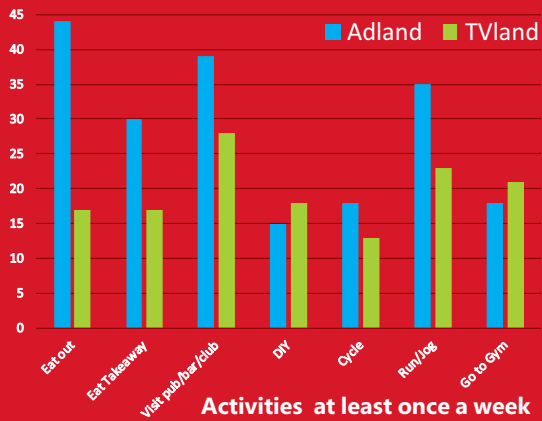


Adlanders are Fit Party goers!



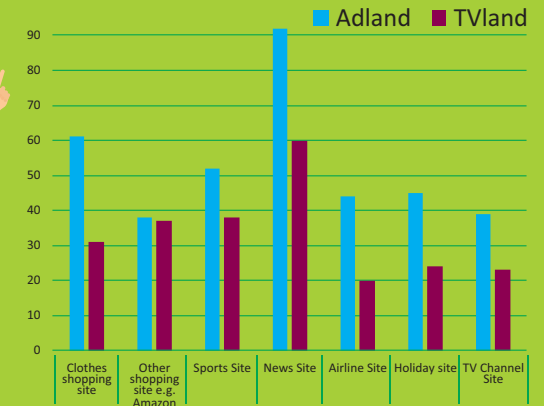
Everyday Life

With a demographic profile that is primarily young, affluent, urban, Dublin centric, with 3rd level qualification and in full time employment – those of us lucky enough to work in the Advertising/media business as a demographic represent just 2% of the viewing public.

We wanted to know what makes Adlanders stand out from the crowd.

In many ways Adlanders are very typical of the average TV viewer but when it comes to technology and TV viewing we are very unique

Adlanders are High Flying, Fashionista, Newshounds



Websites visited in the past 7 days

Attitudes

Adlanders share a lot of similar attitudes with TVlanders

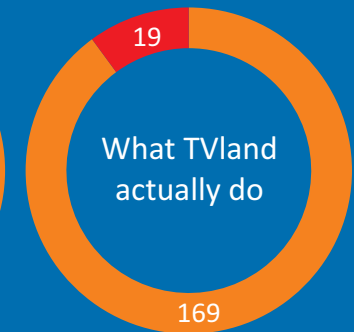
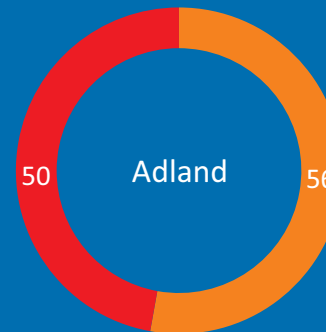


Adland v TVland



People view live TV for 1 hour a day more than you think they do!

The Average person views live TV for almost 3 hours per day.

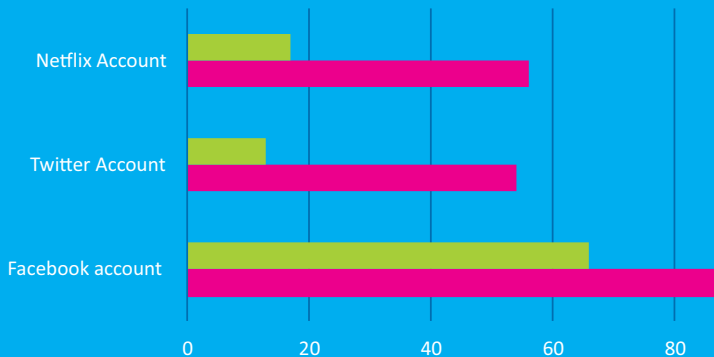


Live TV Timeshift

They view far less Time-shift – it accounts for just 10% of their overall viewing



Social Media and SVOD activity



Adland TVland

Adlanders love their social media and SVOD – much more so than the average TV viewer 75% of Adlanders have a Netflix subscription compared to just 25% of TV households

Use at least once a week

We tend to believe our own behaviours and media consumption is normal.

And when it comes to knowing what the average consumer does – we're well off the mark.

TAM Ireland
Television Audience Measurement Ireland