



# WHAT IS “TV”?

CONSUMER RESEARCH CONDUCTED BY KANTAR



There are many ways the industry refers to TV and television advertising...



MULTI-SCREEN	DEVICE-AGNOSTIC	PREMIUM VIDEO		
CROSS-PLATFORM	SPOTS	VIDEO	STREAMING	LINEAR
LONG-FORM VIDEO	COMMERCIALS	CONTENT	OTT	

However, when we asked more than 1,000 consumers to

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