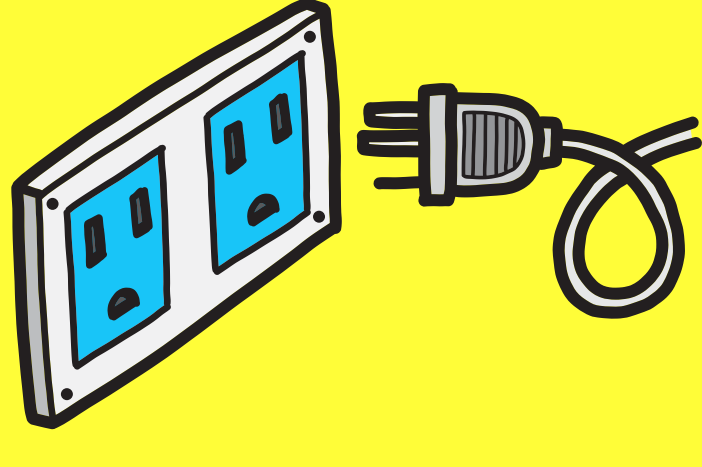


# MYTHS & FACTS ABOUT TV ADVERTISING

For decades, no one doubted the supremacy of TV advertising—and as a result, the industry never felt the need to affirm its ability to drive results. Today it's a slightly different story. Not a week goes by without a gloom-and-doom headline touting the downfall of TV advertising. Many of those headlines are misleading, but the TV advertising industry just isn't conditioned to defend itself.

We'd like to set the record straight on five common myths. We think you'll find TV is still far more effective than you've been led to believe.

## MYTH



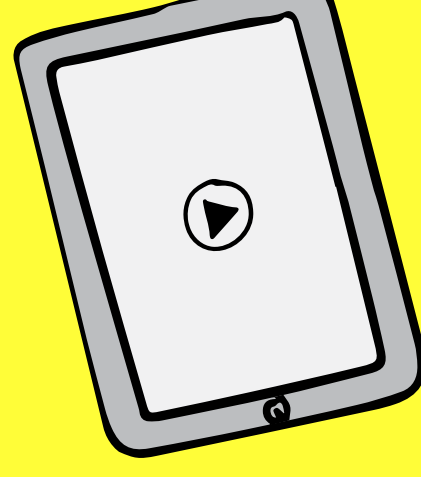
Everyone is cutting the cord.

## FACT

Over 80% of US households subscribe to cable, satellite, or a telco—the same number of households that own a washer/dryer.

Source:  
Video Advertising Bureau report Cutting To The Chase, 2017  
<http://money.cnn.com/2016/05/27/news/economy/23-percent-of-american-homes-have-2-fridges/index.html>

## MYTH



The majority of video viewing now happens on phones and tablets.

## FACT

Think about how much time Adults 18+ spend on their phones, tablets, and PCs every day. Now add those times together. People still watch more TV than that.

Source:  
Nielsen Total Audience Report Q2, 2017

## MYTH



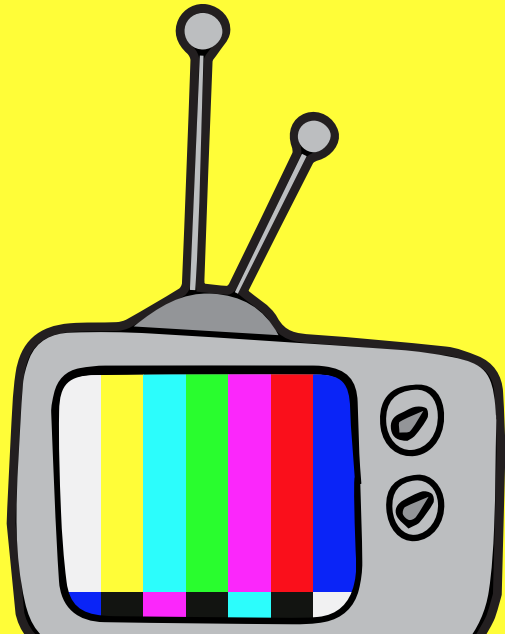
YouTube is bigger than TV.

## FACT

The only thing bigger than TV is this myth. US viewers spend almost 5.5x more time watching ad supported TV every month than they do watching anything on YouTube.

Source:  
Nielsen Digital Content Ratings and Pivotal Research

## MYTH



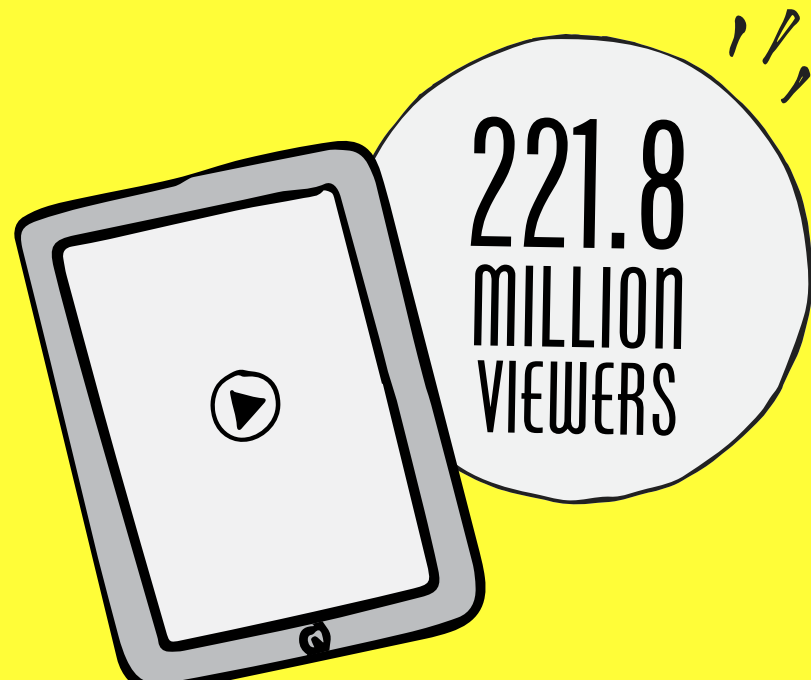
Millennials don't watch TV.

## FACT

Not only do Millennials (A18-34) watch TV, they watch almost 3 hours a day. That's more time than they spend eating, shopping, and using social media combined.

Source:  
Video Advertising Bureau report TV Is Emotional, 2017

## MYTH



Digital video has more unique viewers than TV.

## FACT

It's not possible. 95% of American households have TV. Just 77% of Americans have a smartphone, and about 73% of them have broadband at home. So if you're only advertising on digital, you're cutting your potential audience by 1/4 right off the top.

Source:  
Nielsen Total Audience Report Q2, 2017  
Pew Research

The TV advertising industry is still strong, but like the marketing discipline as a whole, it's changing rapidly. As such, it's more important than ever to understand the truth about new trends and evolving technology. Sign up to receive Simulmedia's monthly newsletter, Tuned In, where we share insights on the topics that our clients and colleagues are talking about most.

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