

Freeview

Challenge:

Prove the effectiveness
of advertising spend on
Freeview uptake

What we did: Media Optimisation

We analysed the effect of ad spend across the various media channels together with price point, economic conditions and other external factors (e.g. weather) on Freeview penetration.

From this we were able to identify what the impacts from the different types of advertising were and which channel mix resulted in the greatest penetration of Freeview.

Competitor Media Spend Knock-On Effect



Outcome:

Results showed that while basic Freeview penetration increases were dependant on advertising, other factors were having a greater impact:

Competitors increasing their advertising spend, the price of set top boxes and increased advertising spend on premium services (Freeview+ and Freeview HD).



BIG IMPACT:
Competitors
spend