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The Brand Value of Search for TV

Paid Search Drives TV Tune-In

Google/Ipsos
U.S., February 2009

Objectives

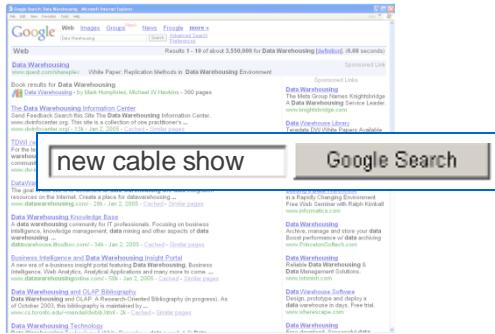
Paid Search drives traffic... but can it drive Tune-In?

1. To what extent do search ads drive TV tune-in?
2. Can SEM demonstrably lift branding metrics for TV show and network keywords?
3. Search drives Direct Response— but what is the brand impact of paid search impressions *beyond* the click?



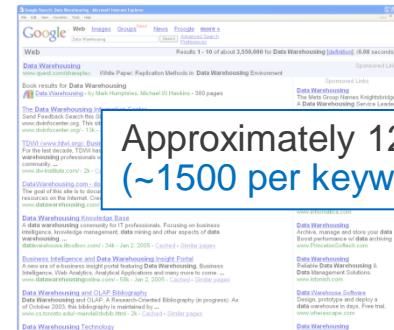
Methodology: Metrics Tested

1 Experimental Design



- Respondents asked to query a keyword with intention of finding out more about show or network.
- Allocated at random, keywords included show and network names for 4 different shows: *new cable show*, *existing cable show*, *new network show*, *existing network show*

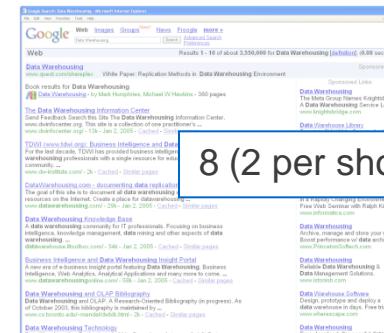
2 Sample Size



Approximately 12K (~1500 per keyword)

- Respondents driven to different Search Engine results pages based on their queries

3 Number of Keywords Tested



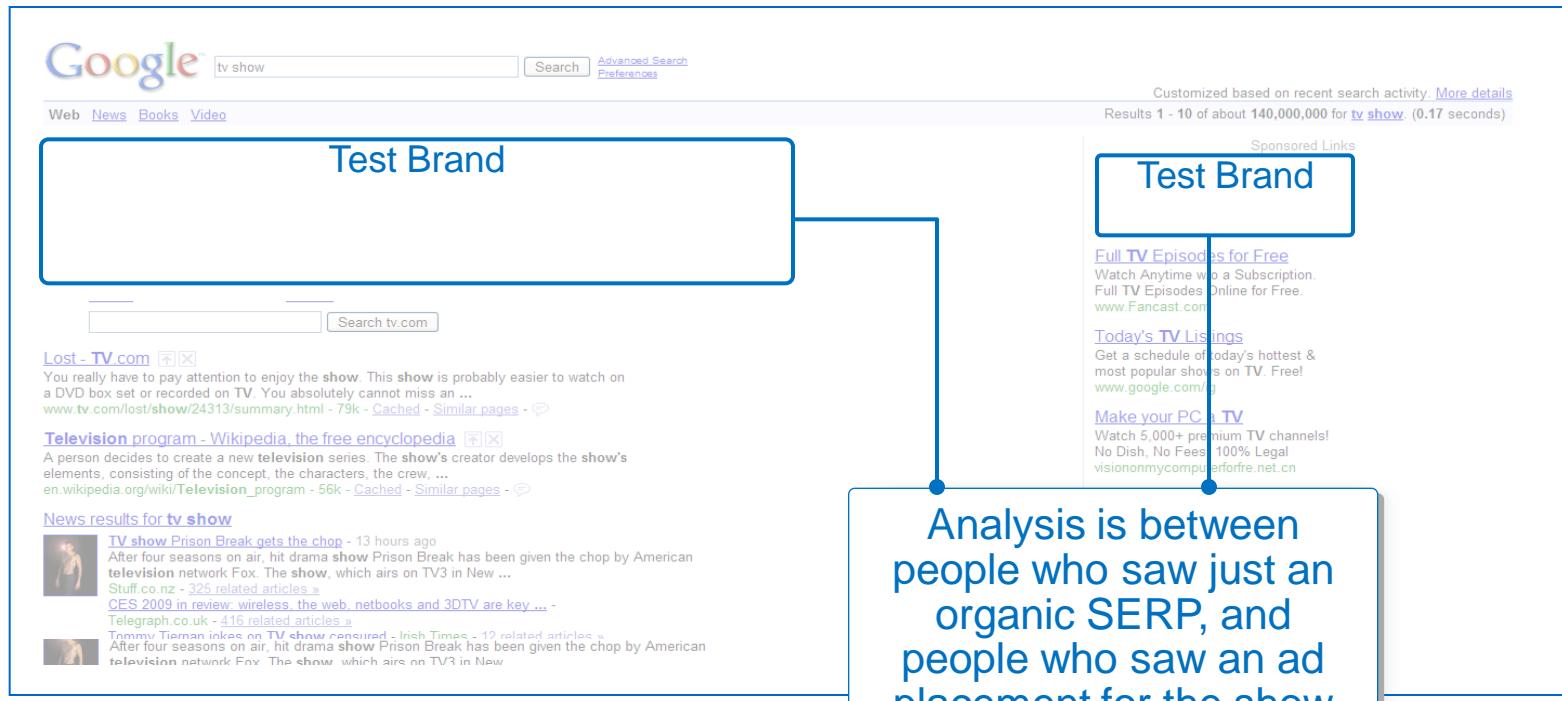
8 (2 per show)

- Respondents were only exposed to one *show specific search term & Search Engine results page*

Methodology: Search Engine Results Page

Exposure followed by a brand survey designed to measure brand impact and knowledge of show:

- Aided TV show awareness
- Unaided TV show awareness
- Knowledge of Network of show
- Intent to Tune-In

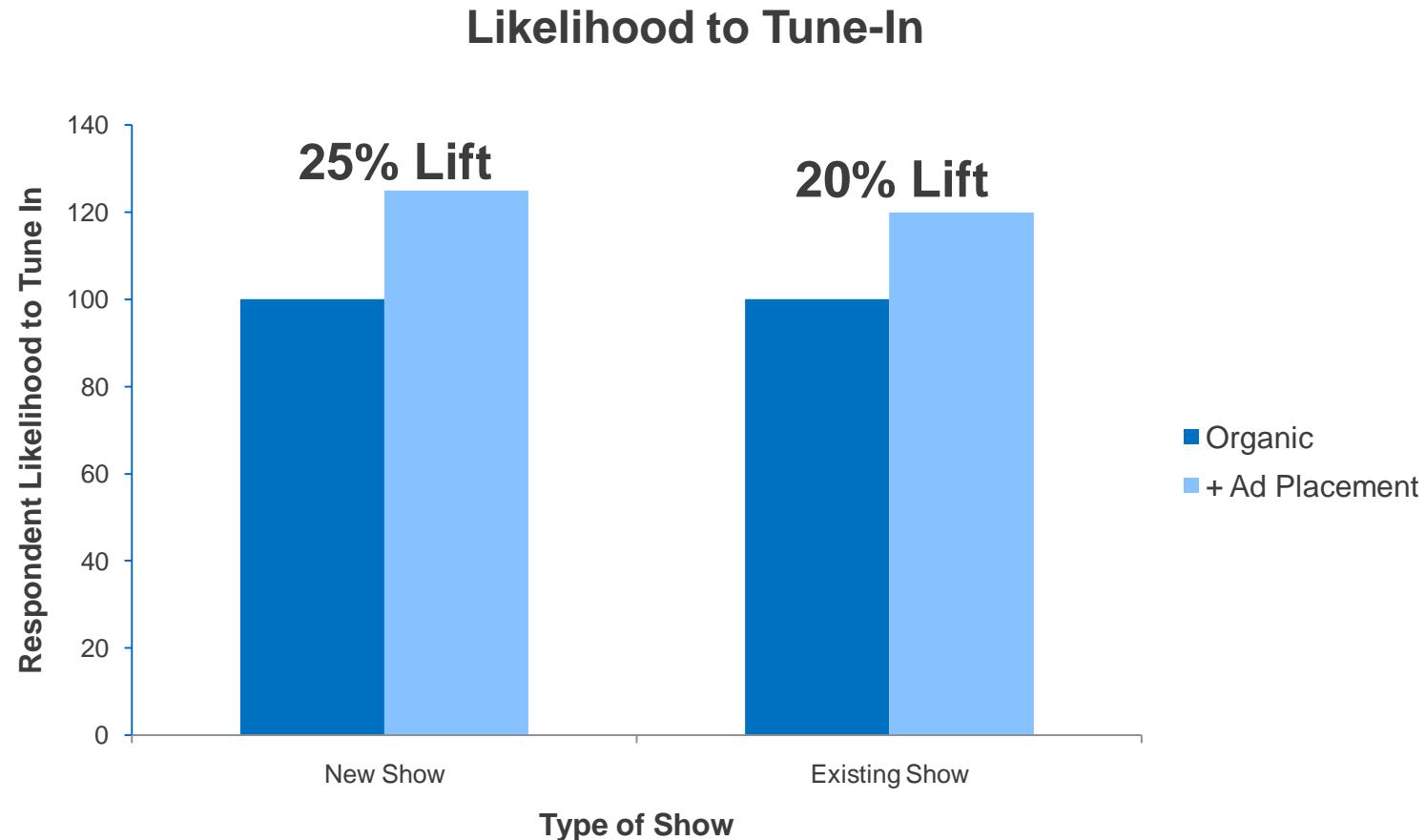


Key Takeaways

- 1 Paid Search substantially increases likelihood of TV Tune-In
- 2 Paid Search improves competitive positioning for TV brands
- 3 Paid Search increases traffic to TV advertisers' branded websites
- 4 Paid Search increases awareness of TV Shows and Networks

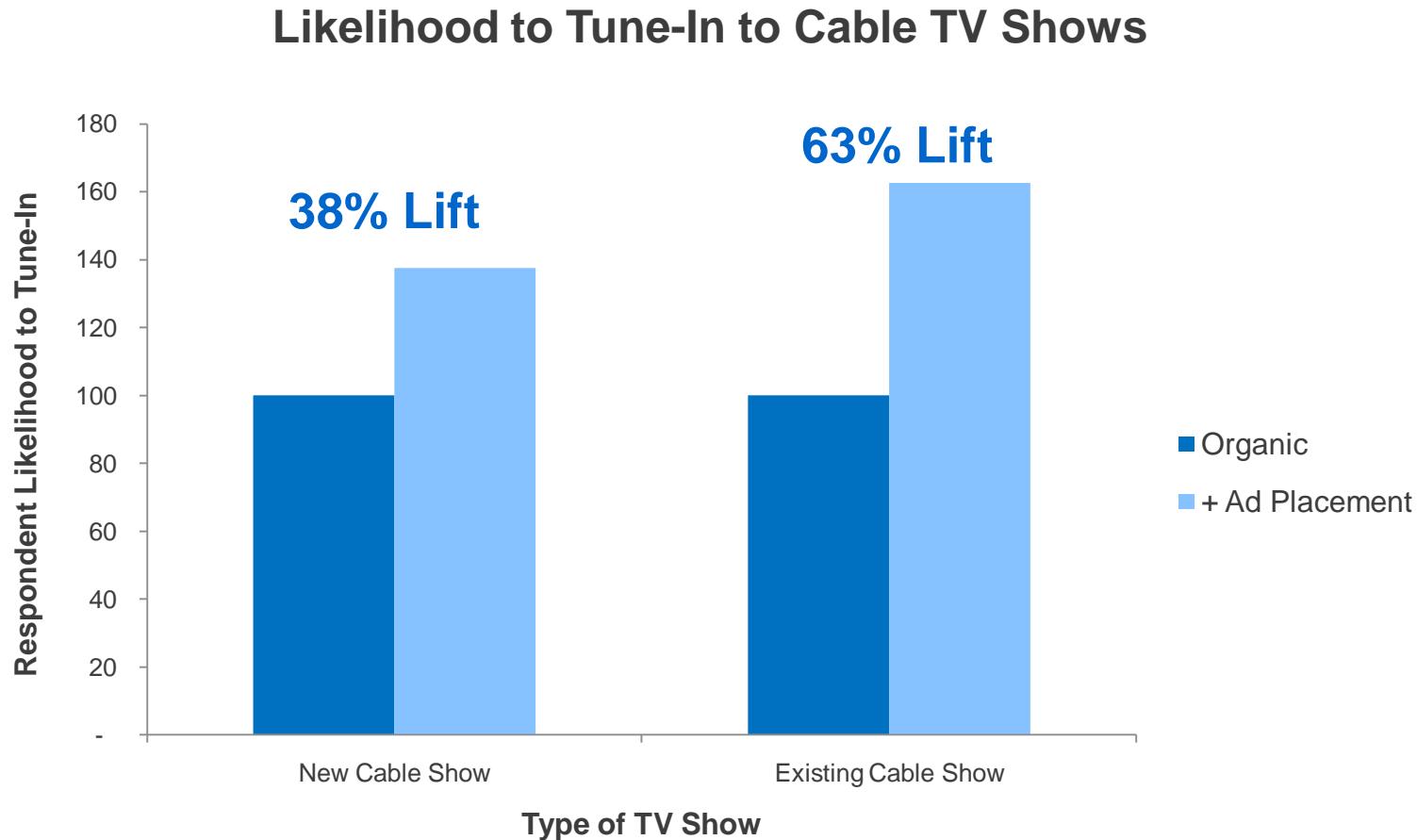
Paid Search Increases TV Tune-In

Search Advertising resulted in a **25%** lift in likelihood to tune-in to new shows, and a **20%** lift in likelihood to tune-in to existing shows.



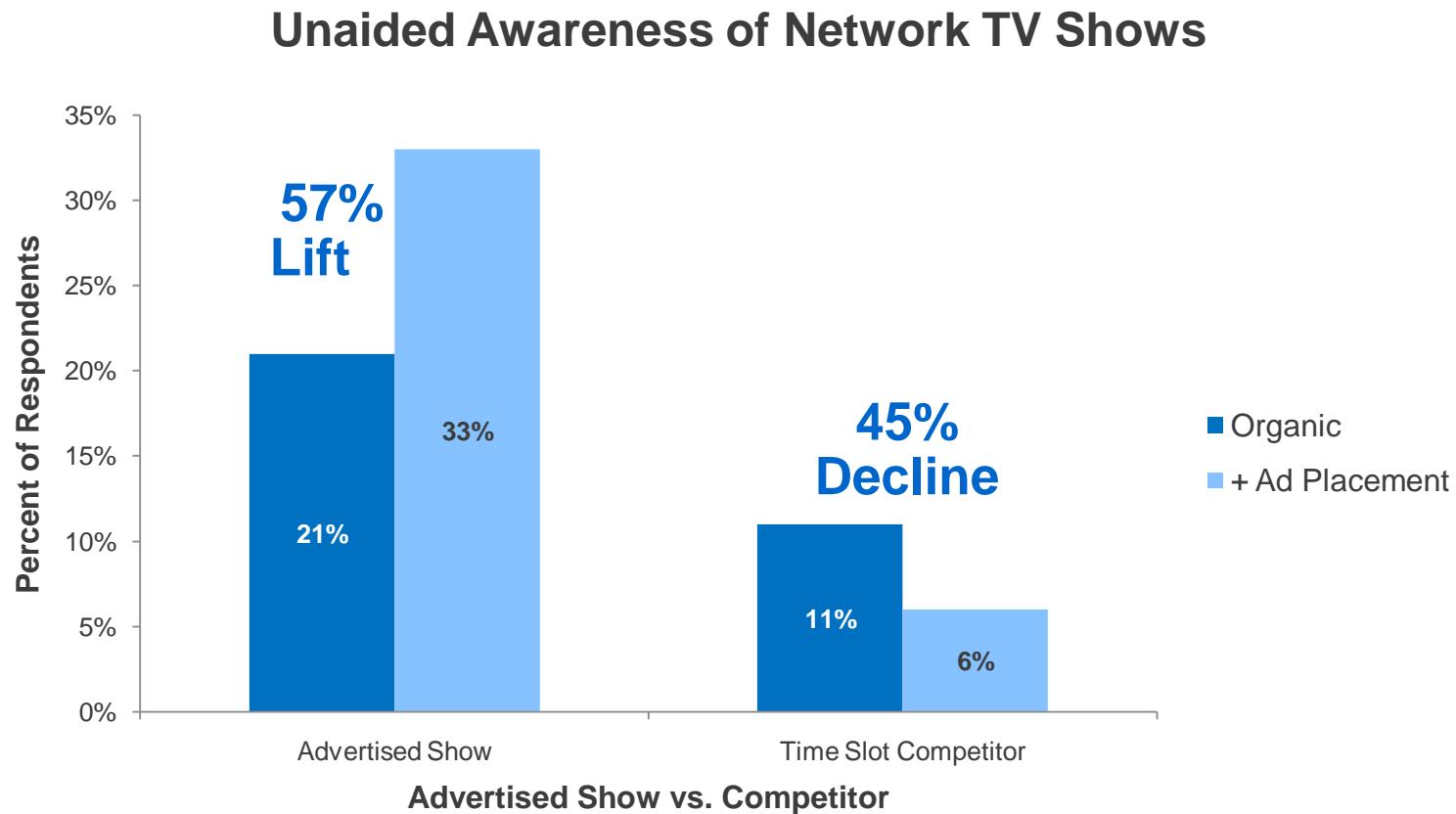
Paid Search Increases TV Tune-In

Search Advertising resulted in a **38%** lift in likelihood to tune into the new cable show, and a **63%** lift in likelihood to tune into the existing cable show



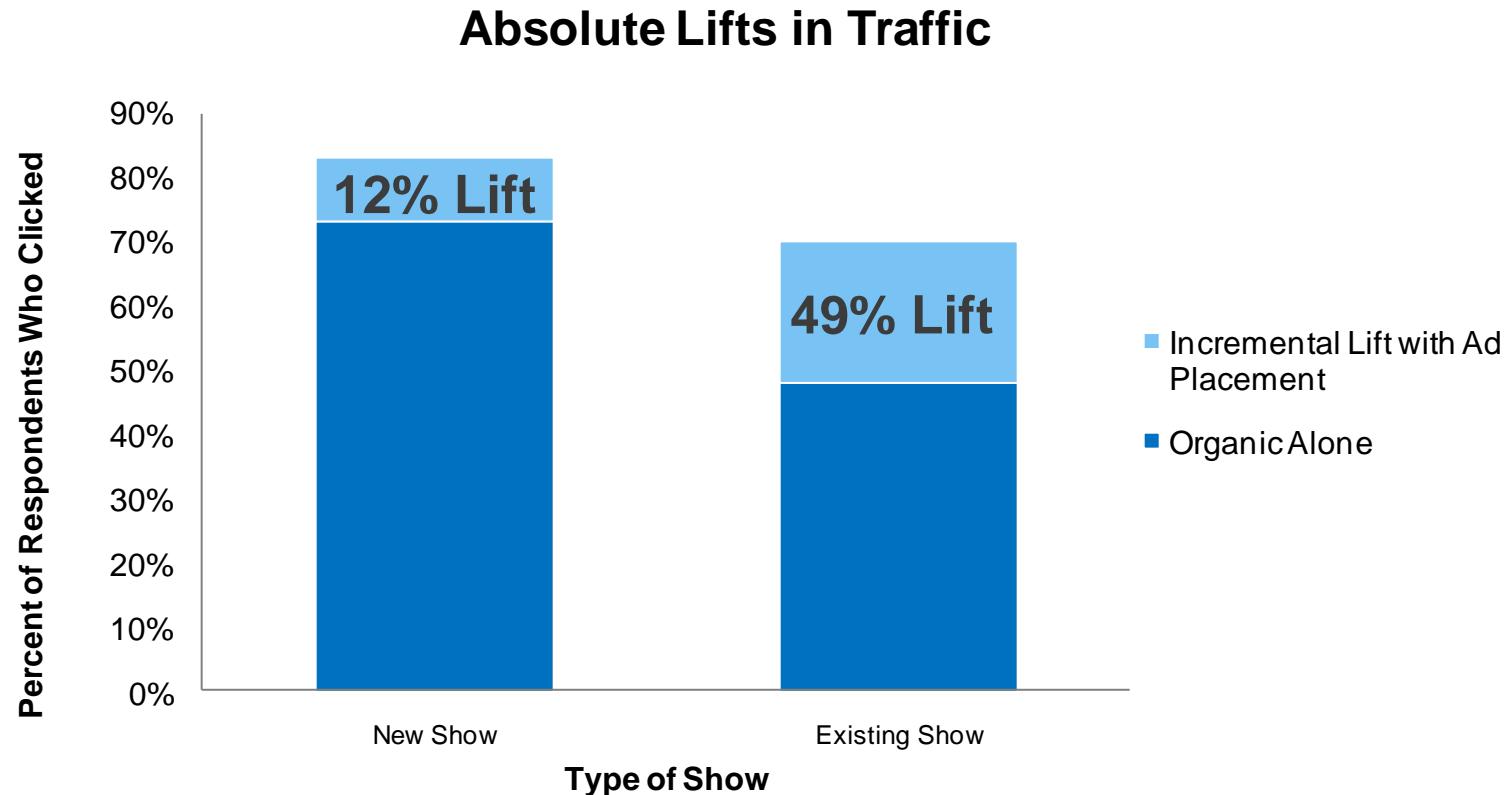
Paid Search Improves Competitive Positioning

Search Advertising resulted in a **57%** lift in awareness of the advertiser's show, and a **45%** decline in awareness of the time slot competition



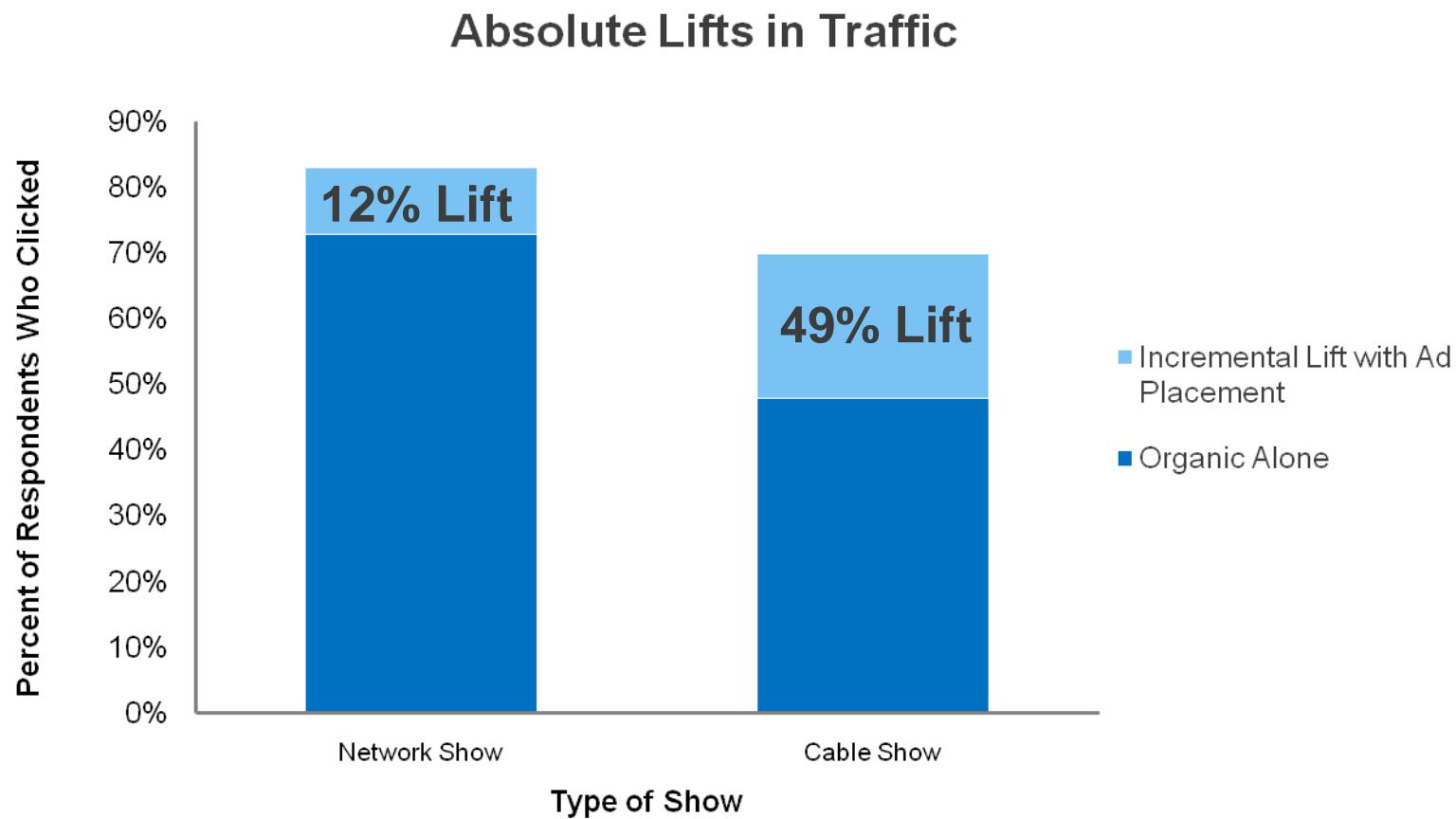
Paid Search Increases Web Traffic to Branded Sites

Search Advertising resulted in a **12%** lift in clicks to branded websites for new shows and a **49%** lift in clicks to branded websites for existing shows.



Paid Search Increases Web Traffic to Branded Sites

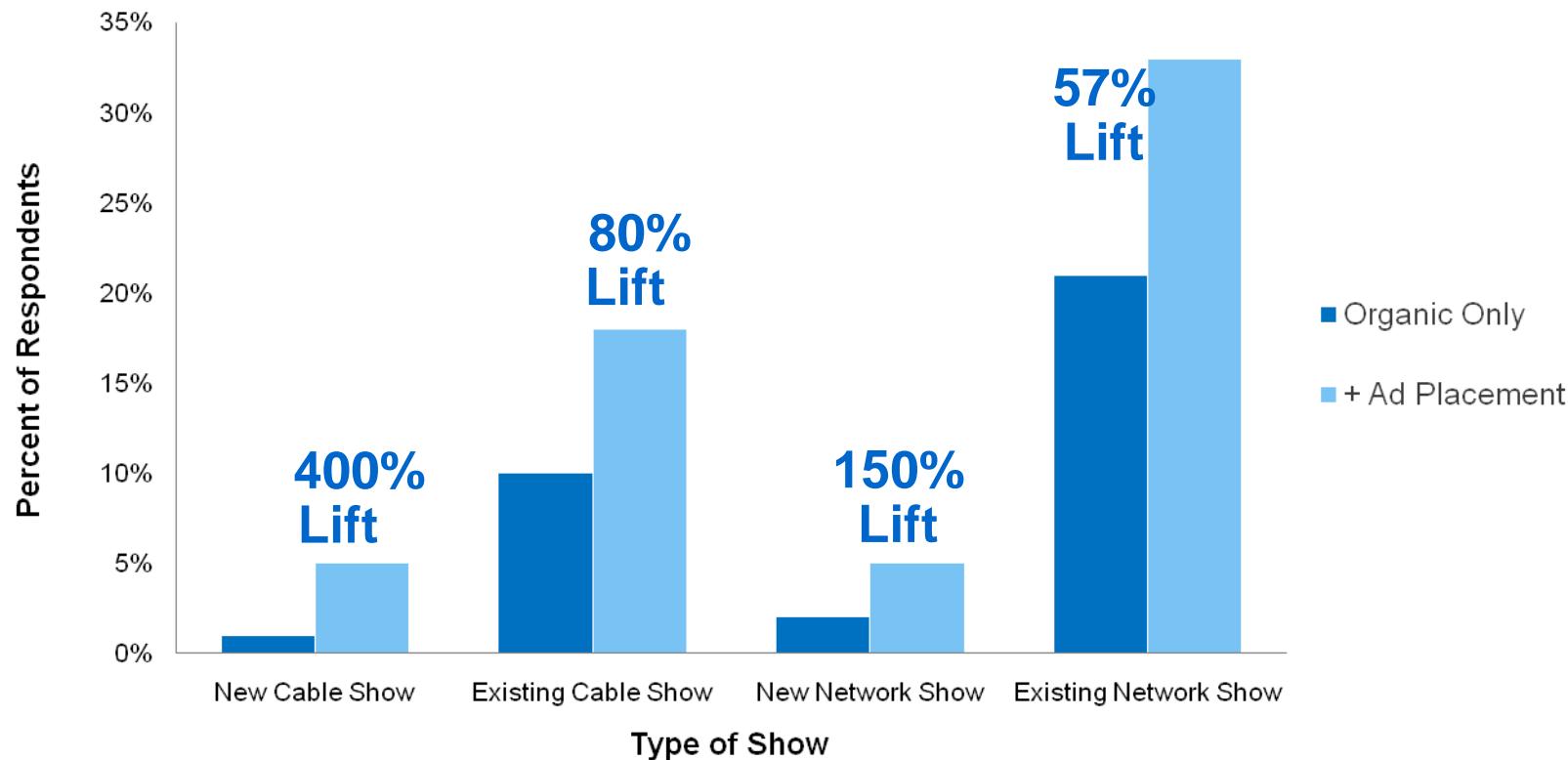
Search Advertising resulted in a **12%** lift in clicks to branded websites for the network show and **49%** lift in clicks for the cable show



Paid Search Increases TV Show Awareness

Search Advertising resulted in a **150- 400%** lift in awareness of the new TV shows, and a **57-80%** lift in awareness of the existing cable TV shows

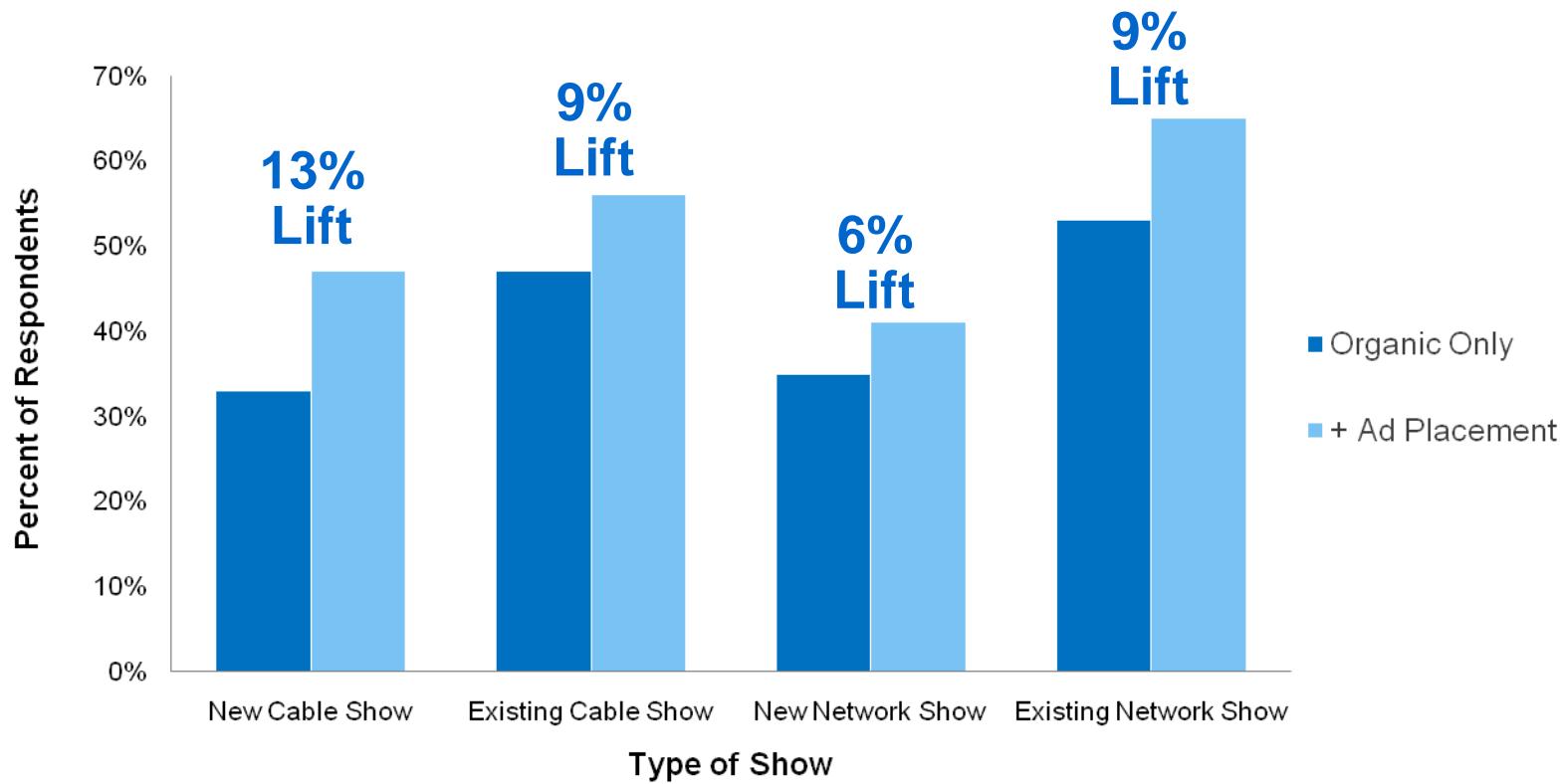
Awareness Lift Across TV Shows



Paid Search Increases TV Network Association

Search Ads resulted in a **6-13%** lift in correct association of networks with new TV shows, and a **9%** lift in association with existing TV shows

Awareness of Network Lift Across TV Shows



Summary of Key Takeaways

- 1 Paid Search substantially increases likelihood of TV Tune-In
- 2 Paid Search improves competitive positioning for TV brands
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