

# TV has unbeatable scale and reach

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- No other form of advertising can build scale as quickly and powerfully. This is crucial as no-one can truly predict who might end up a customer. Advertising with mass reach builds brand desirability and creates fame, which is the most effective advertising strategy.
- The IPA's 'Media in Focus' (2017), by Les Binet and Peter Field, found that:  
Mass media are crucial to effectiveness. The scale of medium is the primary driver of effectiveness and penetration is three times more likely to be the main driver of business growth and profit compared with loyalty (IPA 'Media in Focus', 2017)

# TV in Ireland has high daily, weekly and monthly reach

Total TV in Ireland reaches:



**64.7%**  
of the population  
in a **day**



**84.3%**  
of the population  
in a **week**



**94.1%**  
of the population  
in a **month**