
PART SIX

TV is great value

Summary - TV is great value

- The average cost of buying the media space to get one person in the UK to see a TV (linear and BVOD) advert is 0.8p (in 2022)
- the average cost across TV advertising (linear and BVOD) for 30 seconds is just £8, for YouTube, its £12, whilst for non-broadcaster online video (excluding YouTube), it goes up to a £130.
- When buying 1 million 16-34s on linear TV, you also get 3.5m 4-15s / 35+ for free!

Sources: please see notes

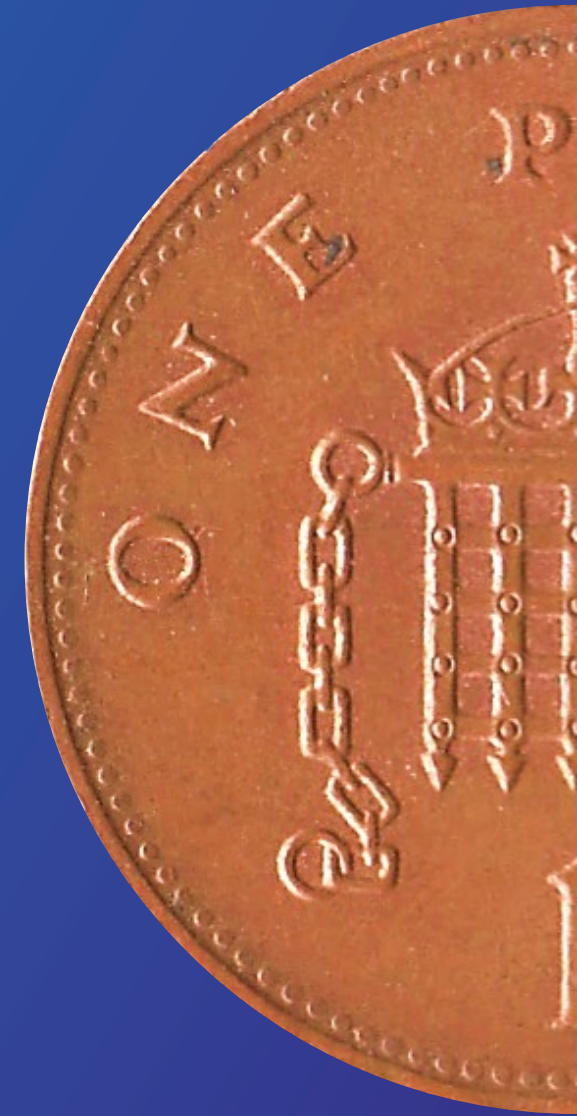


Average TV view costs

0.8p (in 2022)

The average cost of buying the media space to get one person in the UK to see a TV (linear and VOD) advert costs under a penny!

Source: 2022, Thinkbox estimates using AA/WARC



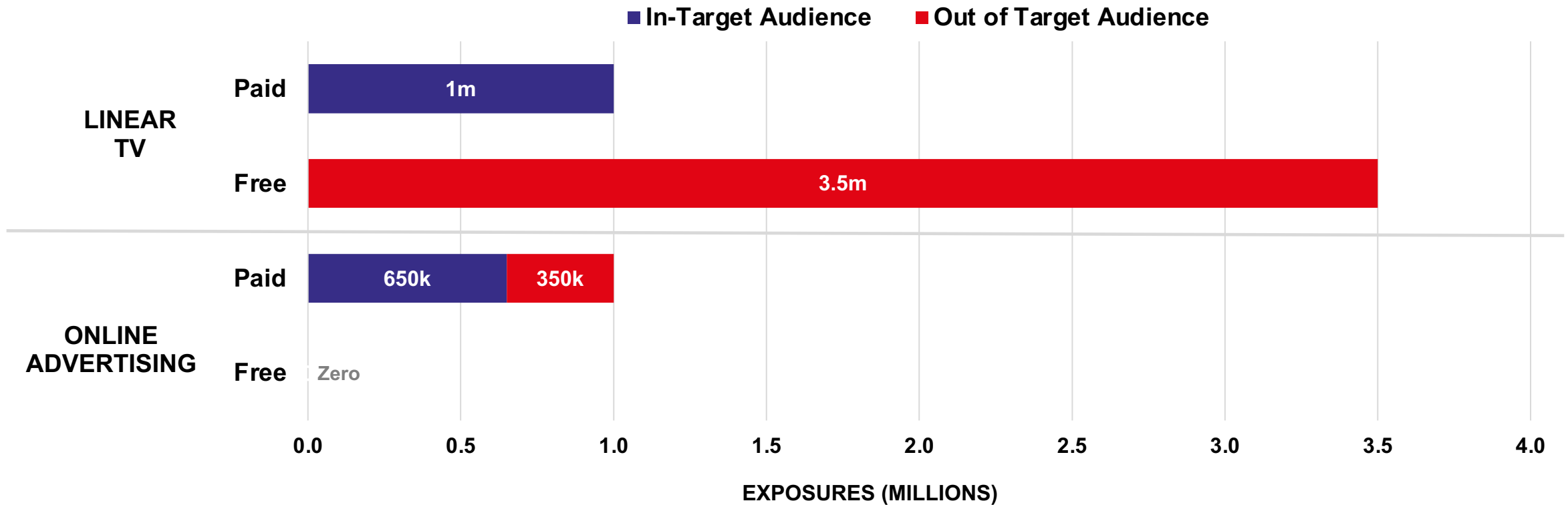
TV advertising is great value

	Revenue £ billion	Minutes of AV advertising per person, per day	Cost per Thousand (30 sec)
Broadcaster TV (Inc BVOD)	£5.1	14.2	£8
YouTube	£1.1	2.1	£12
All other online video	£3.9	0.7	£130

Source: 2022, Thinkbox estimates using AA/WARC, Barb, ViewersLogic, IPA TouchPoints 2022

The great 'wastage' illusion

When you buy one million 16-34 exposures you get...



Source: Barb: linear TV data based on top 50 profiling campaigns (over 10m impacts) for 16-34s, June 2019.
Online video based on Nielsen digital ad ratings UK benchmarks (18-34) Q3 2018

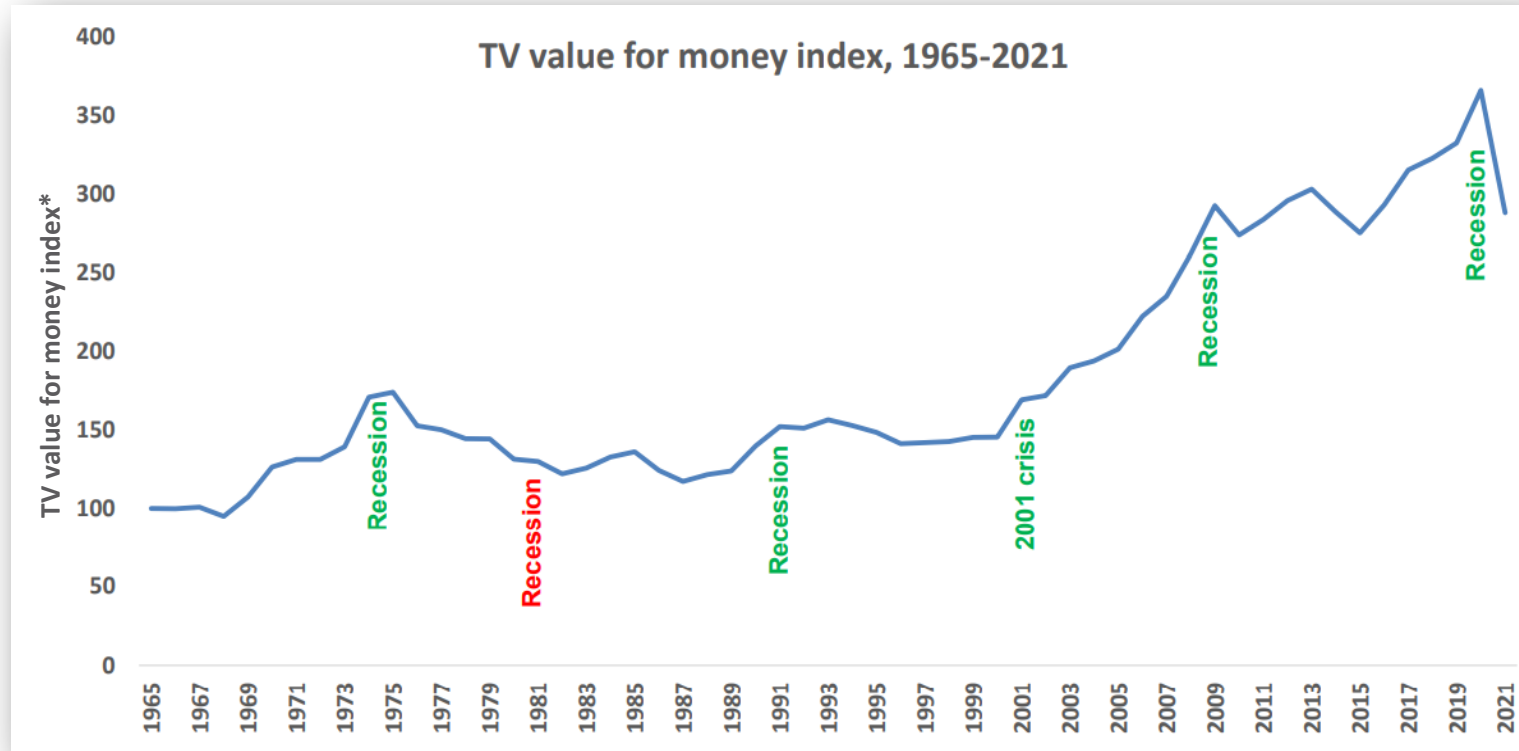
UK linear TV is great value



Source: WARC estimates 2022, calculated by applying the WFA's media inflation figures – drawn from a panel of agencies and consultancies – to historic data

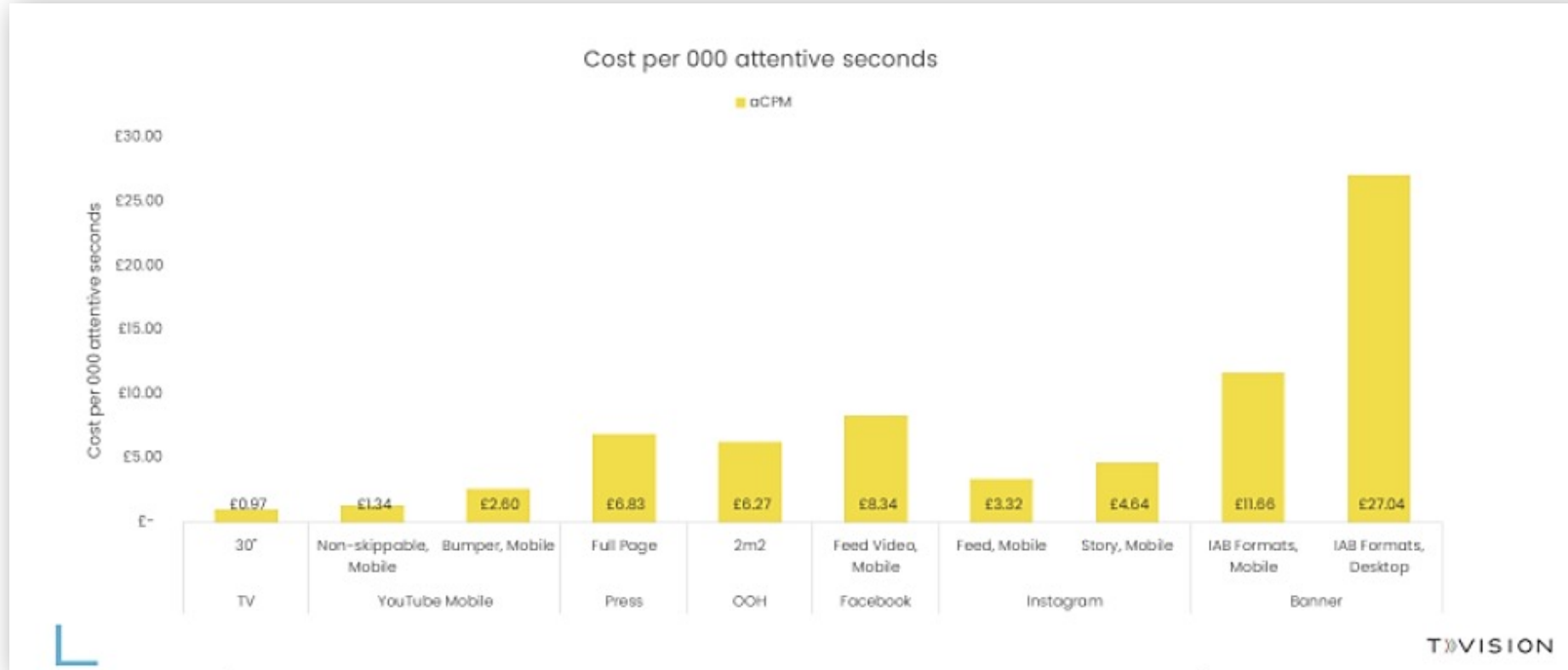
The value of TV increases during downturns

A high TV value for money index means that the price of TV is low, relative to total consumer spend levels



Source: Les Binet, 'Marketing in the post-covid economy: A planning framework for turbulent times'. ONS, Advertising Association, WARC. *TV value for money index = consumer spending / TV CPT indexed from 1965

TV is an 'attention bargain'



Source: TV: Tvision / Lumen UK TV Panel. YT, Instream, Teads, Facebook Feed, Banners: Lumen digital panels. Press: Lumen Omnibus. OOH: AM4DOOH project. IG, FB Watch, TikTok: Lumen studies (weighted to be consistent with passive panel). CPM sources: Ebiquity / Fou Analytics (taken from *The Challenge of Attention*, 2020)

A photograph of two young women sitting in the back of a convertible car with the top down. They are in a desert-like landscape under a clear blue sky. The woman on the left has long dark hair and is wearing a red jacket and blue jeans. The woman on the right has blonde hair and is wearing a colorful patterned sweater. Both have their arms raised and are smiling. The car's roof is visible in the foreground.

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