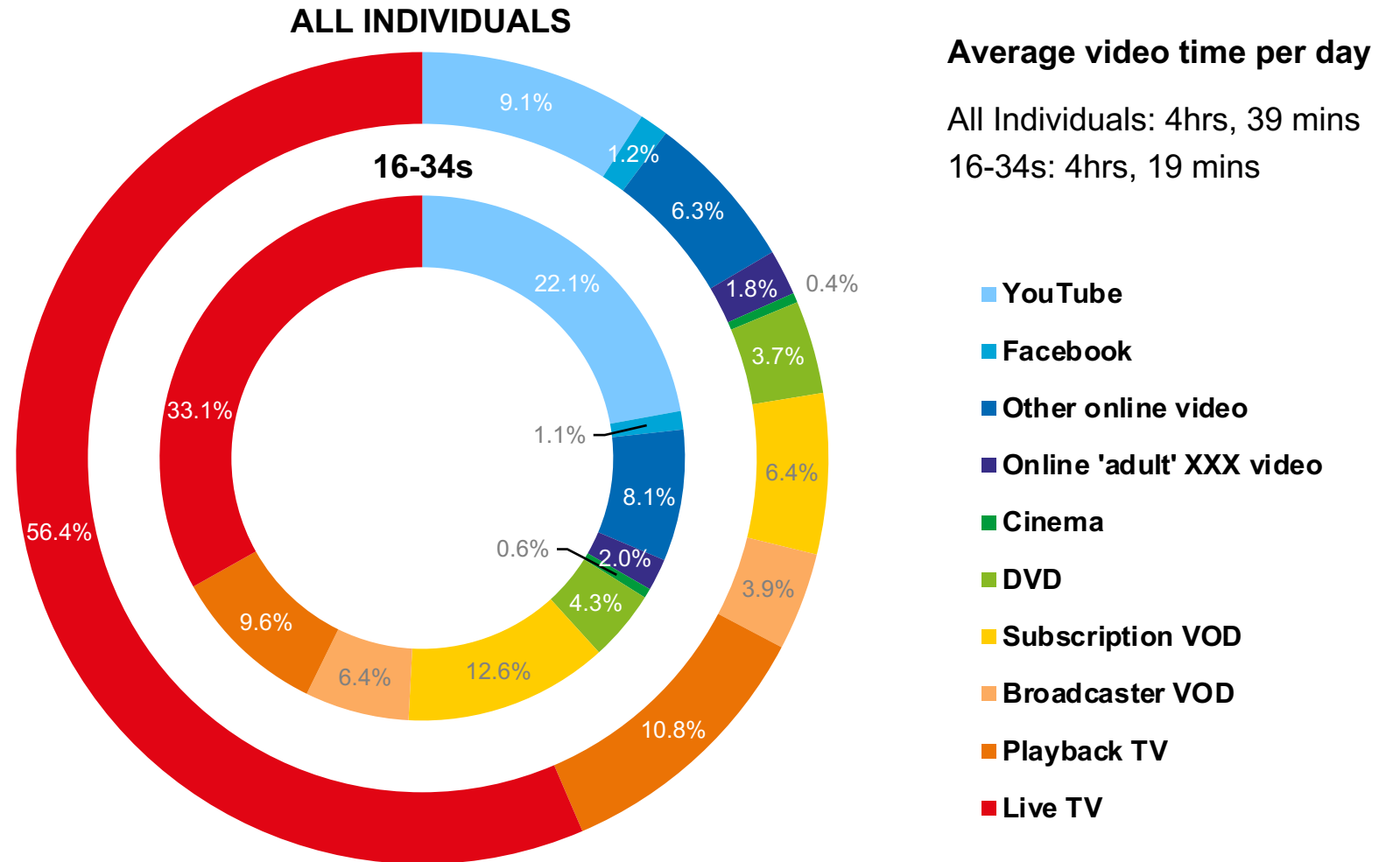
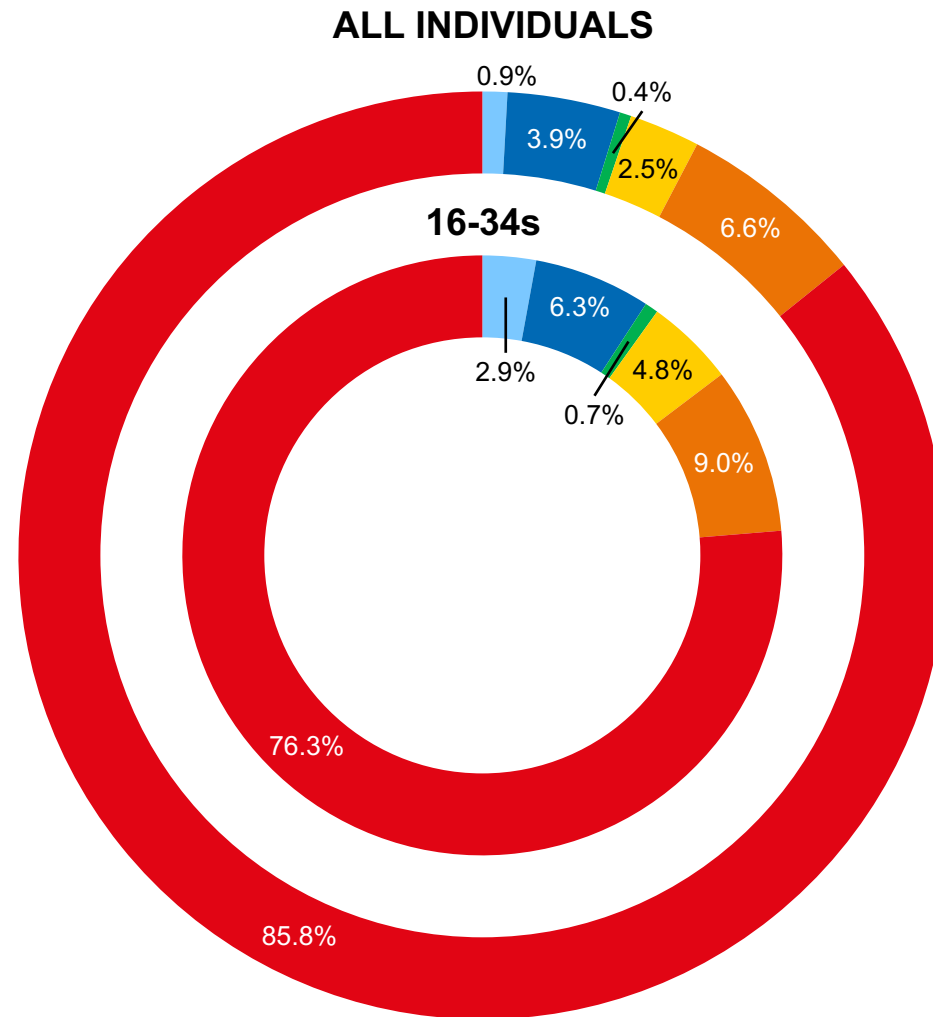


# TV accounts for 71% of our video day...



Source: 2017, BARB / comScore / Broadcaster stream data / OFCOM Digital Day / IPA Touchpoints 2017 / Rentrak

# TV accounts for 95% of ad viewing time



## Average video advertising time per day

All Individuals: 21mins

16-34s: 14mins

- YouTube
- Other online video
- Cinema
- Broadcaster VOD
- Playback TV
- Live TV

Source: 2017, BARB / comScore / Broadcaster stream data / OFCOM Digital Day / IPA Touchpoints 2017 / Rentrak