

# TV INSIGHTS

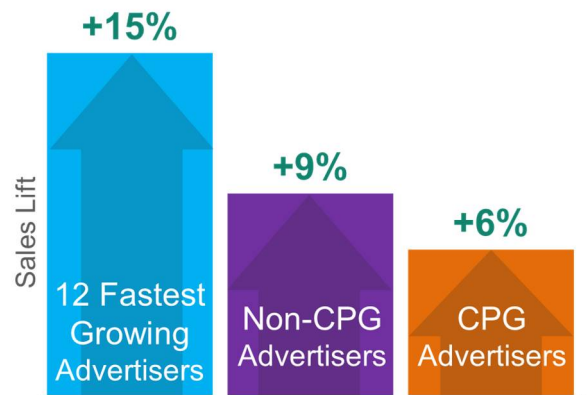
## SPENDING ON TV PAYS OFF:

### Sales Grow Fastest For Advertisers Increasing Their TV Spending

A landmark study of 100 advertisers comparing 2014 vs 2016 ad spending and revenue shows the power of TV. Advertisers that switched their ad spend to digital at the expense of TV saw drops in revenue. By switching those dollars back to TV, they were able to grow their revenue.

#### The Study Results:

- The twelve fastest growing advertisers increased their TV spending by +26% over the two-year period, resulting in sales growth of +14.6%
- 100% of the CPG advertisers that increased TV spending showed substantial sales increases
- 100% of non-CPG brands that switched digital dollars back to TV increased sales



*“Some advertisers had detected that the shift of dollars from TV to digital had gone too far and they were seeing declining ROI, and began to shift back...it paid off for them.”* -Bill Harvey, RMT, study author

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Rod Murray  
VP, TV Strategist

Source: SMI (Standard Media Index) and RMT (Research Measurement Technologies), 100 major advertisers Q1'14-Q1'16.