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SURVEY FINDS TV NO. 1 FOR 'BRILLIANT ADVERTISING'

A new survey confirms television's place at the heart of creativity in advertising, Free TV Australia acknowledged today.

The survey, commissioned by marketing magazine B&T and conducted by emailcash.com.au, asked, "Which medium do you associate brilliant advertising with the most?"

The overwhelming majority (63.7 per cent) of more than 59,000 respondents rated television as number one. No other media attracted double-digit support. Cinema was in second place with 6.7 per cent.

"The poll recognises the unique qualities of the television medium and its ability to communicate an idea or message in an engaging and compelling way," said Free TV Australia Marketing Director, Rhonda Brown.

"The poll confirms Free TV's own research with over 800 Australian consumers, where seven out of ten respondents rated television as the place for the most entertaining ads.

"The same study also ranked television ads as by far the most recalled, proving the ideas and messages people see in the television environment stay with them well after the ad has ended."

Brown said the B&T poll proves why advertisers continue to use television.

"Television allows creatives to bring their ideas to life in a way that no other medium will allow."

For media enquiries, please contact Free TV Australia on (02) 8968 7100.

Free TV Australia is the industry body representing Australia's commercial television licensees.