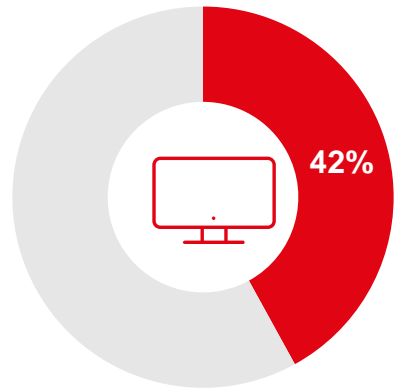


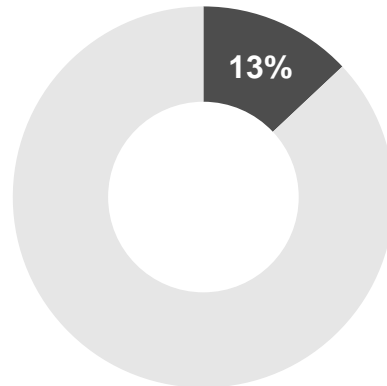
TV is brand safe

- One of the few upsides to the scandals of recent years over fraud, inappropriate placement of ads and data privacy in areas of online advertising – notably Facebook and YouTube – is that it has thrown TV’s high quality into even sharper relief. TV advertising has a responsibility to exercise its power and influence with care and is held to a higher standard through strict regulation – and viewers know it. As such TV is the most trusted form of advertising and being seen on TV gives brands a stamp of quality and credibility. There’s a reason online brands have flocked to TV and become TV’s biggest category.

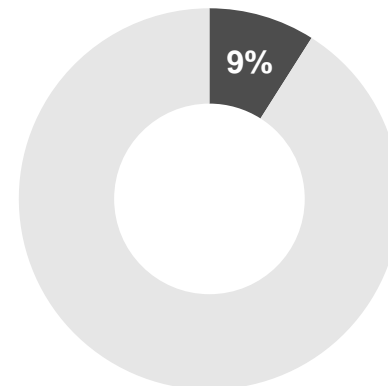
TV advertising is the most trusted



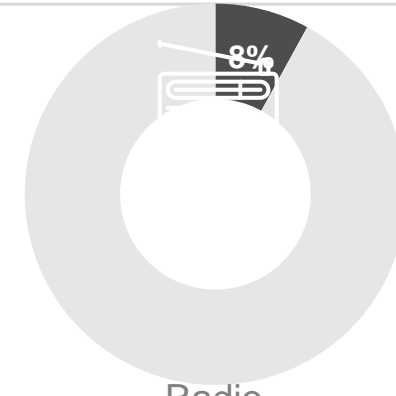
TV



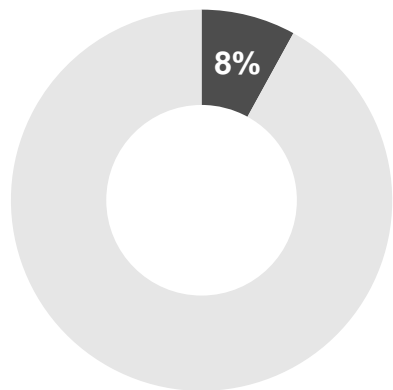
Newspapers



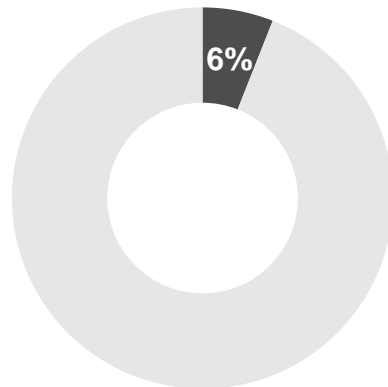
Websites



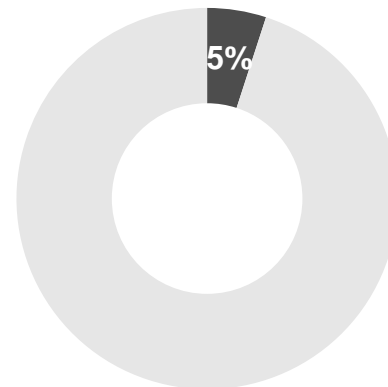
Radio



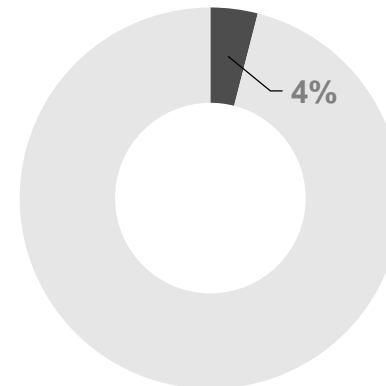
Magazines



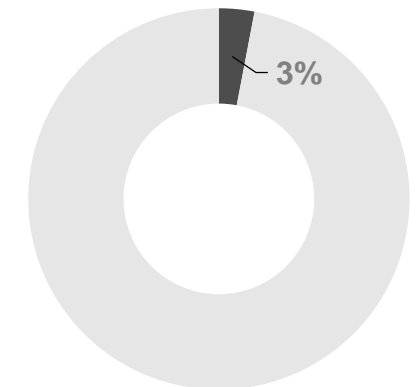
YouTube



Social Media



Search



Outdoor