








TV has unbeatable scale and reach

No other form of advertising can build scale as quickly and powerfully. This is crucial as no-one can truly predict who might end up a customer. Advertising with mass reach builds brand desirability and creates fame, which is the most effective advertising strategy.

For a business to grow, the most important thing is to reach as many of its potential customers as possible. In doing so, the business can start generating demand and filling the top of sales funnel. TV advertising is great at cost-effectively reaching audiences at scale and therefore growing the potential customer base

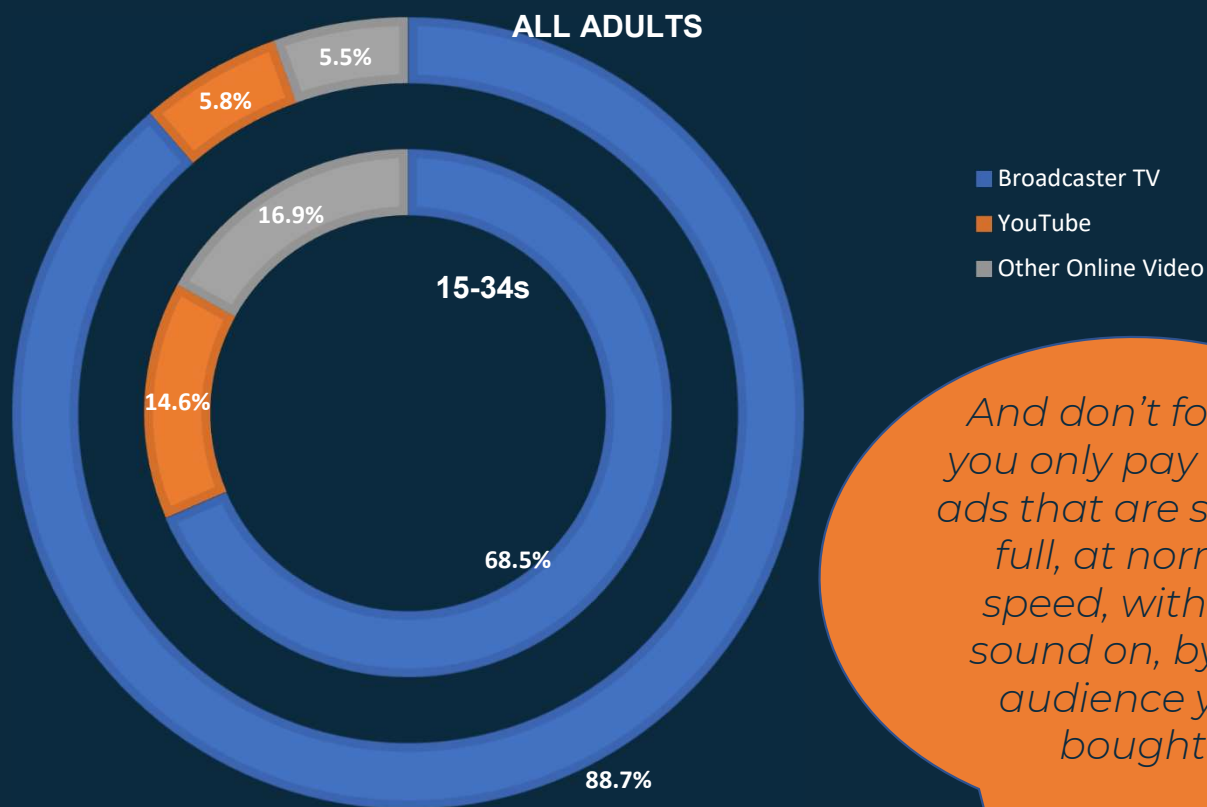


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	2024	Weekly Reach	Monthly Reach
	Adults	77.9%	89.8%
	ABC1 adults	76.3%	90%
	15-34	55.4%	77.5%
	25-44	72.5%	87.8%
	Ads 55+	92.9%	97.6%
	GSwK	76.4%	89.4%
	30-65	82%	92.3%

BROADCASTER TV ACCOUNTS FOR 89% OF OUR VIDEO ADVERTISING DAY

Despite some shift in viewing towards other video services, 68.5% of video advertising consumed by 15-34's in a day is still within Broadcaster TV



And don't forget, you only pay for TV ads that are seen in full, at normal speed, with the sound on, by the audience you bought