

# KEY STRENGTHS TV

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Television has the highest daily and weekly reach of any medium in Canada.

Television is cost efficient for most target groups.

Television appeals to more of consumers' sense than any other medium.

Television has the ability to reach target audience quickly. This is particularly important for new product or service launches.

Television is immediate and timely.

Television is well suited to marketing products and services with broad appeal.

Source: TVB Canada

**Gente da Nossa** has the largest Portuguese speaking television audience in Canada.