
A Rough Guide to TV

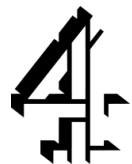


Matt Hill

Thinkbox is supported by 99% of UK broadcasting

thinkbox

Main shareholders



Associates & supporters



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02 TV and Travel

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**It's available in
cinema quality**

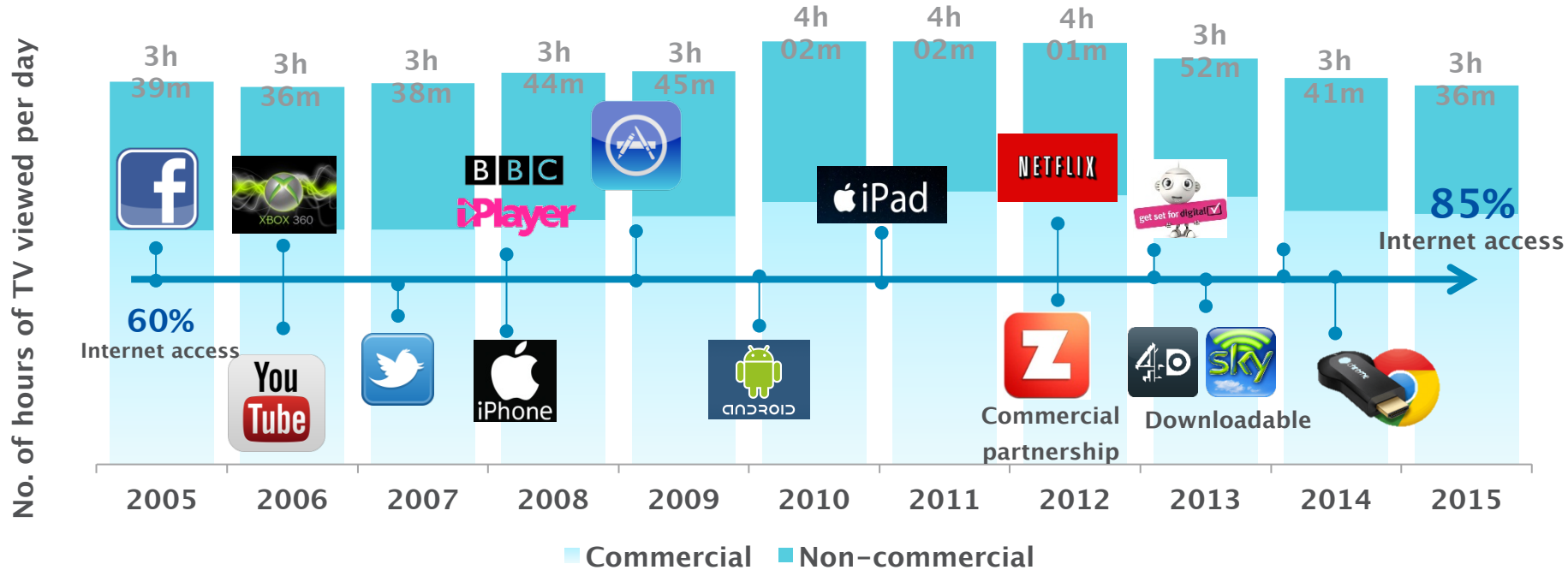
**It's available
on-demand**

**It's available
on the move**

Yet, the fundamentals of viewing behaviour haven't changed



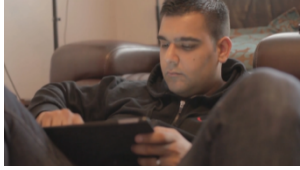
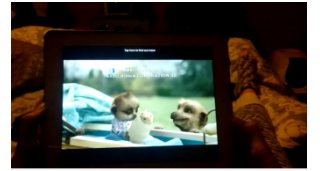
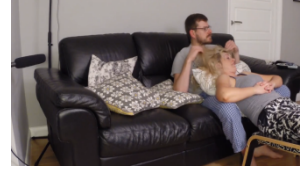
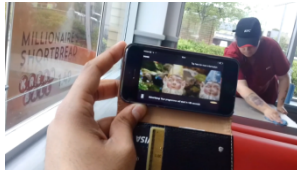
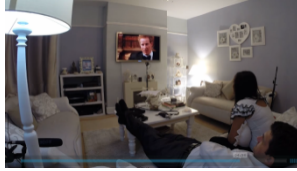
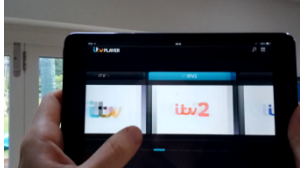
Alongside a decade of disruption, TV set viewing is resilient thinkbox



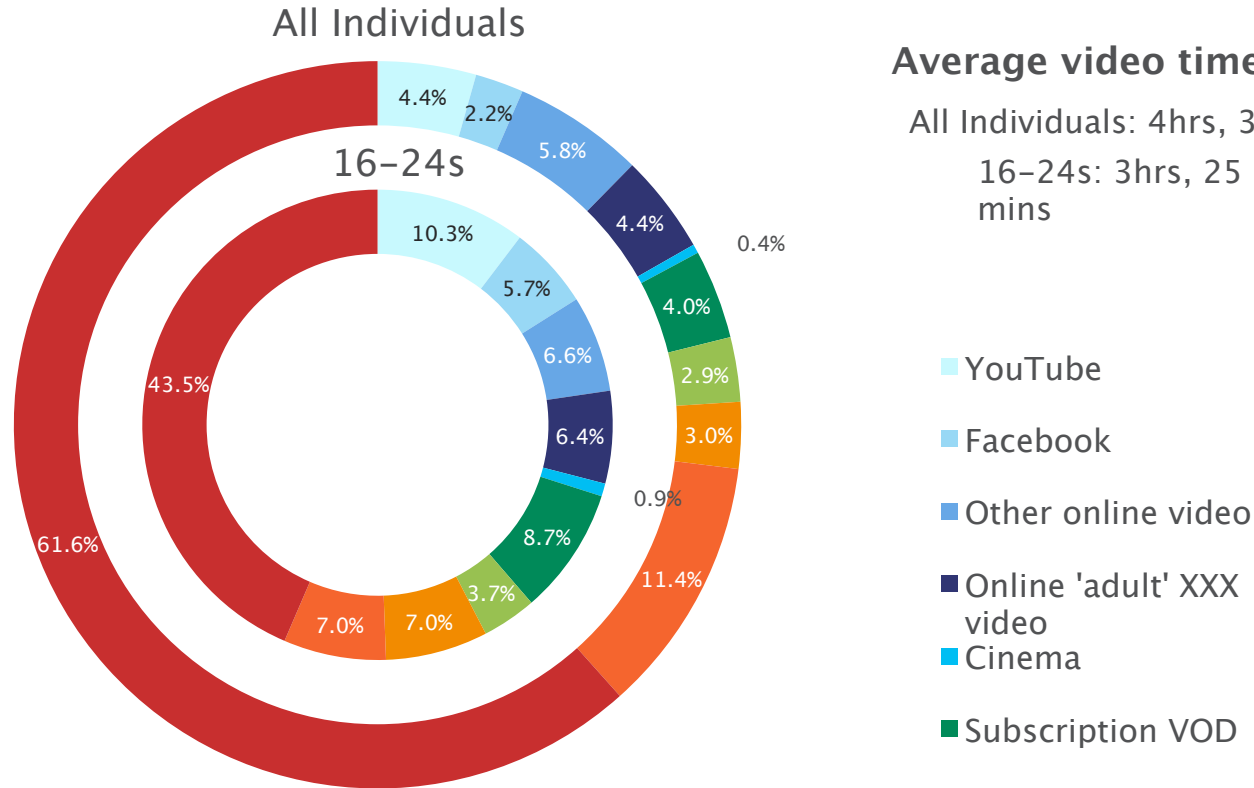
Source: BARB 2005-2015, individuals. TV set viewing within 7 days of broadcast; Ofcom Technology Tracker

TV isn't going anywhere. It's going everywhere

thinkbox



TV dominates the world of video



Technology changes fast, human needs don't change

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Deprivation of live TV

Today's agenda

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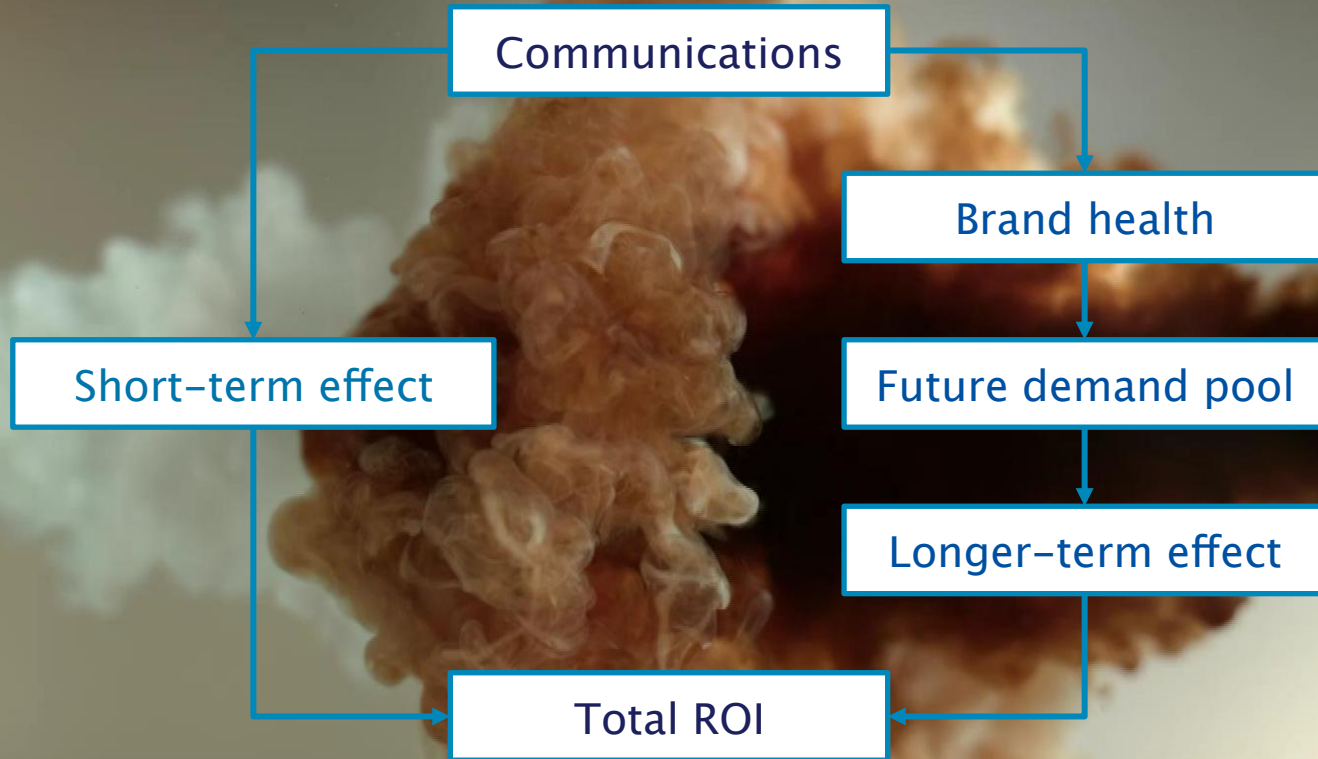
TV response: new rules, new roles



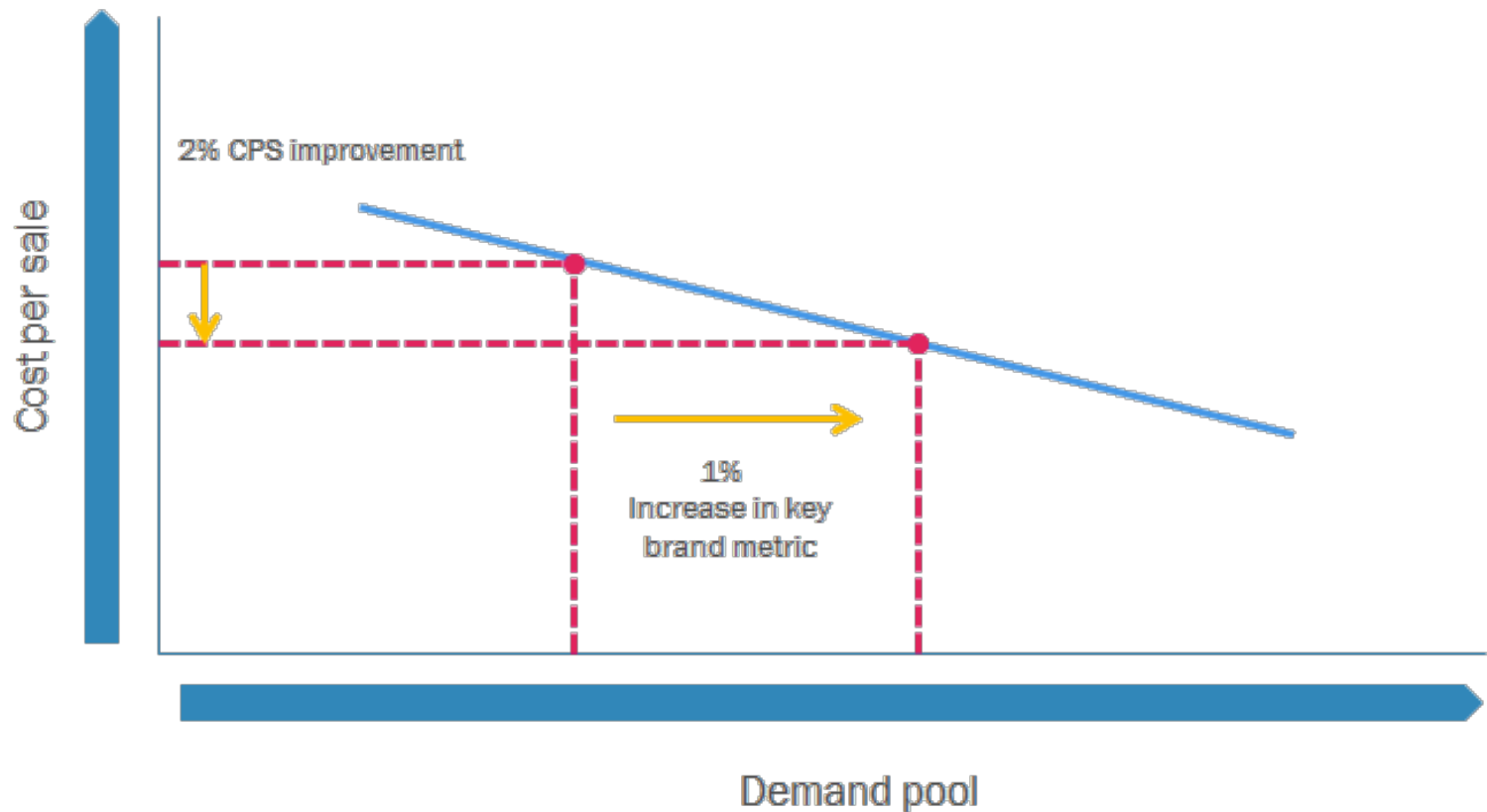
**Long-term
response**



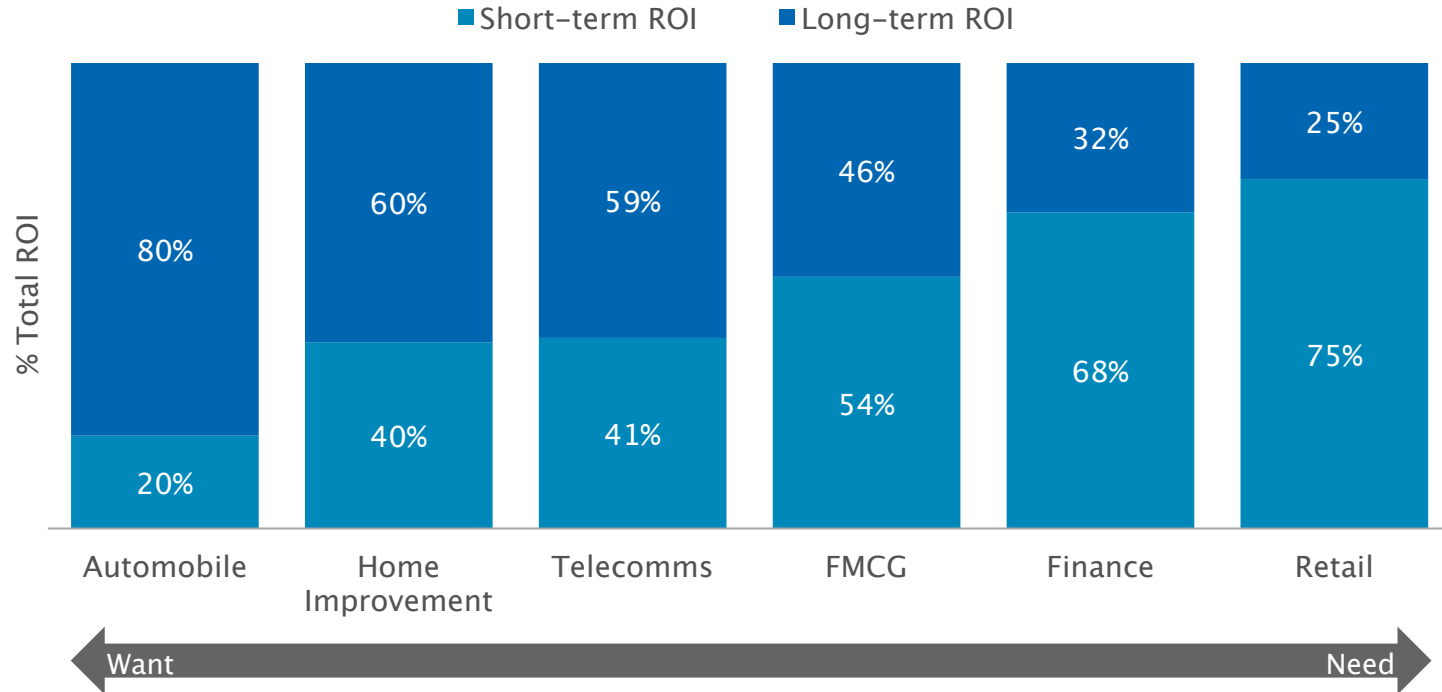
Long-term response comes from driving consideration



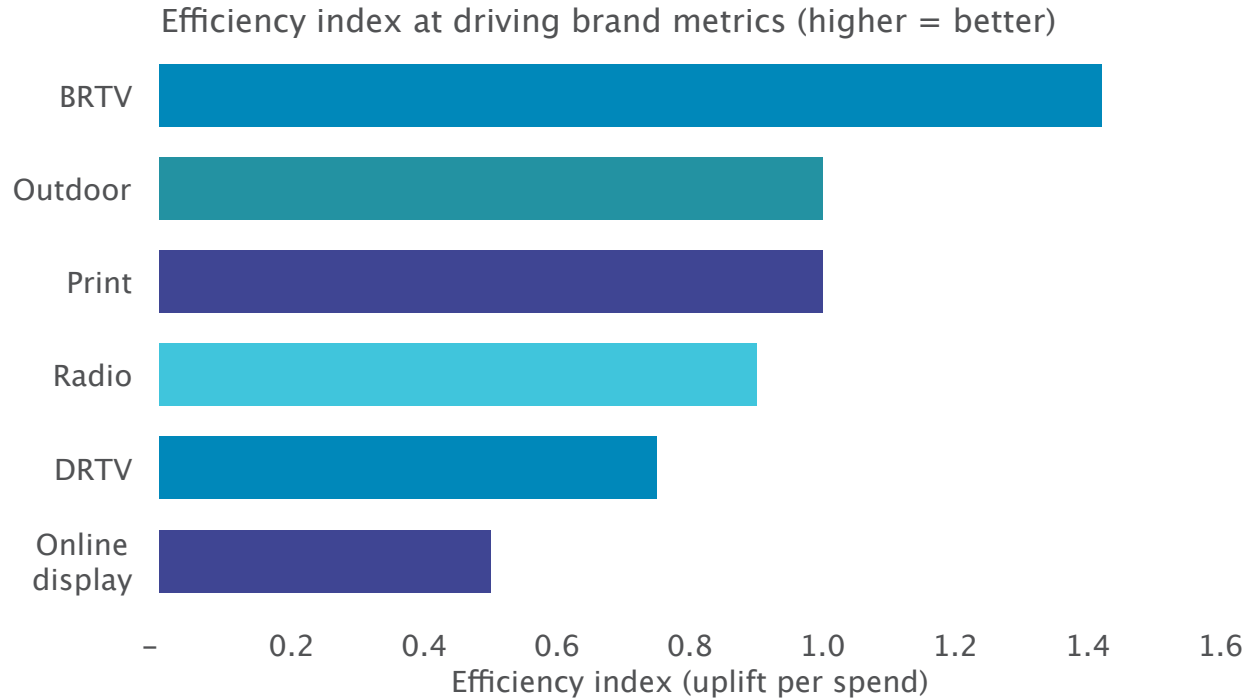
1% increase in brand metrics = 2% increase in cost effectiveness



Half of media-generated response comes in the longer-term



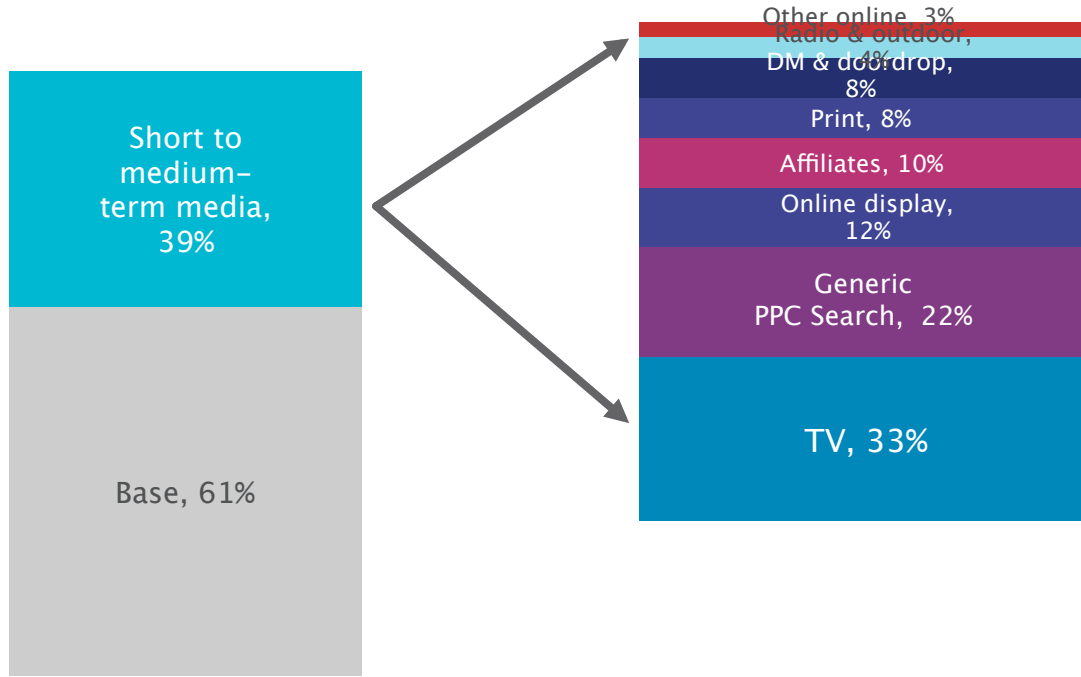
Brand TV is the most cost efficient longer-term channel



Short to
medium-term
response

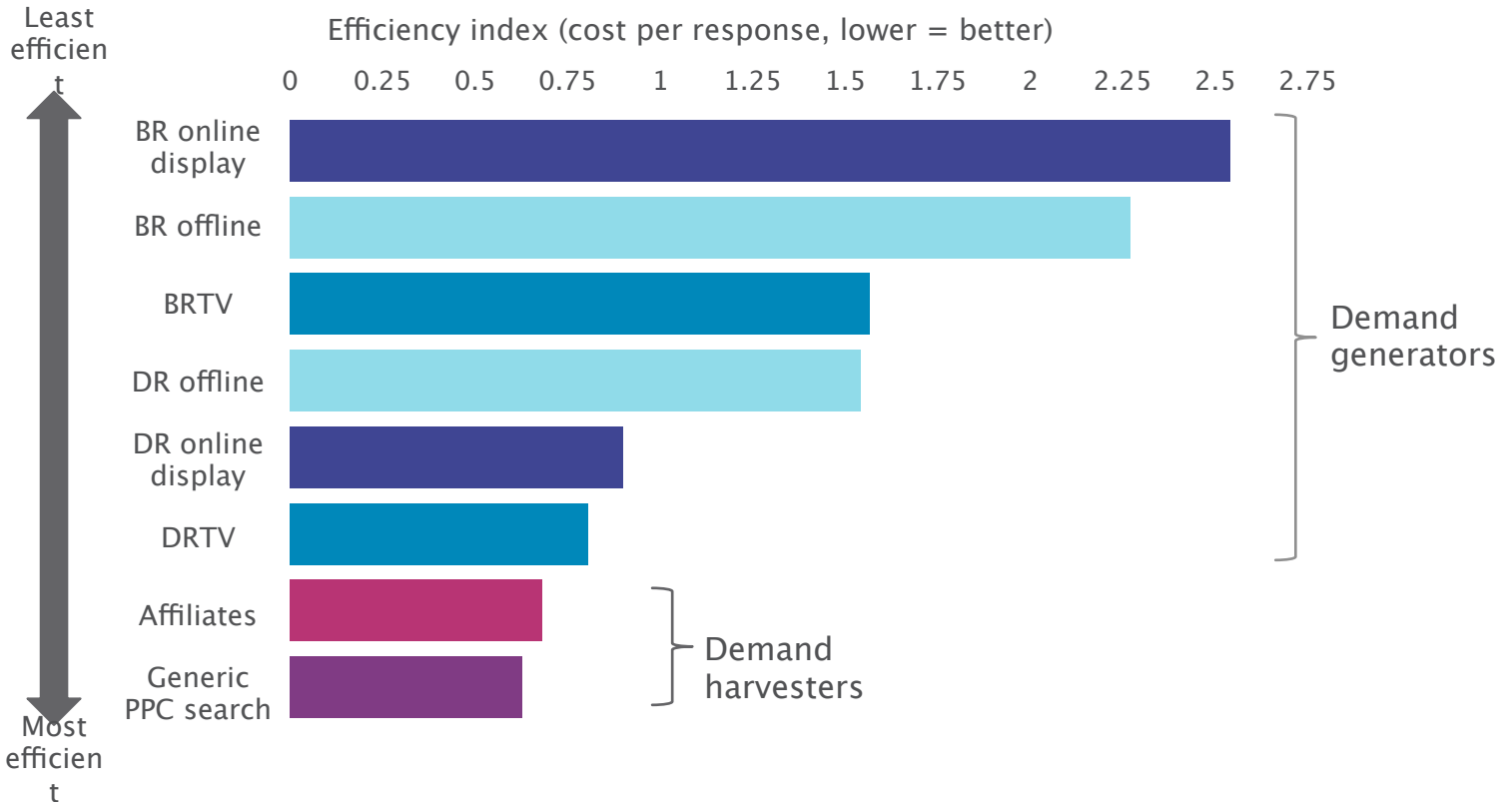


TV accounts for a third of media-driven sales



DRTV is the strongest 'demand generating' channel

Short to medium-term response



DRTV most efficient channel for travel brands

Efficiency index (lower = better)

	Travel	Charities	Finance	Average
BRTV	1.7	1.0	1.8	1.6
DRTV	0.3	0.9	0.8	0.8
BR offline	1.9	3.7	1.3	2.3
DR offline	N/A	1.2	0.4	1.5
BR online	2.8	3.6	1.0	2.5
DR online	0.8	0.3	0.5	0.7

Least efficient
Efficient
Most efficient



This is generation easyJet.

Objectives:

Increase margins
Lower marketing costs

Execution:

Cut unnecessary online spend
Target new customers
Build an emotional connection

Results:

Improved brand perception metrics by 13%
Over 4 years EasyJet grew passenger numbers by 25%

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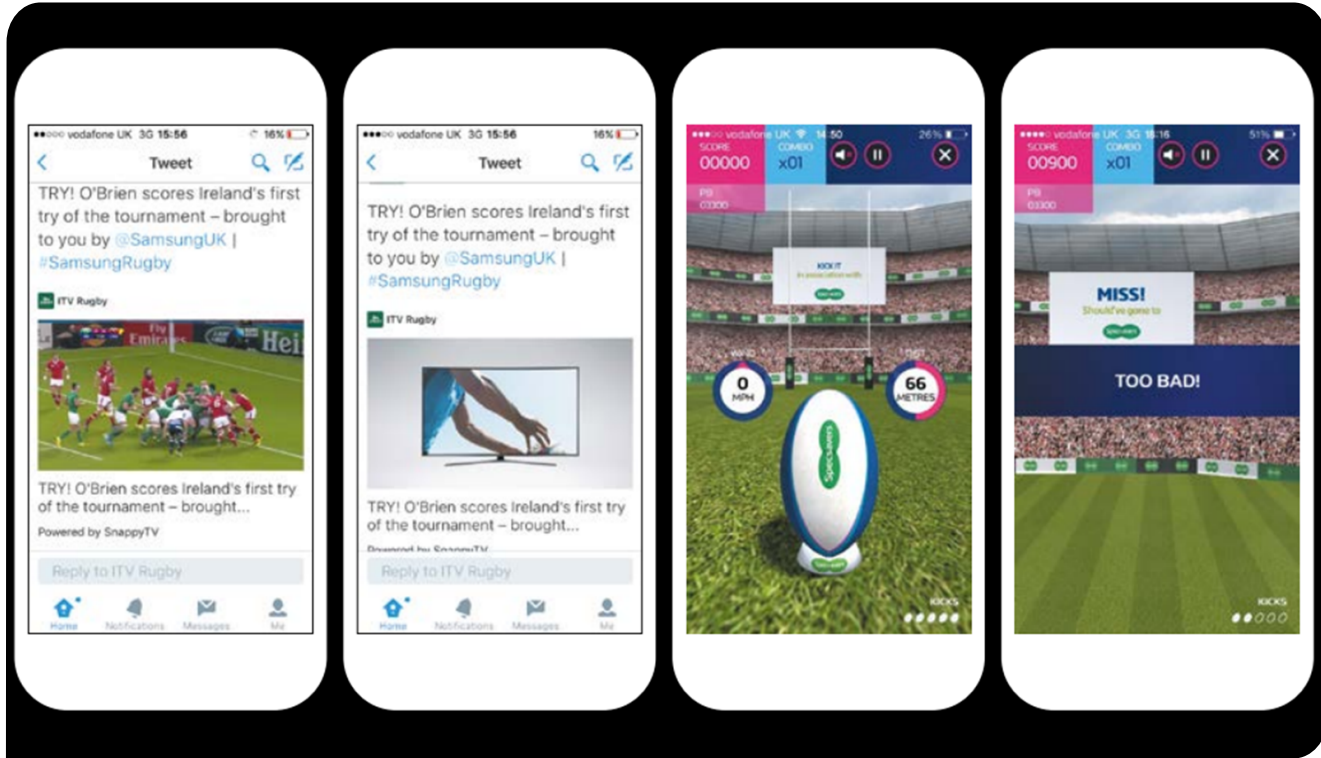
03 Innovation

sky | ADSMART

EAST COAST



Multiplatform wins at Rugby World Cup 2015



SAMSUNG



Addressability in VOD: personalised ads



Coca Cola



BT Sport



Burberry



Virgin Travel



O2



Universal Pictures

Access to talent

thinkbox



Budweiser
DREAM GOAL
#TOTHE DREAM

sky SPORTS

TV has never been better for viewers or for advertisers

TV dominates the new world of video

TV offers the most cost effective sales conversion for
Travel

TV & online have a brilliant relationship

TV's future is Innovative, addressable, interactive &
integrated

Thank you



www.thinkbox.tv

Helping you get the best out of television
