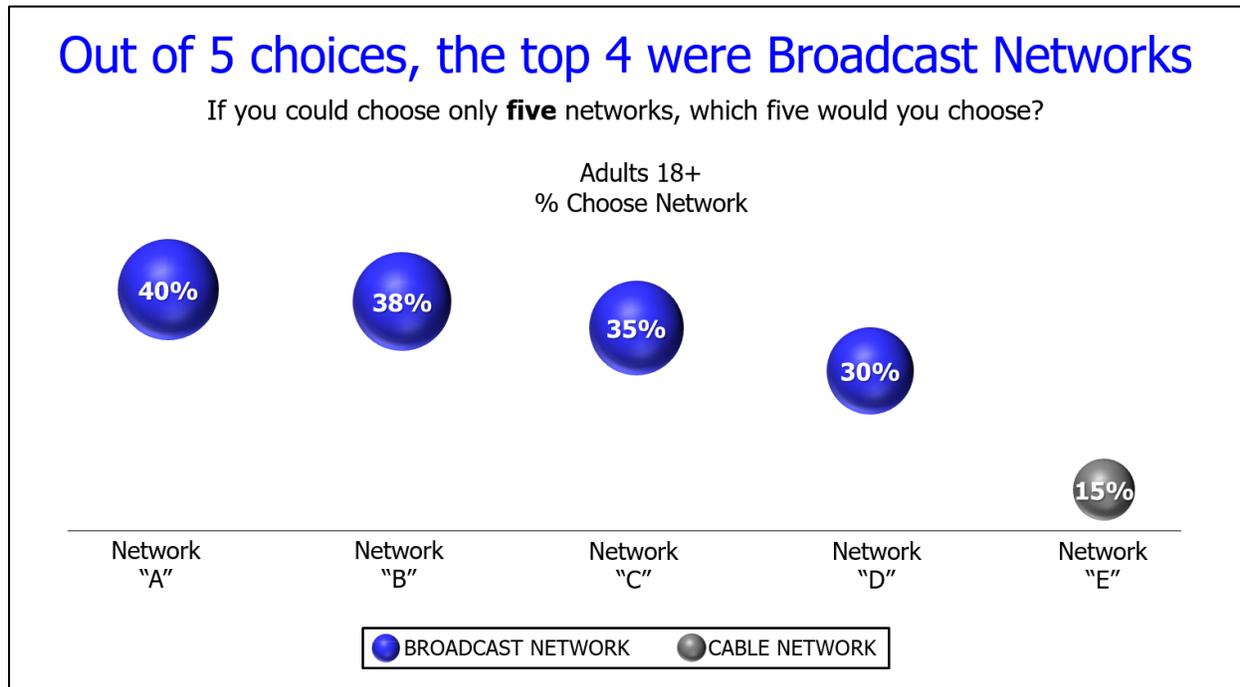
Local broadcast TV news is the most trusted source for news, higher than local newspapers, radio stations, public television, network broadcast TV news and cable news. In general, traditional platforms are more trusted than digital. The most trusted digital news source is local broadcast TV. Social media is the least trusted source for news.



Source: GfK TVB Media Comparisons Study 2018. 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/Apps includes local TV station & network websites/apps for news/weather/sports.

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When respondents were asked to pick only five networks, the top four were broadcast networks by a wide margin, with the fifth choice being a cable network. Forty percent of respondents chose broadcast network “A”, thirty-eight percent chose broadcast network “B”, etc. Only fifteen percent of respondents chose cable network “E” as one of their top five choices.



Source: GfK TVB Media Comparisons Study 2018. Respondents were given 50 choices of Broadcast and Cable Networks with an option to write in a network.

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