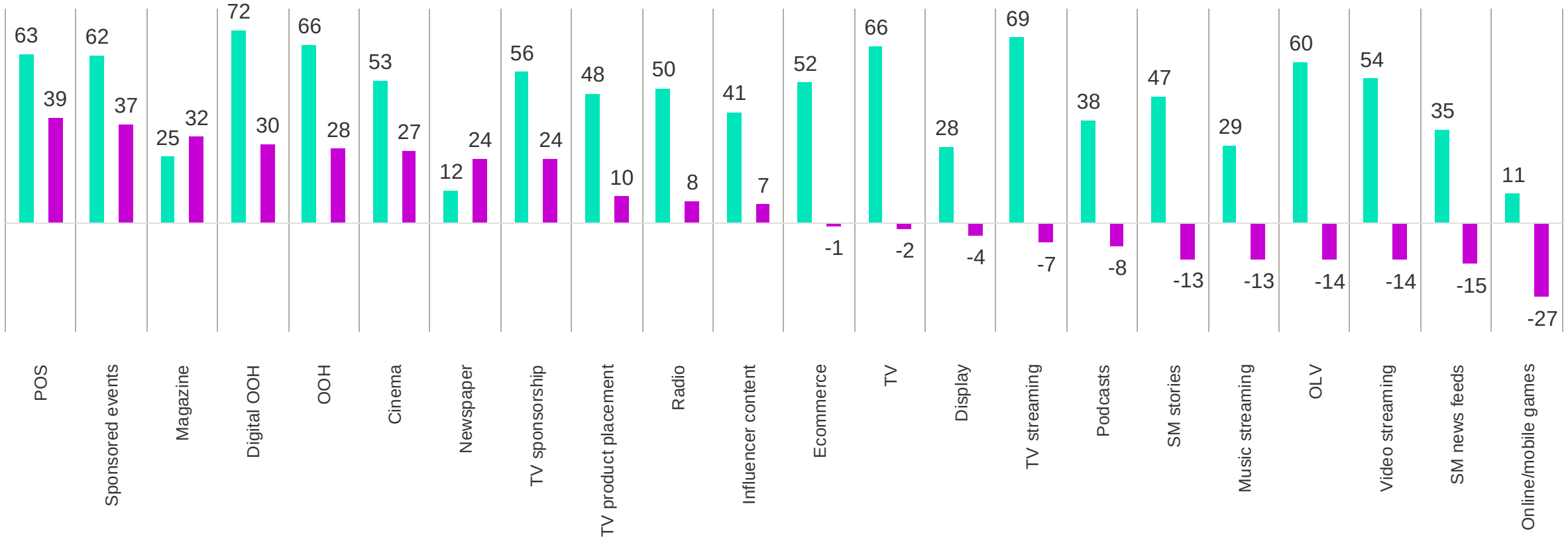
Advertising receptivity for media channels

Europe



Europe Marketers

Belgium Consumers

Consumers Q. How would you describe your attitude towards each of the following formats of advertising? Consumer base: exposed to advertising on channel.
Marketers Q. As a marketer, how would you describe your attitude towards each of the following formats of advertising? Base: Scale: Very positive, Somewhat positive, Neutral, Somewhat negative, Very negative.
Ranked from highest to lowest net positive score (all positive minus all negative scores). Base: Europe sample