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## **CAMPAIGN HIGHLIGHTS NEW EFFECTS OF TELEVISION**

Think TV, the trade marketing arm of Free TV Australia, today unveils a new campaign promoting television's effectiveness in the new media landscape.

Drawing on findings from major Australian and international research<sup>^</sup>, *The New Effects of Television* demonstrates how TV viewing and consumption habits are evolving and how these changes are positively impacting the medium's effectiveness.

Insights include the following:

- Social media is driving a much deeper level of engagement between the viewer and what they are watching, providing a huge opportunity for advertisers;
- Far from cannibalising viewing, new technologies are driving incremental viewing – anytime, anywhere and anyhow is now a reality;
- In a fragmenting media environment, TV is proving more valuable than ever both in its traditional form as well as its digital extensions. Television's scale, reach and engagement are proving to be an antidote to fragmentation;
- Television ads drive a direct response; TV's effectiveness is often under-reported or misappropriated to other channels.

Free TV's director of marketing, Rhonda Brown, says, "In a tough economic environment, accountability is more important than ever.

"While the traditional effects of television are well understood, television's role is evolving – it's more complex, much more nuanced, and we're only just beginning to understand and appreciate the new ways in which television is driving results for advertisers.

"This campaign aims to quantify some of these new effects and reaffirm TV's critical role in the media mix," says Brown.

The first phase of the multi-faceted campaign, created by Host, launches today in trade publications and on trade websites.

A microsite has also been created and is available at [www.thinktv.com.au/neweffects](http://www.thinktv.com.au/neweffects).

The second phase of the campaign, to launch early next year, will include a range of case studies providing further evidence of *The New Effects of TV*.

**For more information and hi-res images contact Free TV on (02) 8968 7100**

^Research used within the campaign includes findings from Deloitte's State of the Media Democracy Report 2012; AIMIA Yellow<sup>TM</sup> Social Media Report June 2012; IAB The Search for Integration Report, Efficient Frontier data 2011; Nielsen/OzTAM/RegionalTAM Australian Multi-Screen Report Q2 2012; Nielsen's Online Australian Consumer Landscape March 2012; Payback3 Ebiquity/ThinkBox UK 2011; and Yahoo! Razorfish 2011.

#### **About Think TV**

Think TV is a marketing initiative of Free TV Australia, the peak industry body representing all of Australia's commercial television broadcasters. Think TV compiles and distributes facts about the television platform to help inform advertisers' media planning and buying decisions. [www.thinktv.com.au](http://www.thinktv.com.au)