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## 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

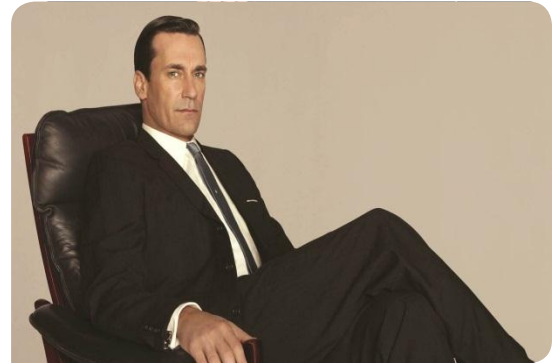
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An annual survey conducted by Ipsos-Mori covering national attitudes towards advertising and media behaviour, take up of new technology and their daily lifestyles

## Advertiser Nation

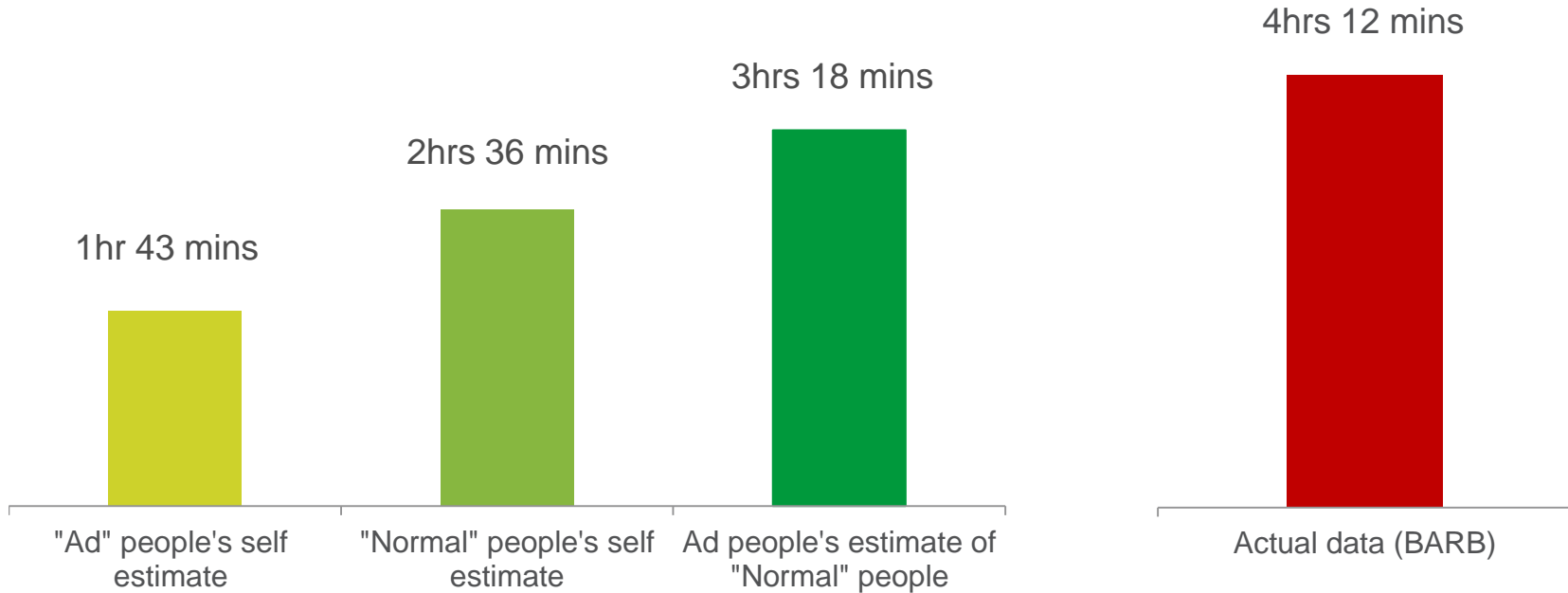
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A study of media professionals asking their opinions towards advertising, their media behaviour and daily lifestyles. It also asked them to estimate the media lives of the nation



# How good a grip on reality?

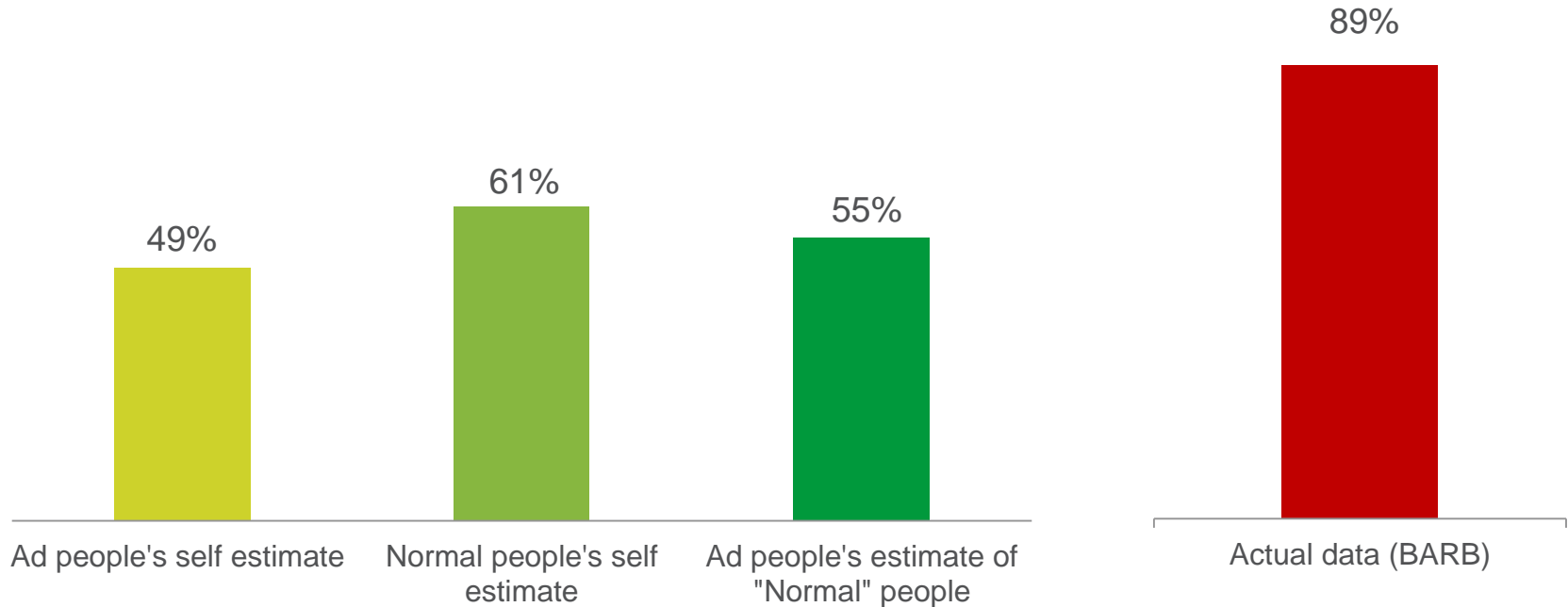
Estimated hours per day watching TV



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

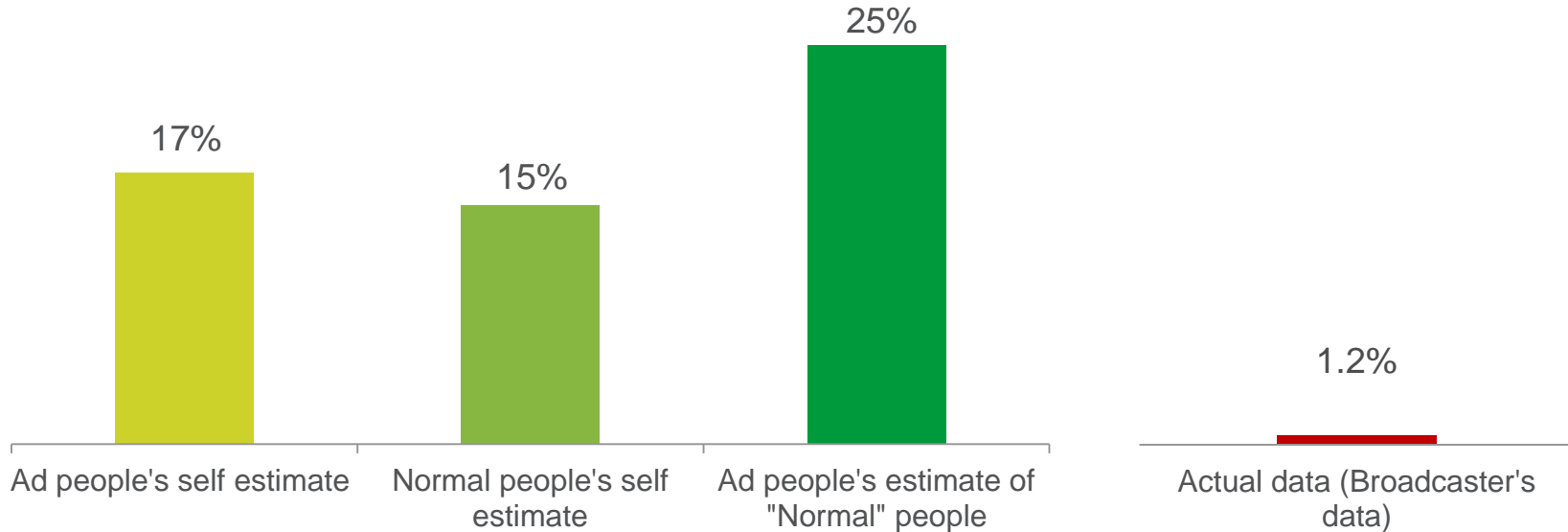
Estimated proportion of viewing that is live



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

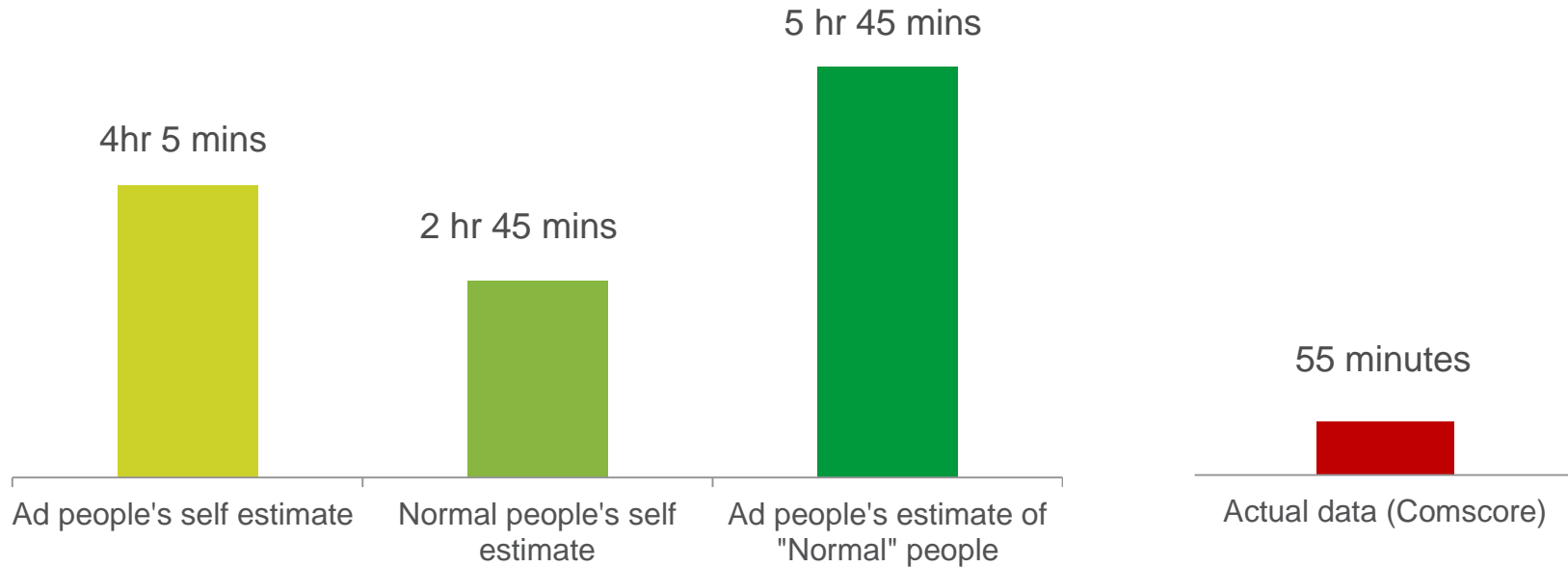
Estimated time spent watching TV on other devices



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)

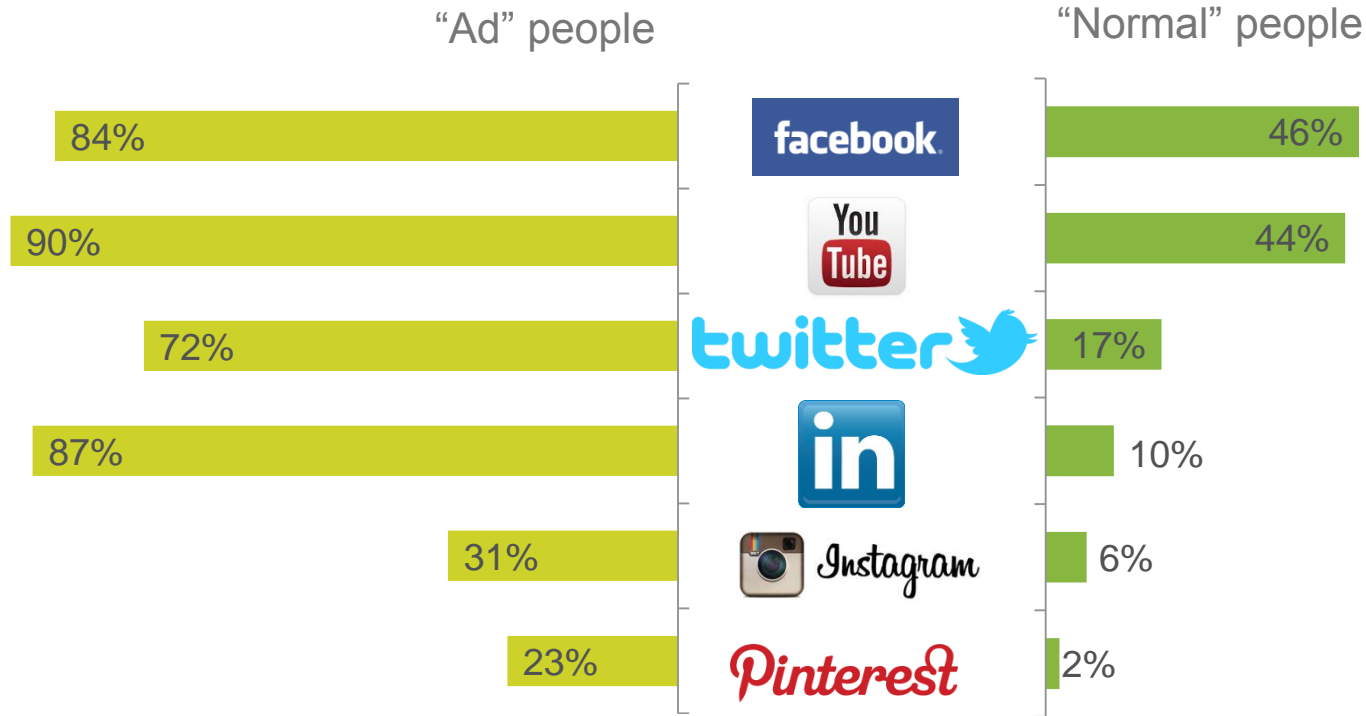
# ...and total time online also over-estimated

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?



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

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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

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

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

