

# TV makes every other channel work harder

## MEDIA EFFECTS BY CHANNEL

### Channel Benefitting from the Effect

CHANNEL GENERATING EFFECT	TV	ONLINE VIDEO + VOD	SOCIAL MEDIA	ONLINE DISPLAY	OUT OF HOME	RADIO	PRINT	CINEMA	DIRECT MAIL	GENERIC SEARCH
TV		20%	31%	31%	22%	31%	31%	54%	20%	8%
ONLINE VIDEO + VOD	3%		5%	2%	5%	3%	12%	7%	2%	1%
SOCIAL MEDIA	2%	2%		2%	3%	2%	3%	3%	1%	1%
ONLINE DISPLAY	3%	4%	4%		4%	3%	9%	11%	4%	3%
OUT OF HOME	6%	8%	9%	8%		9%	11%	3%	1%	1%
RADIO	4%	4%	4%	6%	4%		3%	1%	1%	2%
PRINT	5%	6%	7%	5%	6%	4%		13%	7%	4%

Source: 'Demand Generation', Nov 2019, MediaCom/Wavemaker/Gain Theory

Key:

0-2%

3-4%

5-8%

9-20%

20%+

