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**TV DRIVES BUSINESS OUTCOMES  
Global TV Group arms advertisers with   
latest TV effectiveness evidence from around the world**

**30 April 2021 – Research collection demonstrates how TV works in every market, for all customer objectives.**

[The Global TV Group](http://www.theglobaltvgroup.com/), the informal grouping of TV companies and sales houses’ trade bodies in Europe, the USA, Canada, Australia and Latin America, whose common goal is to promote television, has released the first of three topical updates of its [*Global TV Deck*](http://www.theglobaltvgroup.com/tgtv-deck/) planned for 2021.

The grouping - of which [egta](http://www.egta.com/), the association of television and radio sales houses, is a member – aims to arm advertisers with the latest TV effectiveness evidence from around the world.

The compendium gathers research summaries from various countries and covers critical studies as “*The Halo Effect: TV As A Growth Engine*” (VAB/Effectv), “*Not all reach is equal*” (Screenforce DACH/Karen Nelson-Field), “*TV Drives Advertising Effectiveness that Lasts*” (Accenture/thinktv Canada), “*Profitability: The Business Case for Advertising*” (Thinkbox/Ebiquity/Gain Theory) - and more.

In this collection, they will find, for example, research showing that:

* Within the first fortnight of a campaign, TV delivers on average 23% of media-driven sales. *(“Demand Generation” – UK)*
* TV is fundamental to *Search*, a strong driver of short-term sales demand (“*Payback study” – AU)*
* Campaigns with a 70% to 90% coverage deliver the best possible impact in terms of contribution to sales and penetration. (*“How Does TV’s Reach Impact Sales?” – ES*)
* Younger brands (three years or less) see the most significant impact of TV as they are establishing their story and identity in the market (“*Halo Effect” – US*)

This brand-new research collection is indispensable for marketers seeking to make the most informed decisions regarding their ad investments – illustrating how TV drives business outcomes and provides them with the best leverage for their marketing activities.

The Global TV Deck can be freely downloaded [on the Global TV Group website](http://www.theglobaltvgroup.com/tgtv-deck/).

**Sean Cunningham, President of The Global TV Group and CEO & President of the VAB:***“Advertisers choose TV for the most important role in their marketing plans, that of ‘lead outcomes-driver’. To best achieve the full range of business results - from quickly activating customer traffic at scale to securing brand loyalty beyond reason, whatever is most mission-critical to sales goals and brand goals should be trusted to TV.”*

**Martin Krapf, Vice-President of The Global TV Group and Non-Executive Boardmember of Screenforce Germany:** *“Globally we have different customers with different objectives: Sales, activation, aiming for short or long term results etc.. The wonderful result of our joint research expertise is that TV meets all these goals – everywhere.”*

**Lindsey Clay, CEO Thinkbox:** *“There’s an increasing culture of effectiveness in marketing. Outcomes are in. So, this new deck is timely. It shows repeatedly, forensically and comprehensively TV advertising’s incredible skillset. It demonstrates how TV solves business problems and is packed with the evidence marketers need to prove that TV is a low-risk investment that unlocks growth.”*

***Laurent Bliaut, President egta & Deputy General Director, Marketing and R&D, TF1 PUB:****“This compendium of indispensable research from a myriad of markets showcases the compelling effectiveness of TV advertising – helping marketers with the much-needed insights to drive their business forward and create successful brand stories. egta - on behalf of the Global TV Group – is proud to help with this invaluable exchange of expertise.”*

The Global TV Group is an informal grouping of broadcasters’ and sales houses’ trade bodies in Europe, the USA, Canada, Australia and Latin America, whose joint objective is to promote television. <http://www.theglobaltvgroup.com/>

egta is a Brussels-based trade body representing TV/video and radio/audio companies responsible for the monetisation of content and the sale of advertising and brand integrations across the on air and online portfolio of more than 155 major broadcasters active in 44 countries, in Europe and beyond. <http://www.egta.com/>

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