
Ad Nation & TV Nation



thinkbox

We know the UK loves TV.

Does the media industry

share this enthusiasm and

know enough about it?

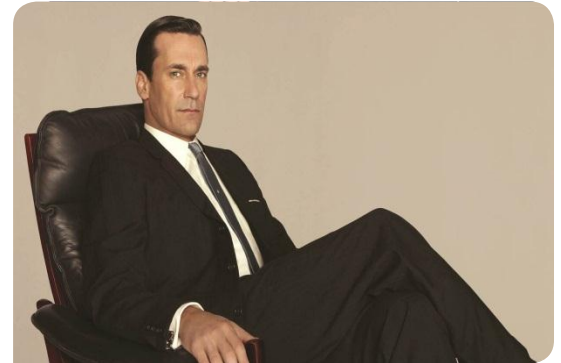
TV Nation and Advertiser Nation are two distinct groups

TV Nation

An annual survey conducted by Ipsos-Mori covering national attitudes towards advertising and media behaviour, take up of new technology and their daily lifestyles

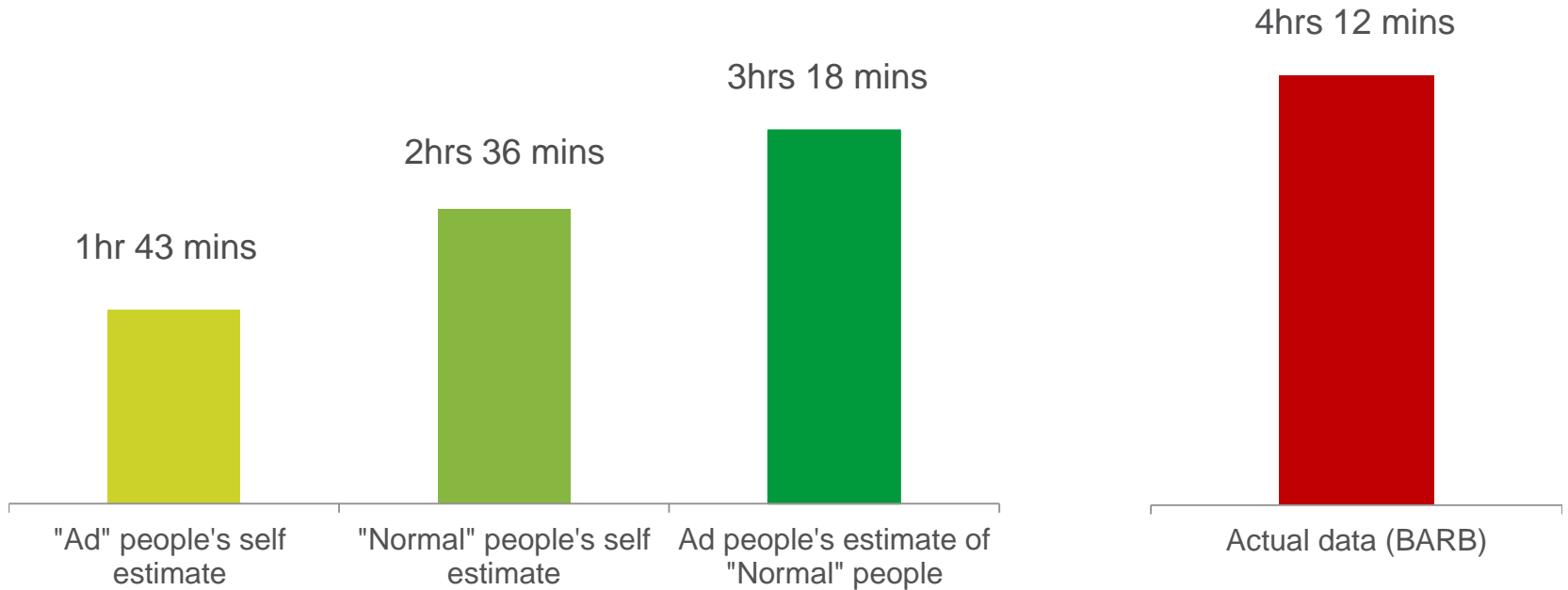
Advertiser Nation

A study of media professionals asking their opinions towards advertising, their media behaviour and daily lifestyles. It also asked them to estimate the media lives of the nation



How good a grip on reality?

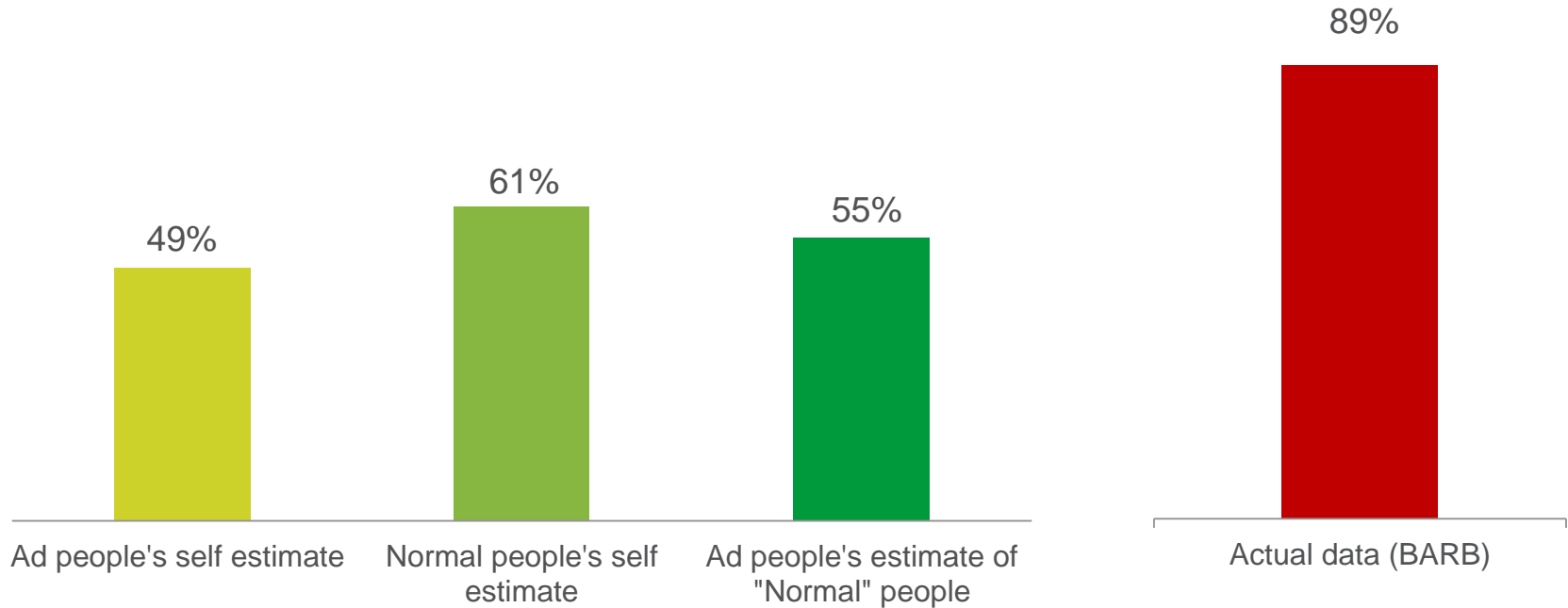
Estimated hours per day watching TV



Source: TV Nation: 2013 Ipsos Media CT/Thinkbox. Question: In an average day, approximately how much time do you spend doing the following activities? Estimate of consumption by the British public aged 15+. BARB viewing Q1 2013.

Only half of TV viewing is estimated to be live

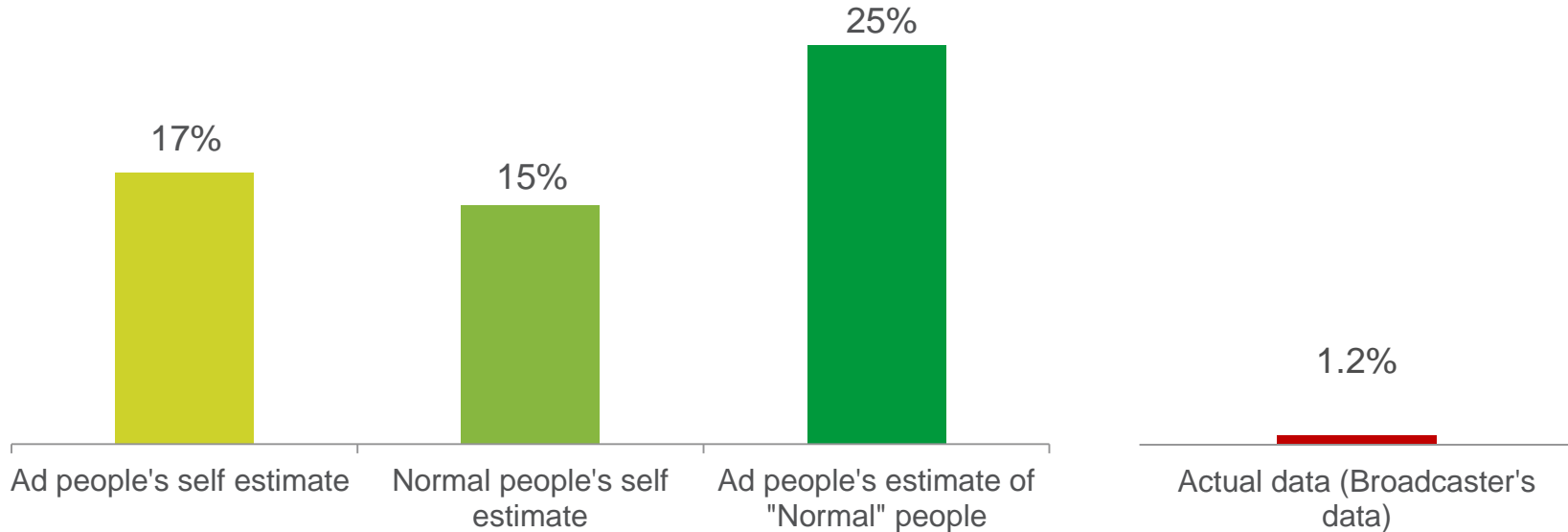
Estimated proportion of viewing that is live



Source: TV Nation: 2013 Ipsos Media CT/Thinkbox. Question: Of the time you / the public spend(s) watching television (excluding DVDs and programmes you recorded more than a week before), what proportion of that time is spent watching live?

Watching TV on other devices is wildly over-estimated

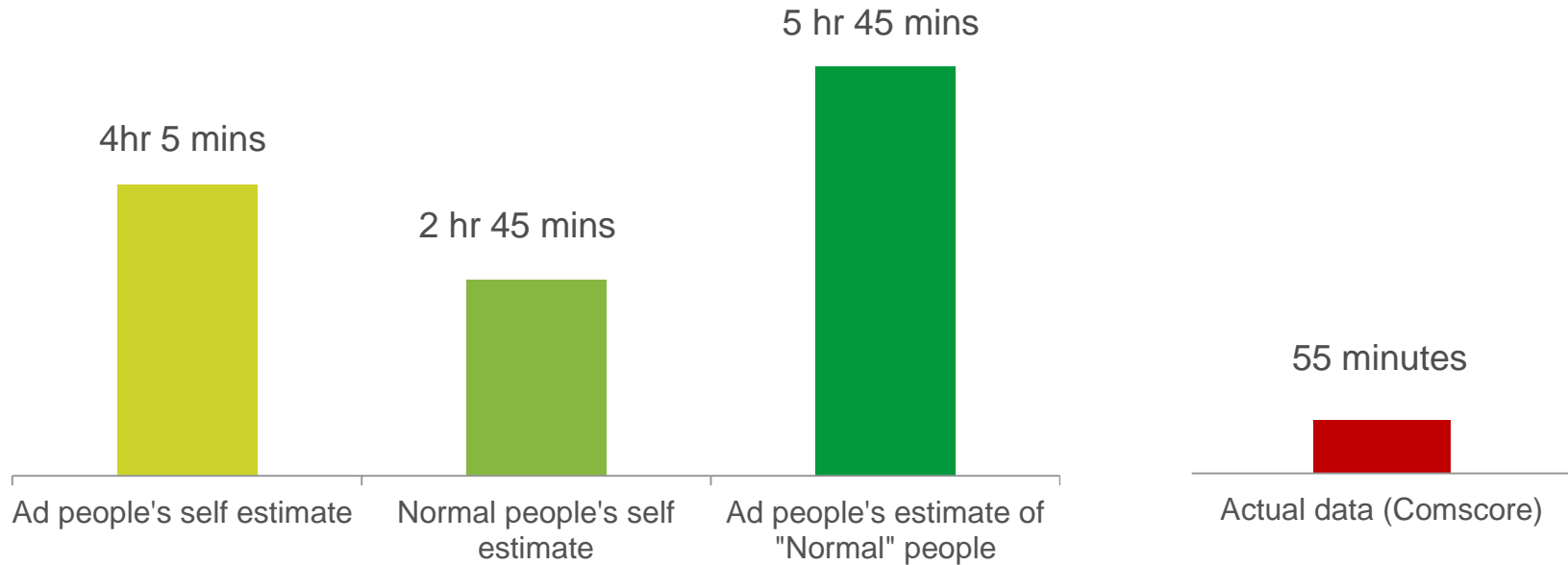
Estimated time spent watching TV on other devices



Source: TV Nation: 2013 Ipsos Media CT/Thinkbox. Question: Of the time you spend watching TV programmes or films (not including DVDs) what proportion of that time is spent watching on your TV, PC/Laptop, tablet, phone. Data shown for other devices (not TV)

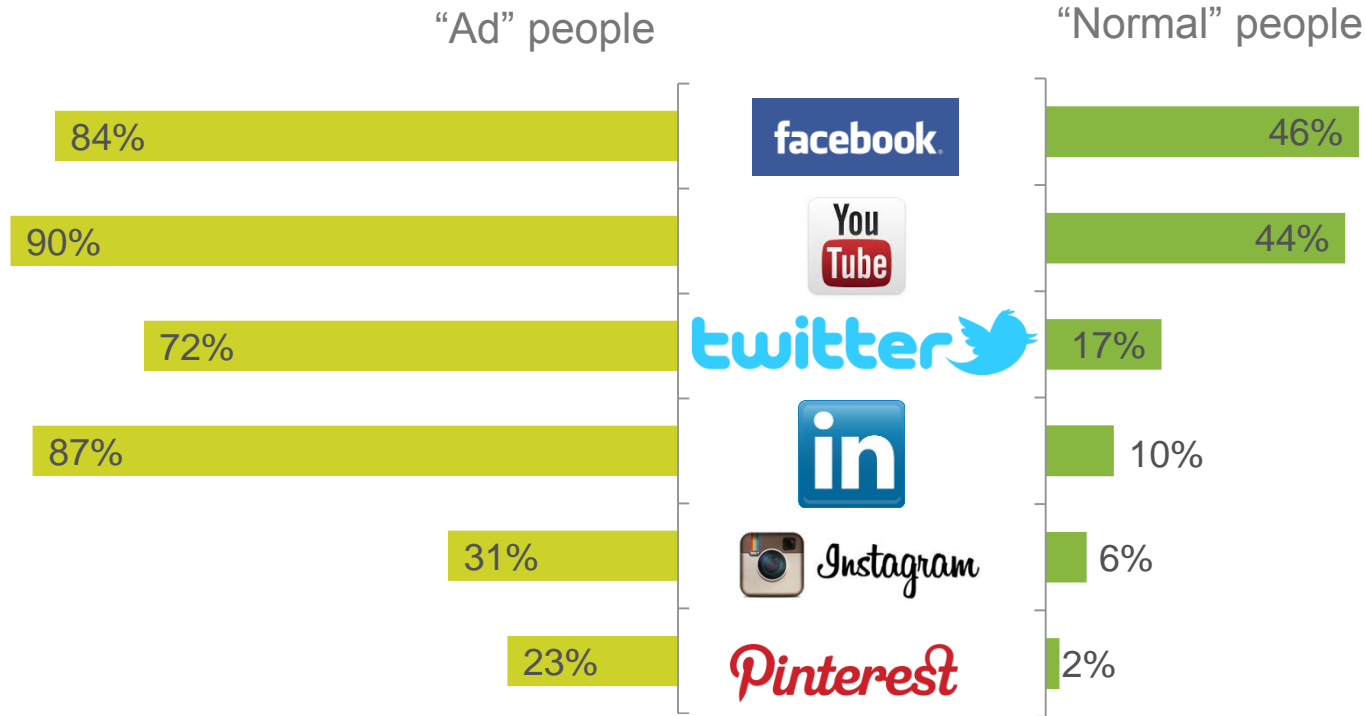
...and total time online also over-estimated

Estimated minutes of online use per day



Source: TV Nation: 2013 Ipsos Media CT/Thinkbox. Question: In an average day, approximately how much time do you spend doing the following activities? (minutes) Estimate of consumption by the British public aged 15+

Ad people are hopeless social media addicts



Source: TV Nation: 2013 Ipsos Media CT/Thinkbox. Question: Which websites have you visited in the last 3 months?

Summary

Media professionals massively over estimate how much time the Nation spends on the internet...and under estimate how much time is spent watching TV

Media professionals lead different lives from the public – fewer hours at home, more time commuting, more hectic – but similar lives to each other. They lead homogeneous lifestyles in a heterogeneous country

Media professionals are hopeless social media addicts who watch less TV than the country and watch more VOD.

Both the Media professional and the TV nation are poor at estimating their media consumption

