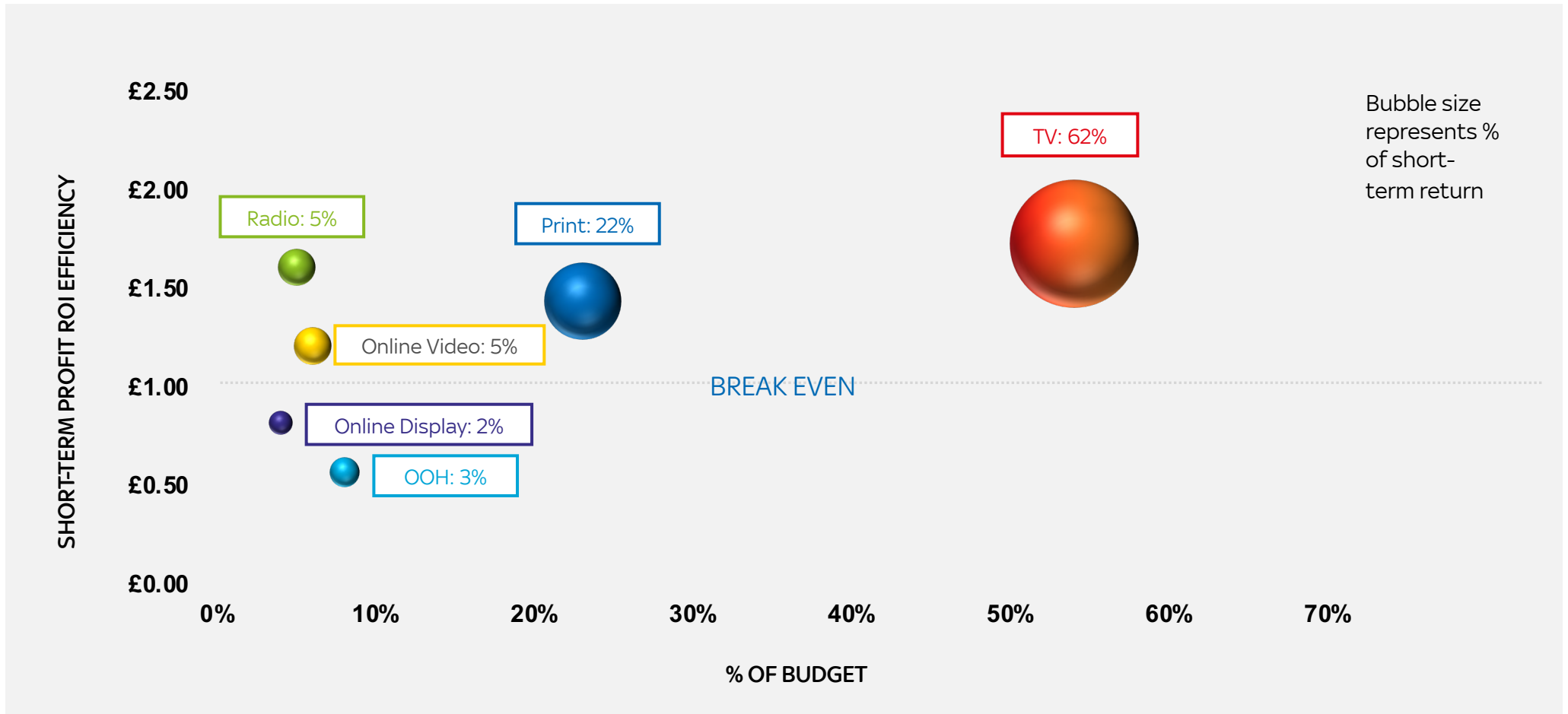


# TV creates the most short-term profit at the highest efficiency



Source: 'Profit Ability: the business case for advertising', Nov 2017  
Ebiqity ROI campaign database (Feb'14-May'17). Campaign obs: 1954

NB: Online Video includes Broadcaster VOD, YouTube, Facebook video & online programmatic video

