

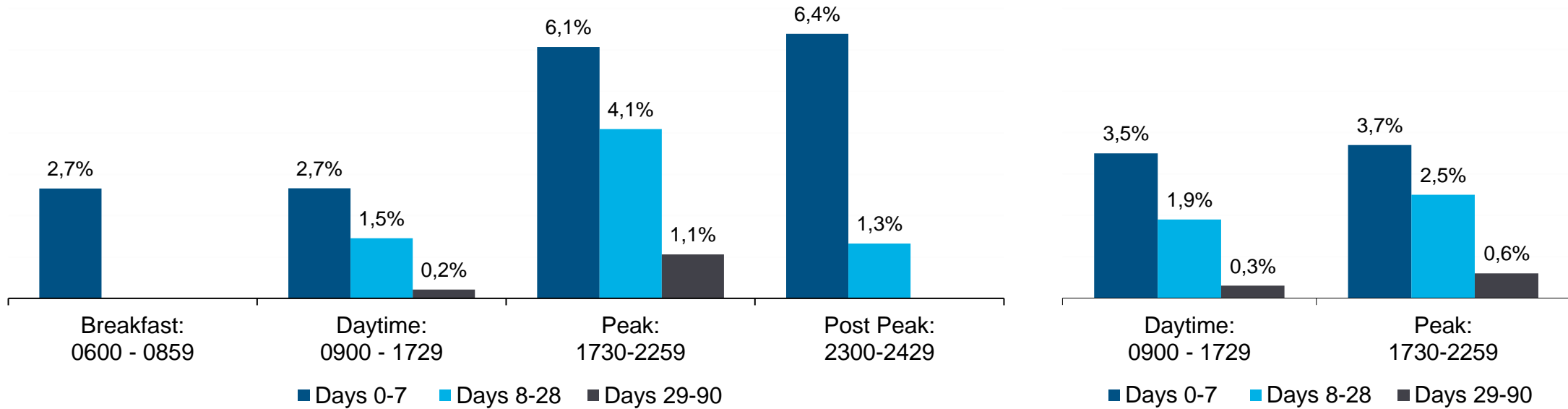
# Estimated impact of commercials on website visitations

Analysis by daypart, average for 50 brands

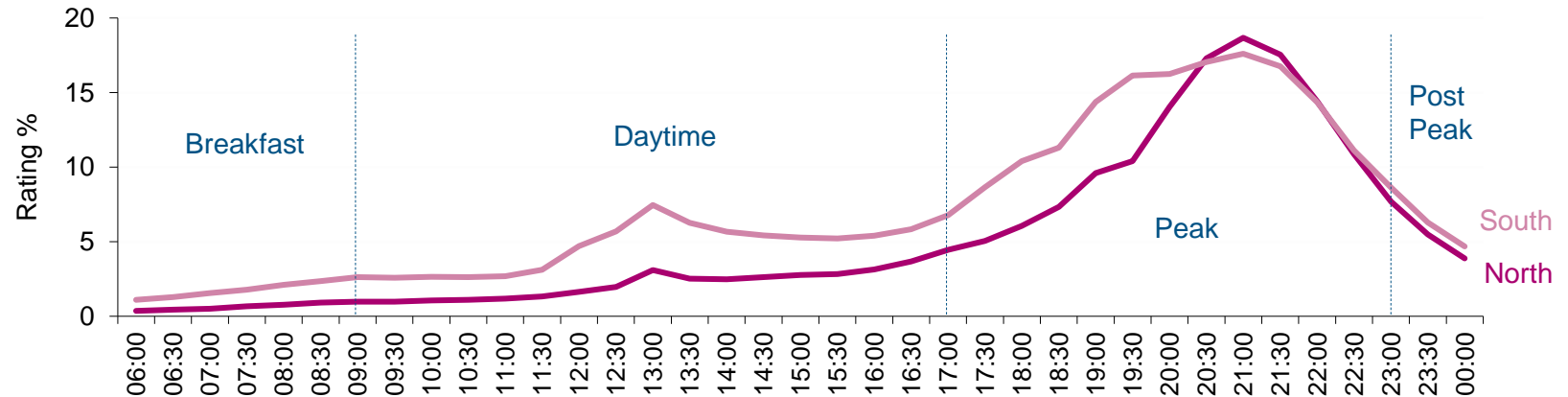


## Change in individual-level visit probability resulting from a TV spot impression

## Idem weighted for cost



## Belgium: viewing curve commercial channels



Sources: ITV. *The hidden value of peak* (UK) September 2023. CIM TV Jan-Oct 2023 on adults 18-54 (BE)