

TV is brand safe



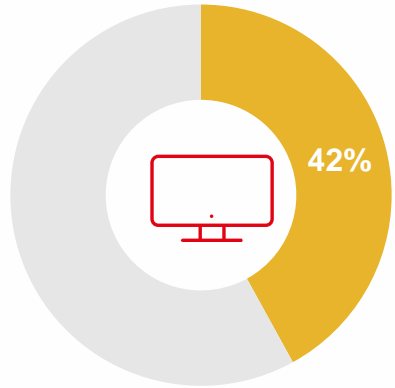
One of the few upsides to the scandals of recent years over fraud, inappropriate placement of ads and data privacy in areas of online advertising – notably Facebook and YouTube – is that it has thrown TV’s high quality into even sharper relief.

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.

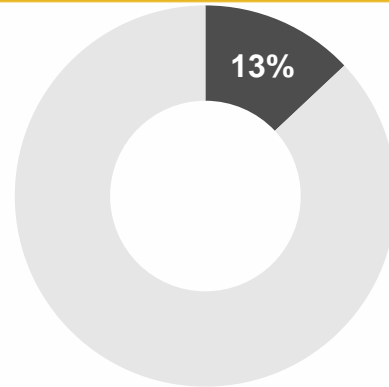


TV in the Ireland is full of wonderful, high quality content which broadcasters invest in heavily. This, alongside the tight regulation which governs TV content and advertising, makes it a safe environment for viewers and brands.

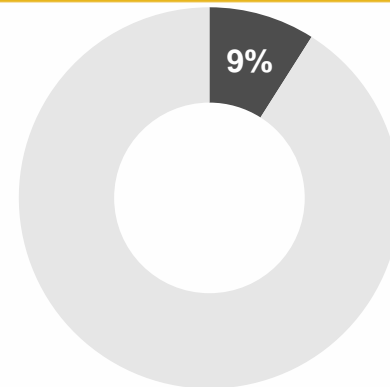
TV is brand safe-it is the most trusted medium



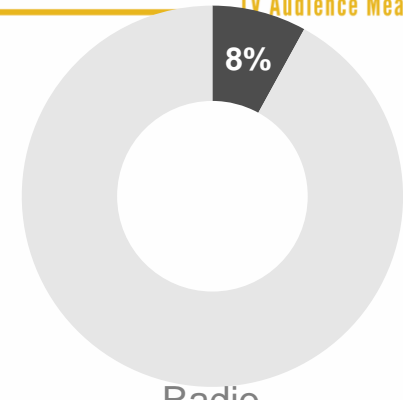
TV



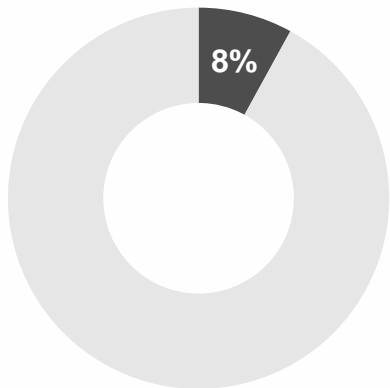
Newspapers



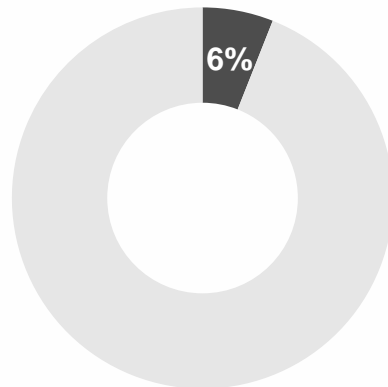
Websites



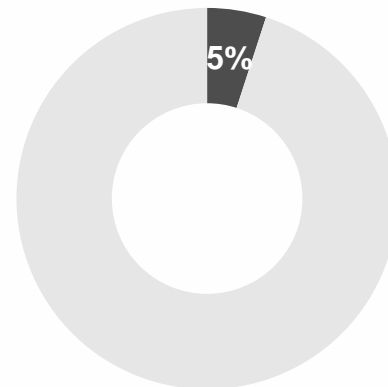
Radio



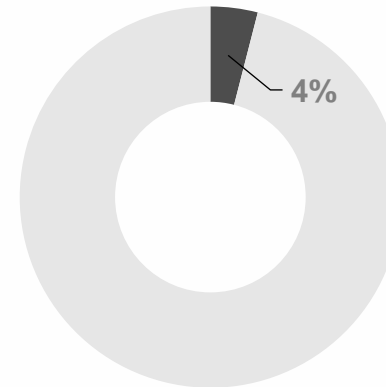
Magazines



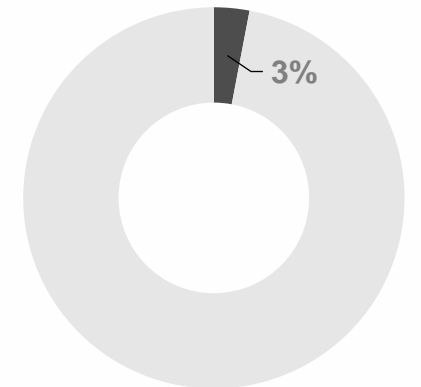
YouTube



Social Media



Search



Outdoor