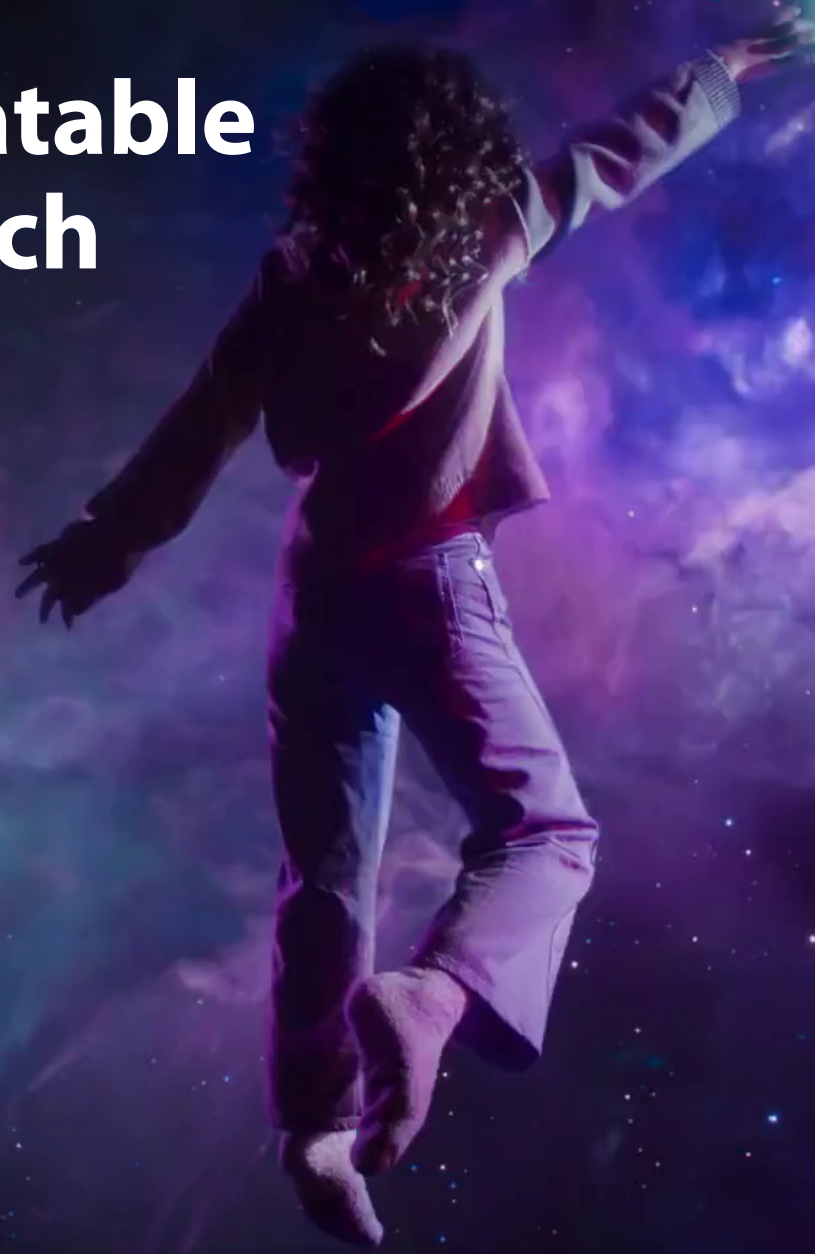

PART FOUR

TV has unbeatable scale and reach



Summary - TV has unbeatable scale and reach

- Linear TV and broadcaster combined reaches 91% of the adult population each week
- Adults spend an average 13.4 hours per week watching commercial TV reaching 45 million individuals
- An average broadcast TV campaign of 400 TVRs in the UK gets 244 million views

Sources: please see notes



Rob and Romesh Vs., Sky

Linear TV and
BVOD reaches **91%**
of adults each
week

Source: IPA TouchPoints 2022 (average of wave 1 and 2) Adults 15+

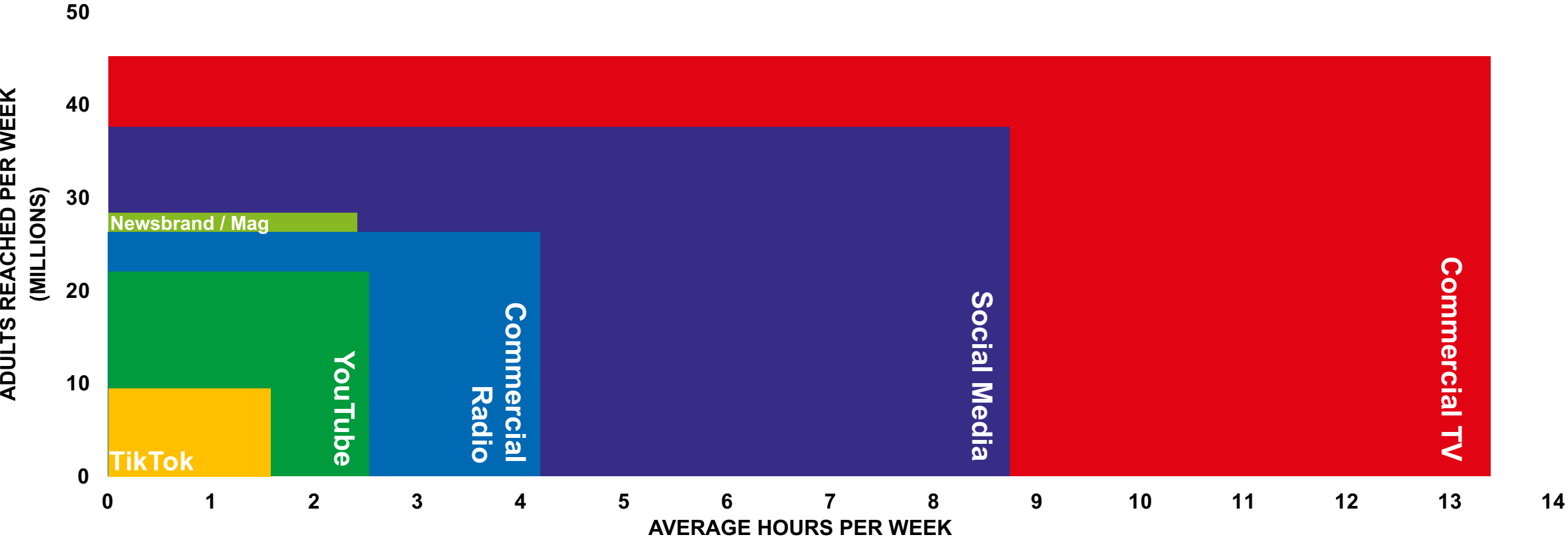


TV continues to deliver all audience mass reach

| | Weekly Reach % | 2018 | 2019 | 2020 | 2021 | 2022 |
|-----------------------------------------------------------------------------------|----------------|------|------|------|------|-----------|
|  | Adults | 95 | 93 | 91 | 91 | 91 |
|  | ABC1 adults | 95 | 94 | 91 | 91 | 91 |
|  | 15-34 | 90 | 86 | 81 | 81 | 80 |
|  | Men | 94 | 92 | 90 | 90 | 90 |
|  | Women | 96 | 95 | 92 | 91 | 93 |
|  | HP+CH | 96 | 94 | 90 | 90 | 91 |

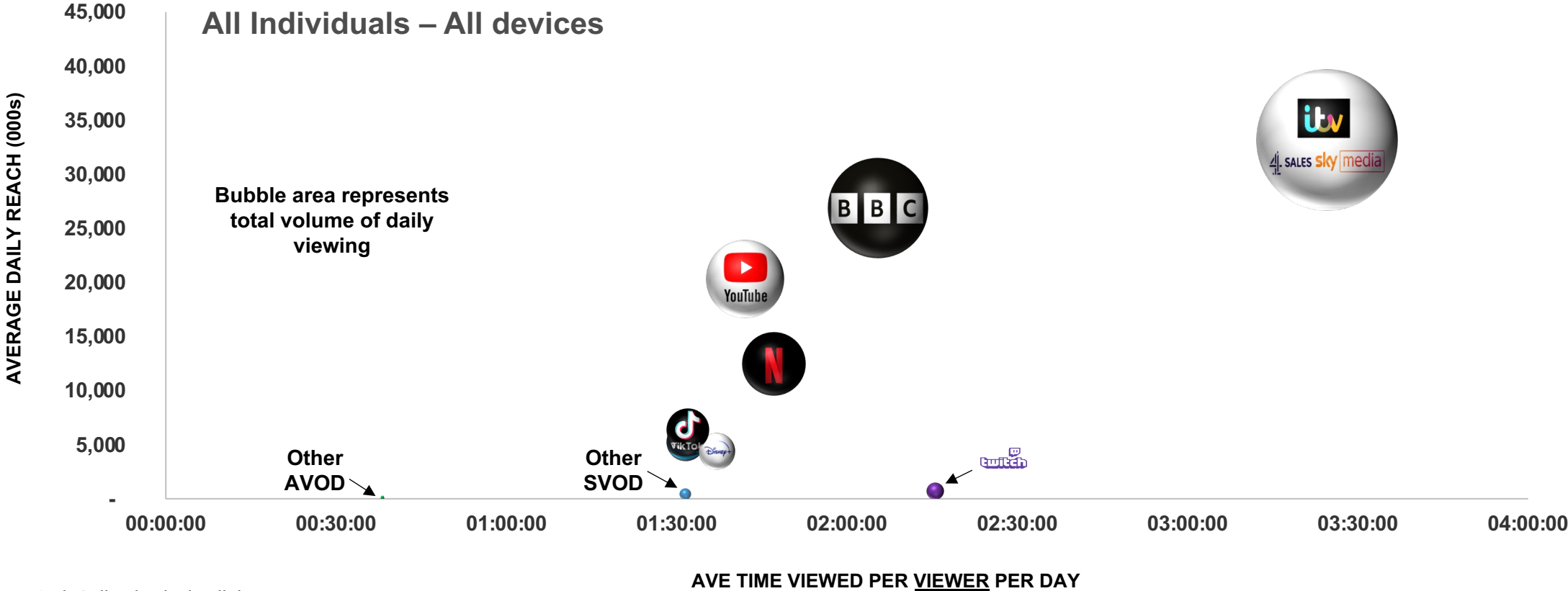
Source: IPA TouchPoints, 2018 – 2019 , 2020 (average of both waves), 2021 (average of both waves), 2022 (average of both waves)

Commercial TV delivers scale



Source: IPA TouchPoints 2022, average of wave 1 and 2. Base: adults 15+. Newspaper/magazine/TV figures include online/app consumption.

Commercial broadcasters collectively provide the highest reach and time spent

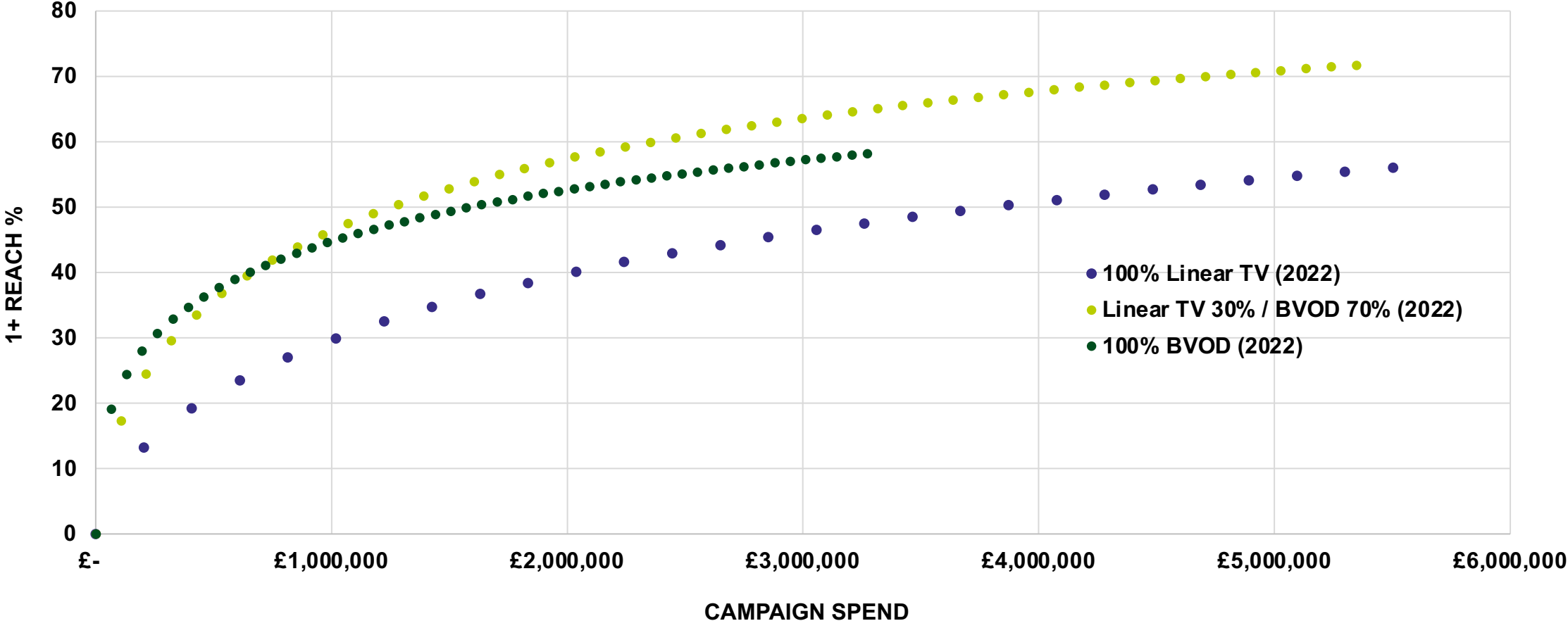


Source: Barb / All Individuals, all devices – 2022

An average
broadcast
TV campaign
of 400 TVRs
in the UK gets
244 million views

Source: Barb Dec 2022, Individuals

BVOD is critical for delivering cost effective reach for 16-34s



Source: Barb BVOD Planner (2022, 6 weeks 39-44) / natural delivery / station average prices

A photograph of two young women sitting in the back of a convertible car. They are both smiling and have their arms raised in the air. The woman on the left is wearing a red jacket and blue jeans, while the woman on the right is wearing a colorful patterned sweater. The background is a vast, open desert landscape under a clear blue sky. The car's roof is down, and the interior is visible in the foreground.

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