



DELIVERING QUALITY AUDIENCES WITH FREQUENCY AND SCALE



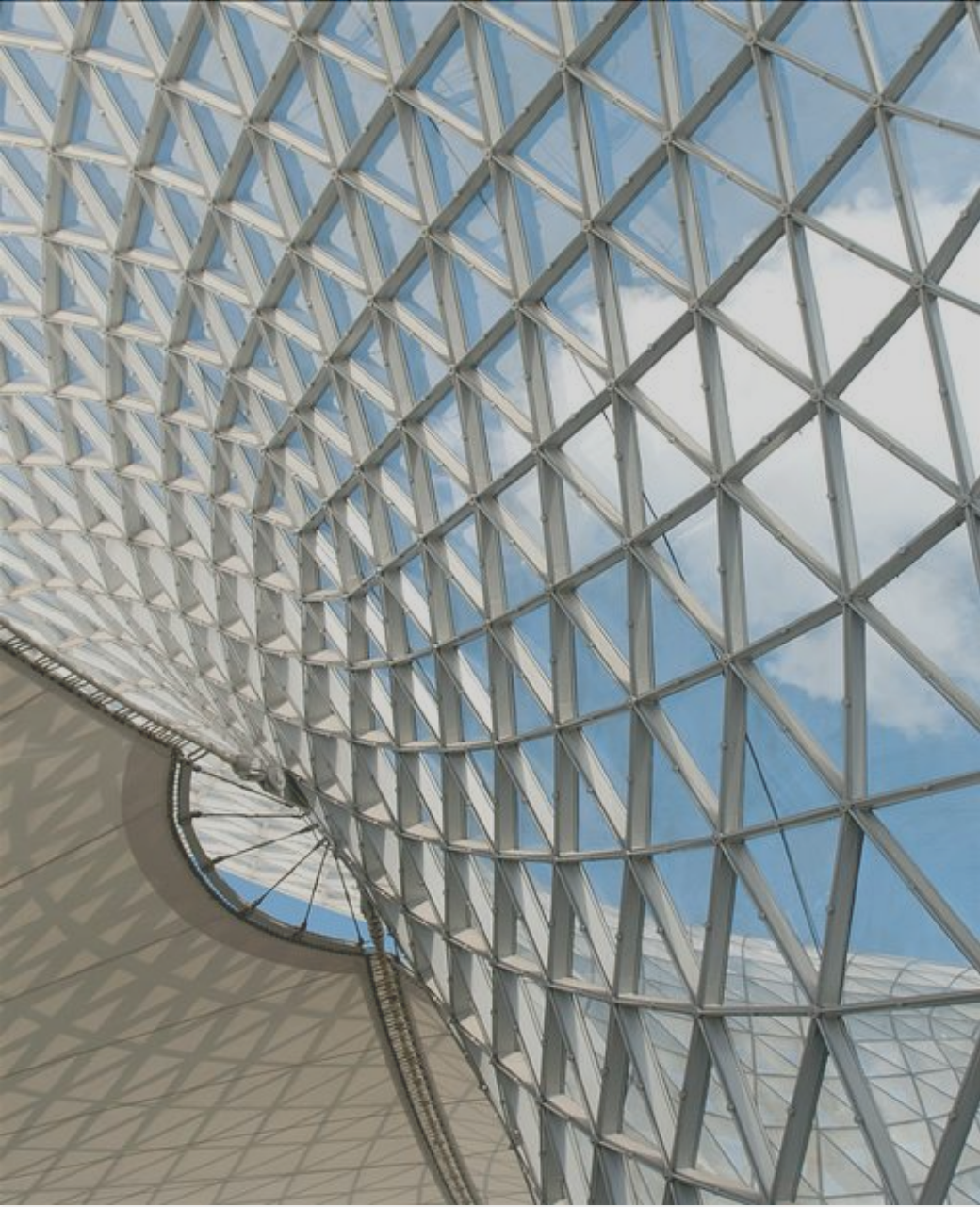
INTV is an industry body consisting of marketers from the leading international television brands.

INTV brands cross borders and distribution platforms to reach hundreds of millions of homes around the world and account for the five largest channels in Europe.

For audiences, INTV brands provide a trusted global perspective on news, business, sport and culture.

For marketers, INTV brands provide an opportunity for advertisers to connect with an internationally-minded and upscale audience around the world in a trusted brand environment.

* BBC World News, Bloomberg & CNN are not members of the inTV Group, however, for the purposes of giving a holistic view of international TV consumers they were included in this analysis.



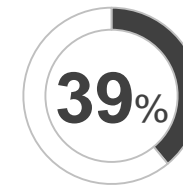
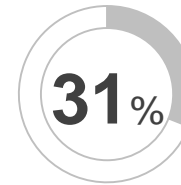
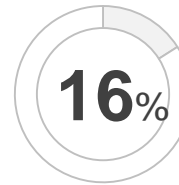
- Value of frequency on audience quality
- Impact of frequency on tech and social involvement
- Improving ad and brand engagement
- Value of frequency and affluence on audience quality
- Improving ad and brand engagement by frequency and affluence
- Significant reach beyond the *'traditional'* affluent segment

AUDIENCE QUALITY ENHANCED BY INTV FREQUENCY

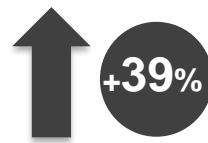
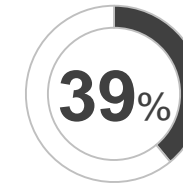
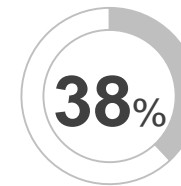
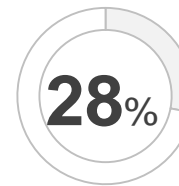


HEAVY INTV
ADVANTAGE*

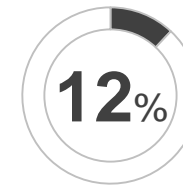
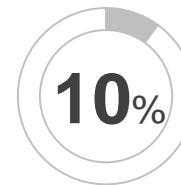
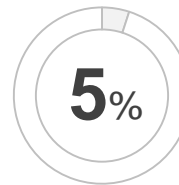
Decision makers



University educated



Top 10% income



● Non INTV ● Light INTV ● Heavy INTV

* Heavy INTV vs. Non INTV

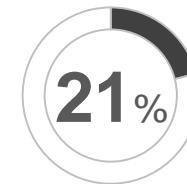
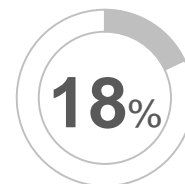
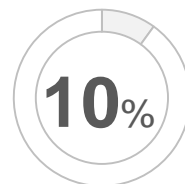
Source: GlobalWebIndex Q2, Q3 & Q4 in 2017 and Q1 2018 (Europe)

SOCIAL ENGAGEMENT GROWS WITH INTV FREQUENCY

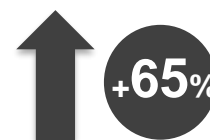
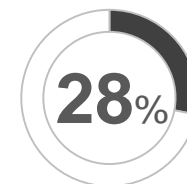
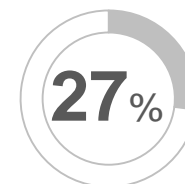
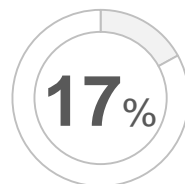


HEAVY INTV
ADVANTAGE*

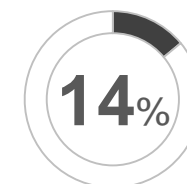
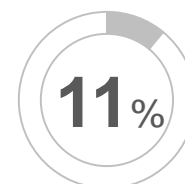
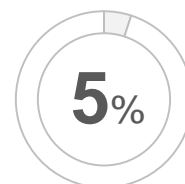
Use social media primarily for work



Follow contacts relevant to my work on social media



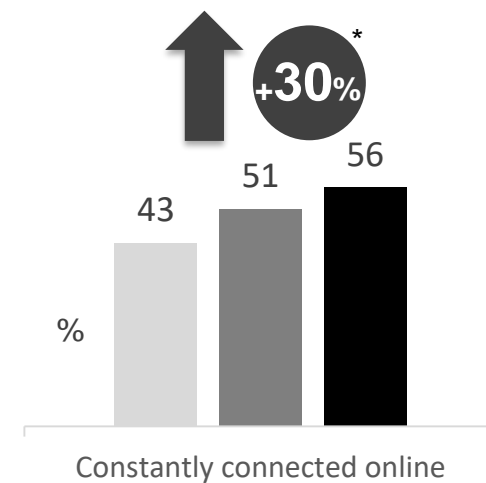
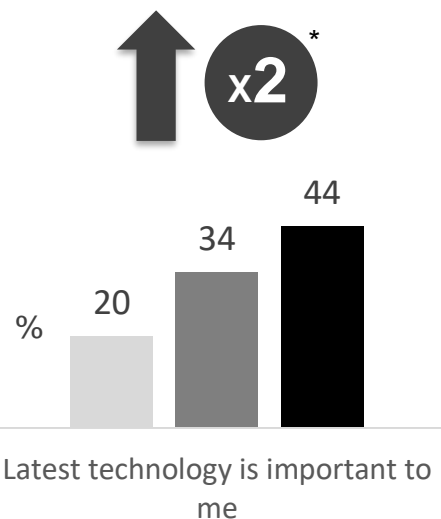
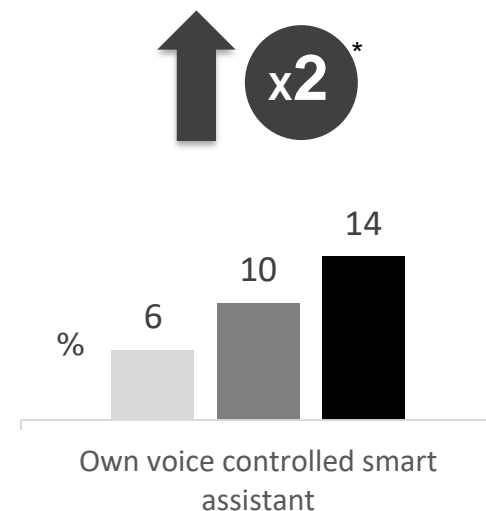
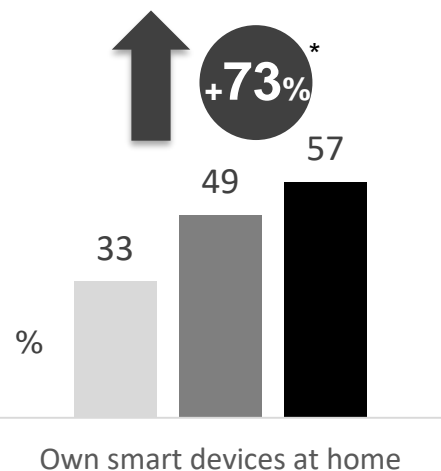
Follow entrepreneurs/business people on social media



● Non INTV ● Light INTV ● Heavy INTV

* Heavy INTV vs. Non INTV

TECH INTEREST INCREASES WITH INTV FREQUENCY



● Non INTV ● Light INTV ● Heavy INTV

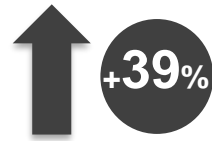
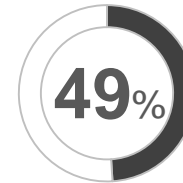
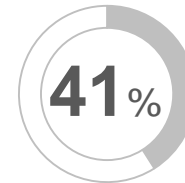
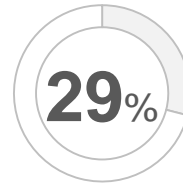
* Heavy INTV vs. Non INTV

ASPIRATION INCREASES WITH INTV FREQUENCY

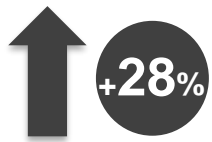
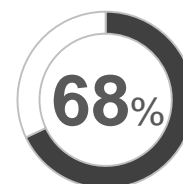
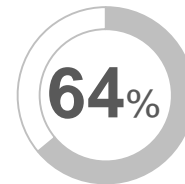
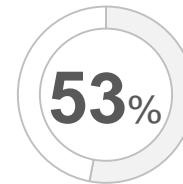


HEAVY INTV
ADVANTAGE*

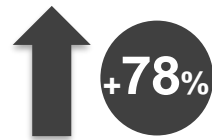
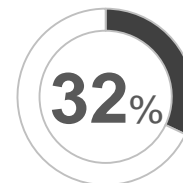
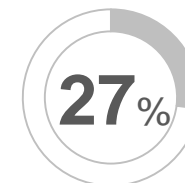
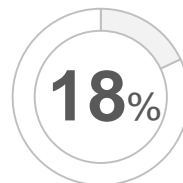
Career orientated



Strive to achieve more in life



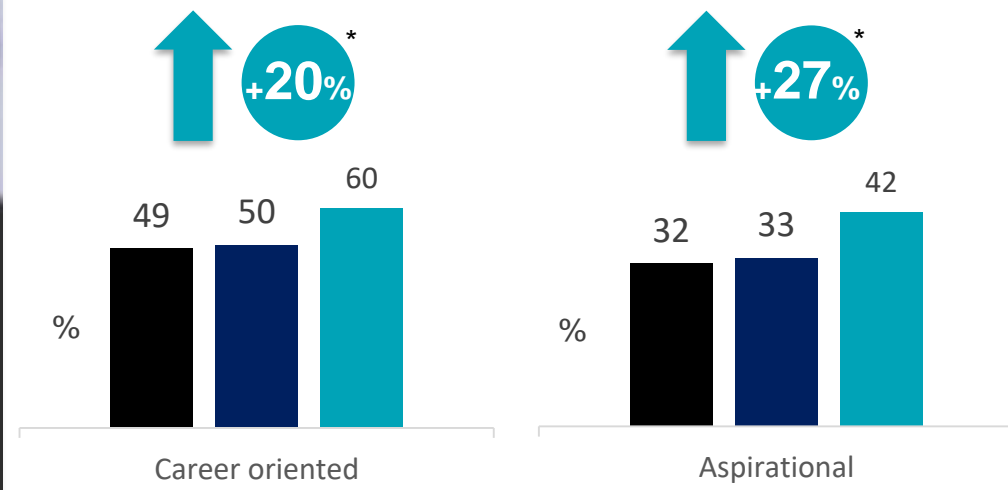
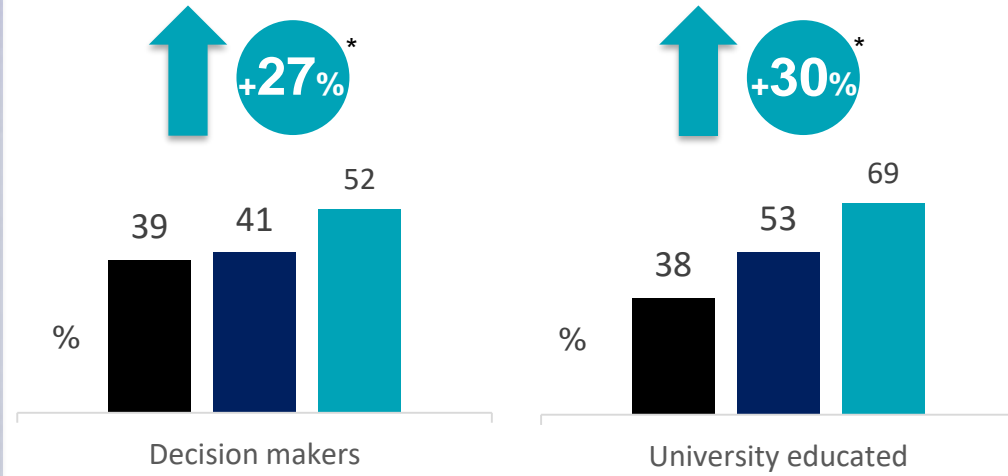
Aspirational



● Non INTV ● Light INTV ● Heavy INTV

* Heavy INTV vs. Non INTV

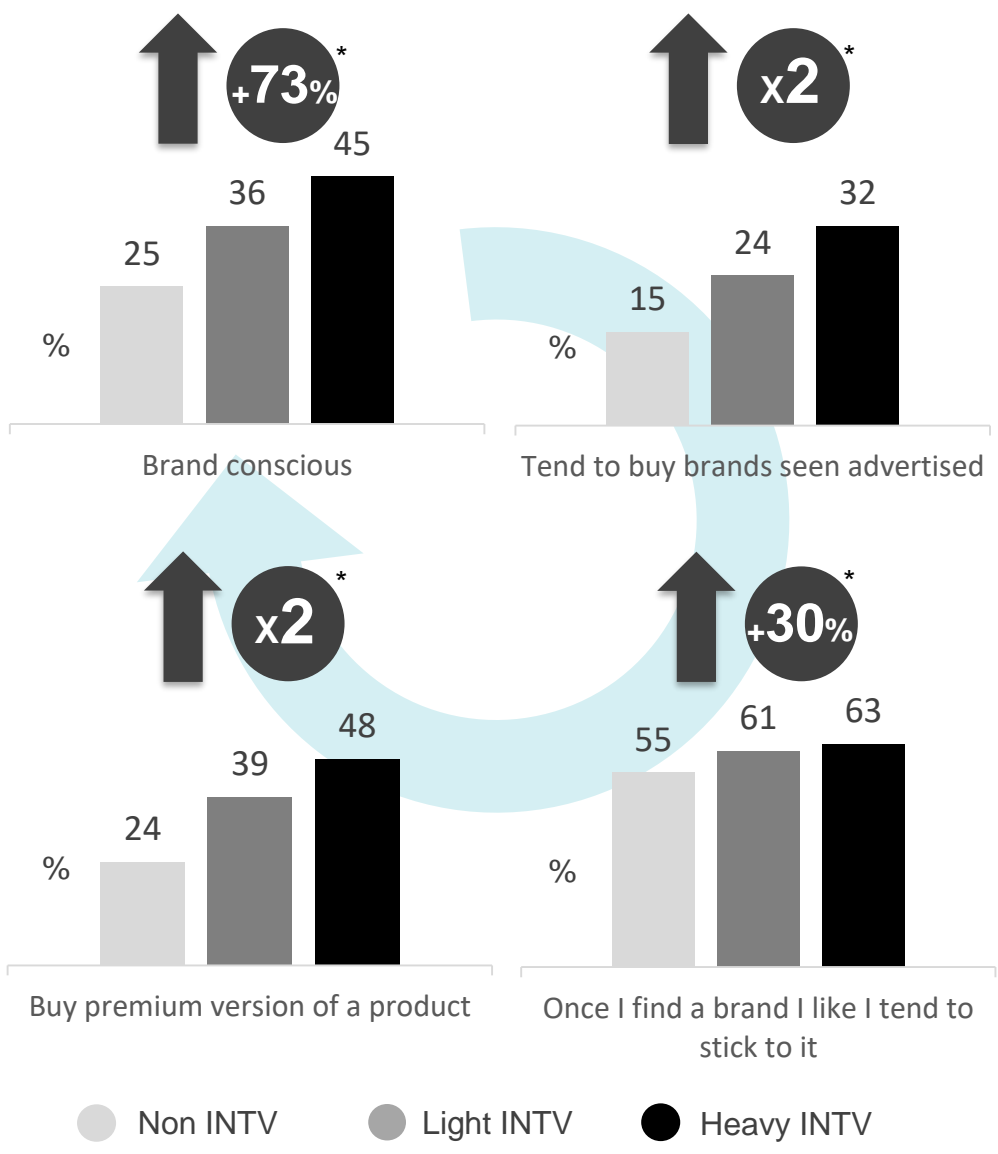
AFFLUENCE ENHANCES HEAVY INTV PROFILE



● Heavy INTV ● Europe Affluent Average ● Heavy Affluent INTV

* Heavy INTV vs. Europe Affluent Average

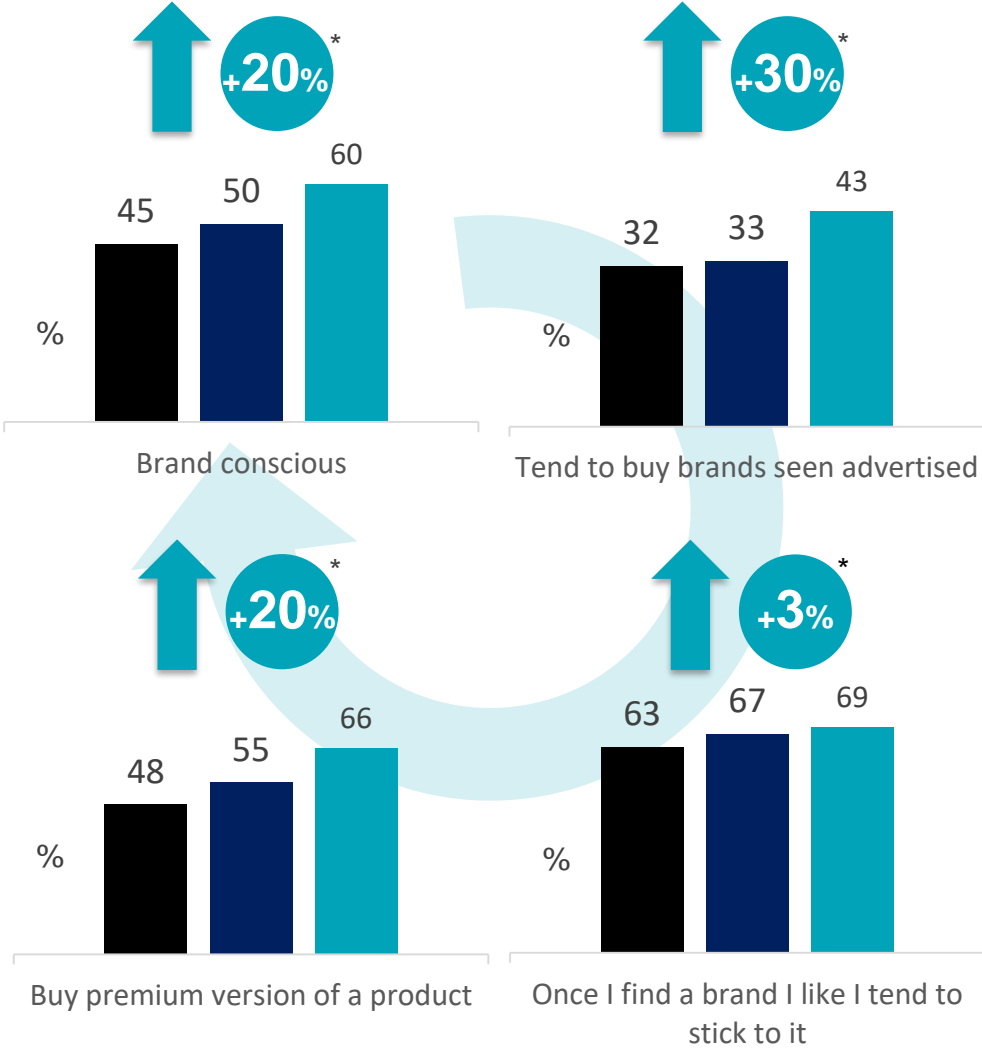
BRAND ENGAGEMENT GROWS WITH INTV FREQUENCY



● Non INTV ● Light INTV ● Heavy INTV

* Heavy INTV vs. Non INTV

INCREASING FURTHER AMONG HEAVY AFFLUENT INTV



● Heavy INTV ● Europe Affluent Average ● Heavy Affluent INTV

* Heavy INTV vs. Europe Affluent Average

INTV DELIVERING HIGH REACH BEYOND AFFLUENCE

A vertical light blue bar on the left side of the slide contains three dark grey silhouettes of hands. The top hand is on the left, the middle hand is on the right, and the bottom hand is on the left, all appearing to reach towards the center.

226M

INTV viewers in Europe

22M

INTV viewers within the Top 10% income segment

204M

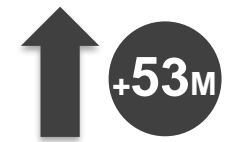
INTV viewers **OUTSIDE** the Top 10% income segment

INTV DELIVERING HIGH QUALITY REACH BEYOND AFFLUENCE

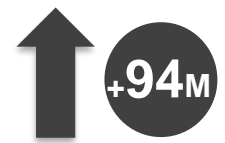


ADDITIONAL
INTV NON AFFLUENT
REACH

Decision makers



University educated



Aspirational



● INTV Affluent*

● INTV Less Affluent

* Affluent = Top 10% income

INTV DELIVERS HIGH AD ENGAGEMENT BEYOND AFFLUENCE



Brand conscious



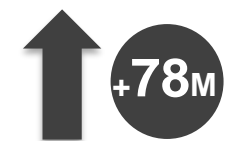
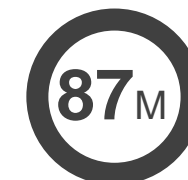
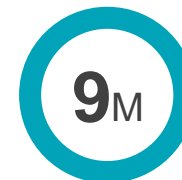
ADDITIONAL
INTV NON AFFLUENT
REACH



Tend to buy brands seen advertised



Discover ads via TV



● INTV Affluent*

● INTV Less Affluent

* Affluent = Top 10% income



- Increased INTV frequency enhances audience quality in Europe
- Increased INTV frequency improves tech engagement and use of social for work
- Frequency more important than affluence in delivering aspirational consumers
- Increased frequency enhances ad receptiveness and brand engagement
- Audience quality improves further among frequent and affluent INTV viewers
- Ad and brand engagement enhanced further with frequency and affluence
- INTV reaches 22 million affluent Europeans and beyond the Top 10%, reaches an extra 204 million!
- Across key targets INTV delivers significant reach beyond the affluent segment



DELIVERING QUALITY AUDIENCES WITH FREQUENCY AND SCALE



Affluent Consumers: the top 10% of income earners

Less Affluent Consumers: the remaining 90% of income earners

Frequent INTV Viewers: watch *any* of the InTV channels *at least twice* a week

Light INTV Viewers: watch any of the InTV channels *less frequently* than once a week

Non-Viewers: don't watch *any* of the InTV channels