

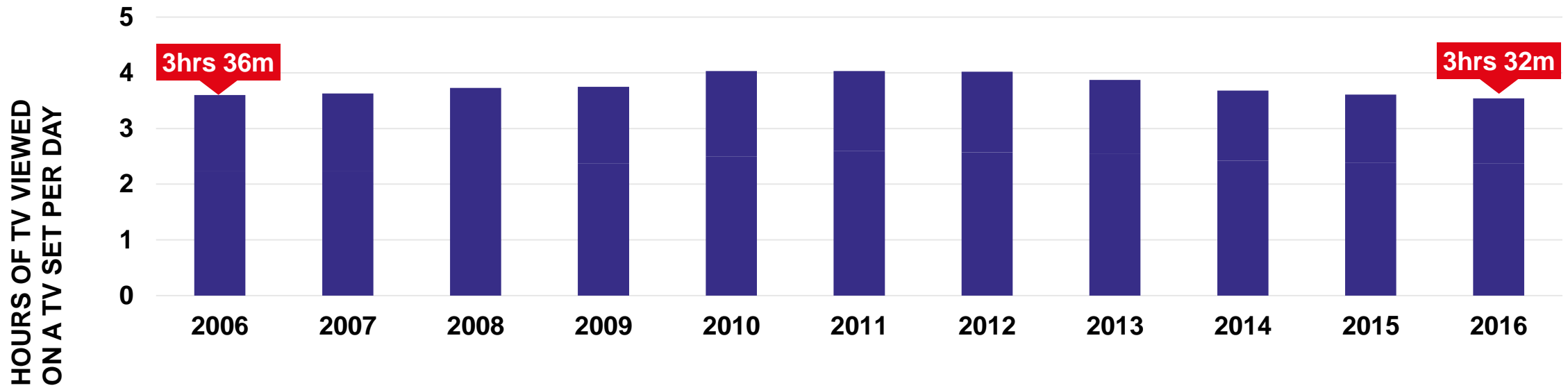
thinkbox



GAME OF THRONES™



TV's decade of disruption



47%
Internet
access

sky HD

BBC
iPlayer

freesat

itv

one

Sky Go

digital TV

BT Sport

sky | ADSMART

my5

sky Q

89%
Internet
access*



iPad

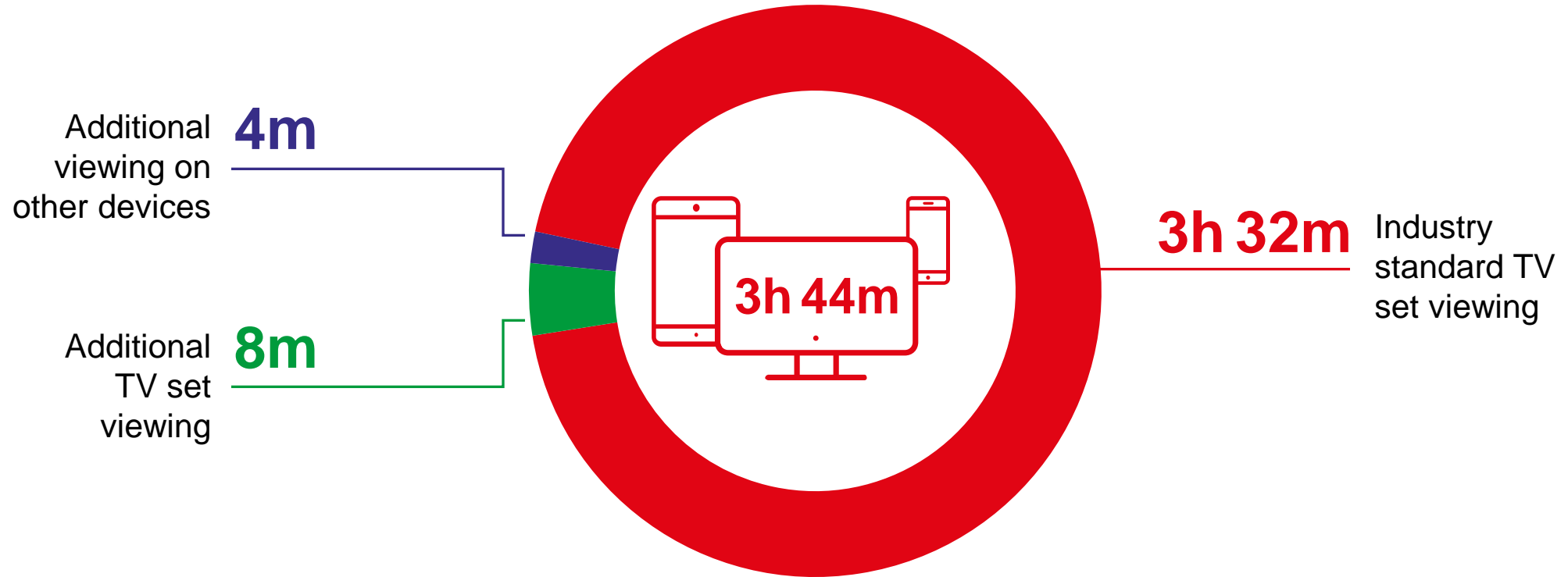
NOW TV
NETFLIX
youview

amazon fireTV



Source: BARB, 2006-2016, individuals. TV set viewing within 7 days of broadcast. *Ipsos Tech tracker Q1-4 2016

And there's more...



Source: BARB and UK broadcaster data, 2016, individuals

EDINBURGH INTERNATIONAL TELEVISION FESTIVAL

FESTIVAL PROGRAMME

WHAT'S ON

DAILY PLANNER

ISSUES AND DEBATES

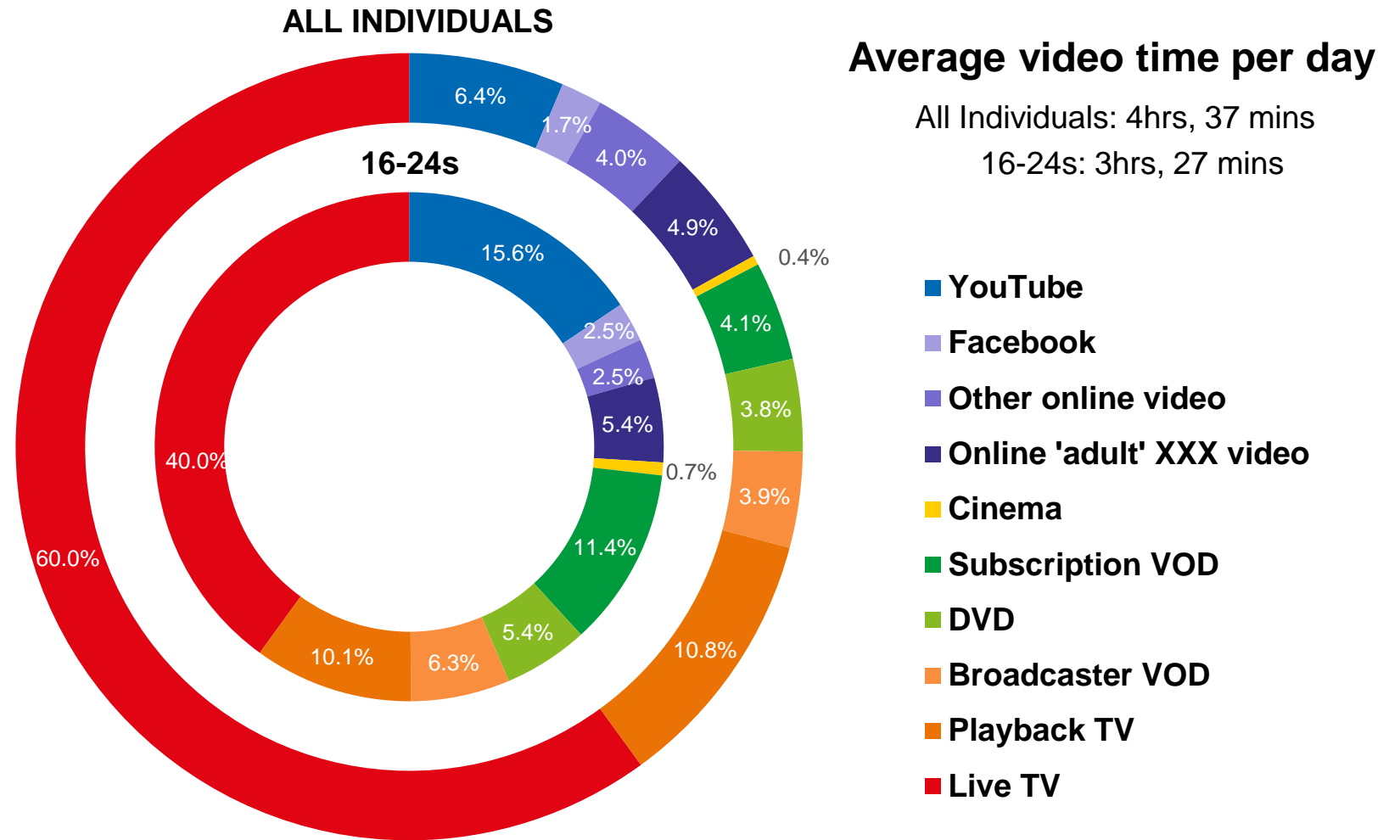
SEE ALL



**NOTHING WILL BE TELEVISED: HAVE YOUNG
PEOPLE SWITCHED OFF?**

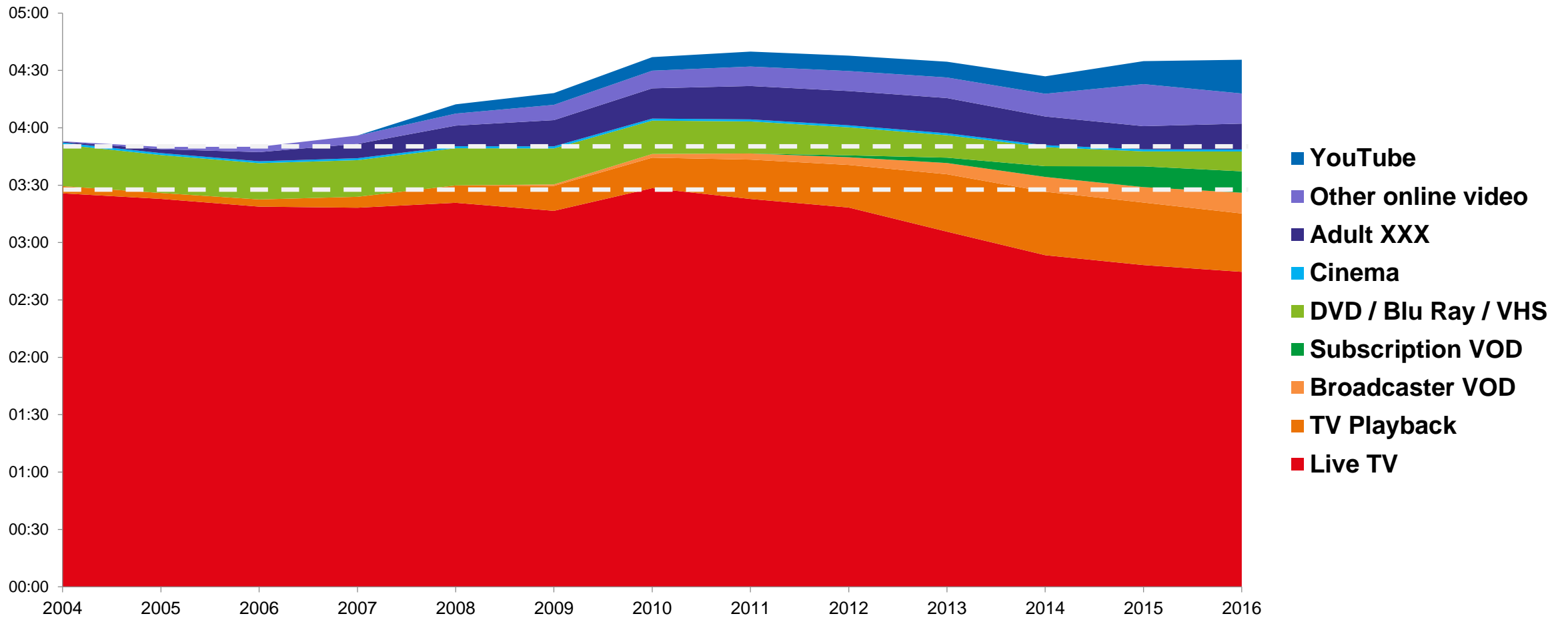


How does TV compete in the video world?



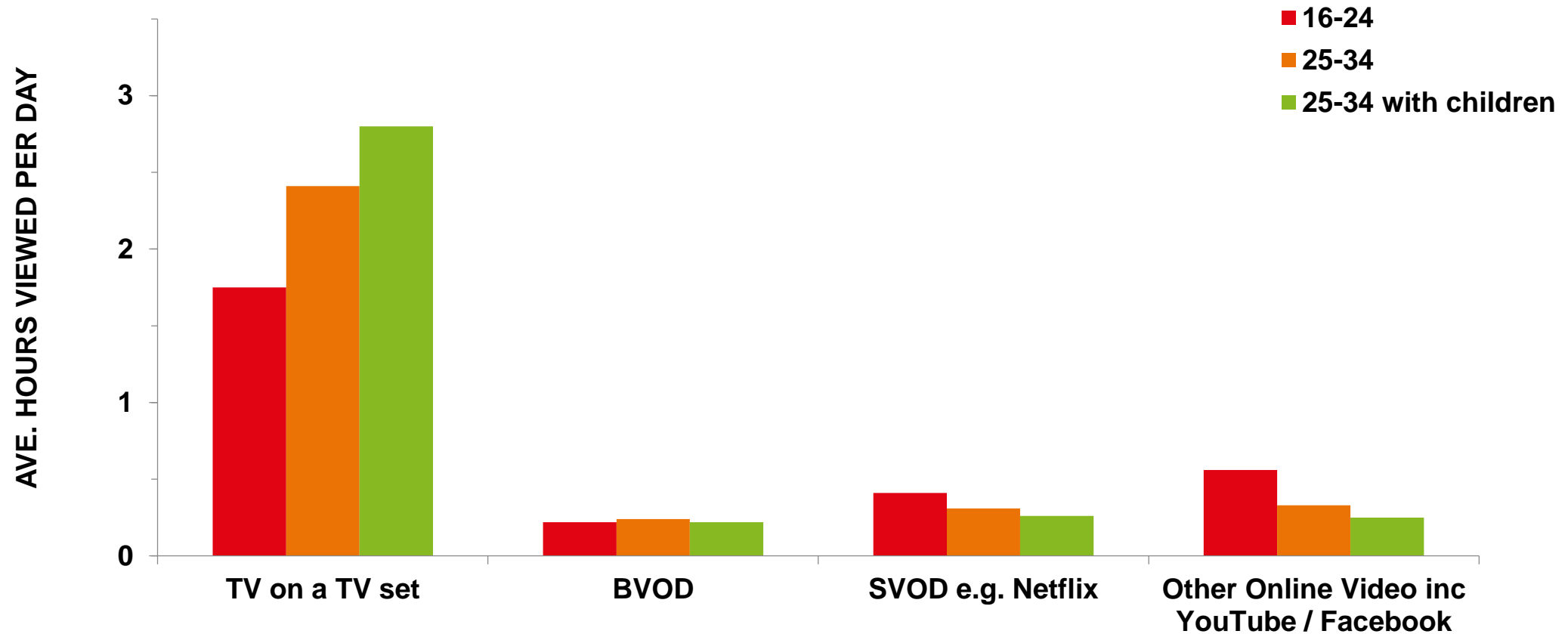
Source: 2016, BARB/comScore/Broadcaster stream data/OFCOM Digital Day/IPA Touchpoints 2016/Rentrak.

The changing viewing landscape



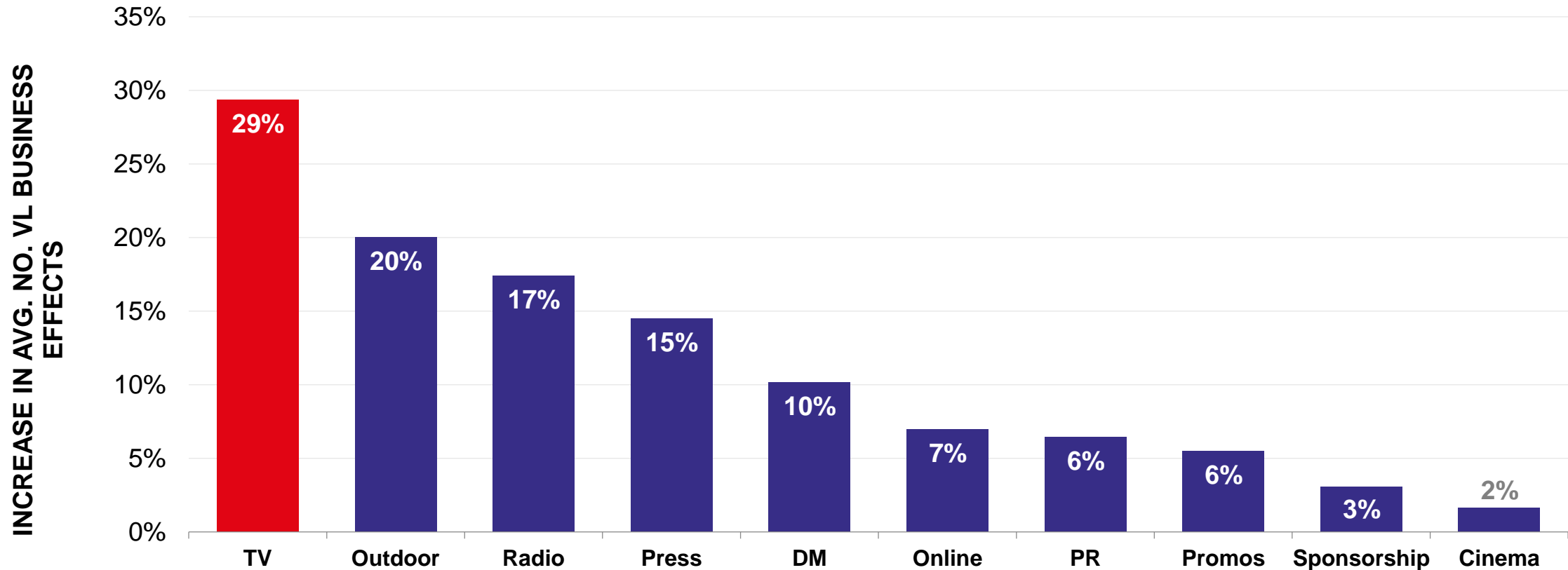
Source: 2016, BARB / comScore / Broadcaster stream data / OFCOM Digital Day / IPA Touchpoints 2016 / Rentrak / OFCOM Communications report / Statista / IPSOS / Thinkbox estimates

The impact of lifestage on TV viewing



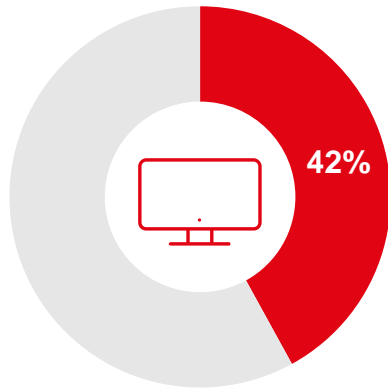
Source: Touchpoints 2016, IPA. Base: 16-24, 25-34, 25-34 with children

TV advertising is the most effective...

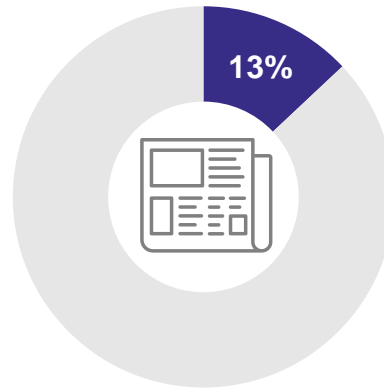


Source: Effectiveness in the digital era, 2016, Binet & Field IPA

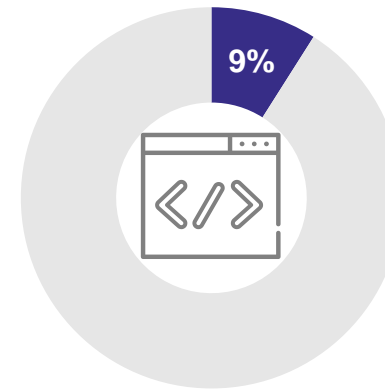
...and the most trusted



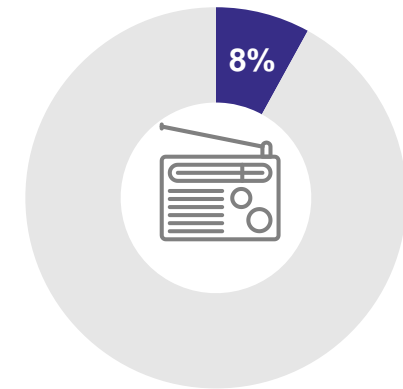
TV



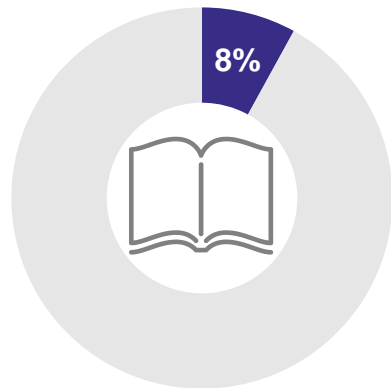
Newspapers



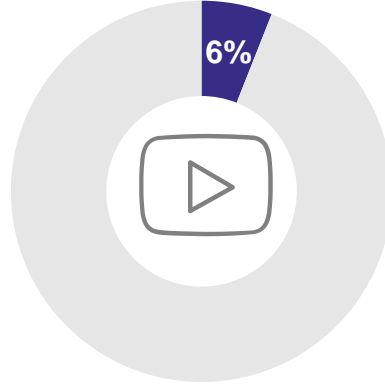
Websites



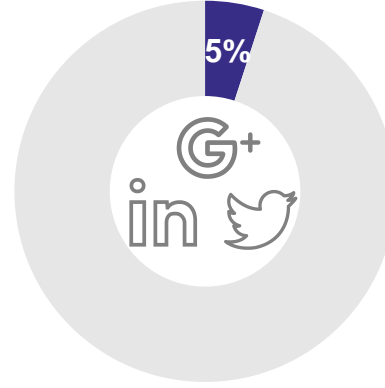
Radio



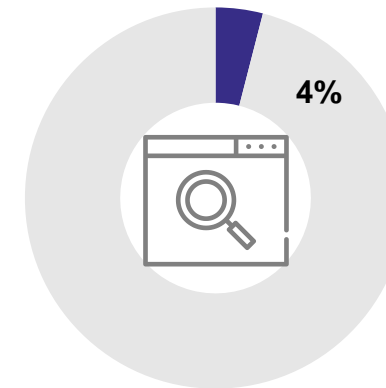
Magazines



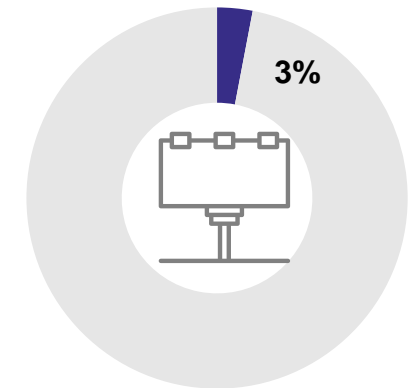
YouTube



Social Media



Search

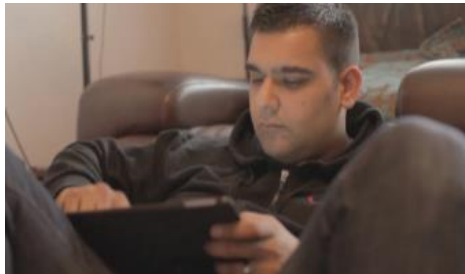
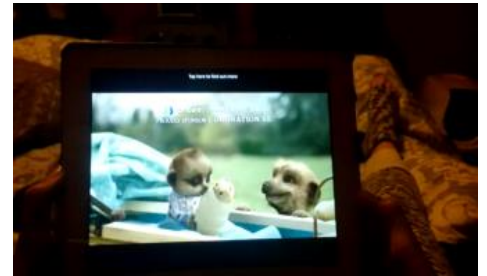


Outdoor

Source: TV/Ad Nation, 2016, Ipsos Connect/Thinkbox, adults 15+
Question: In which, if any, of the following places are you most likely to find advertising that you trust?

Why is TV so resilient?

TV has thrived on new technologies

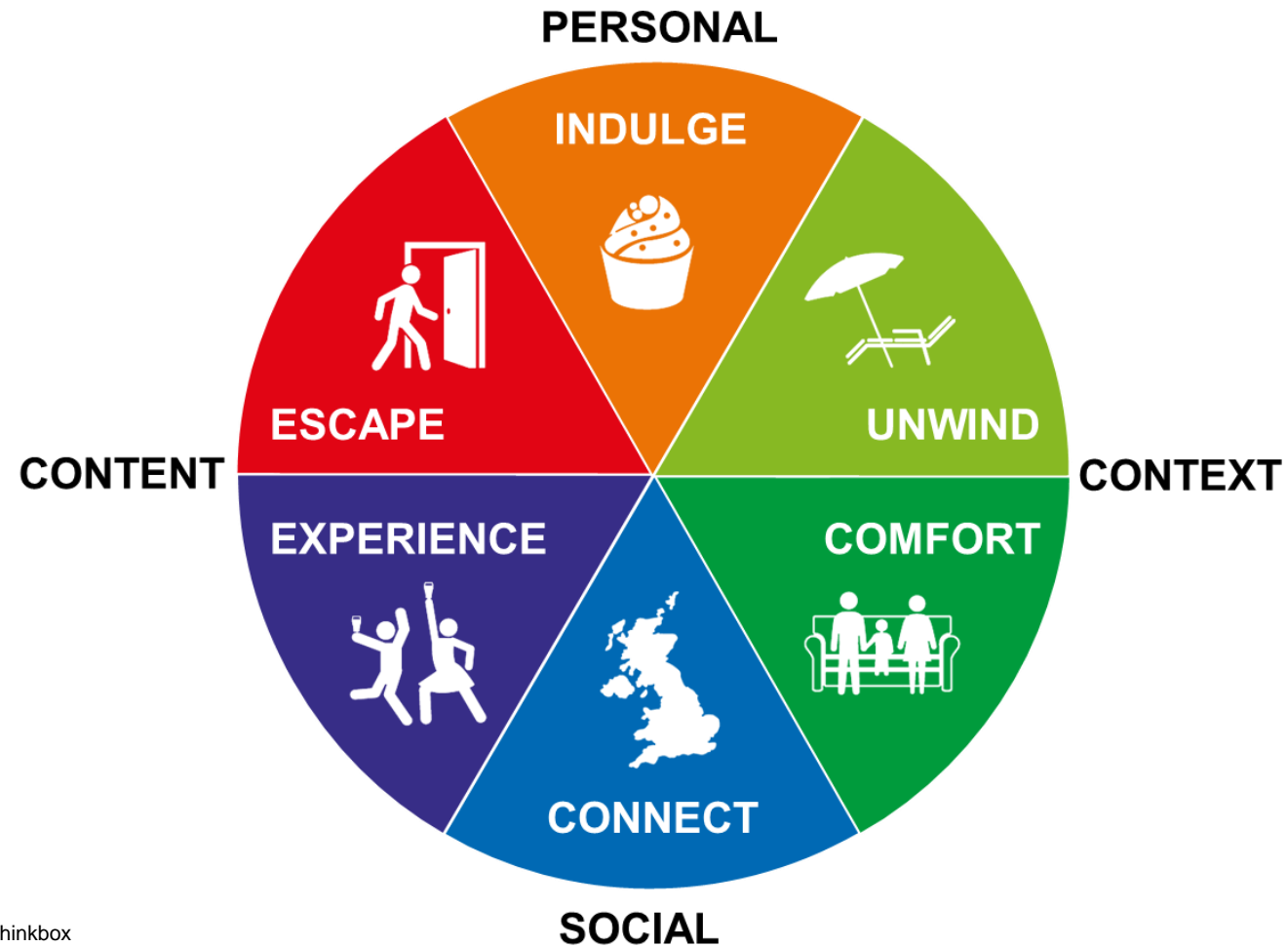


Quality, variety, sociability

thinkbox



TV meets universal needs



Source: Screen Life: TV in Demand, 2013, Flamingo/Thinkbox

