



TNS study: Synchronized Second Screen advertising has substantial impact on TV campaigns

- **Second Screen advertising shown to increase TV ad awareness when campaigns run on both screens in parallel**
- **Time-synchronized advertising results in strong improvement of key branding and image indicators**

Munich, October 22, 2013 – TV commercials to a captive audience continue to have a strong impact. However, when viewers are using their Second Screen mobile or tablet devices while watching TV, the awareness of TV advertising drops dramatically. According to the new TNS study, TV ad awareness decreased by more than 50% with Second Screen usage. Considering about half the viewers use their Second Screen while watching TV, these results are significant. The study found, however, that a time-synchronized mobile advertising campaign can hinder this loss of ad awareness. The study on the brand and image impact of the “Second Screen” was conducted by wywy (www.wywy.com) and TNS Germany (www.tns-infratest.com). Using a recent campaign of a cosmetics manufacturer to study the effect of a time-synchronized campaign, mobile banner ads were shown to Second Screen users who were watching TV at the same time commercials were broadcast.

Second Screen use contributes to a significant loss in TV ad awareness

The study divided the target audience (females aged 25 to 55) into three test groups: The first group watched the TV commercial and in parallel saw a corresponding banner on their Second Screen device; the second group was exposed to the TV ad but had no parallel campaign on their Second Screen; the third group watched the TV ad exclusively and did not use a Second Screen. The parallel usage of the Second Screen led to a significant reduction in TV ad awareness of 58 percent relative to the awareness of the third group of “TV-only” viewers. However, a time-synchronized campaign on the Second Screen was able to increase awareness by 42 percent relative to the non-sync users. This shows how synchronized ad campaigns across both screens have a notable effect on users’ ability to recognize and remember the television advertisement.

Synchronized Second Screen advertising improves brand and image KPIs

In addition to an improvement in TV ad awareness, synchronized advertising also demonstrated a solid positive effect on key brand and image performance indicators. A synchronized campaign had a particularly strong impact on the willingness to engage in word-of-mouth promotion (18% uplift) and on brand attitude (38% uplift).

Image-related attributes such as the brand “offering gentle care” or “is an innovative brand” also demonstrated very positive responses to the campaign with uplifts of 21% and 62%, respectively.

“TV advertising continues to be effective“, says Claudia Cramer, Associate Director for Consumer & Retail at TNS Germany. “However, the effectiveness diminishes with the parallel usage of Second Screen devices, leading to a reduction in the quality of the TV-based advertising contact. This can be counteracted using synchronized advertising across both channels.“

“Our first study on the effectiveness of Second Screen campaigns clearly shows how a time-synchronized campaign with a consistent message across different channels has a positive effect on important brand and image KPIs“ explains Eric St. Gemme, Director of Global Advertising Sales at wywy. “With the increasing parallel usage of Second Screens driving substantial loss in ad awareness, winning back the viewers’ attention through synchronized advertising represents a huge opportunity for the industry.”

More details on the study are available in the following white paper:

<http://wywy.com/insights/second-screen-study>

About wywy

wywy (www.wywy.com) specializes in connecting TV & online through real-time TV data. wywy’s technology synchronizes accompanying TV content and advertising in real-time with the actual live broadcast. This creates new possibilities for interactive TV in the growing market of Second Screen applications and interactive advertising. Through its wholly owned subsidiary Idioma Ltd., wywy has been a provider of broadcast monitoring and automated detection technologies to a global client base since 2001.

About TNS Germany

TNS Germany (www.tns-infratest.com) advises clients on specific growth strategies around new market entry, innovation, brand switching and stakeholder management, based on long-established expertise and market-leading solutions. With a presence in over 80 countries, TNS has more conversations with the world’s consumers than anyone else and understands individual human behaviours and attitudes across every cultural, economic and political region of the world. TNS is part of Kantar, one of the world’s largest insight, information and consultancy groups.

Press contact wywy: Michaela Krause | +49.89.4161432.22 | presse@wywy.com

Press contact TNS Germany: Claudia Cramer | +49.40.44119111 | claudia.cramer@tns-infratest.com