

2026

TV MAKES MEMORIES

Why TV Is the Catalyst for Brand Impact and Consumer Action

 COMCAST
ADVERTISING

Standing out among the clutter

Today's consumers are overwhelmed with content across every screen and platform - from scrolling through social media, to listening to podcasts, to searching online, to now trying to navigate the world of AI-generated information.. With all these channels, attention is harder to capture and even harder to keep.

Our original "[TV Makes Memories](#)" report proved that TV's premium, lean-back environment is uniquely effective at driving recall. This latest report builds on the foundation that TV not only captures attention at scale but turns it into durable memories that influence action. This new research also confirms that TV strengthens other channels, boosting the impact of social, audio, and search by helping brands break through.

TV - inclusive of traditional and streaming - helps brands get noticed before consumers even start looking. And in a crowded digital world, the brands that create strong, lasting connections will be the ones that succeed. TV remains the most effective way to make memories and amplifies the entire media mix to drive impact.



About the study

Comcast Advertising partnered with MediaScience to study how different types of ad exposures impact brand recall and brand perceptions.

891 participants across both in-lab and in-home environments

Viewers were shown 30-second ads in:

- Streaming TV environments
- Social media environments
- Streaming audio environments
- Search environments

Viewers were exposed to an even mix of well-known and unknown brands

Viewers were measured with:

- Biometrics including eye tracking, cardiac deceleration, and neurometric intensity
- Post-exposure survey

Source: Comcast Advertising study conducted by MediaScience, 2025, n=891.



Streaming TV environment

Participants chose to watch a 30-minute program from a number of viewing options within an unbranded streaming interface. Ads were integrated throughout.



Social media environment

The first group of participants scrolled through social media feeds of Instagram and/or YouTube. A second group scrolled through a video feed of YouTube Shorts and/or Facebook Reels. Ads were embedded throughout.



Streaming audio (podcast) environment

Participants listened to a podcast from a number of options within an unbranded podcast platform. Ads were integrated throughout.



Search environment

Participants engaged in a search task with results appearing in a traditional, list search environment or where search results appear following an AI generated search summary.

TV grabs viewers' attention, and keeps it

Advertising impact starts with gaining attention. If viewers don't notice an ad, impact isn't possible. TV excels as a foundation for brand growth because it captures and holds attention more effectively than mobile. People are more likely to look at ads in the TV environment, and they stay engaged for longer.

Focused attention, as measured by cardiac deceleration,* is greatest when a mobile exposure follows TV. This reinforces TV's meaningful impact on performance.

When viewers are exposed to a TV ad compared to a mobile ad:

 **+26%**
more viewers looked at the brand message

 **+36%**
more time viewing the brand message

When a mobile ad follows a TV ad:

 **+6%**
more focused attention

*This is when your heart rate briefly slows because something captures your attention. It's your body's way of pausing and focusing, sending more resources to the brain for processing and thinking.

TV is the most powerful driver of memory

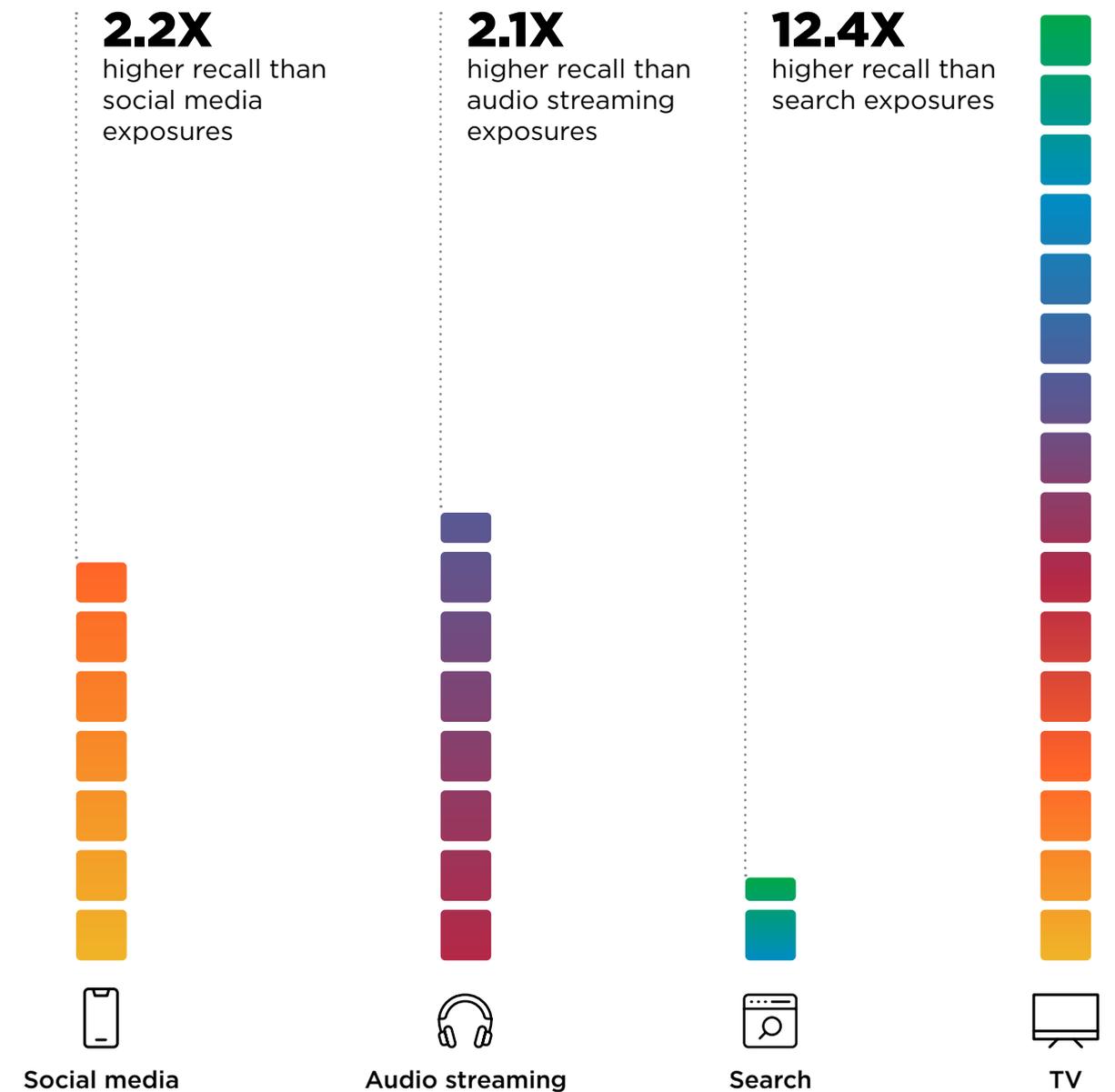
After gaining attention and holding the focus of a viewer, brands are more likely to be remembered.

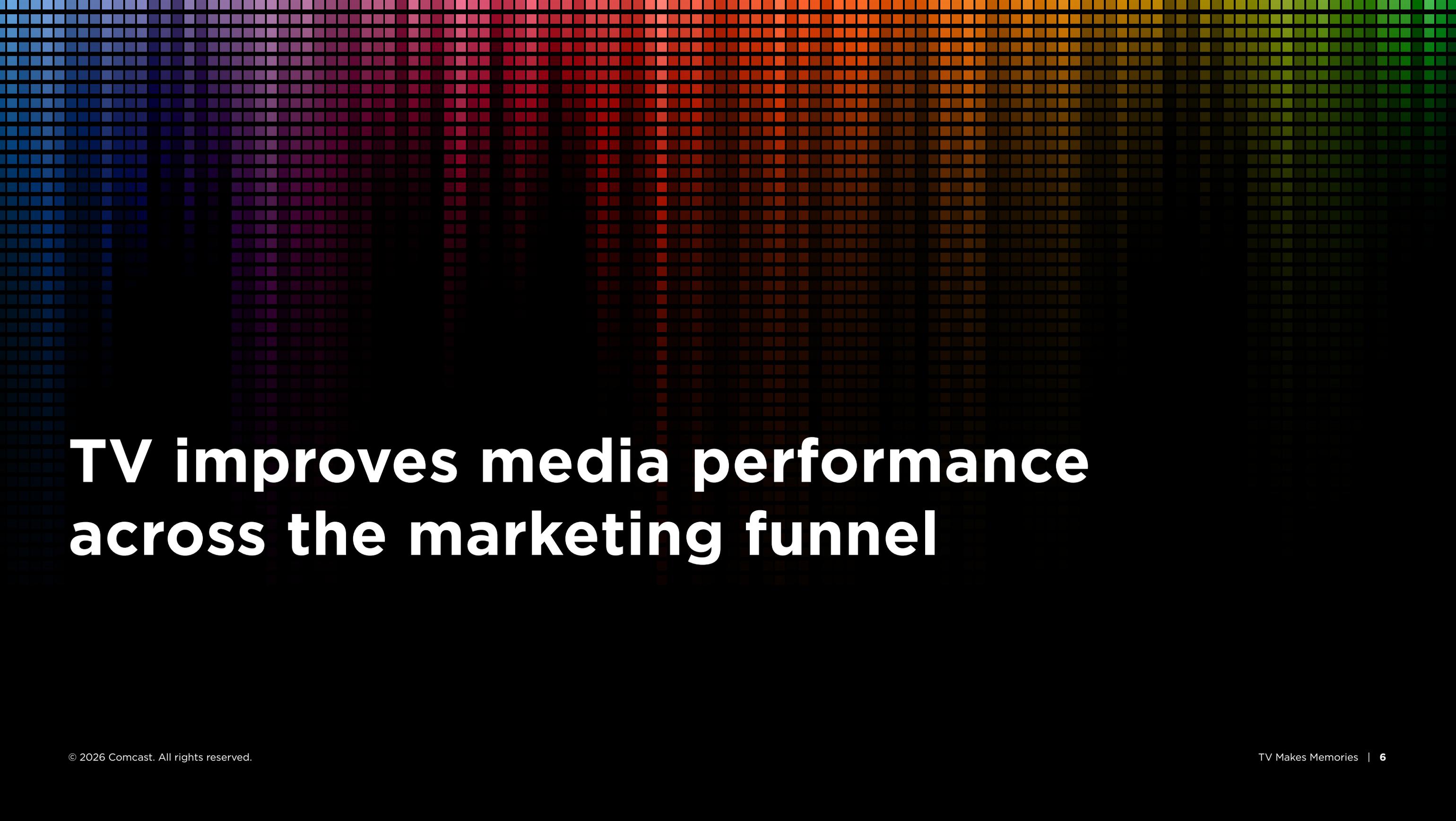
Regardless of the media where the viewer is exposed, ads on the TV screen have the greatest impact on memory. Unaided brand recall is higher with two TV exposures compared to two social, audio, or search mobile exposures.



TV's leading impact on memory remains true regardless of the brand size. For well-known, bigger brands and unknown, emerging brands, recall is highest when a viewer is exposed to ads on TV compared to other advertising mediums.

TV exposure leads to





TV improves media performance across the marketing funnel

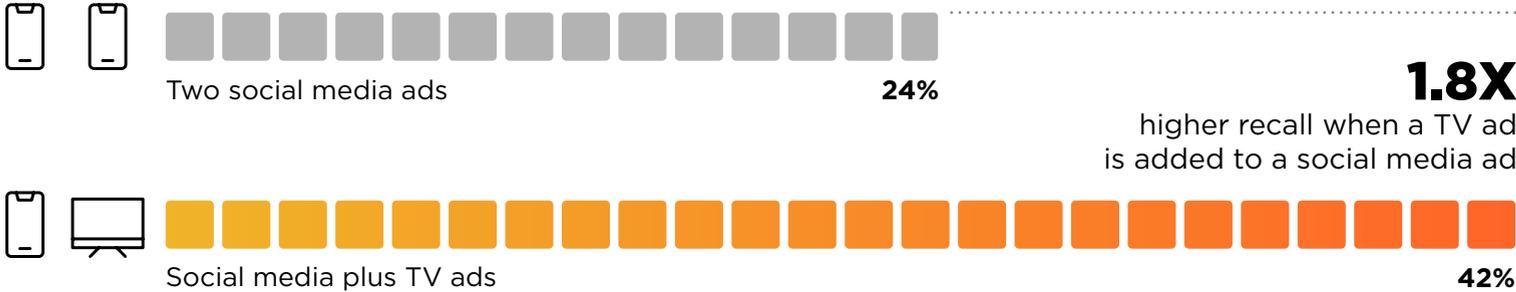


TV complements social media

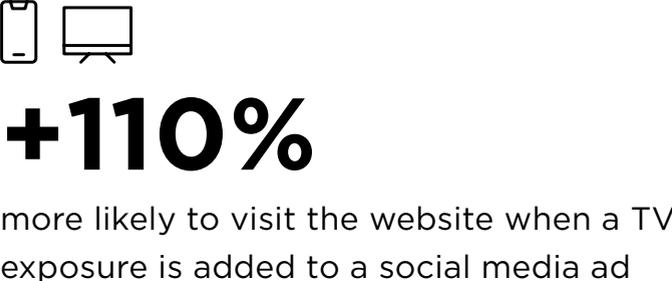
While social content is highly engaging, it's also fleeting. Most people aren't in-market at the moment they encounter a brand message. TV helps by delivering more consistent, memorable exposure over time, which ultimately drives action. It reinforces messages that may otherwise be quickly forgotten or scrolled past on social platforms.

Together, TV and social media create a stronger brand impact. When TV was added to a social media ad it drove a higher increase in unaided brand recall and action than two social media ads alone.

Higher recall



Higher consumer action



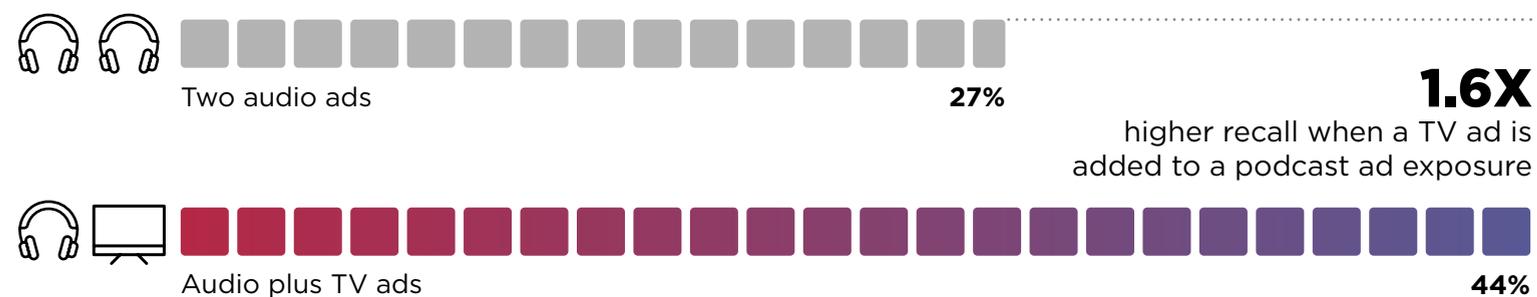


TV elevates audio streaming impact

Ads within podcasts build strong personal connections, but they often operate in environments where listeners are multitasking or on the go. TV brings powerful visual storytelling that helps brand messages connect with the audience.

Together, TV and audio streaming create a richer, more unified brand experience that boosts recall and action across the platforms. When a TV ad was added to an audio ad it drove a higher increase in unaided brand recall and action than two audio ads alone.

Higher recall



Higher consumer action



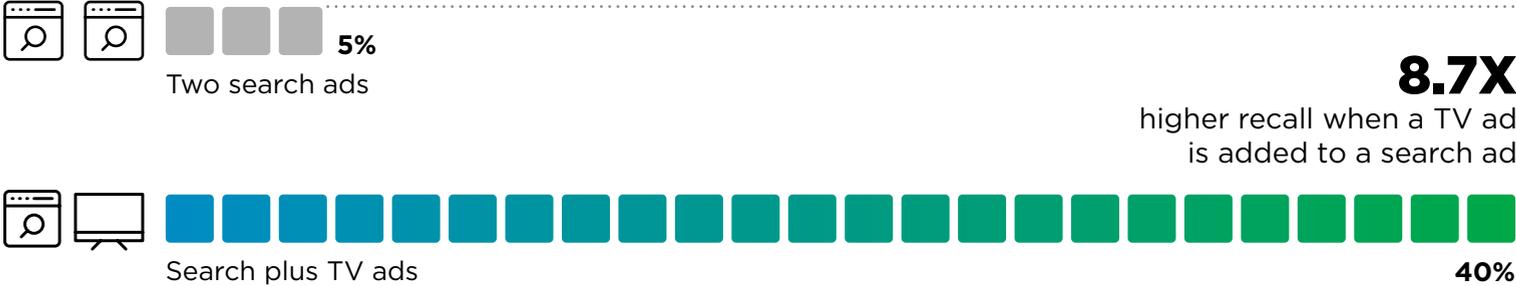


TV makes search more effective

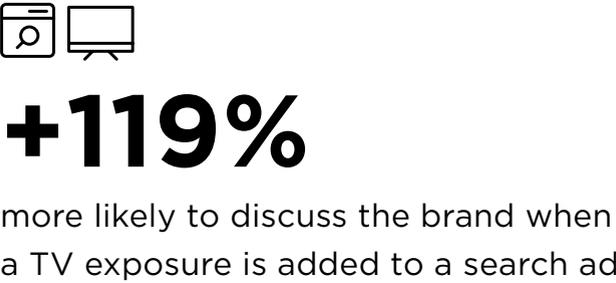
Search is a powerful advertising strategy as it reaches consumers at a time where they are looking to take action either through learning more or making a purchase. When it comes to brands being discovered, search is less powerful.

TV makes search more effective by building memories that leave a lasting impact. When TV was added to a search ad it drove a higher increase in unaided brand recall and action than two search ads alone.

Higher recall

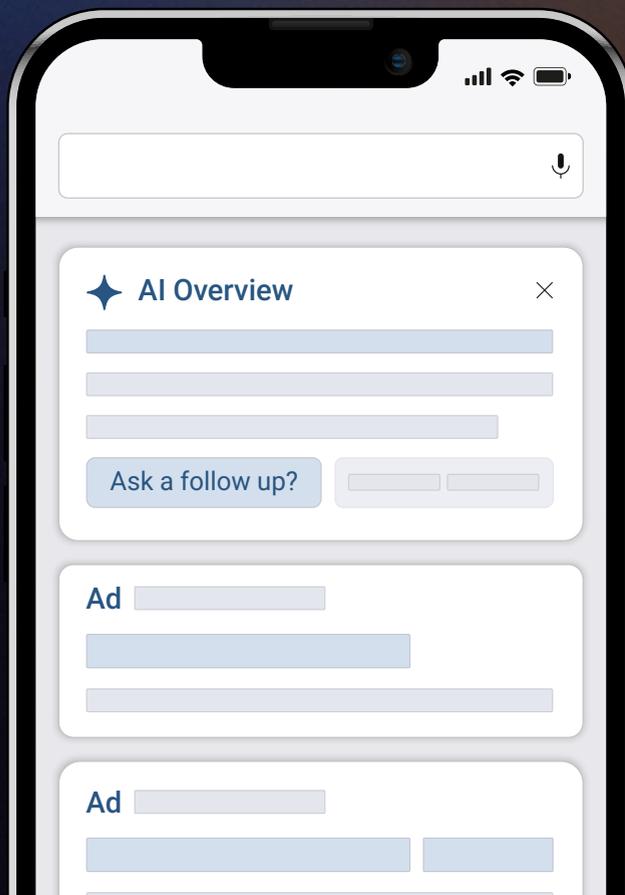


Higher consumer action



Why TV matters more than ever in an AI world

When it comes to search, AI summaries are a new competitor for consumer attention. It is crowding out brand messaging and weakening brand memory when compared to traditional search experiences. In this environment, only brands with strong preexisting memories break through.



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AI summaries are impacting consumers



Increased cognitive load

AI summaries are causing cognitive attention to drop sharply. The mental strain and increased clutter reduce users' ability to process information to form memories.



Reduced brand recall

The increased clutter leads to a brand recall decrease of **23%** vs. traditional search.

How brands can win before consumers search



Impact memory with TV

TV establishes initial memory with brand recall significantly increasing when when a TV ad is added to search.



Boost lower funnel impacts by adding TV

Likelihood to seek more information, read reviews, or visit a brand website increases when paid search follows TV exposure.

TV powers the memories that drive results throughout the marketing funnel

Here are some actionable tips for advertisers looking to drive brand outcomes with TV:



Harness TV to grab attention and build stronger memories

TV captures attention at a higher rate than other advertising channels. Additionally, TV establishes initial brand memory, with significantly higher recall than other media.



Pair TV with other channels to increase effectiveness

When a TV exposure is added to other media, upper- and lower-funnel outcomes significantly increase.



Measure impact and action

While it's been historically difficult to measure the effects of TV advertising, brands today can work with partners with attribution solutions that help measure results throughout the funnel including website visits, conversions, and even sales.

To learn more about how you can make TV work for your business, visit ComcastAdvertising.com/contact-us

For more insights



2026 Comcast Advertising Report

Actionable Insights for the Modern TV Advertiser

The latest edition analyzes data insights from Comcast Advertising and platform insights from FreeWheel, its advertising technology platform, to offer a holistic perspective of how viewers are viewing, how buyers are buying, and how sellers are selling multiscreen TV advertising.

[Download report](#) 



TV Makes Memories

How Ads in a TV Environment Have a Unique Ability to Create Memories

This report highlights how ads in a TV environment have the unique ability to drive engagement and build memories.

It suggests this is due to three factors that are important for branding outcomes: attention, connection, and repetition.

[Download report](#) 



Multiscreen TV Advertising Report

Benchmarks and Best Practices for TV and Streaming Campaigns

The 1H 2025 Multiscreen TV Advertising Report reveals how advertisers are driving action through multiscreen campaigns—backed by data from 30,000+ campaigns and 30+ million households. Inside the report, learn how multiscreen and addressable TV boost conversions, across traditional and streaming TV.

[Download report](#) 



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