

FOX 11

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A POWERFUL COMBINATION

TV + Online



TV AND INTERNET...

FILLS AND FEEDS THE PURCHASE FUNNEL

Traditional media, especially television, has the greatest impact or influence in the early stages of the funnel, 1 through 3.



The role of the internet is more pronounced in the latter stages of the process, 4-6. The interested consumer goes to the web (or is driven to the web) to learn more about the product or service.

With more information, the consumer's desire for the product or service increases, leading to an actual purchase (increasingly enabled by ecommerce).

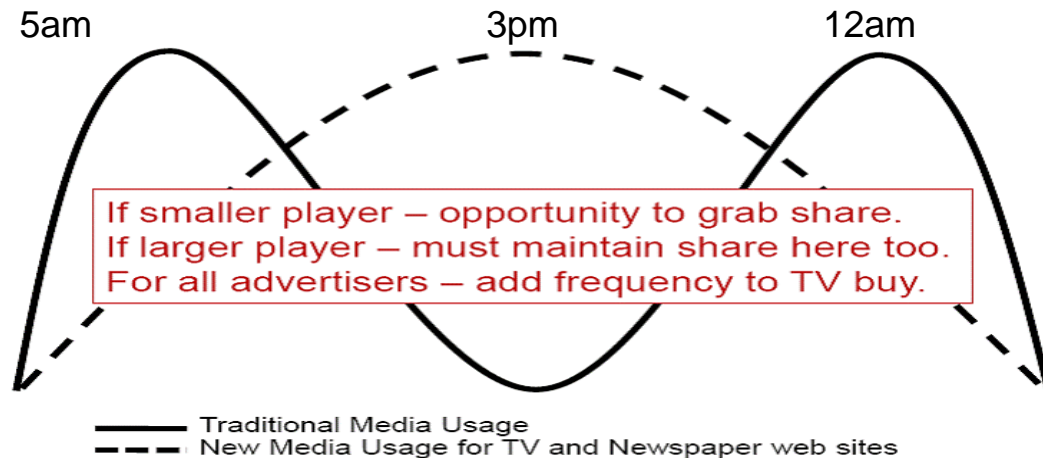
The internet increases the efficiency of converting an *aware* consumer into a purchaser. That, in turn, places a higher value on TV advertising as the leading producer of *aware* consumers.



THE UNIQUE OPPORTUNITY OF THE INTERNET

The unique opportunity of the internet is it allows you as a marketer to reach people where you couldn't before – at work. Most people have internet access at work, and “peak time” for internet is between 12pm and 5pm, compared to peak time in other more traditional media.

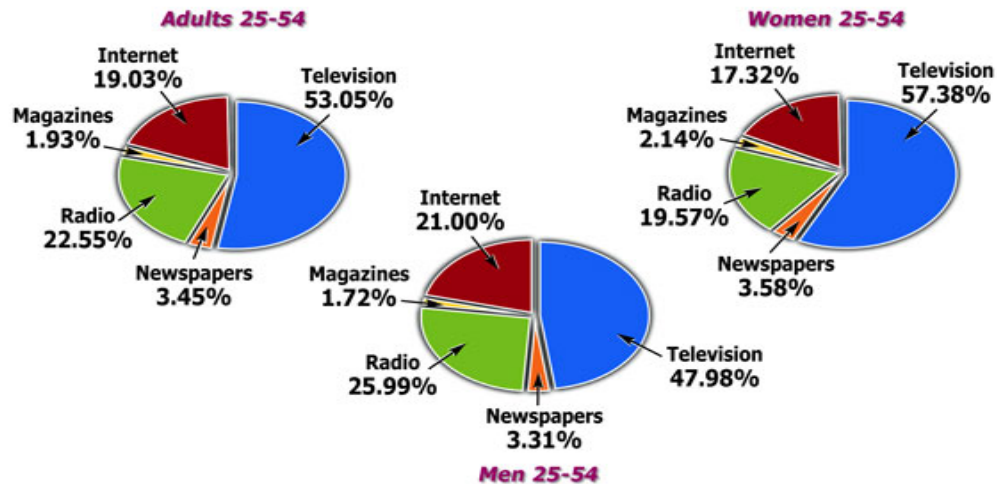
Daytime is Primetime Online



MORE TIME WITH TELEVISION (& INTERNET)

Television advertising allows companies to reach more people than any other medium. According to the 2008 Nielsen Media custom telephone survey, adults spend more time each day with television than with newspapers, radio & magazines combined. And the internet is a growing #3, eclipsing print by a wide margin.

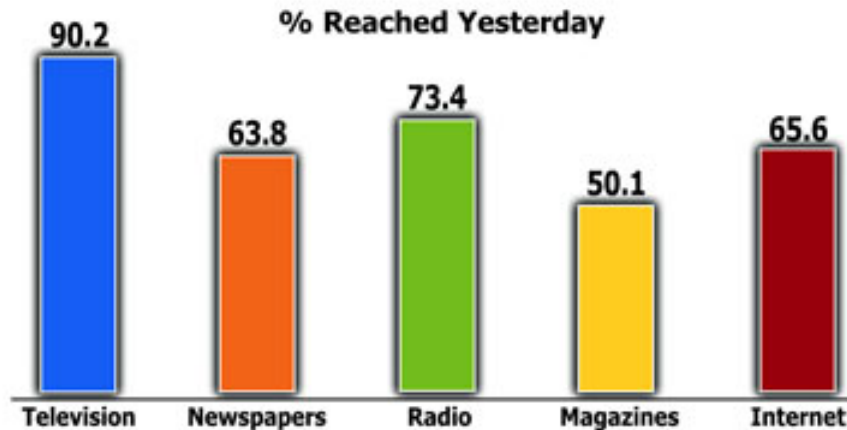
Adults Spend More Time With Television Each Day Than They Do With Any Other Medium
Internet is a Growing #3



MORE PEOPLE WITH TELEVISION (& INTERNET)

Television advertising allows companies to reach more people than any other medium. According to a 2008 Nielsen Media Research custom telephone survey, more adults spend time each day with television than with newspapers, radio & magazines. The internet has grown to a level that puts it even with newspaper.

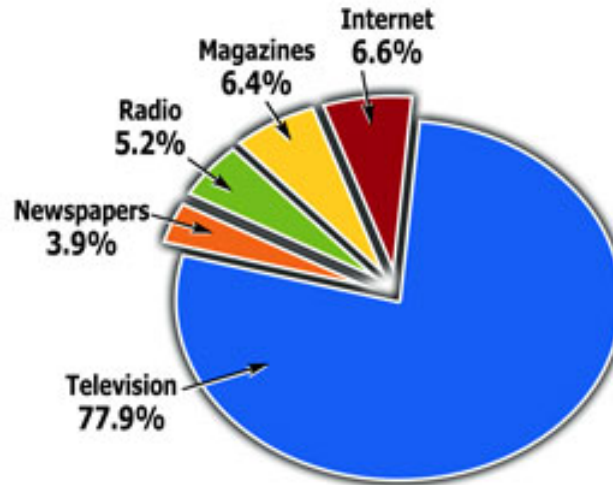
Television Reaches More Adults Each Day
Than Any Other Medium
Internet is a Growing #3



MORE INFLUENCE WITH TELEVISION

According to a 2008 Nielsen Media Research custom telephone survey, **television** is perceived to be the most exciting.

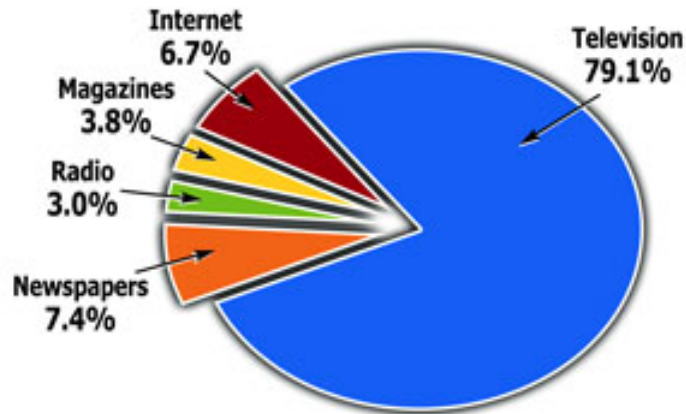
Television Advertising Has the Best Perception Among Adults: *Most Exciting*



MORE INFLUENCE WITH TELEVISION

According to a 2008 Nielsen Media Research custom telephone survey, **television** is perceived to be the most influential.

Television Advertising Has the Best Perception Among Adults: *Most Influential*

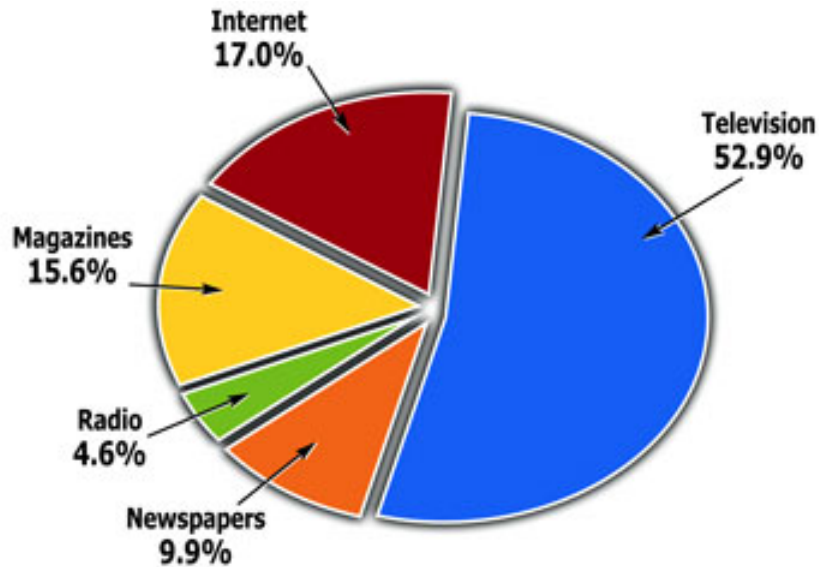


MORE BUYING DECISIONS WITH TELEVISION (& INTERNET)

According to a 2008 Nielsen Media Research custom telephone survey, men and women alike learn more about NEW products or services they might like to buy when seen on **television** than in the other four major media combined! But the internet is gaining as the media of choice for learning MORE about new products and services.

More Adults Learn About NEW Products & Services
from Television

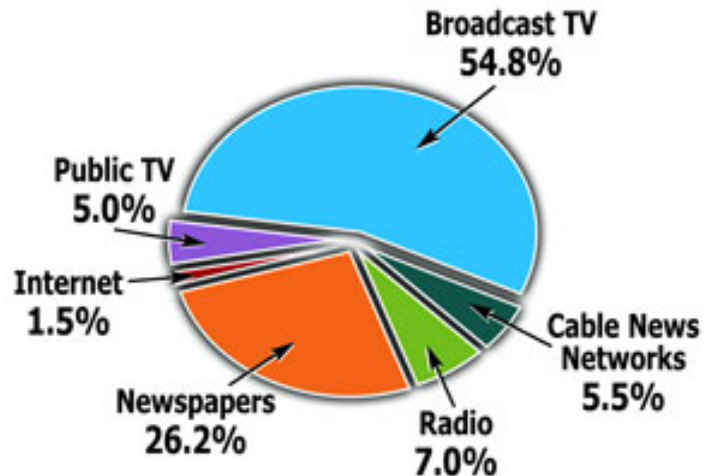
Internet is
Gaining
as the Media
for Learning
MORE
about
Products
& Services



MORE COMMUNITY INVOLVEMENT WITH TELEVISION

According to a 2008 Nielsen Media Research custom telephone survey, men and women alike consider **television** to be more involved in their local community.

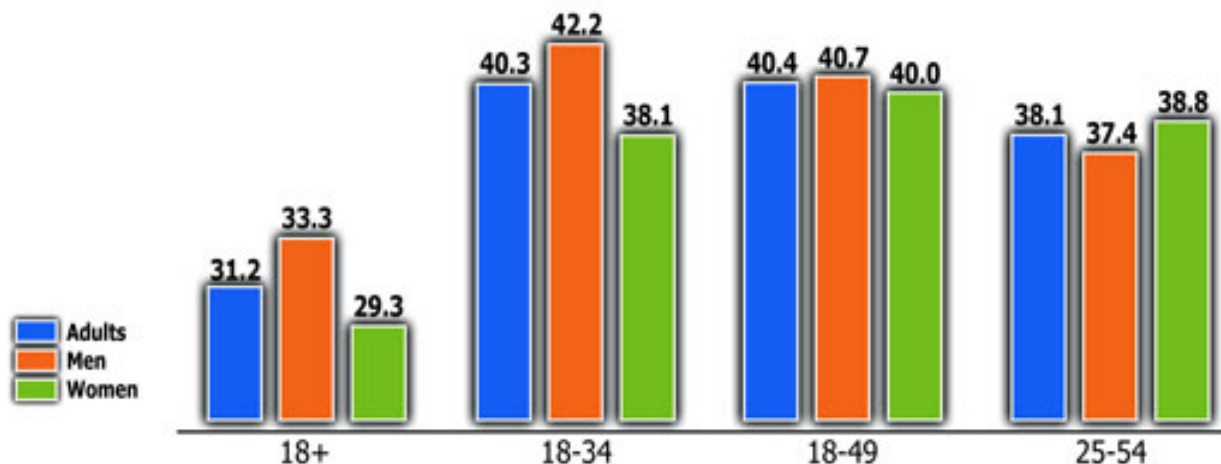
Adults Say Broadcast TV is Most Involved in Community (%)



A HIGH PERCENTAGE OF ADULTS VISIT THE WEBSITE AFFILIATED WITH THEIR LOCAL TV STATION IN THE PAST 30 DAYS

According to a 2008 Nielsen Media Research custom telephone survey, a significant portion of adults in all key demographics visit their local TV station website regularly.

Adults Who Visit Website Affiliated with Local TV Station in the Past 30 days (%)



A HIGH PERCENTAGE OF ADULTS ARE VIEWING VIDEO CONTENT

According to a 2008 Nielsen Media Research custom telephone survey, a significant portion of adults in key demographics view video content.

Local Broadcast Television Station Website Visitors are Likely to View Video Content on These Sites (%)

