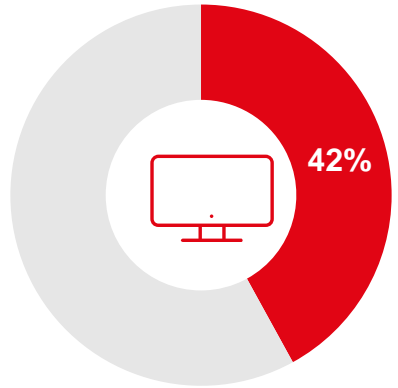


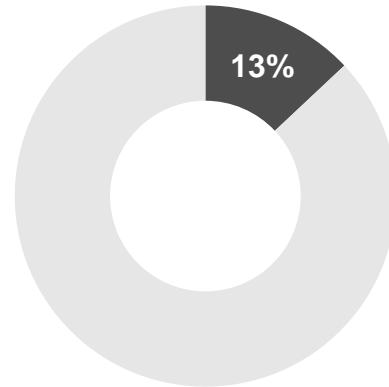
TV is brand safe

- 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.
- TV in the Ireland is full of wonderful, high quality content which broadcasters invest in heavily. This, alongside the tight regulation which governs TV content and advertising, makes it a safe environment for viewers and brands.

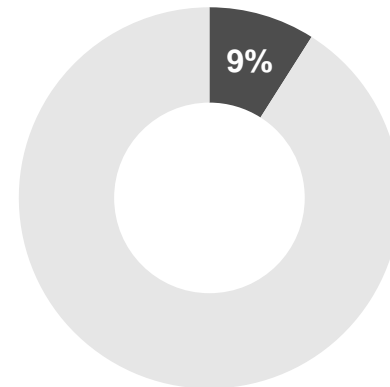
TV advertising is the most trusted



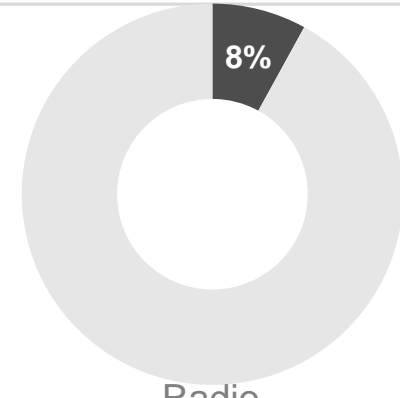
TV



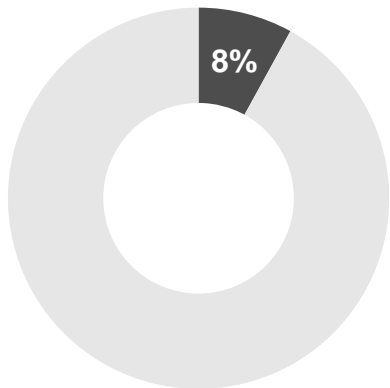
Newspapers



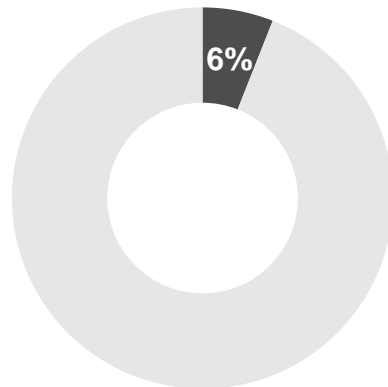
Websites



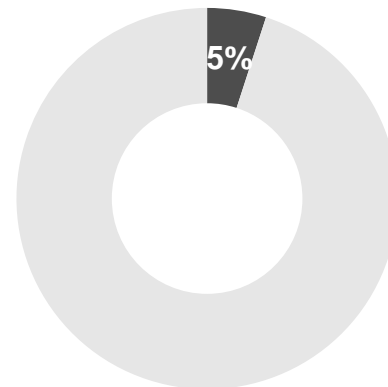
Radio



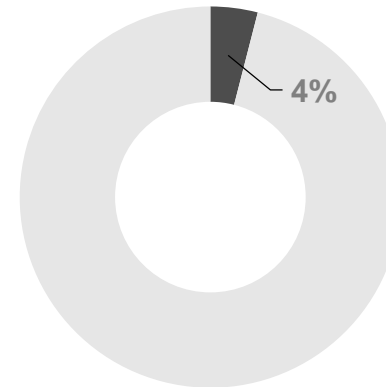
Magazines



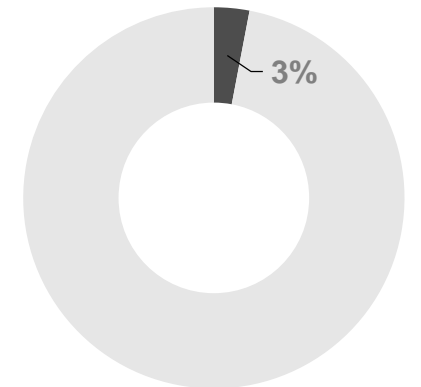
YouTube



Social Media



Search



Outdoor

TV is brand safe



High completion rates



Full Screen



Sound on



Viewed by humans



Robust measurement



Brand safe



Shared viewing



Broadcasters spent over €80million on high quality TV programming in 2017