

SMART TV

ADVERTISING AWARENESS & EFFECTIVENESS



80% NOTICE THE PRESENCE OF **ADS**



ABOUT **1/3** OF THOSE WHO NOTICED AN AD **CLICKED ON THE AD**



70% PROVIDED THEIR **EMAIL ADDRESS** WHILE VISITING AN INTERACTIVE CHANNEL

1/2



1/2 CALLED THE **1.800 NUMBER** WHILE VISITING THE CLIENT'S INTERACTIVE CHANNEL



86% OF VISITORS TO AN INTERACTIVE CHANNEL SAID THEY **WILL VISIT** IN THE FUTURE



85% VISITED THE **CLIENT'S WEBSITE** AFTER VISITING INTERACTIVE CHANNEL

8 OUT OF 10



'LIKED' ON FB AFTER VISITING INTERACTIVE CHANNEL



78% OF THOSE WHO VISITED AN INTERACTIVE CHANNEL SAID THEY **WOULD DOWNLOAD** A CLIENT'S APP



75% WHO **CLICKED/INTERACTED** HAD **INTENT TO PURCHASE**



97% WHO **CLICKED/INTERACTED** HAD **INTENT TO VIEW**

**SEE IT,
CLICK IT,
ENGAGE WITH IT,
ACT UPON IT.**

Rovi/Nielsen: Smart TV Field Study Phase II, October 2011
Sample: 500, connected device owners in the U.S., age 18 -54

**Percentages are based on number of study respondents, unless otherwise stated.*

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