

TG4 has cemented a place among the Top 10 most popular channels in Ireland; it's viewing levels of 550,000 viewers a day and share in the region of 2% puts TG4 on a level with Channel 4, BBC Two, Sky One and 3e. The Irish tv market has never been more competitive; cable/satellite is now the method of choice for channel reception in almost 90% of Irish homes. In this new digital age, having something that distinguishes you from the pack is vitally important and TG4 has that in spades.

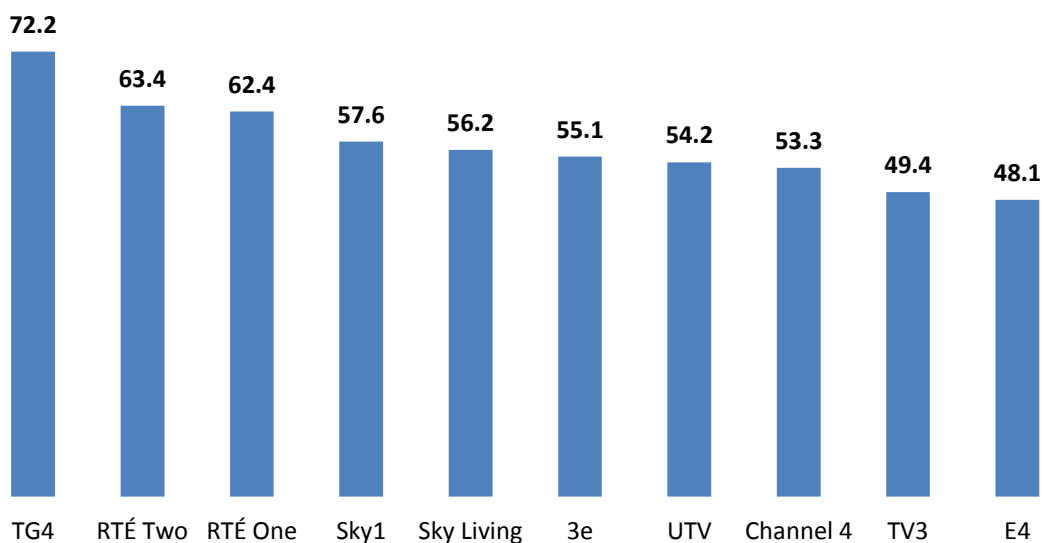
The number of advertising messages that we come across each day as media consumers has grown exponentially in recent years with advances in technology and the opening up of new media. Television remains the most effective platform for advertising your brand however. While there are some who have been predicting the worst for linear television, to paraphrase that well known quote, reports of its death have been greatly exaggerated. Irish people on average watch 200 minutes of television each day, over 90% of it live. In terms of coverage, recall, and return on investment tv has no equal. The most memorable ads remain on television.

After choosing television as a chosen platform to advertise, which channels should you choose to have in your portfolio? Alongside traditional indicators, the evolution in television over the last few years has added other significant things to the mix. Clutter is undoubtedly one. The challenges caused by the ability to playback paused and recorded material is another. TG4 fares considerably better than its competitors on both of these.

Clutter is simply having too many things in an ad break. If your ad is in the middle of a 12 spot ad break there's a good chance that a lot of viewers won't recall it; either due to the competition within the break for their attention, because they've fast-forwarded over it or because they've briefly left the room knowing it was going to be a long ad break. Ideally, you want your ad to be in a shorter ad break, and either at the start or end of it.

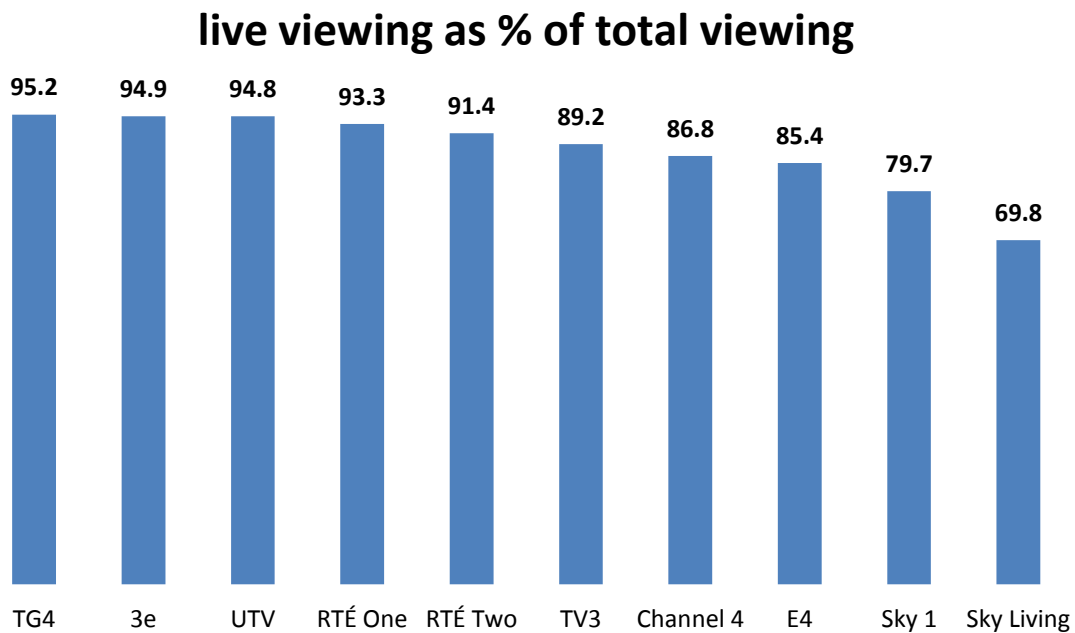
TG4 is better than all the other main channels in Ireland at avoiding clutter...

% of ads at the start/end of breaks



If you place an ad on TG4, you don't have clutter. So far this year, 72% of TG4 ads appear in the first two or last two spots in a break, well ahead of its competitors. The advantage of this to your brand message is clear and significant, viewers are more likely to see and remember it.

Along with clutter, the effect playback of viewing of paused/recorded material has on tv advertising effectiveness is also a hot topic. Over half of homes now have PVRs (eg Sky+, UPC+) and fast-forwarded viewing is not counted in official TAM Ireland viewing figures. Over 90% of all television viewing is still live however, and 95% of TG4 viewing. TG4 again fares better than its competitors on this issue:



TG4 is less susceptible to fast-forwarding as it has a higher percentage of live viewing. TG4 is not a "box-set" channel but a vibrant channel containing event-driven must-see programming. This makes TG4 less vulnerable to services such as Netflix in the future than some of its competitors.