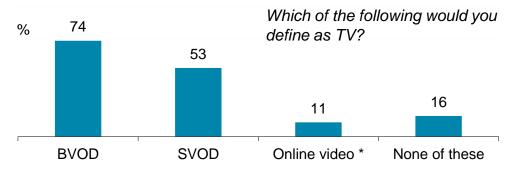
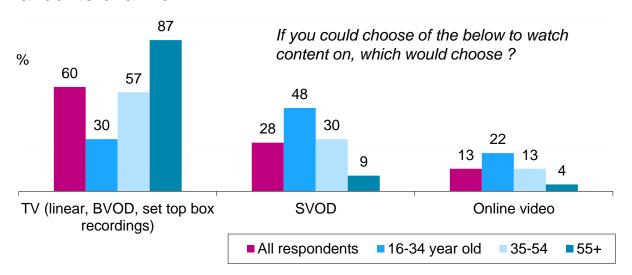
## ... and what makes TV different

## « Close to TV » channel



<sup>\*</sup> 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

If it was a product that I'm looking for right now	
	45%
If it was a product I might be likely to need or want in the future	
	44%
If it was a brand or product related to my lifestyle	
	39%
If it was a brand or product related to my hobbies or interests	
	39%
If it was a brand I love	0.00/
Kituuga a brand ar praduct related to my bayrabald	36%
If it was a brand or product related to my household	34%
If there was current music I like	<b>34</b> /0
	30%
If the ad had music from my childhood	
	28%
If it tackled a relevant social issue	
	27%
If the actors were relatable	
	24%
If there was a celebrity in it that I like	
	14%

