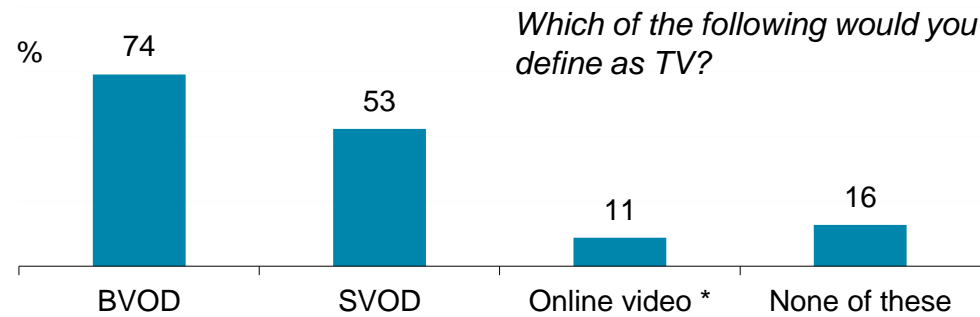


# ... and what makes TV different

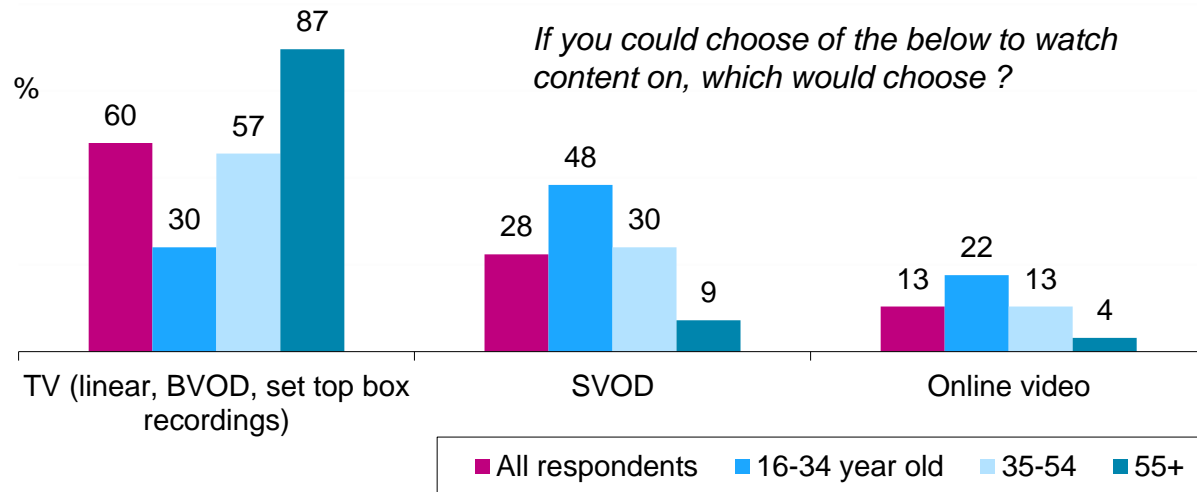


## « Close to TV » channel



\* Online Video = at least one of YouTube, social media videos or other online videos

## Favourite channel



## What would make a TV ad feel relevant to you?

Separate survey. N = 668

