



Study confirms TV Ad Awareness Eroded by Second Screen Use

Delivering Advertising Across Screens Simultaneously Yields Improved Results

New York – Second screen usage distracts viewers from TV advertising according to a study from TNS Infratest commissioned by wywy. Among viewers who used a second screen device while watching TV, the TV ad awareness dropped 58 percent compared to TV-only viewers participating in the study.

In addition, the study found that new technologies can bolster ad awareness and brand image among those using second screens while watching TV. When new cross-media technology synching the delivery of TV and online ads onto the second screen was used during the study, TV ad awareness increased by more than 40 percent, creating an uplift among the mobile and tablet users.

“This study again confirms to advertisers that attention is turning away from the TV towards second screen devices, especially during commercial breaks,” said Dr. Andreas Schroeter, co-founder and COO of wywy. “Nearly half of the TV viewers use their tablet or smartphone to write emails, read news or surf on social networks while watching TV. New cross-media technologies synching TV and online ads are now proving to be an effective solution in recapturing the viewers’ attention as it diverts to the second screen.”

The study also recorded strong uplifts in key advertising performance indicators such as Brand Attitude (+38%) and Word of Mouth (+18%) when online ad synching technologies were used in tandem with TV advertising.

A valuable by-product of the synched solution is the immediate feedback channel it provides to the performance of television advertising and its ability to impact online behavior – a phenomenon that has increased due to the proliferation of second screen usage in parallel to TV viewing.

About the study

The study was conducted by TNS Infratest in October 2013. Target group were women, 25-55 years old, who regularly watch TV and own a second screen device. The participants watched a regular evening show on their TV at home. During the commercial break, an advertisement for a cosmetics product was shown. The participants were split into three groups: 1) TV only viewers, 2) TV viewers using their second screen device in parallel to surf the Internet and 3) TV viewers using their second screen device in parallel to surf the Internet which, in addition, displayed an accompanying online banner ad of the cosmetics product at the moment the TV ad aired (synchronized advertising in parallel on both TV and second screen). After the commercial break, study participants were questioned through an online survey on their second screen device.

About wywy:

wywy (www.wywy.com) helps advertisers extend their TV campaigns across screens and analyze the online impact of their TV advertising. The company offers synchronization of TV and online advertising to reach viewers on their second screen devices and increase ad awareness. With wywy's real-time ad tracking tools, advertisers can compare what TV creative, channel and airtime work best to optimize their media plan accordingly.

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