MAGNA

US Media Landscape Summer 2024

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July 2024

US Media Landscape Summer 2024

Overview

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Media Formats

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US Media Landscape Summer 2024

About This Report

- This “US Media Landscape” was published by MAGNA Intelligence in **July 2024**. It is updated on a quarterly basis: April, June, September and December.
- To check for more recent updates, please visit the reports section of our website atlas.magnaglobal.com.
- This report has two purposes:
  - Provide an **introduction** to, and **overview** of, the US media industry and advertising market, focusing on key facts and long-term trends;
  - Reflect and consolidate, in one large deck, the most recent MAGNA findings and forecasts on various topics and media categories (ad spend, media consumption, industry news etc.)
- Readers are encouraged to refer to **separate, in-depth reports** on **specific topics** (e.g. our quarterly forecast reports and media behavior reports).
- Contact us to get the ppt version of the deck.
- Access to this report and other MAGNA research is restricted to Mediabrands employees and active MAGNA subscribers.
- Project Manager: Mike Leszega. Editor: Vincent Letang.

Summary

(Key Facts)

Summary Section
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SUMMARY

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Key Facts

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SUMMARY

1. With **$338bn** in media owners net advertising revenue (NAR) in 2023, the US is not only the **largest advertising market** on the planet, but is three times bigger than the next biggest one (China). The US alone accounts for a **third of the global ad market**.

2. The US ad market is one of the **most intense** in the world. In 2023 it showed the highest ad spend per capita ratio at $1,044. The US market is also the most mature in terms of ad spend as a percent of GDP (1.3% in 2023). This intensity and depth is due to light-touch regulation (e.g. political and prescription drugs allowed on TV), a wide supply of media formats meeting the needs and budgets of a wide range of advertisers and business models (national and local, big and small, brand-oriented and direct response), healthy competition between media vendors, and high levels of media penetration and consumption.

3. The US advertising market is affected by a **two-year cycle** caused by incremental ad sales driven by Political spending and the Olympics (Cyclical Events "CE") on **even years**. In our US Ad Model, we track and forecast ad revenues with and without CE (this granularity is only provided on the US market; in the Atlas section of this platform, all US numbers are shown inclusive of CE revenues). For instance, the year 2018 (mid-term elections, Summer Olympics, FIFA World Cup) brought in $5.4 billion dollars of incremental revenues: $700m driven by Olympics, $4.5 billion by the election cycle and $200m by the FIFA World Cup. The 2020 Presidential election brought in record incremental political spend of $7.9bn, while 2022 was strong for a midterm at $6.6bn incremental spending.

4. **Media Mix.** TV's market share now is lower than digital media as the largest media category (16% vs 77% of total advertising sales in 2023), while the rest of the market is: print (2%), radio (3%) and out-of-home (3%). If we focus on national consumer brands (NCBs) and set aside local and small businesses, television still attracts 50% of NCB spend vs 30% for digital media formats.

5. **Top Spenders**. The top three all media advertisers in 2023 were Amazon ($6.2bn), P&G ($5.4bn) and Walt Disney ($3.9bn). The top ten advertisers accounted for 10% of all spend in 2023.

6. **Top Verticals.** The largest industry verticals are Retail (16% of total spend in 2023), Finance (10%) and Tech (9%). Together, these three industries made up 35% of all advertising spend in 2023.

7. **Latest MAGNA Forecast (June 2024).** Full-year all-media US advertising sales (linear + digital formats) will grow by +10.7% including cyclical events in 2024, or +8.2% excluding CE. We expect the advertising market to start the year off strong before moderating somewhat in the second half.

Source: MAGNA (June 2024)

Market Background

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SUMMARY

1. **Economy.** With a real GDP of $22.4 trillion in 2023, the US has the largest and most sophisticated economy on the planet. Real GDP gained +2.5% in 2023 after rising by +1.9% in 2022.
2. **Demography and Society**. The US has the third largest population in the world, with approx. 330 million individuals and 122 million households. Demography remains dynamic with a 2.0 fertility rate- above most other developed countries, and a median age of 37- much below most of Europe or Japan (in the 40s). The US society is increasingly diverse: the Hispanic population will grow from 18% to 21% of the population by 2030. Non-Hispanic whites will represent less than 50% by 2040.
3. **Income**. Despite having one of the highest GDP per capita ($65,400 Real GDP/Capita in 2023), and ten years of economic growth (2010-2019) the distribution of income remains unequal (Gini 41), and median household income ($74,600 in 2022) only meaningfully increased in 2018-2019. African-American families and Hispanic families median income stand much lower.
4. **Media Access.** There were approx. 66.6 million households subscribing to MVPD (Multichannel Video Providers Distributors) services at the end of 2022. "Cord-cutting", which started in 2015, accelerated further in 2019-2020 when nearly six million households dropped their cable packages per year. Pay-TV penetration stands at 52% of occupied households, down from 90% in 2009.
5. **TV consumption.** Individuals aged 18-49 watched 7.4 hours of linear television per week in 2023, down from 31 hours in 2008-2009.
6. **Radio consumption** remains broad: it is still reaching 83% of persons 18+ on a weekly basis, compared to 73% through television. Average time spent is 9.9 hours per week in 2022.
7. **VOD**. 82% of homes subscribe to at least one SVOD service at the end of 2023. Netflix still reigned supreme at 48% (80.1m US subscribers), more than Disney's Disney+ 46.1m or Hulu 49.7m. The rapid growth of SVOD services in the US has put a significant strain on broadband providers fuelling the "net neutrality" regulatory debate. During peak hours Netflix alone reportedly accounts for a third of broadband traffic.
8. **Content and Ratings.** All ten of the highest rated telecasts of the 2022/2023 season were NFL sports events. The number one rated telecast of the season was – as every year – the Super Bowl. Super Bowl 57 had a rating of 34.4, more than twice that of the second highest rated event the AFC conference championship game, at 14.0. Super Bowl 57 in 2023 was the most watched event of the last three years, beating the two preceding Super Bowls in 2022 and 2021.

Source: MAGNA (April 2024)

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SUMMARY

Media Landscape

1. **Media Mix**. Digital ad formats (search, social, video, banners, audio) now attract 77% of advertising spend, while television captures 16%. Print (2%), Audio (3%) and Out-of-home (3%) round out the US market. **We also now provide a holistic breakdown** of spend. In this breakout "Video" accounts for 25% of spend, "Audio" and "Publishing" account for 5% each, and "Digital Pure Players" (mainly search and social media) account for 63%.

2. **Television** ad sales totaled $54 billion in 2023 (-15% vs 2022 including cyclical events). The top national television advertisers are Procter & Gamble, who spent $1.2bn in 2023, AbbVie ($740m), and Amazon ($570m).

3. TV ad sales are significantly affected by **cyclical events** (CE, incl. elections, Olympics) in even years, or their absences in odd-numbered years. The total amount of incremental CE dollars (between five and seven billion dollars in the last decade) swings TV's yoy growth rates by +4% to +5% whether or not they are included. It swings the all-media growth rate by plus or minus 2%.

4. MAGNA breaks down **TV ad revenues** estimates in six segments based on the origin of spend (national v. local), the type of network (broadcast v. cable) and the language (English v. Spanish): English-speaking Broadcast Networks (2023: $13.7bn, -5% excl. CE), Spanish Broadcast Networks (2023: $2.1bn, +3%), Syndication (2023: $1.4bn, -8%), National Cable (2022: $20.3bn, -10% excl. CE), Local Broadcast "spot" (2023: $10.7bn, -7% excl. CE), and Local Cable (2023: $5.0bn, -2% excl. CE).

5. **Digital media** ad sales grew by +10% to $259bn in 2023. The largest segment/format is Paid Search with $131bn (50% of digital media NAR) followed by Social Media $71bn including social video, (27% of total digital) and Digital Video with $39bn (15% of digital). Social and Video are the formats expanding at the quickest pace, while banner display formats are losing share and ad dollars.

6. The digital media market is increasingly concentrated **three vendors** Google, Amazon and Facebook attracting an estimated 80% of total digital advertising spending.

7. **Print ad sales** accounted for $5.8 billion in 2023 (newspapers $3.6bn, magazines $2.3bn) or 2% of total ad sales (down -16% vs 2022). Circulations and audiences are declining, and CPM inflation is not strong enough to offset the volume trend and stabilize print revenues. Adding digital ad sales ($9.6bn in 2023), total publisher ad revenue was $15.4bn in 2023 (-7%). The top magazine advertisers in 2023 were Nestle, LVMH, and Procter & Gamble, while the top newspaper advertisers were Andersen, Anywhere Real Estate (formerly Realogy) and Kohler (furniture retailer).

8. **Radio** ad sales were $10.1 billion in 2023 (-8%) and make up 3% of total ad sales. Adding digital audio ad sales from radio broadcasters, podcasting and streaming specialists, total audio advertising approached $16.1bn in 2023 (-3% vs 2022). The top radio advertisers in 2022 were Procter & Gamble, Comcast and Pfizer.

9. **OOH Media** ad sales grew by only +2% to $9.2 billion in 2023 or 3% of total ad sales, excluding cinema. Before the pandemic the category was driven by the growth in digital OOH units and ad inventory increasing the value and yield of existing networks and creating brand new networks in new environment. Digital OOH (DOOH) now represents $2.8bn (30% of total OOH ad sales) and gained +7% in 2023. The largest vendors are Lamar, Clear Channel Outdoor and Outfront.

10. **Cinema** advertising accounted for $360m in 2023, +5% vs 2022, a clear stagnation after +100% growth the previous year. The largest cinema advertisers in 2023 were Expedia, Molson Coors and Novo Nordisk. The top vendors are NCM and Screenvision.

Source: MAGNA (April 2024)

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Executive Summary (One Pager)
Summer 2024 Key Findings

1. Based on company financials, in the first quarter of 2024 media owners' advertising sales increased by +11.6% to $84.5 billion, including spending around cyclical events. Excluding this cyclical spending, advertising sales rose +10.8%.
2. As such, this represents the fastest growth of the market in two years. The best quarter since 1Q22's +14.3% (incl. CE).
3. Based on this performance, MAGNA has increased its full year 2024 all media advertising forecast from +9.2% to +10.7% (incl. CE) or from +6.7% to +8.2% when excluding cyclical spending.
4. Growth was broad based in the first quarter, with multiple media channels reporting robust growth.
5. Search/commerce and social media once again drove the market. Search advertising sales rose +15.8% to $32.5bn, while social media sales increased +18.7% to $18.2bn. Combined, these two channels account for more than 60% of all advertising sales.
6. There were two key themes that helped drive search and social media in 1Q24: the first is AI-powered campaign management, with new features to help brands advertise on their platforms via increased automation. The second major theme this quarter was the continued growth, and better monetization of short vertical video formats.
7. National television sales also outperformed expectations in the quarter. Though sales were off -2% (incl. both linear and streaming), the results were better than our previous (March) forecast of -6%.
8. In terms of key spending verticals, a number of verticals posted double digit growth rates in the first quarter. Auto was the strongest vertical in 1Q24, with all media growth of +27%, followed closely by Food & Beverage at +26% and Finance at +21%. Conversely, Tech was once again the weakest vertical, with a decline of -4% vs 1Q23.
9. Cyclical events will drive $10bn of incremental advertising spend in 2024, of which $1bn will be on the Summer Olympic games and $9bn will be around the 2024 Presidential Election. Note however that MAGNA has, for the second quarter in a row, reduced its expectation for political spending, from +13% in March to +10% in June.
10. First quarter GDP growth came in at a disappointing +1.3%, well below the initial expectation from the Fed of +2.1%. However, economists surveyed by the Fed reaffirmed their belief in full year growth of +2.5%, which would put it in line with 2023.

Source: MAGNA (June 2024)

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Executive Summary
Summer 2024 Forecast Summary

	2023	2024	2025
Economic Cycle	-/+	+	-/+
Organic Drivers Innovation, Retail Media, AVOD	++	+	+
Cyclical Events Political Elections, Olympic Games	- -	+++	- - -
Advertising Sales Incl. Cyclical Events	+3.7%	+10.7% (PREV: +9.2%)	+3.8% (PREV: +3.3%)
Advertising Sales Excl. Cyclical Events	+5.7%	+8.2% (PREV: +7.0%)	+6.0% (PREV: +5.6%)

Source: MAGNA (June 2024).
"Cyclical": impact of political ad spend and cyclical sports events (Olympics, FIFA)
PRE=Sept. 2023 update

Executive Summary

Summer 2024 Key Figures

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(Excl CE)	2023 ($BN)	FY23	1Q24	FY24	FY24 PREV
All Media (excl. CE)	337.6	5.7%	10.8%	8.2%	6.7%
All Media (incl. CE)	338.4	3.7%	11.6%	10.7%	9.2%
Traditional Media Owners (excl. CE)	102.7	-4.1%	-1.3%	-2.0%	-3.0%
Traditional Media Owners (incl. CE)	103.3	-8.5%	0.3%	4.4%	3.5%
National TV	46.8	-4.3%	-2.1%	-3.0%	-4.7%
of which Linear Networks	37.6	-7.6%	-6.2%	-7.5%	-8.8%
of which CTV Streaming (AVOD, FAST)	9.2	12.2%	19.8%	15.3%	12.9%
Local TV (excl. CE)	18.0	-4.7%	-3.3%	-3.6%	-3.8%
Local TV (incl. CE)	18.5	-22.3%	4.2%	24.9%	25.6%
Radio	13.0	-5.5%	-4.6%	-3.7%	-3.3%
Publishing	15.4	-6.8%	-0.6%	-2.8%	-4.2%
OOH	9.2	2.1%	6.5%	5.9%	5.3%
Cinema	0.4	4.5%	5.7%	5.9%	5.8%
Pure Play Digital Media (excl. CE)	234.8	10.7%	17.0%	12.9%	11.1%
Pure Play Digital Media (incl. CE)	235.0	10.4%	17.3%	13.5%	11.7%
Social Media	70.9	13.9%	20.3%	15.5%	13.4%
Core Search	93.2	9.0%	15.0%	12.0%	10.0%
Retail Search	37.9	16.0%	24.0%	17.0%	15.0%
Short Form Pure Play Video	19.6	8.7%	18.6%	15.6%	12.2%
Digital Audio	3.1	5.0%	10.6%	7.5%	4.4%
Direct Mail	17.0	-2.5%	0.0%	-2.0%	-4.0%

Source: MAGNA (June 2024)

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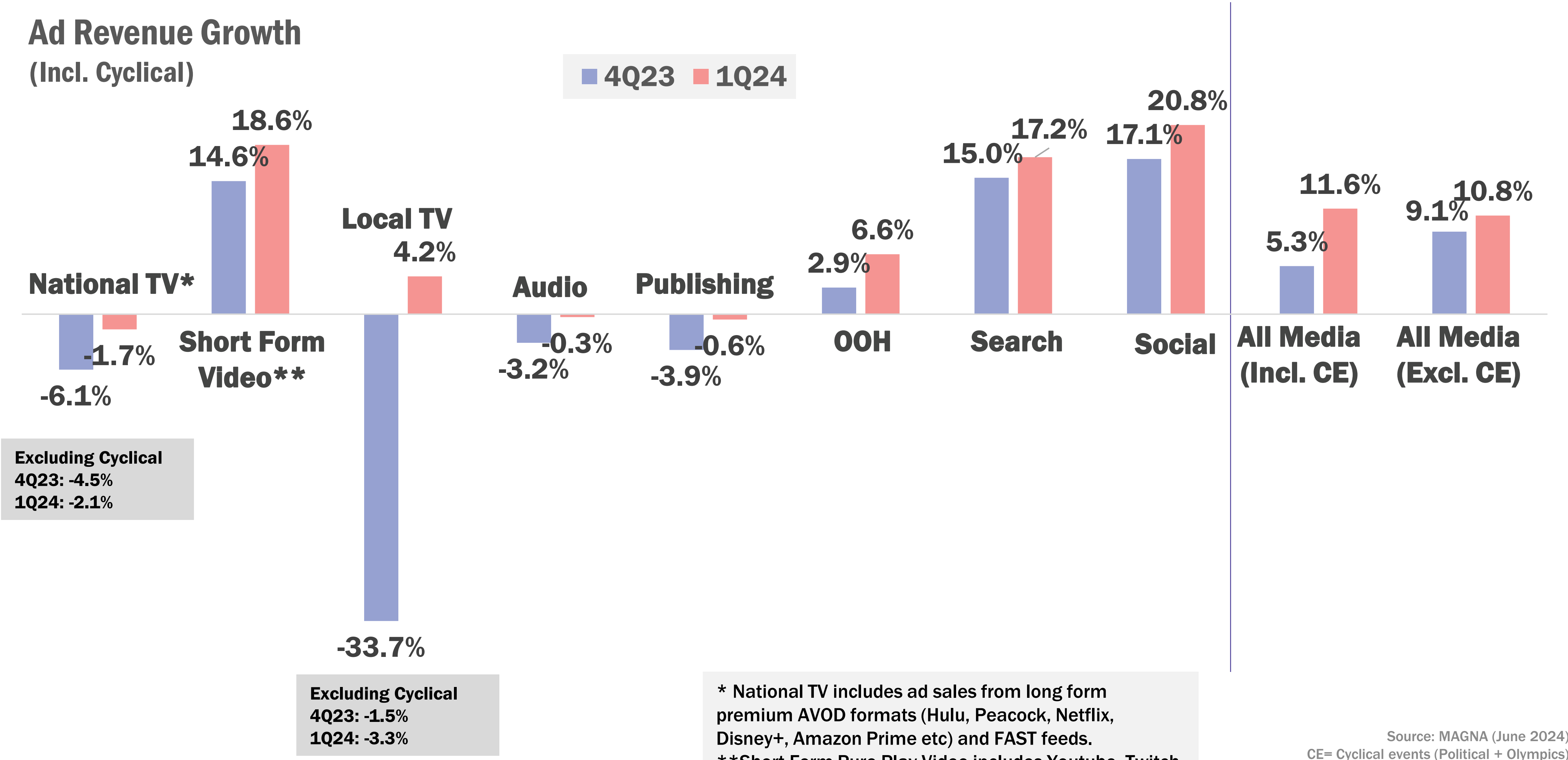
Executive Summary

Ad Market Saw Broad Based Growth in 1Q24



* National TV includes ad sales from long form premium AVOD formats (Hulu, Peacock, Netflix, Disney+, Amazon Prime etc) and FAST feeds.
**Short-Form Pure Play Video includes Youtube, Twitch

Source: MAGNA (June 2024)
CE= Cyclical events (Political + Olympics)

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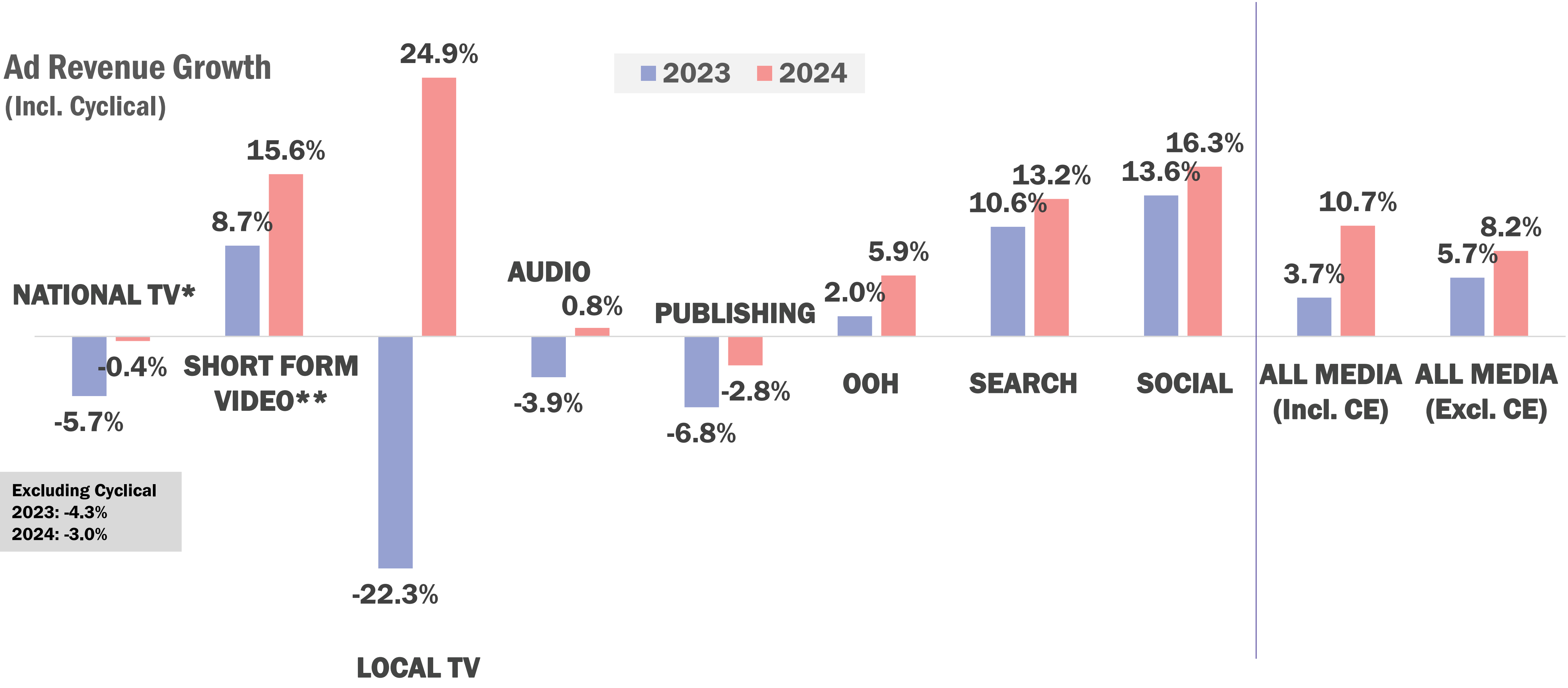
Executive Summary

+8.2% Growth in 2024, Up From +5.7% in 2023



Excluding Cyclical
2023: -4.3%
2024: -3.0%

Excluding Cyclical
2023: -4.7%
2024: -3.6%

* National TV includes ad sales from long form premium AVOD formats (Hulu, Peacock, Netflix, Disney+, Amazon Prime etc) and FAST feeds.
**Short-Form Pure Play Video includes Youtube, Twitch

Source: MAGNA (June 2024)
CE= Cyclical events (Political + Olympics)

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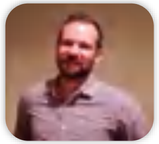

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(Economy, Population, Society)

MAGNA

US Media Landscape

July 2024

Market Background
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Advertising and the Economy

Ad Growth VS Consumption (40-Year View)

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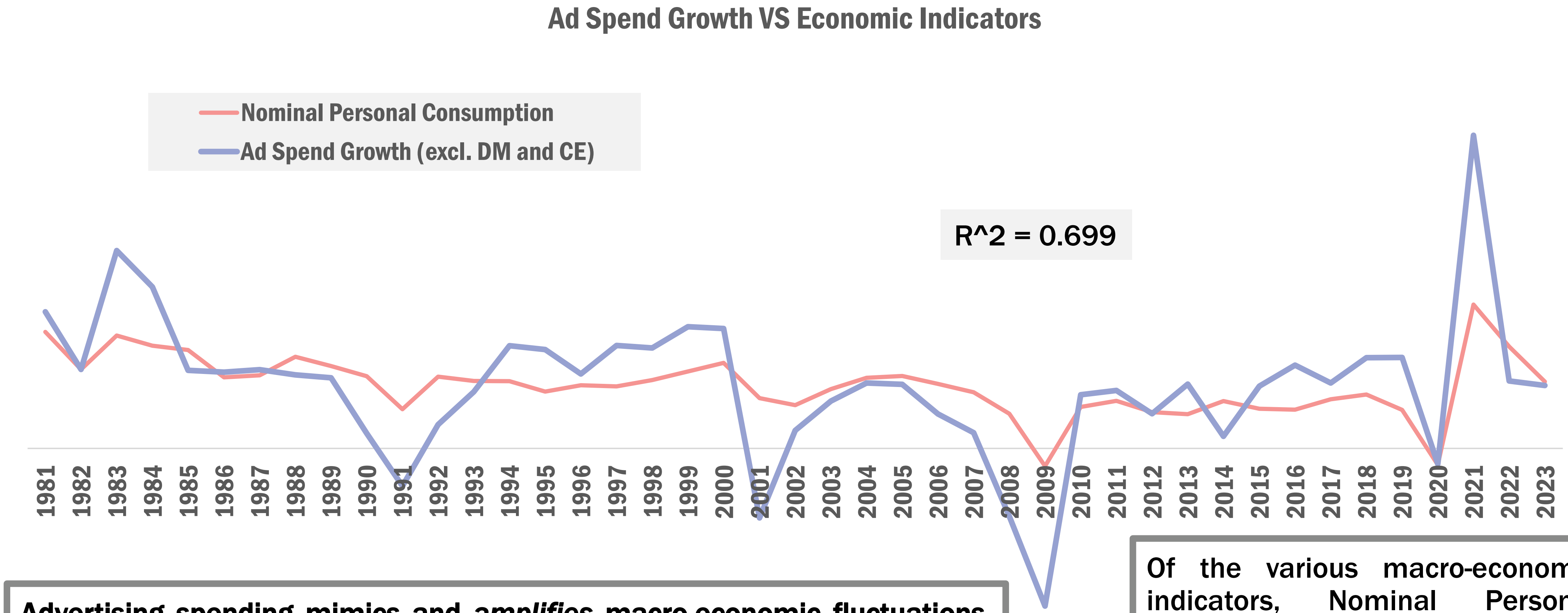

Advertising spending mimics and *amplifies* macro-economic fluctuations. For instance, ad spend decreased strongly in each economic recessions: 1982, 1991, 2001, 2008-2009, 2020.

Of the various macro-economic indicators, Nominal Personal Consumption (NPCE), rather than e.g. GDP growth, appears to show the **best long-term correlation** with advertising spending.

Source: Survey of Professional Forecasters, Bureau of Economic Analysis, MAGNA

Advertising and the Economy

Ad Growth & Economic Indicators (Short Term View)

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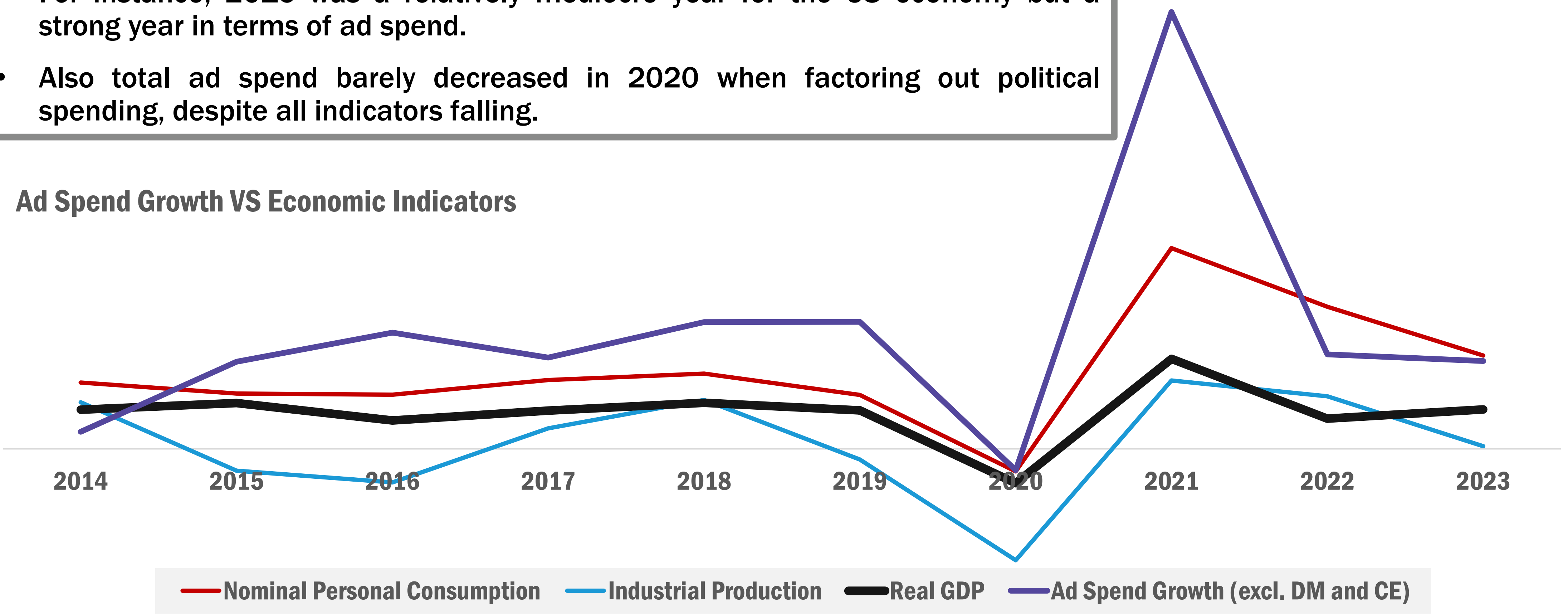
- The correlation between economic and advertising market cycles is not so clear for short term trends and in recent years due to the *organic* growth factors driving digital advertising.
- For instance, 2016 was a relatively mediocre year for the US economy but a strong year in terms of ad spend.
- Also total ad spend barely decreased in 2020 when factoring out political spending, despite all indicators falling.



Source: Survey of Professional Forecasters, Bureau of Economic Analysis, MAGNA

Advertising and the Economy

Regression Modelling

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MAGNA runs regression models in order to determine which segments of the advertising market and which macro-economic indicators show the best correlations over long period, both on an annual and quarterly basis. This is then used to forecast ad spend based on the macro-economic outlook.

We find that over time the regressions excluding direct media (e.g. Editorial Media) and excluding all digital media (e.g. Linear Media) have become more predictive, while the direct media regression has become less predictive.

Year (1981-2023)	Adjusted R^2
All Media (incl. DM, excl. CE)	0.699
Editorial Media (excl. search, social, mail)	0.794
Direct Media (search, social, direct mail)	0.188

Quarterly (1Q00-4Q21)	Adjusted R^2
All Media, Quarterly Lagged*	0.347
All Media, Quarterly	0.402

**Ad Sales are lagged one quarter behind economic performance. For example, 4Q23 ad sales are regressed against 3Q23 economic performance.*

Source: Bureau of Economic Analysis, MAGNA

Advertising and the Economy
Historical Correlation

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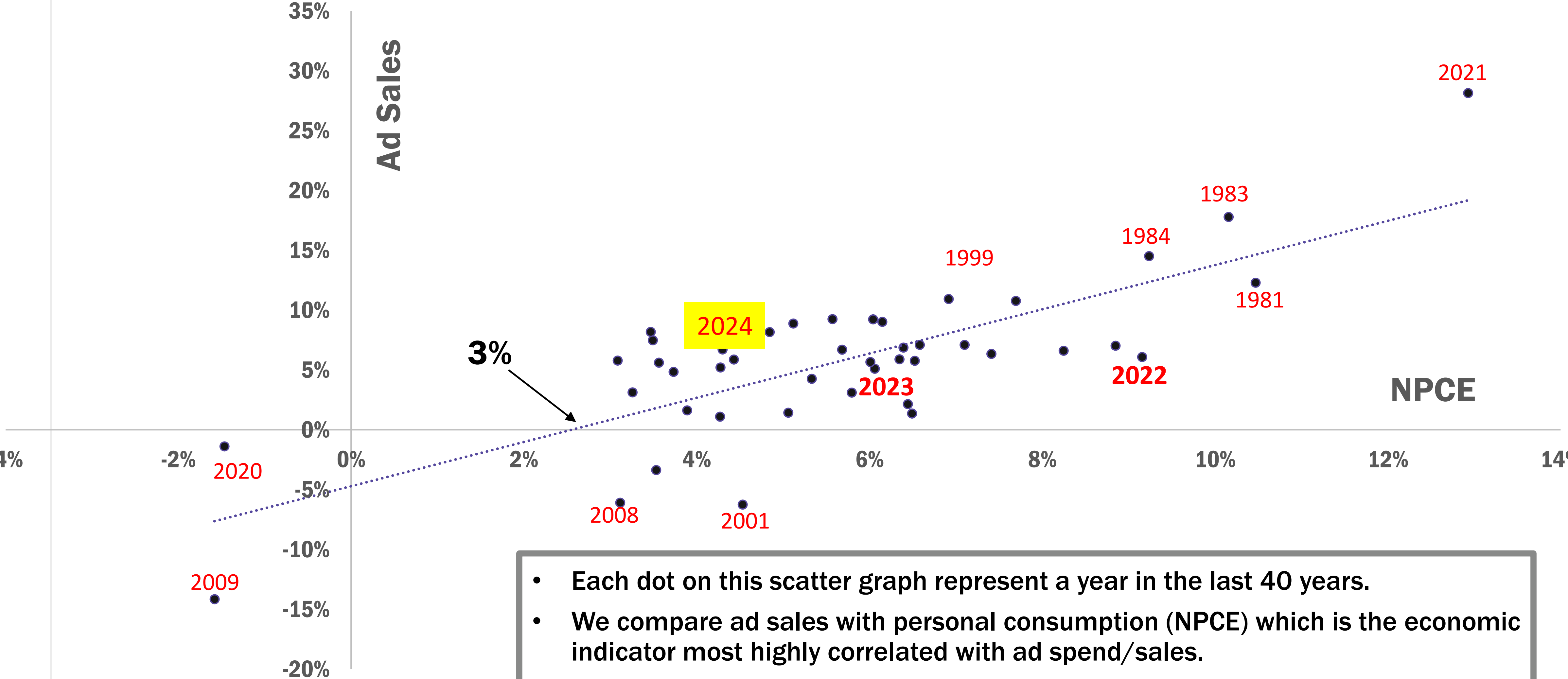

- Each dot on this scatter graph represent a year in the last 40 years.
- We compare ad sales with personal consumption (NPCE) which is the economic indicator most highly correlated with ad spend/sales.
- Historically, it takes a growth rate of at least +3% in personal consumption to expect positive growth in ad sales.

Source: Survey of Professional Forecasters, Bureau of Economic Analysis

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MARKET BACKGROUND

Advertising and the Economy

Editorial Media Sensitivity Analysis Table

- Each dot on this scatter graph represent a year in the last 40 years
- We compare ad sales with personal consumption (NPCE) which is the economic indicator most highly correlated with ad spend/sales.

Equation: Ad Sales = -0.05 + 1.47*NPCE + 0.49*IP

2020 (-2%, -7%)

2023 (6%, 0%)

Personal Consumption (columns) / Industrial Production (rows)

	-11%	-7%	-3%	-1%	0%	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	12%
-11%	-27%	-21%	-15%	-12%	-11%	-9%	-8%	-6%	-5%	-3%	-2%	0%	1%	3%	4%	7%
-7%	-25%	-19%	-13%	-10%	-9%	-7%	-6%	-4%	-3%	-1%	0%	2%	3%	4%	6%	9%
-3%	-23%	-17%	-11%	-8%	-7%	-5%	-4%	-2%	-1%	1%	2%	3%	5%	6%	8%	11%
-1%	-22%	-16%	-10%	-7%	-6%	-4%	-3%	-1%	0%	2%	3%	4%	6%	7%	9%	12%
0%	-22%	-16%	-10%	-7%	-5%	-4%	-2%	-1%	1%	2%	3%	5%	6%	8%	9%	12%
1%	-21%	-15%	-9%	-6%	-5%	-3%	-2%	0%	1%	2%	4%	5%	7%	8%	10%	13%
2%	-21%	-15%	-9%	-6%	-4%	-3%	-1%	0%	2%	3%	4%	6%	7%	9%	10%	13%
3%	-20%	-14%	-8%	-5%	-4%	-2%	-1%	1%	2%	3%	5%	6%	8%	9%	11%	14%
4%	-20%	-14%	-8%	-5%	-3%	-2%	0%	1%	2%	4%	5%	7%	8%	10%	11%	14%
5%	-19%	-13%	-7%	-4%	-3%	-1%	0%	2%	3%	4%	6%	7%	9%	10%	12%	15%
6%	-19%	-13%	-7%	-4%	-2%	-1%	1%	2%	3%	5%	6%	8%	9%	11%	12%	15%
7%	-18%	-12%	-6%	-3%	-2%	0%	1%	2%	4%	5%	7%	8%	10%	11%	13%	16%

2021 (13%, 4%)

Source: MAGNA, Bureau of Economic Analysis

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MARKET BACKGROUND

Consumption
Patterns By Age Groups

	Expenditure Type	All	<25	25-34	35-44	45-54	55-64	65+
	Total Annual Income (before taxes)	$87,432	$46,046	$84,999	$108,176	$119,933	$98,793	$55,335
	Total Annual Expenditures	$66,928	$42,063	$63,905	$79,712	$83,854	$70,570	$52,141
1	Food	8,289	5,566	7,942	9,806	10,619	8,419	6,490
	Of which food at home (grocery)	5,259	3,081	4,497	6,199	6,617	5,523	4,497
	Of which food away from home (restaurants)	3,030	2,485	3,444	3,607	4,002	2,895	1,994
2	Alcoholic beverages	554	346	663	596	610	591	439
3	Housing	22,624	15,677	22,641	26,342	26,508	23,007	18,872
4	Apparel and services	1,754	1,488	2,023	2,302	2,252	1,742	986
5	Transportation	10,961	7,985	11,709	14,302	13,875	10,936	7,160
	Of which cars and trucks, new	2,210	1,202	2,022	3,547	2,924	2,009	1,352
	Of which cars and trucks, used	2,555	1,965	3,447	3,522	2,930	2,376	1,417
	Of which gasoline	2,148	1,839	2,275	2,569	2,770	2,265	1,396
6	Healthcare	5,452	1,367	3,404	5,142	5,656	6,093	7,030
7	Entertainment	3,568	1,700	3,198	4,267	4,695	3,700	2,889
8	Personal care products and services	771	507	747	865	962	809	627
9	Reading	114	76	115	97	104	116	138
10	Education	1,226	2,096	1,015	1,092	2,579	1,457	280
11	Tobacco products and smoking supplies	341	215	347	399	370	469	219
12	Miscellaneous	986	285	779	1,222	1,435	968	820
13	Cash contributions	2,415	724	937	2,216	2,521	2,861	3,341
14	Personal insurance and pensions	7,873	4,031	8,386	11,065	11,666	9,403	2,850

Source: Bureau of Labor Statistics (Aug 2023)

Economic Update
1Q24 Was Disappointing at +1.3%

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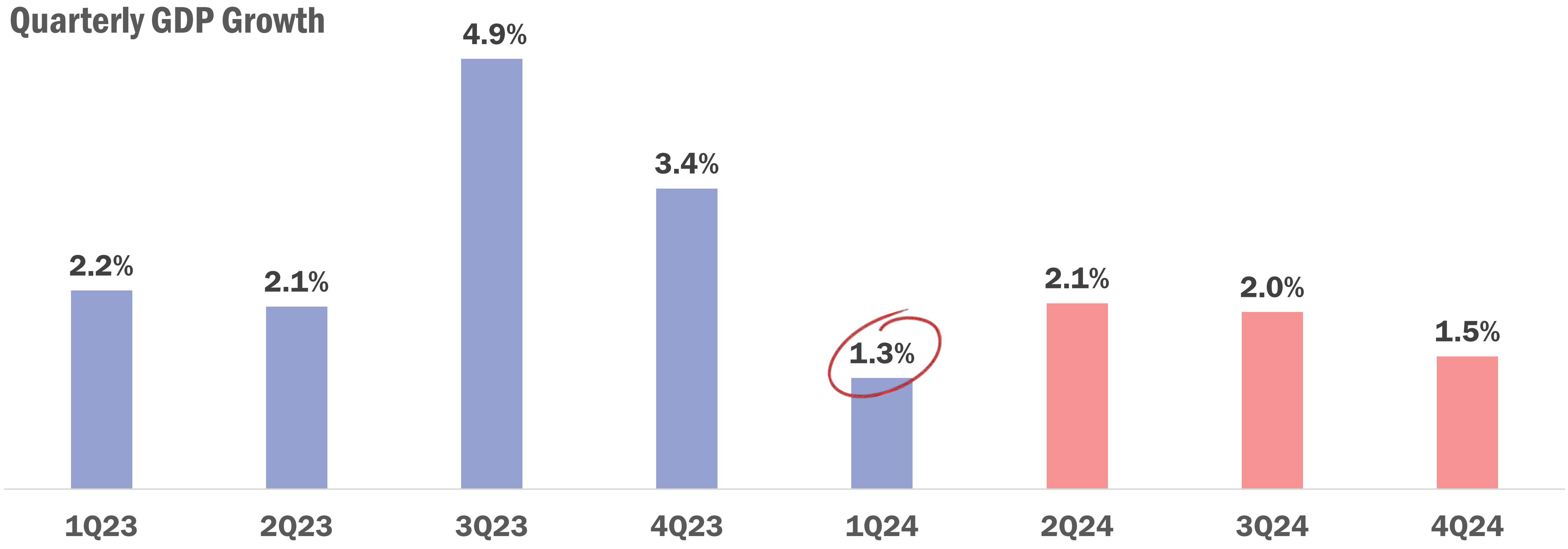
MARKET BACKGROUND

- Real GDP increased a disappointing +1.3% vs the +2.1% that was initially expected in 1Q24.
- However, economists have held onto their full year forecast of +2.5% for 2024.



Source: Survey of Professional Forecasters (May 2024)

Economic Update

Economists Increase Inflation Outlook

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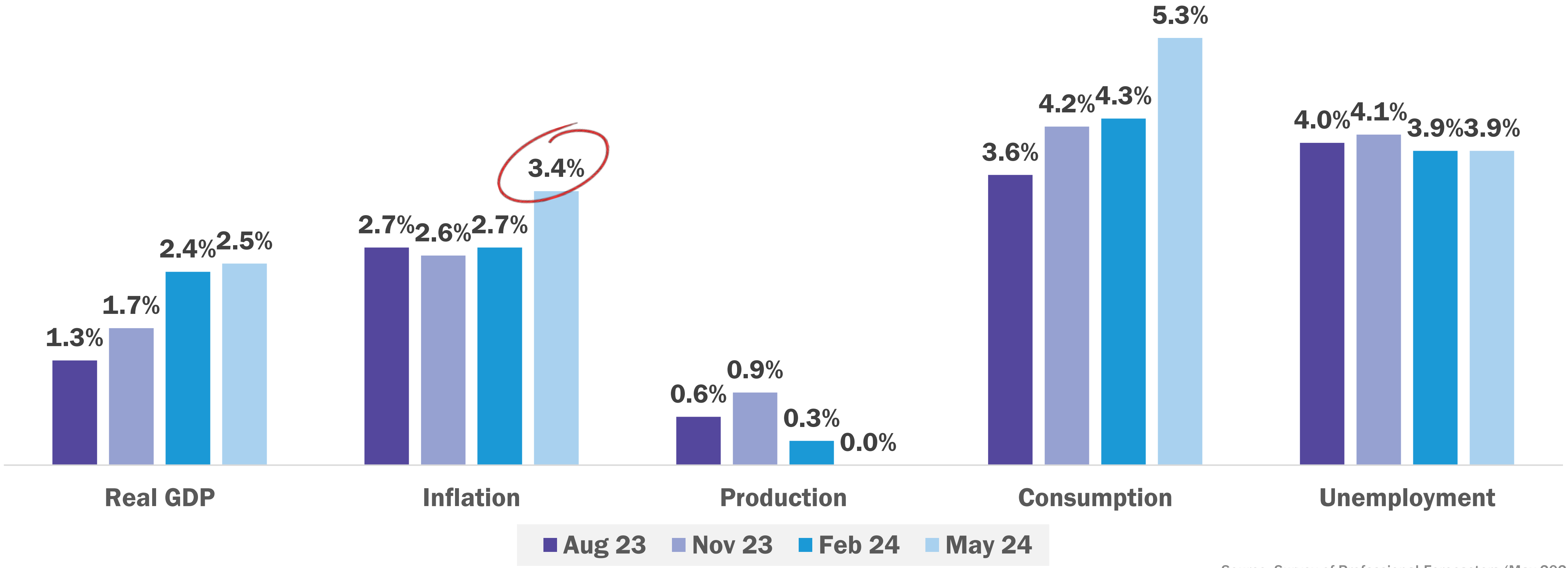
MARKET BACKGROUND

While economists have held their GDP forecast steady, they have meaningfully increased their FY24 inflation expectations, from +2.7% in the previous (May) forecast, to +3.4% in their new May report.

2024 SPF Forecast Revisions



Source: Survey of Professional Forecasters (May 2024)

Economic Update

Economists Reaffirm Outlook for 2024

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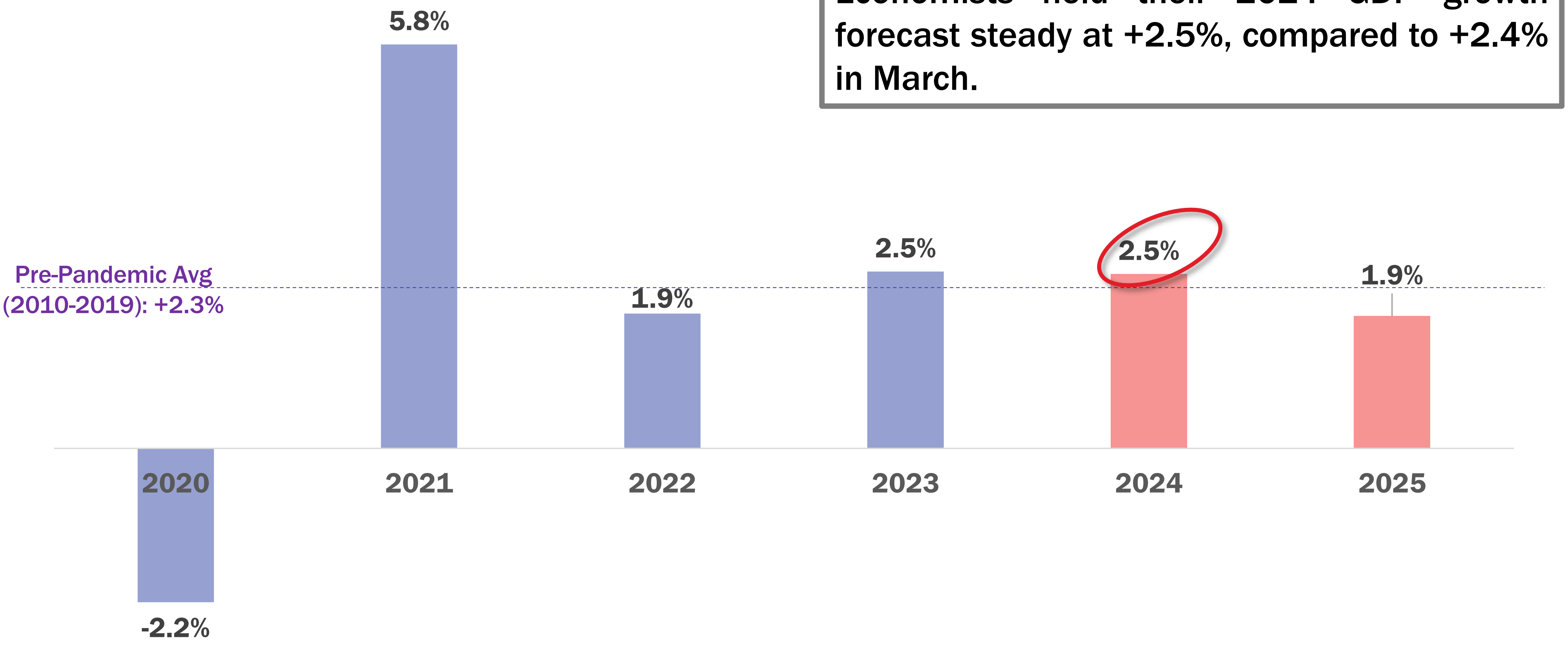
MARKET BACKGROUND

Economists held their 2024 GDP growth forecast steady at +2.5%, compared to +2.4% in March.



Source: Survey of Professional Forecasters (May 2024)

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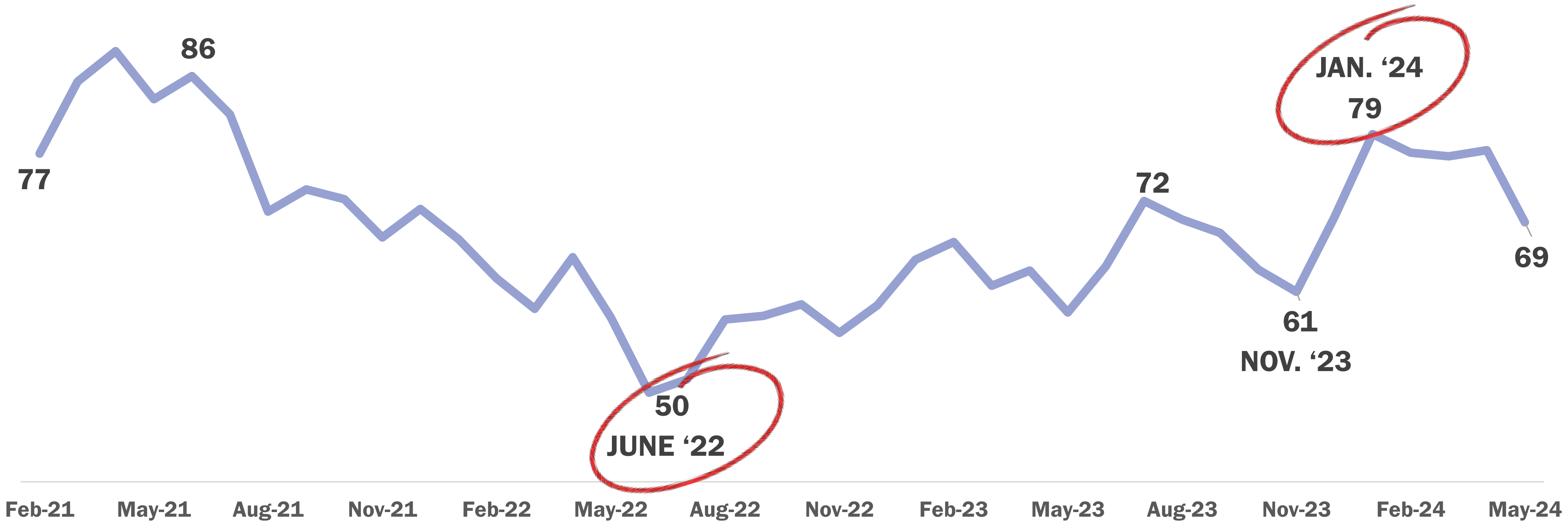
Consumer Confidence

Confidence Continues to be Impacted by Inflation

- Consumer confidence fell to a all time low of 50 (lower than during COVID lockdown) in June 2022 when gas reached $5 a gallon.
- The confidence index was making steady upward progress in the beginning of the year, jumping from index level 61 in Nov 23 to 79 in Jan 24 as the worst of inflation seemed to actually be behind us. But the stubbornness of inflation – economists surveyed by the Fed once again increased their inflation forecast – has led to another drop in confidence among consumers.

Consumer Sentiment Index



Source: University of Michigan (June 2024)

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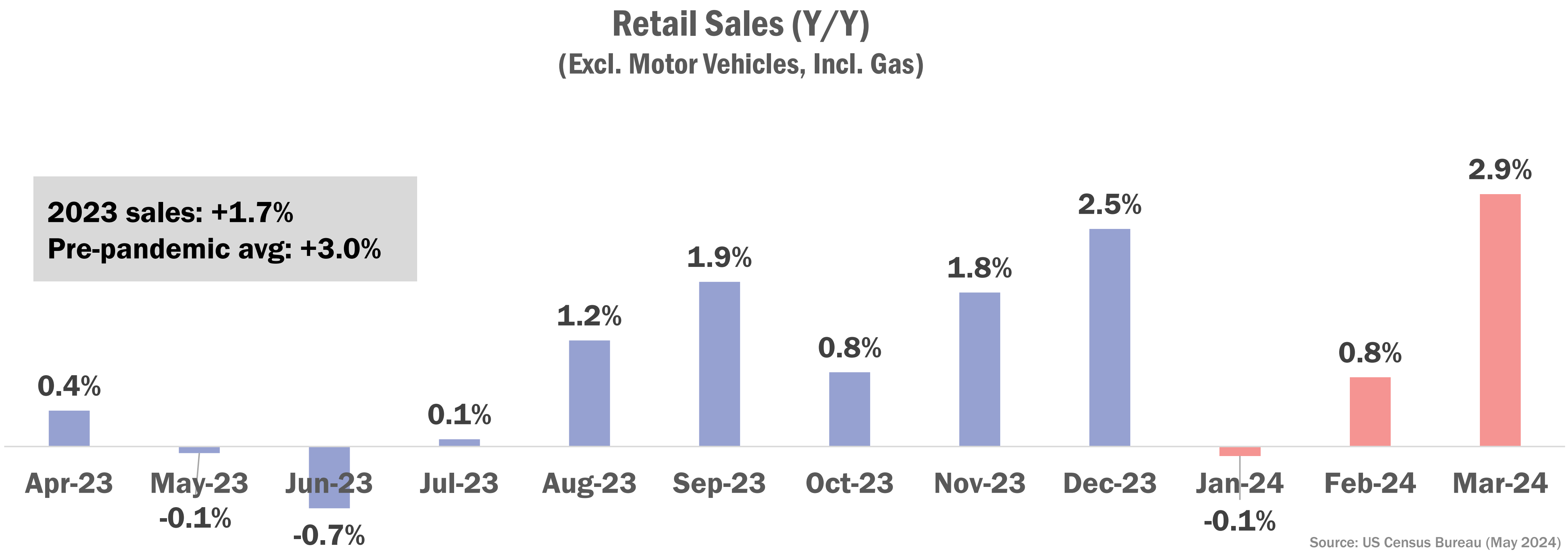
Retail Sales

Retail Sales: Slow Start to 2024

- In 2023, retail sales experienced a decline during the spring and summer due to inflationary and budget concerns, but recovered slightly in the fall and holiday season, resulting in an overall growth of +1.7%, despite waning discretionary income.
- After a slow start in January and February 2024, retail sales experienced a slight increase of +2.9% in March, marking the strongest monthly growth since February 2023.



Source: US Census Bureau (May 2024)

Retail Sales

Retail: Ecommerce Sales Continue to Rise

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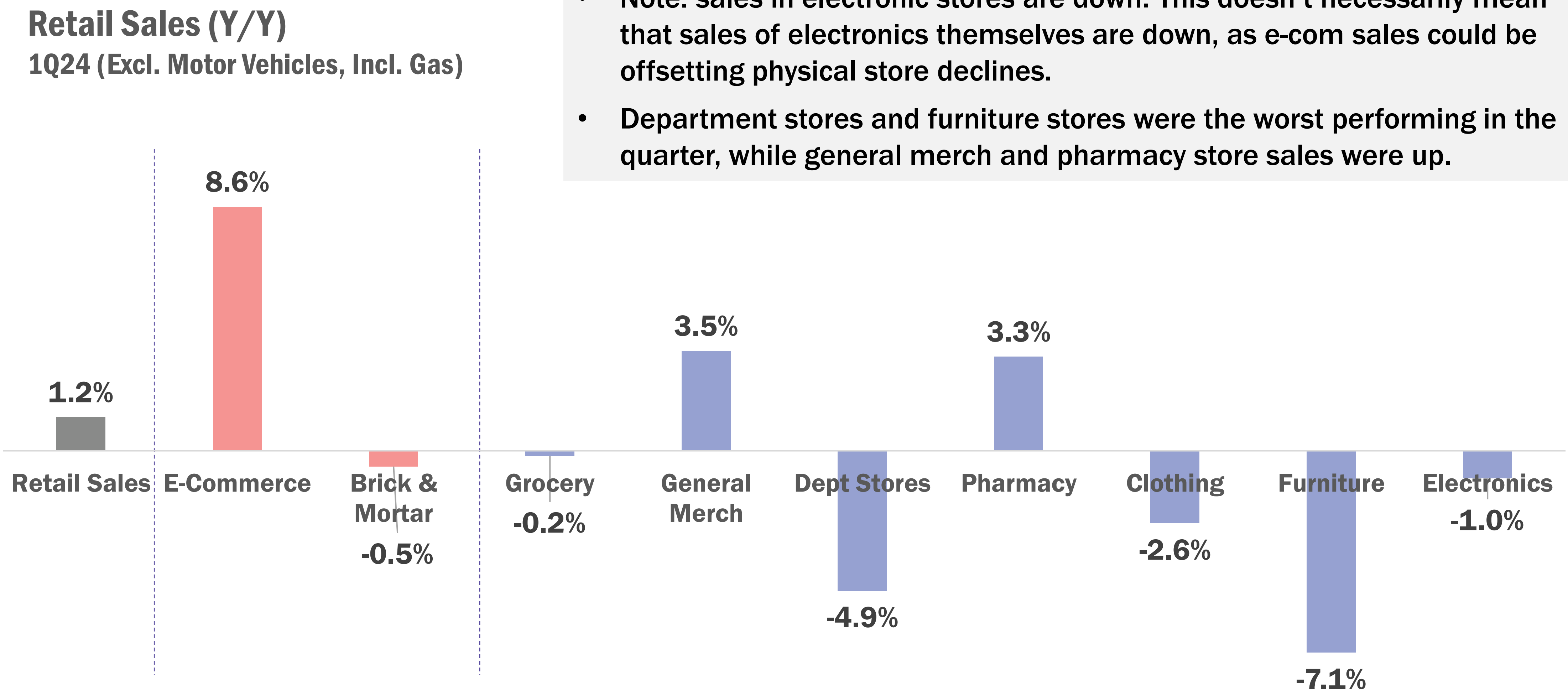
- Note: sales in electronic stores are down. This doesn't necessarily mean that sales of electronics themselves are down, as e-com sales could be offsetting physical store declines.
- Department stores and furniture stores were the worst performing in the quarter, while general merch and pharmacy store sales were up.



Source: US Census Bureau (May 2024)

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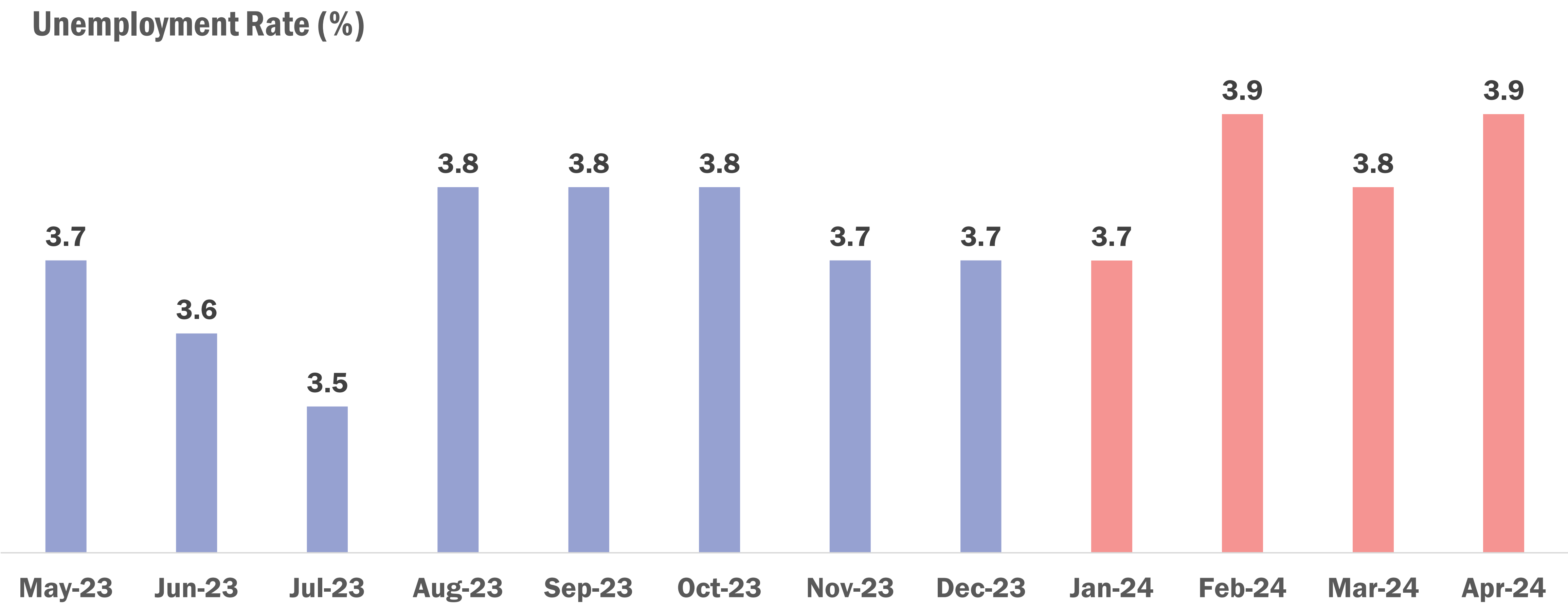
Job Market
Unemployment Rate Remains Below 4%



Source: Bureau of Labor Statistics (May 2024)

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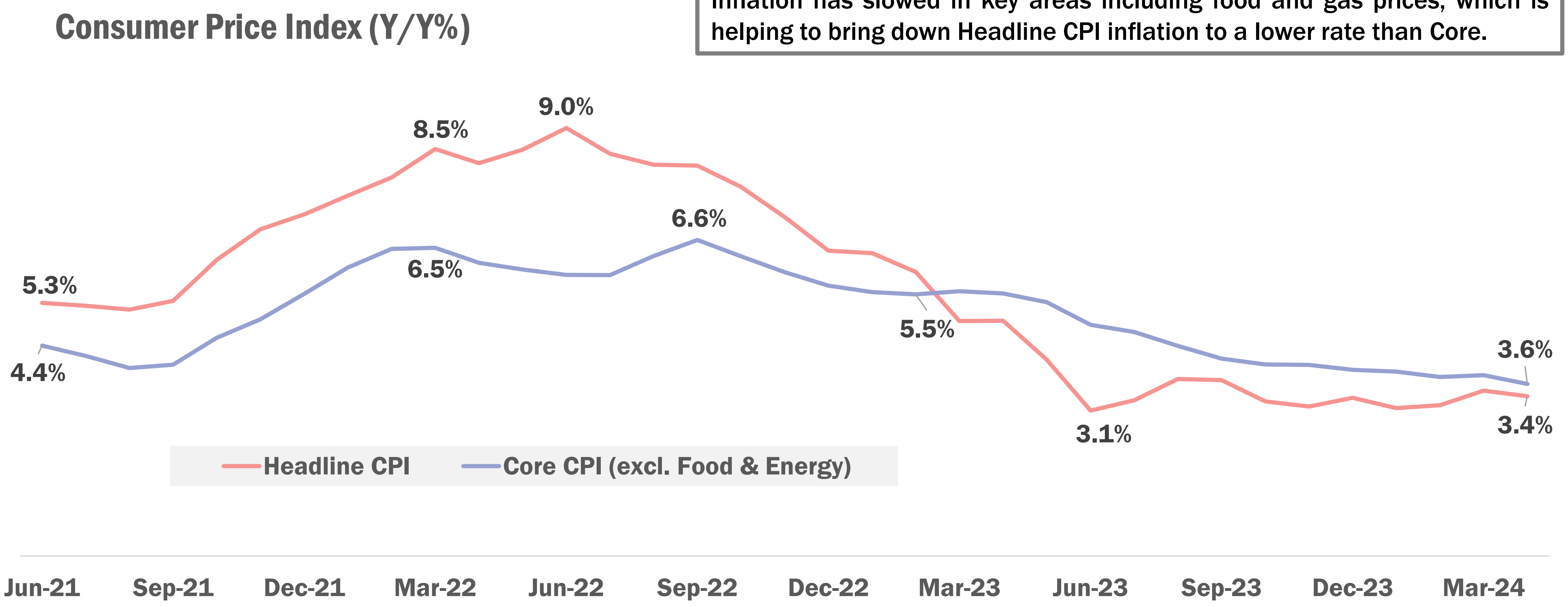
Consumer Inflation

Inflation is Slowing Down...Slowly

Inflation has slowed in key areas including food and gas prices, which is helping to bring down Headline CPI inflation to a lower rate than Core.



Source: Bureau of Labor Statistics (May 2024)

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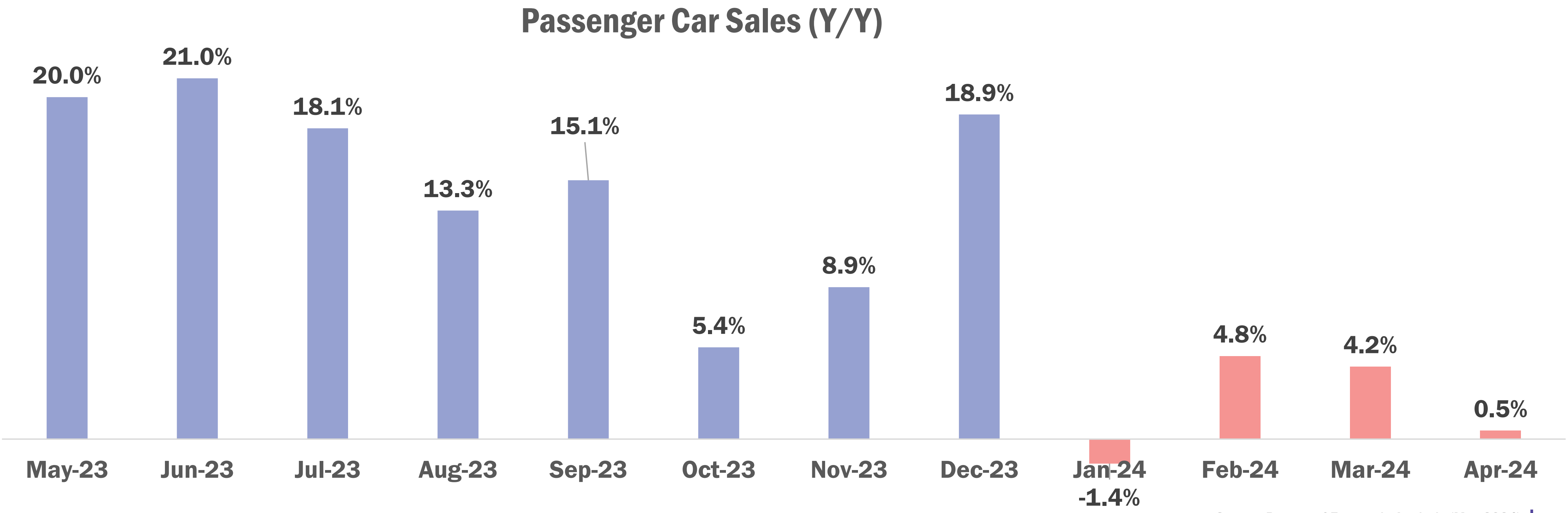
Car Sales

Car Sales Have Slowed Thus Far in 2024

Auto sales increased by +13% in 2023 (15.5 million vehicles), following a decade-low record in 2022 due to supply chain issues and shortages that began mid-2021 and eased up mid-2022.

Car sales were up +3% in 1Q24 and are expected to grow +2% in 2024 (15.7million vehicles).

Though still about 8% short from pre-COVID 2019 levels, this suggests there is still room for growth in the coming years.



Source: Bureau of Economic Analysis (May 2024)

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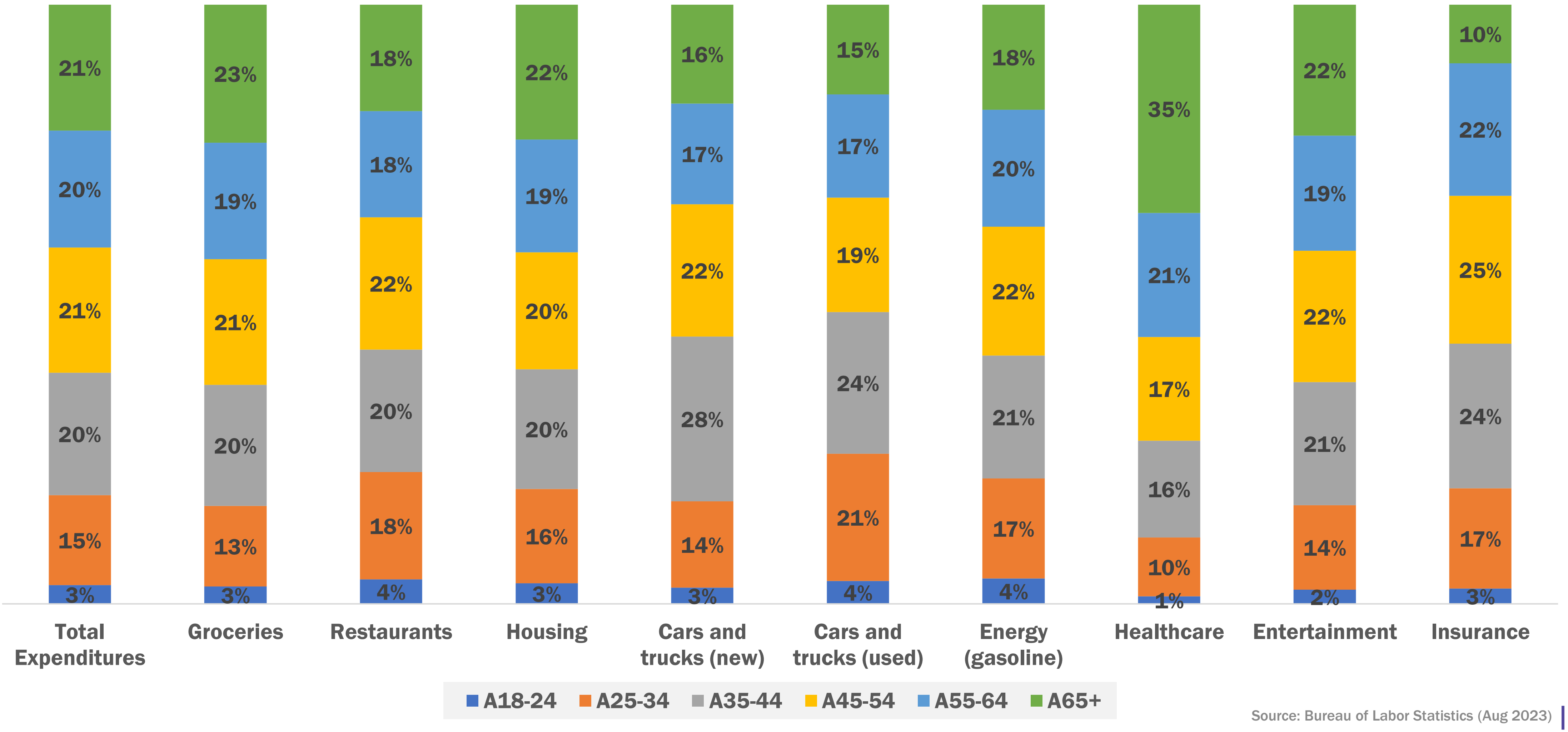
Consumption

Patterns by Age Groups

People 55+ account for 41% of consumption overall but it grows to 42% for groceries, and 56% for healthcare. Advertisers are sometimes under-spending on that target considering their weight in consumption and sales



Source: Bureau of Labor Statistics (Aug 2023)

Consumption

Patterns by Ethnicity

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MARKET BACKGROUND

	Expenditure Type	All Consumers	White	Asian Americans	African-Americans	Hispanic Americans
	Total Annual Income (before taxes)	$87,432	$89,777	$119,995	$60,788	$68,592
	Total Annual Expenditures	$66,928	$68,896	$78,726	$50,592	$57,955
1	Food	8,289	8,522	10,527	6,052	8,158
	Of which food at home (grocery)	5,259	5,367	6,918	3,981	5,272
	Of which food away from home (restaurants)	3,030	3,156	3,609	2,071	2,886
2	Alcoholic beverages	554	624	373	212	421
3	Housing	22,624	22,855	28,378	19,057	20,832
4	Apparel and services	1,754	1,746	2,303	1,590	2,186
5	Transportation	10,961	11,322	10,494	8,944	11,505
	Of which cars and trucks, new	2,210	2,375	2,864	962	2,269
	Of which cars and trucks, used	2,555	2,601	1,426	2,700	2,753
	Of which gasoline	2,148	2,211	2,028	1,807	2,432
6	Healthcare	5,452	5,791	4,968	3,579	3,327
7	Entertainment	3,568	3,923	2,662	1,786	2,234
8	Personal care products and services	771	769	898	728	687
9	Reading	114	119	144	75	56
10	Education	1,226	1,177	3,115	808	555
11	Tobacco products and smoking supplies	341	365	166	266	190
12	Miscellaneous	986	1,012	855	879	754
13	Cash contributions	2,415	2,640	1,802	1,275	899
14	Personal insurance and pensions	7,873	8,029	12,043	5,341	6,152

Source: Bureau of Labor Statistics (Aug 2023)

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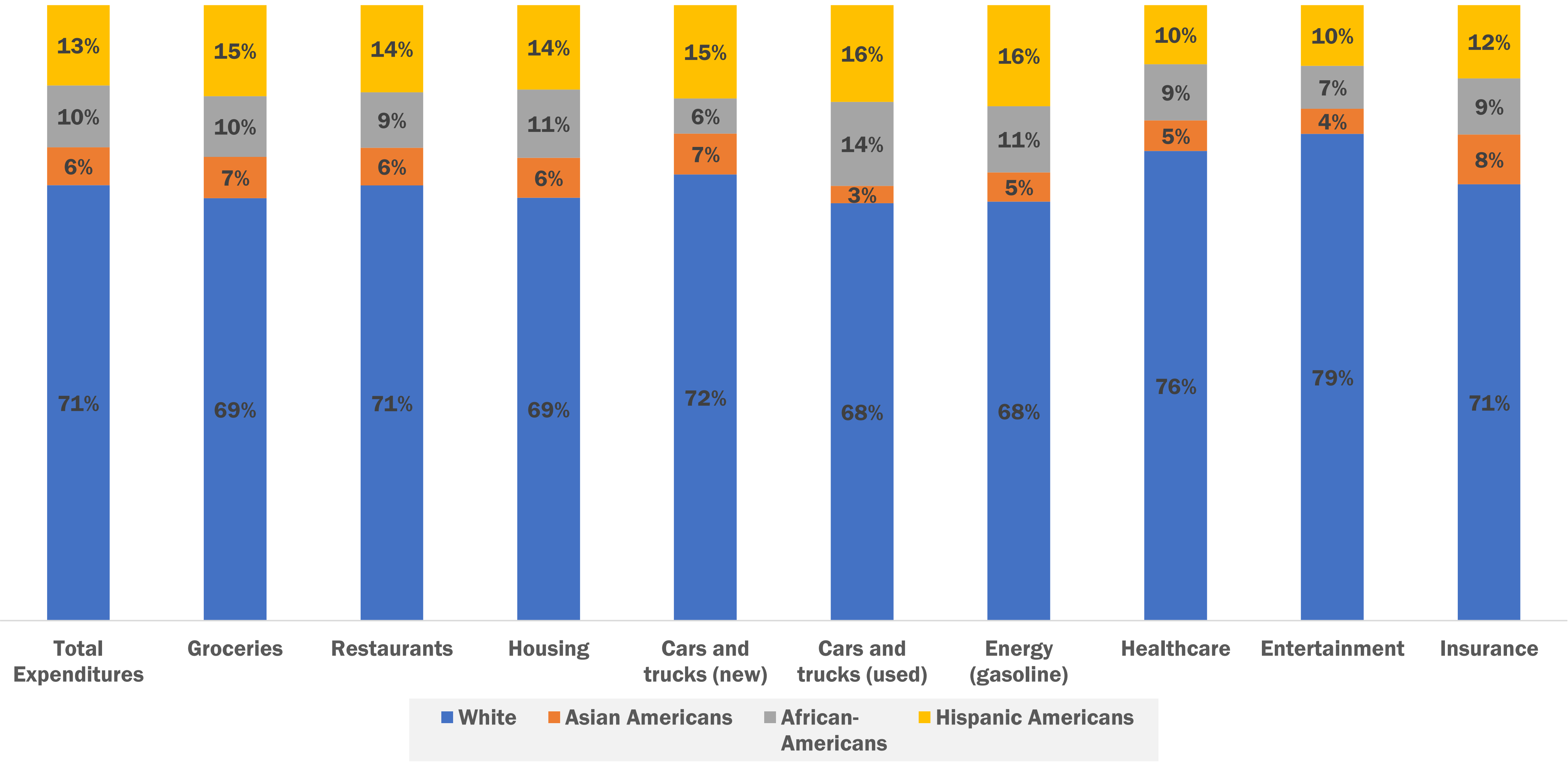
Consumption
Patterns by Ethnicity



Source: Bureau of Labor Statistics (Sept 2022)

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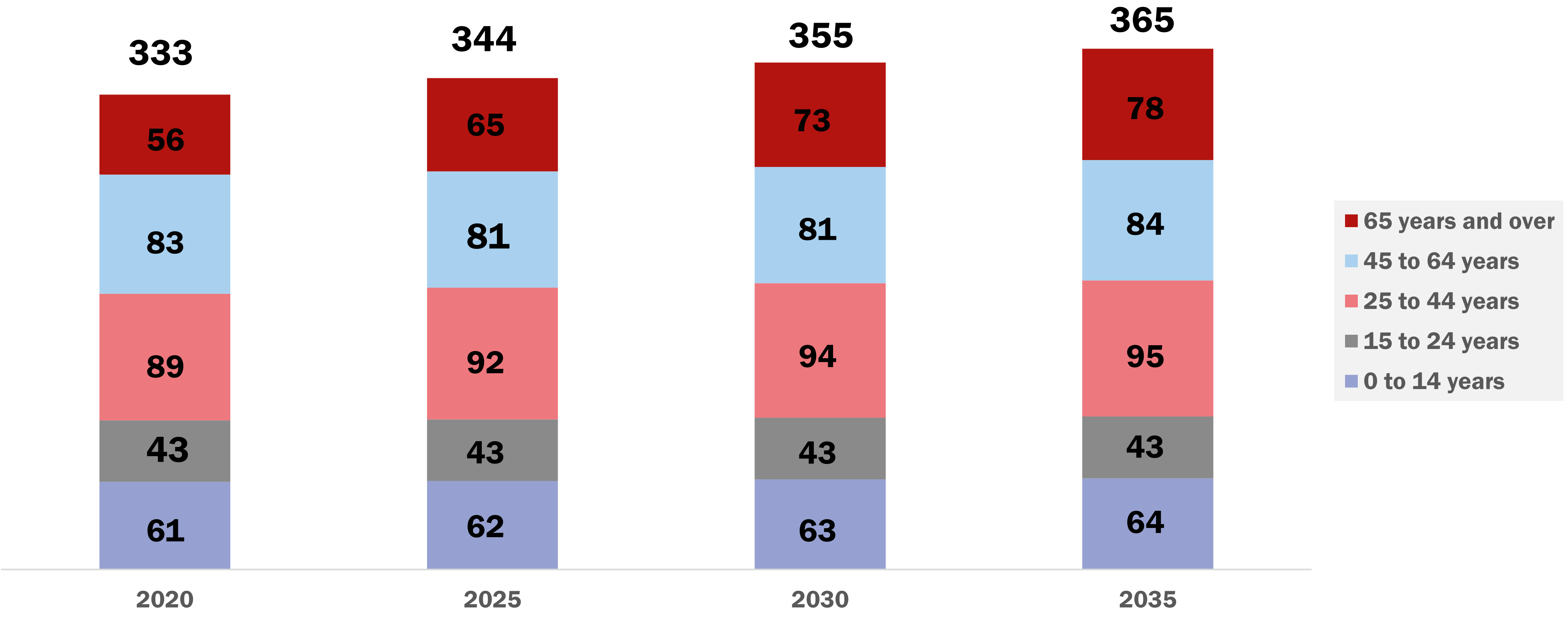
MARKET BACKGROUND

Population

Demographic Projections

- With a population of **335 million**, the US is the **third largest nation** in the world after India and China
- Population is expected to reach **355 million by 2030** (US Census Bureau, International Database).
- Although ageing, the US population is still **relatively young compared to the rest of the Western World**. The median age is 38.4 compared to 40 to 45 in Western Europe or Japan. However, the senior population 65+ will explode in the next 20 years to reach 73 million by 2030
- The birth rate is 13 births per 1,000 people, compared to 19 in India and Mexico, 15 in Ireland and Brazil, 13 in the UK, 12 in France, 10 in Canada, 8 in Japan and Germany.



Source: U.S. Census Bureau, International Database

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MARKET BACKGROUND

Population

Urban VS Rural Population

- In 2020, the Census Bureau changed the criteria for what defines an urban area.
- **Key changes include:** the minimum population threshold increased from 2,500 to 5,000 or a minimum of 2,000 housing units. Additionally, the distinguishing between urbanized areas and urban clusters and now designated as simply urban areas.
- Due to these changes 1,140 areas (4.2 million people) previously classified as urban in 2010 are now rural.
- **The US Census Bureau divides the US into 4 regions: Northeast, Midwest, West, and South.** Of the four regions the West Region remains the most urban with 88.9% of its population within urban areas, while the Midwest is the lowest at 74.3%. Of the 50 states, California had the highest Urban population at 94.2% of its population, while Vermont was the most rural, 64.9% of its population living in rural areas.
- The United States urban population increased 6.4% between 2010 and 2020 based off the new criteria and 2020 Census data. Although an increase in urban population, urban areas now account for 80% of the population which was a drop of .7% from 2010, this was due mostly to the criteria change. Conversely, the rural population, which are areas outside the classification or urban, increased .7% from 2010 to 20% in 2020.

2020 Census	2010 Population (in Millions)	2020 Population (in Millions)	2020 Percent of Population	Growth
Urban Population	249.3	265.1	80.0%	6.4%
Rural Population	59.5	66.3	20.0%	11.4%
Total Population	308.8	331.4	100.0%	7.3%

Source: US Census Bureau (Dec 2022)

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MARKET BACKGROUND

Population

Top Markets

Rank	Metropolitan Area	2010 Pop (M)	2020 Pop (M)	Pop Growth	TV Market Rank	Radio Market Rank	OOH Market Rank
1	New York	18.9	20.1	6%	1	2	1
2	Los Angeles	12.8	13.2	3%	2	1	2
3	Chicago	9.5	9.6	1%	3	3	3
4	Dallas-Fort Worth	6.4	7.6	19%	6	4	6
5	Houston	5.9	7.1	20%	5	6	10
6	Washington DC	5.7	6.4	12%	8	8	9
7	Philadelphia	6.0	6.2	3%		9	
8	Miami-Fort Lauderdale	5.6	6.1	9%	7		8
9	Atlanta	5.3	6.1	15%	10	10	5
10	Boston	4.6	4.9	7%	9	7	7
11	Phoenix	4.2	4.9	17%			
12	San Francisco	4.3	4.7	9%	4	5	4

Source: MAGNA, US Census Bureau (April 2023)

Income
GDP Per Capita Close to $80,000

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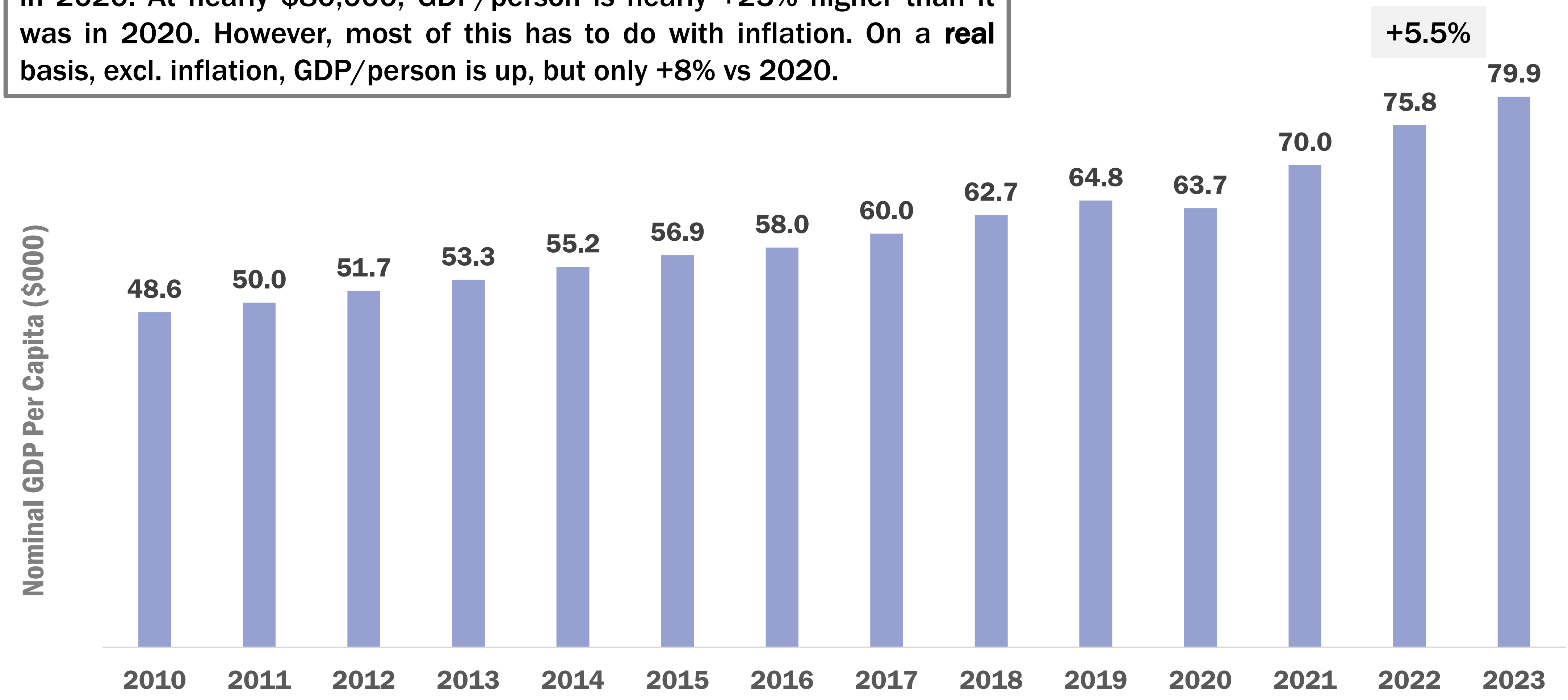
MARKET BACKGROUND

Nominal GDP per person has increased significantly since the pandemic in 2020. At nearly $80,000, GDP/person is nearly +25% higher than it was in 2020. However, most of this has to do with inflation. On a **real** basis, excl. inflation, GDP/person is up, but only +8% vs 2020.

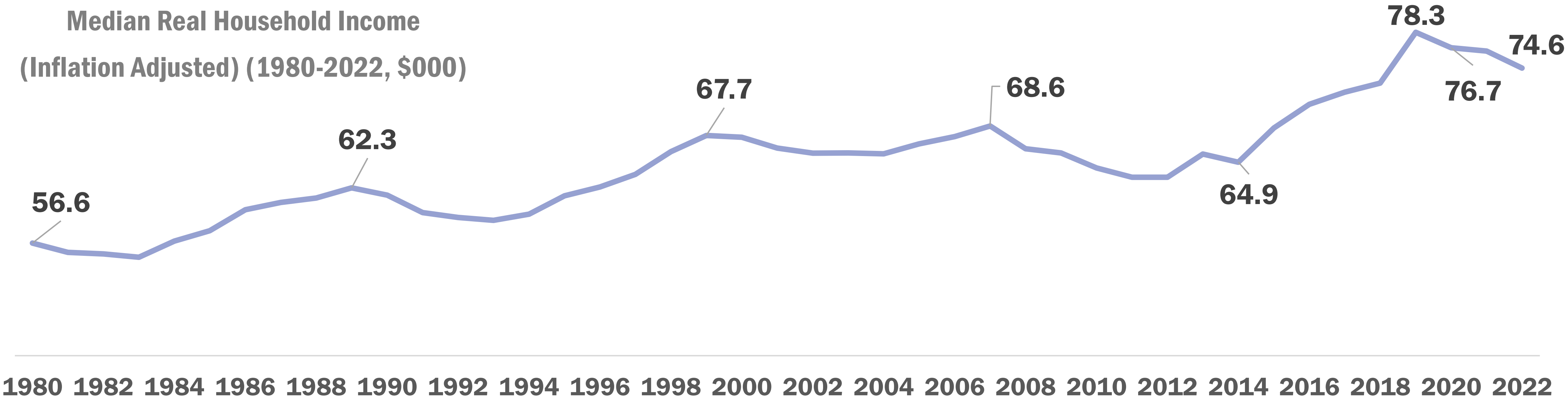


Source: Bureau of Economic Analysis, US Census Bureau, Survey of Professional Forecasters

Income

Median Household Continues to Decline

- After stagnating for almost 20 years (2000-2016), median household income (adjusted for inflation) finally ticked up in the late 2010s. Household income is adjusted for inflation, which means that purchasing power has increased. It grew by a record +7% in 2019 to reach an all-time high of $78,250.
- However, median income has decreased every year since. In 2022, real median household income was **$74,580**, a 2.3% decrease from the 2021 estimate of $76,330.
- Americans dropped out, or were forced out, of the labor market in 2020 and haven't fully returned. Furthermore, while wage growth has been strong, it is still below the level of inflation, meaning that purchasing power has decreased in real terms.



Source: US Census Bureau, Sept 2023

Income

Most Ethnic Groups Declined in 2022

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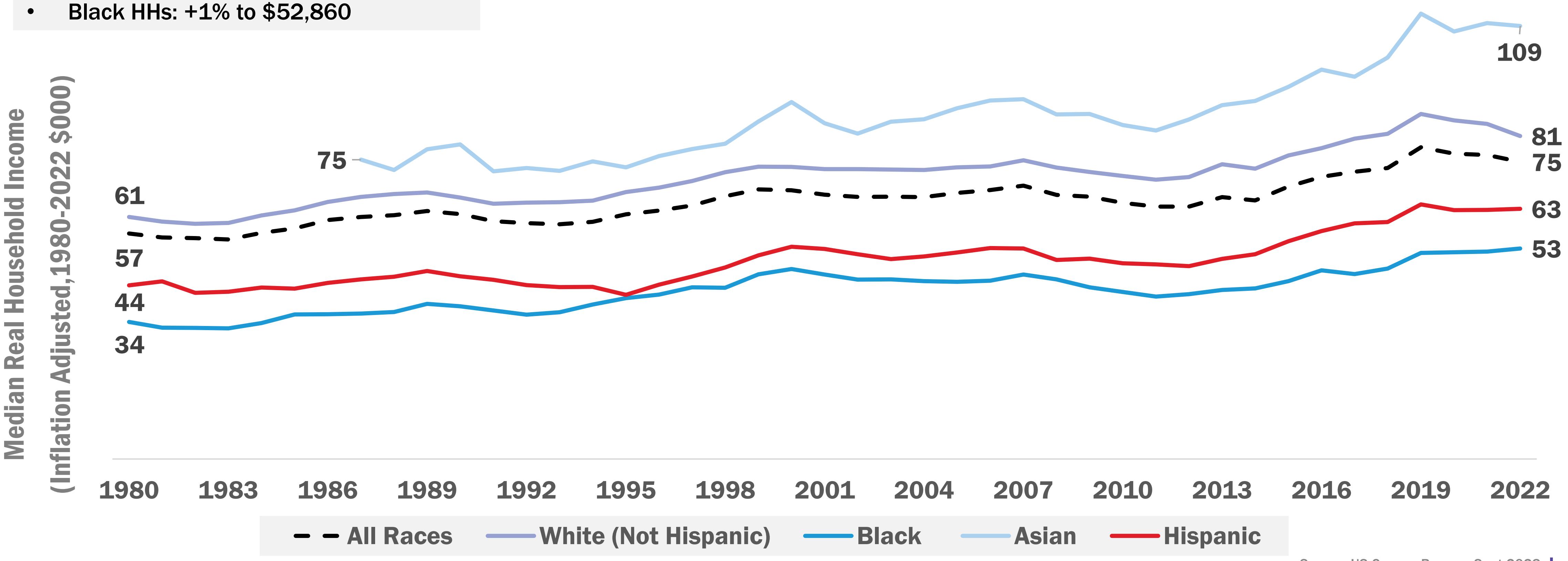
MARKET BACKGROUND

2022 Median household income & growth

- All races: -2% to $74,580
- Asian HHs: -1% to $108,700
- White HHs: -4% to $81,060
- Hispanic HHs: 0% to $62,800
- Black HHs: +1% to $52,860

Household incomes across racial groups mostly decreased in 2022. The median household income of Black families was 40% lower than the all-race median in 1980; it was still 29% lower in 2022.



Source: US Census Bureau, Sept 2023

Main Menu

Advertising Market Overview
(Ad Spend, Media Mix, Verticals, Costs)

MAGNA

US Media Landscape

July 2024

Advertising Market Overview
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Ad Market Mechanisms

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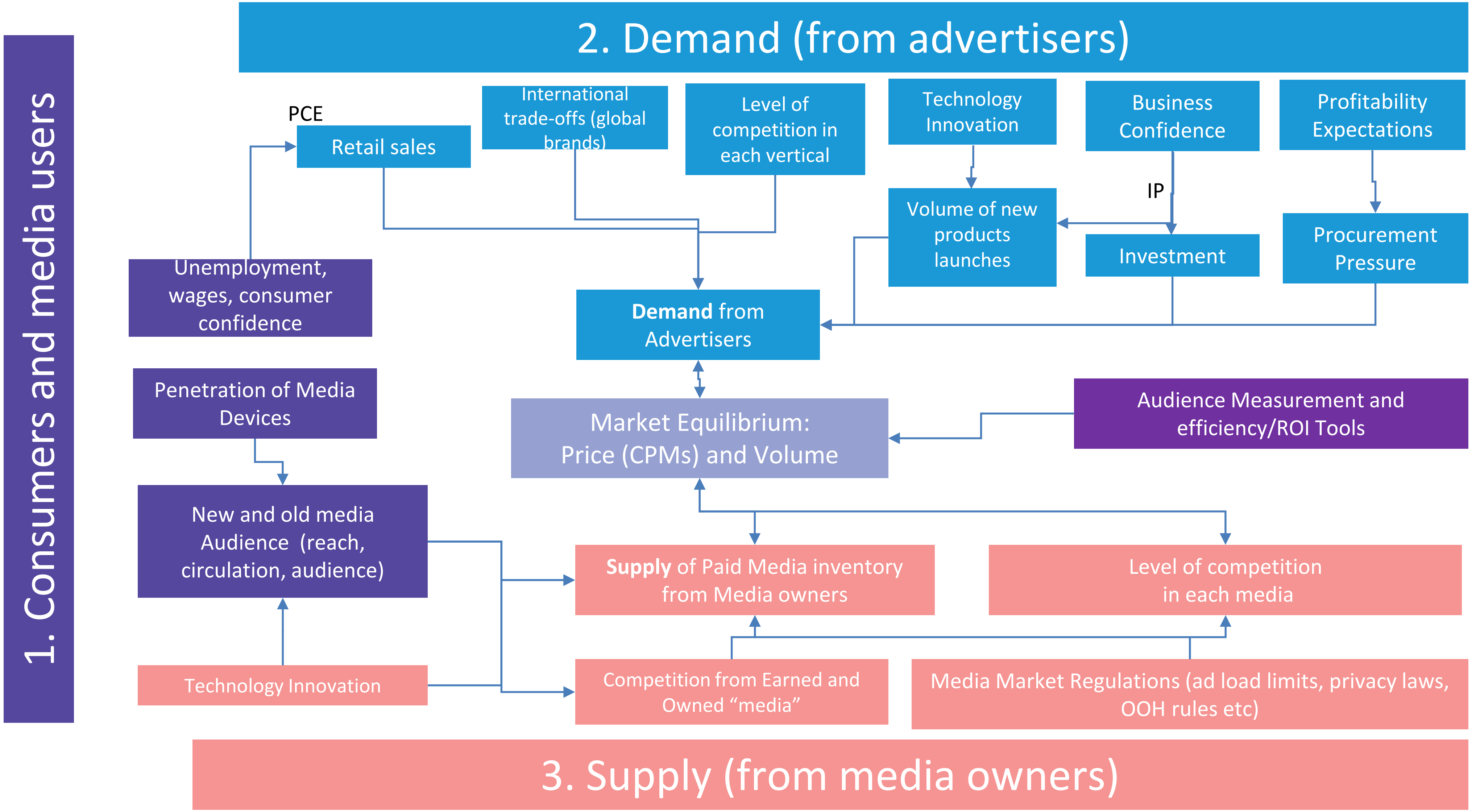
AD MARKET OVERVIEW



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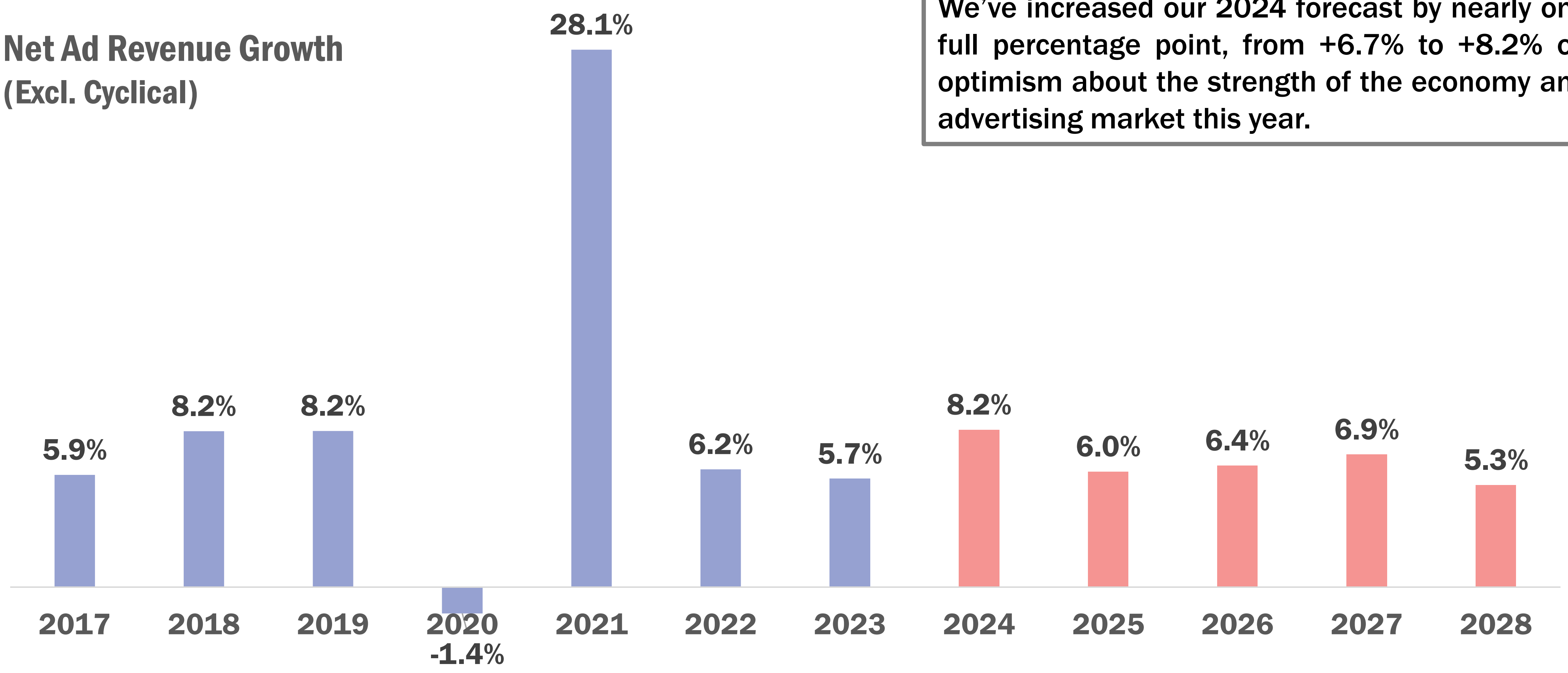
AD MARKET OVERVIEW

Long-Term Trend

Long-Term Forecast: 5% to 7% Per Year

We've increased our 2024 forecast by nearly one full percentage point, from +6.7% to +8.2% on optimism about the strength of the economy and advertising market this year.

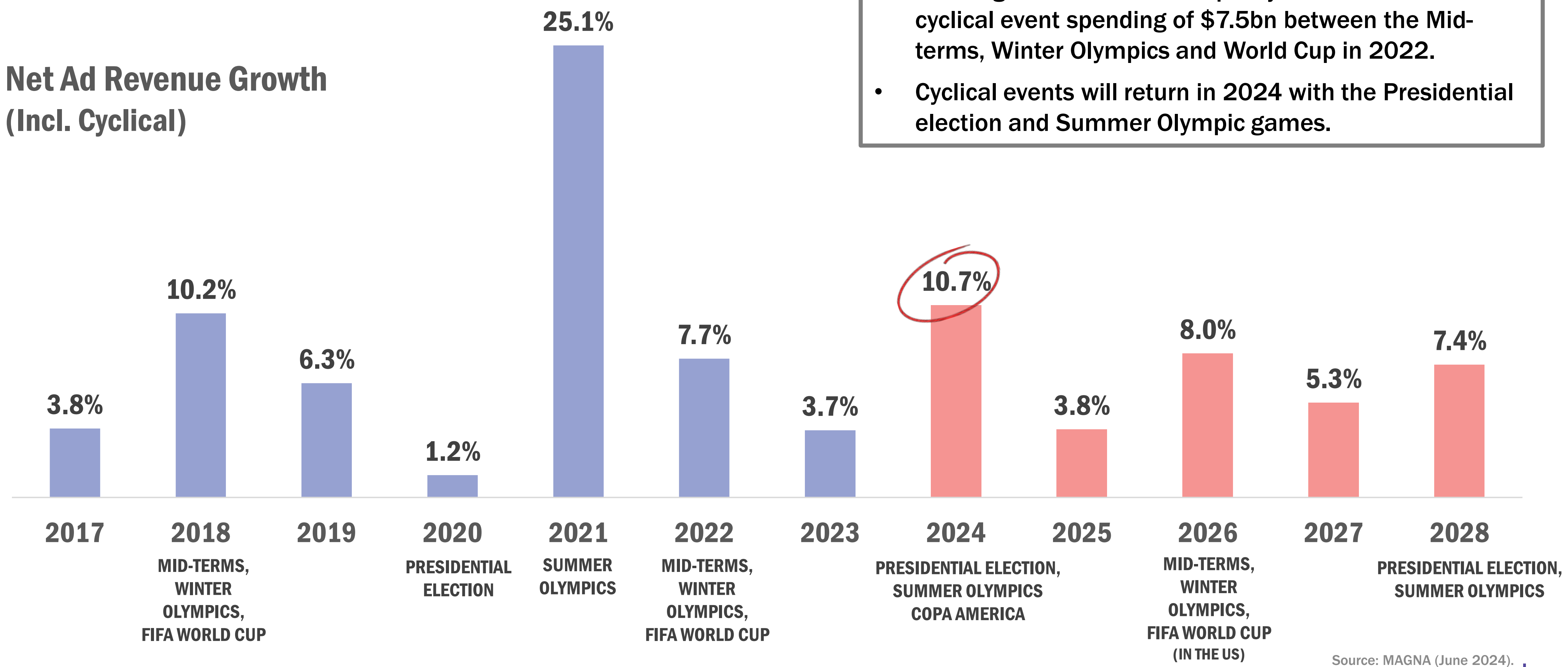


Source: MAGNA (June 2024).
"Cyclical": impact of political ad spend and cyclical sports events (Olympics, FIFA)

Long-Term Trend

2024: +10.7% Including Cyclical Effects

- Includes Cyclical Events (politics, Olympics, World Cup).
- +3.7% growth in 2023 was partly due to the lack of cyclical event spending of $7.5bn between the Mid-terms, Winter Olympics and World Cup in 2022.
- Cyclical events will return in 2024 with the Presidential election and Summer Olympic games.



Source: MAGNA (June 2024).
"Cyclical": impact of political ad spend and cyclical sports events (Olympics, FIFA)

Long-Term Trend

Market Will Surpass $400bn by 2026

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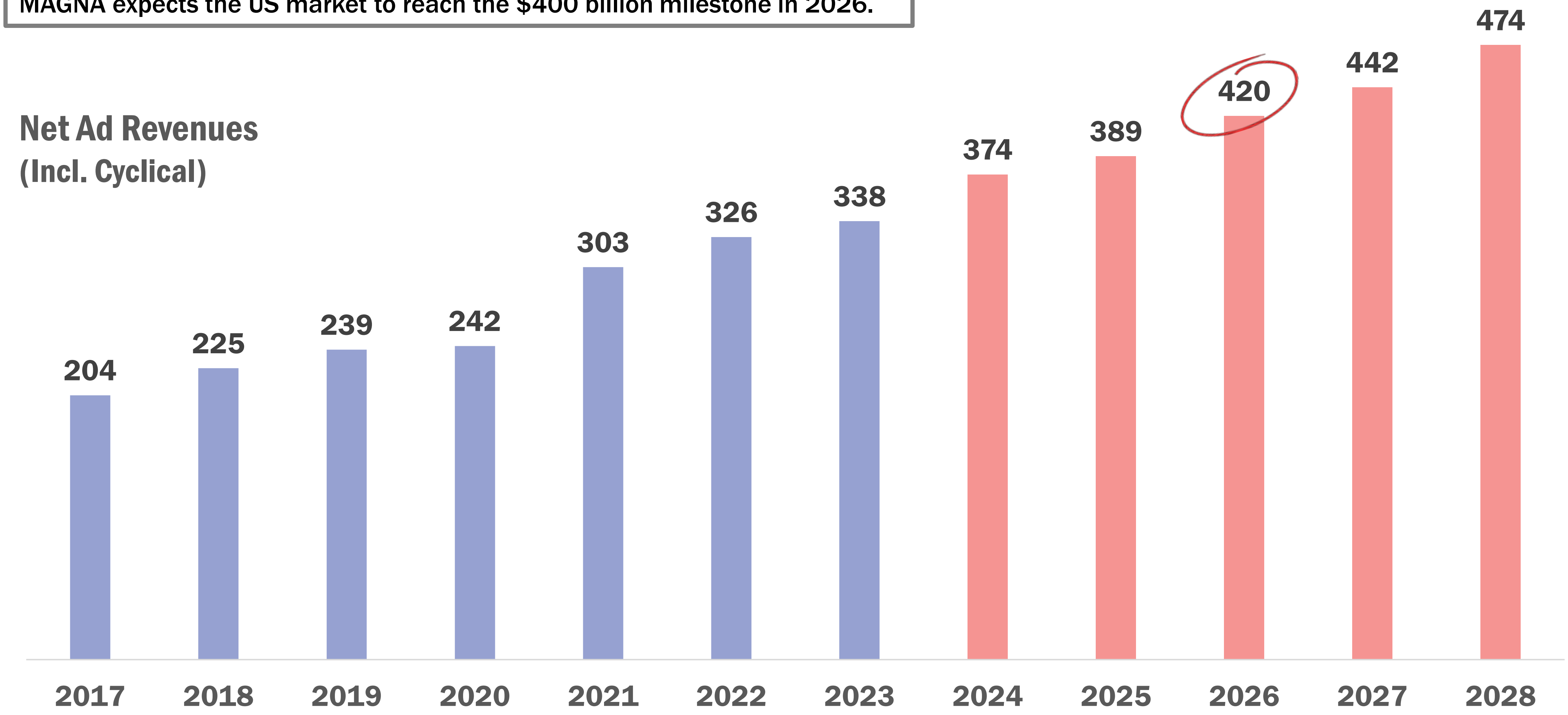
AD MARKET OVERVIEW

MAGNA expects the US market to reach the $400 billion milestone in 2026.



Source: MAGNA (June 2024).
"Cyclical": impact of political ad spend and cyclical sports events (Olympics, FIFA)

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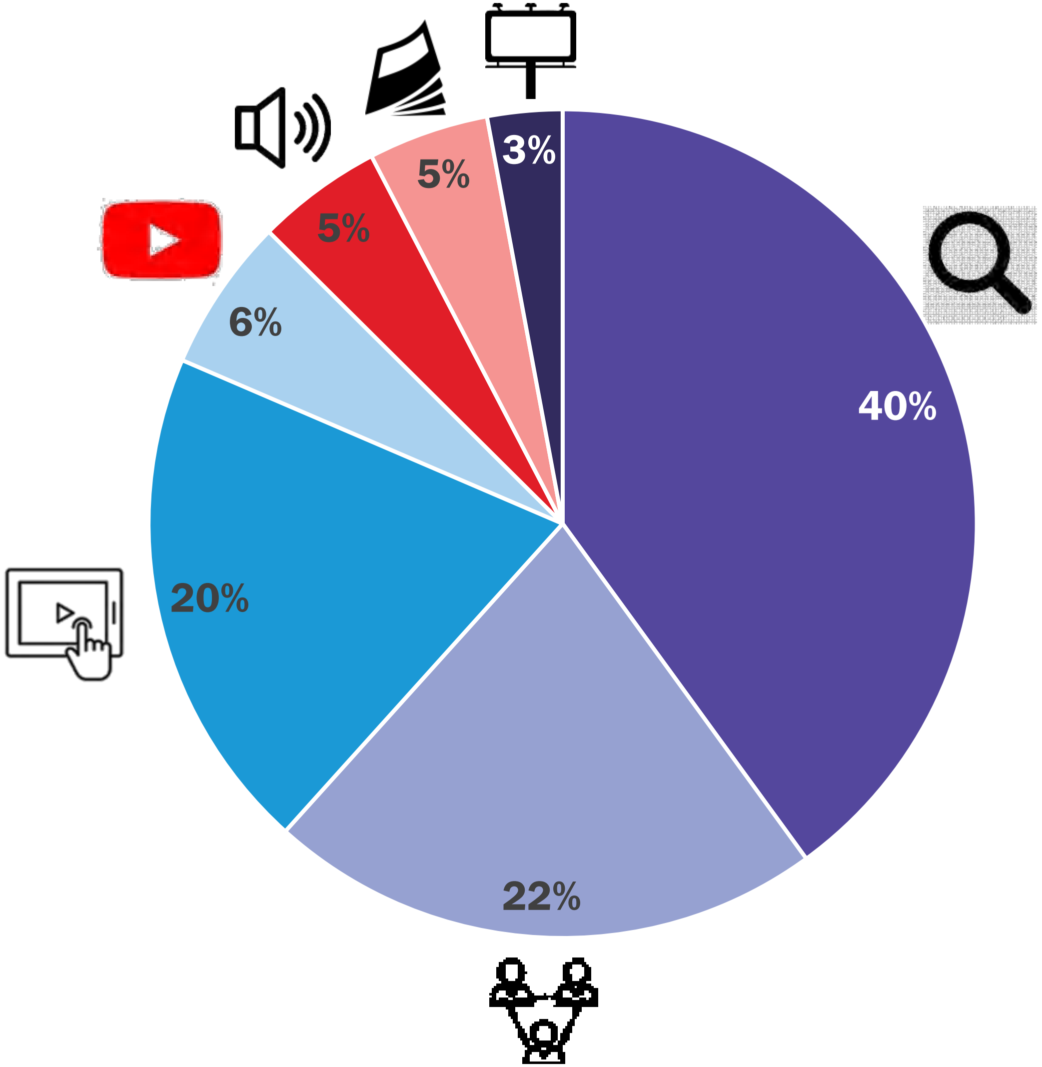
AD MARKET OVERVIEW

Media Mix

Search is now the Largest Channel, Ahead of TV



Grand Total 2023: $337bn

- Search $131bn
- Social Media $71.1bn
- Cross Platform TV $64.8bn
- Short Form Pure Player $19.6bn
- Audio $16.1bn
- Publishing $15.4bn
- OOH $9.6bn

Source: MAGNA (April 2024)

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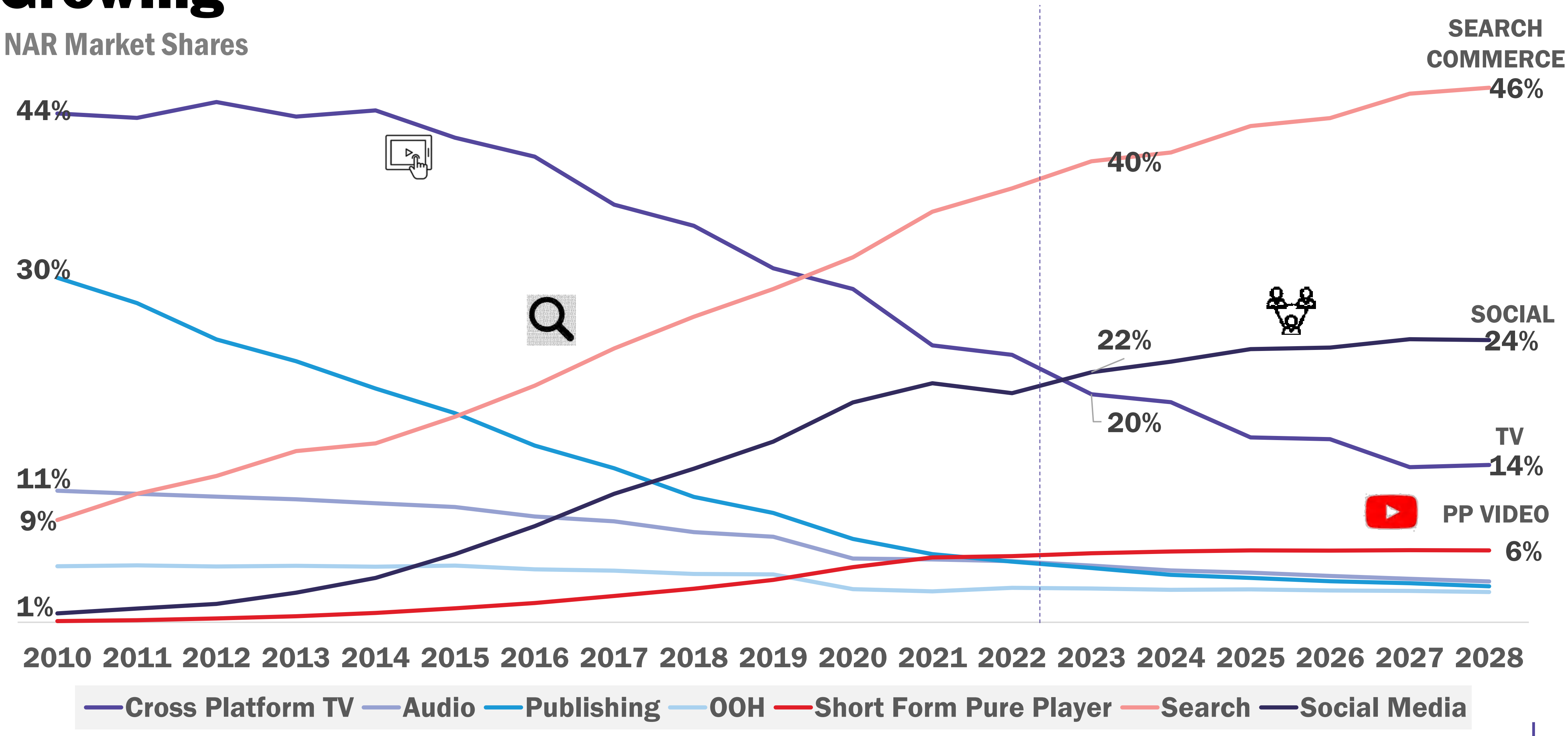
AD MARKET OVERVIEW

Media Mix

Long Term Forecast: Lower Funnel Keeps Media Growing

NAR Market Shares



Source: MAGNA (April 2024)

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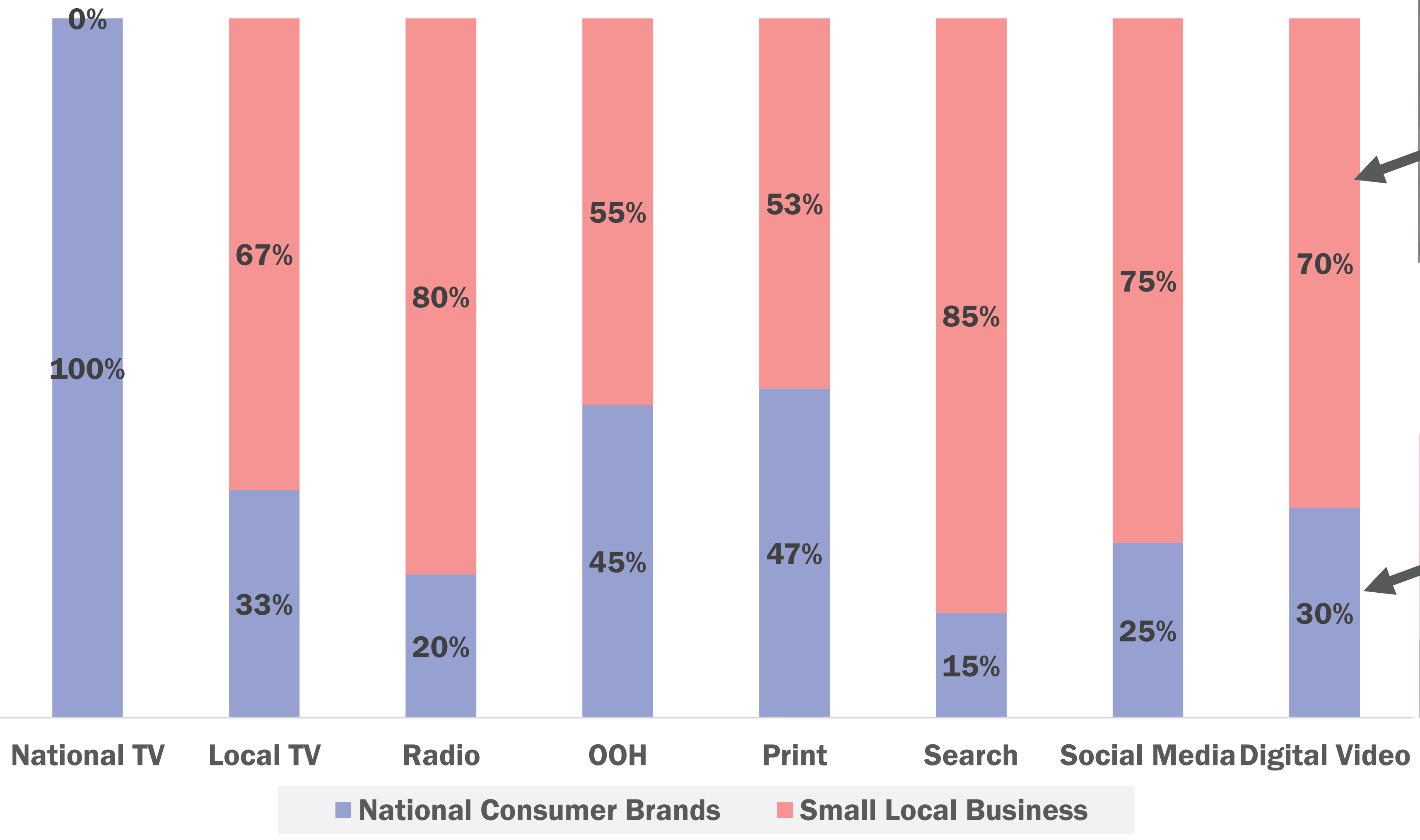
AD MARKET OVERVIEW

Media Mix

2022 National Brands VS Small Businesses



LOCAL ADVERTISERS

NATIONAL BRANDS

Source: MAGNA, SMI (April 2023)

Media Mix

Focus on National Consumer Brands

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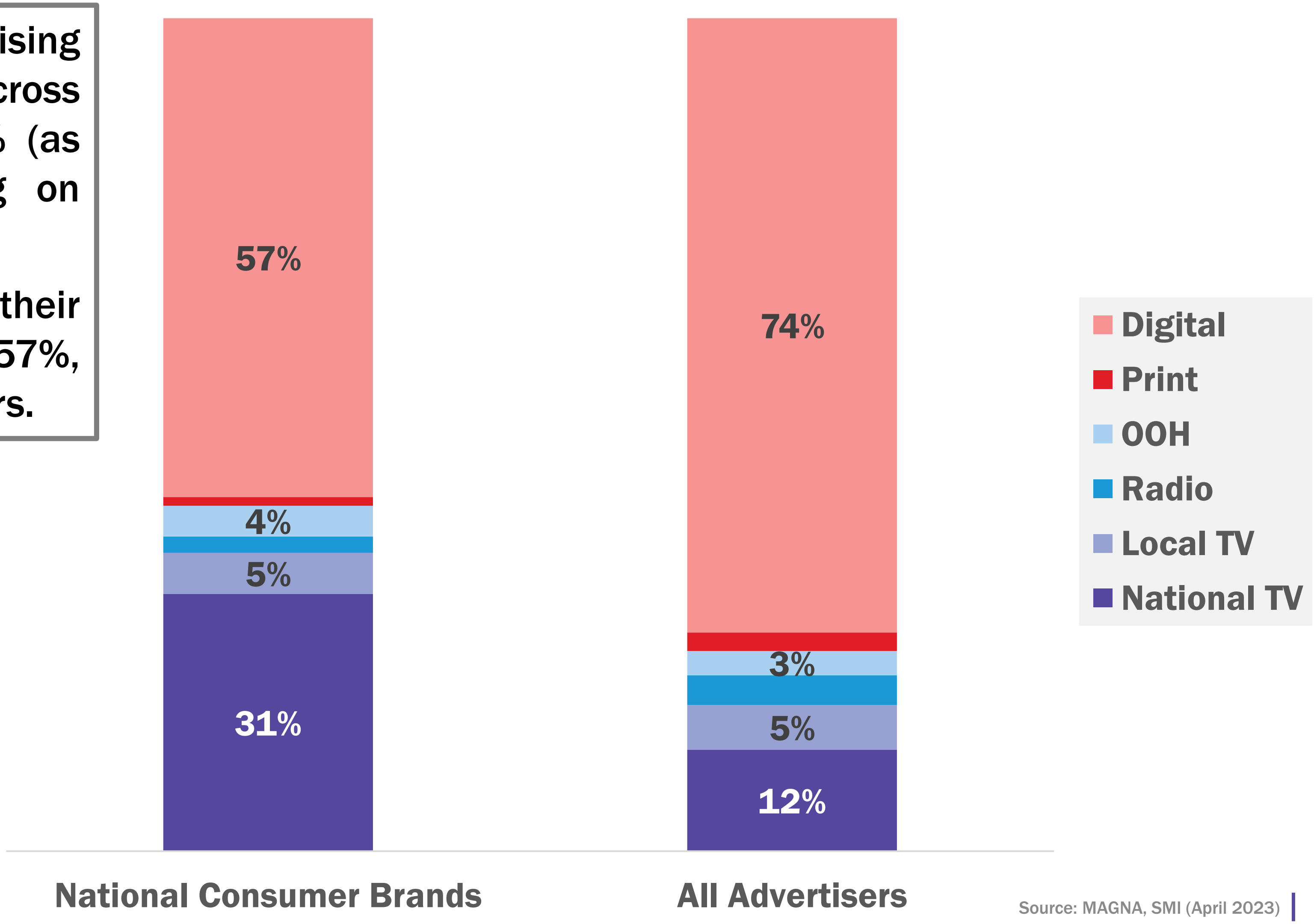
AD MARKET OVERVIEW

More than 30% of NCB advertising spend is on national TV, while across all advertisers the share is 12% (as local advertisers spend nothing on national media).

Conversely, NCBs spend less of their budgets on digital media, at 57%, compared to 74% for all advertisers.



Source: MAGNA, SMI (April 2023)

Market Facts

Top Industry Verticals

Here are the **ten key industry verticals** and 35 segments analyzed by MAGNA in this report, with the estimated net ad spend in 2023, in billions of dollars. **Highlighted in pink**: some of the *emerging* segments and product categories. Within classic verticals (eg Fintech, Fast Fashion) or outside our 10 key verticals (Betting, Luxury).

FINANCE: $35 BN
- Banking: 45%
- Insurance: 25%
- Financial Products: 25%
- Other Lending: 5%
- Fintech

MEDIA: $16 BN
- Pay TV (MVPD): 40%
- Streaming : 30%
- TV Networks: 10%
- Movie Releases: 10%

AUTO: $20 BN
- Manufacturers: 55%
- Dealers & Services: 45%

FOOD/BEV: $11 BN
- Food: 45%
- Beverages: 35%
- Alcohol: 20%

PERSONAL CARE: $9 BN
- Personal Care: 50%
- Household Goods: 25%
- Beauty & Cosmetics: 25%

PHARMA: $8 BN
- Prescription Drugs DTC: 80%
- Over the Counter: 20%

RESTAURANT: $9.5 BN
- Quick Serve: 50%
- Online Food Delivery: 30%
- Casual Dining: 20%
- Food Delivery Apps

RETAIL: $55 BN
- Department: 30%
- Other: 25%
- Apparel: 20%
- Furniture: 15%
- Food: 5%
- Home Centers: 5%
- Marijuana Dispensaries
- Fast-Fashion DTC

TECH: $31 BN
- Software: 45%
- Tech Services: 30%
- Hardware: 15%
- Wireless: 10%

TRAVEL: $15 BN
- Online Travel Services: 50%
- Hotels: 25%
- Misc Travel: 10%
- Cruise Ships: 10%
- Airlines: 5%

EMERGING VERTICALS
- Luxury Goods: $2.8BN
- Betting: $1.4BN

Source: MAGNA NAR estimates (Feb 2024)

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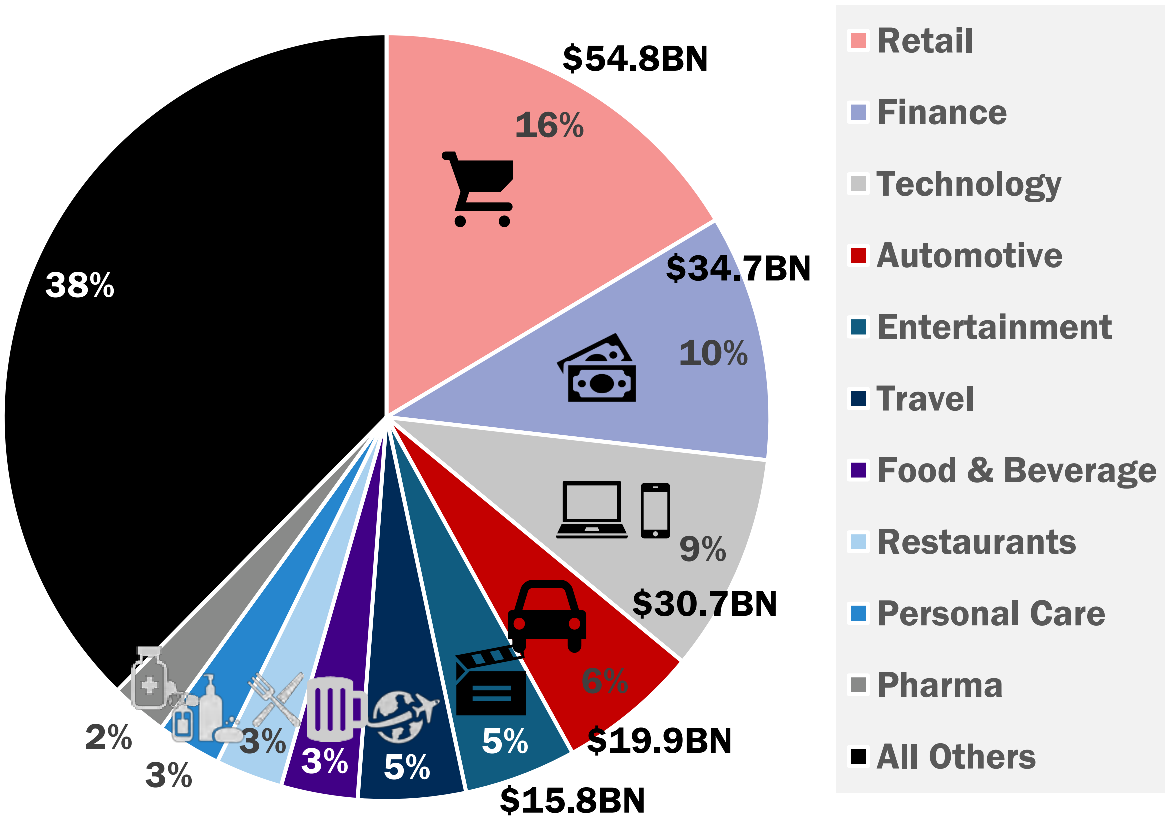
Market Facts

Top Industry Verticals

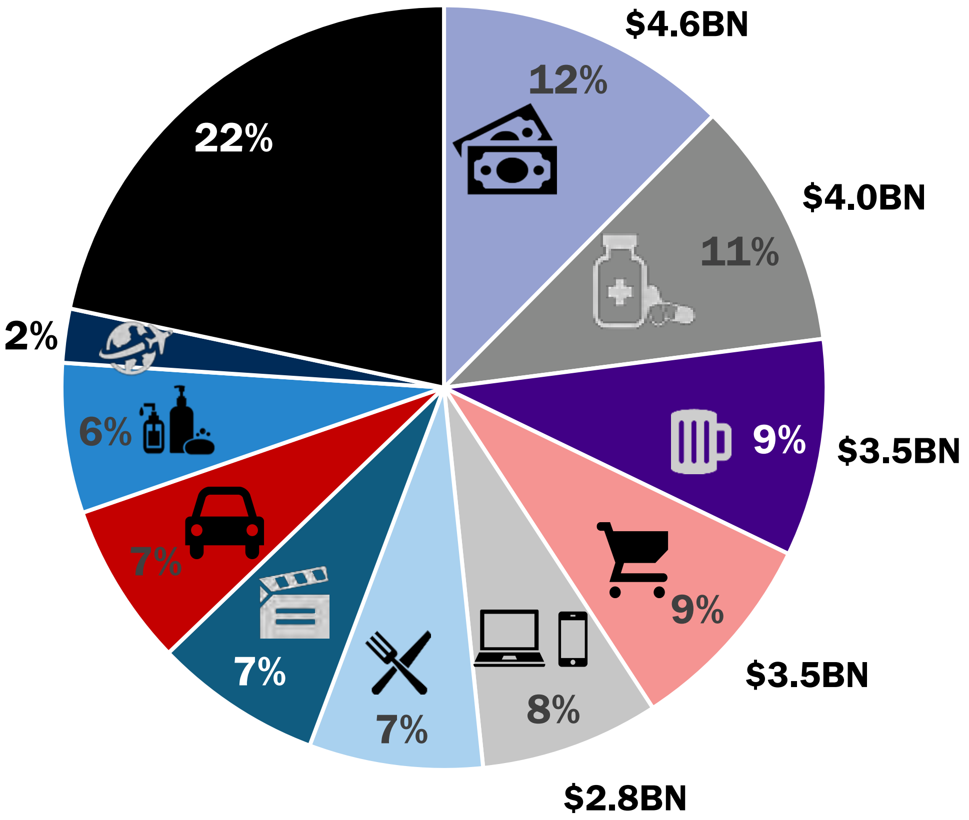
All Media

(2023: $337BN)



National TV

(2023: $37.6BN)



Source: MAGNA NAR estimates, based on Nielsen (Feb 2024)

The ten key verticals analyzed in this report accounted for 62% of total advertising spend in 2023 and 78% of national television spend. Retail is the largest vertical overall ($55 billion or 16% of all-media spend) while Finance/Insurance is the second largest (#1 on National TV).

Market Facts
Media Mix

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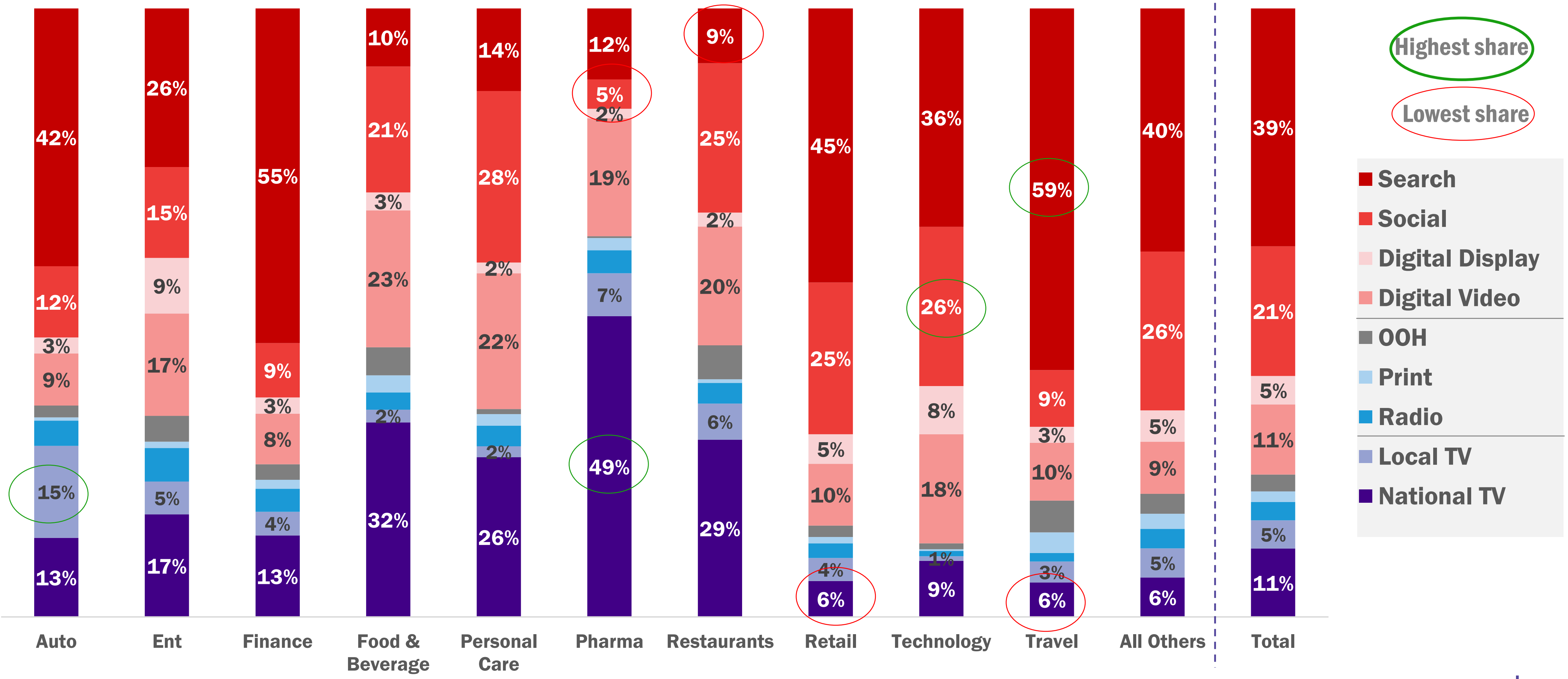
AD MARKET OVERVIEW

TV remains prominent in CPG ad spend. E.g. it captured 34% of the total ad spending from Food/Drinks brands in 2023 (vs an average 16% across all verticals). Digital ad formats attract the majority of spending from Tech (88%), Retail (85%), or Travel brands (81%).



Source: MAGNA NAR estimates, based on Nielsen (March 2024)

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Market Facts

Key Spenders in Linear Media: P&G Remains #1

2023	Net Ad Spend ($BN)	#1 Spender	#1 Vertical	#1 Vertical Share	Next 4 Verticals	Share of Top 5
National Television	37.5	P&G	Finance Insurance	12%	Pharma, Food, Retail, Tech	48%
Local Television	15.6	General Motors	Automotive	19%	Business Services, Retail, Finance, Med Supplies	63%
Radio	10.0	P&G	Retail	13%	Finance, Business Services, Entertainment, Auto	55%
Print	5.8	LVMH	Business Services	11%	Retail, Finance, Apparel, Travel	47%
Out of Home	9.6	Walt Disney	Business Services	15%	Retail, Finance, Travel, Med Supplies	52%
Total Linear Media	78.6	P&G	Finance	11%	Retail, Auto, Business Services, Pharma	45%

- Example of reading: for national television in 2023, "Finance/Insurance" was the largest spending vertical, accounting for 12% of total net national TV ad sales ($4.6bn out of $37.5bn). The five largest verticals combined represented a cumulative 48% of total national TV ad sales. P&G was the largest single spender.
- "Business services" is the main vertical for Print and OOH. It is mainly composed of local services (e.g. law, repairs, and referral).
- P&G was the largest 2023 spender in linear media overall (TV, radio, print, OOH) but Amazon was the largest when including digital media formats.
- Auto is the largest Local TV vertical in non-election years. In election years it's political advertising.

Source: MAGNA NAR estimates, based on Nielsen (March 2024)

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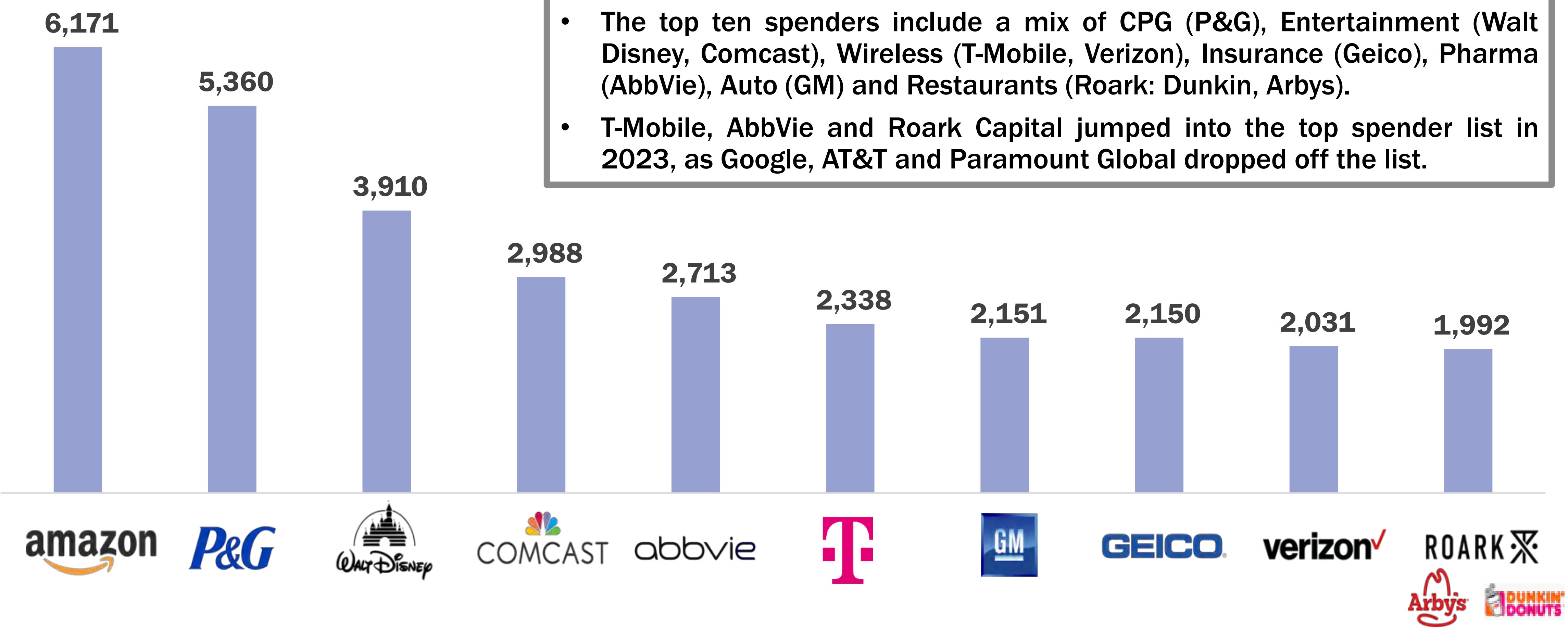
AD MARKET OVERVIEW

Market Trends

Top Spenders: Amazon & P&G Continue to Lead

Net Advertising Spend
(All Media 2023 $M)

- Amazon is the largest spender with approx. $6.2bn of spending across all media channels, based on Nielsen analysis. Procter & Gamble fell to the #2 spot in 2022 but remains the largest spender in traditional media.
- The top ten spenders include a mix of CPG (P&G), Entertainment (Walt Disney, Comcast), Wireless (T-Mobile, Verizon), Insurance (Geico), Pharma (AbbVie), Auto (GM) and Restaurants (Roark: Dunkin, Arbys).
- T-Mobile, AbbVie and Roark Capital jumped into the top spender list in 2023, as Google, AT&T and Paramount Global dropped off the list.



Source: MAGNA NAR estimates, based on Nielsen (March 2024)

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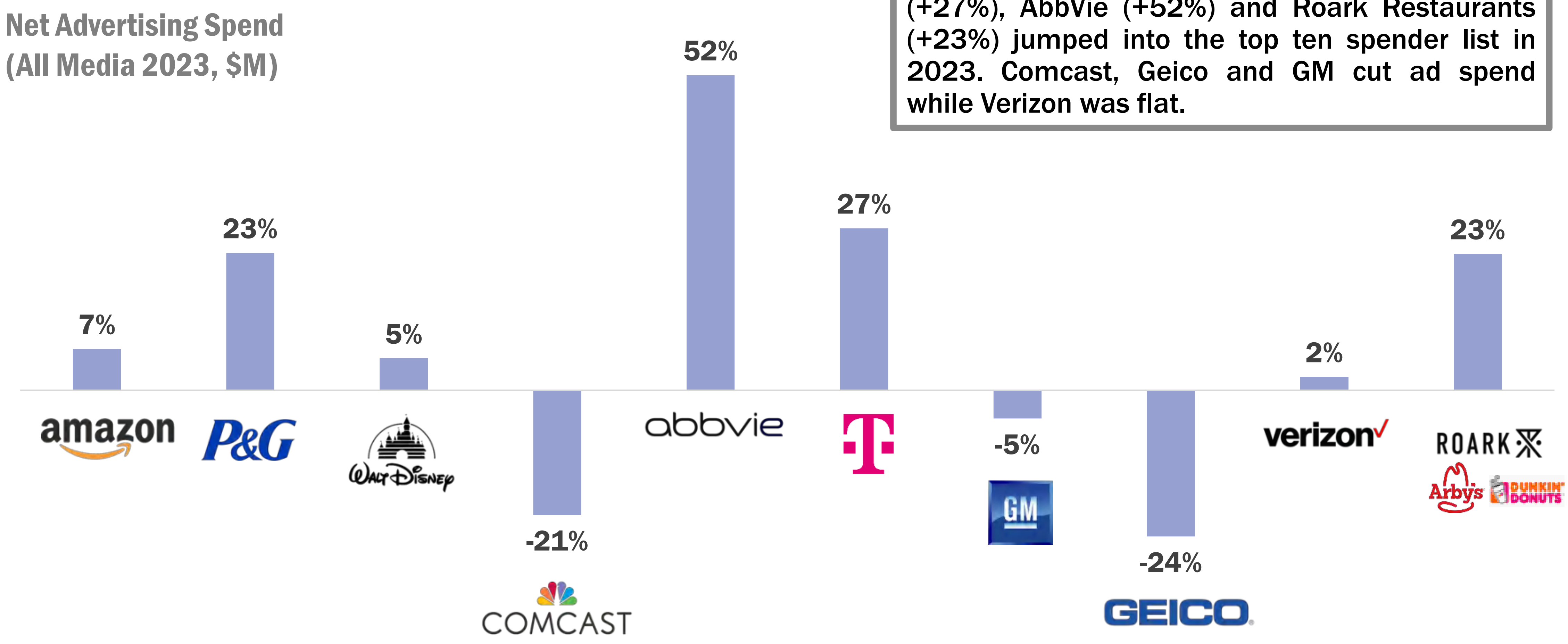
Market Trends

Top Spenders: Abbvie Most Dynamic Among Top 10

With strong ad spend growth in 2023, T-Mobile (+27%), AbbVie (+52%) and Roark Restaurants (+23%) jumped into the top ten spender list in 2023. Comcast, Geico and GM cut ad spend while Verizon was flat.



Source: MAGNA NAR estimates, based on Nielsen (March 2024)

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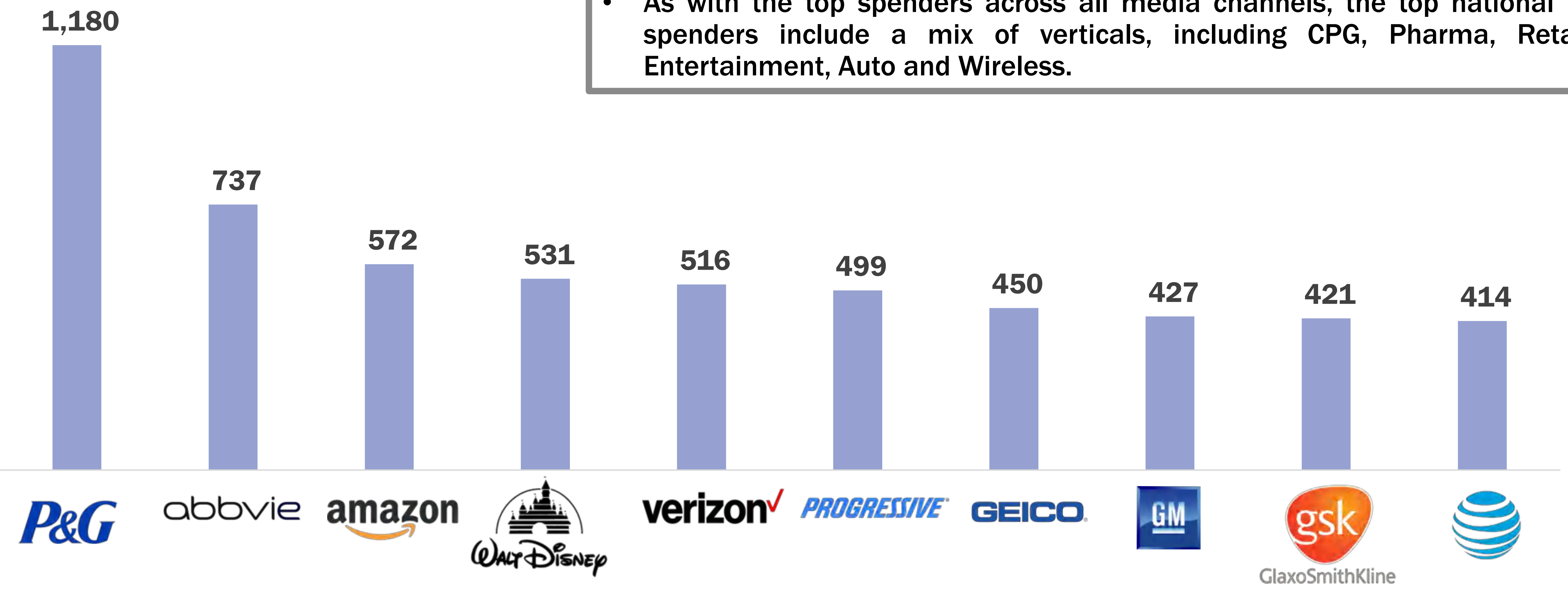
AD MARKET OVERVIEW

Market Trends

National TV: P&G Tops National TV Spend

- Procter & Gamble is again the top national TV advertiser, with $1.2bn in estimated net advertising spend in 2022, more than 60% larger than the second largest spender, AbbVie.
- As with the top spenders across all media channels, the top national TV spenders include a mix of verticals, including CPG, Pharma, Retail, Entertainment, Auto and Wireless.

Net Advertising Spend
(National TV 2023, $M)



Source: MAGNA NAR estimates, based on Nielsen (March 2024)

Market Trends

National TV: P&G and Wireless Resilient, Pharma Grows

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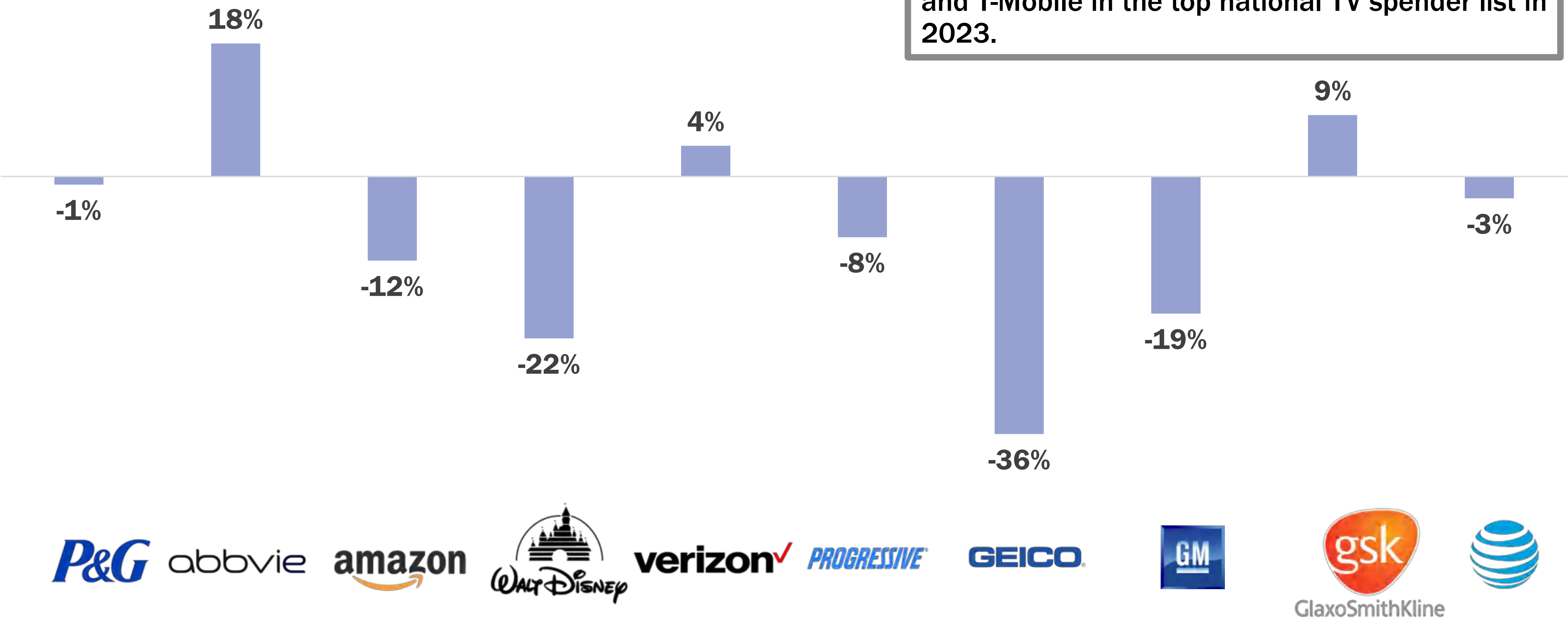
AD MARKET OVERVIEW

Net Advertising Spend
(National TV 2023 vs 2022)

GlaxoSmithKline and AT&T replaced Comcast and T-Mobile in the top national TV spender list in 2023.



Source: MAGNA NAR estimates, based on Nielsen (March 2024)

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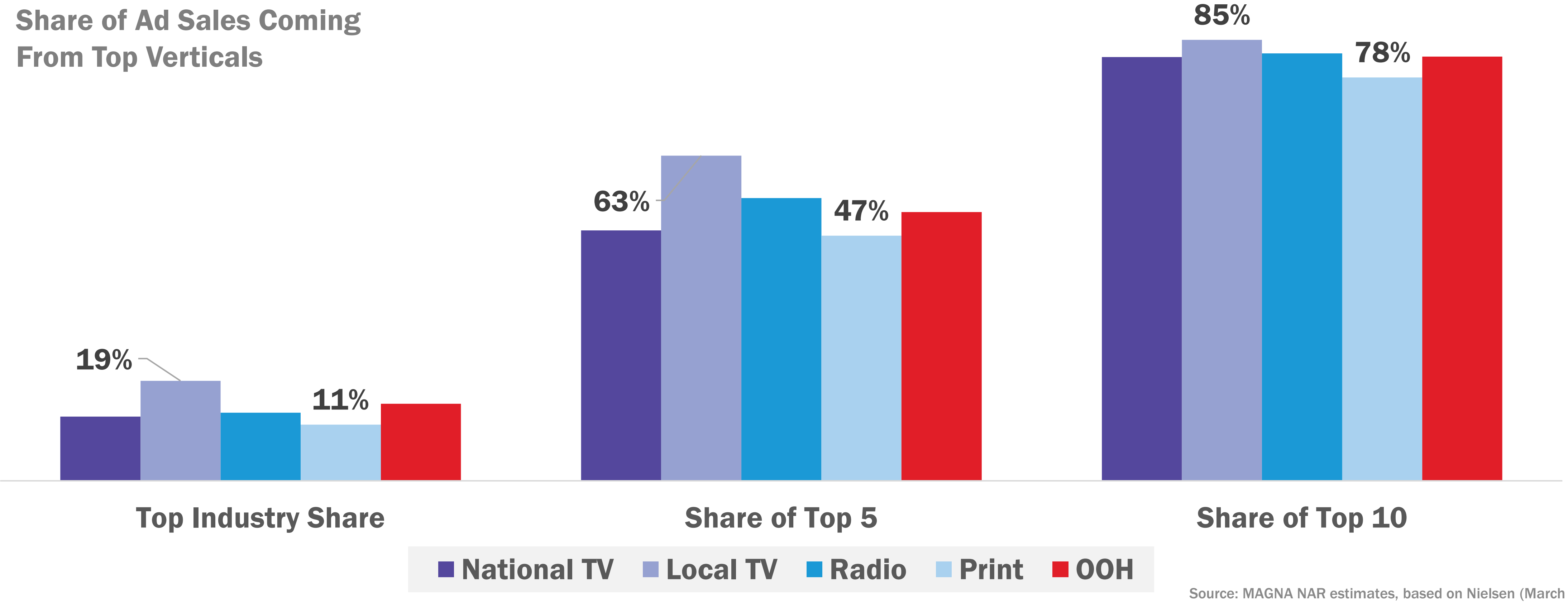
AD MARKET OVERVIEW

Market Facts

Top Five Verticals Account for 50% to 60% of Ad Sales

- This chart compares the degree of dependence of each media type on its top industry verticals in 2023.
- For instance, local TV displays the largest share of sales coming from its largest spending vertical: Auto spending accounted for 19% of total ad sales. For other media categories, the weight of the #1 spending verticals varies between 11% (print) and 15%.



Source: MAGNA NAR estimates, based on Nielsen (March 2024)

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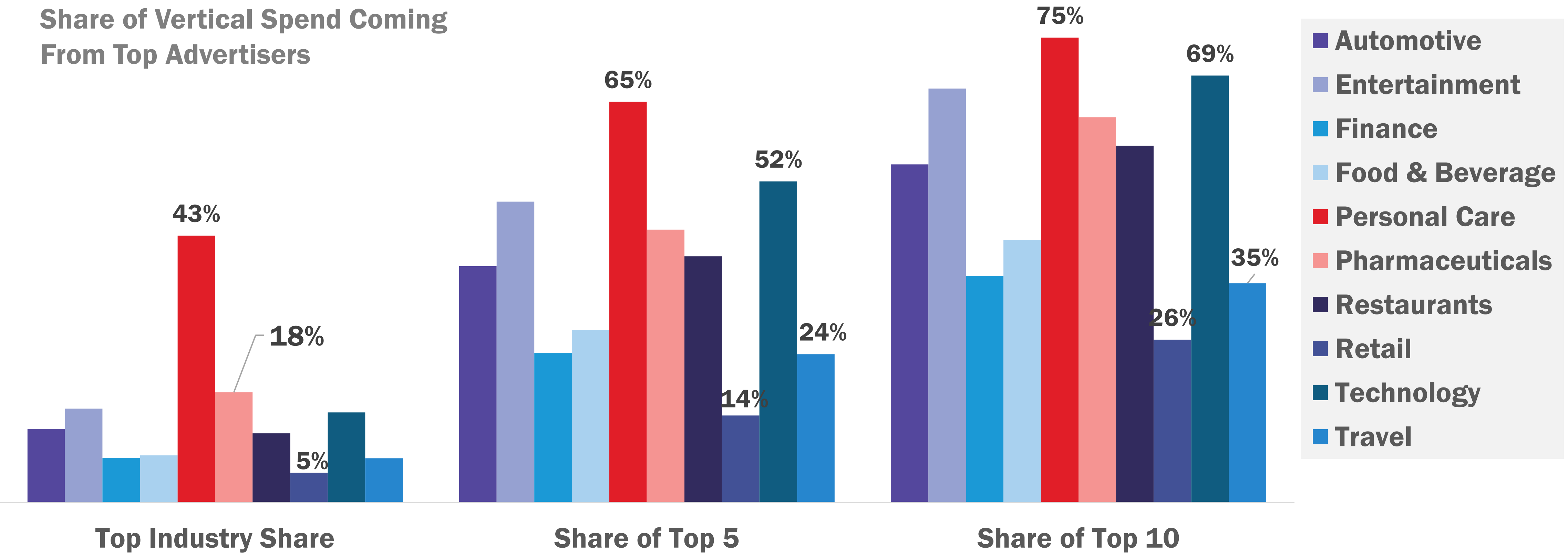
Market Facts

Vertical Spending Concentration Among Top Spenders

- Personal Care (red) is the most concentrated vertical with 65% of total spend coming from the five largest advertisers (CPG giants).
- On the other hand, Retail is the least concentrated, with just 14% of total Retail spend coming from the top five advertisers, due to the long tail of local retailers.

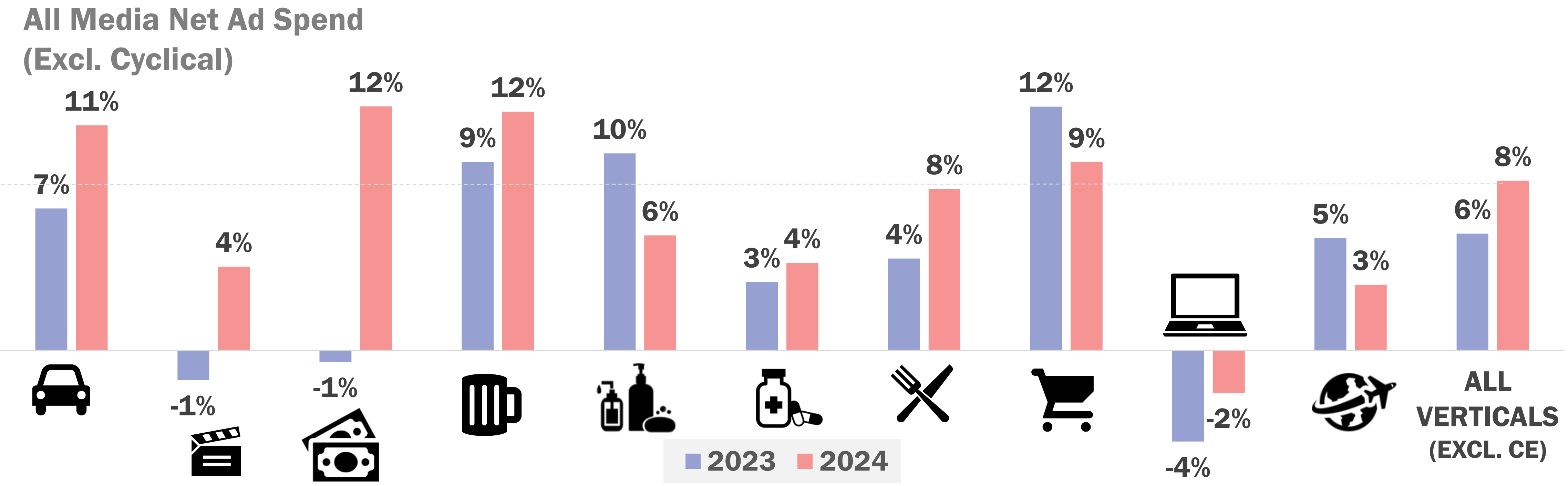


Source: MAGNA NAR estimates, based on Nielsen (March 2024)

Market Forecast

All-Media Spend: Auto, Retail Among Most Dynamic

- The most dynamic verticals in 2024 will be Finance/Insurance, Food & Beverage, and Automotive, followed closely by Retail and Restaurants.
- On the other hand, Tech/Telecom will continue to show stagnating ad spend.
- After two years of strong spending during the post-Pandemic recovery, Travel marketing is finally slowing down.



Source: MAGNA (June 2024)

MAGNA

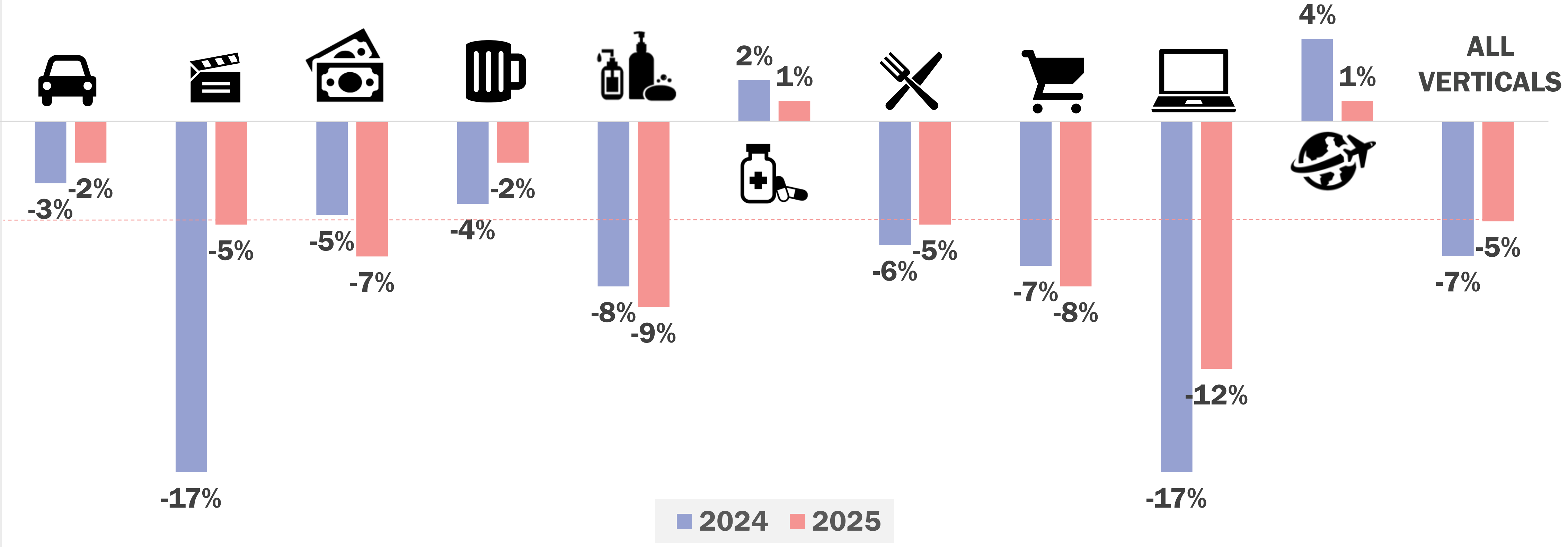
United States Media Landscape – July 2024

Market Forecast

Linear Media: Only Travel and Pharma Will Increase Spending

Entertainment and Tech will cut linear media spending the most in 2024. In fact, only Pharma and Travel will increase spending.

Linear Media Net Ad Spend



Source: MAGNA (March 2024)

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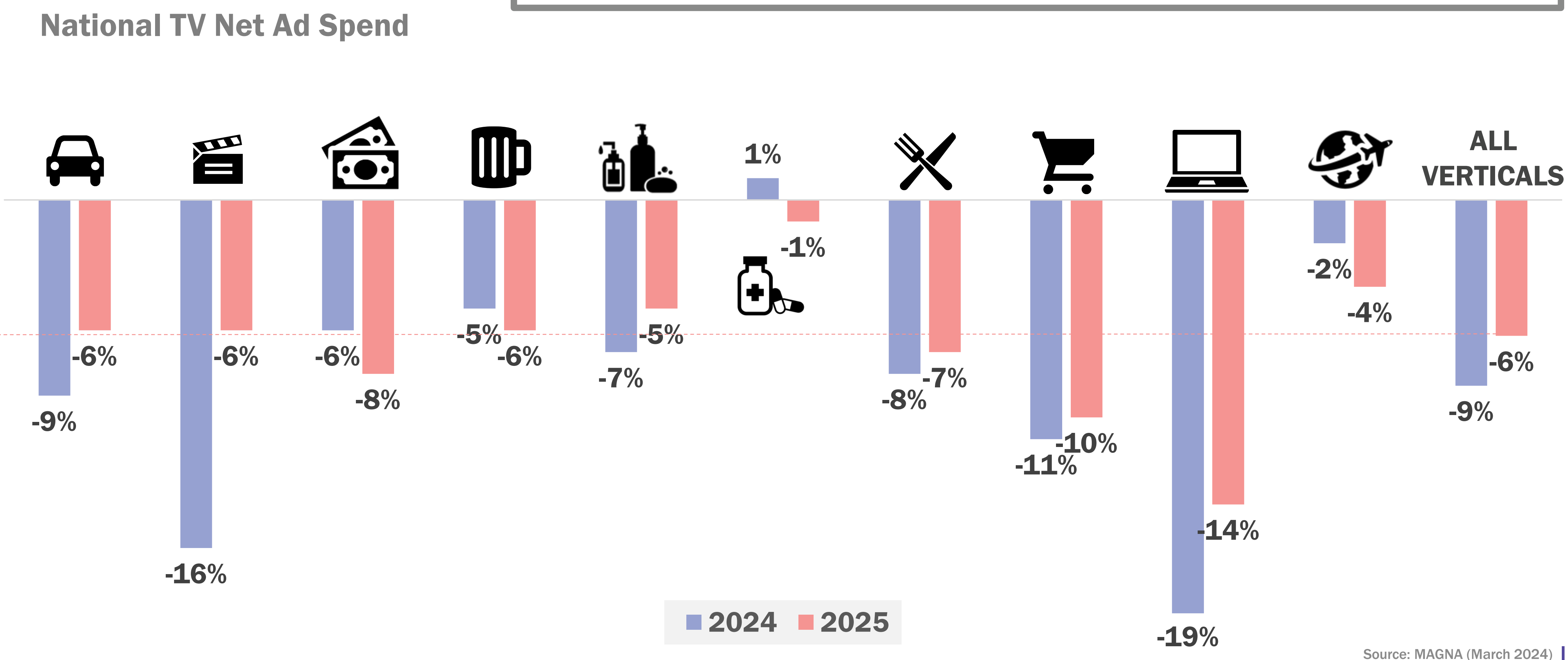
AD MARKET OVERVIEW

Market Forecast

National TV Spend: Entertainment and Tech Will Decline

Linear national TV sales are set to decline by -9% in 2024 before moderating somewhat to -6% in 2025. Pharma and Travel will outperform the average.



Source: MAGNA (March 2024)

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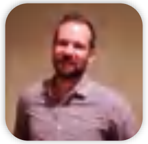

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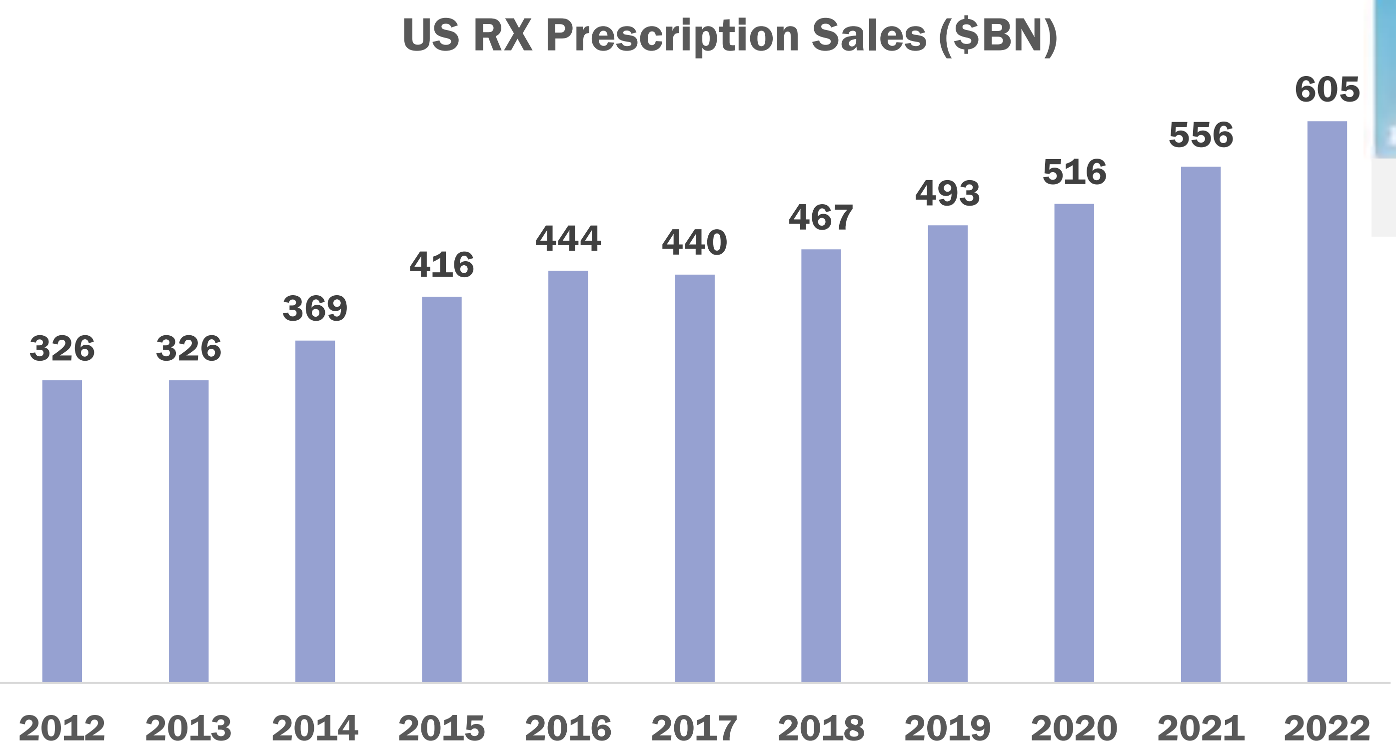
Industry Verticals

Deep Dive Into Pharma Trends

- RX drugs alone generated $605 billion of revenue for the pharmaceutical industry in the US in 2022. That's half of the world's pharma revenue.
- Revenues grew by +9% vs 2021 (strongest growth since 2015). Average annual growth was +6% per year in the last ten years.
- The pharma industry is thus one of the fastest-growing, as revenue grew +85% in last 10 years, driven by ageing and innovation.



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Source: IQVIA (May 2023)

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Industry Verticals

Deep Dive Into Travel Trends

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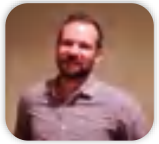

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- Travel is one of the ten key industry verticals regularly analyzed in the MAGNA Industry Vertical Reports, updated twice a year.
- The Travel Report, written by Vincent Letang, Michael Leszega and James Roth, and published in May 2024, is a special report and deep dive into Travel industry trends, business and marketing developments, advertising spending patterns and trends.
- Travel advertising spend hit $15bn in 2023, making it the 6th largest spending vertical, accounting for 5% of all media advertising spending.

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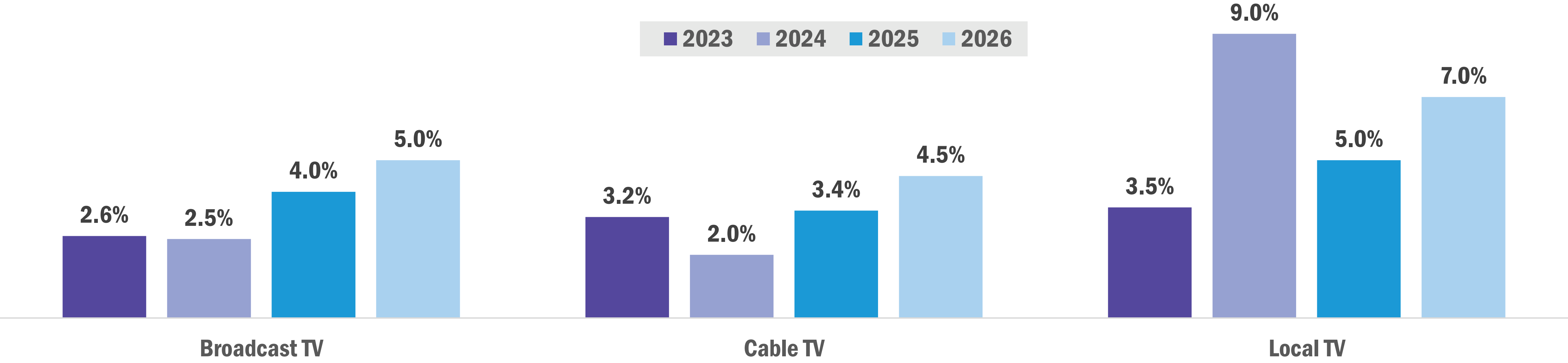
AD MARKET OVERVIEW

CPM Inflation

2024 Election Boosts Local Inflation

- Broadcast and Cable TV both grew at a very low rate in 2023 and will continue to do so in 2024, with both expected to grow less than +3%.
- Demand for linear TV has softened, and some industry verticals are maintaining total ad spend but diversifying away from linear TV networks to mitigate cost and/or optimize reach.
- Local TV inflation remains highly cyclical due to the impact of political ad spending. Inflation checked in at +3.5% in 2023, down from +9% in the mid-term year of 2022, but is expected to increase back to +9% during the Presidential election year of 2024.
- Battleground states for the election will likely see the most significant cost increases. Competition will be the highest in Arizona, Wisconsin, Pennsylvania, and Nevada. Demand will be higher in these markets, thus reducing Local TV inventory and driving strong CPM inflation. Inflation will be its highest during political windows, when regulations guarantee candidates the lowest rates on stations.

US Net CPM Inflation: TV



Source: MAGNA Inflation Report (May 2024)

* Broadcast TV & Cable TV CPMs are for 18-49 Prime time campaigns (excl. sports); Local TV CPMs based on 25-54 audience, Prime time.
* Calendar year average for national campaigns on broadcast networks (prime 18-49) averaging 22/23 upfront, expected 23/24 upfront, and scatter buys. These three components show very contrasted cost dynamics.

CPM Inflation

Other Media Channels Remain Stable

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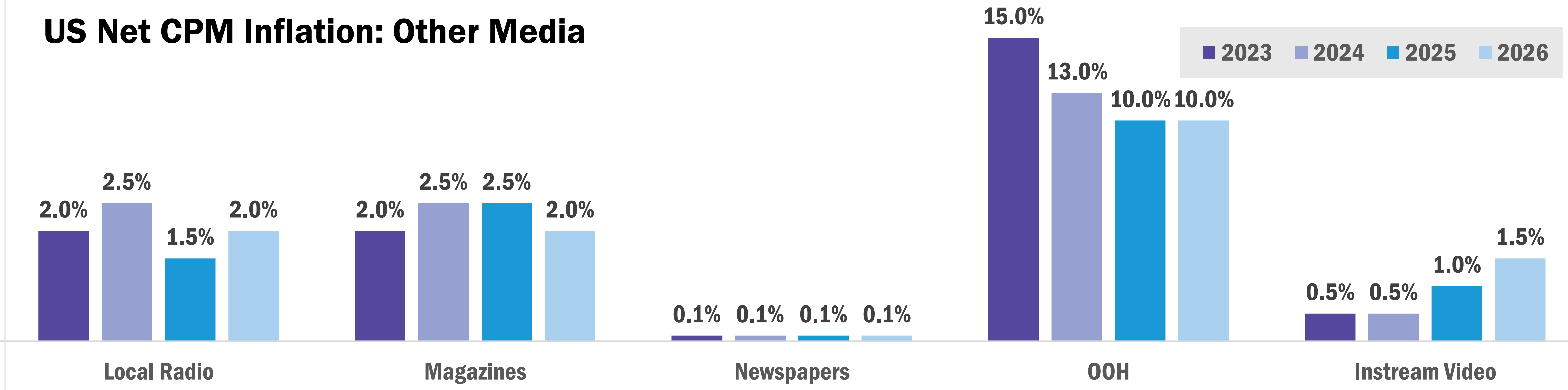
AD MARKET OVERVIEW

- Other media inflation in the US marketplace is expected to be more stable over time than linear TV.
- Local radio, far less impacted by cyclical factors like political than Local TV, remains resilient with mild inflation in 2023 (+2%) and only a +2.5% increase expected in 2024.
- Automotive, historically a strong vertical in Local Radio, continues to lag in spending even as supply chain issues have improved, as many Auto dollars have shifted to digital media.
- Premium in-stream video (Hulu, Disney+, MAX, Amazon Prime Video, etc.) CPM inflation has remained stable, and the growing supply (viewers) will keep inflation mild for the following years even as demand rises.
- Magazines and Newspapers both keep stably low inflation rate year over year.
- OOH (static and digital), on the other hand, will maintain the strong inflation in 2024, +13%, with transit formats driving the growth.

US Net CPM Inflation: Other Media



Source: MAGNA Inflation Report (May 2024)

CPM Inflation

US Local Media: Local TV and Local Video Impacted By The Election

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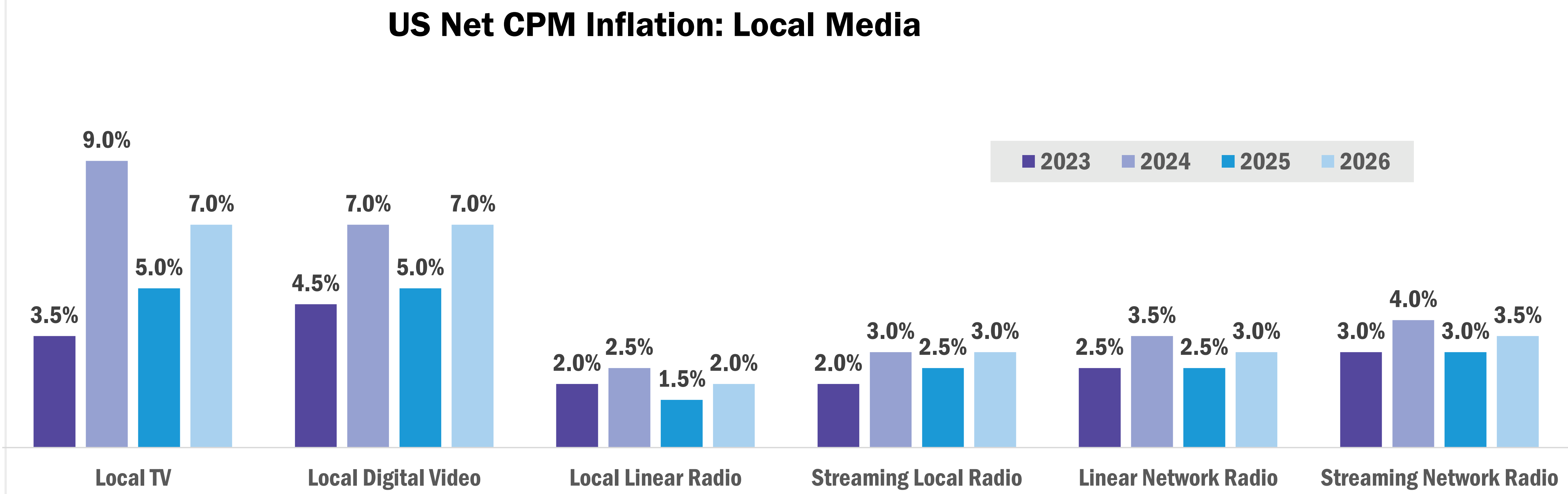
AD MARKET OVERVIEW

- In 2024, we are seeing politically-driven growth across the board for local medias. The election is having the greatest impact on Local TV (+9%) and Local Digital Video (+7%).
- Political spend in even-numbered election years drives YoY swings in Local US media costs. Record-breaking political ad spend from the Presidential election in 2024 will lead to significant media inflation in Local video formats, with impacts to audio costs remaining minimal.



Source: MAGNA Inflation Report (May 2024)

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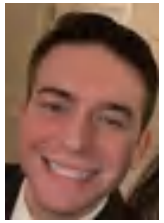

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AD MARKET OVERVIEW

International Perspective

Advertising Runs Deep in the US

- The US is the largest advertising market in the world, by a wide margin, but that should not surprise anyone, coming the world's biggest economy with the third biggest population.
- *More* surprising is the fact that **the US has also the most <u>intense</u> ad market in the world.**
- The ratio "ad spend per capita" stands at approx. **$1,044 in 2023.**
- That means advertisers big and small, local and national, spent an average $1,000 per individual during the year.
- By contrast, the mature markets of Western Europe stands at approx. $368 and world average at. $148 (in 2023).
- This is especially distinctive when looking at the **television ad market.**
- TV advertisers spend $**156 per year per capita** in the US vs $150 in the next most intense markets (Australia, Japan).
- **The reason?** Mass media (TV in particular) has been mostly ad-funded and ad-centric from inception (1940s), with low regulation, high competition, multiple ad formats enabling a wide range of advertisers to use TV.
- Some or all of those factors have been lacking in the history of European media.

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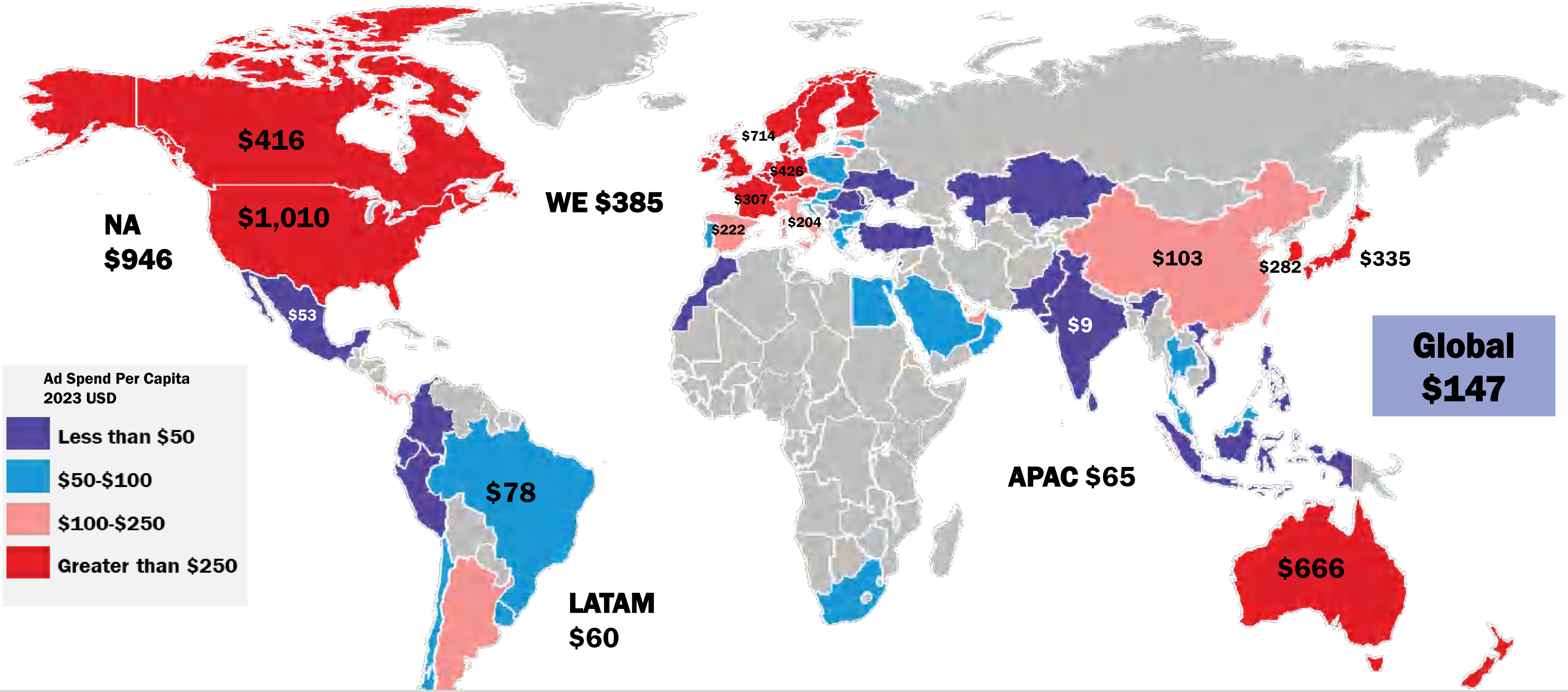
AD MARKET OVERVIEW

International Perspective
Ad Spend Per Capita



- There's huge variance in how much advertisers spend per year per person. The two main factors are the marketing opportunities, driven by the relative wealth and purchasing power of consumers, as well as the relative cost of media. Both are high in the US, which explains that the US market shows the highest ad-spend-per-capita ratio in the world in 2023 ($1,010) vs a global average of $147.
- At the other end of the spectrum, emerging markets display much lower ratios, e.g. $103 in China, $78 in Brazil, $53 in Mexico, $9 in India.

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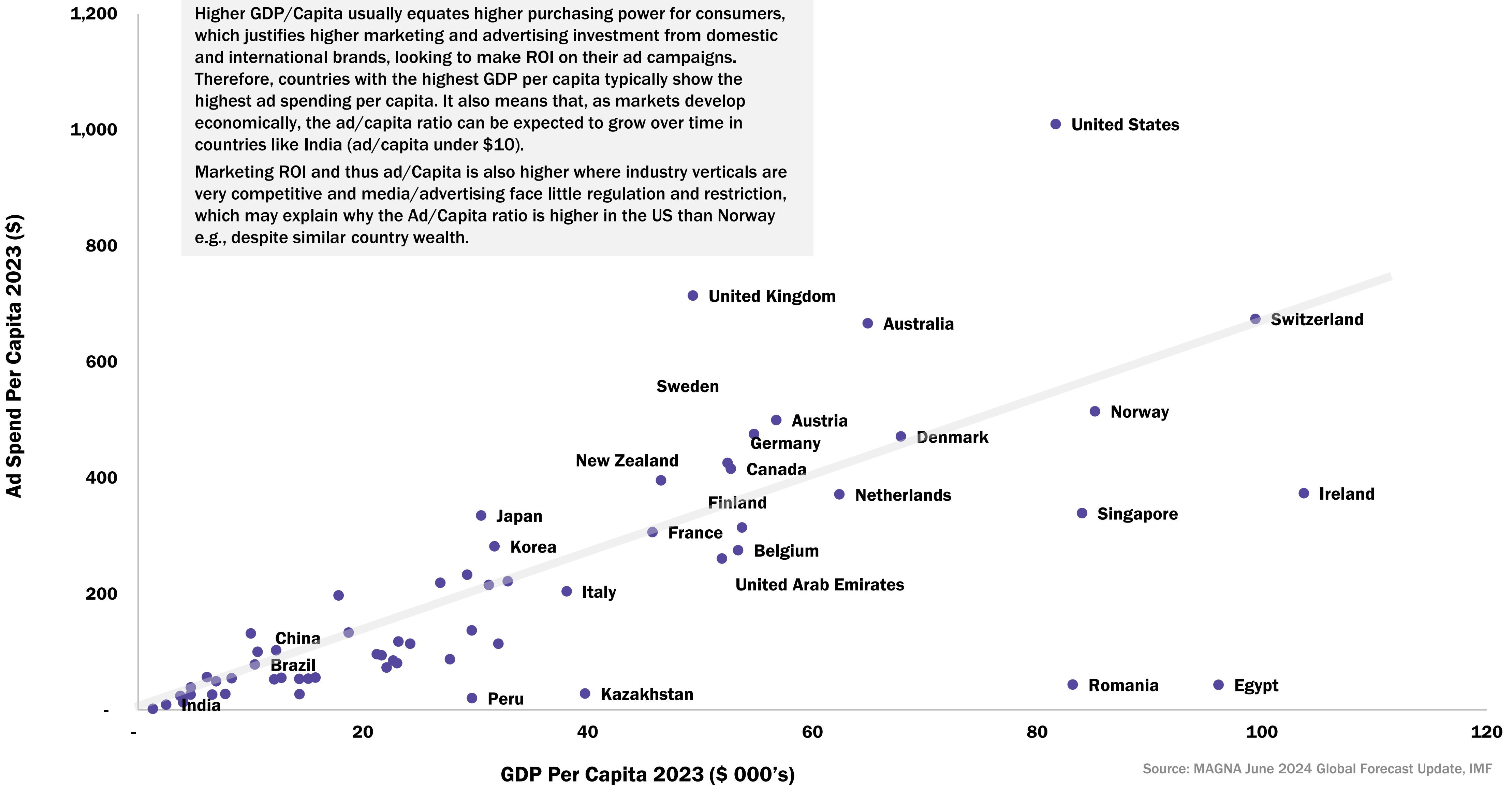
AD MARKET OVERVIEW

International Perspective

Ad Spend Per Capita VS GDP Per Capita

Higher GDP/Capita usually equates higher purchasing power for consumers, which justifies higher marketing and advertising investment from domestic and international brands, looking to make ROI on their ad campaigns. Therefore, countries with the highest GDP per capita typically show the highest ad spending per capita. It also means that, as markets develop economically, the ad/capita ratio can be expected to grow over time in countries like India (ad/capita under $10).

Marketing ROI and thus ad/Capita is also higher where industry verticals are very competitive and media/advertising face little regulation and restriction, which may explain why the Ad/Capita ratio is higher in the US than Norway e.g., despite similar country wealth.



Source: MAGNA June 2024 Global Forecast Update, IMF

International Perspective

Top Markets: Growth in 2023 and 2024

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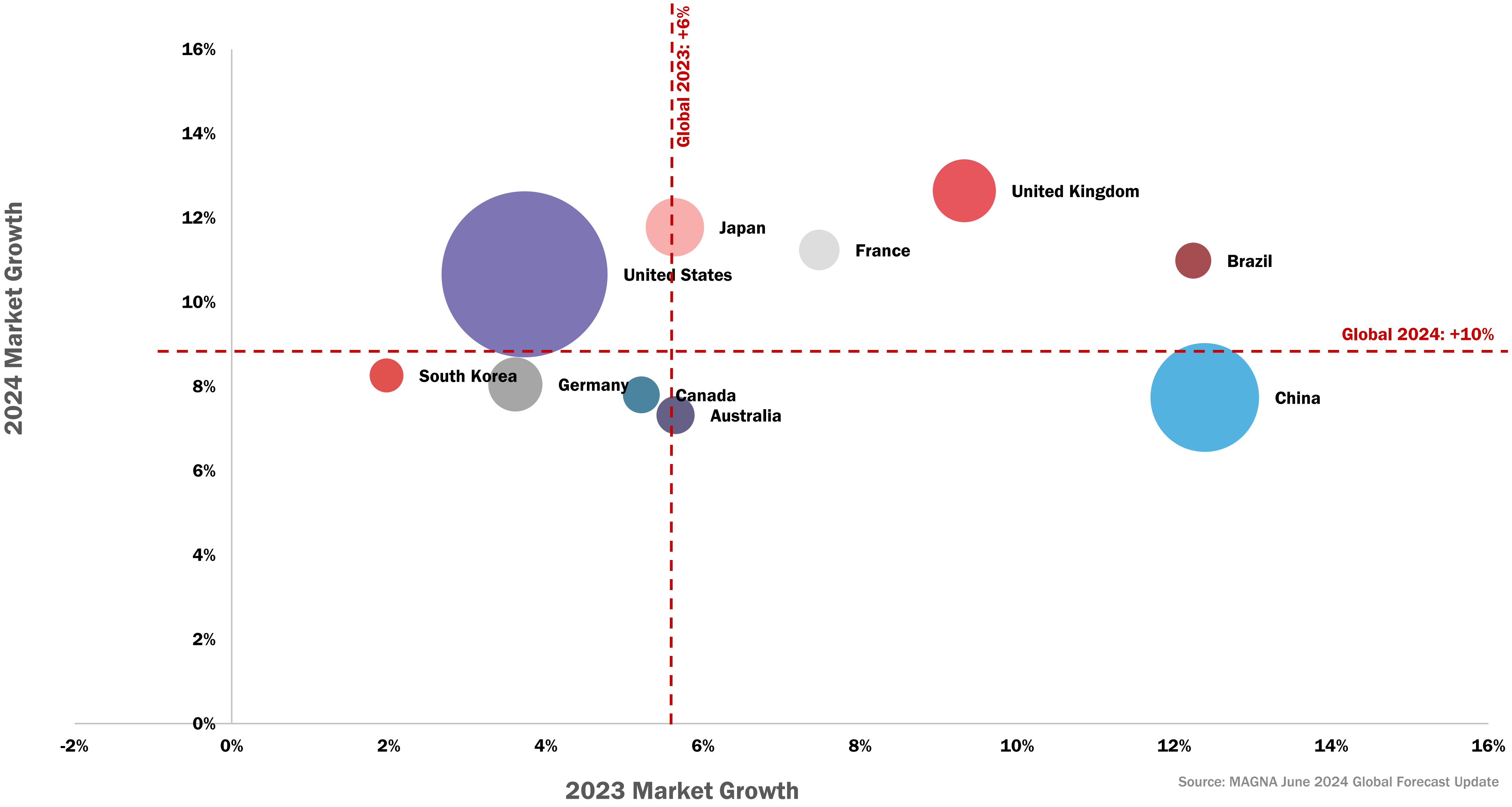
AD MARKET OVERVIEW



Source: MAGNA June 2024 Global Forecast Update

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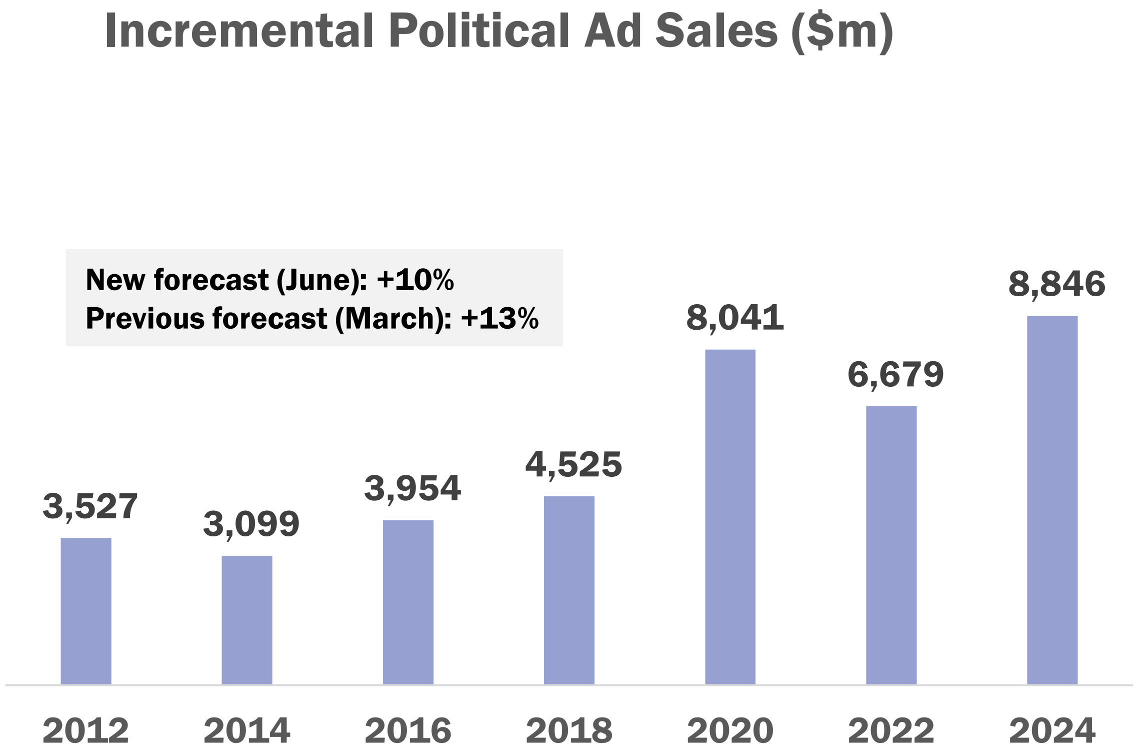
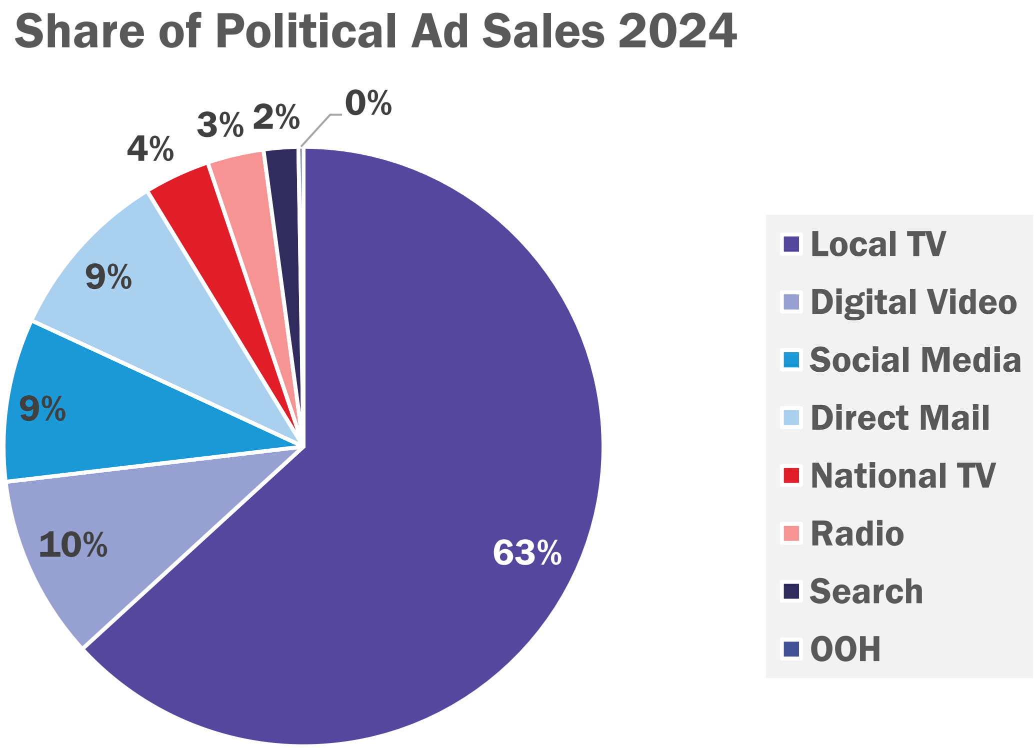
AD MARKET OVERVIEW

Cyclical Advertising

More than $10BN in Incremental Ad Sales

- MAGNA forecasts a new all-time high in political advertising in 2024, generating nearly $9 billion of incremental ad sales (+10% vs 2020).
- However, we have again reduced the forecast from +18% in December 2023, to +13% in March 2024 to +10% in June, as fundraising has been weaker than expected in the early months of 2024 on a weak Republican primary process.





Source: MAGNA (June 2024)

Political Advertising
Super PACs

BACK TO TOC
AD MARKET OVERVIEW

- There are nearly 1,800 Super PACs in total, with the House Majority PAC (Democrat) and the Senate Leadership Fund (Republican) among the largest.
- So far, Super PACs affiliated with Democrats have raised more money than those affiliated with Republicans.
- Outside of the big four Super PACs are other Super PACs that can be issue-oriented. For example, the Club for Growth Action PAC is a conservative, pro-growth, small government organization, while the NextGen Climate Action Committee is a liberal PAC focused on mobilizing the youth vote.
- Super PAC spending will be more important than usual in fundraising in 2020, according to the Center for Responsive Politics, as the COVID-19 pandemic will prevent campaign staffers and volunteers from knocking on houses and canvassing in person.

THE "BIG FOUR" SUPER PACs

Supporting Democrats

SENATE MAJORITY PAC

HOUSE MAJORITY PAC

Supporting Republicans

SENATE LEADERSHIP FUND

CONGRESSIONAL LEADERSHIP FUND

What's the difference between a PAC and "Super PAC"?

"Super" PACs are independent political action committees that are not allowed to "coordinate" with the candidate they endorse, or make a direct contribution to a candidate's campaign. Super PACs can raise and spend unlimited amounts of money from individuals and corporations.

A "traditional" PAC can coordinate with a candidate and donate directly to a candidate's campaign. However, a person is limited to a maximum $5,000 total donation to that campaign.

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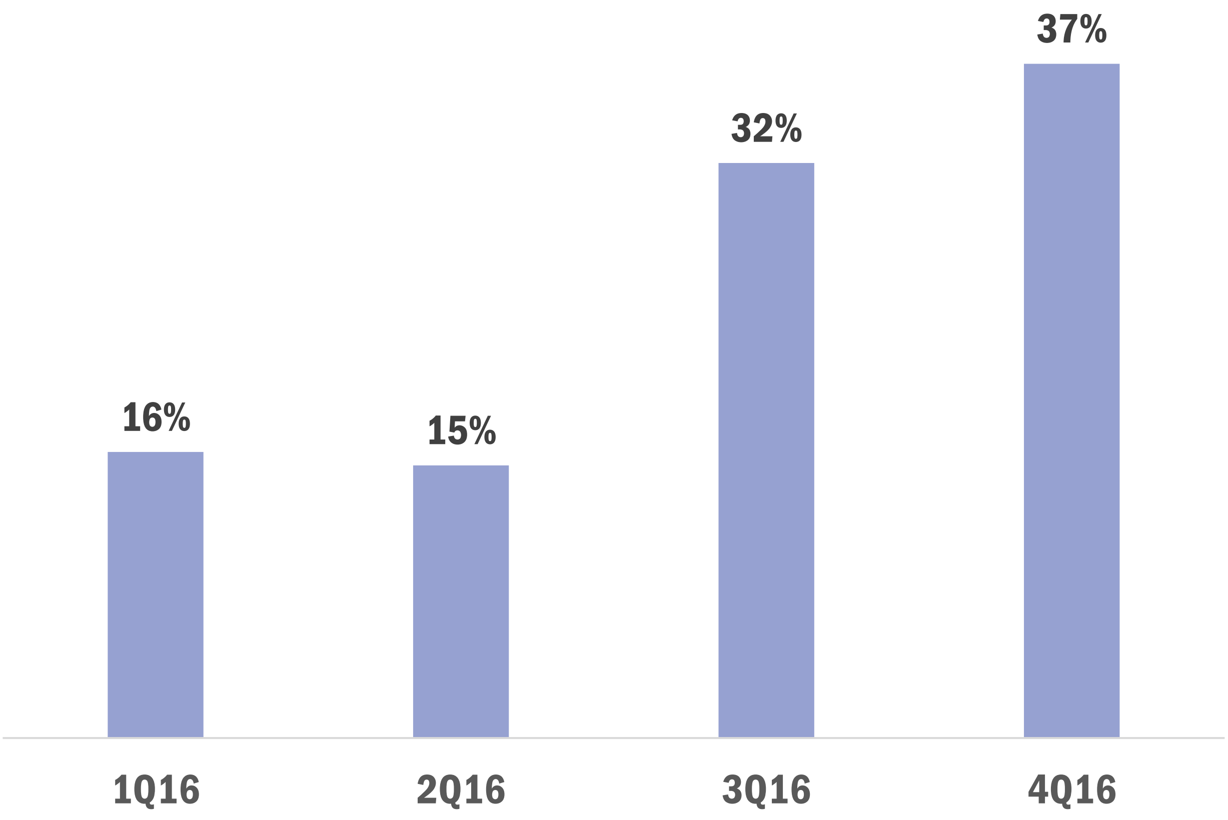
AD MARKET OVERVIEW

Political Advertising

Two Thirds of all Spending Occurs in 2nd Half

- 30% of political spend occurs in the first half of an election year, with nearly 70% taking place in the second half.
- The share of spending in the second half has remained stable over time. For example, 71% of all political spend occurred in the 2nd half of 2008.
- Therefore, even though political spending is up strongly through April 2020, the majority of spending has yet to happen, and the impact of COVID-19 will weigh on different types of donors to different extents.
- This creates uncertainty on whether total fundraising and spending in 2020 will match or pass 2016, as MAGNA (and every other outlet) initially projected.
- MAGNA can see the consequences of the shutdown starting to manifest in late March, as donations started to slow.

Political Ad Spend by Quarter (All Races)



Source: Federal Election Commission (May 2020)

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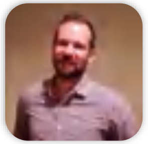

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Media Industry

(Media Owners, Agencies, Media Distribution, M&A…)

MAGNA

US Media Landscape

July 2024

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Media Landscape Overview

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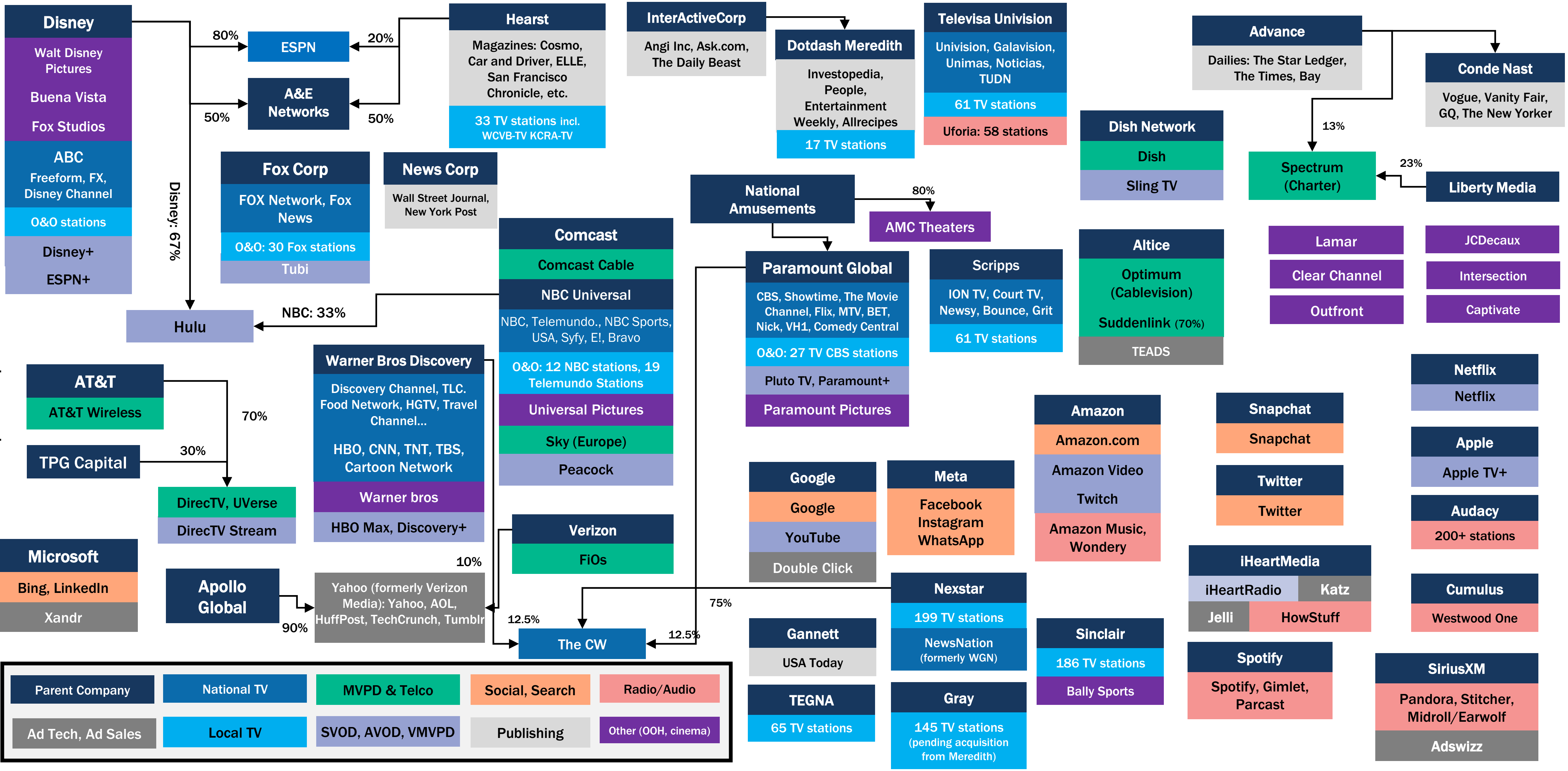
MAGNA

Media Ownership

Updated: April 2024.



Top Media Owners (Global)
Google, Facebook Dominate

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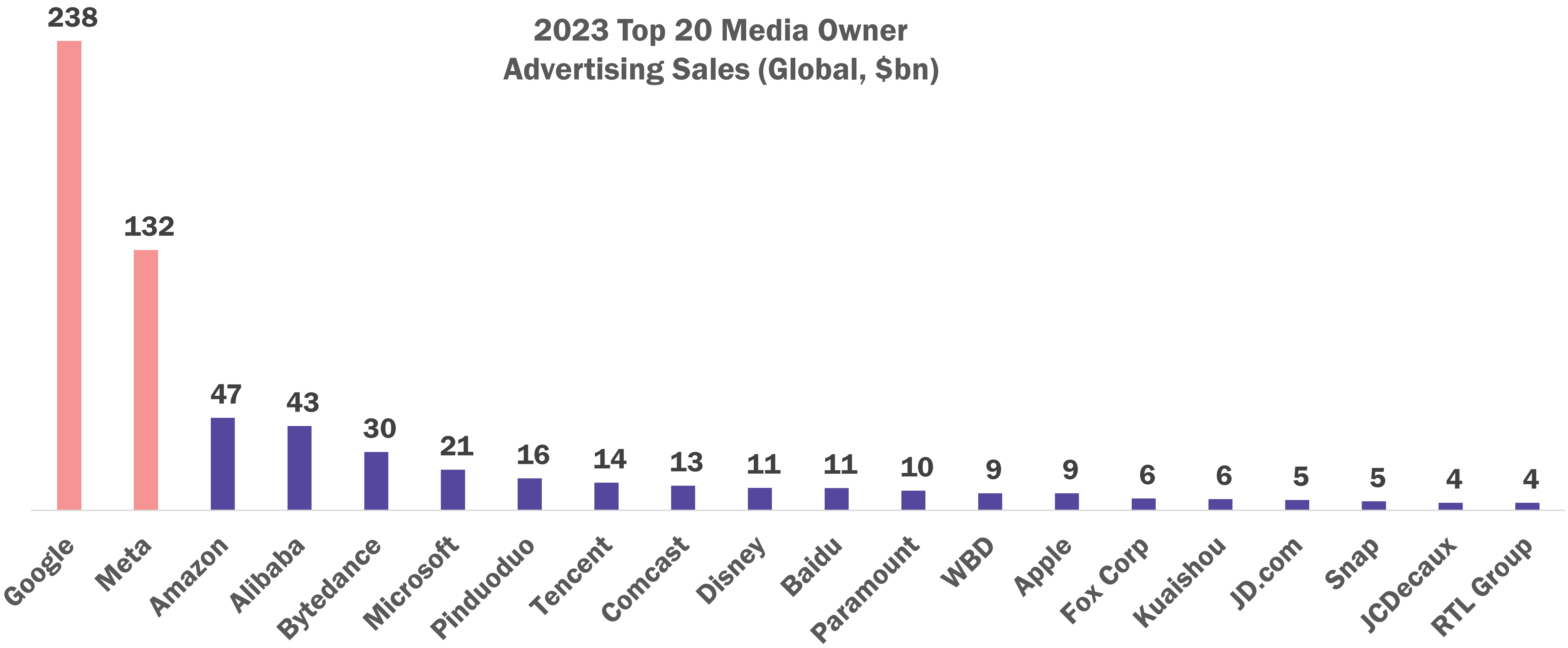
MEDIA LANDSCAPE



Source: MAGNA estimates, financial reports

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MEDIA LANDSCAPE

Industry Concentration

Consolidation: M&A in Last Five Years

	2019	2020	2021	2022	2023	2024
National TV	Disney acquires FX, Hulu and 20th Century Fox studios from Fox	Viacom and CBS (re)merge	AT&T's WarnerMedia and Discovery agree to merge into new company "Warner Bros. Discovery".	• WarnerMedia sale to Discovery is completed. • ViacomCBS rebrands as Paramount Global. Univision and Televisa combine to create TelevisaUnivision.		Paramount is acquired by Skydance Media. The deal is expected to close in mid 2025.
Local TV	Nexstar acquires Tribune				TEGNA acquisition by hedge funds Standard General and Apollo Mgmt, which owns Cox Media, was blocked by the FCC.	
Radio	SiriusXM acquires Pandora		Entercom rebranded as Audacy			
Publishing			Dotdash (Owned by IAC) acquired Meredith			
Digital			Verizon sells 90% of its digital business Yahoo and AOL to Apollo Global.	• AT&T sold Xandr unit to Microsoft for reported $1bn. • Twitter went private after purchase from Elon Musk		
OOH					NCM declares bankruptcy. AMC acquires stake.	

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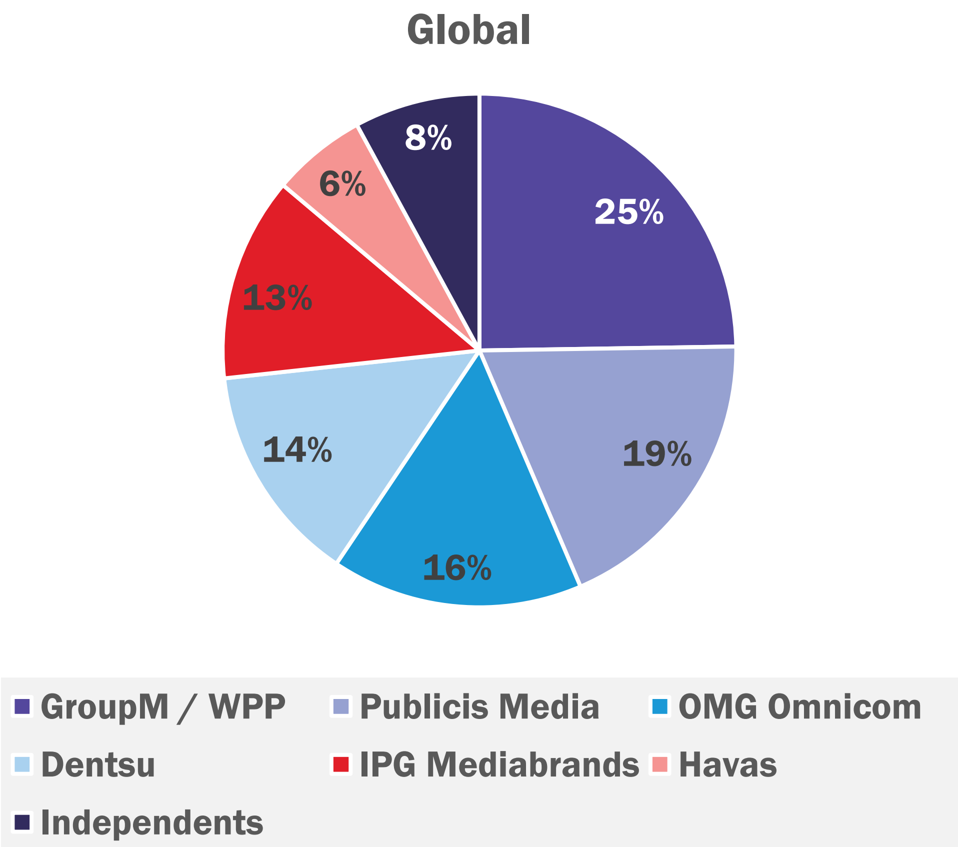
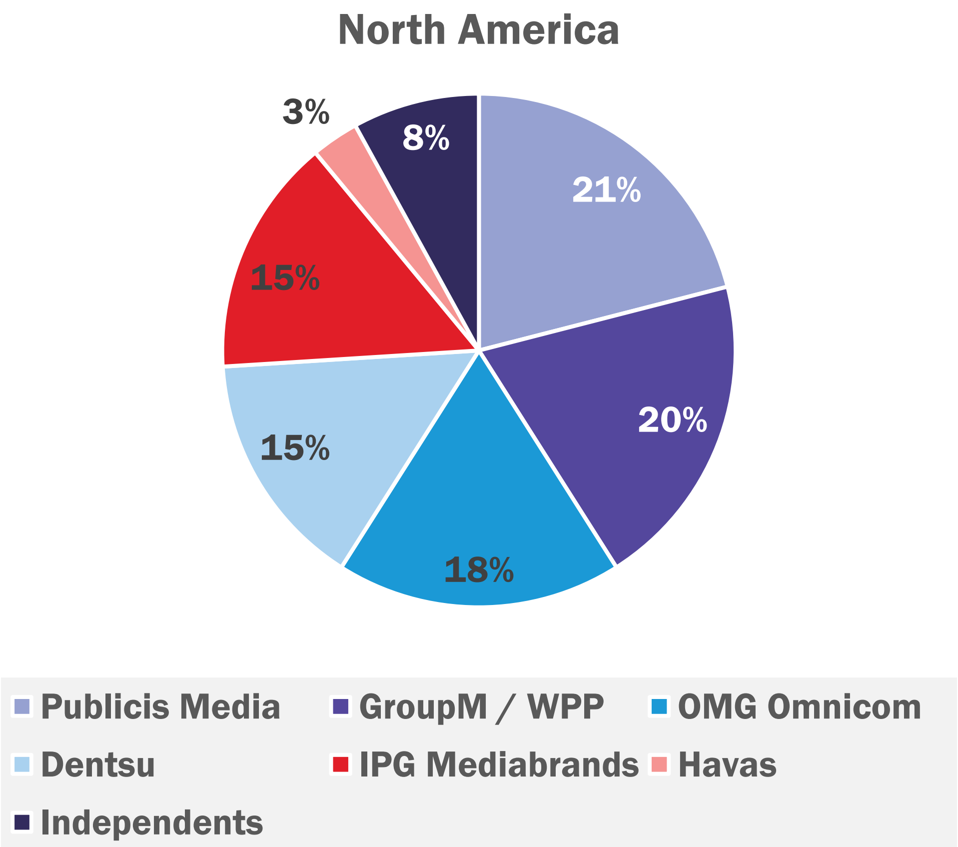
Media Agencies

2022 Global and North American Billing Market Share

In 2022, Havas and Publicis had the highest year-over-year growth of 13% and 12.2%, respectively. However, from 2019-2022, IPG Mediabrands had the highest growth of 31.3% followed by Publicis at 30.3% and Havas at 23.7%.

Of the agencies, WPP's MediaCom and Omnicom's PHD had the highest growth at +44% and +27%, respectively.





Source: RECMA, July 2023

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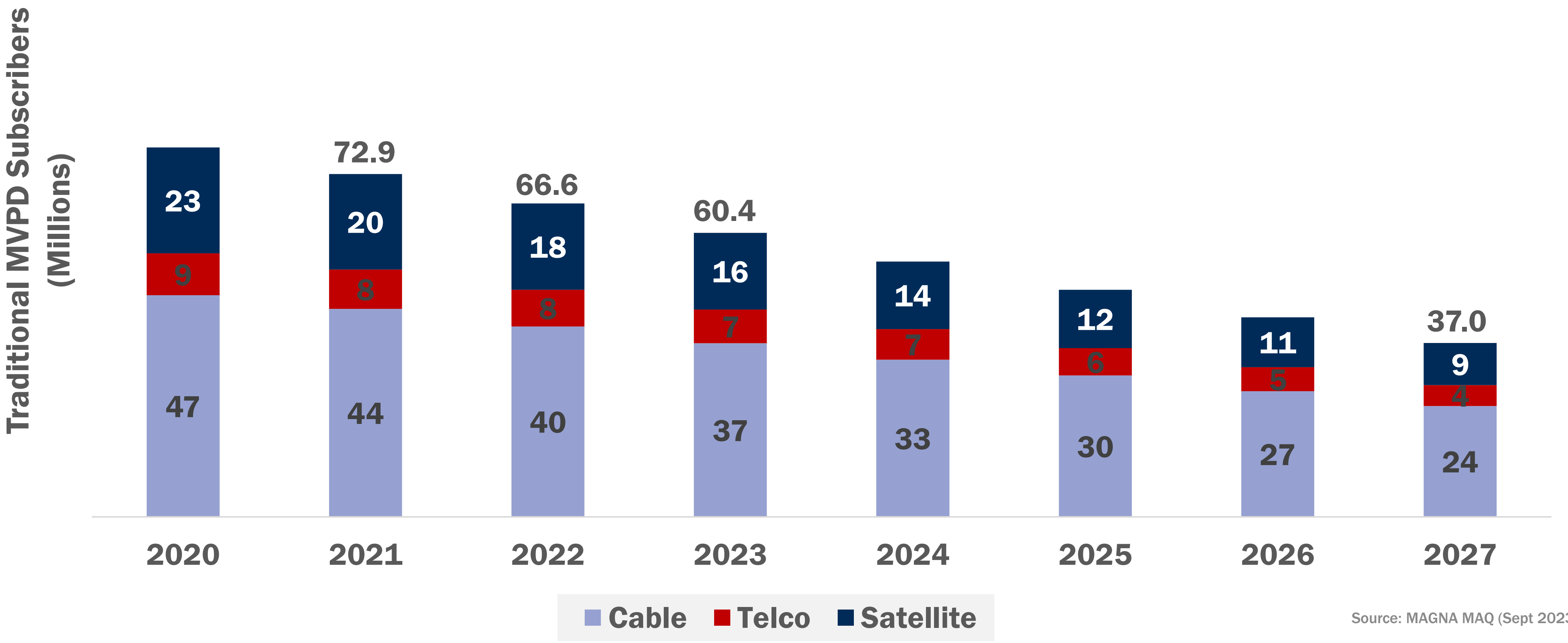
MEDIA LANDSCAPE

TV Distribution

MVPD Homes & Cord Cutting

MVPDs lost 1.3 million linear pay TV subscribers in the second quarter of 2023, which was the smallest decline since 2Q21 when MVPDs lost 1.0 subscribers. This comes after 1Q23, which saw a loss of 2.1 million linear pay tv subscribers, the quarter for cord cutting on record.



Source: MAGNA MAQ (Sept 2023)

TV Distribution

Virtual MVPD Subscribers Growth Continues

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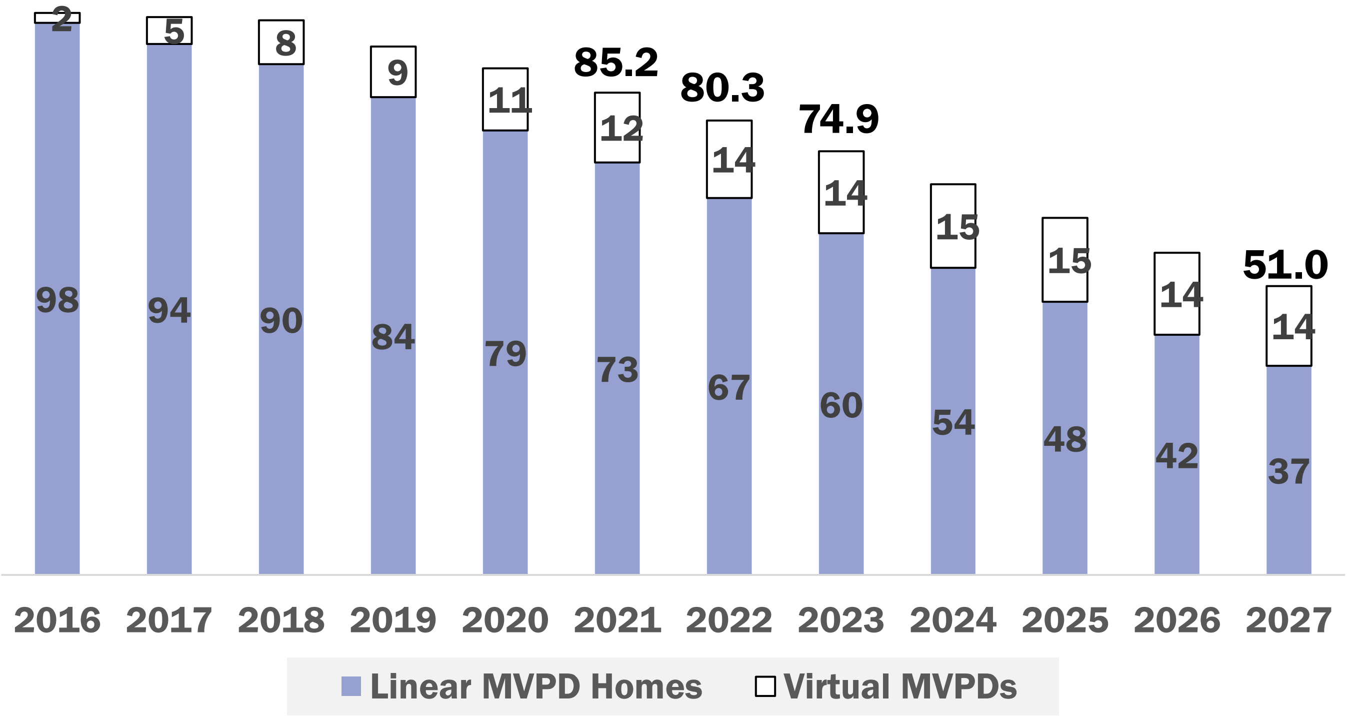
MEDIA LANDSCAPE

Virtual MVPDs

In 2Q23, vMVPDs lost about 100k subscribers with Fubo TV having the biggest loss of 118k subscribers. This is Fubo TV's second consecutive quarter of declines, as it falls to 1.17 million subscribers. However, in their recent news release, Fubo TV is expecting around 1.3 million subscribers in 3Q23. Sling TV and Hulu both lost about 100k subscribers in 2Q23, while YouTube TV continues to grow. MAGNA expects vMPVDs subscribers to grow by 6% in 2023, almost entirely thanks to YouTube TV.

Total MVPDs (incl. vMVPDs)

Total pay TV homes *including* vMVPDs declined by 1.4 million subscribers in 2Q23, a combination of an approximate 1.3 million drop in pay TV subscribers and 100,000 decrease among virtual MVPDs. With MAGNA's revised report, total pay TV including vMVPDs also declined by 1.4 million in 1Q23. vMVPDs are expected to grow in the second half of 2023 thanks to YouTube TV, while pay TV subscribers are expected to decline 9% over 2022. Full year 2023, we expect total (linear + virtual) MVPD households to fall by 5.4 million to 74.9 million households. In the long term we expect total MVPD homes to continue to decline, as interest in vMVPDs overall has waned and is not keeping pacing with the decline in traditional MVPDs.



	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Linear MVPD Homes	98	94	90	84	79	73	67	60	54	48	42	37
Virtual MVPDs	2	5	8	9	11	12	14	14	15	15	14	14

Source: MAGNA MAQ (Sept 2023)

The Top Streaming Services all Continue to see Meaningful Growth

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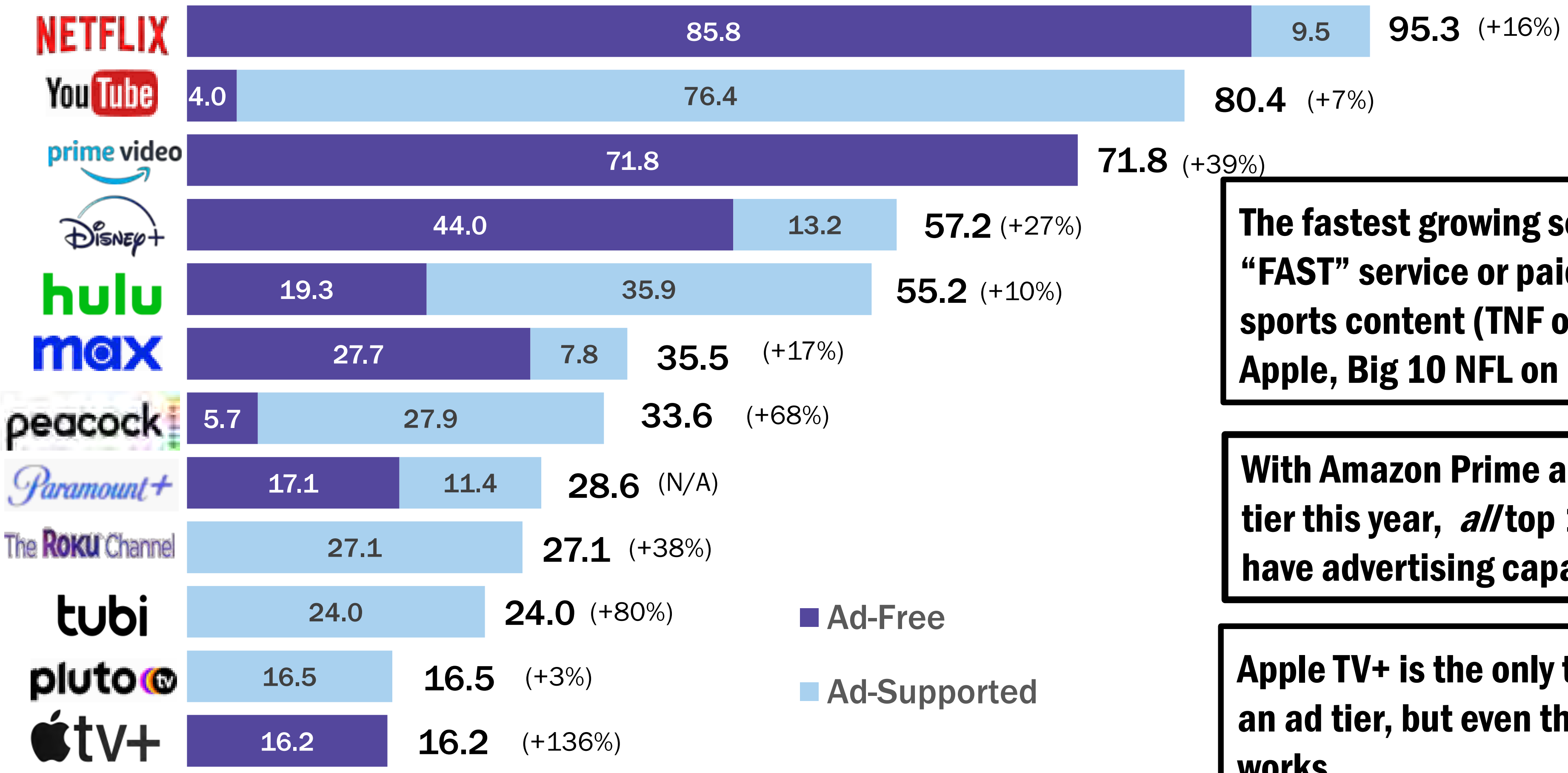
MEDIA LANDSCAPE

With 95 million monthly users in 4Q23 (+16% yoy), of which 10% ad-supporter, Netflix remains the largest streamer.

Unduplicated Monthly Reach (Million Adults 18-49, 4Q23) (Change vs. 4Q22)



The fastest growing services are either free "FAST" service or paid service boosted by new sports content (TNF on Amazon, MLS on Apple, Big 10 NFL on Peacock).

With Amazon Prime adding an ad-supported tier this year, *all* top 10 streaming services have advertising capabilities.

Apple TV+ is the only top-tier service without an ad tier, but even that is rumored to be in the works.

Sources: Nielsen, Streaming Platform Ratings

CTV Ad Loads are Significantly Lighter than Traditional TV

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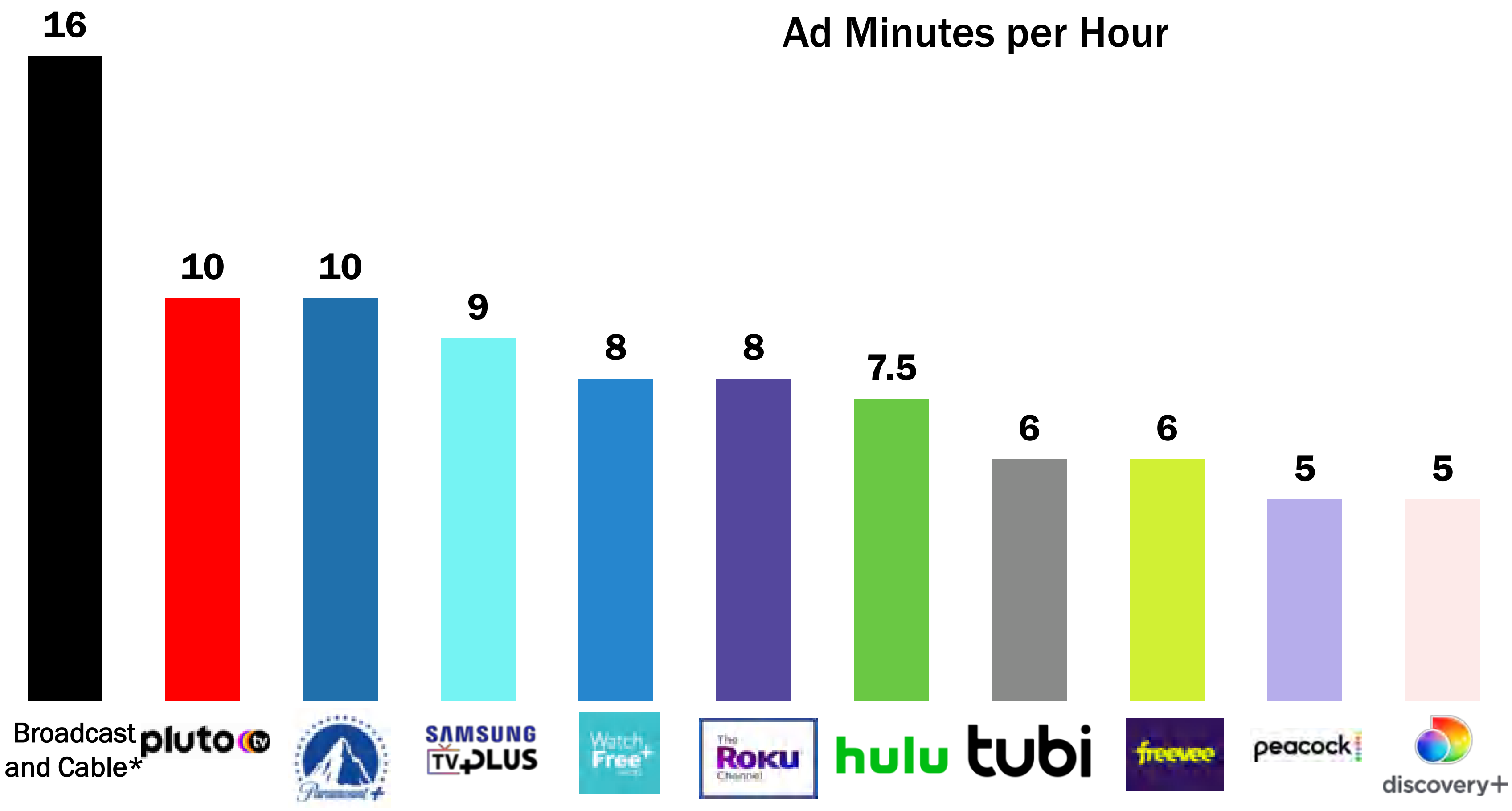
MEDIA LANDSCAPE



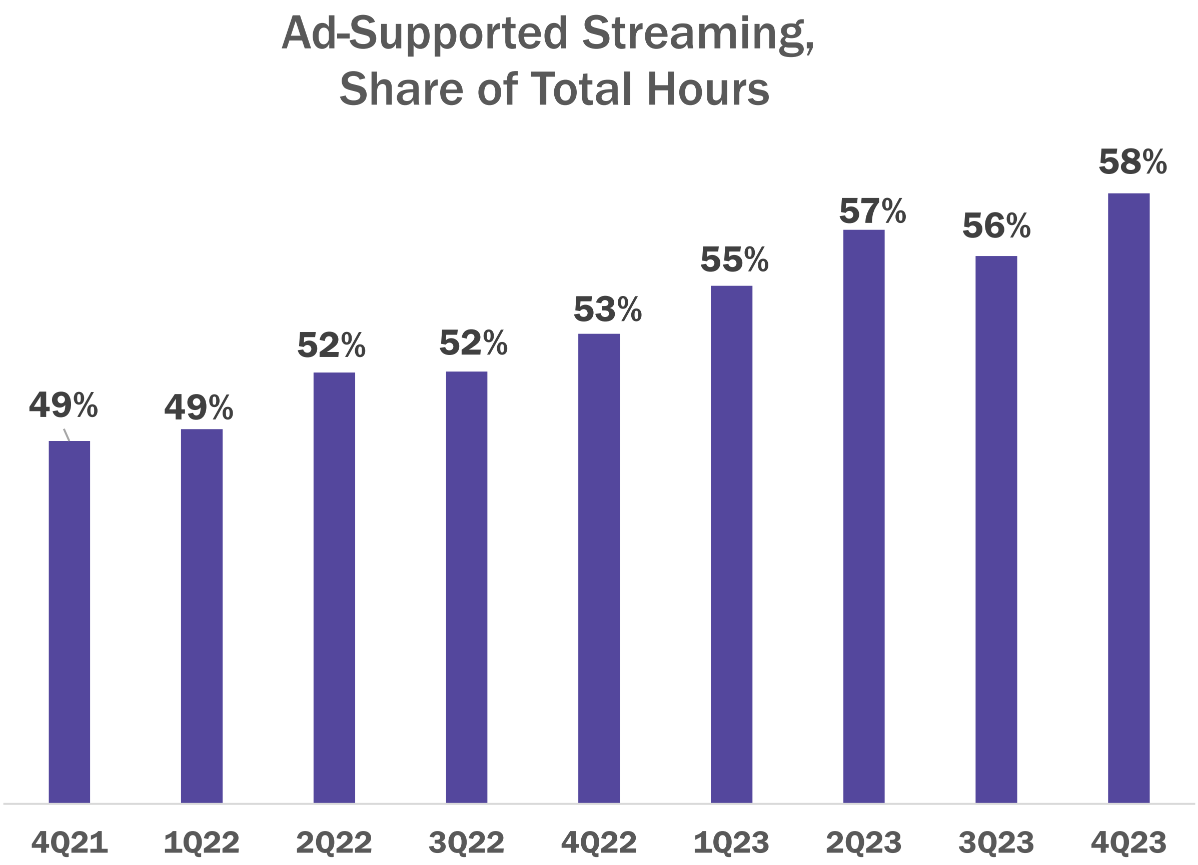
Newer ad-supported models enter the marketplace at the lowest ad length.

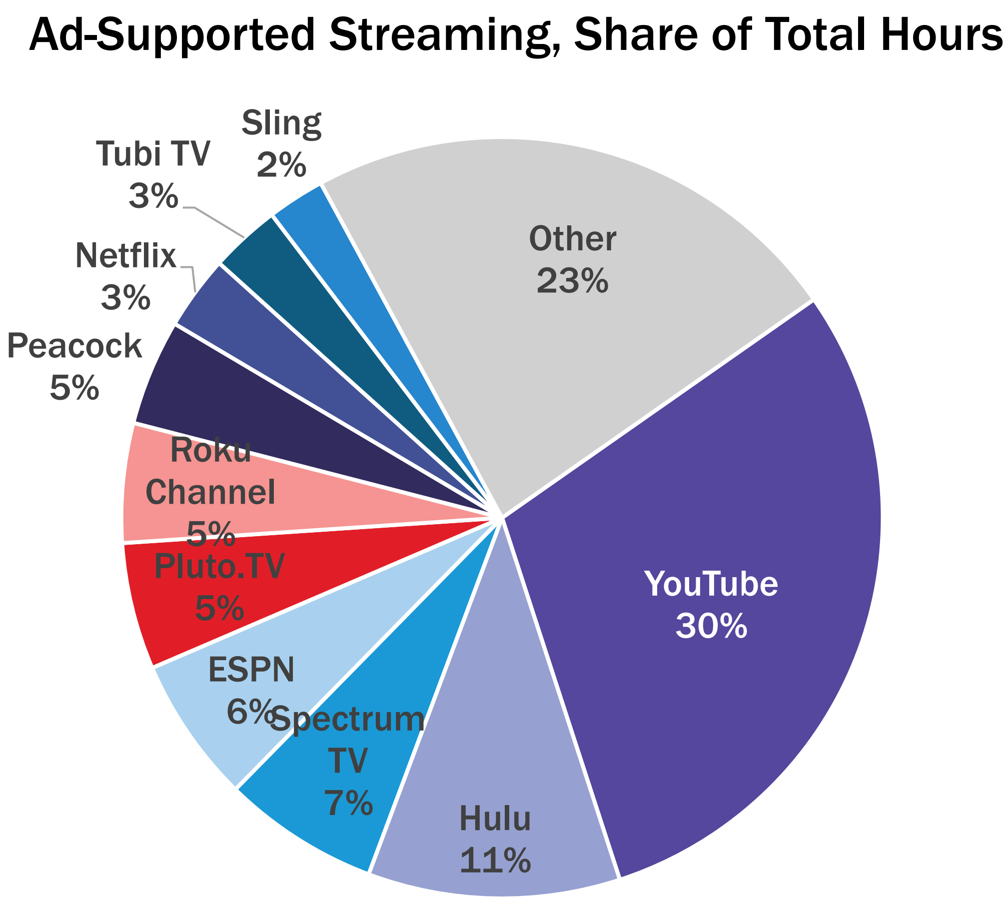
FAST Channels lean heavier on ad-loads as they are more likely to emulate traditional cable.

Source: Public reports, MAGNA estimates
*National and local ad minutes

Ad-Supported Viewing Continues to Rise

58% of CTV viewing hours were ad-supported in 4Q23, compared to 49% two years ago. If 80% of Amazon Prime users stay on the ad tier, it may jump to approx. 65% in 1Q24.





Source: MAGNA Estimates based on Comscore and Nielsen.

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Media Consumption Audiences

US Media Landscape

July 2024

Media Consumption & Audiences

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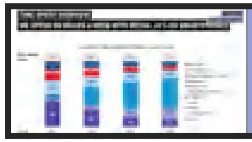
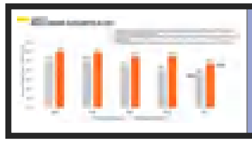
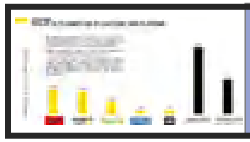
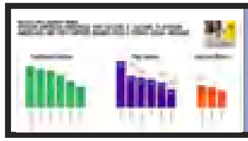
- SVOD: 82% of US homes subscribe to at least one SVOD service.
- Almost 30% of video viewing now takes place on connected TVs (18-49).
- Linear TV reach fell from 93% in 2011 to 71% in 2023 (18+weekly).
- Linear TV usage fell from 29 hours pw in 2011 to 7.5 in 2023 (18-49).
- Cable networks' weekly reach fell from 54% to 29% in last five years.
- The median age of broadcast prime is now over 65.
- Social media usage plateaued in 2019 and re-accelerated in 2020 under COVID lifestyle.







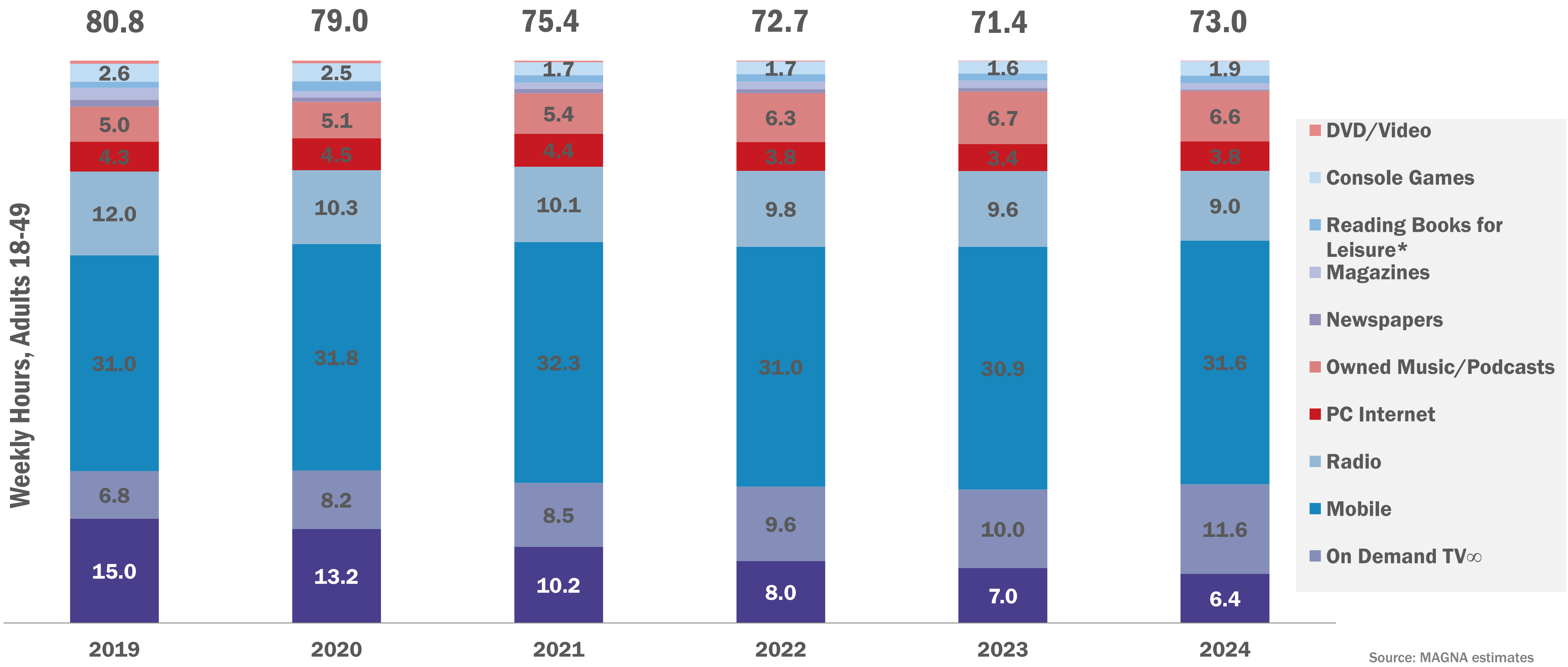


BACK TO TOC

MEDIA CONSUMPTION

Time Spent Overview

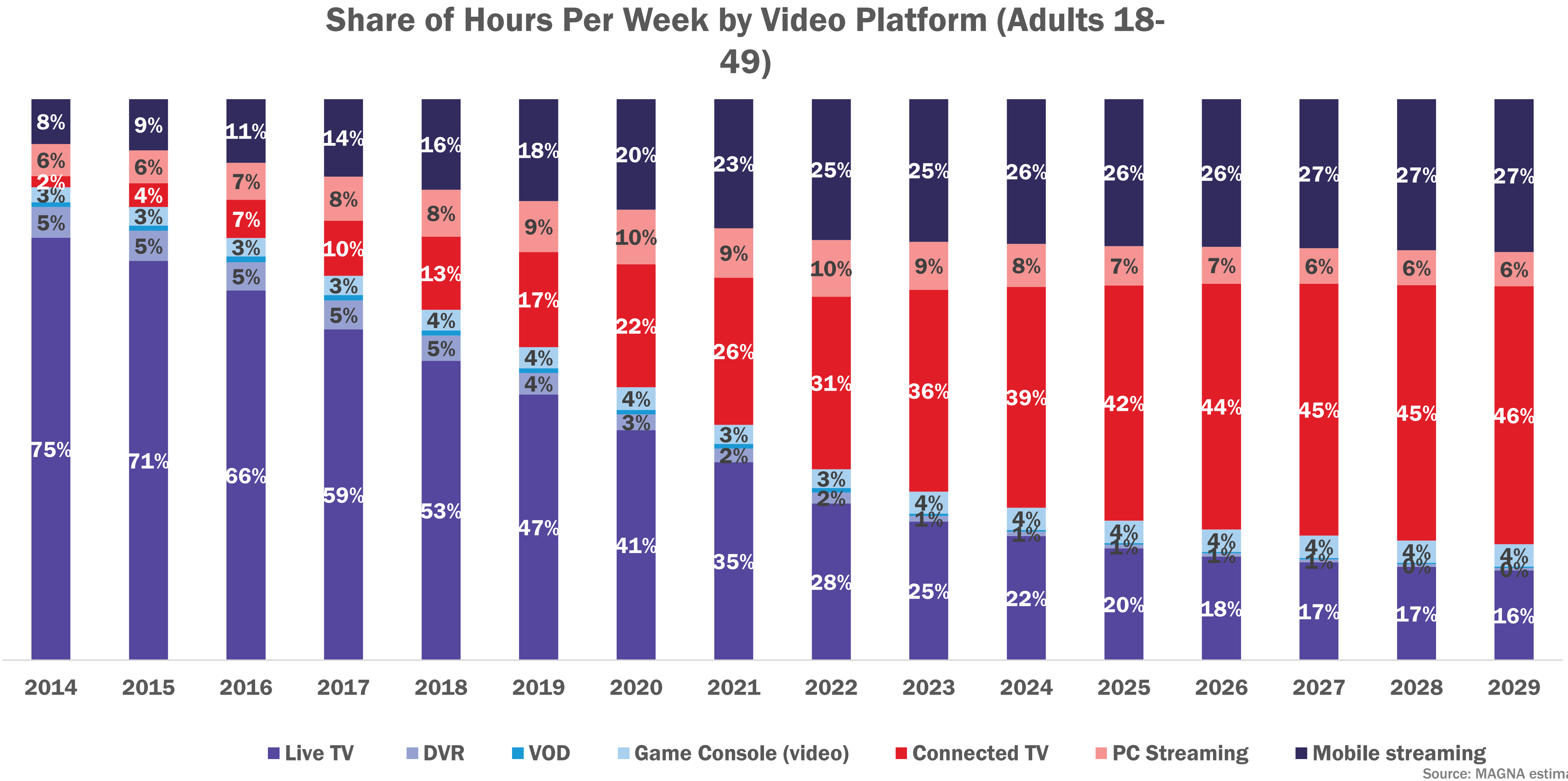
Overall Time Spent with Media will Decline 12% by 2023



Source: MAGNA estimates
∞Includes DVR, headend VOD, and OTT
+Includes smartphones and tablets
*Includes eBooks

Time Spent Overview

Nearly Two-Thirds of 18-49 Video Time is Now Streaming



Source: MAGNA estimates

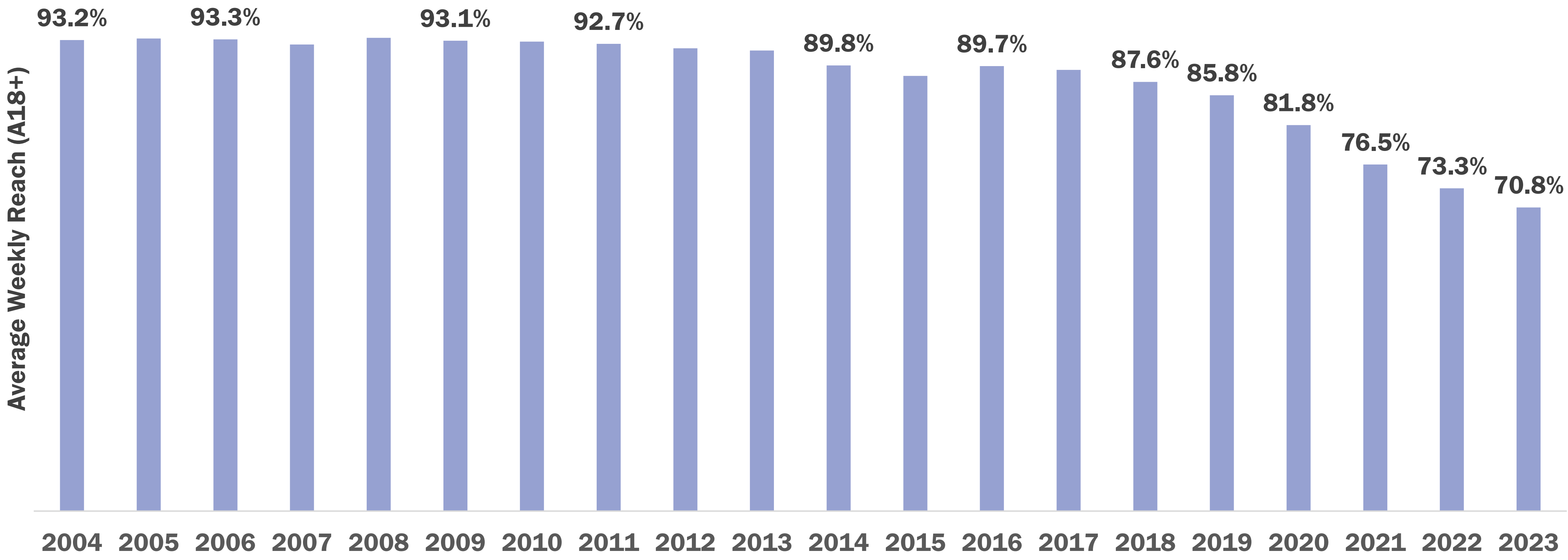
Linear TV

Reach: Erosion Continues to Trend Down in 2023

BACK TO TOC

MEDIA CONSUMPTION

- Time spent with linear TV began to decline in 2008 but weekly reach stayed strong till 2016, eroding from 93% to 90%.
- Since then the rise of cord-cutting and OTT consumption have brought 18+ linear TV reach down to 70.8% in 2023.



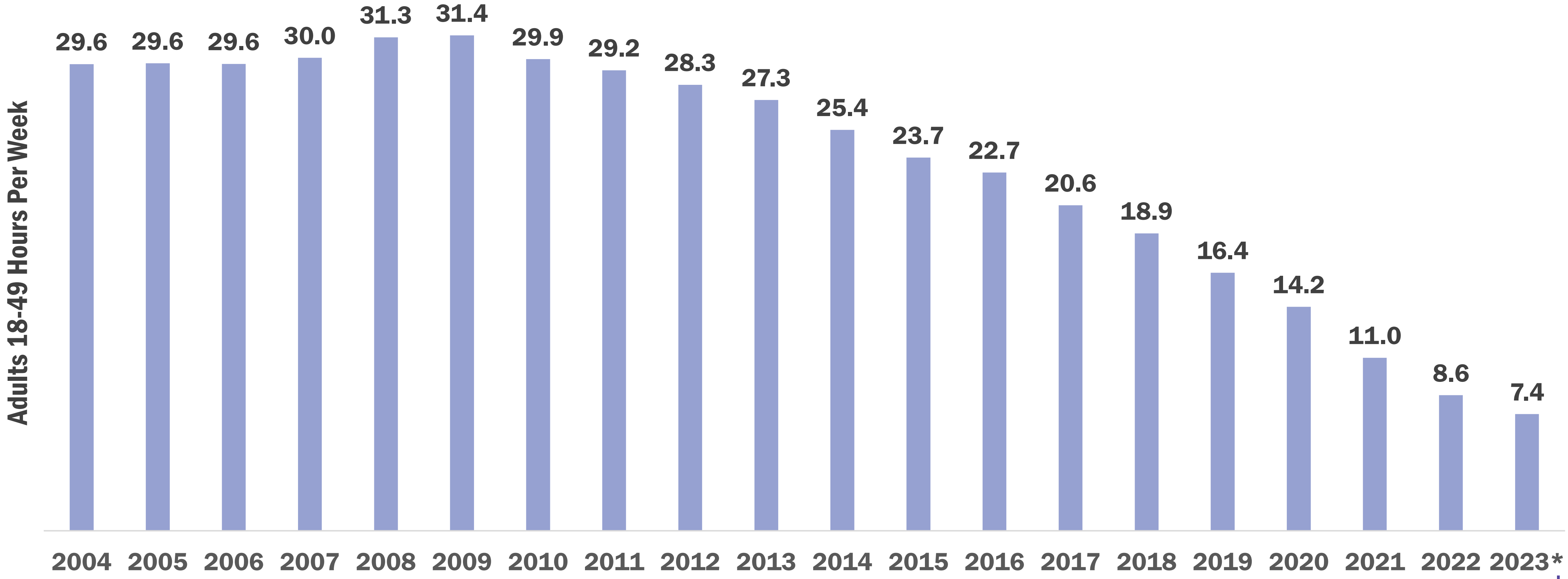
Source: Nielsen

Linear TV

Time Spent: Peaked in 2008-2009

BACK TO TOC

- In 2022 adults 18-49 watched an average 8.6 hours of linear TV per week. This average fell to 7.4 hours in 2023.
- That's down from 23 hours in 2016, and over 31 hours at the peak in 2008-2009.



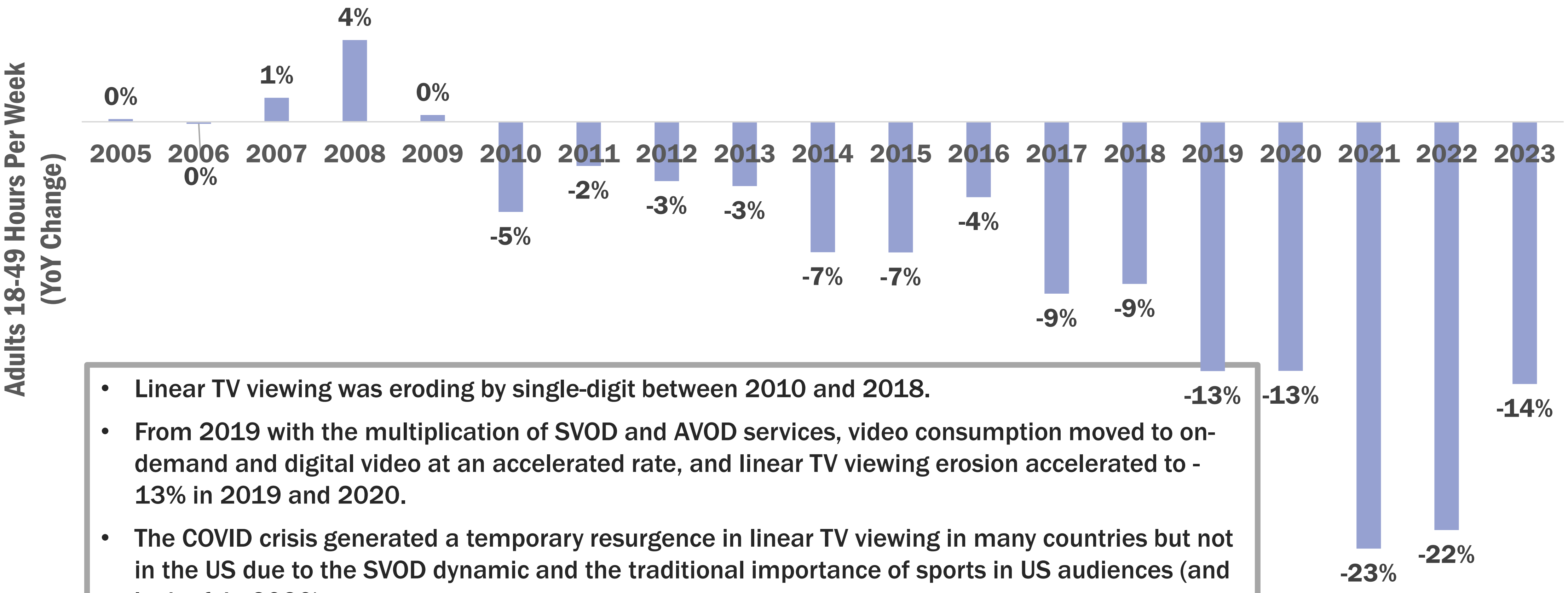
Source: Nielsen

BACK TO TOC

MEDIA CONSUMPTION

Linear TV

Time Spent: Decline Accelerated in Last Three Years



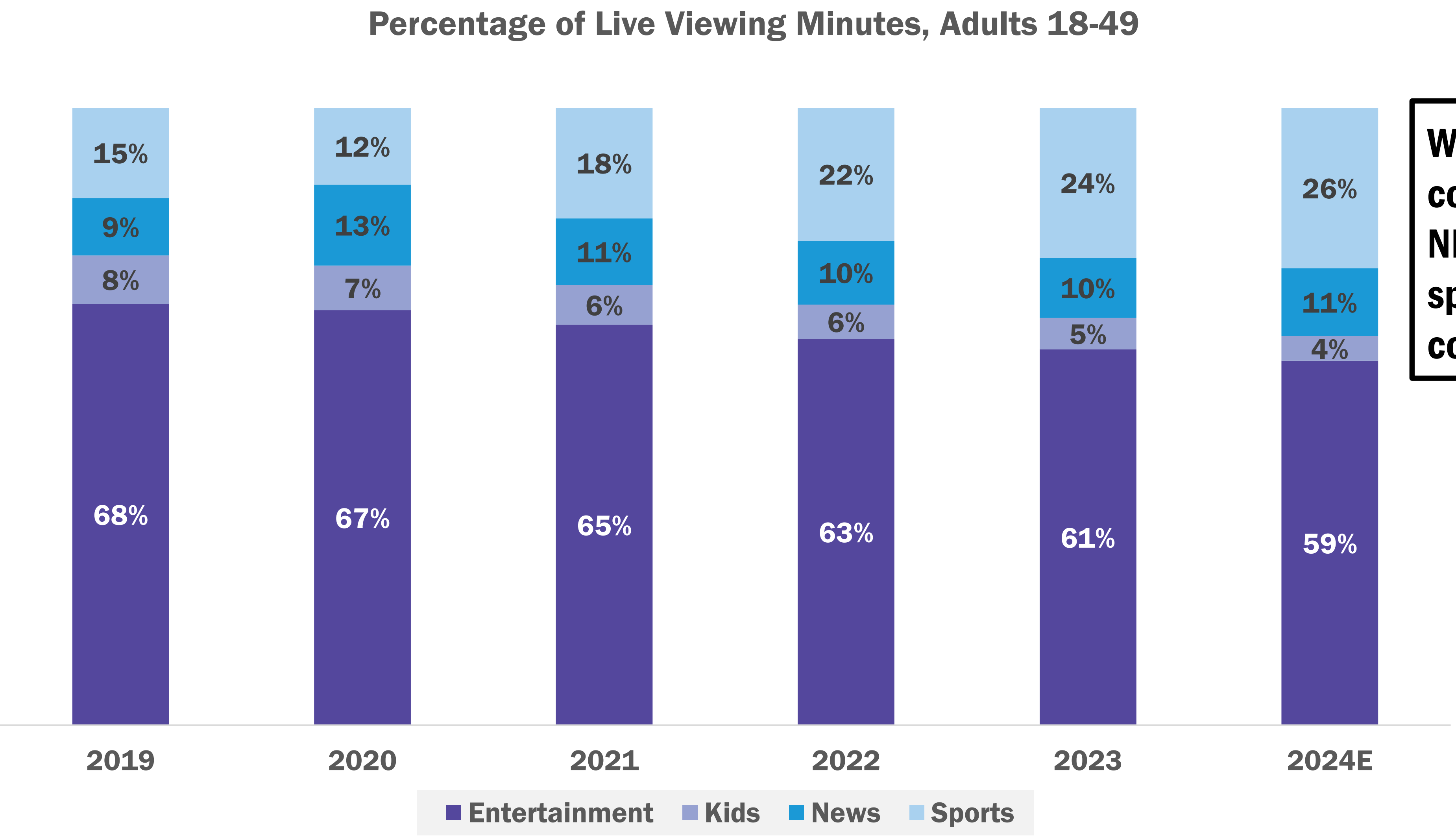
- Linear TV viewing was eroding by single-digit between 2010 and 2018.
- From 2019 with the multiplication of SVOD and AVOD services, video consumption moved to on-demand and digital video at an accelerated rate, and linear TV viewing erosion accelerated to -13% in 2019 and 2020.
- The COVID crisis generated a temporary resurgence in linear TV viewing in many countries but not in the US due to the SVOD dynamic and the traditional importance of sports in US audiences (and lack of, in 2020).
- The rate of decline is even higher among younger demographics.

Source: Nielsen

Linear TV

Sports Account for 24% of all Live Minutes

BACK TO TOC
MEDIA CONSUMPTION



With the Olympics and continued success in the NFL and CFB, we expect sports consumption to continue rising.

Source: Nielsen, Live TV Viewing, no exclusions, A18-49

BACK TO TOC

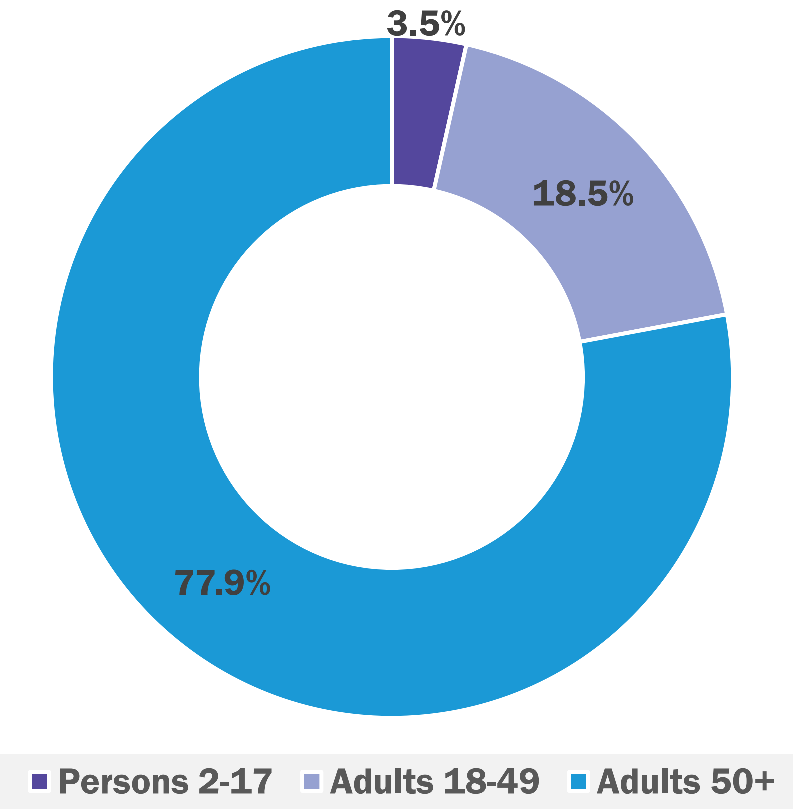
MEDIA CONSUMPTION

Linear TV

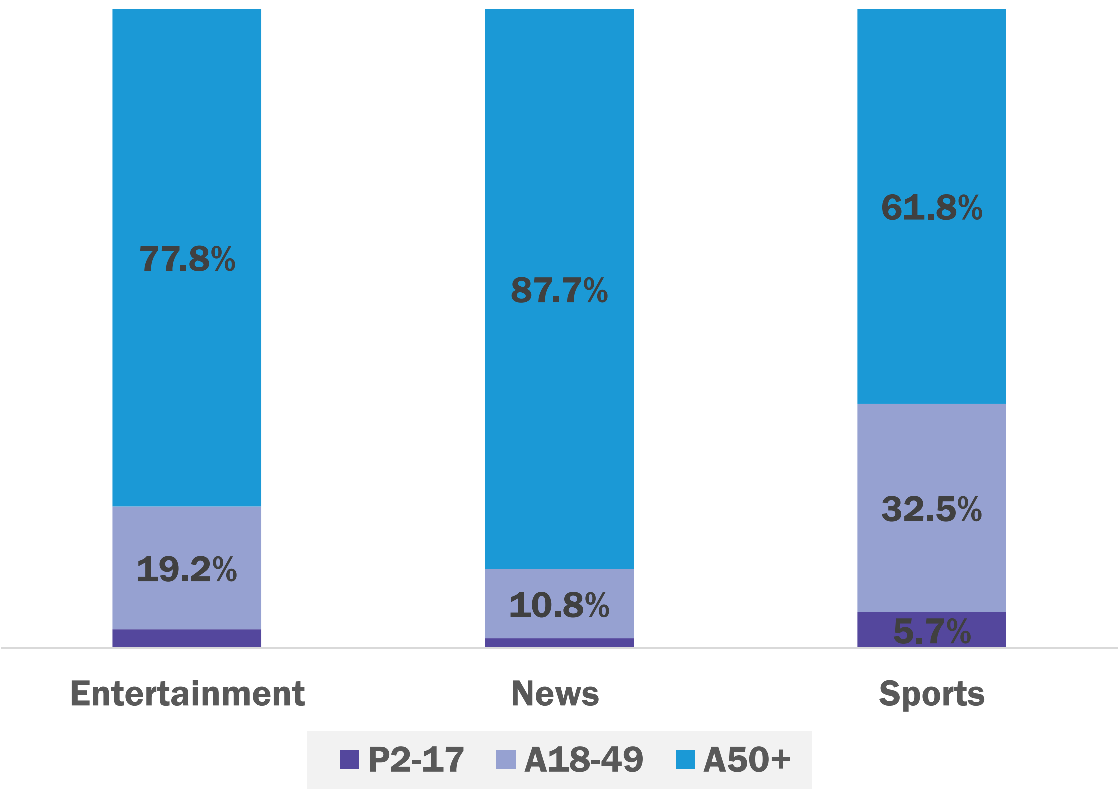
Adults 50+ Account for ¾ of Viewing Minutes

News is the heaviest weighted towards this audience.

% of Total Broadcast & Cable Viewing Minutes



Audience Composition by Genre



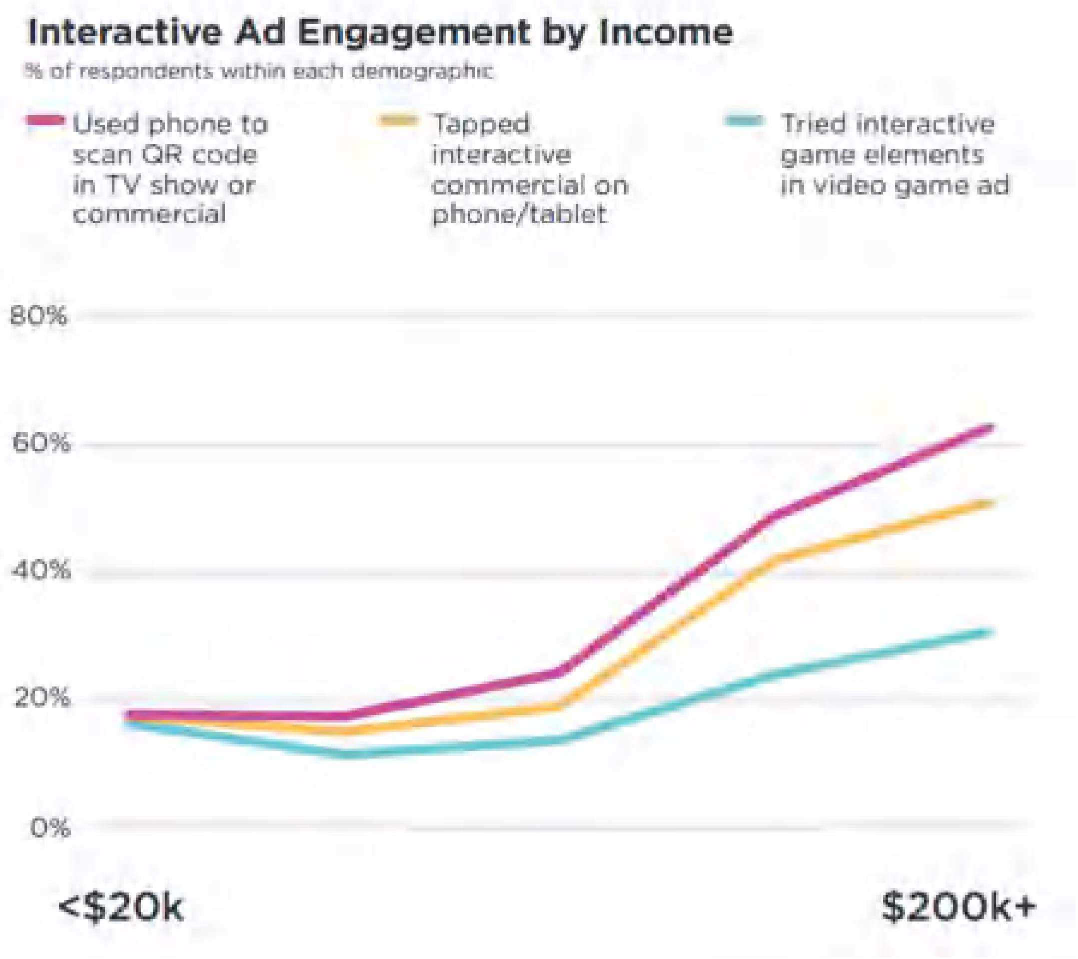
Source: Nielsen, Number of Minutes Segmentation, 4Q23

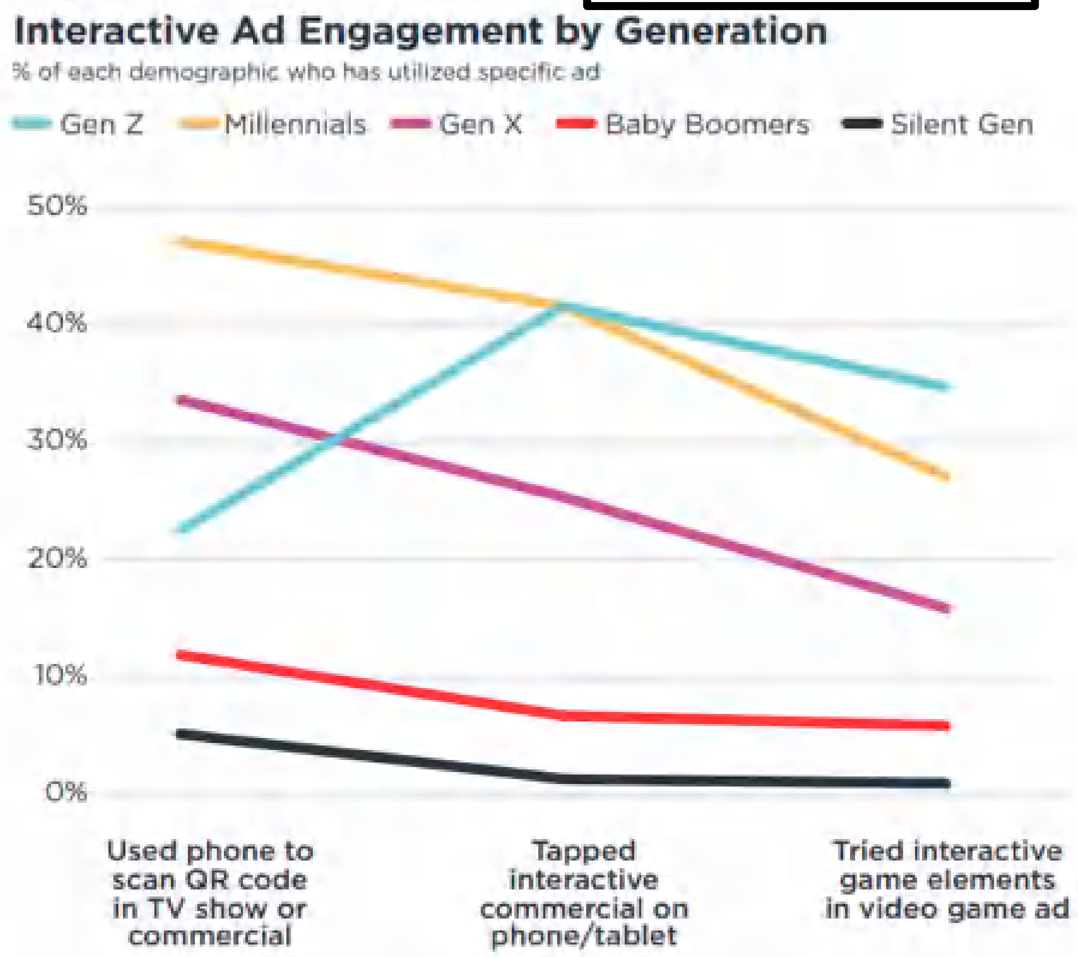
BACK TO TOC
MEDIA CONSUMPTION

Interactive TV Ad Formats

Higher Income and Gen Z more Likely to Engage

Channel engagements varies by age segment





Source: Tivo Video Trends Report- 2Q 2023. Percentage of Total Respondents

BACK TO TOC

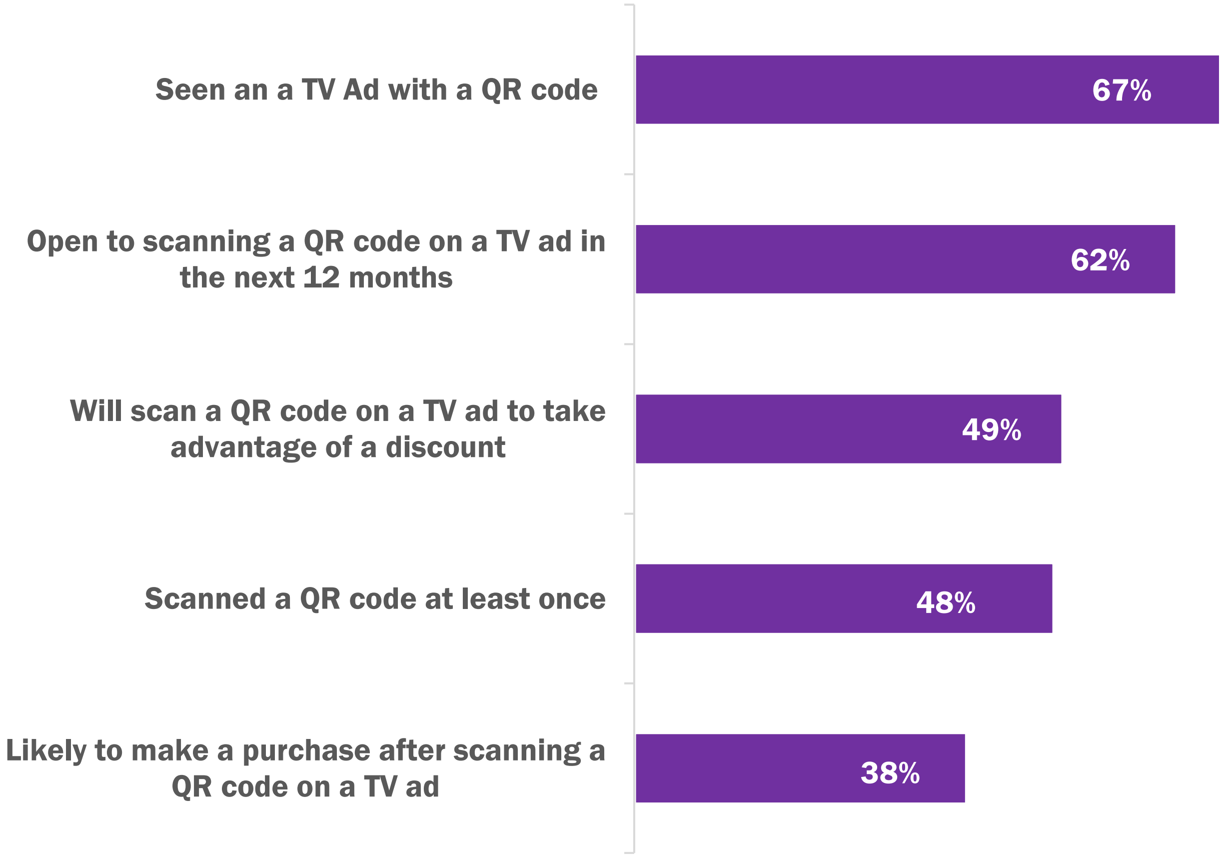
MEDIA CONSUMPTION

Interactive TV Ad Formats

QR Code Resonate with Consumers

Half of CTV users have already scanned a QR code on a TV ad

Connected TV Users Who ...



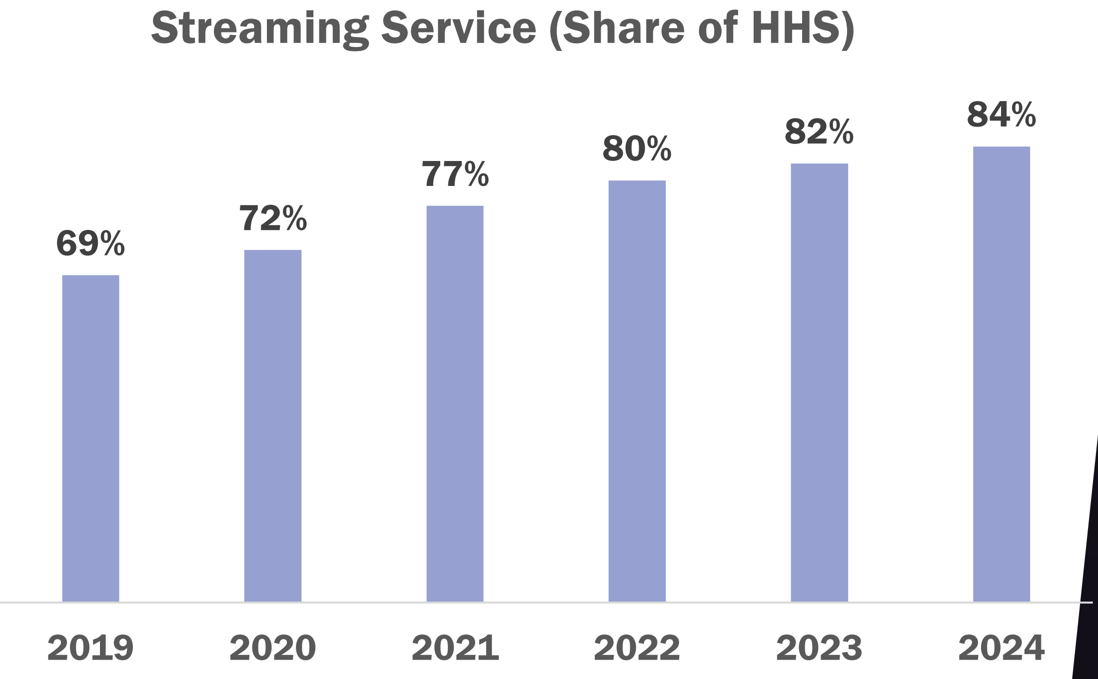
Source: LG Shoppable TV Report, 2024.

BACK TO TOC
MEDIA CONSUMPTION

Streaming

SVOD Penetration Surpasses 80%

By the end of 2023, 82% of US households will be subscribed to *at least one* of the major SVOD services (Netflix, Amazon, Hulu, Max etc).



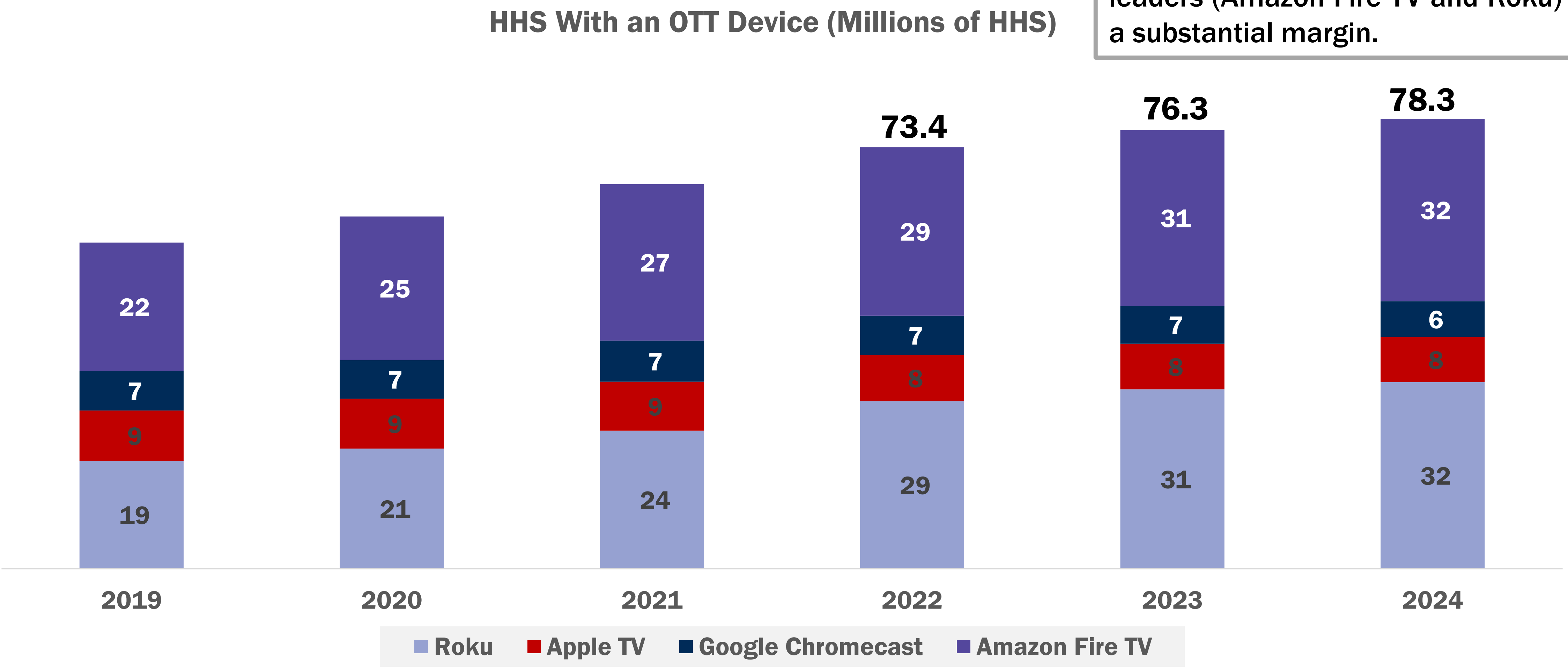
Source: Nielsen

Streaming

Home Equipment: OTT Devices

BACK TO TOC
MEDIA CONSUMPTION

Apple TV and Google's Chromecast are no longer growing and trail the leaders (Amazon Fire TV and Roku) by a substantial margin.



Source: Nielsen and financial statements

Multicultural Audience Trends
Black Americans

BACK TO TOC
MEDIA CONSUMPTION

Latest Report (March 2024)

Next Report: Feb. 2025

Lean Into Spaces That Showcase Multifaceted Representation

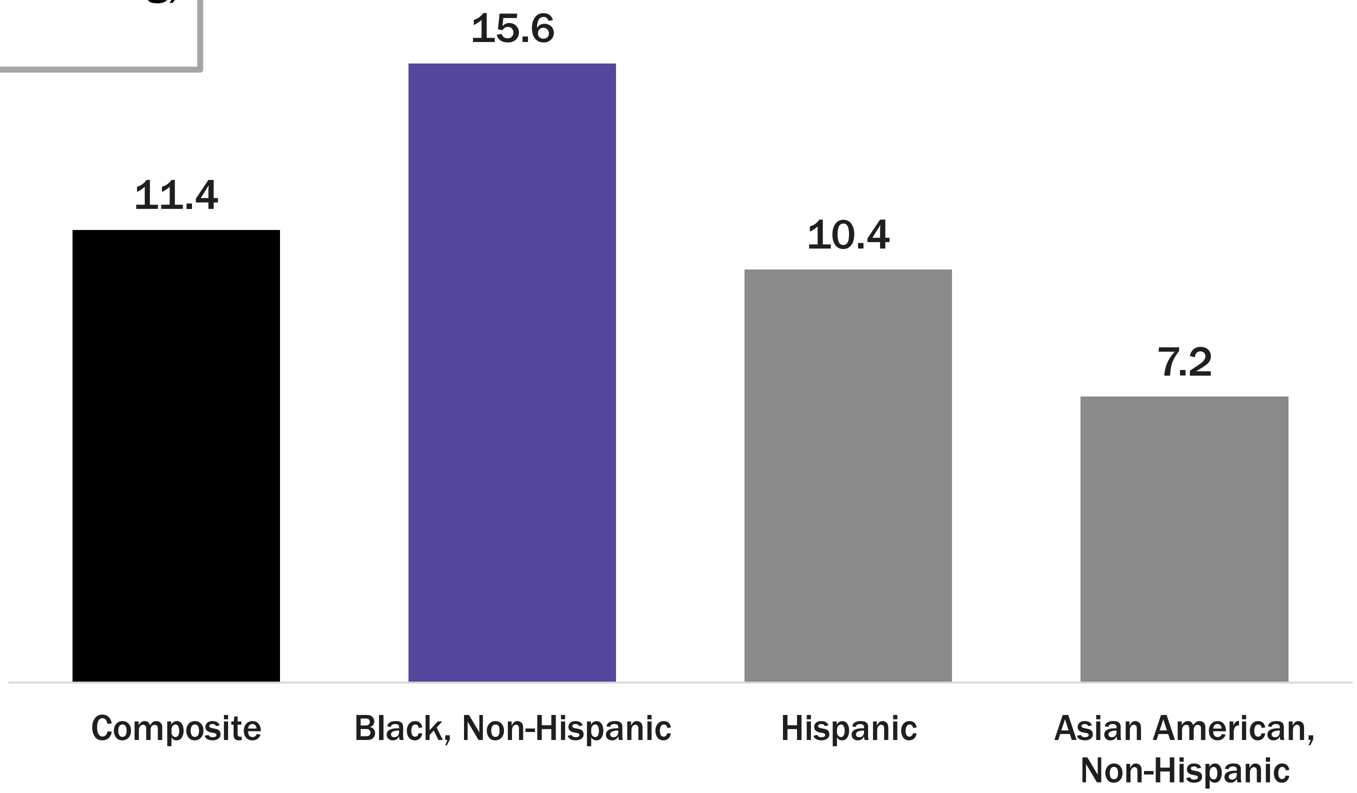
- Partner with Black-owned media and creators across the media landscape to amplify diversity across all interests.
- Traditionally non-diverse spaces are opportunities to welcome new consumers and usher in a new standard of representation.
- Live streaming and audio offer innovative ways to reach niche interests outside of the mainstream.
- Movies and Audio are significant avenues for discovering diverse voices and stories
- Streaming TV offers audiences discovery in depth – create intentional spaces to reflect these interests

Black Americans are Top Consumers of Connected TV

BACK TO TOC

- Black Americans spent 15.6 hours with Connected TV in 2023.
- That's 4 more hours than the general population and a +23% growth over 2022.
- Black American's legacy TV habits (over-indexing) have carried over to CTV.

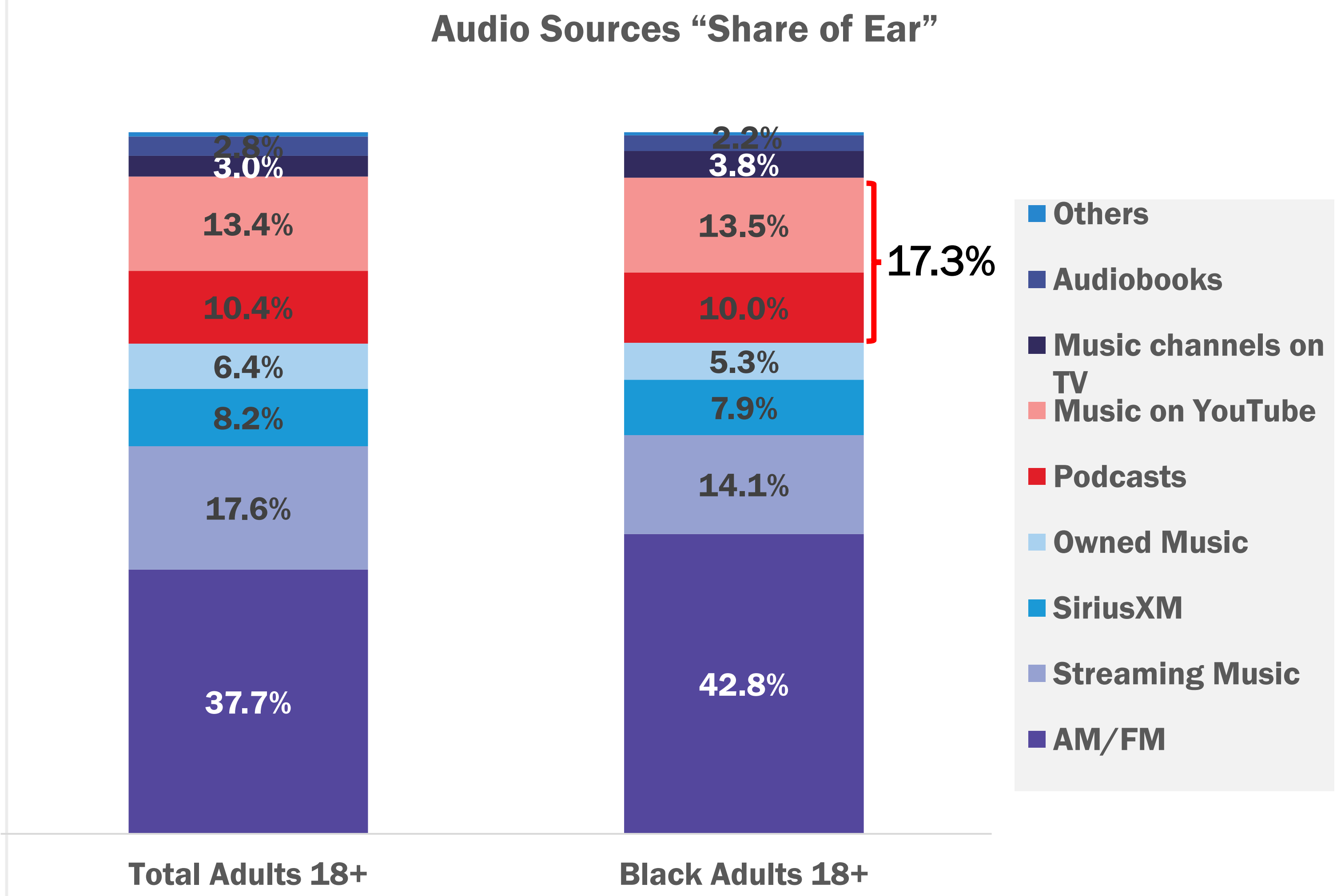
Streaming programs are 17% more likely to represent the Black community on screen.



Source: Nielsen Meter, Gracenote Analytics

Audio is a Major Connector, but Radio Still Plays a Large Role

BACK TO TOC



64% of Black Listeners think brands should collaborate with diverse content creators and experts in ads (index 114) – SXM Media

75% of Black monthly podcast listeners frequently or occasionally follow or seek out content that focuses on Black stories and perspectives on podcasts – Edison Research

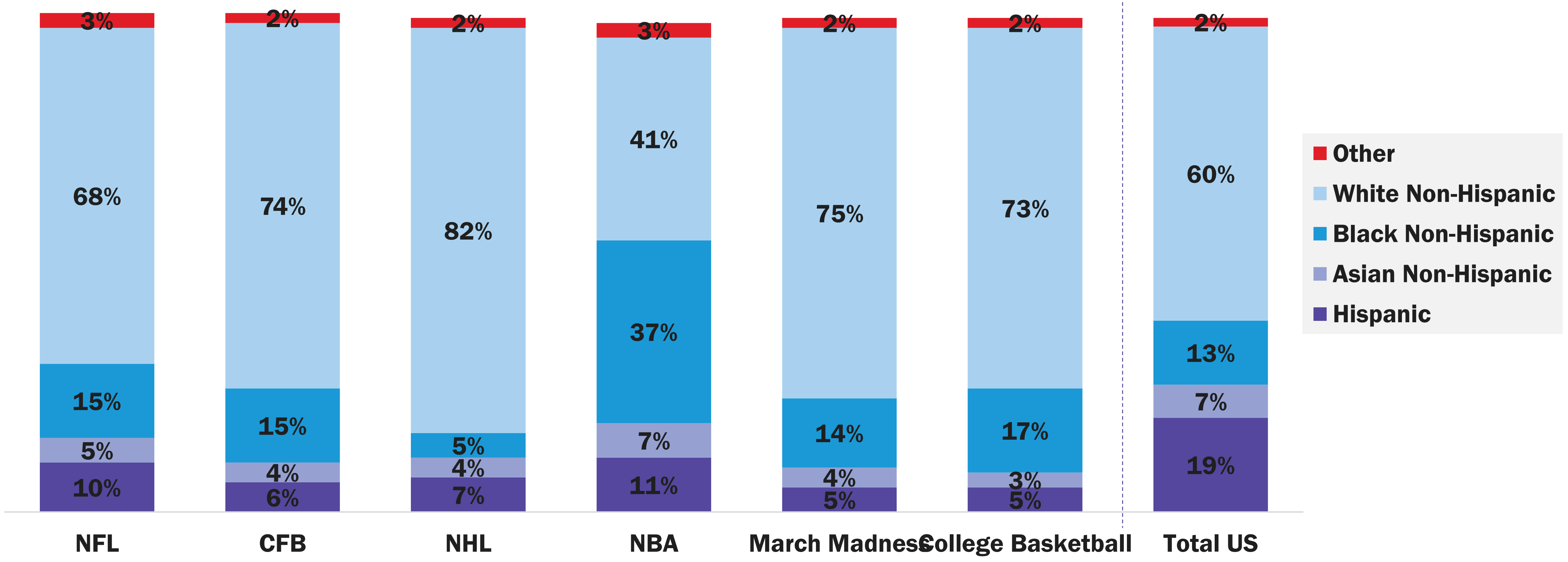
Source: Edison Share of Ear 2023 Adults 18+, SXM Media Unpacking Cultural Pride

BACK TO TOC

Sports: Major Leagues are a Touchpoint for the Culture of Today

Black Non-Hispanic audiences over-index among most major sports leagues.

Percentage of Total Audience



Source: Nielsen L+SD Share of Impressions, most recent completed season, 2023 Total Population

BACK TO TOC
MEDIA CONSUMPTION

Multicultural Audience Trends

Asian American Native Hawaiian and Pacific Islanders

Latest Report (June 2024)

Next Report: June 2025

The AANHPI Consumer

This audience encompasses many ethnicities which coalesce into today's growing Asian American, Native Hawaiian and Pacific Islander community.

Key findings include: A rising collective buying power and varied identity creates a breadth of opportunity to connect with this established audience.

Younger generations are a source of growth and are opening the conversation surrounding multiracial identities and generational differences.

Though there are differences between each community, together they share a common urge to be individually represented.

The AANHPI Consumers: Key Figures

BACK TO TOC
MEDIA CONSUMPTION

26.4 Million Consumers

Representing 7.9% of the US Population in 2022

$1.6 Trillion

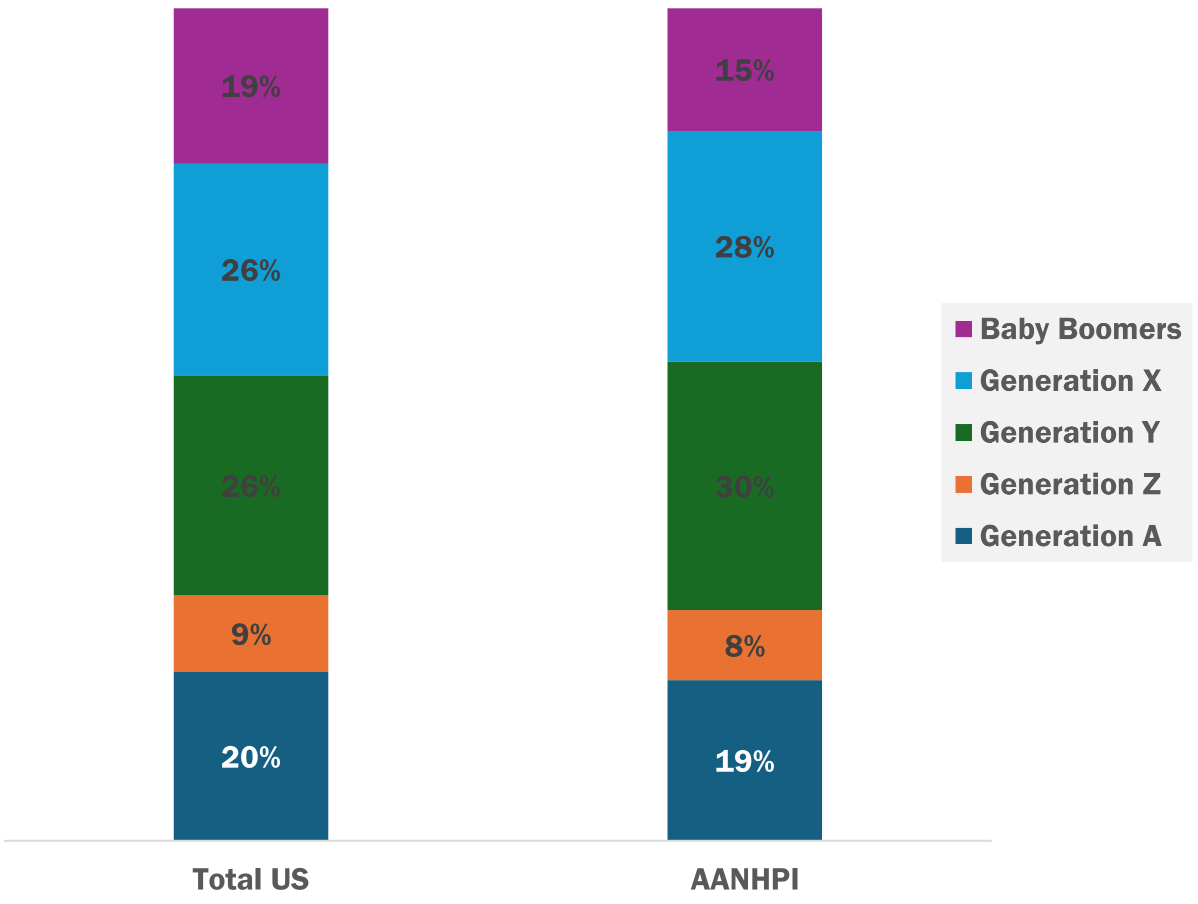
In Estimated Buying Power, as of 2024

62% Highly Educated

Asian Adults 25+ are 62 times more likely to have a bachelors degree or higher

81% are over 18

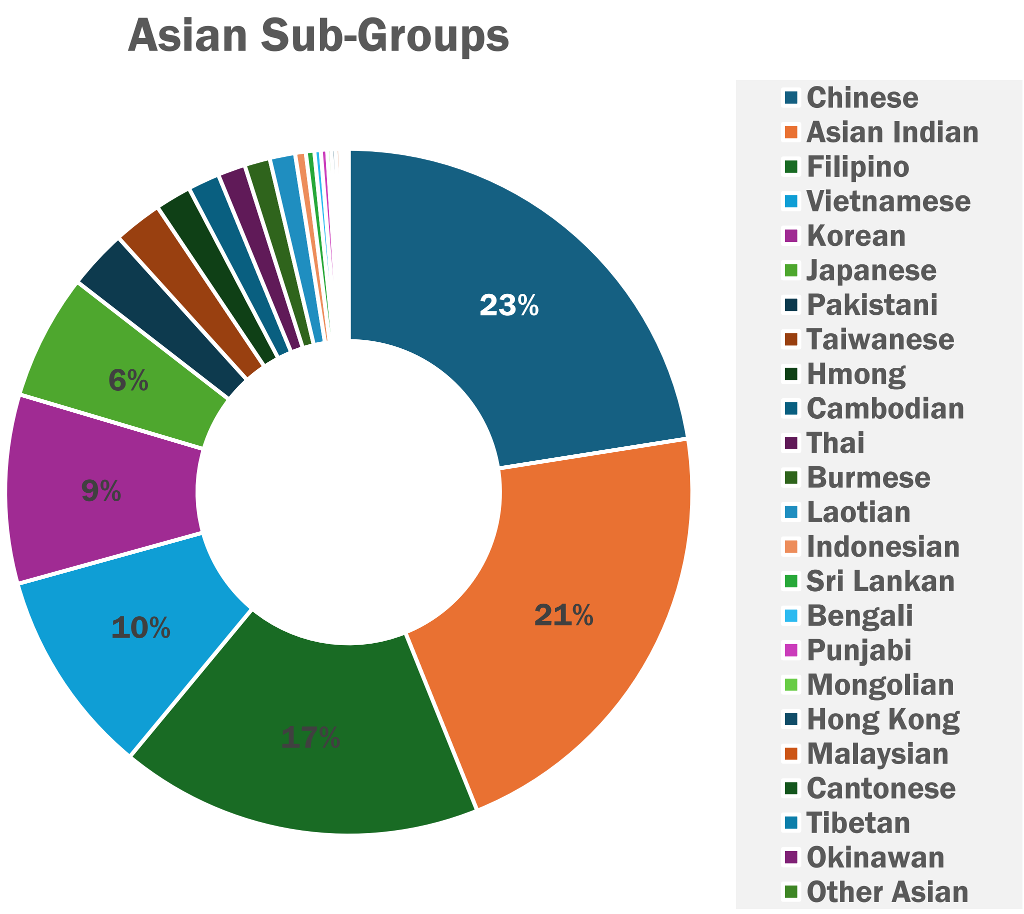
And eligible to vote

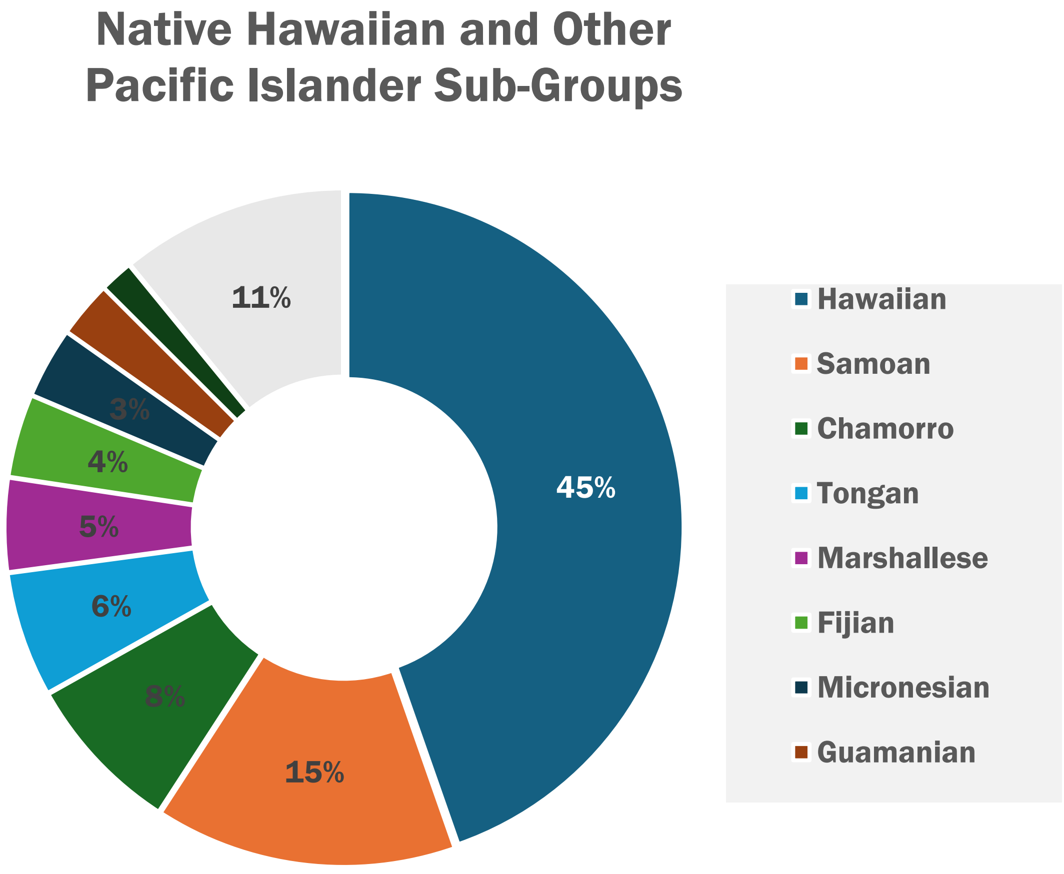


Sources: U.S. Census Bureau 2022, CPS Annual Social and Economic Supplement 2023, AANHPI alone or in combination. 2022 Selig Center for Economic Growth. NielsenIQ.

Many Diverse Cultures Encompass AANHPI

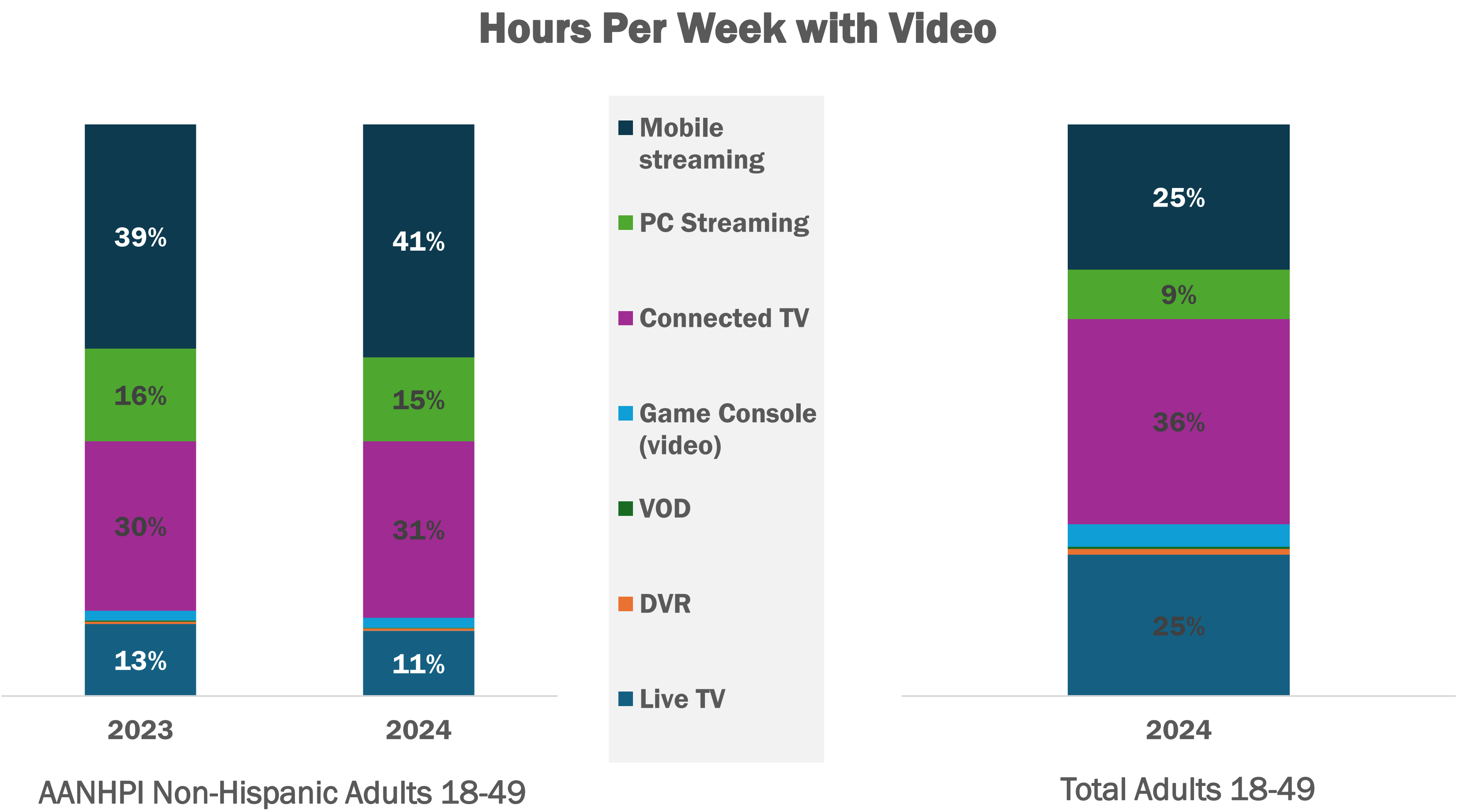
BACK TO TOC
MEDIA CONSUMPTION





Source: U.S Census Bureau / American Community Survey Five Year Estimates, 2021

AANHPI Spend More Than Half of Their Time with Video on Non-TV Devices



And spend 7 hours per week with connected TV streaming

Source: Nielsen, ComScore, MAGNA Estimates, Adults 18-49

Multicultural Audience Trends

Hispanic Americans

BACK TO TOC
MEDIA CONSUMPTION

Latest Report (Oct 2023)

Next Report: Oct. 2024

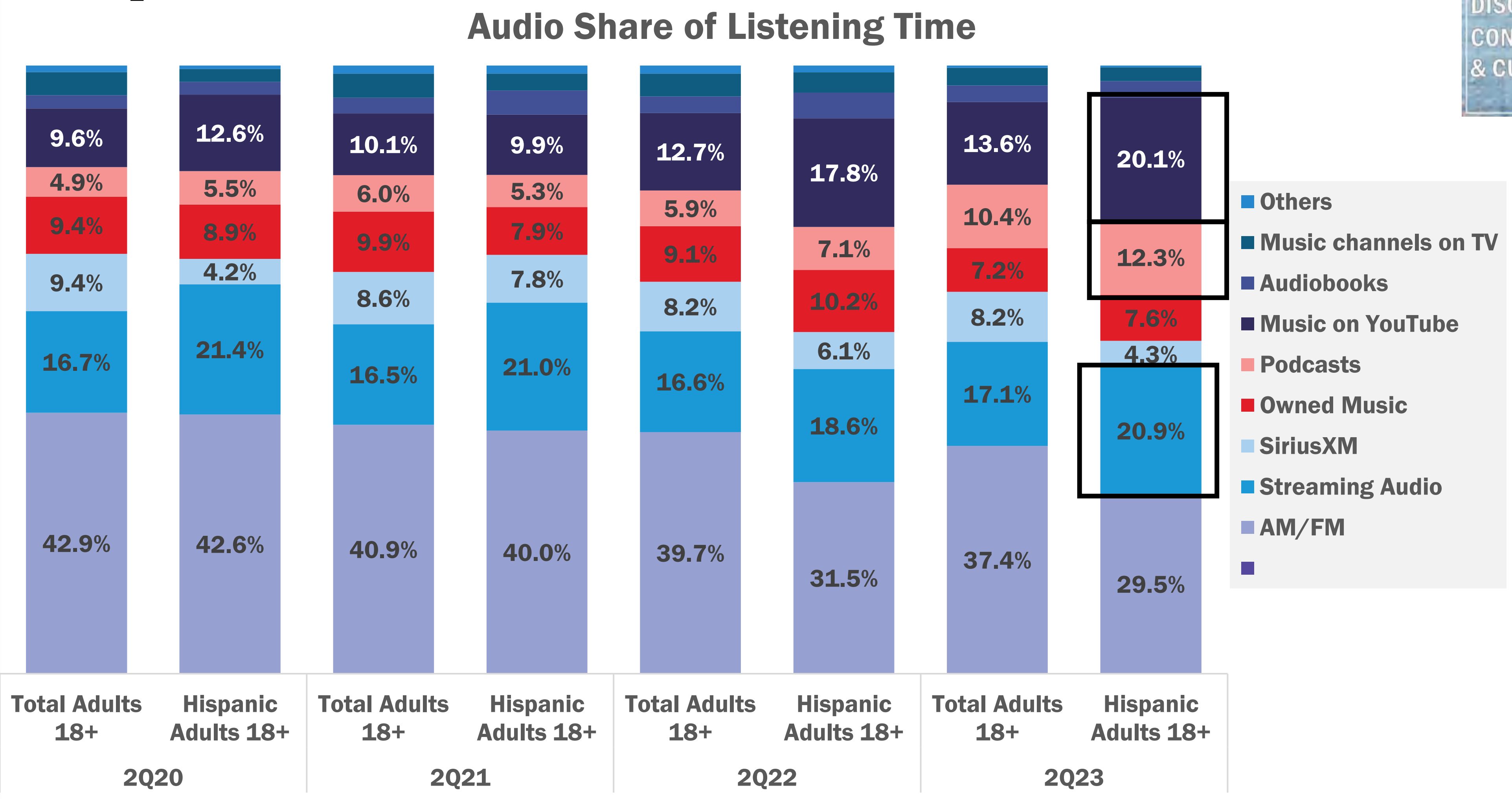
Hispanic Americans Have Been Drivers of Growth and Change in Several Areas:

- **Social Media – 58%** of Hispanics/Latinos prefer at least some Spanish when using social media. TikTok is now the preferred social media app.
- **Video** – Hispanics/Latinos are the second heaviest streamers, just behind Asian Americans. CTV usage has doubled over the last five years.
- **Audio –** Though Hispanic/Latino listeners are spending less time overall with radio than average, it is still a key medium in certain local markets. 2-in-3 (67%) Hispanics/Latinos prefer at least some Spanish when listening to the Radio.

Hispanic/Latino Listeners Spend More Time with Streaming, Audio, and Podcasts than the Total Population

BACK TO TOC

MEDIA CONSUMPTION



Sources: Edison Research, MAGNA estimates / ** 2023 Cultural Dimensions

Though Hispanic/Latino listeners are spending less time overall with radio than average, it is still a key medium in certain local markets

2-in-3 (67%) Hispanics/Latinos prefer at least some Spanish when listening to the Radio**

BACK TO TOC

MEDIA CONSUMPTION

TikTok has Bounced Back, and Hispanic/Latino Users Spend More Time Than the General Population

Instagram is also an app they lean into more heavily

Average Monthly Time Spent with Mobile App (Minutes), 2023*

App	Total A18-49	Black Non-Hispanic A18-49	Index to Total	Hispanic A18-49	Index to Total	Asian Non-Hispanic A18-49	Index to Total
Facebook	603	599	99	554	92	556	92
TikTok	504	538	107	$\boxed{594}$	$\boxed{118}$	497	99
Instagram	488	489	100	523	107	625	128
Twitter/X	218	258	118	214	98	203	93
Snapchat	142	149	105	121	85	127	110

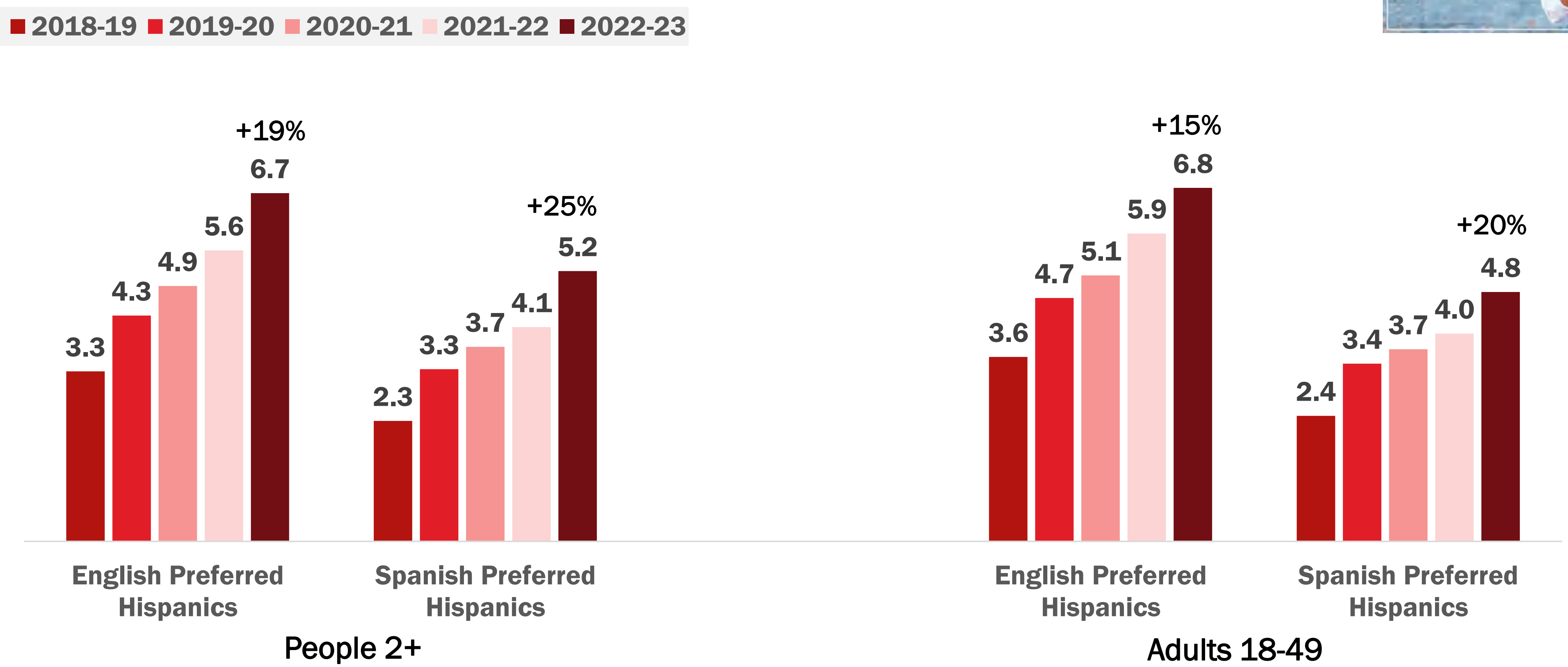
Source: ComScore MediaMetrix and PlanMetrix
*Through July

BACK TO TOC

Hispanic/Latino Viewers Continue to Increase Their Time Spent with Connected TV

CTV usage has doubled over the last five years.

Connected TV Usage %



Source: Nielsen, full season data

BACK TO TOC

Nielsen

Big Data + Panel

Methodology Overview

- Big Data + Panel brings together Nielsen's existing measurement panel with Big data sources for a larger sample size to produce ratings and impressions while maintaining the persons-level reporting we are used to. Big Data alone is not able to provide a full audience view, as the data was never intended to be an advertising transacting metric, therefore the Panel is a necessary step to 'personifying" the data.
- Big Data + Panel will bring the current sample size from 42,000 homes to a total over 45 million homes, allowing for more accurate and more granular audience estimates.
  - Big Data sources include set-top box (traditional cable/satellite) providers including Comcast, DirecTV, Dish, and ACR data from smart TV sets from Roku and Vizio.
- Demographics are assigned to the Big Data using Nielsen's panel, "common homes", and other machine learning algorithms.
- In addition to the Big Data source, the Nielsen new methodology will also change how viewing to a minute is credited. In Panel Only measurement, if a viewer changed channels or sources in the middle of a minute, Nielsen credited the viewing to a program with the majority of seconds. Under the new Big Data + Panel methodology, crediting is based on Subminute durations, where multiple sources can now credit in a given minute, and commercials are credited based on actual seconds viewed.
  - This shift will allow for the future of exact ad measurement. However, the "standard" average commercial minute calculations (i.e., C3 and C7) will remain the metrics of the new methodology.
- Big Data + Panel is meant to increase sample size, stability, and representation – it is not meant to necessarily "add" viewership. Since this is a new methodology with different inputs, weighting controls, and calculations, it is possible to see *lower* ratings or impressions across schedules.

Transactability

- Nielsen has stated the Big Data + Panel will be the currency of record for the 2024/25 Upfront.
- Impact data on the final Big Data + Panel (inclusive of Comcast + Subminute) is currently available through Nielsen's tools (Npower and NMI).

Accreditation Status

- MRC: Nielsen's Panel Only is MRC accredited, however the Big Data and the combined solution is not at this time.
- Big Data+ Panel audit expected later this year (not in time for 24/25 Upfront).
- JIC: Not participating

BACK TO TOC

videoamp

Methodology Overview

- VideoAmp uses a Commingled ID Graph to measure media performance using a single ID spine that brings together identity assets from multiple providers.
- TV Viewership Data is based on a combined Set-Top-Box and Smart TV dataset, spanning 39M households and 63M devices.
  - TV Data Partners include STB: Frontier, Comcast, and Dish; ACR: Tivo and Vizio
- Viewing data is matched with Experian Household data, then cleansed and matched datasets are combined and deduplicated. TV Household types are weighted to ensure all are accurately represented.
- VideoAmp has created a proprietary personification model that is applied to TV viewership dataset and identity graph, enabling comprehensive person-level measurement across platforms. The persons level model is fueled by the TVision panel.
- Cross-platform methodology ensures audiences are created, targeted, and measured using the same identity spine.

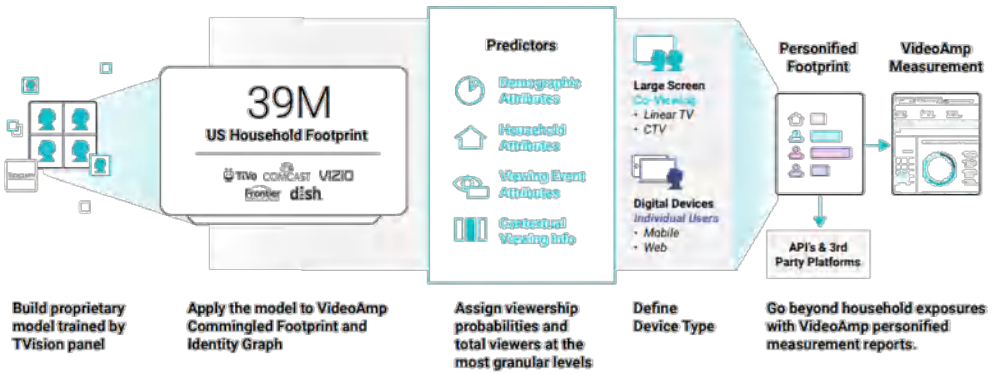
Transactability

- Can transact through Mediaocean using CPM guarantees for DDL.

Accreditation Status

- MRC: First round of audit, waiting on TV committee presentation
- JIC: Certified for Households and Advanced Audiences; broad demos were not passed.

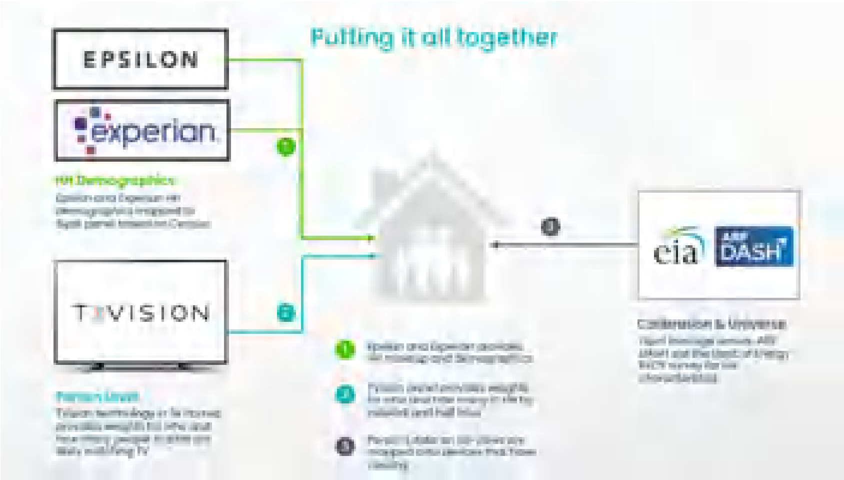
VideoAmp's Cross-Platform Personification Methodology



iSpot.tv

Methodology Overview

- iSpot starts at the ad level with a comprehensive catalog of every ad on TV and airing schedule.
- Detected viewing exposures are joined to every ad in the catalog via Smart TV (Vizio & LG) and STB (Charter) providers, then extrapolated and assigned to household IDs. Currently, iSpot's TV viewing data is comprised of 19M households and 22M devices (in the current state).
- iSpot uses proprietary methodologies to correct for bias in the panel, and to calculate person-level viewership.
- Demographics are assigned to licensed panel devices via Epsilon and Experian data, with majority weight given to households that match across both providers.
- Person-level co-viewership is assigned to impressions via data from TVision's person-level panel data and used to estimate impressions for age-gender combinations.
- Proprietary Identity Spine is built with an internal household ID for every household in the US, regardless of their TV viewership, to facilitate demographic and audience reach counting.



Transactability

- Not aiming for currency at this time.
- Not available in third-party systems such as Mediaocean commercially as of yet.

Accreditation Status

- Accredited for commercial recognition only, not currency or measurement.
- JIC: Submitted for evaluation in June 2024 with a vote pending.

comscore

BACK TO TOC
MEDIA CONSUMPTION

Methodology Overview

- Comscore's foundational methodology starts DMA level, measuring all 210 local markets, which can be rolled up into a National.
- TV Viewership Data is based on 30M Set-Top-Box households.
    - TV Data Partners include: STB = Dish, DirecTV, Comcast, Spectrum, COX, AT&T; vMVPD = Live viewing via Sling, Hulu Live, YouTube TV Live, DirecTV stream, Fubo and Philo
    - OTA audiences are projected by both survey and STB HH for all 210 local markets. Comscore conducts multiple local market surveys annually and uses ACR data to assist in the calibrations to refine and improve the accuracy of calculations. ACR providers are undisclosed.
- Comscore identifies who is in the home by matching to Experian data, and then applies the personification methodology to determine who in the home is watching.
- Comscore's new patent-pending personification solution is based on the vision that a household-level measurement of TV viewership from passively observed single-person households informs multi-person household viewing probabilities.
- Person-level assigned follows the following steps:
    1. Start with Total Projected HH viewing hours for a program in a specific market.
    2. Estimate total projected person hours watched by taking the probabilities of each demo watching a certain program and adding them together to find a "co-viewing factor".
    3. Multiply the total projected HH hours by the estimated number of people per household who watched.
    4. Estimate demo share by dividing each of the probabilities by the estimated number of people per household.
    5. Estimate demo average audience by multiplying the share of each demo by the total person hours watched, then divide by the minute duration of the program.

Transactability

- Clients can transact on households and "households with demographics" within Mediaocean for linear TV but NOT true persons level demographics.

Accreditation Status

- MRC: Accredited for Local and National Time-Based Grid Reports only, and only for Households (no persons demographics or "household with persons". Expansions of the accreditation is forthcoming but not scheduled at this time.
- JIC: Certified for Households and Advanced Audiences; broad demos were not passed.

NielsenONE

Methodology Overview

- Nielsen ONE deduplicates advertising and content audiences across linear TV, streaming, connected TV (CTV), computer and mobile channels to deliver reach, frequency and time-spent metrics in a unified platform. Nielsen ONE offers two paths, **Nielsen ONE Ads**, and **Nielsen ONE Content**. Content allows for audience level insights by network or program, while Ads deliver exact spot level ratings on a campaign level.
- With Nielsen ONE Ads advertisers can plan, optimize, and measure campaigns across viewing platforms.
- Nielsen ONE's proprietary identity system incorporating panel, third-party identity data, and direct publisher integrations to understand persons-level campaign impressions.
- Nielsen ONE Ads Creation steps include:
    - Standard DAR (Digital Ad Ratings) campaign setup for C/M/CTV measurement.
    - Addition of TV ISCIs or Brands for Linear TV measurement
- The campaign setup process of digital platforms (CTV, PC, Mobile) will be exactly the same as it is today in DAR. Campaigns can be created using Nielsen's Tagging API and/or via the Campaign Management Interface (CMI). Any campaigns created for Digital Ad Ratings measurement will automatically be available for reporting in Nielsen ONE Ads (provided they meet the minimum reporting requirements).
- Linear television can be added to any digital campaign in the Nielsen ONE Ads interface using watermarks (ISCII codes) or Ad Intel brand selections.

Transactability

- Currently in a measurement only space, not transactable in a currency grade/CPM model at this time.

Accreditation Status

- Not at the audit stage yet

BACK TO TOC

Summary

	Nielsen Panel Only	Nielsen Big Data+ Panel	Nielsen NielsenONE (“N1”)	videoamp	comscore	iSpot.tv
Panel Size (homes)	42K	45M	45M	39M	30M	19M*
Data Sources	Panel only measurement, no “big data” from plaatforms	Comcast, DirecTV, Dish, Roku, and Vizio	Comcast, DirecTV, Dish, Roku, and Vizio	Frontier, Comcast, and Dish, Tivo and Vizio	Dish, DirecTV, Comcast, Spectrum, COX, AT&T; Sling, Hulu Live, YouTube TV Live, DirecTV stream, Fubo and Philo (vMVPDs)	Charter, Vizio & LG
Persons-level methodology	Uses Own Panel to derive persons level viewing	Uses Own Panel to derive persons level viewing	Uses Own Panel to derive persons level viewing	TVision panel combined with proprietary methodologies	Single occupant HHs used to inform multi-person household viewing probabilities.	TVision panel combined with proprietary methodologies
CPM Guarantees/Can Transact	Yes	Yes	No, measurement only, not a currency	Yes	Limited- can transact on households and “households with demographics”	Not available in third-party systems (e.g. Mediaocean) yet.
Advanced Audience Targeting (currency)	No (only on N1)	No (only on N1)	Measurement only, not a currency	Yes	Yes	Measurement only, not a currency

*stated 48M but not all contribute to the viewership calculations

BACK TO TOC
MEDIA CONSUMPTION

Measurement Provider Resources

Nielsen TV Evolution Roadmap

NielsenONE Overview

NielsenONE Ads FAQ

NielsenONE Ads UI Guide

VideoAmp Methodology

Comscore Methodology

iSpot Methodology

National Television

MAGNA

US Media Landscape

July 2024

BACK TO TOC
NATIONAL TELEVISION

National Television

Key Facts – Table of Content

- Reach: approx. 70% of A18-49 in 2023.
- Demographic: median viewer age is over 50.
- Time Spent: 7 hours per week (linear national TV).
- Ad Loads: little movement in last 5 years.
- Ratings: prime time ratings average below 1%.
- Costs: CPM up +8% to +10% per year in last 5 years.
- Ad sales: $37.6 billion (2023), off -9% vs 2022.
- Linear nat. TV captures 11% of total ad spend in 2023.
- Top 5 media owners: Comcast, Fox Corp, Paramount Global, Warner Bros Discovery and Walt Disney control nearly 80% of the linear market.
- Top 3 verticals: Finance, Pharma, Food & Drinks.
- Top 3 spenders: P&G, AbbVie, Amazon.

Key Facts

BACK TO TOC

1. National television ad sales fell to **$37.6 billion in 2023** (-9% incl. CE), as demand was sluggish throughout the year.
2. The television market share was surpassed by digital media in 2016 and in 2023 accounted for 11% of total ad sales in the US.
3. TV ad sales are significantly affected by **cyclical events** in even years, or their absences in odd years. The total amount of incremental CE dollars (between three and five billion dollars in the last decade) swings yoy growth rates by +4% to +5% whether or not they are included.
4. MAGNA breaks down TV ad revenues estimates in six segments based on the origin of spend (national v. local), the type of network (broadcast v. cable) and the language (English v. Spanish): English-speaking Broadcast Networks (2023: $13.7bn, -5% excl. CE), Spanish Broadcast Networks (2023: $2.1bn, +3%), Syndication (2023: $1.4bn, -8%), National Cable (2023: $20.3bn, -10% excl. CE), Local Broadcast "spot" (2023: $10.7bn, -7% excl. CE), and Local Cable (2023: $5.0bn, -2% excl. CE).
5. Advertisers spent nearly **$156 per year per capita** in the US on television in 2023, the highest amount anywhere in the world.
6. Top national TV industries in 2023 were **Finance (12%), Pharma (11%), and Food/Drinks (9%).** These three industries accounted for one third of advertising spend. Top TV advertisers in 2023 were Procter & Gamble, AbbVie and Amazon.
7. The **supply side (media vendors)** is more competitive than almost anywhere else in the world. With respect to national television advertising sales, only five networks control 80% of all linear ad spend.
8. **Latest MAGNA Forecast (June 2024): Linear national** television ad revenues will fall by -7% in 2024, as the channel continues to struggle**. Including digital ad sales, total national TV ad sales will drop -3% in 2024 (excl. CE).**

Source: MAGNA (June 2024)

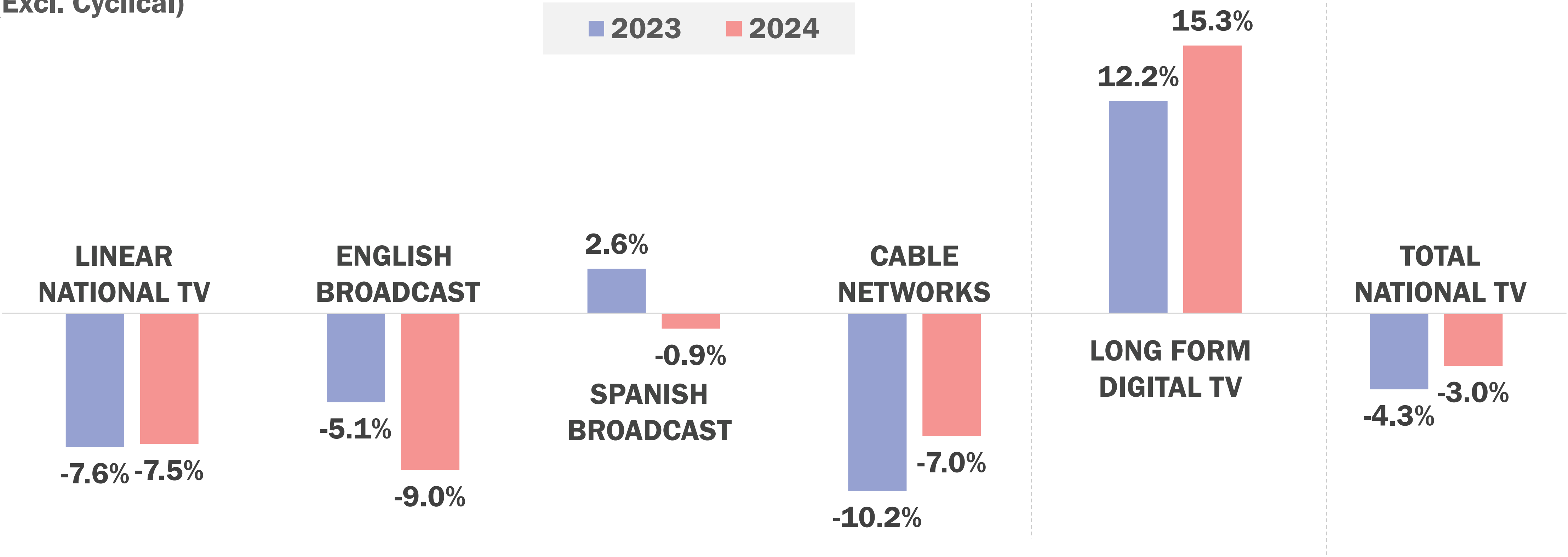
BACK TO TOC

National TV (Incl. Linear & Digital)

Streaming Growth (+15%) Mitigates Linear Decline (-7%)

Linear sales will fall by -7.5% in 2024, more than offsetting long form streaming growth of +15%.

National TV Ad Sales
(Excl. Cyclical)



"Long Form Digital TV" includes AVOD (Hulu, Peacock, etc), and FAST channels

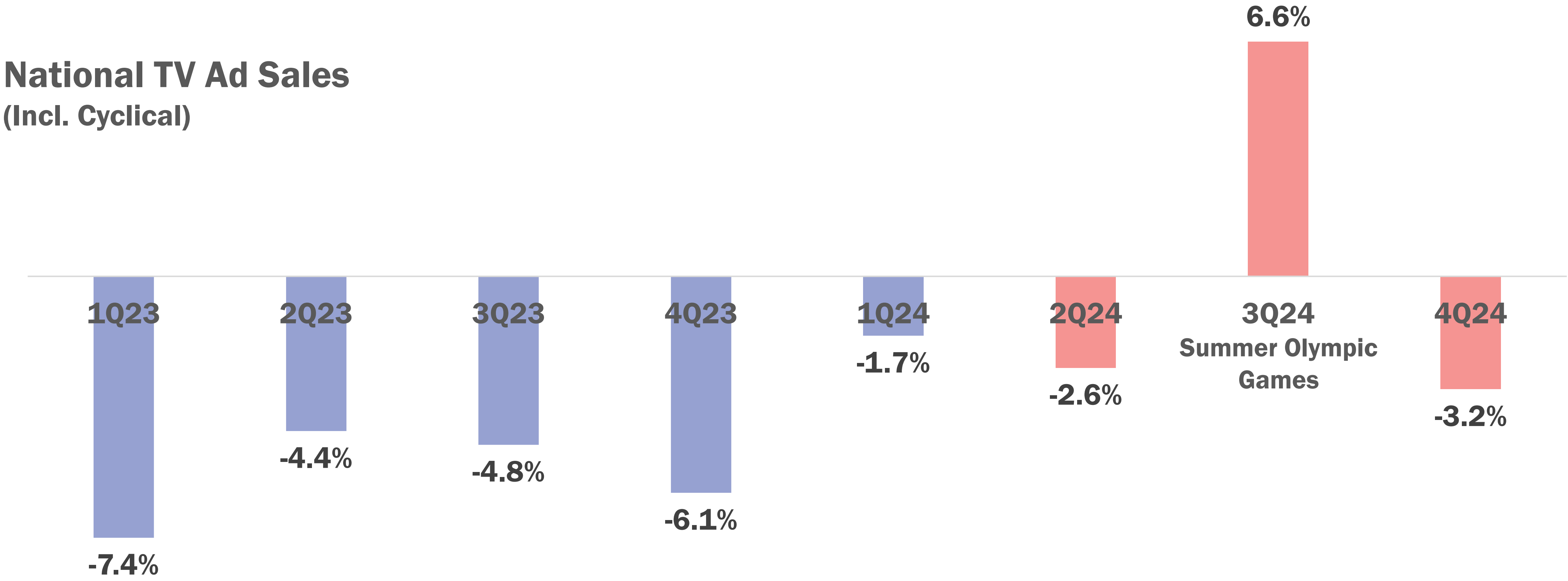
Source: MAGNA (June 2024)

BACK TO TOC

National TV (Incl. Linear Digital)

National TV will Benefit from Olympic Spending in 3Q

"National TV" includes linear national television ad sales, plus the advertising sales of the long form streaming services (AVOD & FAST: Peacock, Paramount+, Hulu, Netflix, Disney+, Tubi etc) as well as OTT/CTV endemics (Roku, Smart TVs). The market was stronger than expected in the first quarter on both the linear and streaming sides.



Source: MAGNA (June 2024)

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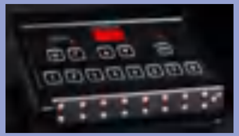
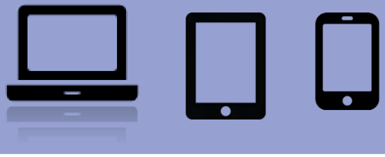
Audience Measurement

Alternative Measurement Solutions Alongside the Nielsen "Currency"

Nielsen





TV Trading Currency in the US

- Directly measures households and persons tuning via a "people meter"
- Representative panel of ~45,000 homes
- Viewing of TV shows on digital devices is included in audience metrics provided they carry the same commercials
- As of 8/31/2020 Out-of-Home viewing is being included in the national ratings
- Local TV is measured with a mix of varying electronic meters, return path data and PPM technology to measure both in-home and out-of-home.

iSpot.tv

- Speed and accuracy of ad detection is a strength
- Anomalous persons viewing results indicates a need for refinement
- Changes are forthcoming, but the timeline is unclear

videoamp

- Audience results consistent and made sense at the HH level
- Personification roadmap includes multiple "gut-checks"
  - Including panel, surveys and use of multiple identity partners.
- Made strides in the clean room space

comscore

- At the national level, there is a need to refine universe estimates and data sources to be more inclusive
- Co-viewing methodology needs refinement, particularly in CTV
- Locally, the size of DMA-level footprints creates a significant opportunity

Nielsen ONE

- Legacy panel, while still being calibrated, has turned out to be an advantage
- Best coverage of CTV landscape at launch of NielsenONE

Ad Loads
Remain Static Around 11-12 Minutes (National Only)

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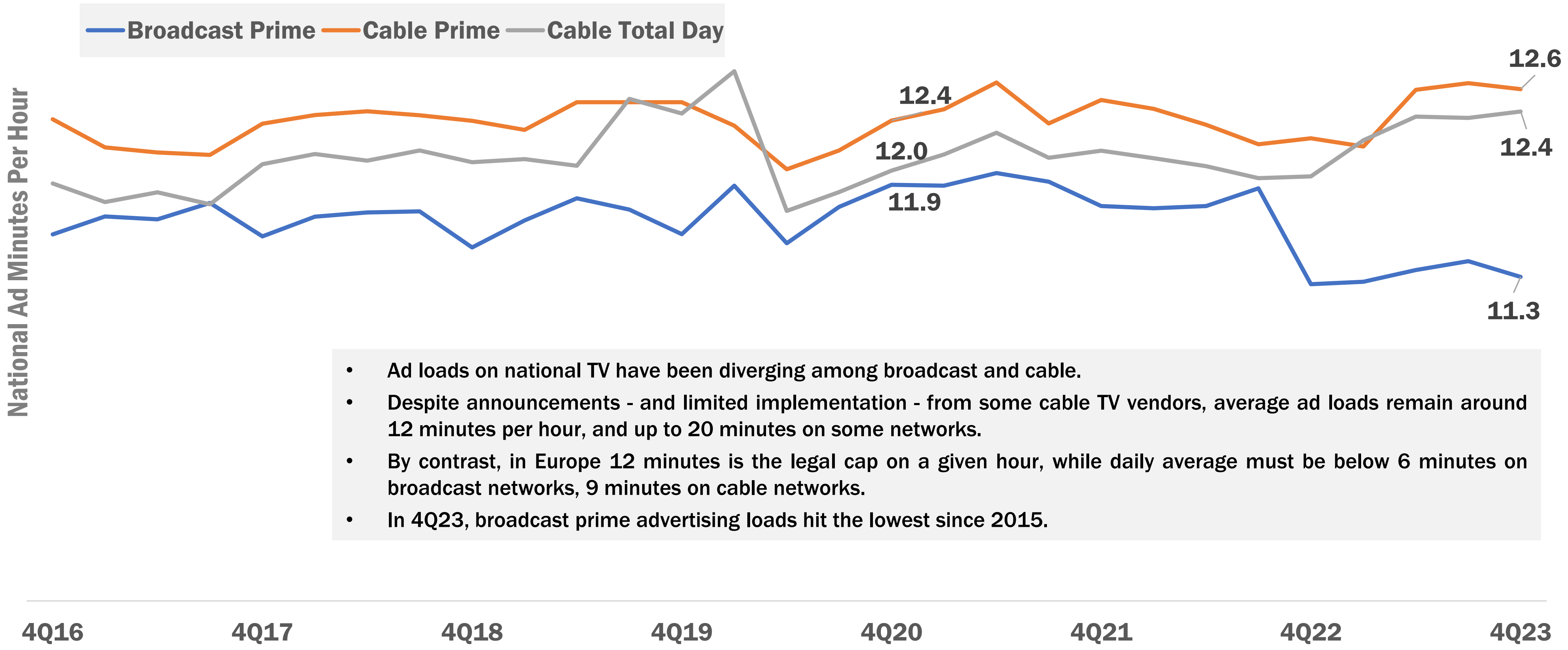

- Ad loads on national TV have been diverging among broadcast and cable.
- Despite announcements - and limited implementation - from some cable TV vendors, average ad loads remain around 12 minutes per hour, and up to 20 minutes on some networks.
- By contrast, in Europe 12 minutes is the legal cap on a given hour, while daily average must be below 6 minutes on broadcast networks, 9 minutes on cable networks.
- In 4Q23, broadcast prime advertising loads hit the lowest since 2015.

Source: Nielsen

BACK TO TOC

Programs & Ratings
Sports: Rebound to Pre-Pandemic Viewership

- The 2023 Super Bowl was the most watched iteration in the past three years, due to the negating effects of the pandemic.
- Kansas City played in 3 of the top sports programs in 2022-23, marking a rise in audiences interest in specific teams regardless of loyalty.
- The gap between sports and scheduled entertainment widens further. 9 of the sports programs posted above a 10 C3 rating this year compared to the most watched show which earned a 1.36 rating.
- Amazon's Vikings vs Eagles match earned a 5.73 rating – exceeding the CFP Championship which was simulcast across all 4 ESPN properties, earning a 4.74 rating.
- NFL programming made up all top 50 sports programs in 2022-23.
- TNT's NBA Playoffs were the most viewed sports program outside of NFL and CFB programming.

Top Ratings for the 2022/23 Season (Oct. 2022 – Sept. 2023)

Rank	Net	Program	A1849 C3 Rating	Genre
1	FOX	FOX SUPER BOWL LVII (KANSAS CITY VS PHILADELPHIA)	34.37	NFL
2	FOX	FOX SUPER BOWL POST-GUN (KANSAS CITY VS PHILADELPHIA)	26.37	NFL
3	FOX	FOX SUPERBOWL LVII KICK	23.50	NFL
4	FOX	FOX SUPER BOWL POST GAME	19.56	NFL
5	CBS	AFC CHAMPIONSHIP ON CBS (CINCINNATI AT KANSAS CITY)	14.00	NFL
6	FOX	FOX NFC PLAYOFF-SUN (DALLAS AT SAN FRANCISCO)	12.58	NFL
7	FOX	FOX NFL-THU (NY GIANTS AT DALLAS)	12.25	NFL
8	FOX	FOX NFC CHAMPIONSHIP (SAN FRANCISCO AT PHILADELPHIA)	11.81	NFL
9	CBS	AFC CHAMP PRE KICK ON CBS	10.56	NFL
10	CBS	AFC DIVISIONAL PLAYOFF-SU (CINCINNATI AT BUFFALO)	9.81	NFL

Source: Nielsen, 2022-23, Adults 18-49 C3 ratings. Broadcast and Cable, based on individual telecasts. Excludes repeat programming. The most watched regular show episode was FOX's "Next Level Chef", which reached a 4.45 rating.

Programs & Ratings

Non-Sports: Returning Shows Top Ratings

BACK TO TOC

NATIONAL TELEVISION

- **Yellowstone**'s fifth season was the top prime program for the second year in a row.
- 75% of **Yellowstone's** audience lies within the adults 50+ tv audience – driving this year over year growth.
- **SNL** was the only comedy show to breakthrough in the top 10 shows.
- **American Idol** brought ABC back into the top 10. Followed closely by more unscripted and comedy fare - **Jeopardy! Masters** and **Abbott Elementary.**
- Unscripted shows were predominant this year, making up 6 out of 10 top programs.
- Though all ten shows are returning favorites, only one held an average rating above a 1.0.

Top Ratings for the 2022/23 Bcast Season (Oct. 2022 – Sept. 2023)

Rank	Network	Show	A18-49 C3 Rating	Genre
1	PARAMOUNT	YELLOWSTONE	1.36	DRAMA
2	NBC	SATURDAY NIGHT	0.93	COMEDY
3	FOX	NEXT LEVEL CHEF	0.86	REALITY
4	CBS	60 MINUTES	0.84	REALITY
5	CBS	SURVIVOR	0.72	REALITY
6	ABC	AMERICAN IDOL	0.70	REALITY
7	FOX	THE MASKED SINGER	0.70	REALITY
8	NBC	CHICAGO FIRE	0.69	DRAMA
9	NBC	CHICAGO PD	0.68	DRAMA
10	FOX	911	0.68	DRAMA

Source: Nielsen, 2022-23; Adults 18-49 C3 ratings; Broadcast and Cable; Average rating per season, not single telecast. Excludes sports, specials, news and repeat programming.

BACK TO TOC

Trading

Media Buying Mechanisms

- **National Television** media transactions in the US include three formats/segments: national broadcast networks, cable networks, and syndication. These three formats are managed by the same national TV teams on the media buying side.
- There are **two ways to buy national TV** inventory in the US: Upfront and Scatter.
- **Upfront TV sales** are negotiated between agencies and TV vendors (broadcast and cable networks) during May-July for the broadcast year (BY) (Oct-Sep). Buyers and sellers agree on a guaranteed level of CPM inflation and any additional benefits (partnerships, etc), against a commitment on spend volumes.
- Approx. 75% of national TV ad dollars come from upfront deals (either broadcast year or calendar year) these days, up from 60% five years ago.
- Other countries have some form of annual deals between brands, agencies and TV vendors, but almost nowhere else does upfronts play such a central role in TV advertising trading.
- The negotiated upfront inflation rates come on top of the **"base rates"** of each brand/advertiser. Each band has such base rates with every vendor, for every daypart and demo. Those rates can be much below average CPMs for very large spenders and historic TV brands (e.g. CPG, automotive). Conversely they can be above average for new brands or small advertisers.
- These rates are typically attached to brands themselves and independent from their agencies. They follow a brand whenever it decides to shift agencies.
- **Scatter sales** happen throughout the whole year, although there is typically little inventory available for calendar Q4 (heavily pre-empted through upfront deals).
- Scatter prices are determined by supply and demand at the time of transaction, and can therefore be volatile throughout the year or dayparts. The scatter market is thus akin to a spot market, a commodity market (oil, metal) or financial market.
- Scatter's CPM levels are almost always higher than those negotiated in the upfront deals. This difference is called a **"premium"**. Premiums below 5% are considered low; 5% to 15% is considered moderate; 15% or more is considered an expensive market. Premiums can reach much higher levels, esp. for brands blessed with low base rates.
- The tables on the following pages cover the rationale of BY upfronts, the timing of the BY upfronts, and the distribution of upfront spend.

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Trading

Media Buying Mechanisms: Upfronts

2Q	3Q	4Q	1Q	2Q	3Q
Upfront Season (negotiations)		0% Cancellable	25-50% Cancellable	50% Cancellable	50% Cancellable

- Presentation of the upcoming season (new shows, ad products)
- 12-month agreements between each agency group and each TV ad each sales house (NBC, ViacomCBS)
- In the last few years, digital video pure players (Hulu, Youtube) have also been making upfront-style events and deals ("newfronts").

UPFRONT DEALS APPLIED TO THE BROADCAST SEASON

- A total volume of GRPs are bought over the 12 months of the broadcast year (October to September).
- Buyers can secure access to specific dayparts, targets, and shows.
- Agreements are made for CPM increases across various dayparts and various targets that will be applied to the base rates of individual clients (also includes agreements for special terms and sponsorship).
- Spending commitment is made quarter by quarter. A portion of committed spend may be cancelled without a CPM rate penalty from 1Q. Advertisers must notify vendors 60 to 90 in advance.
- Upfront CPMs are guaranteed (scatter CPMs usually are *not*).
- If an upfront campaign delivers fewer GRPs than promised, the broadcaster will usually run an Audience Deficiency Unit (ADU) at no additional cost.

Trading

Media Buying Mechanisms: Upfronts

BACK TO TOC

The table below summarizes the benefits and drawbacks of upfront transactions (as opposed to scatter) from a buy side and a sell side perspectives.

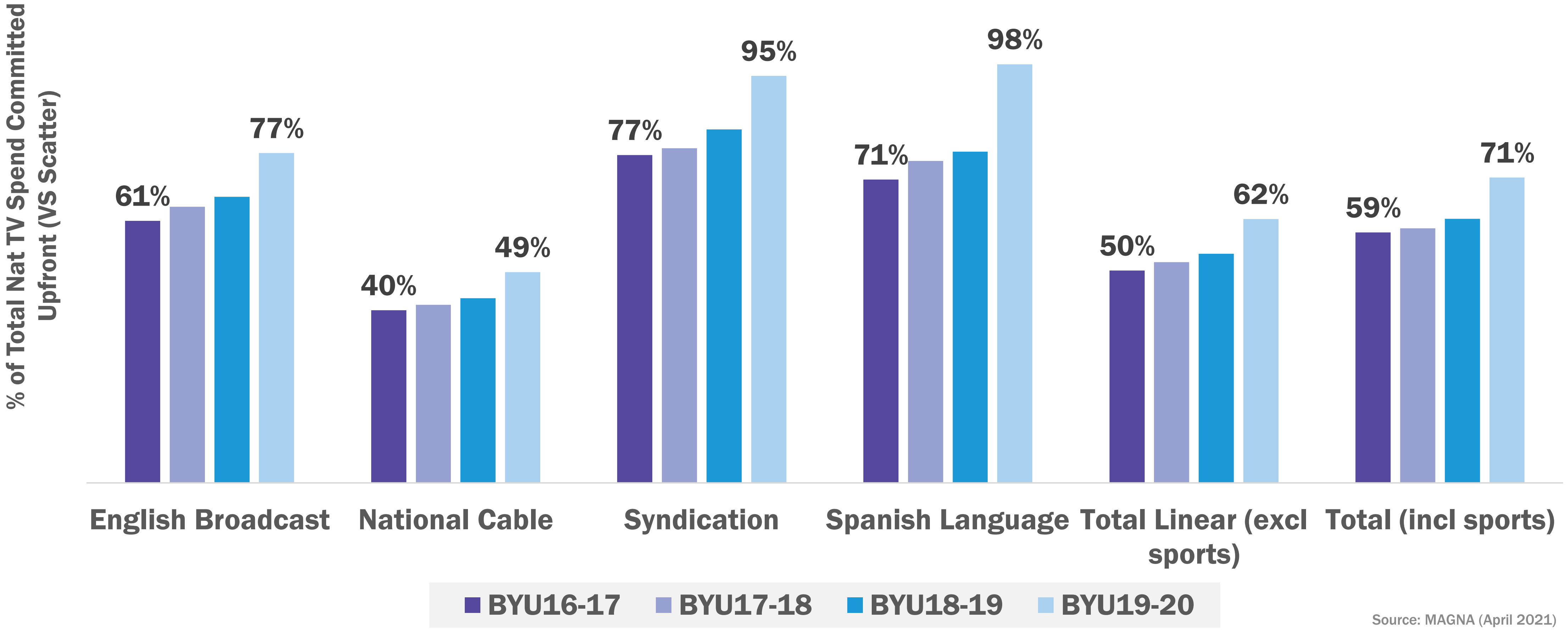
	Buy Side	Sell Side
Pros	• Advanced **visibility** and predictability on costs. • Low transaction costs and economies of scales, compared to scatter buying. • Lower CPMs than scatter (when scatter premiums are 10% of more). • Secure Access (share of voice) to critical inventory (esp.4Q and holiday season). • Low brand rates are conditioned by their participation to broadcast year upfronts (major barrier to exit).	• Visibility and predictability on revenues. • Lower transaction costs. • Economies of scales. • Capacity to bundle existing/proven shows with new ones. • Asymmetry of information benefits sell side's bargaining power.
Cons	• **Reduced flexibility** of marketing (re)allocation intra-year. • Clashes with calendar year marketing budgets. • The mechanism has proved **inflationary**. • The auction-style component of the process benefits the sell side's bargaining power due to information asymmetry.	• In a scatter, or a real-time trading market, sales houses could expect to maximize value and reach higher CPMs for the more sought-after inventory.

Trading

Media Buying Mechanisms: Upfronts

BACK TO TOC
NATIONAL TELEVISION

- The share of total national advertising spend going through upfront deals, rather than the scatter market, has increased in the last four years.
- Most brands seek to lock in spend for the crucial holiday periods, as well as to avoid the scatter market, which has become more expensive.



Source: MAGNA (April 2021)

Top Spenders

National TV: P&G Tops National Spend

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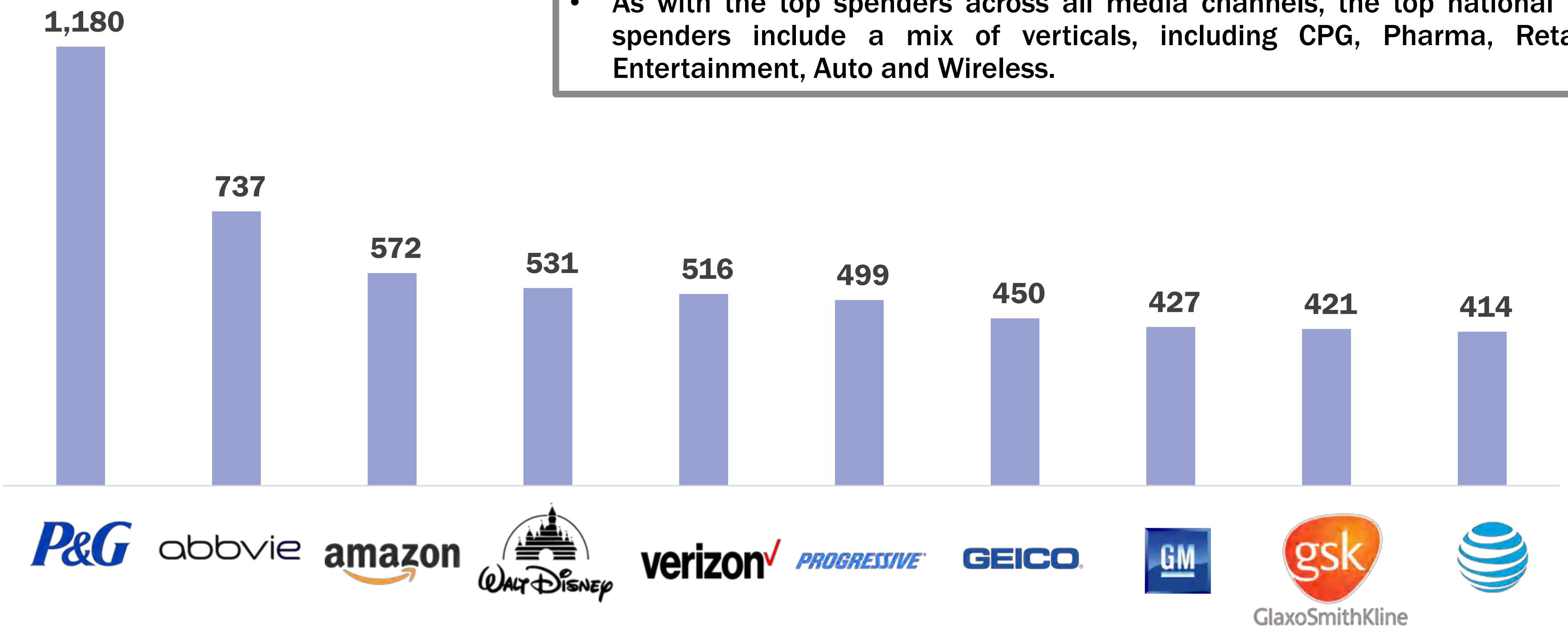
NATIONAL TELEVISION

Net Advertising Spend
(National TV 2023, $M)



- Procter & Gamble is again the top national TV advertiser, with $1.2bn in estimated net advertising spend in 2022, more than 60% larger than the second largest spender, AbbVie.
- As with the top spenders across all media channels, the top national TV spenders include a mix of verticals, including CPG, Pharma, Retail, Entertainment, Auto and Wireless.

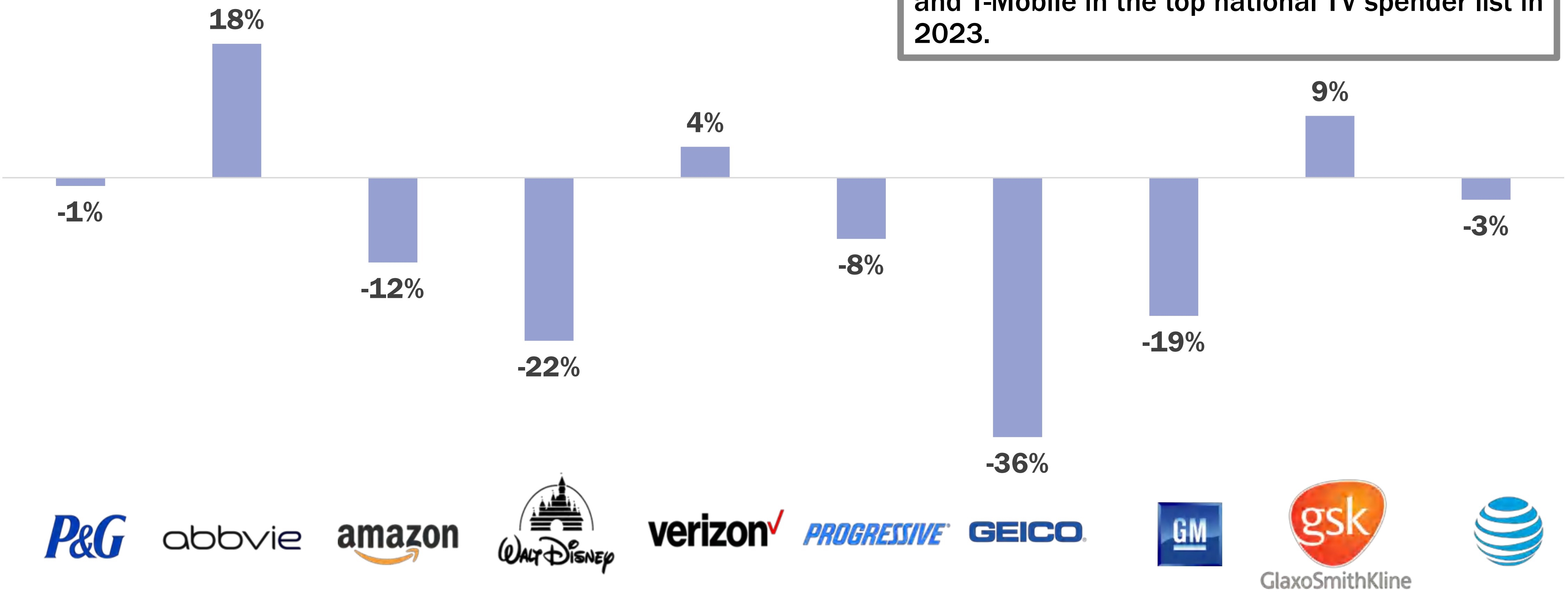
Source: MAGNA NAR estimates, based on Nielsen (March 2024)

Top Spenders

National TV: P&G and Wireless Resilient, Pharma Grows

Net Advertising Spend
(National TV 2023 vs 2022)

GlaxoSmithKline and AT&T replaced Comcast and T-Mobile in the top national TV spender list in 2023.



Source: MAGNA NAR estimates, based on Nielsen (March 2024)

Media Owners
Top Vendors (Based on Nielsen)

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Top Vendors	2023 Ad Sales	Growth	Market Share
Paramount Global	6,120	-3%	16%
Fox Corp	6,099	3%	16%
Comcast	6,041	-30%	16%
Walt Disney	5,708	3%	15%
Warner Bros Discovery	5,142	-14%	14%
Univision	1,881	13%	5%
A+E	858	-5%	2%
AMC Network	512	-15%	1%
Ion Media	455	-17%	1%
National Football League	402	21%	1%
Top Ten	33,218	-9%	89%

Top Networks	2023 Ad Sales	Growth	Market Share
FOX (Super Bowl)	4,934	5%	13%
CBS	4,238	1%	11%
NBC (No Super Bowl)	3,276	-31%	9%
ESPN	2,364	11%	6%
ABC	2,114	3%	6%
Univision	1,418	14%	4%
Telemundo	1,139	-41%	3%
TNT	984	-10%	3%
TBS	915	-6%	2%
Fox News	758	0%	2%
Top Ten	22,138	-7%	59%

- The top ten national TV vendors account for 89% of the total TV ad sales and saw their ad sales fall by -9% in 2023.
- Five owners dominate national TV market share: Comcast, Fox Corp, Paramount Global, Warner Bros Discovery and Walt Disney. These five companies control 78% of the market.
- The top five networks are the big 4 broadcast networks (NBC, FOX, CBS, ABC) and ESPN, Disney's flagship sports network.
- The top ten networks received 59% of total national TV ad sales.
- NBC reported strong declines in 2023, but this was due to the lack of Super Bowl, which the network aired in 2022. The Fox broadcast network had the Super Bowl in 2023.

Source: MAGNA NAR estimates, based on Nielsen (April 2024)

BACK TO TOC

Top Spenders

Top Verticals and Advertisers

- The top spending verticals in 2023 were Finance (12%), Pharma (11%), Food/Beverage (9%) and Retail (9%). Each of those five verticals account for approx. 10% of total spend.
- As a whole, the top ten industries accounted for 79% of all spend, with declines of -9% vs 2022.
- The top advertisers in 2023 were Procter & Gamble (as it is every year), AbbVie, Amazon and Walt Disney. P&G was the only company to spend more than $1bn on linear national TV advertising.
- The top 10 spenders accounted for 15% of total national TV, a larger proportion than what MAGNA observes in other markets.

Top National TV Industries and Advertisers in 2023 ($M)

Top Industries	2023 Ad Spend	Growth	Share of Spend
Finance	4,649	-18%	12%
Pharmaceuticals	3,955	2%	11%
Food & Beverages	3,449	-6%	9%
Retail	3,242	-11%	9%
Technology	2,833	-21%	8%
Restaurants	2,753	-7%	7%
Entertainment	2,655	-8%	7%
Auto	2,585	-12%	7%
Personal Care	2,378	-1%	6%
Recreational Goods	1,165	9%	3%
Top Ten	29,663	-9%	79%

Top Advertisers	2023 Ad Spend	Growth	Share of Spend
Procter & Gamble	1,180	-1%	3%
AbbVie	737	18%	2%
Amazon	572	-12%	2%
Walt Disney	531	-22%	1%
Verizon	516	4%	1%
Progressive	499	-8%	1%
Geico	450	-36%	1%
General Motors	427	-19%	1%
GlaxoSmithKline	421	9%	1%
AT&T	414	-3%	1%
Top Ten	5,748	-8%	15%

Source: MAGNA NAR estimates, based on Nielsen (April 2024)

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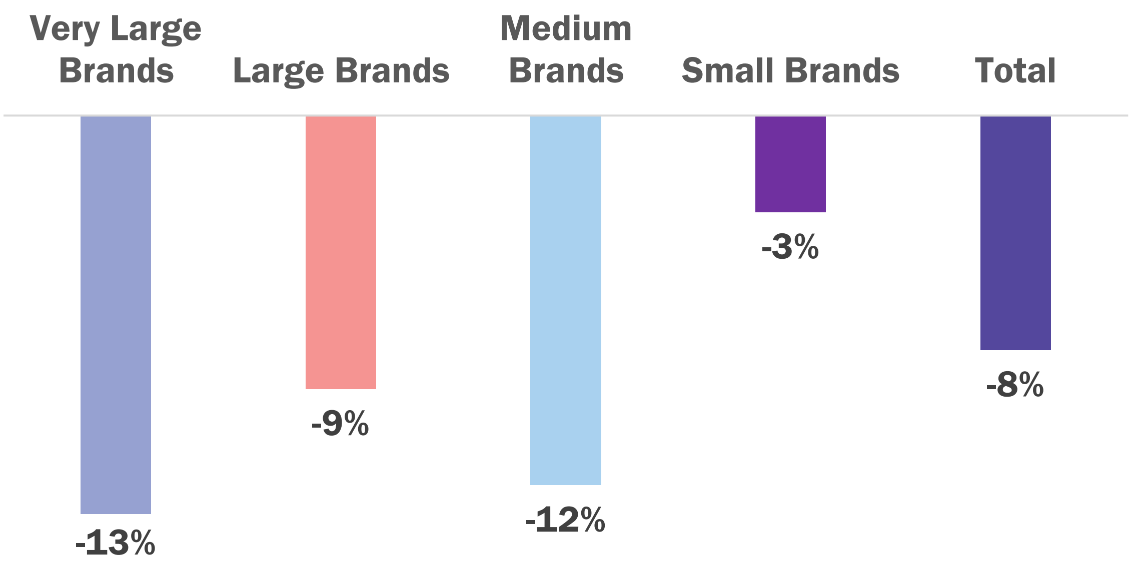
Top Spenders

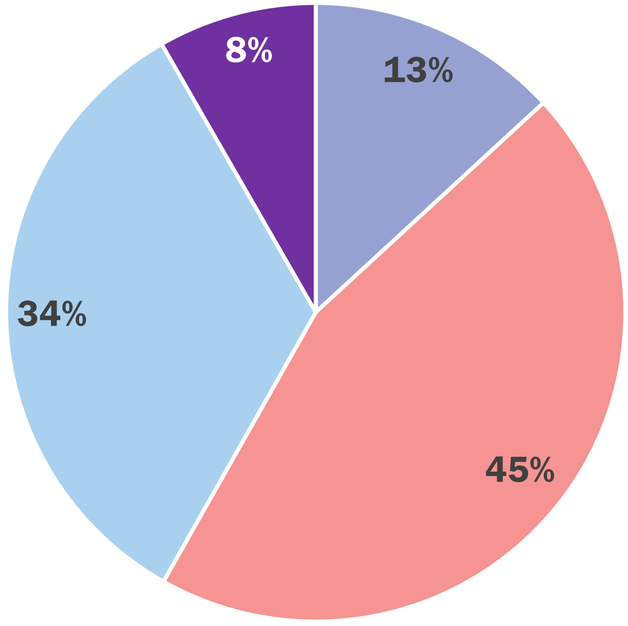
National TV: Contributions by Advertiser Size

National TV Ad Spend Growth (2023 vs 2022)



Legend
1) Very Large Brands (>$500m)
2) Large Brands ($100m to $499m)
3) Medium Brands ($10m to $99m)
4) Small Brands (<$10m)

SHARE OF SPEND BY SIZE



Source: MAGNA NAR estimates, based on Nielsen (April 2024)

National TV ad spend fell by -8% in 2023 on low demand from national TV advertisers.

Small brands (brands that spend less than $10m a year on national TV advertising) were the most resilient in 2023, cutting spend by only -3%. On the other side, Very Large Brands (the biggest 10 or so advertisers with more than $500m of spend) cut budgets the most (-13%).

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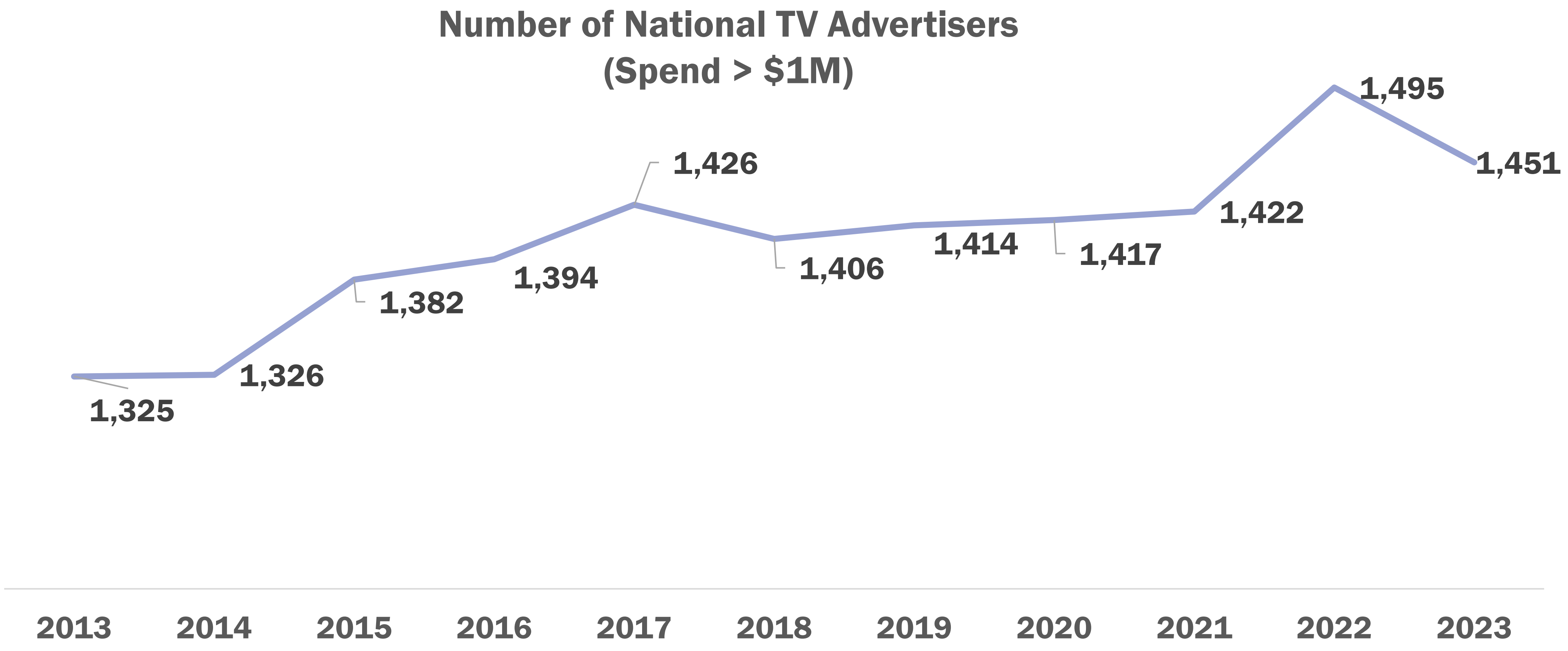
Top Spenders

Number of National TV Advertisers

The number of brands using national TV has actually increased over the last ten years, though it was off a bit in 2023 (-3%). In 2013, 1,325 different brands used linear national TV. This number has increased steadily to 1,450 by 2023.

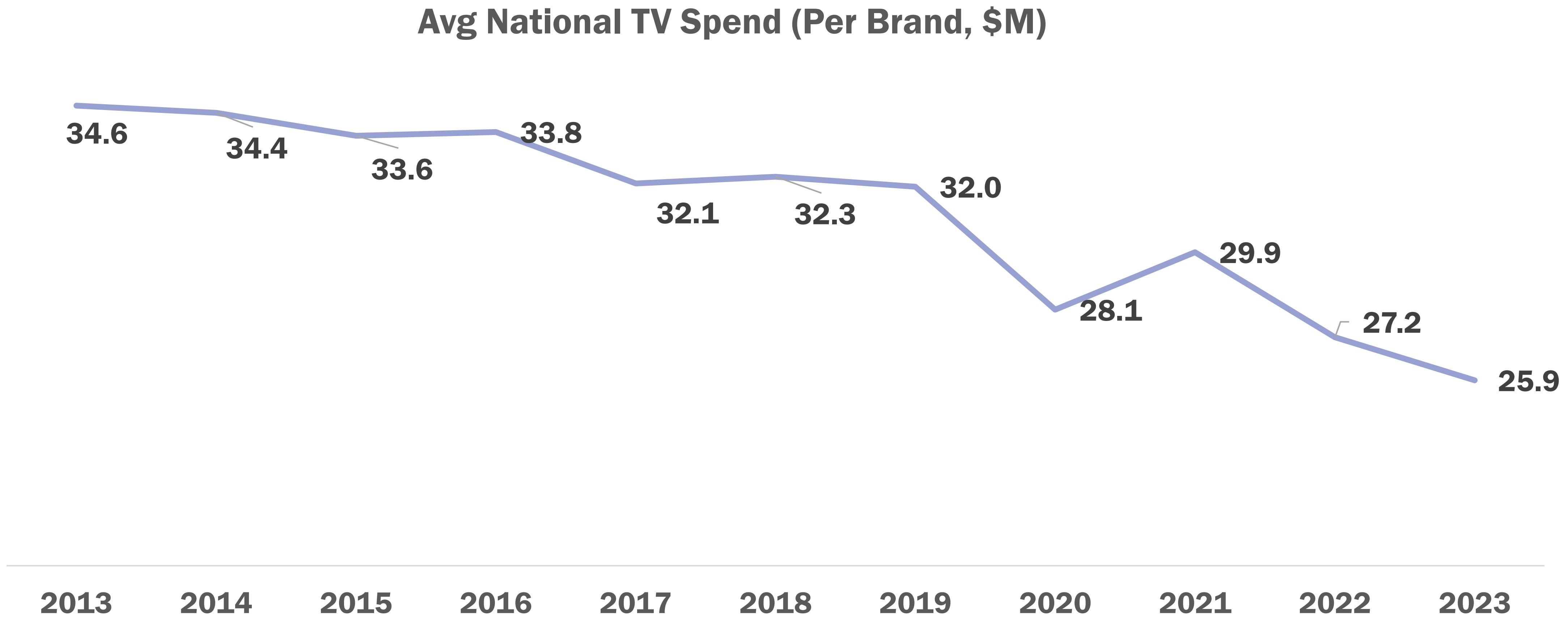


Source: MAGNA, Nielsen (April 2024)

Top Spenders

Average Advertiser TV Spend ($M)

Since linear national TV ad sales are falling, and the number of advertisers are increasing, the amount that each brand spends on national TV is falling. In 2013, an average of $32m was spent per brand. This amount fell to approx. $26m in 2023 ($25.9m x 1,450 brands = $37.6bn).



Source: MAGNA, Nielsen (April 2024)

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Special TV Formats

Syndication

- **Syndicated shows** are either "off network" shows (**repeats** of successful network drama or soaps) *or* original daytime shows (game shows or talk shows). Syndicated shows viewership is skewed towards woman, older citizens, low-income families and ethnic minorities.
- Syndication shows are **scheduled** on local broadcast stations between 12-5pm on weekdays, after the evening news between 7-8pm, and after 11:30pm on channels without late night shows.
- **Business Model.** "Syndicators" (typically the original producer and license holders) let local TV stations run the shows in exchange for commercial avails (3 to 4 minutes per hour). Local stations monetize the additional ad minutes. Syndicators then sell their 3 or 4 min per episode of ad inventory to national media buyers and the same national ad load is inserted in their shows in every market running them.
- At any time in the year, the most popular syndicated shows are running on one local station in nearly every local DMA, therefore reaching near **nationwide audience** and providing an alternative to national networks.
- Ten years ago syndicated shows were running on local stations only but they new show on cable networks too. Approx. **25% of the syndication market is now with cable networks.**
- 80-90% of all syndication inventory is sold upfront. The **National Association of Television Program Executives (NATPE)** is the trade organization that brings television and media execs together with an event every January.
- Syndication CPMs are typically lower than network CPMs but higher than cable networks CPMs.
- Syndication is generating approx. **$1.9 billion in advertising sales.**

Popular Syndication Shows

Off Network	• Big Bang Theory • The Goldbergs • Seinfeld	
Talk Shows	• Wendy Williams • Live with Kelly & Ryan • Ellen	
Game Shows	• Wheel of Fortune • Jeopardy	
Courtroom Shows	• Judge Judy	

Drivers:
As primetime pricing remains high, some advertisers have been shifting their spend to syndication, which is a cheaper alternative to more expensive dayparts.

Inhibitors:
Streaming video on demand (SVOD) services are now the go-to spot for drama. For example, every season of Seinfeld can be watched on Hulu.

Main Menu

Local Television

US Media Landscape

July 2024

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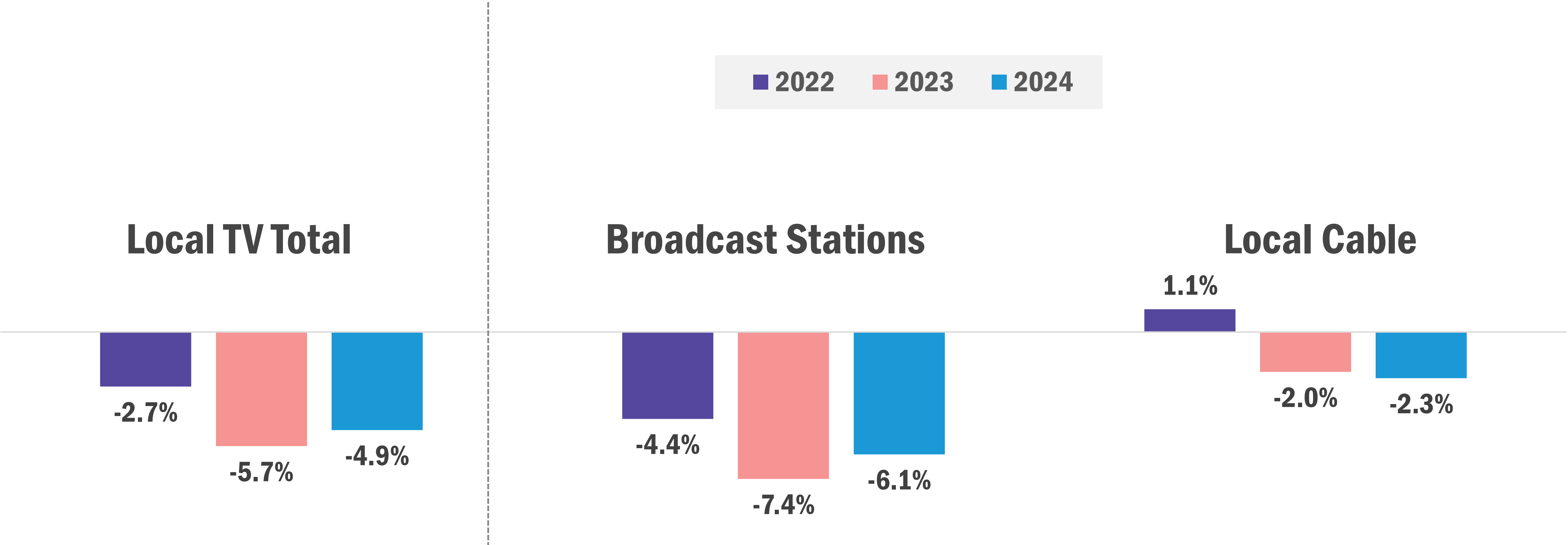
LOCAL TELEVISION

Local TV- Annual Trend

All Segments Will Decline in 2024



Local TV advertising sales will still fall -5%, of which broadcast stations will underperform local cable. Sports betting companies, which had been increasing local ad spend in 2021 started cutting at the end of 2022 and continued to cut in 2023. Some of these dollars shifted from local to national media, like national TV.

Source: MAGNA (June 2024)

Local TV: National Sales Continue to Struggle

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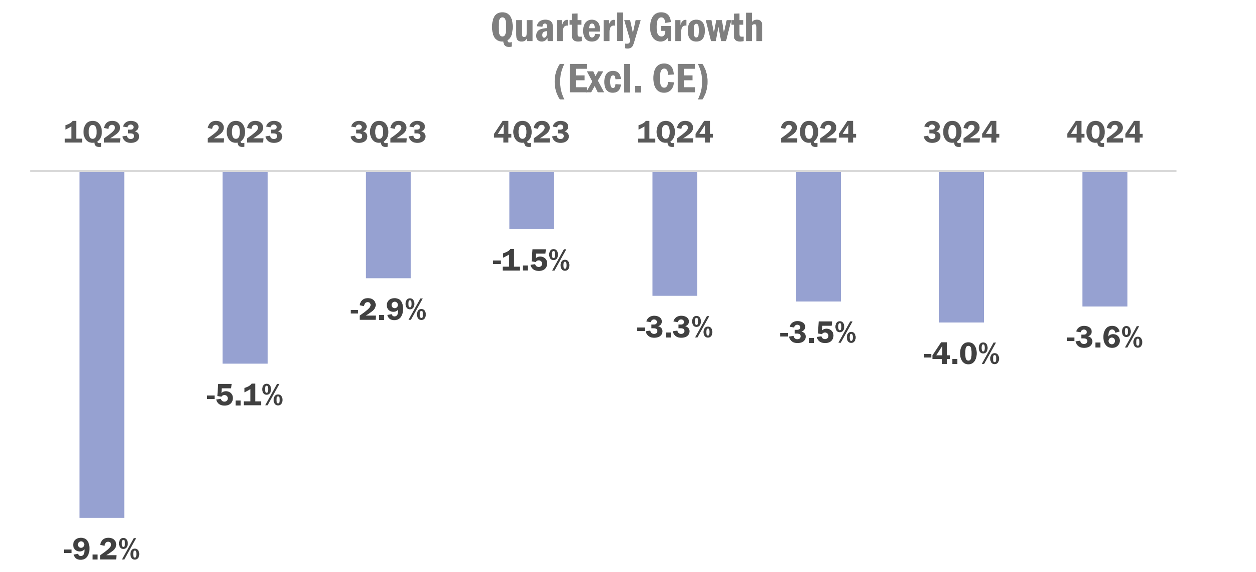
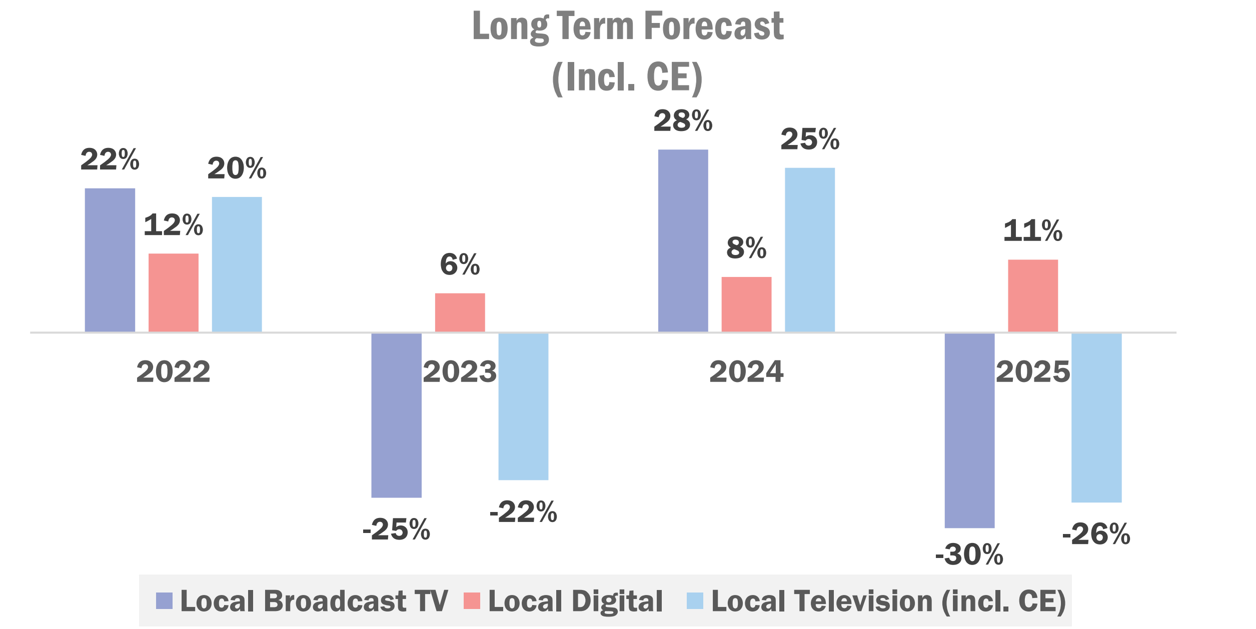




Automotive advertising spending, which was strong in 2023, slowed a bit in the first quarter.

- First quarter local TV advertising sales (both linear and digital) fell -3.3% to $4.3bn, a combination of -4% linear declines and +4% digital growth.
- Amongst the big public local broadcasters, Sinclair (-2.7%) and Nexstar (-1%) were down while Gray TV (+4%) was up.
- As with radio, local TV broadcasters had reported seeing improving trends in automotive spending, including TEGNA, which reported six consecutive quarters of Auto growth. However, Auto spending appears to have slowed marginally in the first quarter.
- In the first quarter Sinclair noted that Legal Services, Pharma and Home Repair were all strong, while Sports Betting fell. The company noted that it expected Sports Betting spend to fall as the vertical is starting to shift some local dollars to national media channels.
- Demand from national brands remained weaker than from local advertisers, which was reported by a number of media owners across different local media channels.

Source: MAGNA (June 2024)

Local Television
Strength and Weaknesses

BACK TO TOC

Strengths/Opportunities

1. **Most trusted provider of local news and sports.** TV hosts remain **popular** in local communities.
2. Commercial production remains **affordable** to local businesses (low entry barrier).
3. That dynamic, combined with a good mix of targetability, reach and scale keeps **local TV/Cable controlling the bulk of election spending,** far ahead of Audio, print and OOH. Digital share of political spend is growing dramatically, but still trails broadcast.
4. **Household addressability and live linear substitution** lets MVPDs target individual households with a customized ad load in cable network. Increasingly available to local and national advertisers.
5. As viewing patterns continue to shift away from broadcast, linear vendors have countered with an **increased focus on OTT sales.**
6. The **relaxation of regulations on sports betting**, state-by-state has attracted considerable spending since 2018. More StateS will legalize in 23/24 but betting has reached a near-national scale, which means national TV becomes a competitive alternative for brands.

Weaknesses/Risks

1. Local media suffers from the **competition** of scalable, easy-to-use, low-entry digital formats such as search and social, that attracts local and small businesses.
2. In the long term, many **local independent business are absorbed by national franchis**es, which tends to shift the center of gravity of marketing budgets towards national media.
3. Local TV ad sales **rely heavily on key verticals that are facing challenges**: automotive and retail account for 40% of station ad sales and are both currently facing headwinds and cutting marketing spend.
4. As **political polarization** has increased, the bulk of political ad spend is concentrated in a smaller and smaller number of battleground markets. **Digital takes a larger share of political ad spend** each.

By “strength” or “weakness” here we refer to the benefits and drawbacks perceived by advertisers and media planners vs other media types, as well as the capacity for media owners to develop ad sales and market shares in the future.

Local Broadcast

Broadcast Buying Mechanisms

BACK TO TOC

LOCAL TELEVISION

Inventory

- Local broadcast stations control 100% of the ad inventory generated by the local programming they produce and schedule.
- Local Stations also control a share of the ad load inserted during national programming widows ("local positions"). The volume of this is variable, depending on the agreement passed between the station and its affiliation network (this is not to be confused with the fixed two minutes of ad avail on cable networks that are typically owned/sold by MSOs).

Availability

- Local stations inventory ("Spot TV") can be sold directly by the local stations but more often by the sales house of their station group owner (companies like Gannett or Tribune owning 10-50 stations throughout the country), or by a third-party "rep firm" aggregating the inventory of multiple stations and station groups to create packages of impressions that can be sold to national agencies for national campaign. Telerep and Katz are among the biggest "reps".
- National broadcasters (networks) have sales houses specializing in selling the inventory of their "owned-and-operated" (O&O) local stations.

Contenders

- The bulk of Spot TV inventory is bought locally by local advertisers, either directly or through local agencies.
- Auto dealers (Tier 2, Tier 3), retailers and QSR restaurants being among the top spending categories, representing more than 50% of total local TV sales. No other media category is so dependent on the top 3 verticals.
- Spot TV is the #1 channel for political advertising, thanks to its ability to geo-target by DMA. In election years (every even-numbered years) political advertising can represent 13% of total spot revenues and generating inventory shortage (and therefore inflation) for other categories during the final weeks of campaigning (September-October).
- To avoid distorting the perception of NAR growth over consecutive years, MAGNA is estimating the incremental part of political NAR and publishing estimates with or without that incremental NAR…

Spot TV vs. National TV

- Between purely local campaign (one DMA) and fully national campaign (all 210 DMAs reaching 100% of the US TV population), many campaigns run on a combination of DMAs that are relevant to the brand (e.g. matching the footprint of a fast food franchise or an electoral district).
- For a national or near-national brand, the cost-efficiency of using national TV as opposed to aggregating local stations depends on the scale of the campaigns (transaction costs) and its goals (reach, frequency, targets). But as campaigns get bigger/broader national TV (broadcast networks) are likely to become more cost efficient.
- Trade bodies like the TVB are here to encourage national advertisers to consider Spot TV instead of (or in addition to) national TV.

BACK TO TOC

Local Broadcast
Broadcast TV Dayparts

6a	10a	4p	6p	7p	8p	11p	11.30p	2a
Early Morning	Daytime	Early Fringe (local/ syndication)	Nat' News	Prime Access	Prime	Local (news)	Late Night	Over Night

Mix of syndicated programs (talk shows, game shows, soaps…) and local news

Fox and CW Prime finish at 10

ABC/CBS/NBC air local evening news at 11 (Fox, CW, IND at 10p)

- **Early Morning** (EM): M-F/6a-10a
  - *(Most clients look at M-F/7a-9a)*
- **Daytime** (DT): M-F/10a-4p
- **Early Fringe/News**: M-Su/6p-7p
- **Primetime**: M-Sa/8p-11p, Su/7p-11p
- **Late Night**: M-SA/11:30p-2a
- **Overnight**: M-Su/2a-6a
- **Weekend News**: Sa-Su/7a-1p
- **Sports:** National and Local/Regional

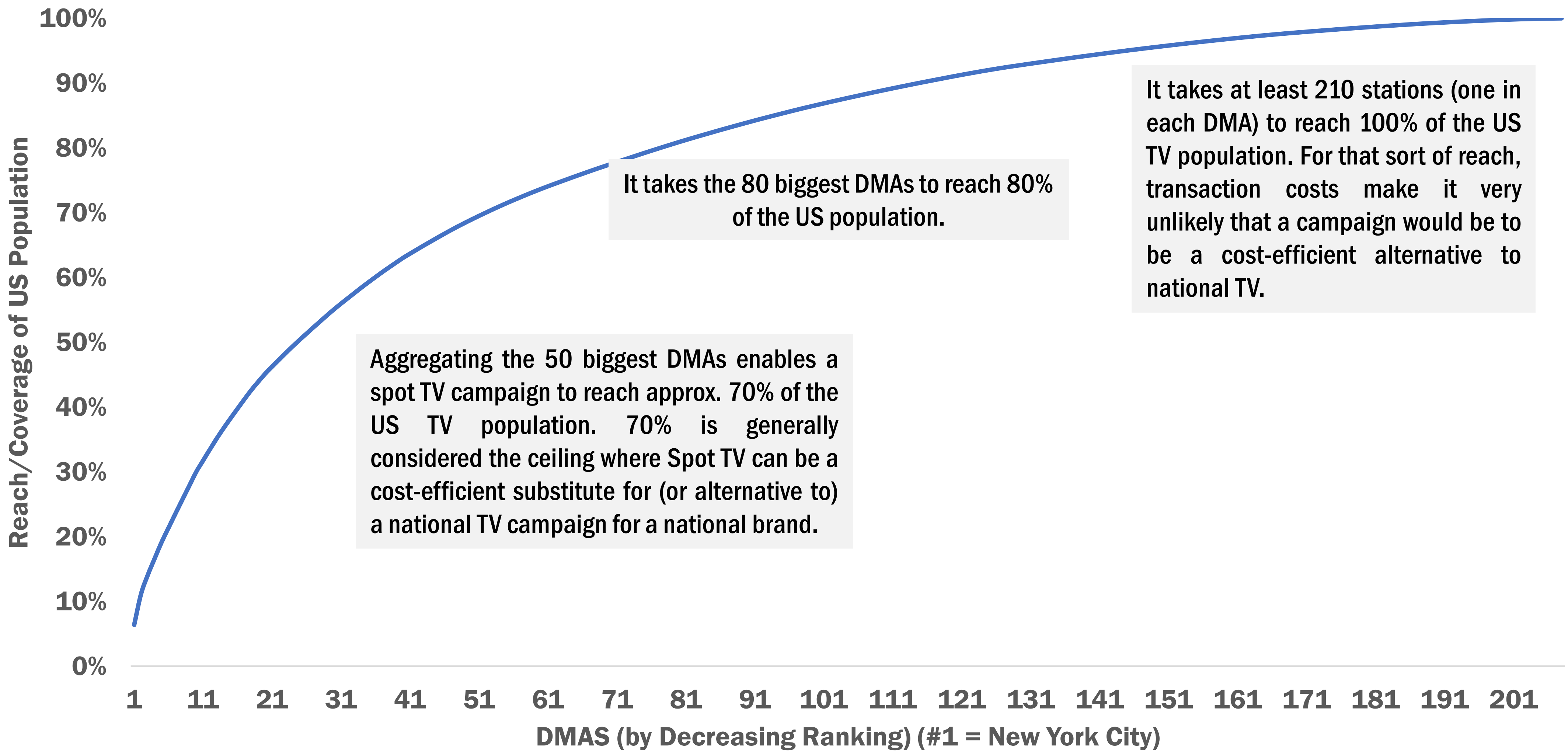
These 3 dayparts are for ABC/NBC/CBS only; no nat'l morning programs/6pm news on Fox/CW

National Programming (with national ads and some locally inserted ads)

Local Programming (with local ads)

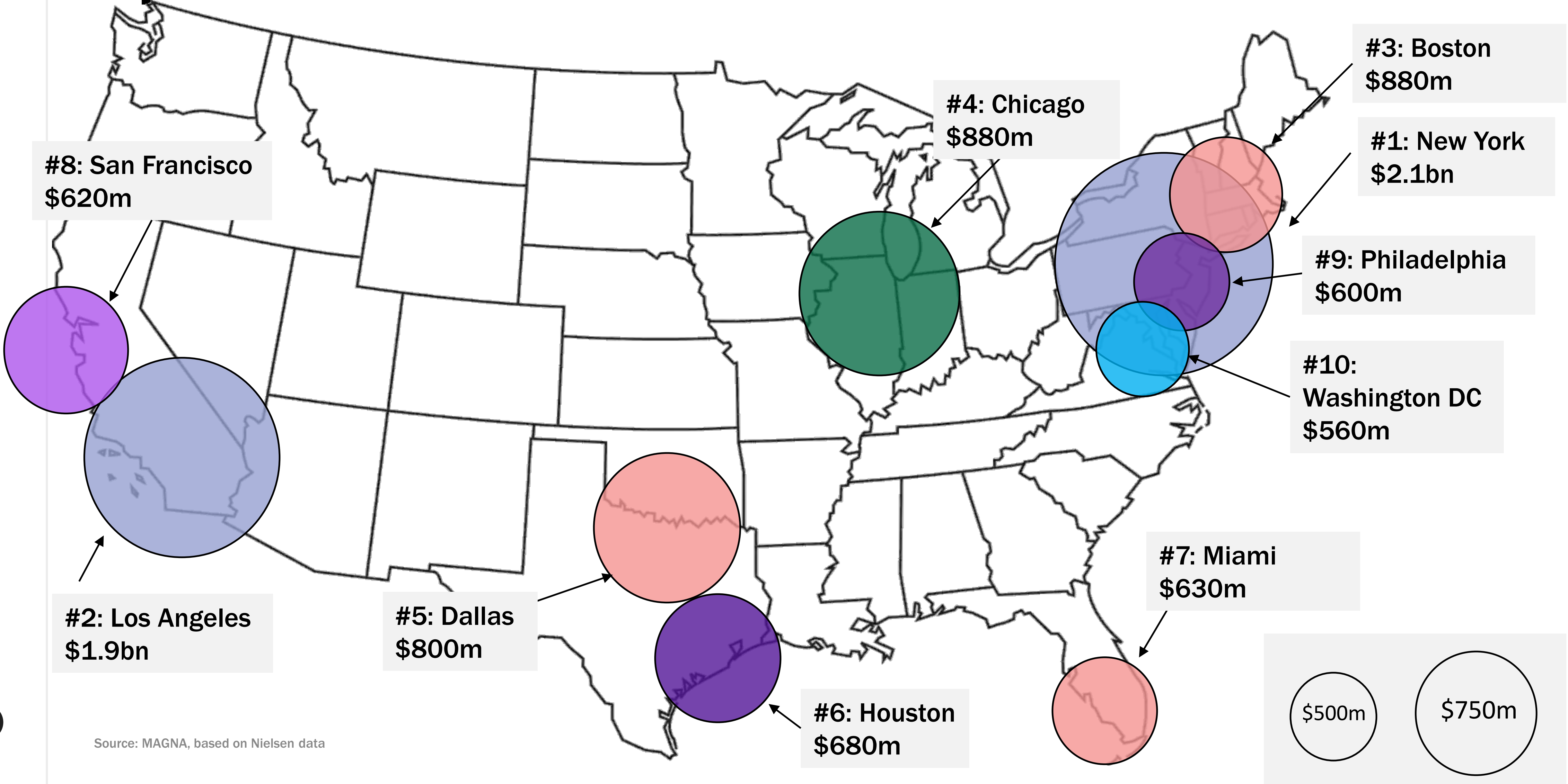
Local Broadcast

Broadcast DMAS



Local Broadcast Ad Sales

Top Ten Local Markets Account for 40% of Sales



Source: MAGNA, based on Nielsen data

Local Cable

Local Cable Buying Mechanisms

BACK TO TOC
LOCAL TELEVISION

- **What Makes up the Inventory?** Multichannel Video Providers Distributors (MVPDs), cable MSOs in particular, "own" **two minutes per hour** on the cable networks they distribute, as part of their distribution agreement.
- MVPDs can use those two minutes for auto-promotion (promoting new bundles or boxes or new VOD releases) but mostly they sell this inventory to **regional and local buyers**, (representing local businesses or, in some cases, national brands too).
- **Local cable ads can be bought down to the program level**, however most local cable is sold on a broader rotation (for example 6pm – 12 midnight, Monday-Sunday). Pricing varies by program, network, time period, and market.
- **Benefits/Strengths.** MVPDs can leverage their built-in **geo-targeting capability**. Cable head-ends are serving a specific town or zone* and each zone can receive a different ad load. Those zones are more granular than the areas of local broadcast stations. MVPDs can also leverage demographic information on their subscribers or behavioral information based on set-top-box data, that can be used for optimize targeting and planning. Finally some MVPD can offer **"household addressability"** (targeting *individual* HHs meeting specific criteria).
- **Who Sells it?** All major MVPDs have in-house sales houses (e.g. Comcast's EffecTV, Altice's A4, Spectrum Reach). MVPDs also operate local JVs called "Interconnect" to offer one-stop-shop coverage of a given market**.
- Some rep firms like Ampersand (formerly NCC Media) aggregate local cable inventory for *national* buyers, and can insert that inventory across all networks or MVPDs. National brands use aggregators to buy a specific show (for example: Empire) in a specific market (for example: New York) at a specific time, the same way a local advertiser would through their local MSO.
- **National brands running local campaigns make up slightly more than one third of cable ad sales.**
- **How big is it?** Nielsen does *not* track local cable sales separately from national network cable sales but based on ad revenues reported by MSOs, MAGNA estimates that this format generated revenues of approx. **$5bn in 2022.**
- What are the **key users?** Auto dealers and political strategists are among the users of the fine geo-targeting capabilities while credit card companies or auto brands use the super-targetability offered by household addressability.

Value Chain - Key Players

BACK TO TOC

Media Owners/Vendors

Station Groups

gray
TEGNA
SCRIPPS
SINCLAIR BROADCAST GROUP
meredith
Nexstar MEDIA GROUP, INC.

Networks

Selling inventory of their Owned and Operated Stations

NBC
CBS
abc
FOX

MVPDs

Selling inventory from cable networks (2 mn per hour)

Spectrum REACH
ADVERTISING
effectv

Aggregators

ampersand
CADENT

Media Buyers

Local Media Agencies

Specialized Agencies
(e.g. political agencies)

Full Service
National Agencies

Main Menu

Audio Media

(Radio, Streaming, Podcasts)

MAGNA

US Media Landscape

July 2024

BACK TO TOC

Audio Media

Table of Content

Key Facts

- **Radio Reach**: 84% of 18+ weekly, from 93% ten years ago.
- **Time Spent**: 9.5 hours per week (in 2023) down from 14.1 ten years ago.
- **Total Ad Sales** 2023: $16.1 billion.
- Linear bcast radio ad sales: $10.1bn in 2023, digital audio $6.0bn.
- **Top Markets**: LA, New York, San Francisco and Chicago.
- **Top Verticals**: Retail, Finance and Entertainment (35% of total ad sales) in 2023.
- **Top Vendors**: iHeartMedia, Audacy, Cumulus (45% of total ad sales).
- **Top Spenders**: P&G, Comcast and Pfizer (2023).
- **Podcast Penetration**: 37% of Americans (104 million) regularly listen to podcasts

More Key Facts

BACK TO TOC

1. Radio media owner's net advertising revenues (NAR) totaled **$10.1 billion** in 2023 (-7% vs 2022) i.e. 3% of total advertising revenues in the US. This is in line radio's average market share globally (4%).
2. **There are approx. 11,000 radio stations in the US.** The largest media owners are IHeartMedia, Audacy and Cumulus, which control approx. half of radio ad sales.
3. **Reach remains broad**: 84% of individuals 18+ listen to radio on a weekly basis. Weekly listening time fell to 9.5 hours in 2023 down from 17.7 hours in 2006, declining slowly (approx. -2% per year). Reach and time spent have declined since the COVID-19 pandemic hit due to changing routines and hybrid work schedules.
4. Methodology: MAGNA's linear radio NAR is defined as **"local" and "network" ad sales** that were previously reported by the US trade body **RAB**, based on a survey of terrestrial radio stations. The MAGNA number does not include the "off-air" and "digital" revenues reported by RAB. On the other hand MAGNA's "radio" NAR incorporates an estimate for satellite radio ad sales.
5. Ninety percent of linear radio NAR comes from local spot radio and 10% comes from network/satellite "national" radio.
6. In addition to the $10.1bn in linear NAR, radio broadcasters sell **2.9 billion worth of digital advertising inventory**, and two billion dollars in "off-air" revenues (typically: sponsored concerts). These small but growing ancillary revenues help the traditional radio sector stabilize total revenues.
7. **Music streaming** providers (Pandora, Spotify) sold an estimated $1.6bn worth of advertising in 2023, excl. podcasts (+2%). The slowdown in streaming ad sales was partly caused by the business model of key vendors gradually shifting further towards subscription-based, ad-free models (now 33% of all listeners and growing).
8. The **holistic audio advertising market** (linear + digital) **is thus worth $16.1bn** in 2023, of which $6.0 billion is generated through digital formats (traditional broadcasters *and* pure players).
9. The **top spending industries in 2023** are Retail (13%), Finance (13%), and Entertainment (9%), and these three industries accounted for 35% of all radio ad spend. Radio is more concentrated than other media categories in terms of client sectors. The **top advertisers** in 2022 were Procter & Gamble, Comcast and Pfizer.
10. **Latest MAGNA forecast (June 2024):** After dropping -4% in 2023, audio sales will remain flat in 2024, as digital sales will offset the decline in linear radio.

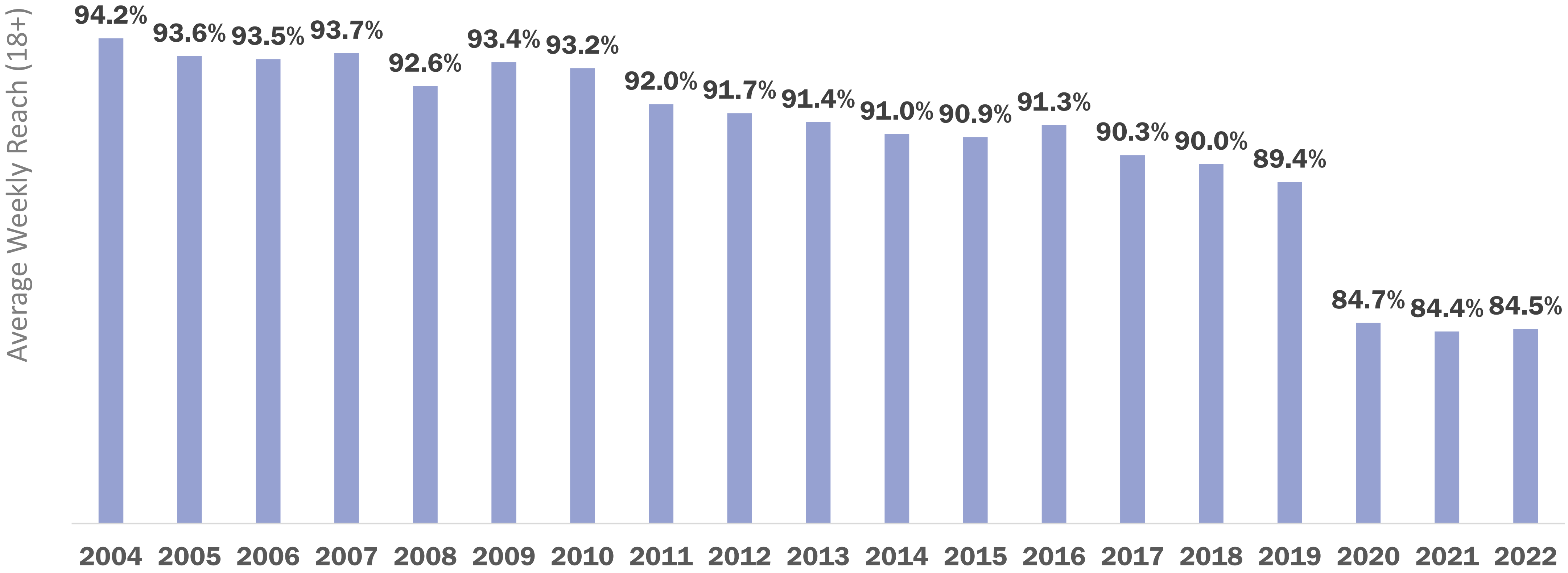
Source: MAGNA (June 2024)

BACK TO TOC

Audio Consumption

Radio Weekly Reach: 84% of Adults in 2022

- 84% of US adults listened to radio at least once a week in 2022, compared to 93% in 2010.
- Radio's reach eroded in 2020 as more people worked from home and fewer people commuted to work each morning but has remained stabled since then.



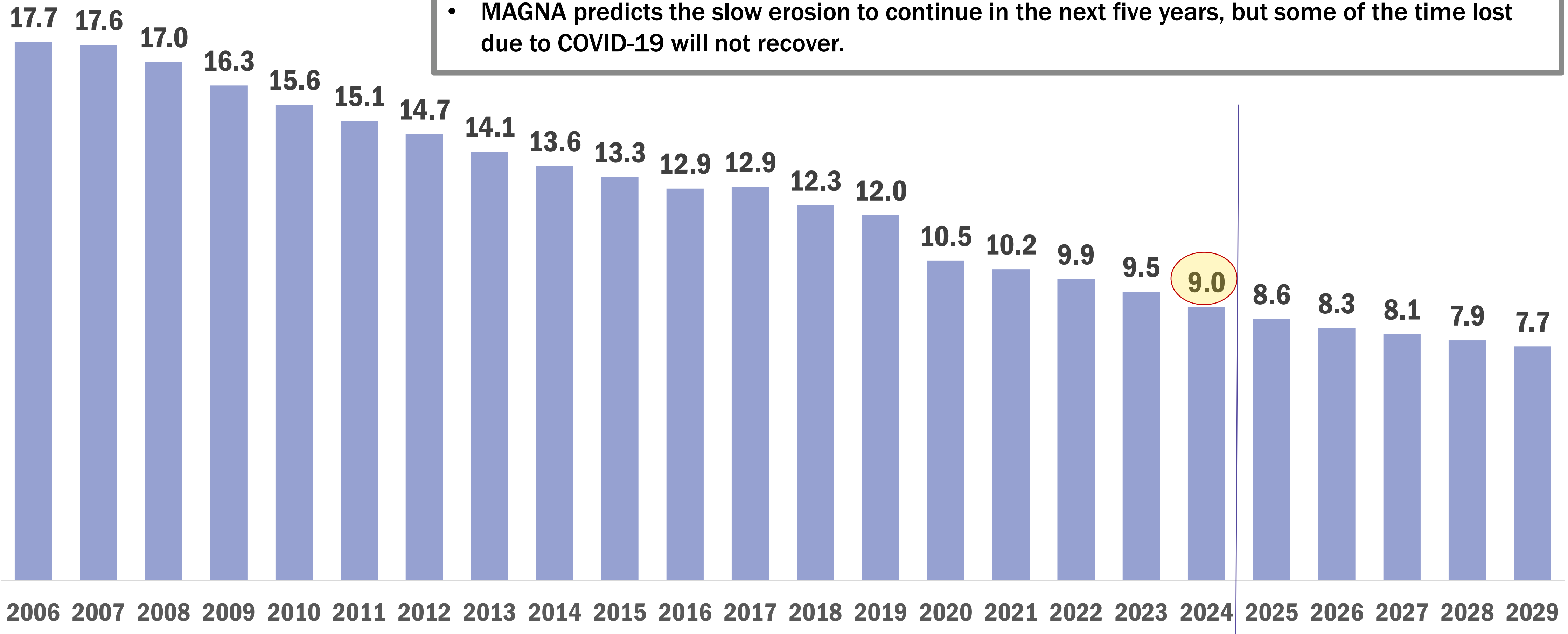
Source: Nielsen

Audio

Linear Radio: Listening Hours have Slowly Declined

BACK TO TOC

- Time spent listening to traditional linear radio has been slowly declining in the last ten years. From 17.7 hours per week in 2006, it is now down to 9.0 hours per week (persons 18-49).
- MAGNA predicts the slow erosion to continue in the next five years, but some of the time lost due to COVID-19 will not recover.



Source: Nielsen Audio, MAGNA Forecasts
*Includes satellite Audio

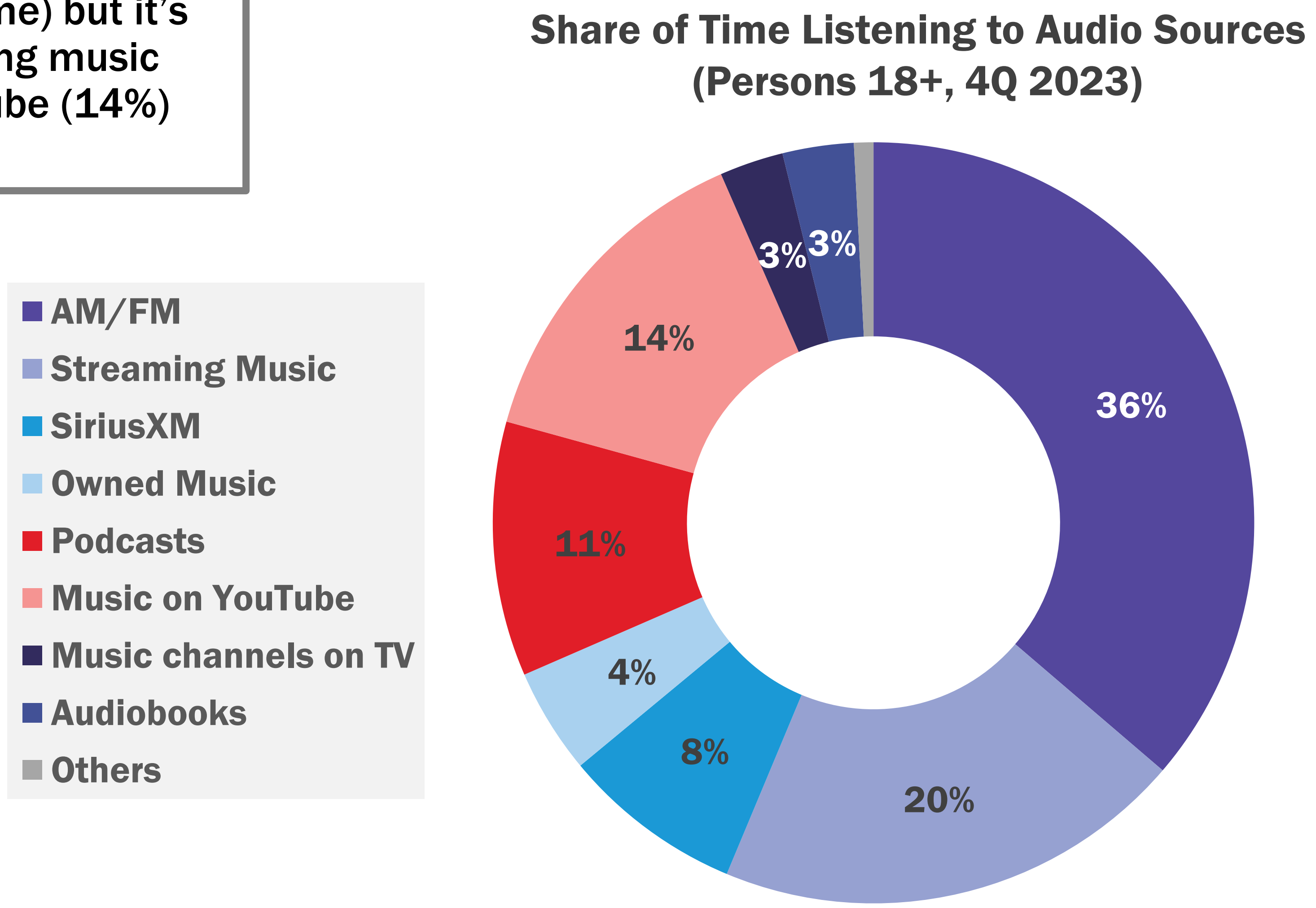
Audio Consumption

Radio Down to 38% of Audio Media Consumption

BACK TO TOC

AUDIO

Linear radio remains the #1 destination for audio media (37% of total audio time) but it's increasingly challenged by streaming music services (18% of audio time), Youtube (14%) and Podcasts (9%)



Source: Edison Research, Share of Ear, 4Q23

BACK TO TOC

Audio Media: Digital Sales Offset Broadcast Weakness

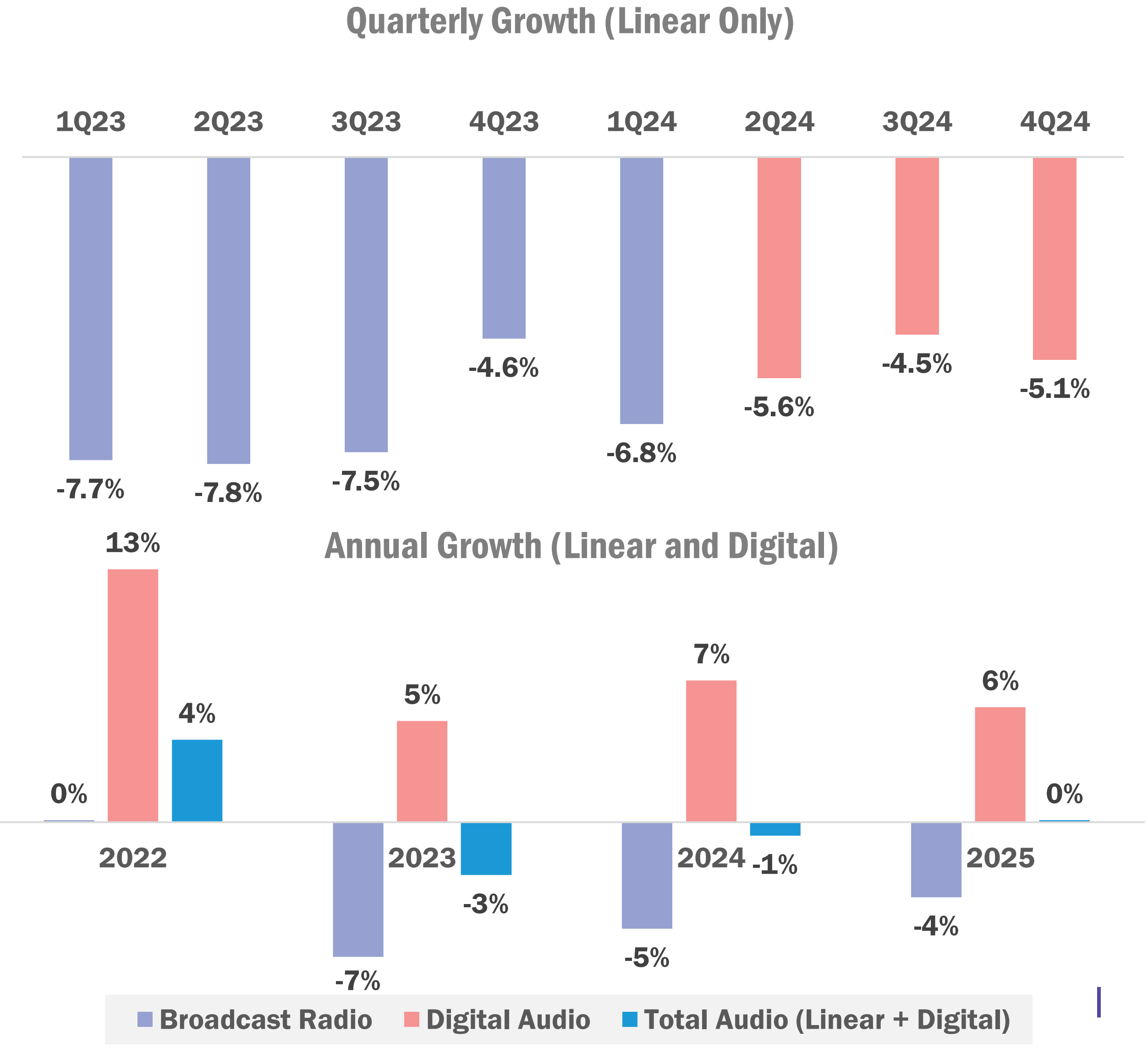
Broadcast radio sales fail to capitalize on broad based advertising market growth, but digital audio sales offset declines.

The cross-platform ad sales of traditional audio media owners (radio and digital audio) were flat in the first quarter, at $3.4bn. **Digital audio sales (incl. pure players Pandora and Spotify) rose by +9%** to account for 40% of total sales, but were just enough to offset broadcast radio declines of -6.0%.

Audacy, one of the three major broadcast radio owners, declared bankruptcy in early 2024. The company was saddled with high debt levels from its previous acquisition of CBS radio that it was unable to sufficiently pay down. The company emerged from Chapter 11 protection in late March.

In its most recent financial statement, Audacy broke out broadcast radio performance by format. The company reported -4% declines in total, of which advertising on its sports programming was up +6.6% and on its music programming up +2%, while news programming was off -5.6%.

Audacy reported the best performance of the big three in the first quarter, at -4%, which compares to -8% for iHeart and -9% for Cumulus Media.



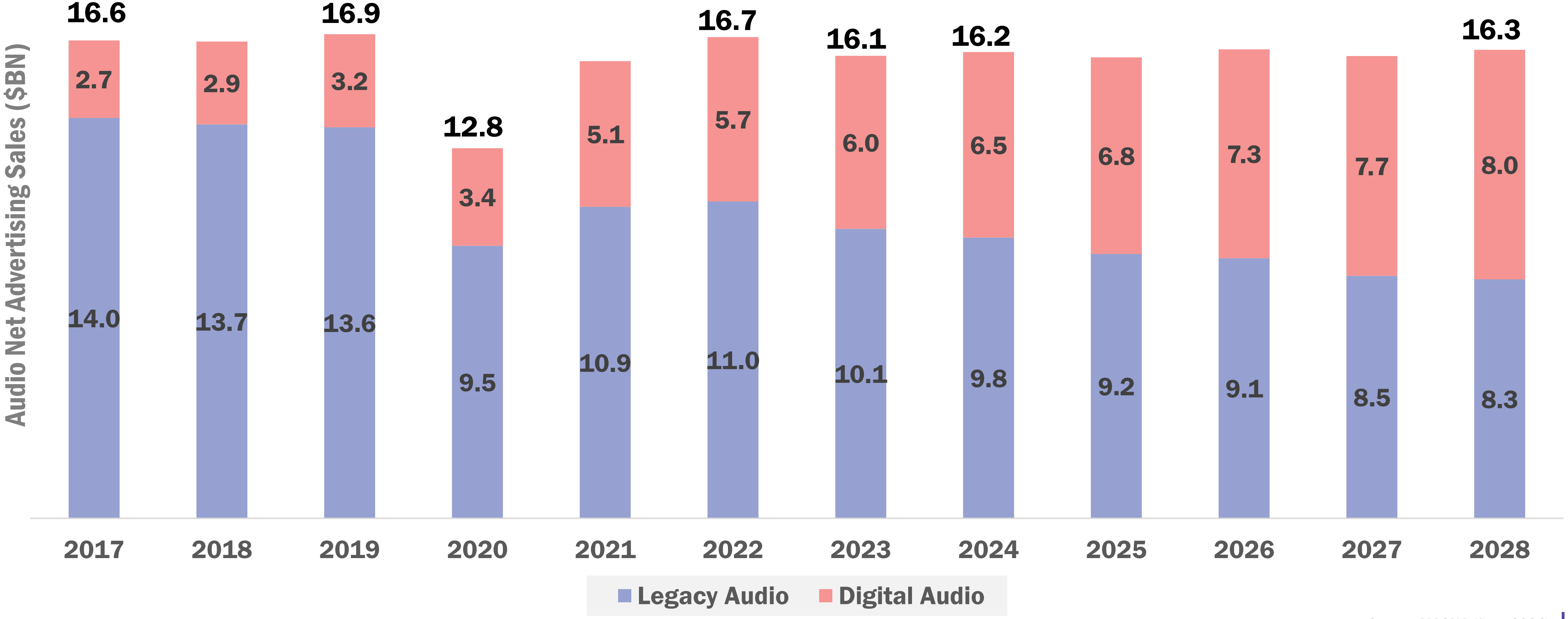
Source: MAGNA (June 2024)

Audio Ad Sales

Long Term Forecast

BACK TO TOC

- In 2023 the total audio advertising market was estimated by MAGNA at $16.1 billion.
- Traditional linear radio ad formats (broadcast and satellite) generated $10.1bn in ad sales while digital audio formats (streaming and podcasting) generated $6.0bn.
- In the next five years the growth of digital audio ad sales will mostly offset the erosion of linear ad formats to stabilize total audio advertising between $16bn and $17bn per year.



Source: MAGNA (June 2024)

BACK TO TOC

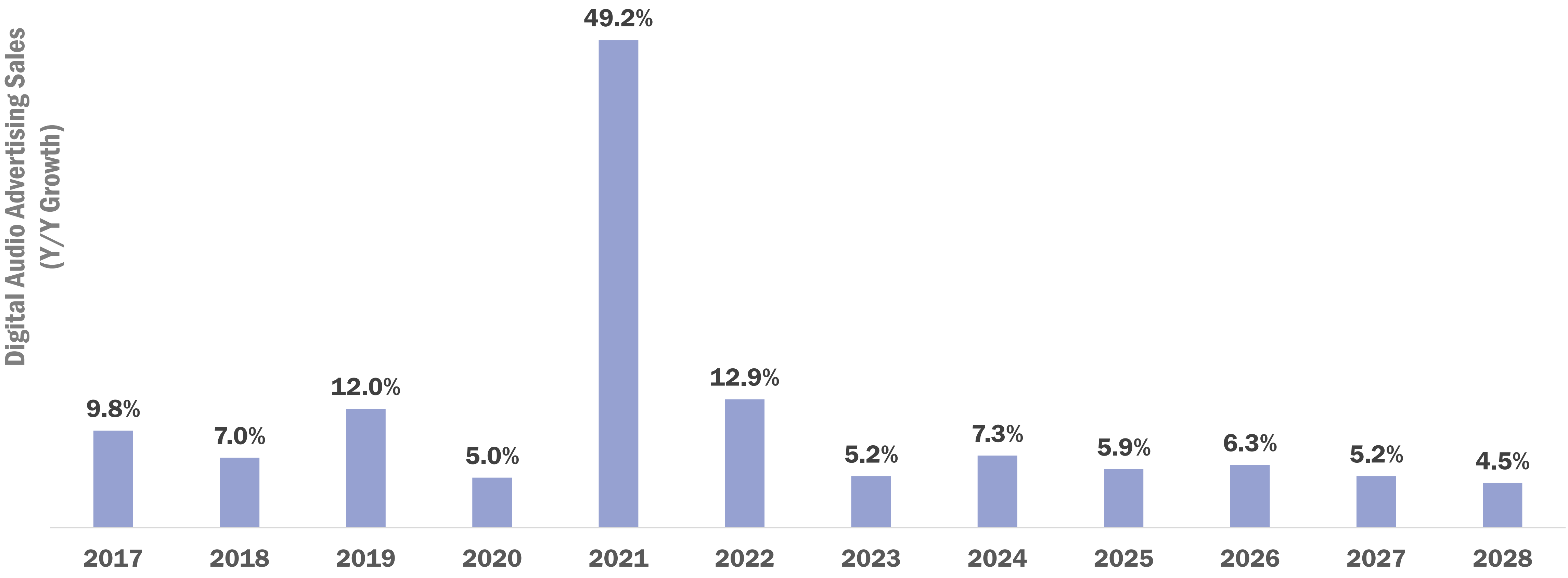
AUDIO

Audio Ad Sales

Digital Audio Continues to Grow Mid-Single Digit

Digital audio ad sales were growing double-digits between 2009 and 2016 but slowed down to single-digits by 2018, before re-accelerating in 2019 (+12%).

The COVID recession reduced sales in 2020 to +5% before they accelerated in 2021 by +49%. Sales will gain +7% in 2024.



Source: MAGNA (June 2024)

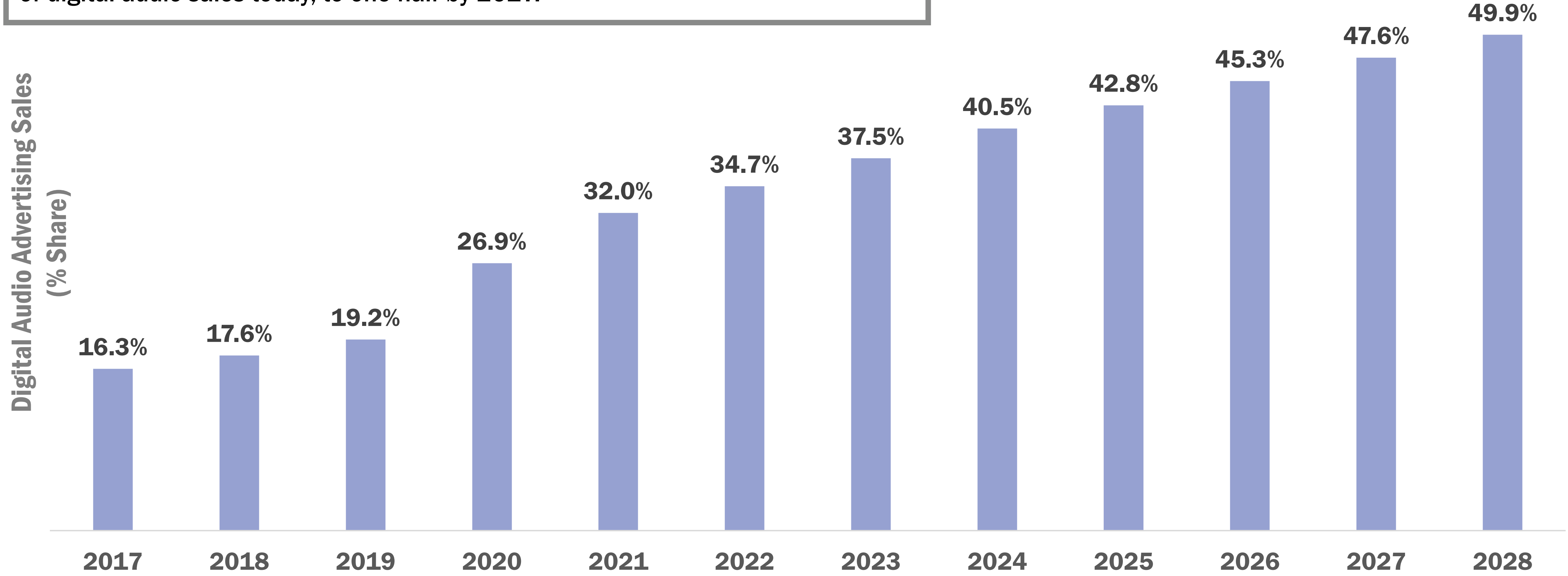
BACK TO TOC

Audio Ad Sales

Digital Audio to Reach Half of Audio Ad Sales by 2028

Digital audio share of total jumped from 19% in 2019 to 27% in 2020 as the pandemic led to a dramatic decline in terrestrial radio sales.

Within digital audio, podcasting will grow faster than streaming audio, from 40% of digital audio sales today, to one half by 2027.



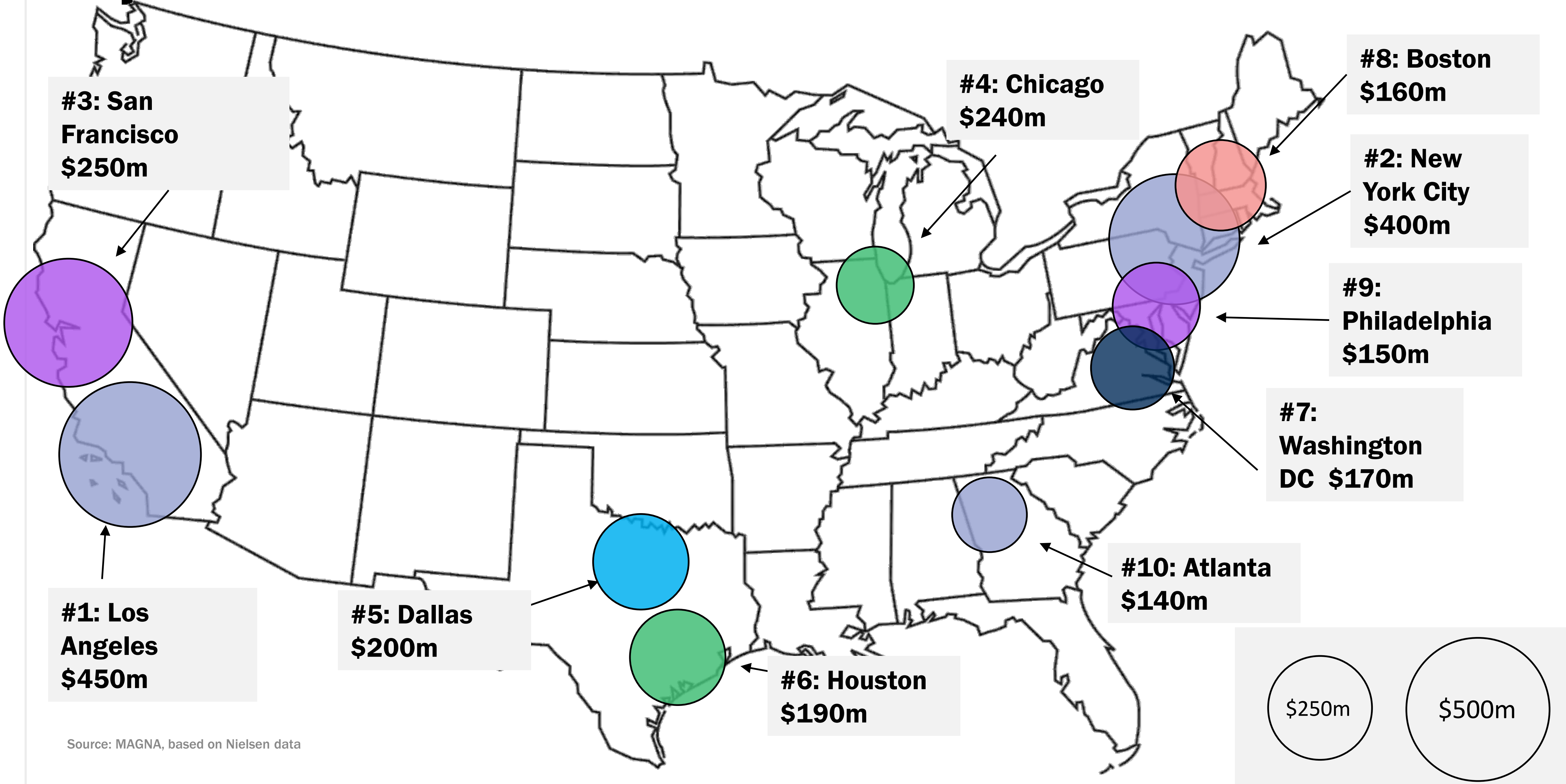
Source: MAGNA (June 2024)

BACK TO TOC

AUDIO

Audio Ad Sales

Top 10 Local Markets Account for 55% of Ad Sales



Source: MAGNA, based on Nielsen data

BACK TO TOC

Spenders

Retail Leads Local Spend

- The top spending verticals on linear broadcast radio in 2023 were Retail (13%), Finance (13%), and Business Services (12%). Each of these verticals accounts for more than 10% of total spend.
- Overall, the top ten industries accounted for 77% of radio advertising spend in 2023.
- The top five advertisers in 2023 were Procter & Gamble (which is also the largest linear national TV spender), Comcast, Pfizer, Zip Recruiter and Kinetix.
- The top ten spenders made up 12% of total spend and increased spend +12% compared to 2022.
- As such, the top spenders dramatically outperformed the total industry decline of -7%.
- Big radio decliners in 2023 included the major wireless carriers. AT&T cut spend by -43% while T-Mobile reduced by -65%.

Top Radio Industries and Advertisers in 2023 ($M)

Top Industries	2023 Ad Spend	Growth	Share of Spend
Retail	1,319	-5%	13%
Finance	1,309	-7%	13%
Business Services	1,164	-5%	12%
Entertainment	867	-14%	9%
Auto	823	-7%	8%
Medical Supplies	640	-7%	6%
Government, Schools & PSAs	552	-22%	6%
Recreational Goods	466	-9%	5%
Restaurants	321	-16%	3%
Personal Care	310	23%	3%
Top Ten	7,769	-8%	77%

Top Advertisers	2023 Ad Spend	Growth	Share of Spend
Procter & Gamble	399	19%	4%
Comcast	149	-24%	1%
Pfizer	148	18%	1%
Zip Recruiter	96	-7%	1%
Kinetix	87	21%	1%
Lowes	75	47%	1%
Upside	69	-7%	1%
Babbel	63	27%	1%
Dish Network	60	164%	1%
Home Depot	59	20%	1%
Top Ten	1,205	12%	12%

Source: MAGNA based on Nielsen Data (April 2024)

BACK TO TOC

Broadcast Radio
Strengths and Weaknesses

Strengths and Opportunities

1. Highest reach of all media types: 89% of adults 18+ listen to the radio at least once a week (compared to 83% of adults who tune in to watch television).
2. Radio is positively perceived by consumers as an important actor in local communities. People tune in to listen to their local hosts and news, weather and traffic.
3. CPMs are lower than most other media categories (e.g. $13 for local spot radio) and are less impacted by media inflation.
4. Responsiveness: low lead time.
5. Production costs are low.
6. 85% of US workers commute by car and spend an average 50 minutes per work day doing so (pre-COVID). Auto commuters are (almost) a captive audience for radio.
7. Traditional linear radio vendors have expanded rapidly into streaming to combat listener losses to pure play competitors.

Weaknesses and Threats

1. 90% of radio ad sales are local and **local media suffer from the competition** of search and social, attractive to local and small businesses. More generally local advertising spending is not growing as much as national advertising.
2. **Some key verticals are struggling:** automotive and retail account for 30% of ad sales.
3. Although high on broad demographics, reach and consumption are declining among **young generations.**
4. Radio listening is gradually declining, mostly due to the **competition of streaming on-demand services.** However those increasingly rely on premium, no-commercial business models.
5. Smartphones connected to car are a Trojan horse of digital media into the supposedly captive audience of linear radio.
6. National campaigns are technically difficult to plan.
7. COVID lockdown and work-from-home lifestyles have reduced **driving mobility in 2020 and may well permanently reducing the reach of commuting.**

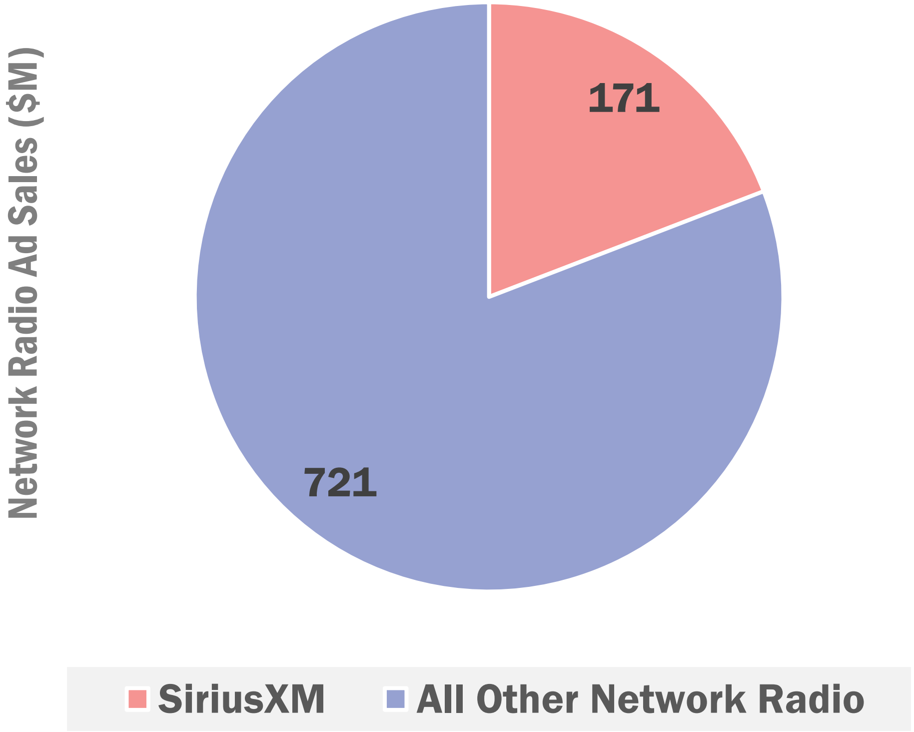
Updated April 2020. By “strength” or “weakness” here we refer to the benefits and drawbacks perceived by advertisers and media planners vs other media types, as well as the capacity for media owners to develop advertising sales and market shares in the future.

BACK TO TOC

Satellite Radio

20% of Network Advertising Sales in 2023

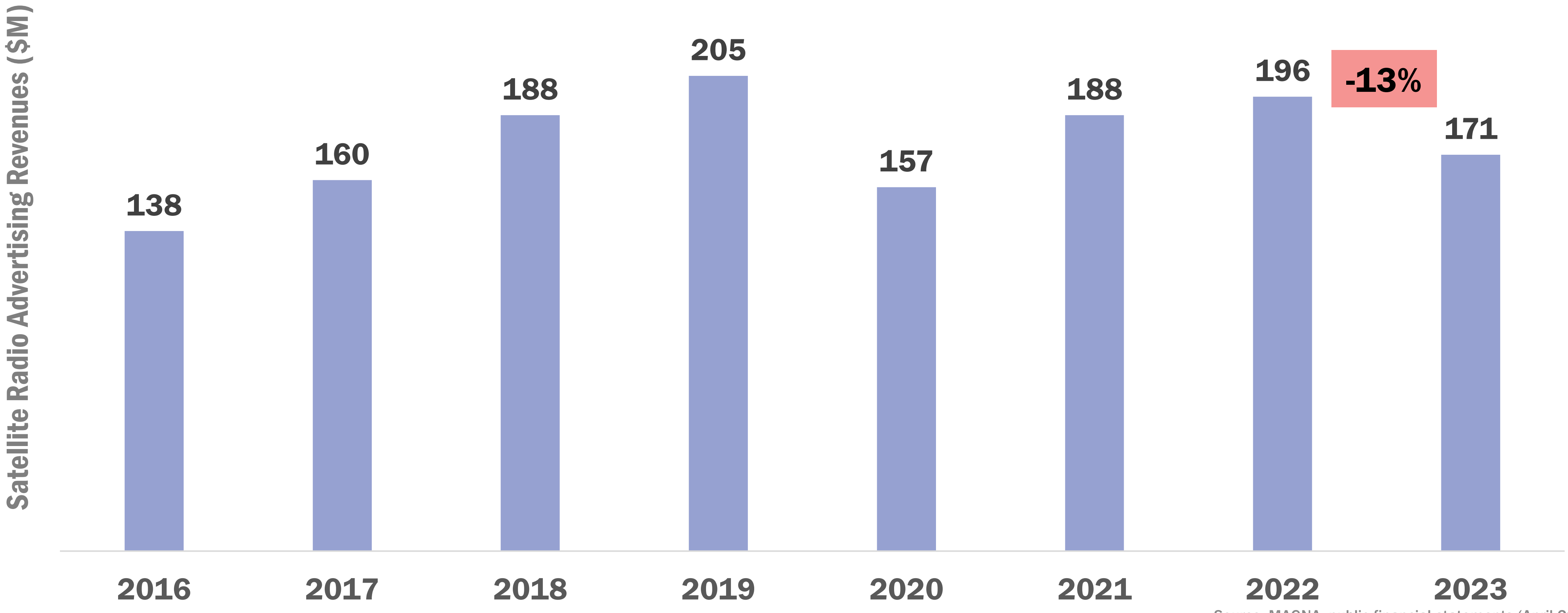
SiriusXM reported ad sales of $171m in 2023, or approx. 20% of the total $900m of network radio sales last year.



Source: MAGNA, public financial statements (April 2024)

Satellite Radio
Annual Advertising Revenue

SiriusXM ad sales declined by -13% in 2023 on the back of declining subscribers, tepid demand from advertisers, and competition from streaming audio platforms like Spotify and Pandora.



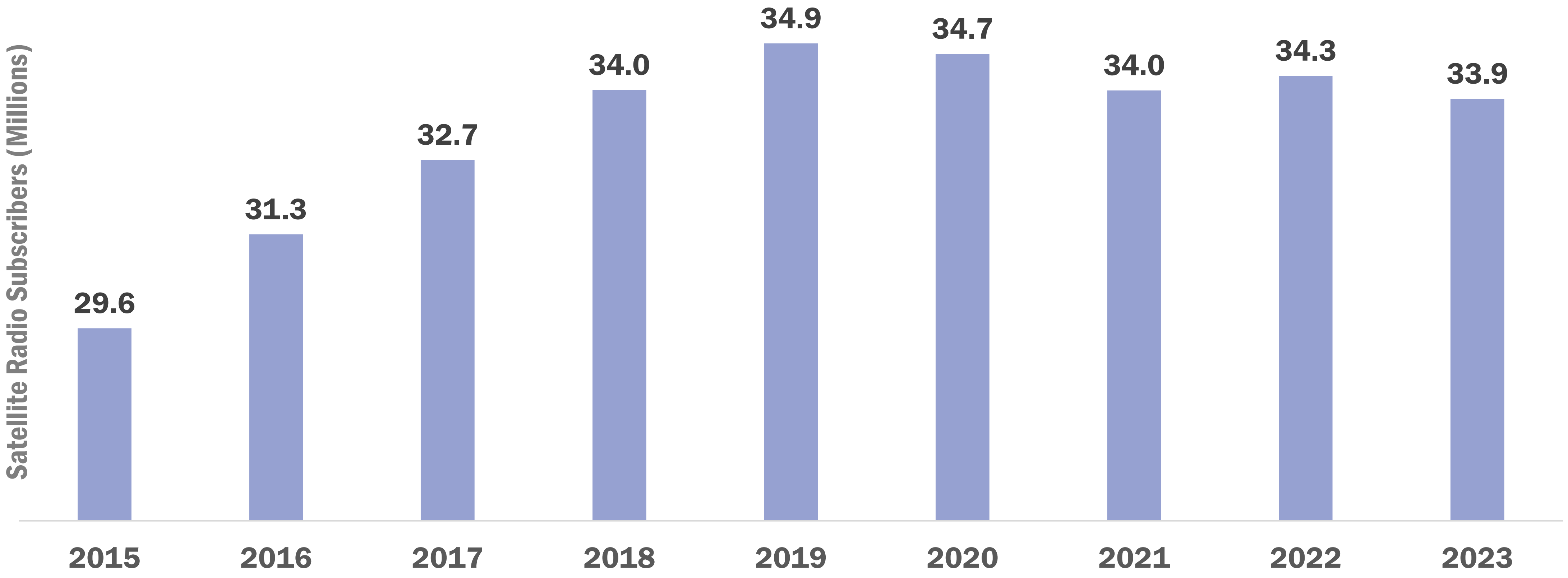
Source: MAGNA, public financial statements (April 2024)

BACK TO TOC
AUDIO

Satellite Radio

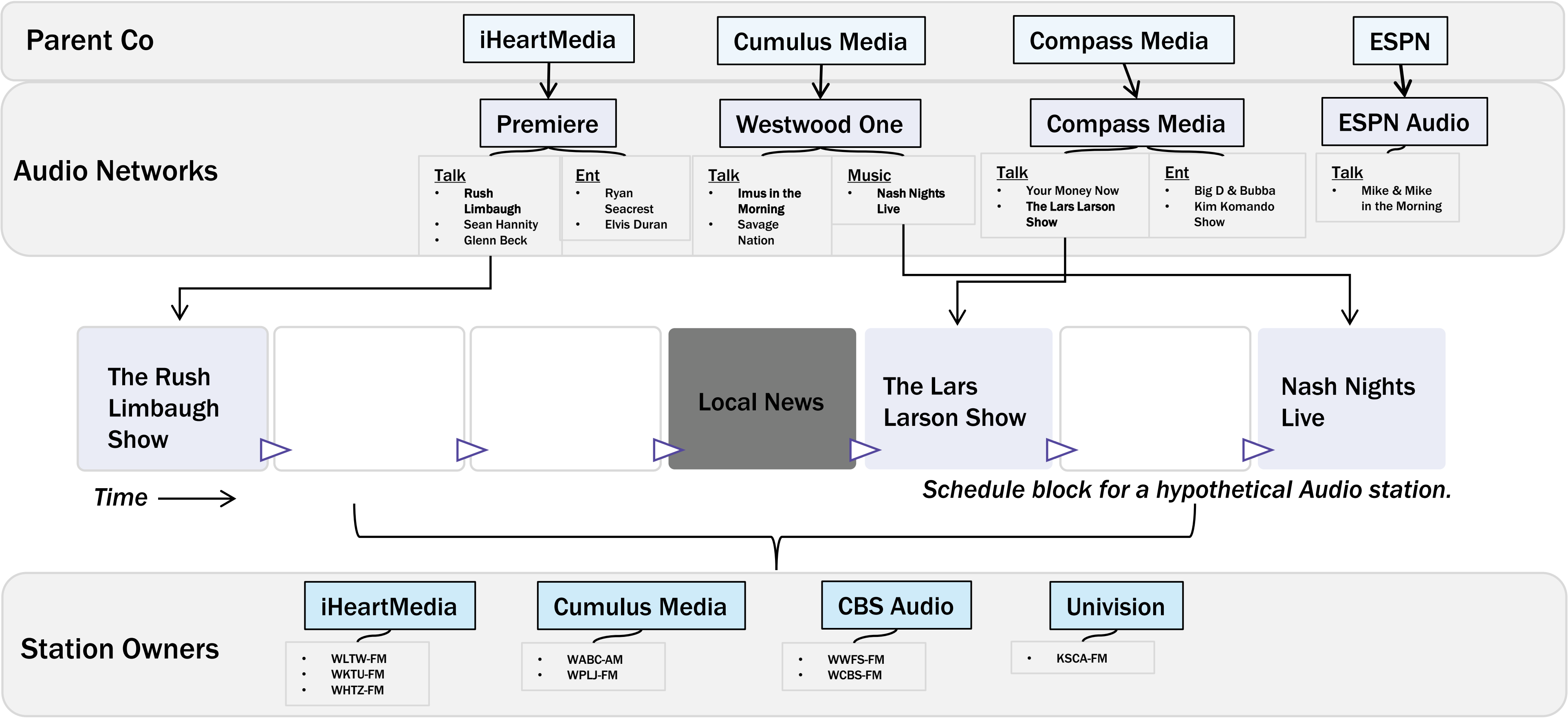
Subscriber Growth

The subscriber base ticked up in 2022 following a decline during the COVID-19 pandemic, but dropped slightly in 2023 (-1%). We expect continued stagnation in subscriber growth going forward, as streaming alternatives capture interest from consumers.



Source: MAGNA, public financial statements (April 2024)

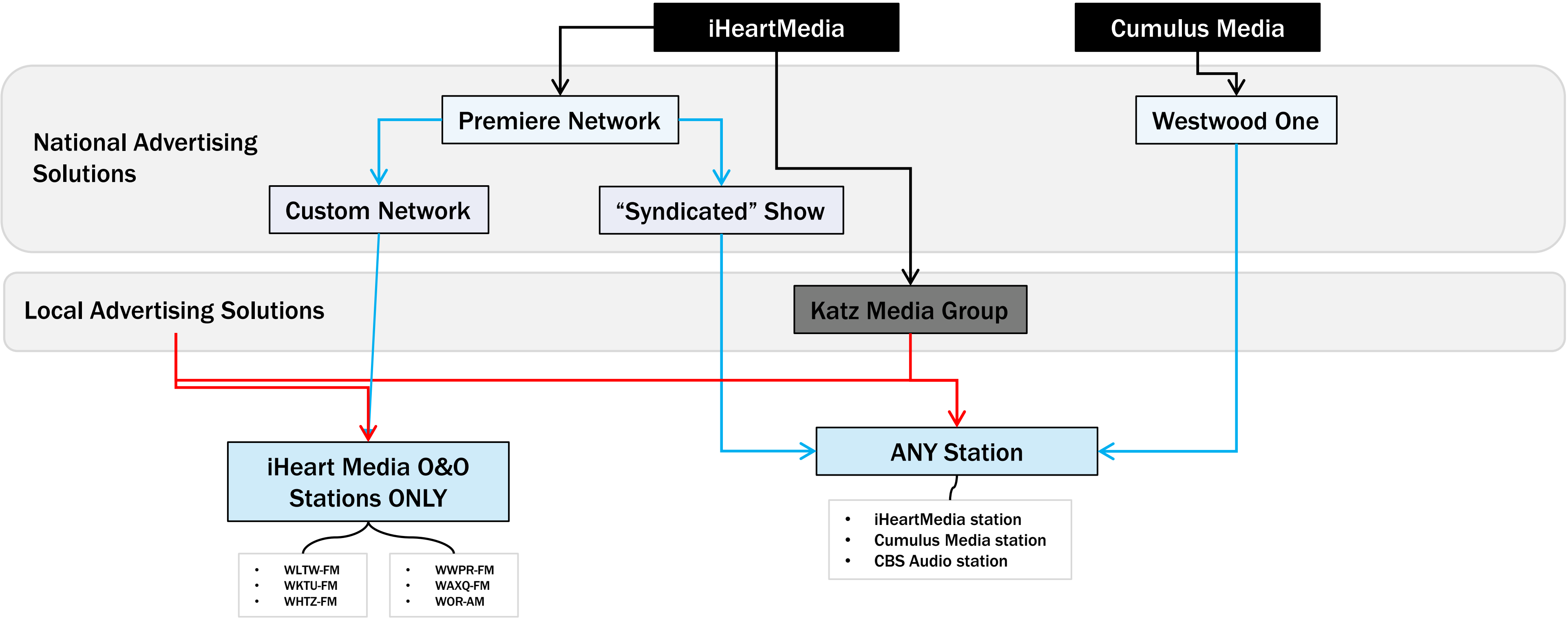
Broadcast Radio
Value Chain



This graphic shows a day of programming for a hypothetical Audio station. On top of the local programming that a station wishes to air, they can also subscribe to syndicated programming from a given Audio network. **The relationship between the station and network need not be exclusive**. For example, a hypothetical station could subscribe to the Rush Limbaugh Show in the morning, from Premiere Networks, and subscribe to Nash Nights Live in the evening, from Westwood One.

“Day-parting” is much different in Audio than it is in television. The traditional dayparts are morning drive (5/6-10a), day (10a-3p), pm drive (3-7p), evening (7p-12m) and overnight (12m-5/6a). Unlike TV, Audio’s primetime or highest listening time period is during the day.

Broadcast Radio Value Chain



National advertising solutions:

- National advertisers can go to Premiere or Westwood One(for example) and advertise directly through their syndicated Audio programs, including the Rush Limbaugh Show, the Sean Hannity Show, the Glenn Beck Program, the Mark Levin Show and more.
- National advertisers can also buy against a **custom network** of iHeartMedia owned and operated stations. The custom networks provide solutions to national advertisers, giving them access to additional inventory that may not be available on the local station airing the program. Syndicated or Network programming may provide the advertiser with additional exposure to different target audience segments.
- Finally, national advertisements can be inserted directly into local programming. *These path can be seen above in blue.*

Local advertising solutions:

- Local advertisers can go direct to the source, and buy inventory right from a local station. National advertisers, seeking local/regional solutions can go to a company like Katz Media Group, which aggregates & bundles local inventory for sale. *These path can be seen in red.*

The Future of Audio
The Magna Take

BACK TO TOC

Ad-Supported

Broadcast Radio
(NAR 2023: $10.1bn)

Podcasting
(NAR: $2.3bn)

Linear

On Demand

Music Streaming Pure Players
NAR: $1.6bn
Subscription:$3.5bn

Satellite Radio
(NAR: $200m, Subscription: $5.9bn)

Digital Music Streaming and Podcasting are the segments of audio media industry showing real growth, the center of gravity of business models is gradually shifting towards on-demand and subscription-based.

Subscription-Based

Source: MAGNA (June 2024)

Main Menu

Newspapers

MAGNA

US Media Landscape

July 2024

BACK TO TOC
NEWSPAPERS

Newspapers
Table of Content

- Circulation: 21 million copies per day in 2022.
- Circulation is eroding by -10% per year
- Print ad revenues decreased by approx. -13% in 2023.
- But adding digital ad revenues of $5.9bn, total ad revenues declined by -7% in 2023 compared to 2022.
- Gannett is the largest publisher by far, with almost 30% of all print ad sales in 2023. The next largest (News Corp) has only 10% market share.
- The largest dailies (NYT, WSJ) have a paper distribution between 400,000 and 500,000.
- Business Services, Retail and Finance were the top spending verticals in 2023, and account for half of all ad spending.

Key Facts

1. Newspapers publishers' print only net advertising revenues (NAR) totaled **$3.6 billion** in 2023 (down -13%) i.e. **1% of total advertising revenues in the US**. This is below the average market share globally (4%). Newspaper NAR is now less than 10% of what it was in the pre-recession and pre-digital era (2005: $49bn), and declined at an average rate of -14% in the four years before the pandemic.
2. MAGNA's NAR is by default defined excluding the ad sales generated by publishers through digital media formats. The **digital revenues** of the news publishers is estimated at $5.9bn in 2023, making **total ad revenues (linear + digital)** of **$9.5bn** (print 40%, online 60%).
3. **90% of newspaper NAR is generated by local and regional titles** and with local advertisers. "National" newspapers (Wall Street Journal, New York Times, USA Today) bring in approx. a half billion dollars in advertising sales.
4. After stabilizing in 2010-2011, newspaper **circulation dropped by approx. -6% in 2020,** the last time data was made available.
5. The **top two titles** based on NAR in 2022 are The Wall Street Journal and the New York Times, followed by the Los Angeles Times, Arizona Republic and Tampa Bay Times. Gannet is the **top media** owner, with 26% share of total print newspaper sales.
6. The **top spending industries in 2023** were Business Services (20%), Retail (17%) and Finance (15%). Newspapers are the most concentrated media categories in terms of client sectors as these three industries account for half of all spending.
7. The **top advertisers** in 2023 were Anywhere Real Estate (formerly Realogy), Andersen Corp (home improvement) and Kohler, and accounted for only 6% of total spend in the media that is predominately local.
8. **Latest MAGNA Forecast (June 2024). Newspapers' NAR is expected to decline by -15% in 2024** as dollars that were lost during the pandemic in 2020 permanently shift to digital media. Including digital sales, the total market will fall by mid-single digits (-3%).

Source: MAGNA (June 2024)

Publishing: Luxury Remains Loyal

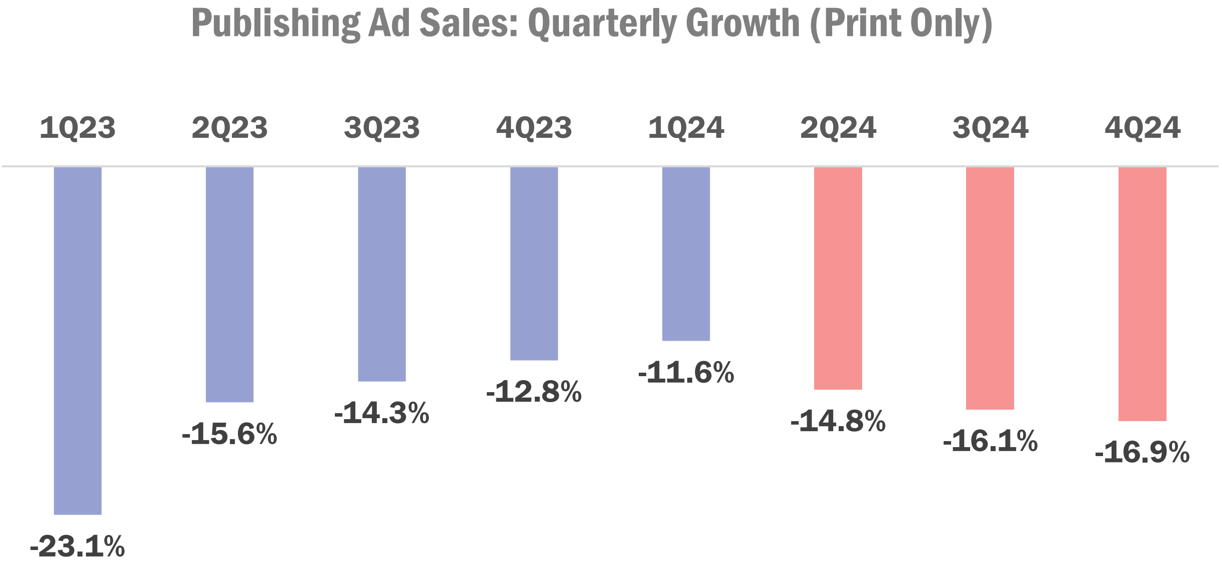
BACK TO TOC

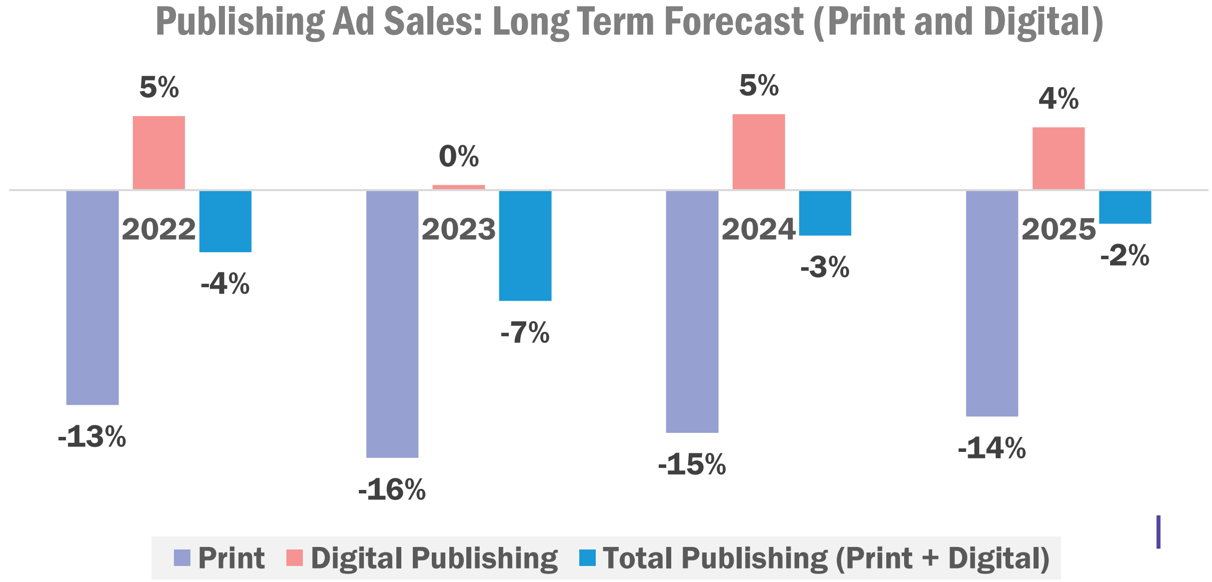
NEWSPAPERS

Luxury remains loyal to national newspapers while Entertainment and Tech cut spend in 1Q24.

- Print-only advertising sales were off -12% in the first quarter, with national magazines (-13%) falling by slightly more than local newspapers (-11%).
- National newspaper advertising sales were down in 4Q23 and 1Q24 after increasing slightly in 3Q23 as the New York Times increased the number of column inches in its papers, thus increasing the amount of space available for advertising.
- Importantly, the New York Times also reported a reduction in podcast advertising, as it did last quarter in 4Q23.
- Magazine giant Dotdash Meredith reported strength in a few key spendings verticals, including Pharma, Retail CPG and Travel. Conversely, the company noted weaknesses in Food & Beverage and Finance, both of which were strong across all media channels, according to Nielsen.
- Publishing ad sales (newspapers and magazine brands, paper and digital) will shrink by -3% in 2024 to $15.0 billion. Newspaper sales (-3%) will fall only slightly more than magazine sales will (-2%).

Source: MAGNA (June 2024)



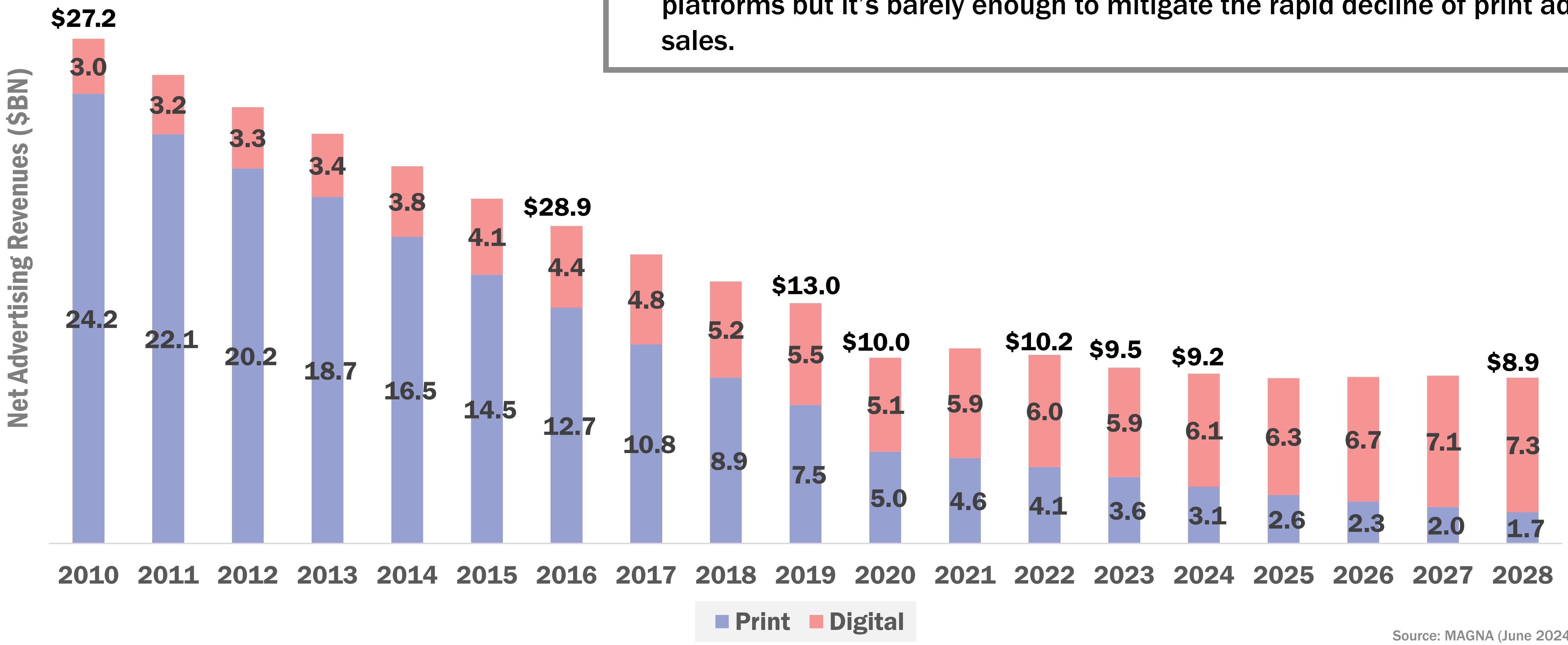


BACK TO TOC

NEWSPAPERS

Ad Revenues
Long Term Forecast

- Digital ad sales have grown to represent more than half the advertising revenues of newspaper publishers, following readership trends.
- They keep growing with the audience of publishing brands on digital platforms but it's barely enough to mitigate the rapid decline of print ad sales.



Source: MAGNA (June 2024)

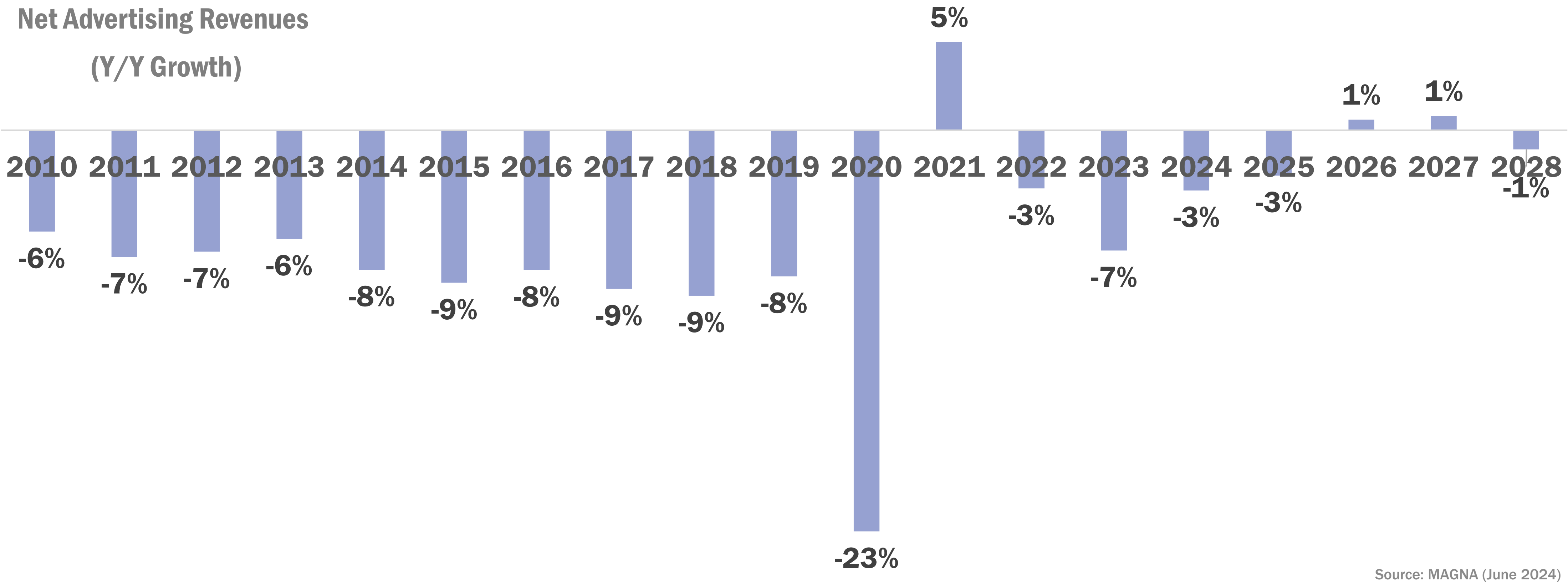
BACK TO TOC

Ad Revenues

Total News – Long Term Growth

Digital ad sales have grown to represent half the advertising revenues of newspaper publishers, following readership trends.

However they are not growing as fast as other digital ad formats, which means total publisher ad sales are expected to stagnate around $8bn-$10bn post –COVID.



Source: MAGNA (June 2024)

BACK TO TOC
NEWSPAPERS

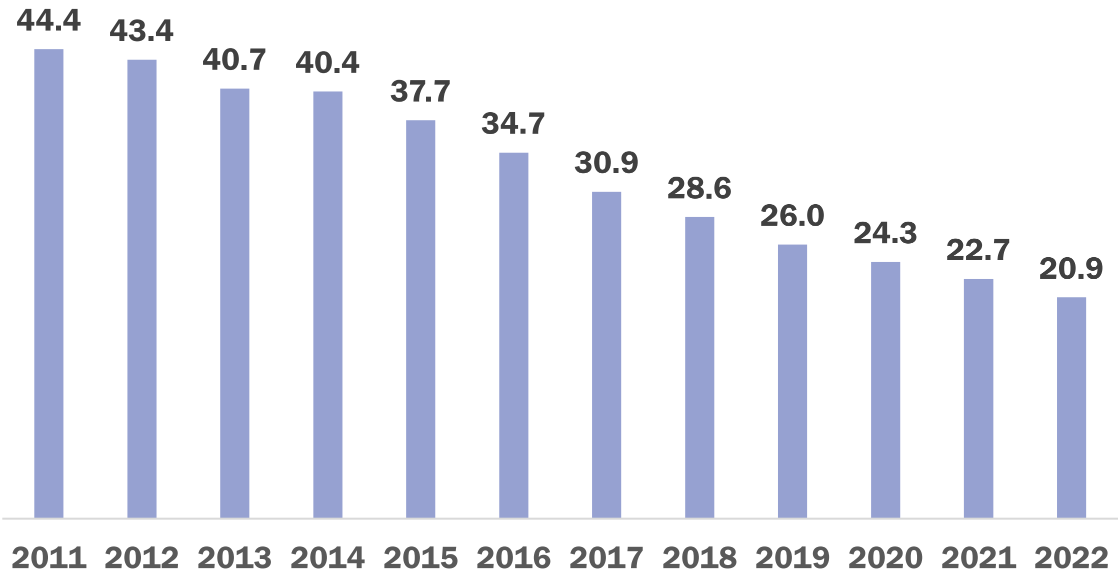
Consumption Circulation

Long Term High Single Digit Decline

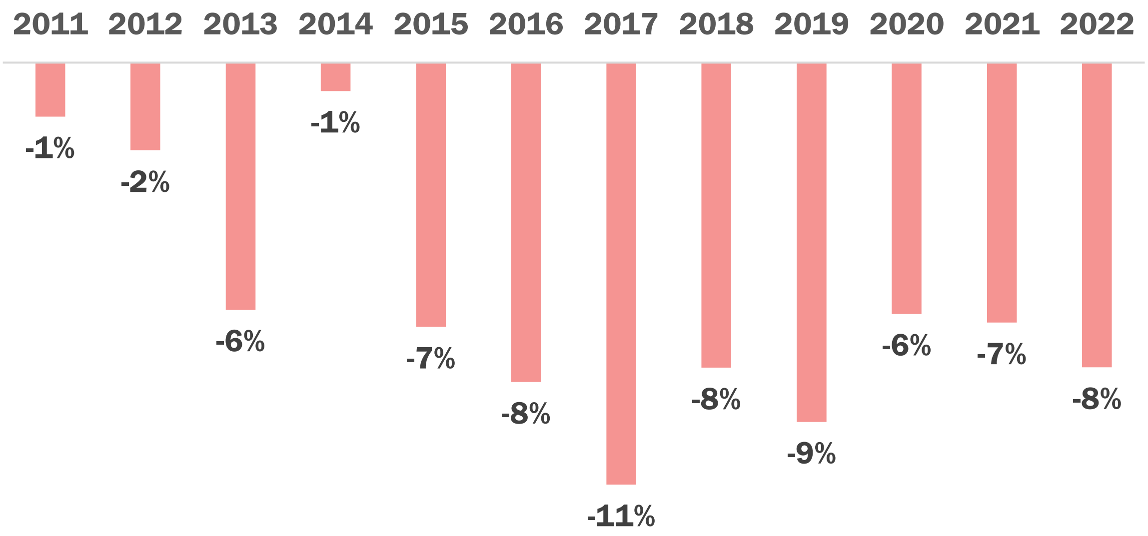
There were approx. 21 million newspaper copies in circulation in 2022 on a daily average, down from the more than 56 million copies at the beginning of the millennium.

Circulation is eroding in the high single digit range for the past eight years, and was off by -8% in 2022.

Total Weekday Newspaper Circulation (Millions of Newspapers)



Total Weekday Newspaper Circulation (Y/Y Growth)



Source: Pew Research Center, Alliance for Audited Media (Nov 2023)

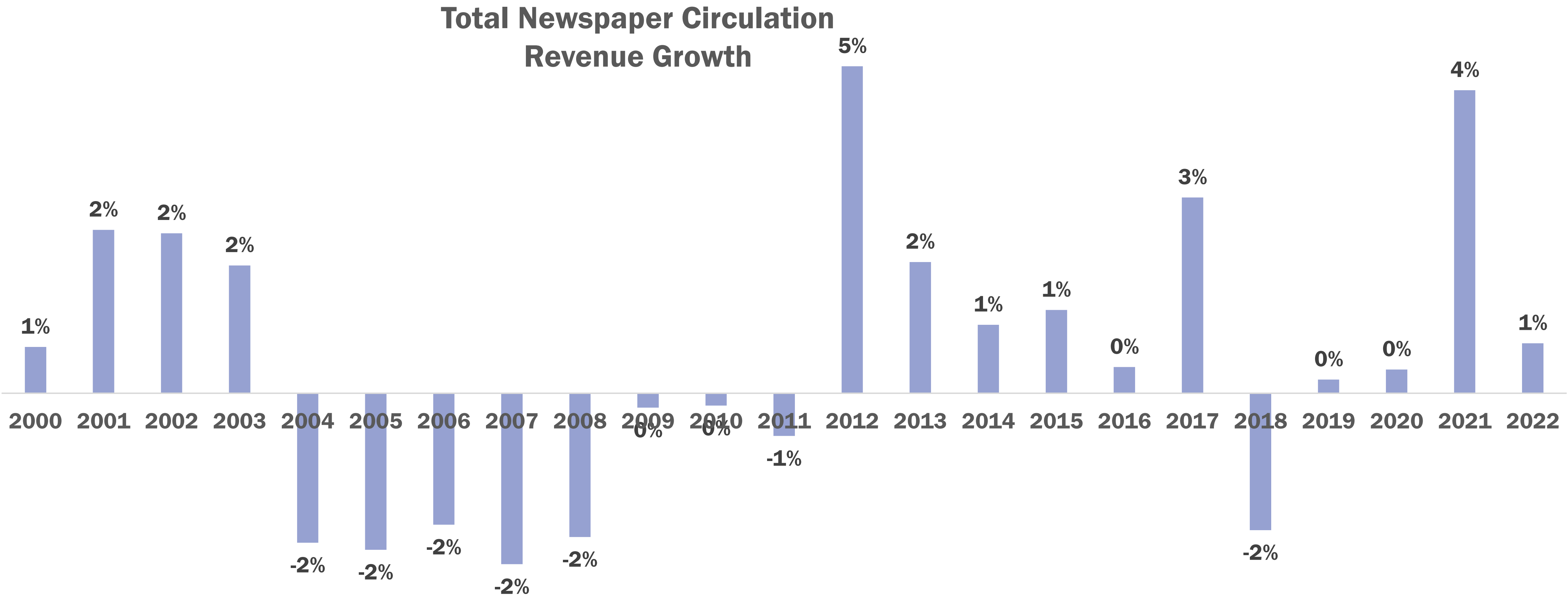
Consumption: Circulation

Circulation Revenue

BACK TO TOC

NEWSPAPERS

Despite a long term high single digit decline in circulation, circulation **revenues** have been stable. In 2022 circulation revenues stood at $11.6bn, or +1% more than in 2021.



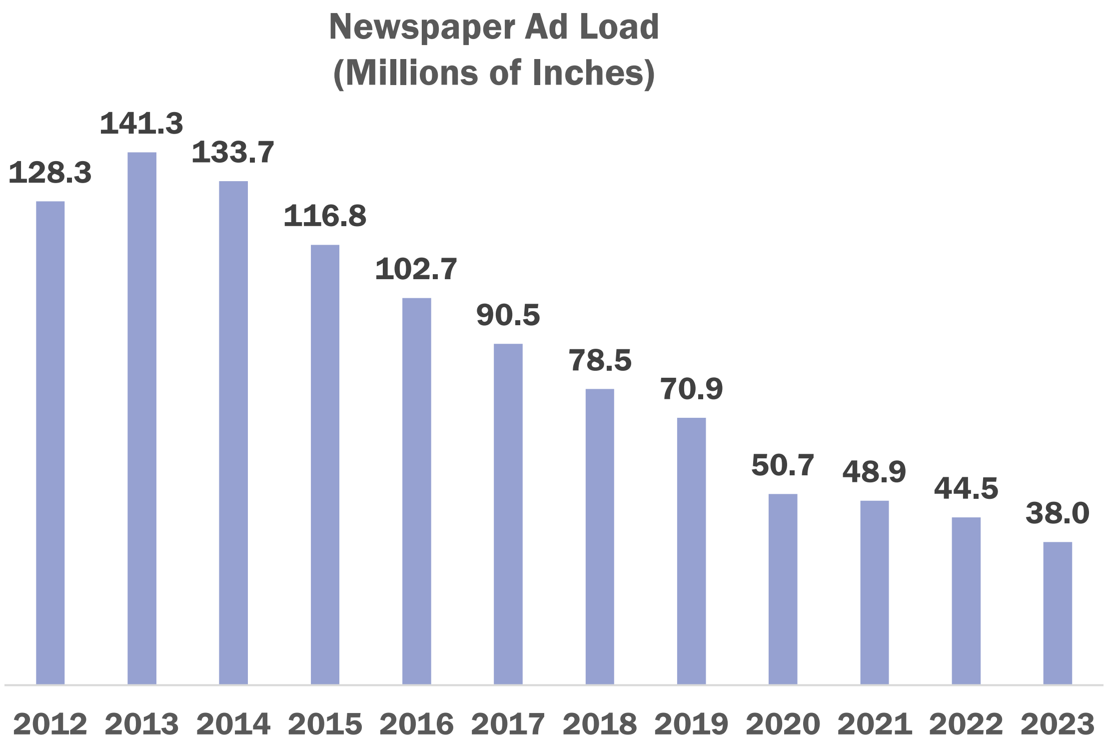
Source: Pew Research Center, Alliance for Audited Media (Nov 2023)

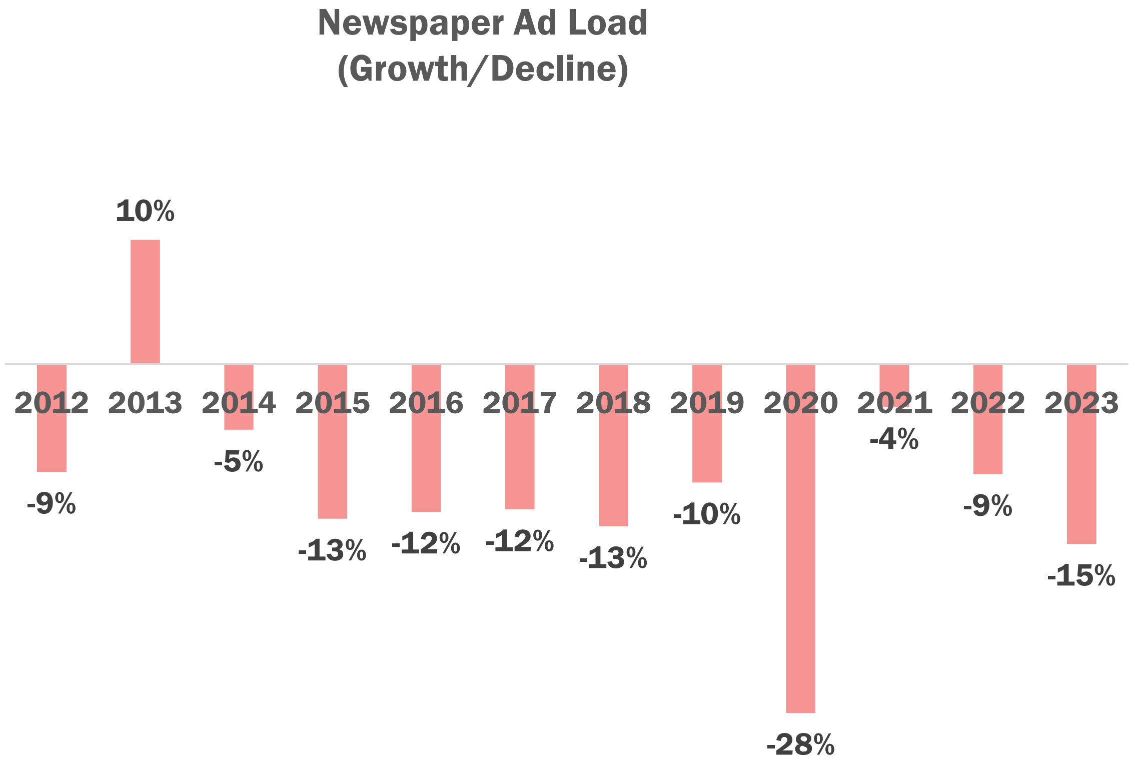
BACK TO TOC
NEWSPAPERS

Ad Load

Double Digit Declines in 2023

- Inches are the unit of measurement that newspapers use to sell advertising space on a page. A page is first partitioned into columns (e.g. four, five or six columns). One "column inch" is then one column wide by one inch high.
- 38 million inches of local newspaper ads were sold in 2023.
- **Ad volume decreased by -10% to -13% per year consistently in the five years before the pandemic**, but only fell by -4% in 2021. It returned to the pre-pandemic rate of decline in 2023 (-15%).





Source: Nielsen (April 2024)

BACK TO TOC
NEWSPAPERS

Top Vendors

Gannett #1 Publisher

- **Gannett** remains the largest newspaper publisher, with nearly 30% of total advertising sales. Gannett's advertising sales actually grew in 2023, thanks to increases at USA Today (the 12th largest newspaper) with growth of +23% over 2022.
- The newspaper industry is semi-fragmented as the top three publishers control 50% of total ad revenues in 2023.
- The Wall St Journal was the largest title by ad sales in 2023, making up nearly 10% of the total. The New York Times was farther behind, with only 4% share, on par with the Los Angeles Times. In total, the top ten newspapers account for 35% of ad sales.

Top Publishers and Titles in 2023 ($M)

Publishers	2023 Ad Sales	Growth	Share of Total
Gannett	1,058	9%	29%
News Corp	353	-7%	10%
Tribune Publishing	295	0%	8%
Los Angeles Times (Nant Capital)	175	-23%	5%
New York Times	161	-1%	4%
Times Publishing	117	1%	3%
Hearst	116	-10%	3%
Digital First Media	111	-24%	3%
Advance Publications	97	-12%	3%
The McClatchy Co	85	-30%	2%
Top Ten	2,566	-4%	72%

Titles	2023 Ad Sales	Growth	Share of Total
Wall Street Journal	308	-9%	9%
New York Times	161	-1%	4%
Los Angeles Times	151	-23%	4%
Arizona Republic	123	-7%	3%
Tampa Bay Times	117	1%	3%
Chicago Tribune	95	-3%	3%
Cincinnati Enquirer	84	6%	2%
New York Daily News	76	12%	2%
Atlanta Journal	74	-33%	2%
Washington Post	72	2%	2%
Top Ten	1,262	-8%	35%

Source: MAGNA based on Nielsen Data (April 2024)

Top Spenders

Retail Continues to Dominate

- The top spending newspaper verticals in 2023 were **Business Services (20%), Retail (17%) and Finance (16%).** These three industries account for half of all ad spending.
- Newspapers are one of the most concentrated media categories in terms of client sectors. The top ten account for 85% of total spend.
- The top advertisers in 2023 were Anywhere Real Estate (formerly called Realogy), home improvement co Andersen Corp, followed by Kohler. Real estate and home improvement companies dominate the top ten.
- Combined the top ten accounted for only 13% of total spend in 2023, as newspapers are a predominately local medium. The top spenders over indexed compared to the total market thanks to a dramatic increase from Bank of America.

Top Industry Verticals and Advertisers in 2023 ($M)

Top Industries	2023 Ad Spend	Growth	Share of Spend
Business Services	722	6%	20%
Retail	625	-19%	17%
Finance	546	0%	15%
Direct Response	257	-40%	7%
Medical Supplies	241	-19%	7%
Recreational Goods	197	-27%	5%
Building Materials	130	-10%	4%
Travel	115	15%	3%
Auto	107	-1%	3%
Entertainment	105	-16%	3%
Top Ten	3,045	-12%	85%

Top Advertisers	2023 Ad Spend	Growth	Share of Spend
Anywhere (Realogy)	69	14%	2%
Andersen Corp (Home Improve)	68	0%	2%
Kohler	56	-2%	2%
Firststreet	55	2%	2%
Leaf Home Solutions	39	22%	1%
Amplifon (Hearing Aids)	36	13%	1%
Bank of America	35	88%	1%
Safe Step Walk in Tub	34	-26%	1%
Compass (Real Estate)	33	-20%	1%
West Shore Homes	29	25%	1%
Top Ten	455	5%	13%

Source: MAGNA based on Nielsen Data (April 2024)

Audience Measurement

BACK TO TOC

- Measures daily and weekly, paid and non-paid circulation
- Other services include:
  - Consolidated Media Report and Audience Snapshot programs allow you to incorporate your website traffic, readership, digital editions, social media and more with your print circulation audits
  - Coupon Distribution Verification Service helps guard against coupon fraud and misredemption by checking coupon security procedures against best practices
  - Insert Verification


Main Menu
Magazines
MAGNA
US Media Landscape
July 2024

BACK TO TOC
MAGAZINES

Magazines
Table of Content

- Circulation: 154 million copies per month in 2021.
- Ad pages: -15% per year pre-COVID, -17% in 2023.
- Print ad sales: $2.3 billion (2023).
- Print ad sales: -12% per year pre-COVID.
- Digital ad sales: $3.7 billion (62% of total ad revenues).
- Total ad sales: $6.0bn, -7% in 2023
- Top industry verticals: Apparel, Travel and Medical Supplies. Combined the three verticals accounted for one third of total spend in 2023.
- Top 3 publishers (Meredith, Conde, Hearst) control 60% of advertising sales.
- Top spenders: Nestle, LVMH and Procter & Gamble.

Key Facts

BACK TO TOC

1. Magazine publishers' print-only net advertising revenues (NAR) were **$2.3 billion in 2023**, down -21% vs 2022. This is 1% of total advertising revenues in the US. Magazine's print NAR is now approx. 10% of what it was in 2007 ($20bn), and has fallen by an average of -17% per year over the last five years (excl. 2020).
2. Magazine publisher's **digital revenues were $3.7bn** in 2023, or 62% of total ad revenues. Total cross-platform advertising sales down -7% in 2023, as digital sales could not offset print declines.
3. Magazine **circulation and readership** are slowly declining. It had increased throughout the 1970s & 1980s and remained remarkably stable through the 2000's. In 2009 the combination of economic crisis and digital media competition triggered a decline and circulation never fully recovered after that. However, circulation still stands at nearly 154 million copies in 2021.
4. Approximately **30 million ad pages were printed in 2023 (-17% vs 2022)**, according to Nielsen, down from 140 million at the beginning of the previous decade (2010).
5. The magazine industry is continuing on a path of **consolidation** as larger publishers look to mergers and acquisitions for portfolio growth. The top three publishers (Hearst, Conde Nast, and Meredith) control 40% of titles and circulation but 59% of ad revenues. Since the Meredith/Time Inc. merger in 2018, the new leader controls 32% of total print ad sales.
6. The **top spending industry verticals** in 2023 were Apparel (13%), Travel (12%) and Medical Supplies (10%), which combine to 35% of total spend. The top spenders in 2023 were Nestle, LVMH and Procter & Gamble. The top spenders saw advertising decline by -24% in 2023.

7. Latest MAGNA Forecast (June 2024): Magazine NAR is expected to decline by -16% in 2024 as dollars that were lost during the pandemic have permanently shifted to digital media. Including digital revenues, the total decline will be -2%.

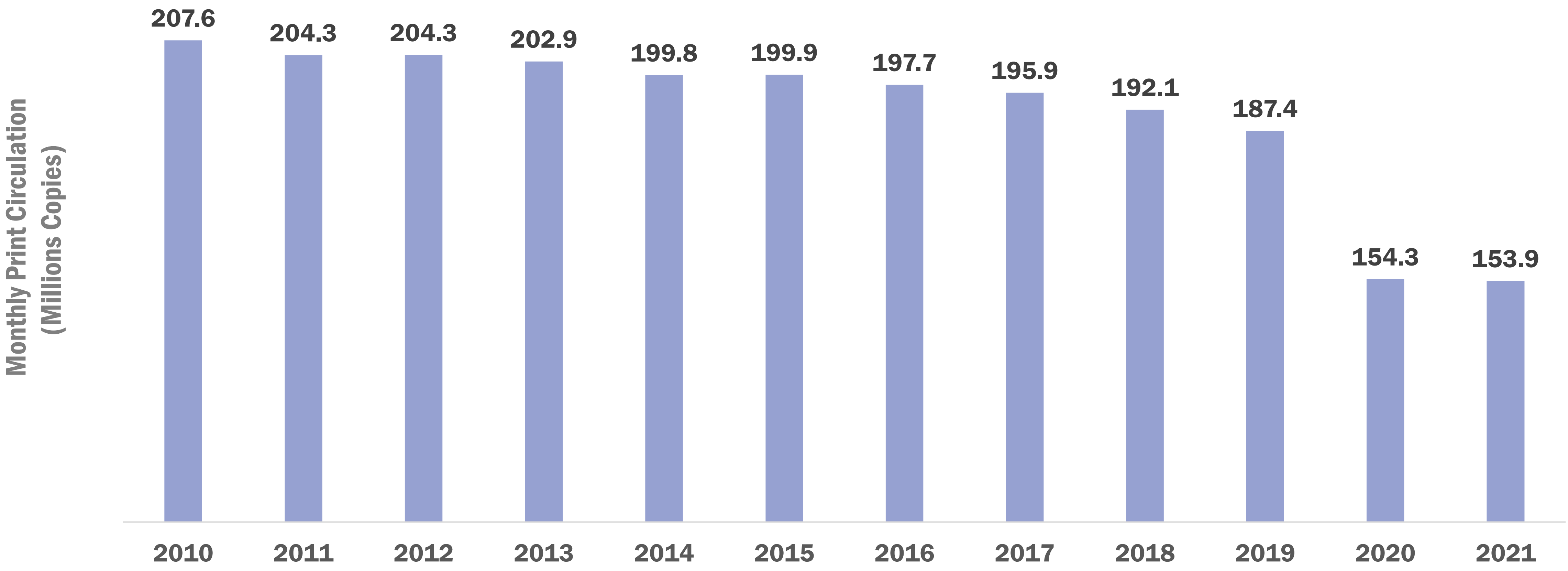
Source: MAGNA (June 2024)

Consumption Circulation

154 Million Mags Circulated in 2021

BACK TO TOC
MAGAZINES

- Approx. 154 million consumer magazine copies circulated monthly in 2021, as the market stabilized after falling in 2020.
- *Better Homes and Garden, Good Housekeeping* and *People* were among the top magazine titles.

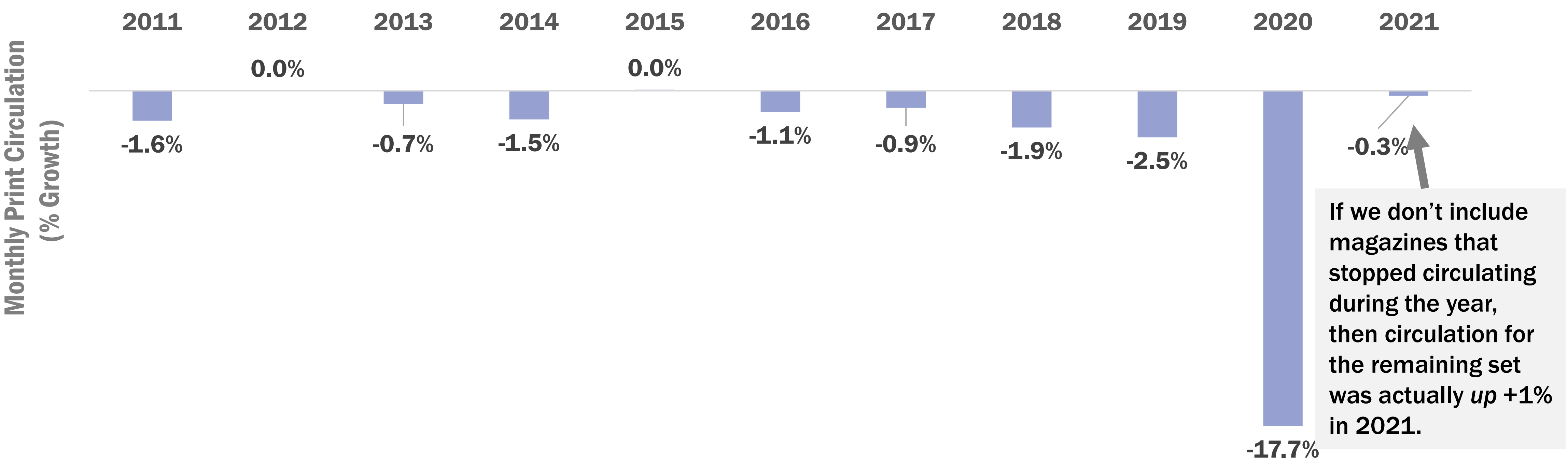


Source: Alliance for Audited Media: December of each year, circulation greater than 25,000, currently active with AAM

Consumption Circulation
Flat in 2021

BACK TO TOC
MAGAZINES

- Print magazine circulation had remained resilient compared to most traditional media before the pandemic, with an erosion averaging only a -1% per year over the past decade.
- In 2020 circulation dropped by -18% as the COVID-19 pandemic exacerbated trends in the advertising market, specifically the shift from traditional to digital media formats.
- However, consumption stabilized in 2021 and was flat vs 2020.
- Amongst the top magazines, *Reader's Digest* saw the most dynamic growth, at +18%.



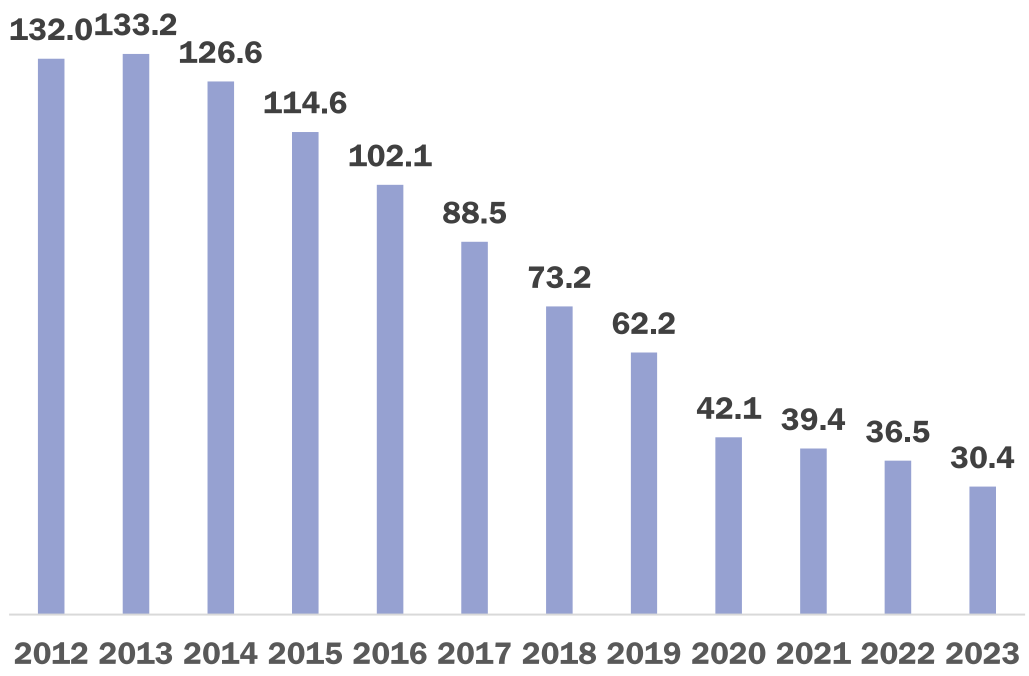
Source: Alliance for Audited Media: December of each year, circulation greater than 25,000, currently active with AAM

Consumption: Ad Pages
Off 17% in 2023

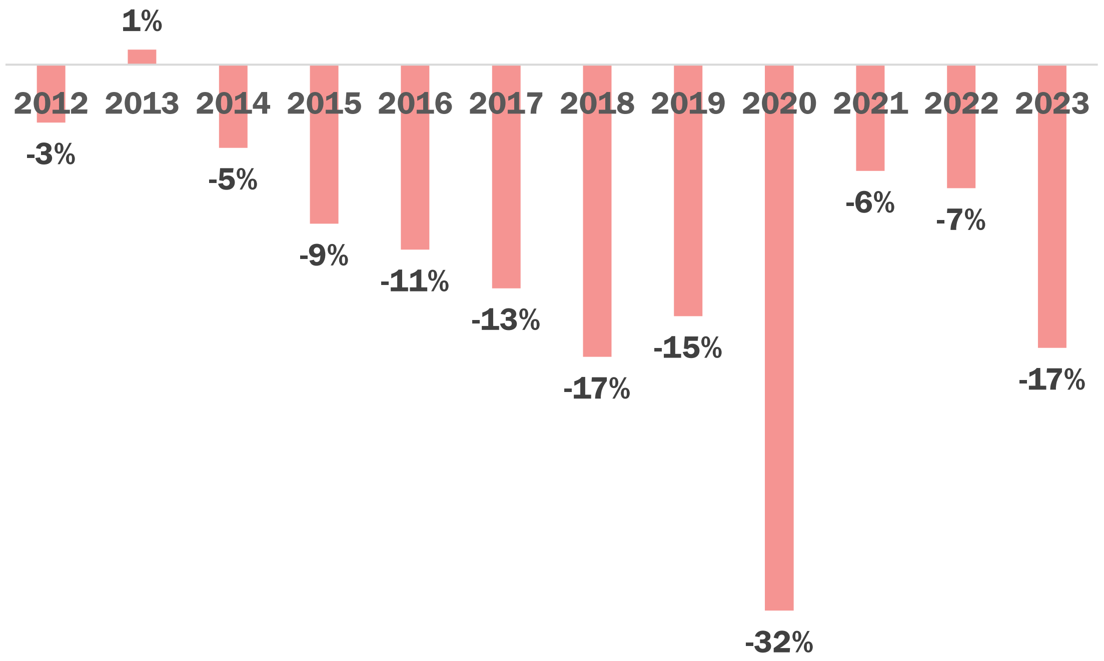
BACK TO TOC

- 30 million national magazine ad pages were printed in 2023, a -17% **decrease** from 2022, according to Nielsen Ad Intel, as declines intensified after stabilizing somewhat in the aftermath of the pandemic (-6% to -7% in 2021-2022).
- Only 20% of the 143 million ad pages printed in 2010 were still being printed in 2023, according to Nielsen.
- Publishers chose to cut supply to maintain page rates in the face of declining demand while saving on paper costs (fewer pages to print).

Magazine Pages Printed (Millions)



Change in Pages Printed



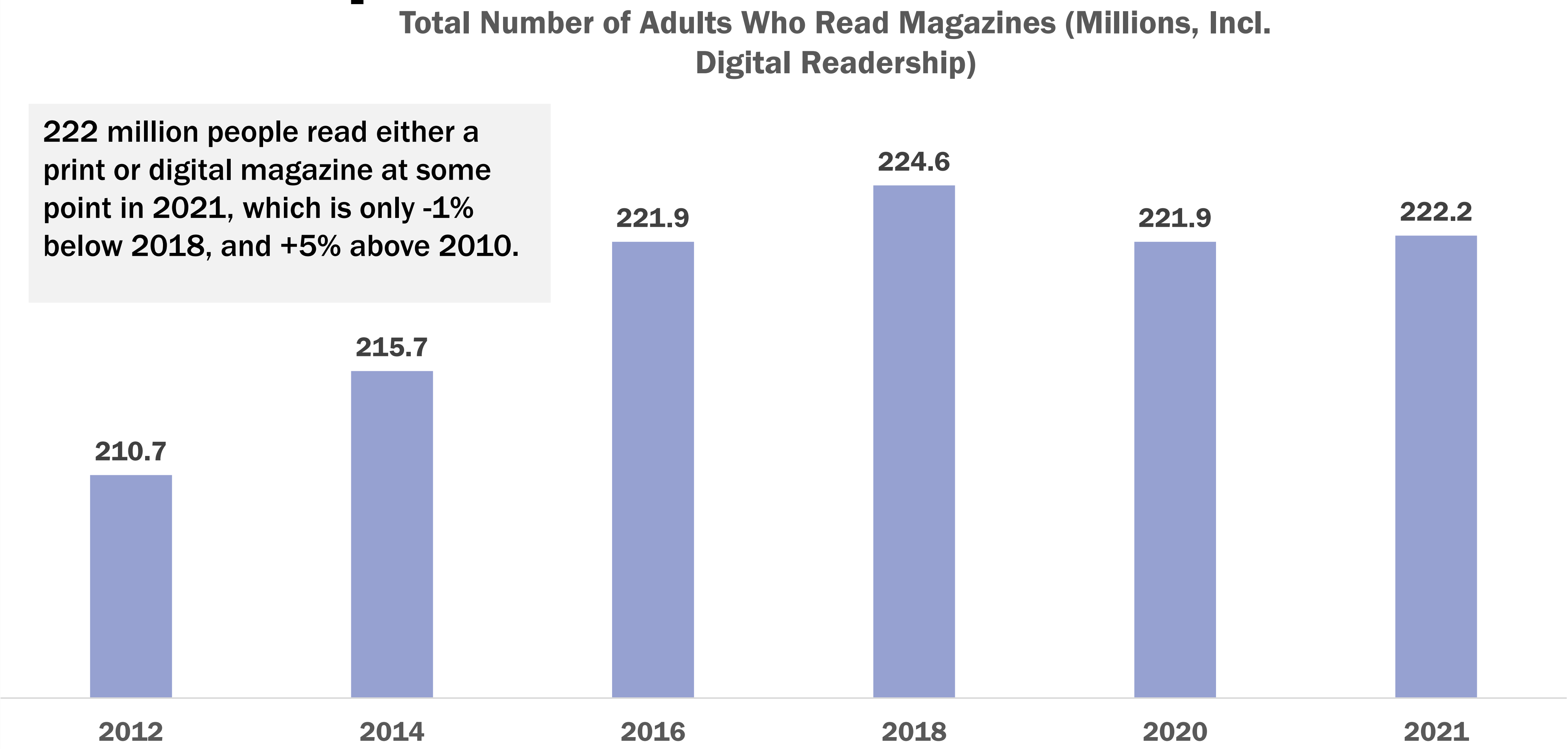
Source: Nielsen (April 2024)

BACK TO TOC

Consumption: Readership

Top 5 Editorial Categories Account for Half of Readership

222 million people read either a print or digital magazine at some point in 2021, which is only -1% below 2018, and +5% above 2010.



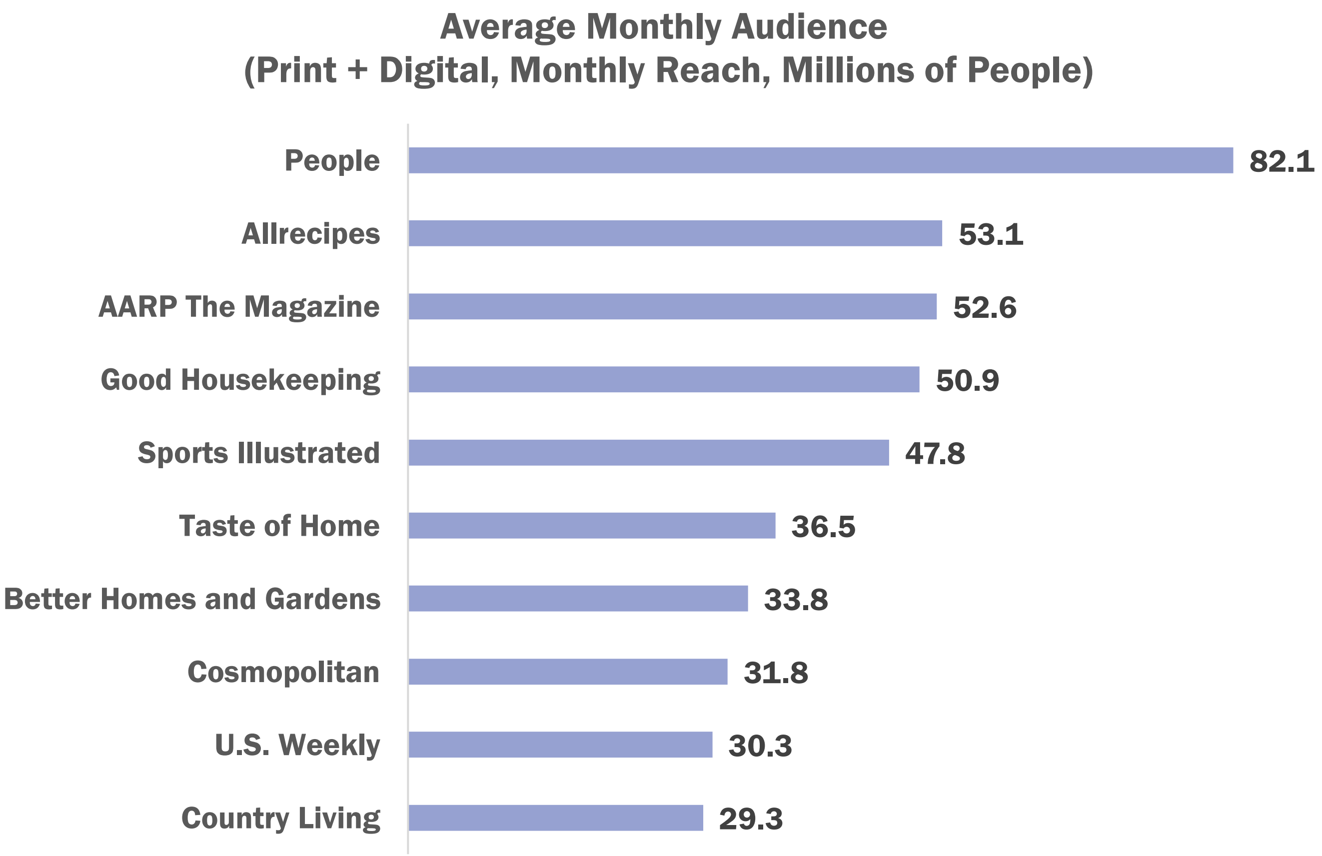
Source: MPA Magazine Factbook 2022

Consumption: New Launches

People Magazine is Most Popular in US

BACK TO TOC
MAGAZINES

People magazine remains the most popular magazine in the country, reaching an average 82.1m people every month. Allrecipes and AARP the Magazines were the second and third most popular.

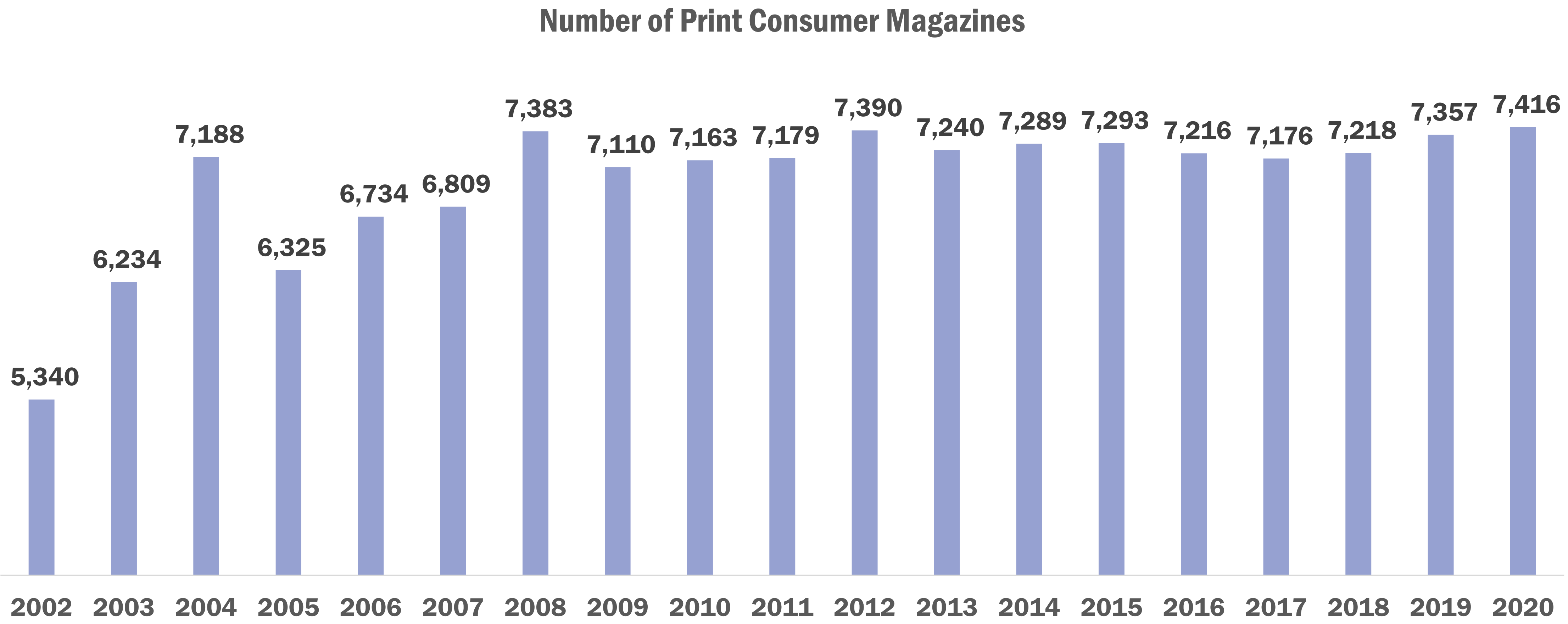


Source: comScore; Ipsos; AAM; MRI-Simmons

Number of Consumer Magazines Printed

BACK TO TOC
MAGAZINES

- The number of consumer magazine titles reached a high in 2020, at 7,416 different consumer magazines, beating the previous high set in 2012. The number of consumer magazines has remained stable over time.
- This is a testament to the resiliency of magazine brands. According to the MPA, more than 190 print magazines have been around for more than fifty years.

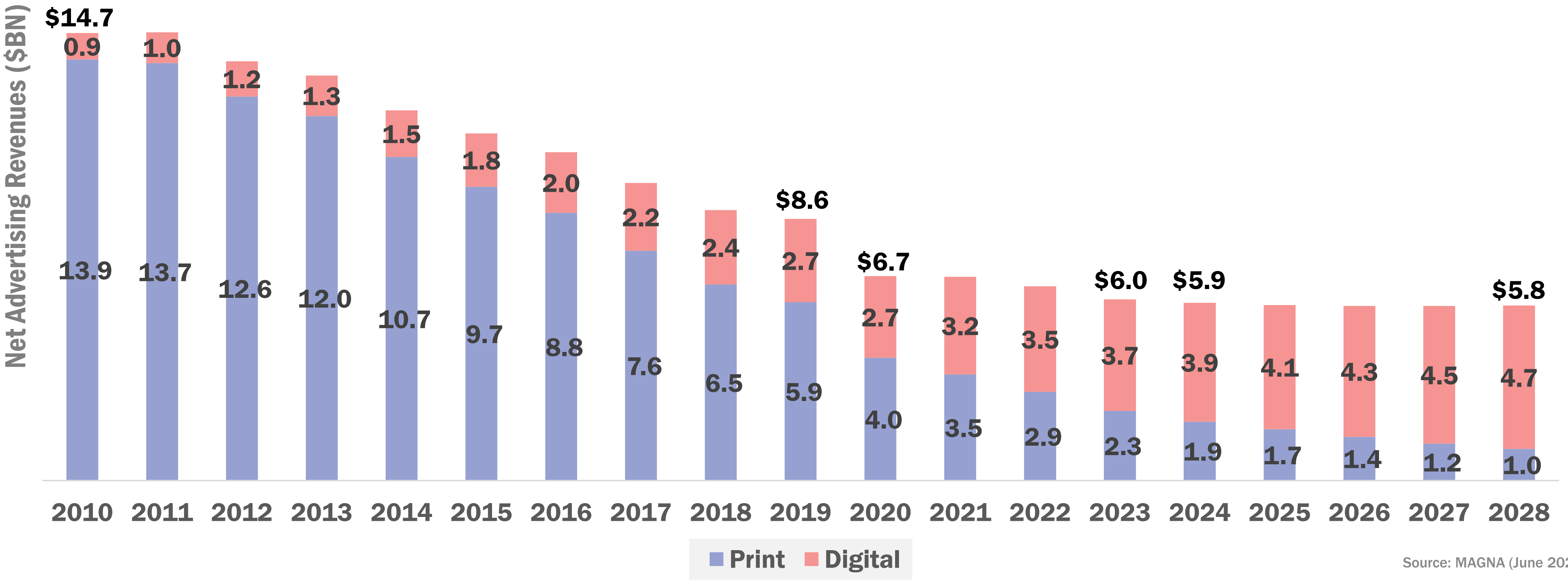


*Represents economic downturn. Note: Fluctuations reflect that the number of magazines changes based on economic conditions
Source: MPA Magazine Factbook 2022 (Nov 2022).

Advertising Revenues
Long Term Forecasts

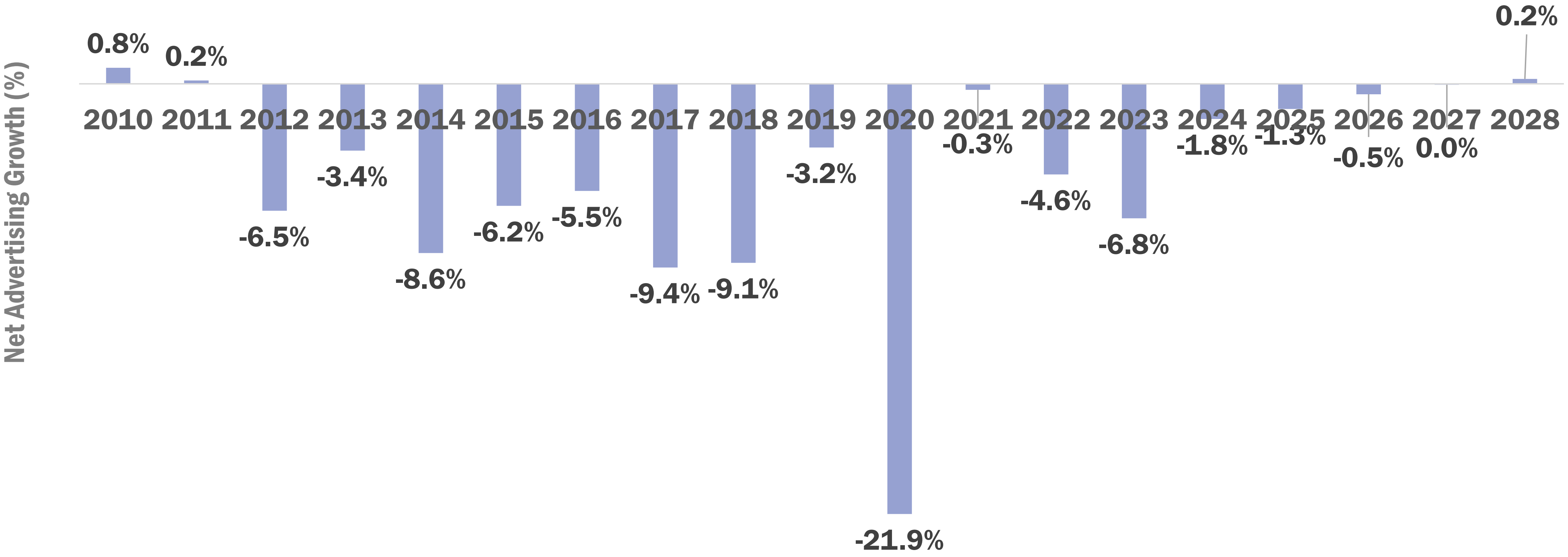
BACK TO TOC
MAGAZINES

- Digital ad sales have grown to represent more than a third of total advertising revenues of magazine publishers, following readership trends.
- However, they are not growing as fast as other digital ad formats, which means total publisher ad sales are expected to stagnate around $5bn-$7bn post –COVID.



Source: MAGNA (June 2024)

Advertising Revenues
Long Term Growth



Source: MAGNA (June 2024)

BACK TO TOC

MAGAZINES

Top Vendors

Meredith Remains Top Publisher

- The top national magazine vendors accounted for three quarters of total national sales in 2023, while the top three – Meredith, Hearst and Conde Nast – account for half.
- The top vendors were down -23% in 2023, essentially in line with the total market decline of -21%.
- People magazine remains the largest magazine in the country, with $192m in print ad sales in 2023. The gossip magazine accounts for 8% of total sales. The top titles account for slightly more than 40% of total sales, and were off -16% compared to 2022.

Top Magazine Publishers and Titles in 2023 ($M)

Top Vendors	2023 Ad Sales	Growth	Share of Total
Dotdash Meredith	610	-26%	27%
Hearst Corp	305	-31%	13%
Conde Nast	231	-14%	10%
AARP	160	-10%	7%
A360 Media (US Weekly)	129	-39%	6%
Czech News Center (Elle)	94	-7%	4%
Advance Publications	73	-8%	3%
Time USA (Time)	65	-14%	3%
Motor Trend Group	34	-25%	1%
Warner Bros Discovery	33	3%	1%
Top Ten	1,733	-23%	76%

Top Titles	2023 Ad Sales	Growth	Share of Total
People Weekly	192	-28%	8%
Better Homes and Gardens	106	-40%	5%
AARP the Bulletin	103	-13%	4%
Vogue	102	3%	4%
Southern Living	97	-1%	4%
US Weekly	84	-7%	4%
Harpers Bazaar	72	-3%	3%
Travel and Leisure	72	14%	3%
Elle	67	-11%	3%
Real Simple	67	-16%	3%
Top Ten	961	-16%	42%

Source: MAGNA based on Nielsen Data (April 2024)

BACK TO TOC
MAGAZINES

Top Spenders

Apparel, Travel and Medical Supplies

- The top spending industry verticals in 2023 were Apparel (13% market share), Travel (12%) and Medical Supplies (10%). These three verticals account for a third of magazine spending.
- The top ten verticals account for 76% of spend, and fell by -19% in 2023.
- The top spenders in 2023 were Nestle, LVMH and P&G, though both LVMH and P&G cut spend by 30-40% over the year. In fact, only Nestle and luxury brand Hermes increased spending in 2023.
- Luxury brands dominate the top spender list with LVMH, Richemont, Hermes and Bradford.

Top Spending Industries and Advertisers in 2023 ($M)

Top Industries	2023 Ad Spend	Growth	Share of Spend
Apparel & Textiles	302	-25%	13%
Travel	274	3%	12%
Medical Supplies	227	214%	10%
Food & Beverages	186	-38%	8%
Recreational Goods	165	-18%	7%
Retail	137	-19%	6%
Finance	125	-24%	5%
Business Services	123	45%	5%
Pharmaceuticals	104	-60%	5%
Personal Care	104	-56%	5%
Top Ten	1,748	-19%	76%

Top Advertisers	2023 Ad Spend	Growth	Share of Spend
Nestle	64	8%	3%
LVMH	60	-33%	3%
Procter & Gamble	43	-43%	2%
Mars	30	-2%	1%
Pfizer	28	-41%	1%
Richemont (Luxury)	26	-26%	1%
Sketchers	24	-31%	1%
Norwegien	19	-3%	1%
Hermes	18	54%	1%
Bradford Exchange (Luxury)	18	-37%	1%
Top Ten	329	-24%	14%

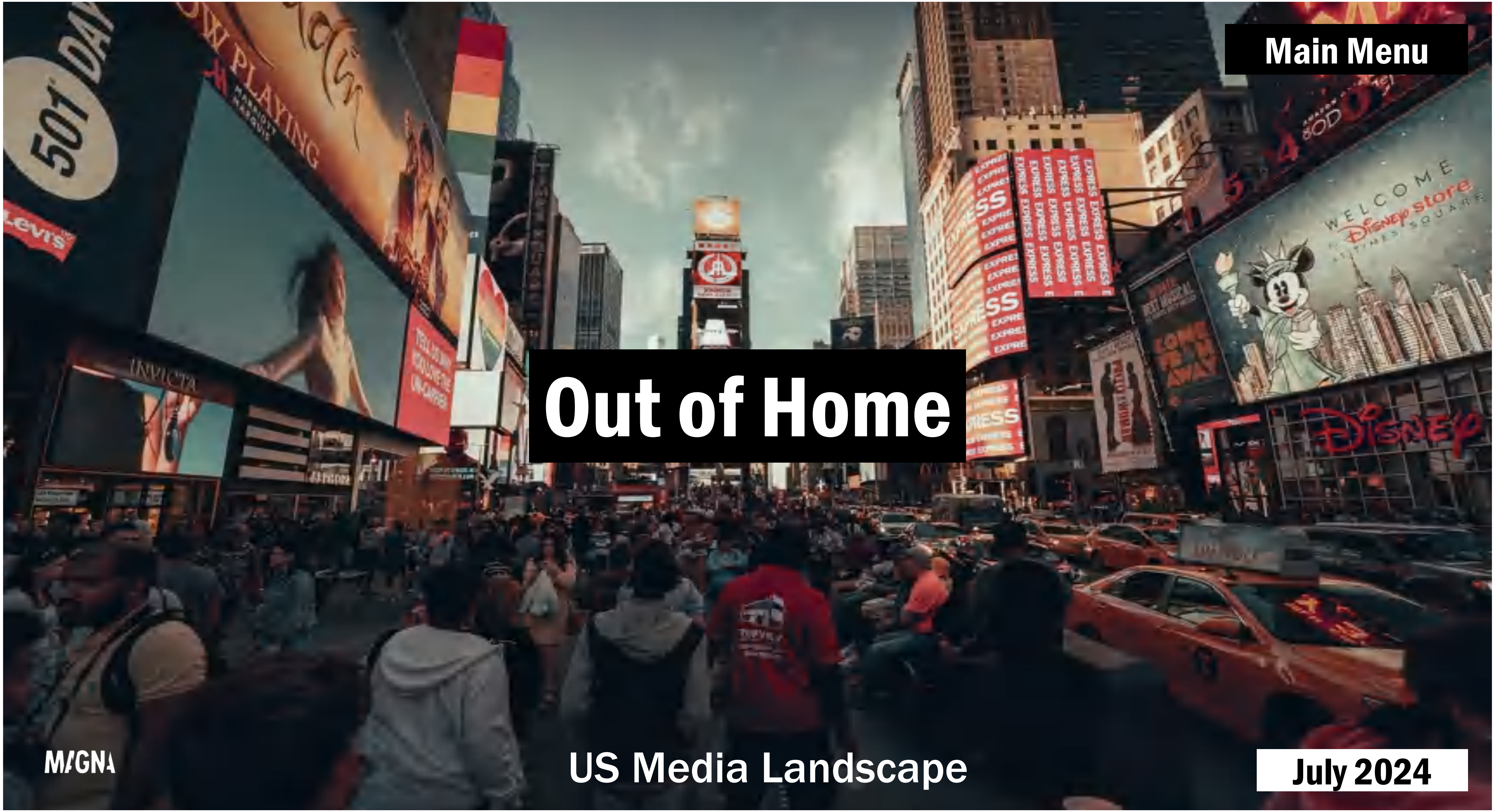
Source: MAGNA NAR based on Nielsen Data (April 2024)

Audience Measurement

BACK TO TOC
MAGAZINES

Alliance for Audited Media
TRANSACT WITH TRUST

- Paid and controlled circulation audits
- Cross channel audits, which include website traffic, digital editions, apps and social media
- Mailing list verification



Main Menu

Out of Home

MAGNA

US Media Landscape

July 2024

Out of Home & Cinema
Table of Content

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OUT OF HOME

- **Ad sales**: $9.2 billion for OOH, $360m for cinema (2023).
- **OOH LT ad sales**: +4% per year in 10 years pre-COVID.
- **Digital OOH**: 30% of total OOH ad sales (2023).
- **Top verticals**: Business Services, Finance, Retail. Combined one third of total spend.
- **Top vendors** (Lamar, Clear Channel, Outfront) control 60% of total advertising sales.
- **Top spenders**: Disney, Apple and Comcast in 2023.

Key Facts

BACK TO TOC

1. Out-of-home media owners' net advertising revenues (NAR) were **$9.2 billion in 2023** i.e. 3% of total advertising revenues in the US, excluding cinema. This is in line with the average market share globally (4%). Revenues had grown by an average +4% over the five years pre-COVID.
2. This includes traditional static OOH formats (approx. $6.4bn), and digital OOH units ($2.8bn). Cinema advertising fell precipitously in 2020 as blockbusters were delayed until 2021 and 2022. In 2023 cinema advertising was approx. $360m up a disappointing +5% over 2022.
3. **Roadside billboards** are the main environment/format with a NAR of $6.4bn per year, followed by transit ($1.4bn) and street furniture ($450m) in 2023.
4. The **top spending industries** in 2023 were Business Services (15%), Retail (11%) and Finance (9%). The top advertisers were Walt Disney (2%), Apple and Comcast (both 1% of spend).
5. The largest **media owners** are Clear Channel Outdoor, Lamar, Outfront (formerly CBS Outdoor). The global industry leader JCDecaux is only #4, with a 4% market share.
6. **Innovation**. In the last ten years, digital displays have allowed OOH media owner to increase the yield of existing sites, attract new categories of advertisers and expand in new environments such as malls, gyms, taxis, elevators. Looking forward connected digital displays also increase opportunities of daypart and demographic targeting, interactivity, and, down the road programmatic buying.
7. Latest MAGNA Forecast (June 2024): OOH NAR is forecast to grow by +6% in 2024 as sales picked up in the first quarter thanks to spending by local businesses.

Source: MAGNA (June 2024)

Learn More: Global OOH Report

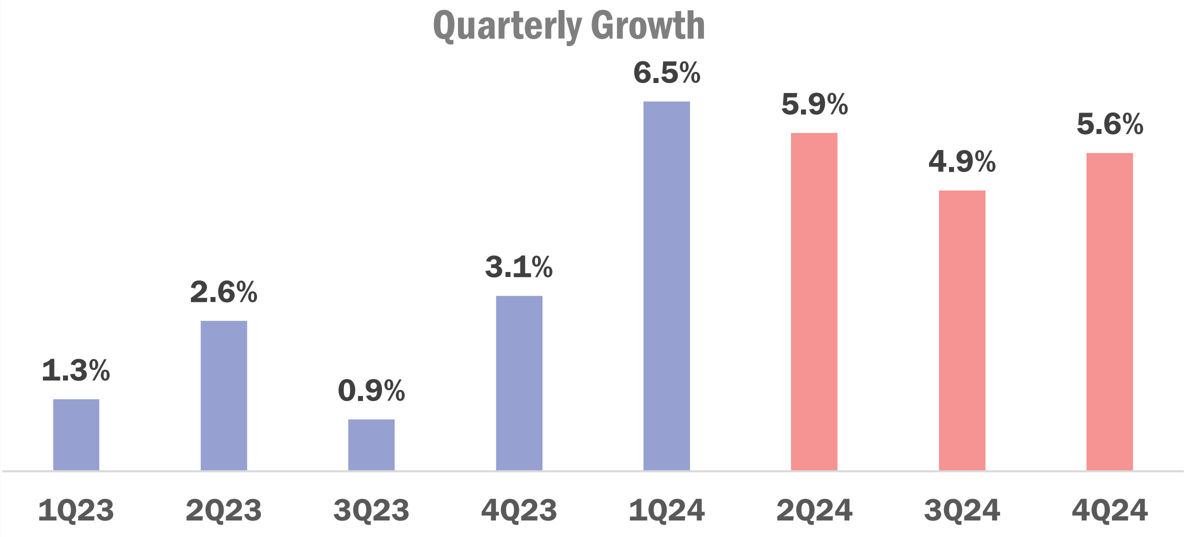
- 150-pages deep-dive report on OOH industry landscape and OOH advertising trends globally
    - Total OOH spend
    - Share of digital vs static OOH
    - Share and trends by segment (street furniture, billboards, transit, retail..)

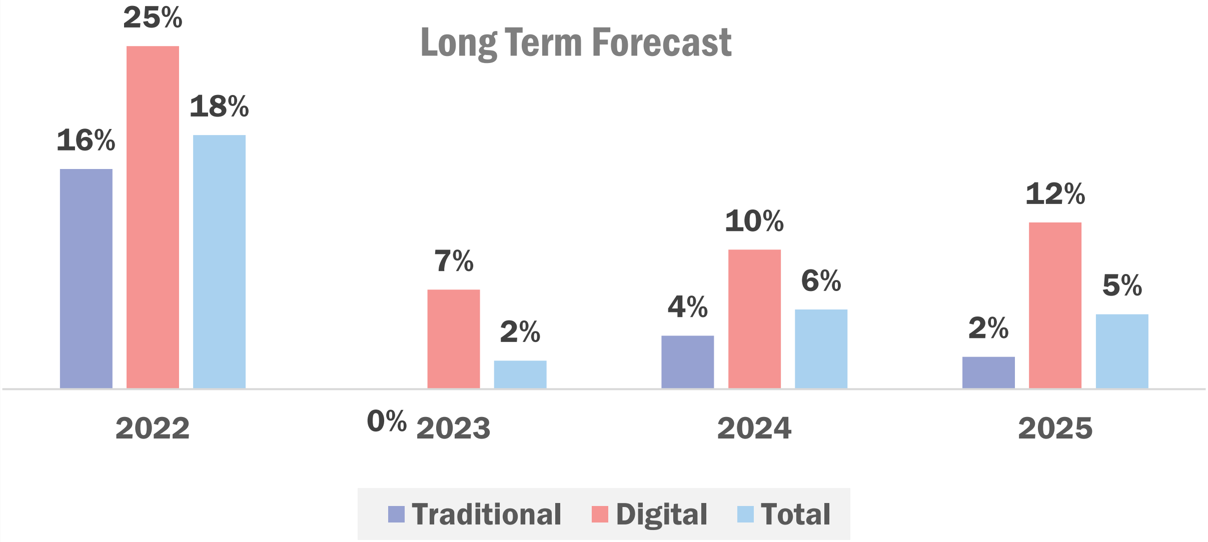
- In-depth market profiles for 17 markets of the world's top markets (incl. US, UK, China, India, etc.)

- Produced in partnership with Rapport, the global Out of Home specialist agency of IPG Mediabrands

Out of Home: Fourth Quarter Picks up Steam

BACK TO TOC
OUT OF HOME





After recording low single digit growth rates in 2023, OOH sales spring back to life.

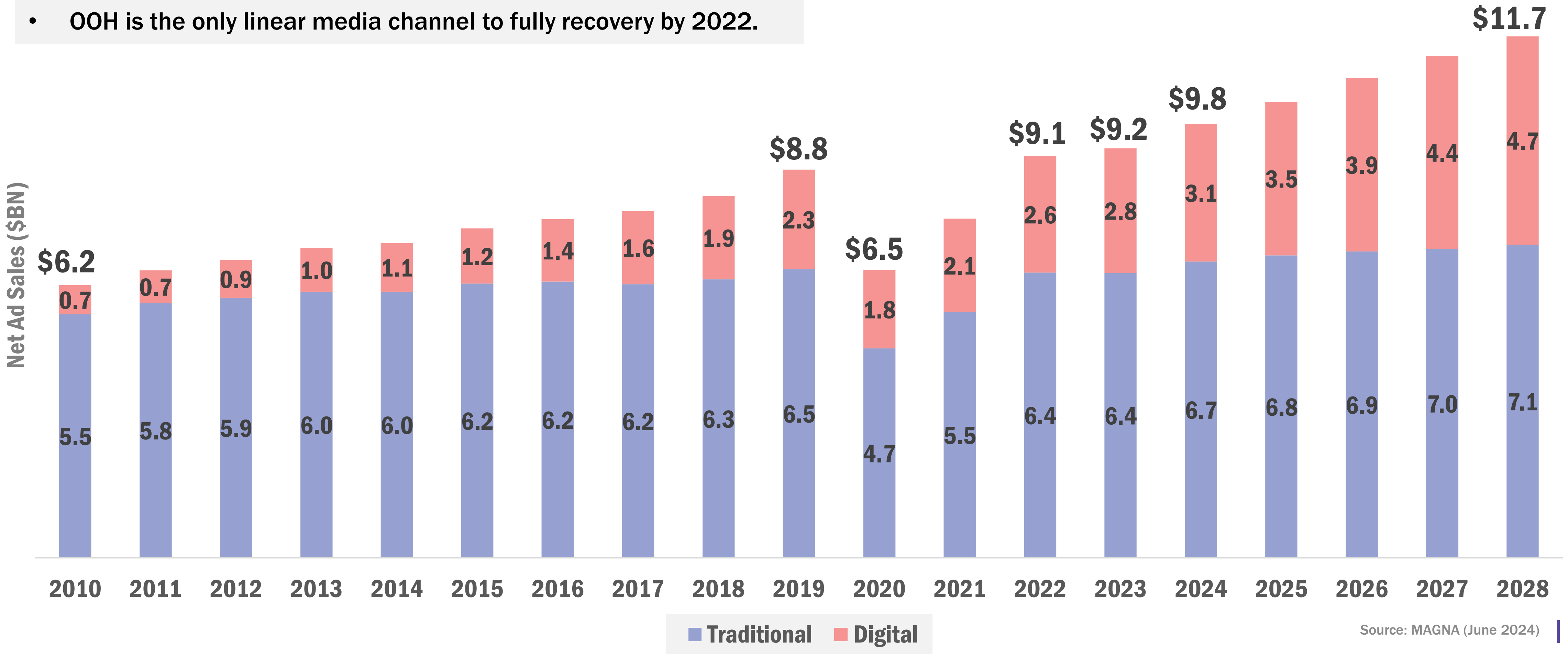
- Out of home sales were lackluster in 2023, with low single digit growth each quarter averaging +2.1% for full year. But the market came back to life in the first quarter with gains of +6.5%.
- Performance was essentially split into three buckets in 1Q24: Transit sales outperformed (+19%), while Billboard sales were stable (+5%) and Street Furniture sales underperformed (-3%).
- In 2023 national consumer brands cut spending while local brands remained relatively resilient. This trend continued into 1Q24. According to Outfront, which reports on the local/national dynamic, within the company's +3.5% growth, local brands were up +8%, while national brands cut spending by -2%.
- OOH formats that are found in cities – Transit and Street Furniture – have struggled recently and underperformed formats that are also found in suburbs and rural areas, namely Billboards for most of the year.
- Digital OOH sales were also strong in the quarter, increasing +13% and accounting for one third of spend.

Source: MAGNA (June 2024)

BACK TO TOC
OUT OF HOME

Advertising Sales
Long Term Forecast, by Format

- MAGNA expects the OOH ad market to grow to 9.8 billion in 2024. The OOH ad market has surpassed its pre-COVID size (all-time high from 2019) in 2022.
- OOH is the only linear media channel to fully recovery by 2022.



Source: MAGNA (June 2024)

Advertising Sales
Long Term Forecast, by Format

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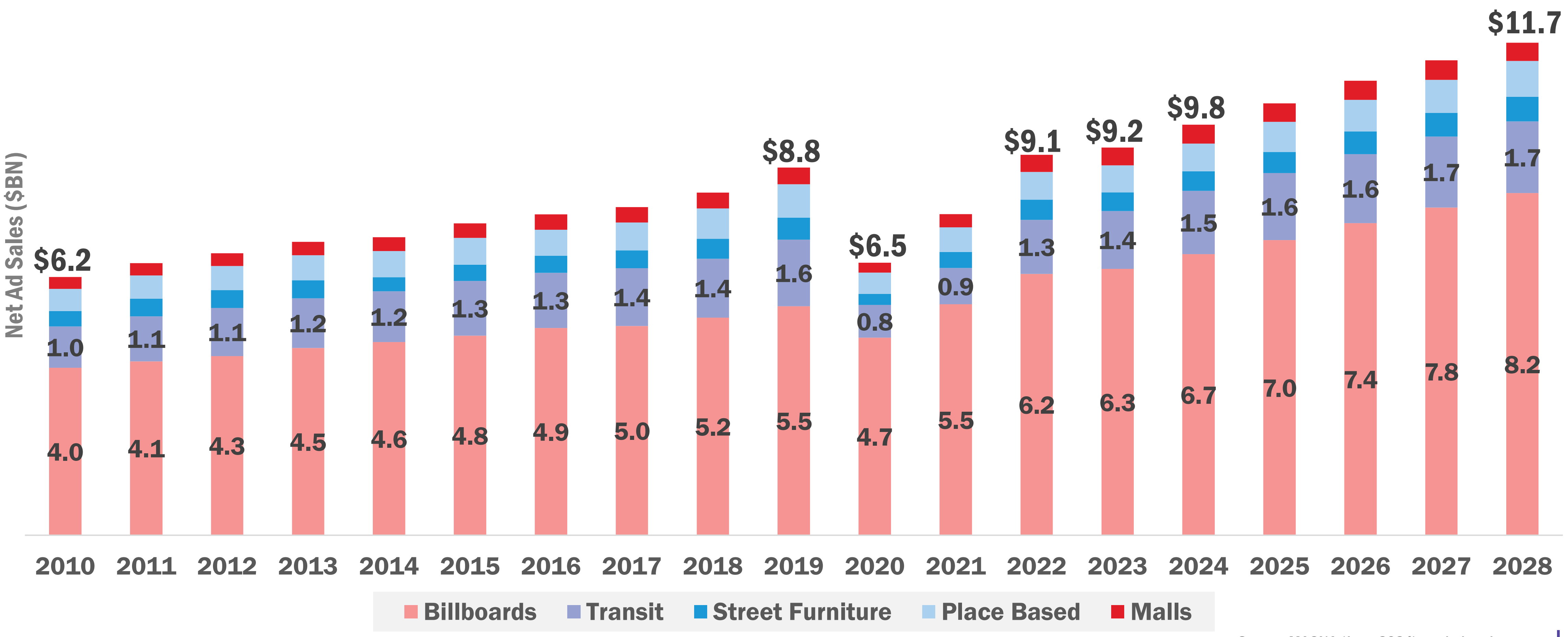

Source: MAGNA (June 2024); excludes cinema

Advertising Sales

Digital OOH

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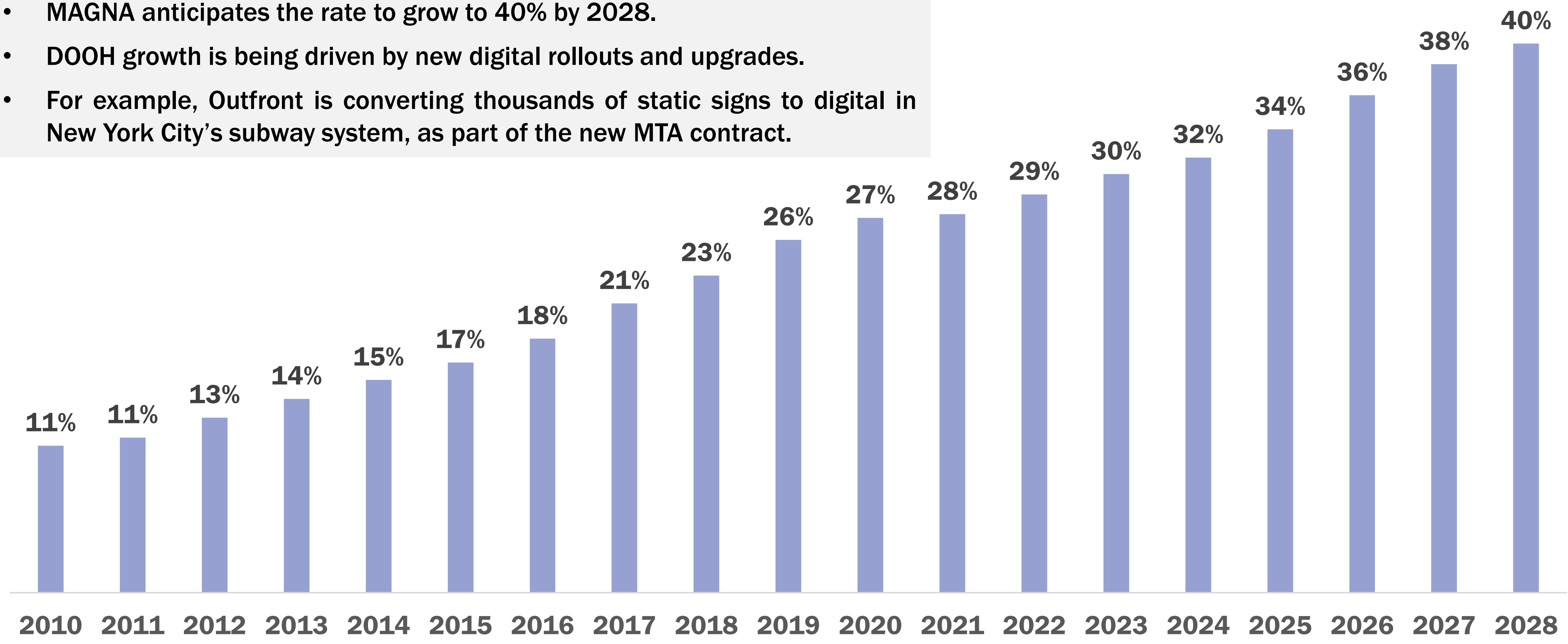
- Digital OOH units now account for 30% of total OOH ad sales in the US.
- This is close to global average but far below the most advanced markets (UK, Australia above 60%).
- MAGNA anticipates the rate to grow to 40% by 2028.
- DOOH growth is being driven by new digital rollouts and upgrades.
- For example, Outfront is converting thousands of static signs to digital in New York City's subway system, as part of the new MTA contract.



Source: MAGNA (June 2024); excludes cinema

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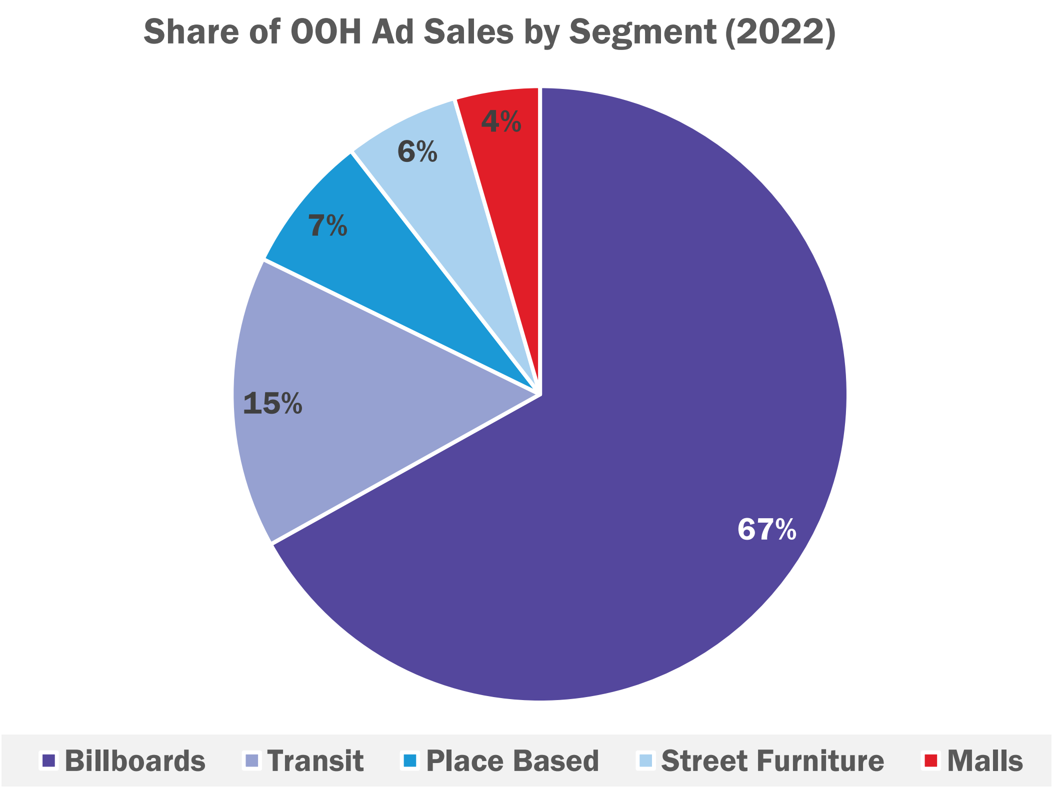
OOH Segments

Billboards: Three Fourths of Advertising Revenues

- **Billboards** are the largest OOH format, capturing two thirds of total ad sales in 2022. This is down from nearly three quarters during the pandemic, as segments focused on large groups (walking and taking public transportation) were decimated and are now recovering.
- **Transit** was the segment most impacted by COVID. It has an 15% of OOH ad sales, down from 20% pre-pandemic. **Street Furniture** has a relatively small market share of 6% (compared to 7% pre-pandemic).
- **Street Furniture** as an ad format and business model is under-developed in the US compared to most other markets and MAGNA anticipates that will change in the next ten years as large US cities are putting long-term Street Furniture contract up for bid.
- In the pie chart “place based” includes both the retail and shopping mall segments.



Source: MAGNA (April 2023)

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OOH Segments

Place-Based & Retail

	Place Based Segment	Major Media Owner
1	Shopping Malls	SIMON®
2	Gas Stations	GSTV™
3	Point of Care	HMN HEALTH Media NETWORK
4	Stadiums	Van Wagner
5	Grocery Stores	Grocery TV
6	Gyms	FITNESS TV
7	Restaurants & Bars	TouchTunes
8	Offices	CAPTIVATE

Source: MAGNA (Aug 2022)

OOH Format Types

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Billboard

- Large format advertising displays intended for viewing from extended distances, generally more than 50 feet. Billboard displays include, but not limited to: bulletins, junior posters, posters, and spectaculars.
- Billboard permits are issued by state and local authorities. Under the Highway Beautification Act, states have strong regulatory powers including the authority to ban billboards. Billboards are regulated by federal, state and local authorities. Vermont, Hawaii, Maine, and Alaska prohibit all billboards.

Bulletin

- The largest standardized OOH format; typically measuring 14’ x 48’ in overall size. Sold either as permanent displays or in rotary packages.
- Digital Billboard
  Billboards that can change advertising content using digital technology. Content is static with multiple advertising message presented in rotation every few seconds.

Mobile Billboard

- A truck equipped with one or more poster panel units. The truck can either be parked at specified venues or driven around designated localities.

Junior Poster

- A standardized poster format, typically measuring 6’ x 12’; formally known as an 8 Sheet.

Poster

- A standardized poster format, typically measuring 12’3” x 24’6”; formally known as a 30-Sheet Poster.

Single Sheet Poster

- A poster constructed as a single and continuous substrate. Single sheet posters are typical make from thermoplastic polymers. Single sheet posters can be recycled.

Street Furniture

- Advertising displays, many that provide a public amenity, positioned at close proximity to pedestrians for eye-level viewing or at a curbside to impact vehicular traffic. Street furniture displays include, but are not limited to: transit shelters, newsstands/news racks, kiosks, shopping mall panels, convenience store panels and in-store signage.

Transit

- Displays affixed to moving public transportation vehicles or in the common areas of transit terminals and stations. Transit displays include, but are not limited to: bus panels, train/rail panels, airport panels, taxi panels and mobile advertising signage.

OOH Format Types: Billboards

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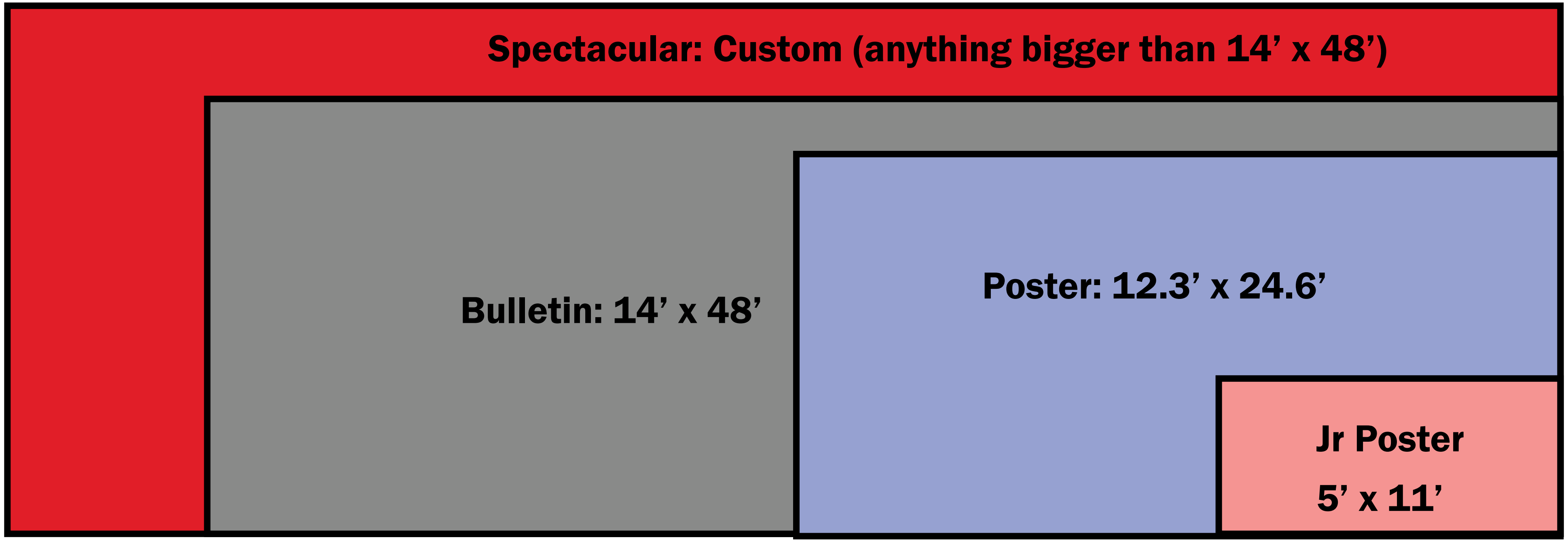
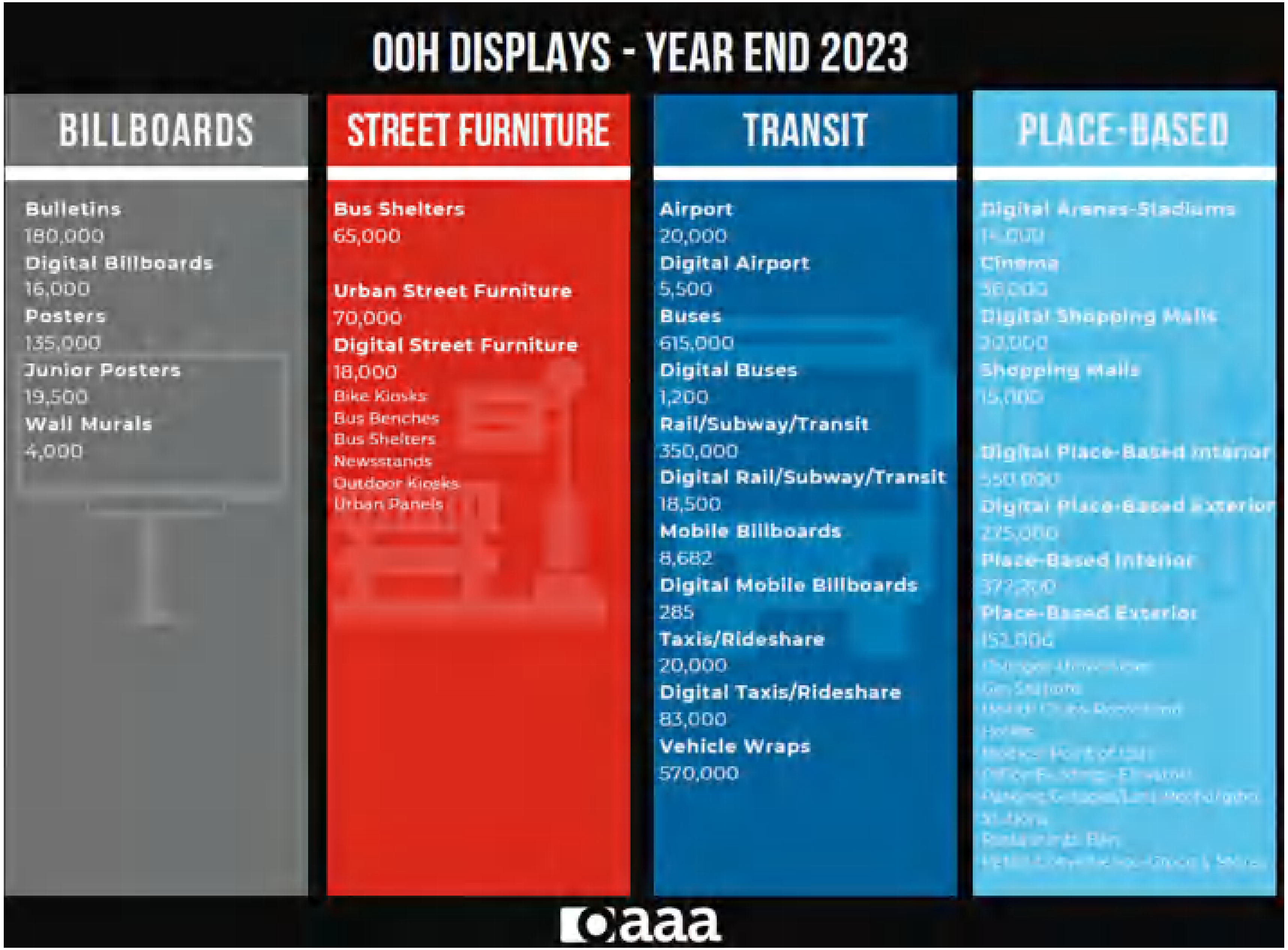
- **Spectaculars**: A bulletin that is usually larger than the standard 14' x 48' and is positioned at a prime location in a market. Spectaculars are large and elaborate, nonstandard structures custom designed and often incorporated with neon tubing, video screens, message centers, strobes, transparencies, etc. They are created by special design teams and erected at locations of mass consumer exposure, such as Time's Square. Purchased on a custom lease basis.
- **Bulletins**: Are the largest standard sized OOH media formats. Primarily located on major roads, they attract high density consumer exposure (vehicles and pedestrians). Bulletins allow customizing extensions. Size: 14' x 48'. Permanent bulletins are purchased and priced individually, based on location and audience delivery. Contracts are usually for 6 months or longer.
- **Posters**: A standardized poster format, is typically 12'3" x 24'6".
- **Junior Posters**: Are located mainly in urban neighborhoods and smaller roads. Positioned just above eye level. They are either free standing units or mounted on the sides of buildings. Jr posters are often used for their proximity to retail outlets, where they can stimulate sales. They are appropriate for short term seasonal and regional campaigns and product introductions. Jr posters are purchased in GRP programs of different weights, typically from 4 to 52 week units. Size: 5' x 11' or 6' x 12'.



Source: OAAA

Inventory Volume



Source: OAAA (June 2024)

Top OOH Vendors

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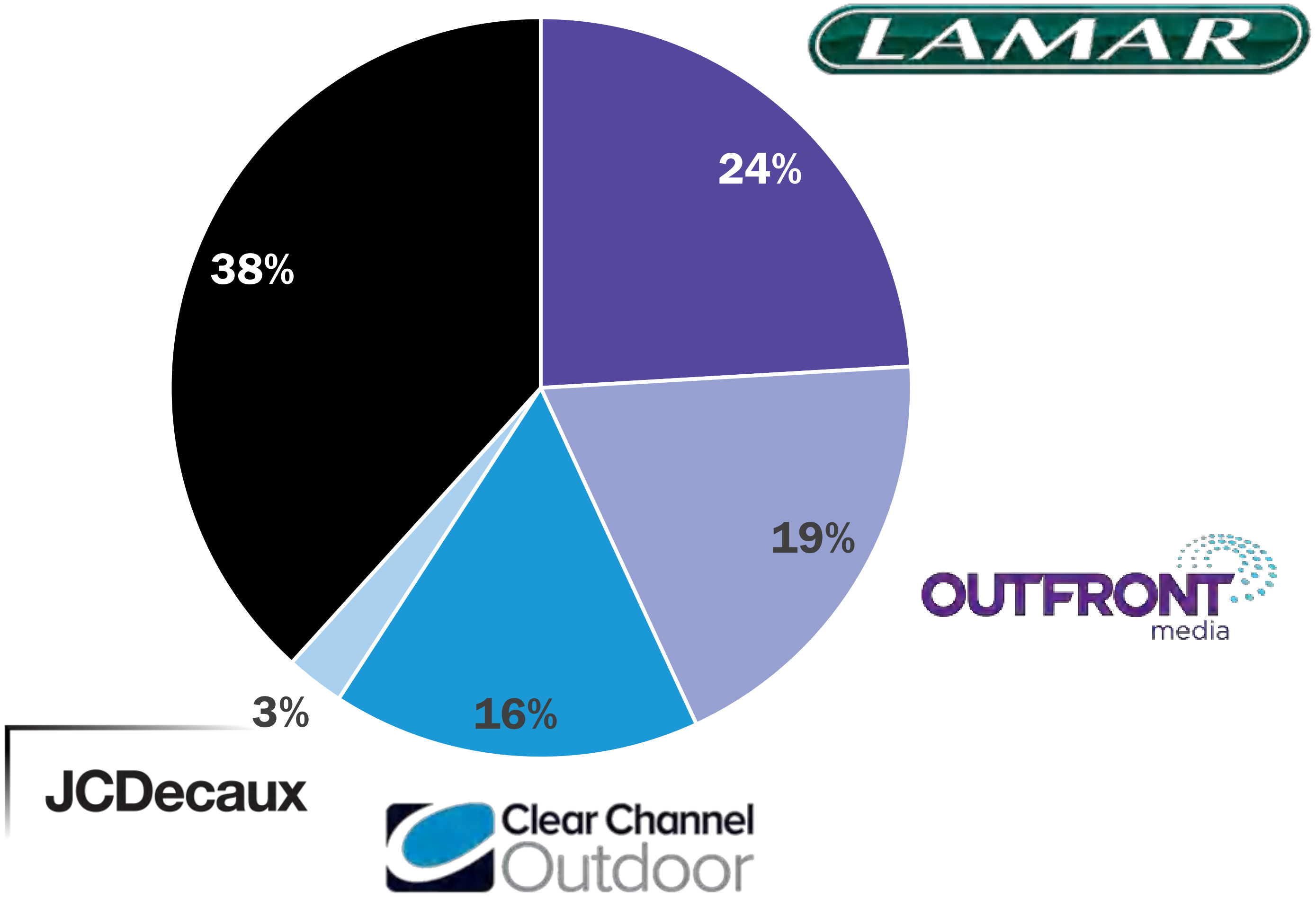
- **The top three media vendors (Lamar, Outfront, Clear Channel) control 60% of the outdoor ad market.**
- This is a relatively competitive market compared to other countries where the top three often control 80% to 90% of total OOH ad sales (France, Germany, Australia, Spain etc.)
- This is why MAGNA anticipate further consolidation in the future, as happened in other markets in the last few years. Digitization is one of the factors that make scale an important competitive factor.
- Despite being the largest OOH company in the world, JCDecaux has a relatively small share of the market, mostly because it is not in the billboard segment, which accounts for the majority of OOH revenues in the US. JCDecaux focuses on the Transit and Street Furniture instead.



Source: MAGNA, Public Financial Statements

OOH Advertising Sales

Top Ten Markets Account for 45% of Ad Sales

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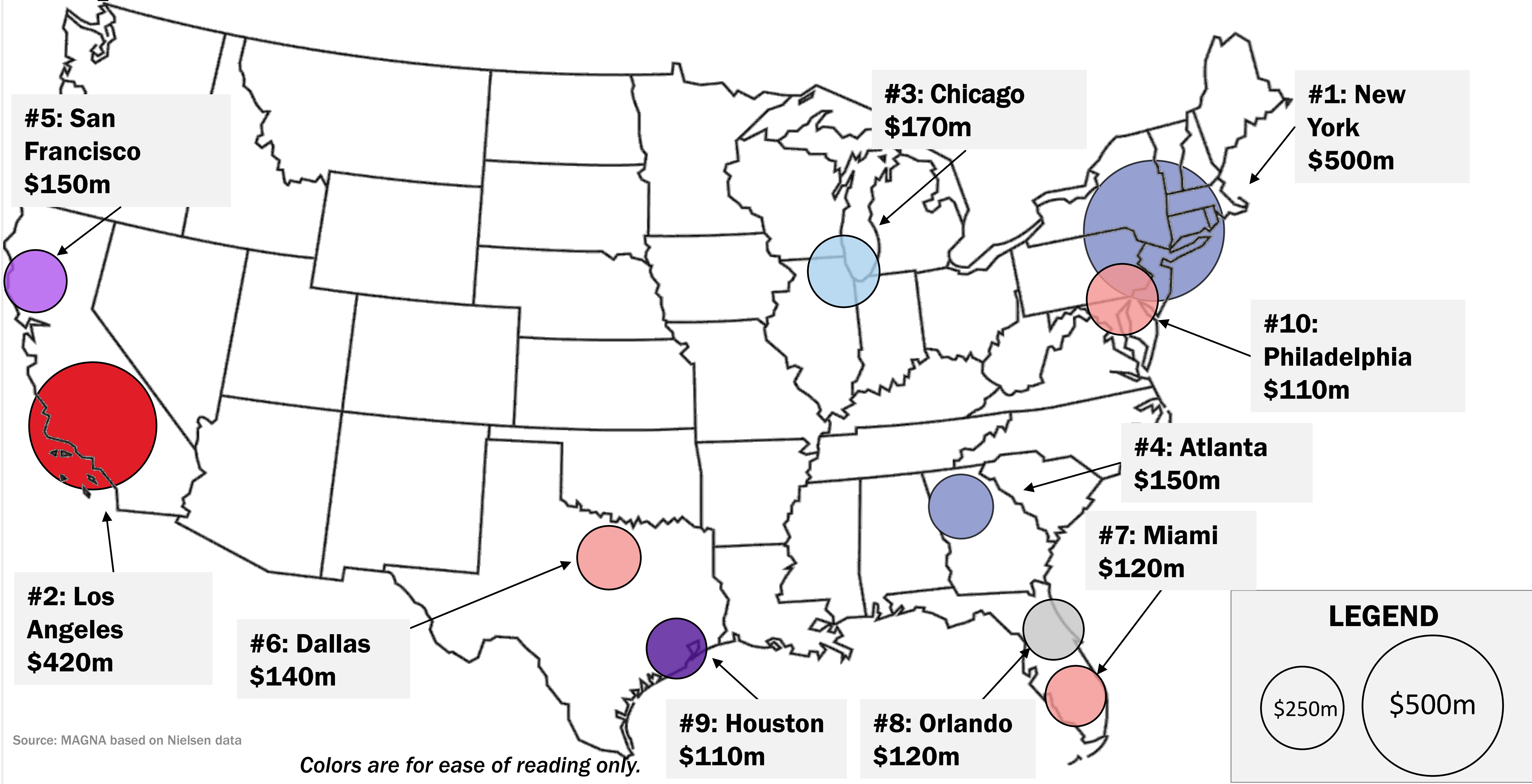

Source: MAGNA based on Nielsen data

Colors are for ease of reading only.

Top Spenders

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- The top spending out of home verticals in 2023 were local Business Services (15%), Retail (11%) and Finance (9%).
- Those three categories account for 35% of spend, which makes OOH one of the more concentrated media channels.
- The top advertisers in 2023 were Walt Disney (2% of spend), Apple and Comcast.
- Molson Coors and Coca Cola were the big growers in 2023, with increases of +109% and 80% respectively. Conversely, Amazon cut spending by -33%.
- Top 10 advertisers accounted for 10% of total spend, and grew spending by +3% compared to 2022, in line with the total OOH average.

Top Out of Home Industries and Advertisers in 2023 ($M)

Top Industries	2023 Spend	Growth	Share of Spend
Business Services	1,375	22%	15%
Retail	1,025	6%	11%
Finance	875	-10%	9%
Travel	790	18%	9%
Government, Schools & PSAs	734	2%	8%
Medical Supplies	700	-1%	8%
Entertainment	673	-13%	7%
Restaurants	528	-7%	6%
Food & Beverages	497	24%	5%
Auto	382	-9%	4%
Top Ten	7,580	3%	82%

Top Advertisers	2023 Spend	Growth	Share of Spend
Walt Disney	193	24%	2%
Apple	118	-6%	1%
Comcast	113	-10%	1%
McDonalds	96	-4%	1%
Coca Cola	82	80%	1%
Molson Coors	77	109%	1%
National Amusements (Paramount)	74	-33%	1%
Roark (Arbys, Buffalo Wild Wings)	69	1%	1%
Amazon	66	-33%	1%
LVMH	62	4%	1%
Top Ten	950	3%	10%

Source: MAGNA based on Nielsen Data (April 2024)

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OOH
Strengths and Weaknesses

Strengths and Drivers

1. Only media type to be entirely **immune from ad avoidance**: consumers can't skip, zap or block, an OOH ad.
2. **Audience Measurement gets better**. Driven by Geopath's MORE transformation, OOH audience measurement is moving from opportunity-to-see to TV-like "ratings" fuelled with location data.
3. **Digital format increase efficiency** by allowing brands to focus on specific day-parts and locations. DOOH also reduces lead times and production costs, adding flexibility on campaign duration. Finally, it expands the creative opportunities.
4. **Digital is also bringing OOH advertising into new environments with high-value audience** (Place-Based): gyms, doctors offices, taxis, elevators, stadiums, gas stations.
5. **[Pre-COVID] Time spent OOH is not decreasing.** Consumers spend an average of 25' commuting* each morning and evening, making roadside billboards visual beacons in the morning and evening commutes.
6. **Programmatic OOH** is taking off with specialized and omnichannel DSPs now plugged into most media owners, tapping into digital/programmatic budgets from low OOH users (CPG, Pharma).
7. **Low exposure to weak verticals** (CPG, Finance). High exposure to growth verticals (Entertainment, Travel, Streaming, Betting, Marijuana)

Weaknesses and Threats

1. Still technically **difficult to run a truly national campaign: a national plan** (covering every DMA) as it requires purchasing space from a large number of vendors.
2. **Some local regulatory restrictions**, e.g. on certain type of panels in urban areas.
3. **Digital installation costs** have come down but will remain an issue in non-premium, low-visibility locations.
4. **Hard to measure ROI** compared to other media categories based on classic attribution tools.
5. **The COVID** crisis may have changed mobility and commuting patterns permanently. Air travel is recovering well but urban transportation may never quite return to pre-COVID ridership.

By "strength" or "weakness" here we refer to the benefits and drawbacks perceived by advertisers and media planners vs other media types, as well as the capacity for media owners to develop ad sales and market shares in the future.

* source: US Census Bureau's Commuting by Automobile in the US

Cinema

Key Facts

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1. Cinema media (defined as movie theaters, on-screen ad campaigns) is a sub-category within OOH worth approx. **$700 million in ad sales** in 2019, fell to $140m in 2020, but has now stalled at $360m in 2023.
2. Historical ad revenues estimated are provided by the US trade organization Cinema Advertising Council (CAC).
3. Approx. 75% of cinema media revenues come from the regional/national sales and national brands, according to the CAC, while one quarter comes from local sales.
4. The supply side is a de facto **duopoly** with the two main media vendors controlling 95%+ of the 35,000 cinema screens. The leading vendor is **National CineMedia** (NCM, 20,000 screens, $500m in ad sales in 2018) and **Screenvision**. Because of this, the US Justice Department blocked a proposed merger between the two companies in 2014.
5. The **top industry verticals** in 2023 were Travel (27% of spend), Retail (20%) and Food & Beverage (14%). The top three verticals accounted for nearly two thirds of spend.
6. Ad revenues fluctuate based on the attractiveness of movie releases in a given year, but the medium itself has become more attractive since 2014 for two reasons: **NCM** and then **Screenvision** have started participating to the TV upfronts and thus diverting some national TV media budgets, and cinema vendors are now capable of providing ratings that facilitate planning alongside TV campaigns.
7. Compared to television, cinema positions itself as a premium solution at a premium media cost, helping to reach audiences that are increasingly hard to reach on television (teenagers and young adults), and delivering a clutter-free, distraction-free experience.
8. Latest MAGNA ad forecast (June 2024). MAGNA forecasts cinema to grow by only +6% in 2024 as sales have stalled at half of pre-pandemic levels.

Source: MAGNA (June 2024)

Cinema: Sales Have Stalled at Half of Pre-Pandemic Levels

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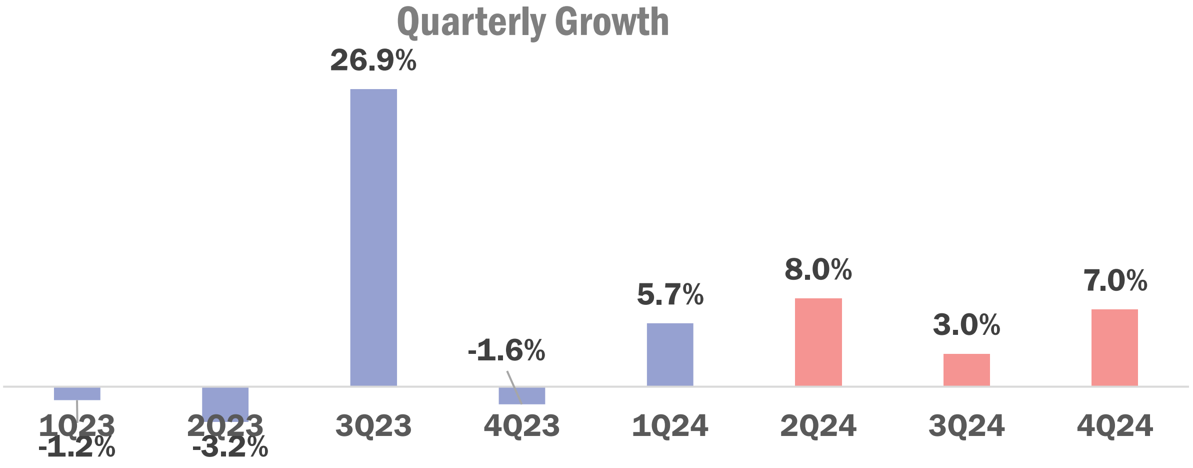

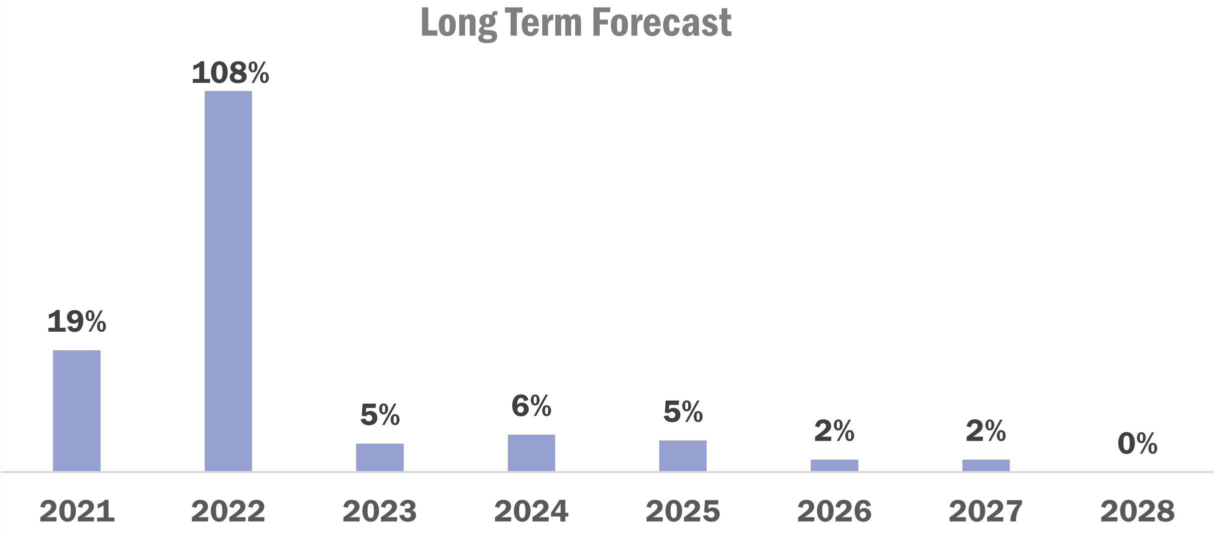

Cinema sales have stalled at essentially half of pre-pandemic levels, as few people are going to the movies.

- Cinema advertising sales rose a disappointing +5.7% to just under $60m in the first quarter, continuing a streak of lackluster performance that was broken only by the "Barbenheimer" phenomenon last summer.
- However, unlike other local media channels (OOH, radio, broadcast TV), national brands saw healthy growth in the quarter. According to National Cinemedia, one of the two main cinema advertising networks, reported spending on national brands up +31%, compared to local brands, which cut spending -34%.
- The lack of movie going has been integral to the stagnation. Attendance was off -16% to 76 million people in 1Q24, according to NCM, with attendance hovering at 50% of pre-pandemic levels. This comes despite the release of some big-name movies in 1Q24, like Dune p2.
- More headwinds await in 2024, as the (recently ended) writer's strike impacted the releases of several upcoming movies. For example, Fantastic Four was delayed from Nov 2024 to May 2025.

Source: MAGNA (June 2024)

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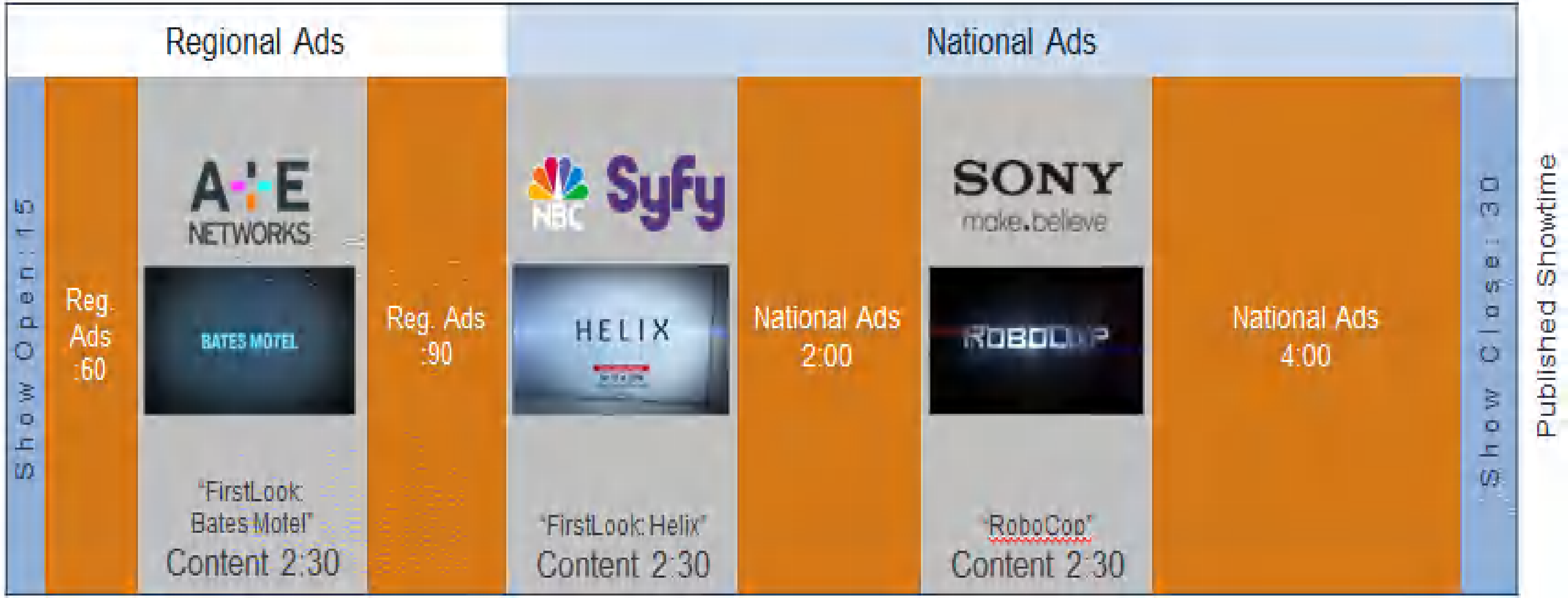
Cinema

Advertising Breakouts

- The time before a movie starts is broken out below. In this case, it's the breakout for National Cinemedia.
- Time is broken into two blocks, with the first block containing local & regional ads, and the second, longer block, given to national advertisers. Local/regional and national ads are interspersed with content that could be, for example, 'first look' trailers for upcoming television shows or movies.
- The last block of national ads ends at the published show time, when the featured trailers and finally the featured movie begin.



Source: National Cinemedia

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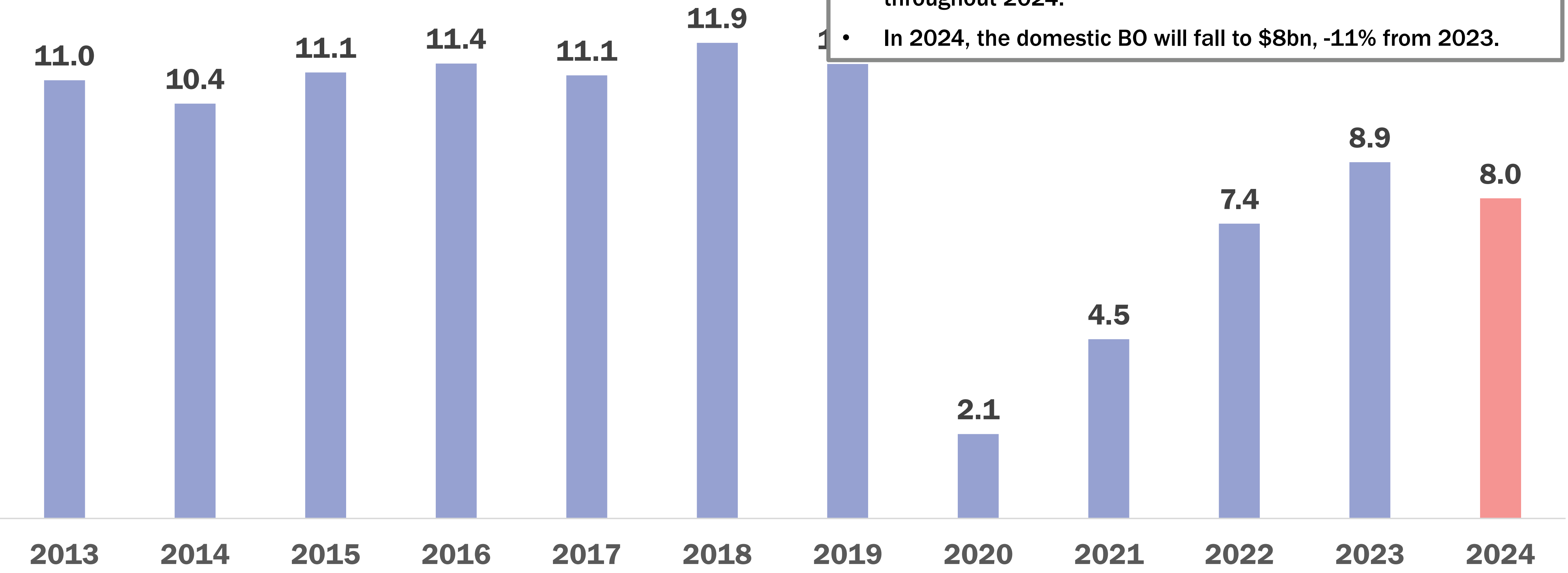
Entertainment - Movies

BO Recovered to $9BN in 2023, but may Suffer Again in 2024

Box Office Revenue ($BN)



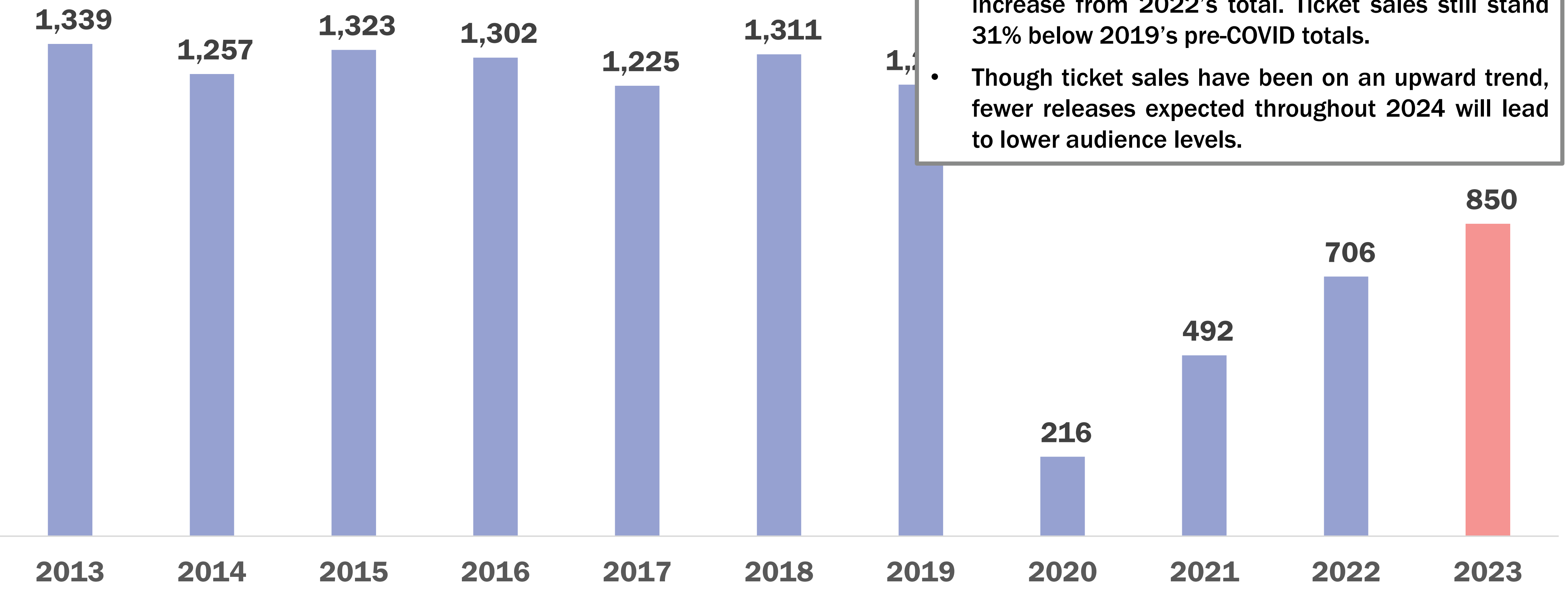
- **Domestic BO revenues reached $8.9bn in 2023, a +21% growth,** but still stands 22% below 2019's pre-COVID total.
- Delays in production and film releases caused by the writers and actors strikes throughout 2023 will bring fewer releases throughout 2024.
- In 2024, the domestic BO will fall to $8bn, -11% from 2023.

Source: Box Office Mojo

Entertainment - Movies

Admissions up +20% in 2023 but Still Below Pre-Covid Levels

Movie Theater Admissions (Millions)



- Pre-COVID, between 2013 and 2019, cinema admissions were consistently around 1.2 to 1.3 billion per year.
- In 2023, **850 million tickets were sold,** a +20% increase from 2022’s total. Ticket sales still stand 31% below 2019’s pre-COVID totals.
- Though ticket sales have been on an upward trend, fewer releases expected throughout 2024 will lead to lower audience levels.

Source: The Numbers

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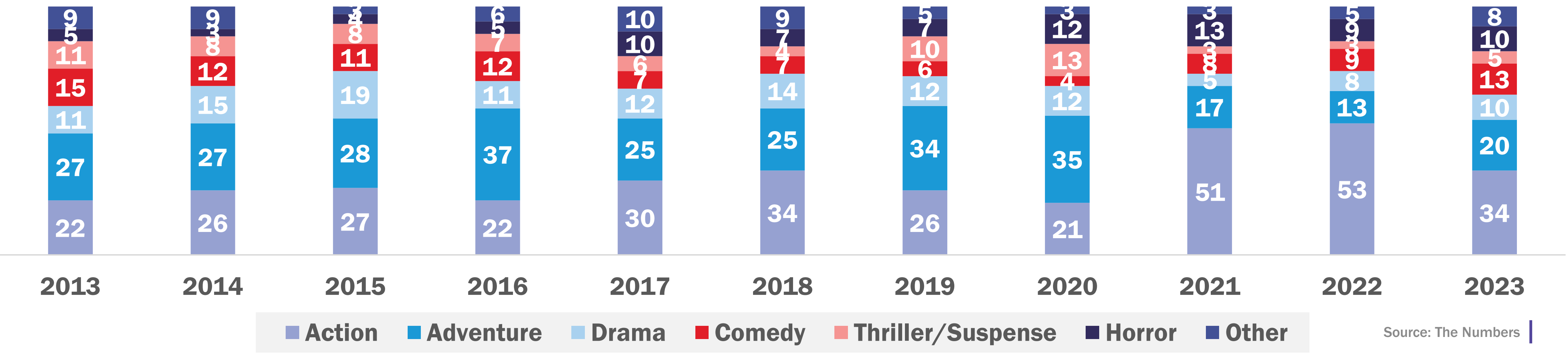
Entertainment - Movies

Genre Split in Movie Releases Going Back to Pre-Covid Norms

- **Adventure and action have remained the top two movie genres** as they can appeal most widely to a global market if being released overseas. Other genres such as comedy are more specific to certain markets as humor tends to be influenced by specific cultural perspectives.
- Within the past three years, adventure films (20% in 2023 vs 35% in 2020) have significantly decreased in market share; on the other hand, **action films more than doubled in share throughout COVID and continues to account for the highest share at 34%.**
- The split amongst movie genres is slowly returning to pre-COVID patterns with action and adventure films together making up roughly half of total revenues (compared to COVID years when action films alone accounted for more than half of total revenues). In 2023, action and adventures films together accounted for 54% of all releases.
- Additionally, **five of the top ten grossing movies in the domestic box office fell within the action genre** (vs eight in 2022). Meanwhile, two of the top ten fell within adventure films (vs only one in 2022).
- Comedy films have significantly increased share of box office revenues in 2023, reaching 13% of the total market compared to 9% in 2022. Comedy films have not reached this level since nearly a decade ago in 2013.
- On the other hand, thriller/suspense films have seen the highest decrease in size from 14% in 2012 to 5% in 2023.

Box Office Market Share by Movie Genre (%)



Source: The Numbers

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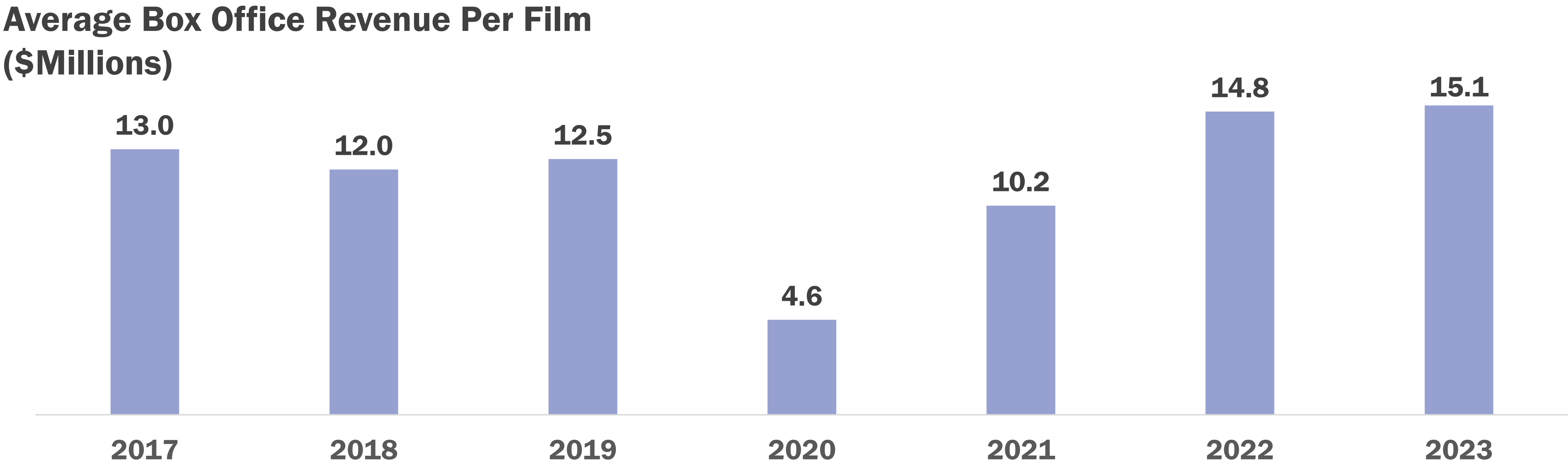
Entertainment - Movies

Fewer, Bigger Movies: BO per Film is well Above Pre-Covid



Source: Box Office Mojo

- **The average box office revenue *per film* reached its highest record at $15.1 million in 2023,** higher than the pre-COVID 2019 average, hovering around $12 million to $13 million.
- The increase in average *per film* revenue was mainly caused by production delays due to the strikes throughout 2023.
- However, more fundamentally, MAGNA suspects the movie industry is finally implementing a strategy that has been developing for years but was never released pre-COVID: fewer, bigger theatrical releases, or in other words, *quality not quantity.*
- Therefore, studios will likely concentrate more of their marketing budgets on blockbusters going forward.

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Entertainment - Movies

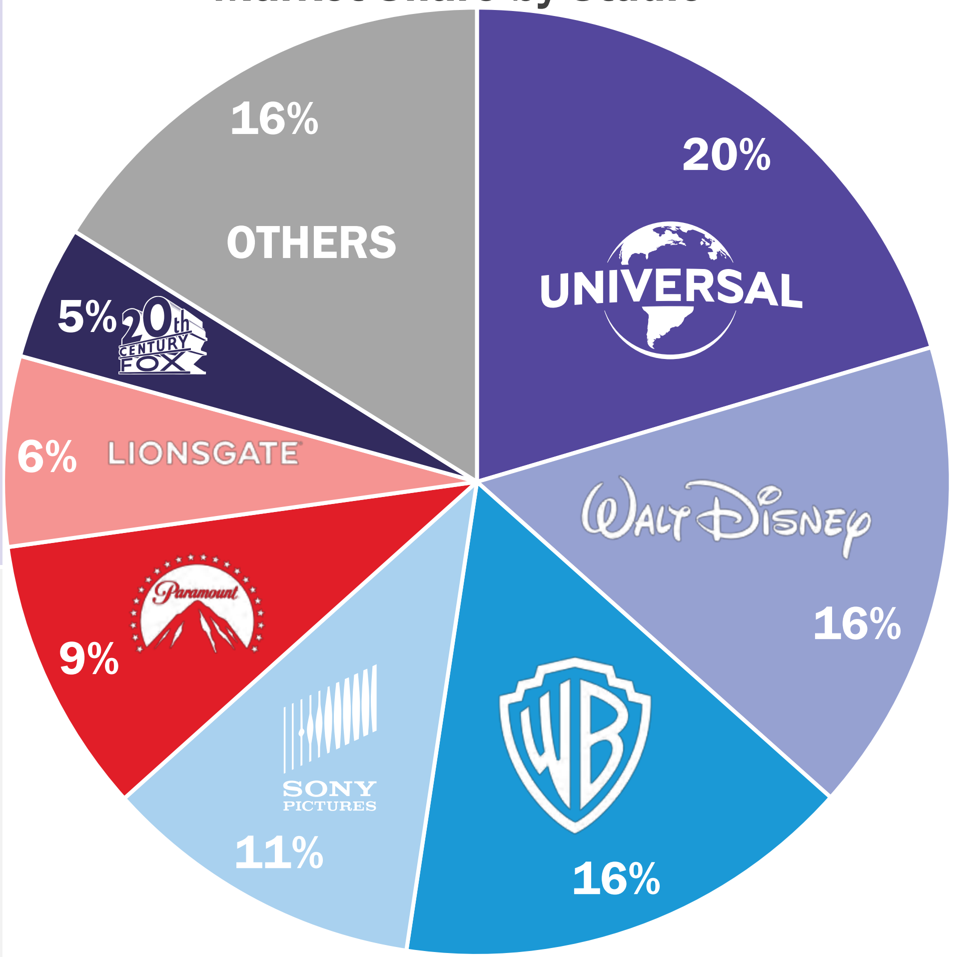
Theatrical Distribution: Lionsgate Surpasses 20th Century

- In 2023, the seven major film studios made up 84% of the total domestic BO.
- **Universal leads the BO with 20% market share** while Walt Disney and Warner Bros. trail closely behind, both at 16% share. Making up the remaining top seven are Sony Pictures (11%), Paramount Pictures (9%), Lionsgate (6%), and 20th Century (5%).
- In 2022, Lionsgate ranked as the 10th largest distributor, however has gained immense presence throughout 2023, now standing above 20th Century Studios as the 6th largest.
- Some other high-profile distributors that are not included in the top seven but are still recognizable include A24, Angel Studios, MGM, and Focus Features, whom all hold in between 1% to 2% market share.

Despite the success of prototypes in 2023 ("Barbenheimer"), movie production is increasingly concentrated around blockbusters, franchises, and sequels.

- **Universal**: James Bond, Jurassic Park, Fast & Furious, Minions
- **Disney:** Marvel, Star Wars, Pixar
- **Warner**: DC Universe, Godzilla, King Kong. Dune, LEGO
- **Sony:** Spiderman, Venom
- **Paramount**: Mission Impossible
- **Lionsgate:** John Wick, Hunger Games
- **20th Century**: Avatar

2023 Box Office Market Share by Studio



Source: The Numbers

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Entertainment - Movies

Top Movies of 2023: The "Barbenheimer" Phenomenon

Rank	Movie	Domestic BO 2023 ($M)	Release Date	Studio
1	Barbie	$636	Jul-23	Warner Bros
2	The Super Mario Bros. Movie	$575	Apr-23	Universal
3	Spider-Man: Across the Spider-Verse	$381	Jun-23	Sony
4	Guardians of the Galaxy: Vol. 3	$359	May-23	Walt Disney
5	Oppenheimer	$326	Jul-23	Universal
6	The Little Mermaid	$298	May-23	Walt Disney
7	Avatar: The Way of Water	$283	Dec-22	20th Century
8	Ant-Man : Quantumania	$214	Feb-23	Walt Disney
9	John Wick: Chapter 4	$187	Mar-23	Lionsgate
10	Sound of Freedom	$184	Jul-23	Angel Studios

- The #1 ranked movie in 2023, *Barbie*, accumulated a total of $636 million to the domestic box office in 2023. This stands 26% below pre-COVID 2019 levels with the top ranked movie, *Avengers: Endgame*, contributing roughly $858 million.
- Movies that do not fall into the animated or super-hero franchises typically do not stand within the top five BO list.
- However, in 2023, blockbusters *Barbie* and *Oppenheimer*, were two surprising hits in the "crossover" categories, attracting audiences beyond the core target group for their respective genres.
- In fact, industry observers coined the term **"Barbenheimer"** to name the cultural phenomenon that led audiences to see both movies often on the same day.
- It remains to be seen if the **"Barbenheimer"** success will lead studios to diversify investments again in years to come.

Source: Box Office Mojo, The Numbers

OOH & Cinema: Audience Measurement

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geopath

- Formerly the Traffic Audit Bureau for Media Measurement or TAB) is a non-profit tri-partite body (media owners, advertisers, agencies).
- Audiences for billboards, posters, junior posters, transit shelters and phone kiosks
- Geographically sensitive reach & frequency
- Granular detail, reporting individual out of home units in over 200 DMAs
- Detailed demographic data comparable to other media
- Commercial ratings based on people who see the advertising

nielsen

Nielsen On Location Media
Nielsen Cinema

- Average minute impressions by demographic for digital place-based video locations like gyms, gas stations, airports, elevators, and retail stores
- Nielsen Cinema counts attendance by movie rating, as well as demographic detail on frequency of attendance

OOH Resources

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Media Owners Trade Organization

oaaa
OUTDOOR ADVERTISING ASSOCIATION OF AMERICA

Specialist OOH Agency
(IPG Mediabrands)

rapport

Cinema advertising Trade Association

CAC
cinema advertising council

Measurement Organization

geopath

Digital Place-based Advertising Association

dpaa
DIGITAL PLACE BASED ADVERTISING ASSOCIATION

Direct Mail

US Media Landscape

MAGNA

July 2024

Direct Mail
Key Facts

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DIRECT MAIL

Direct Mail Remains a Large Marketing Channel

- US advertisers spent $17.0bn to reach consumers through direct mail in 2023. It's utilized by a wide range of industries but the top five (finance/insurance, automotive, telecoms, retail and travel) account for the bulk of ad spend.
- The finance/Insurance industry is the largest direct mail spender, with 70% of total spend. Insurance is the largest segment with 50% of financial spend and 35% of total spend.
- The top DM users include Geico, Charter, Discover, Progressive and Citi. The top ten advertisers accounted for 30% of total DM spend.
- **In addition to these large economic sectors,** election cycles routinely bring in $400-$800m of political DM spending in even years.
- The United States has one of the most affordable postal rates in the developed world. It's twice as expensive to mail a first class letter in France as it is in the US, and six times as expensive in Italy.
- **Advanced addressable direct mail is a nascent segment** of direct mail that allows marketers to retarget website visitors and re-engage customers using their CRM databases, and currently accounts for about 1% of total direct mail, i.e. $150 million.

Innovation Makes it More Efficient Than Ever

- The advanced addressable direct mail market surpassed $300m in 2022 and will hit $500m by 2025. While direct-to-consumer e-commerce brands initially drove growth in the segment, it will be larger brick & mortar brands entering the space that will lead the segment in the future.
- 2024 represents an ideal time to bring advanced addressable mail into the media mix. Mail stands to drive additional attention at a time when consumers are increasingly focused on smaller screens. At the same time, as brands begin to rely more on first-party and CRM data, AADM fits in nicely with a unified multimedia strategy to attract and engage customers.
- With **Informed Delivery** now reaching over 20% penetration, with high customer satisfaction rates, it's easier than ever to effectively "double" your impressions with a dynamic mailer. Many customers will see the mail piece in their email inbox (65%+ open rates) and have the opportunity to engage directly from the email channel as well as from the physical mailer.

Source: MAGNA *ROI to Sender (April 2021)*

Direct Mail: Price Increases Try to Keep up With Inflation

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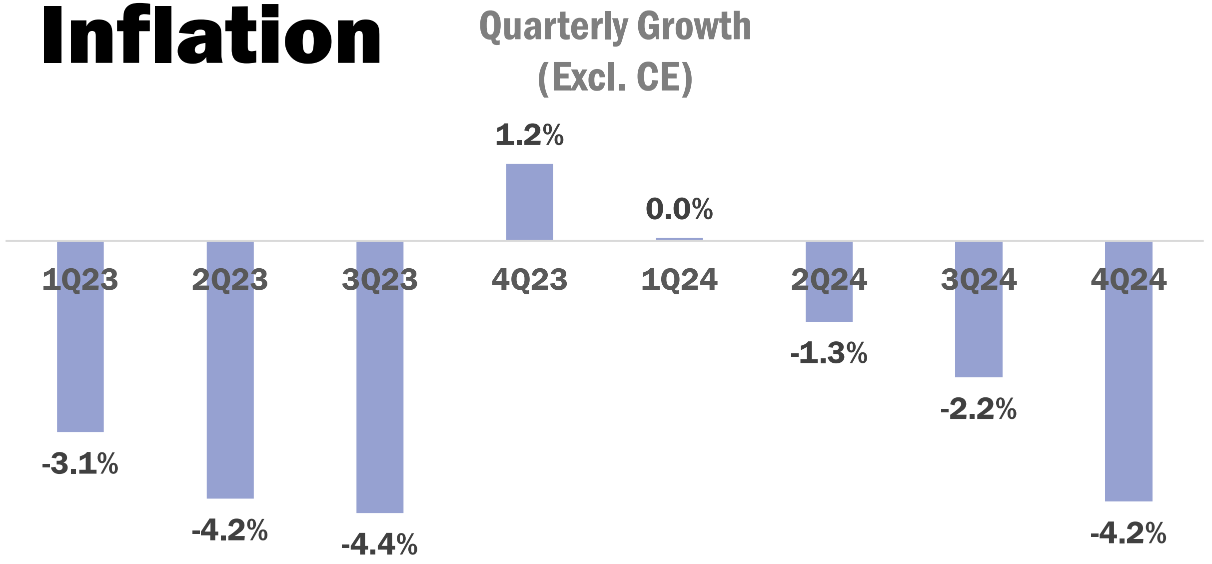
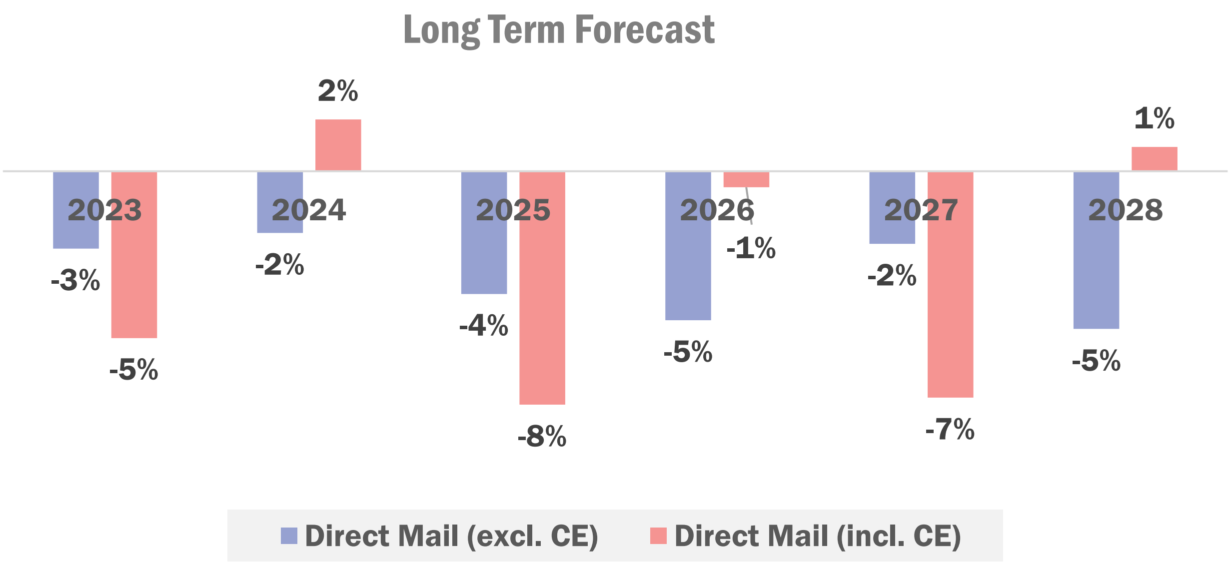
DIRECT MAIL





Advertising sales remain positive in the first quarter after growing in 4Q23.

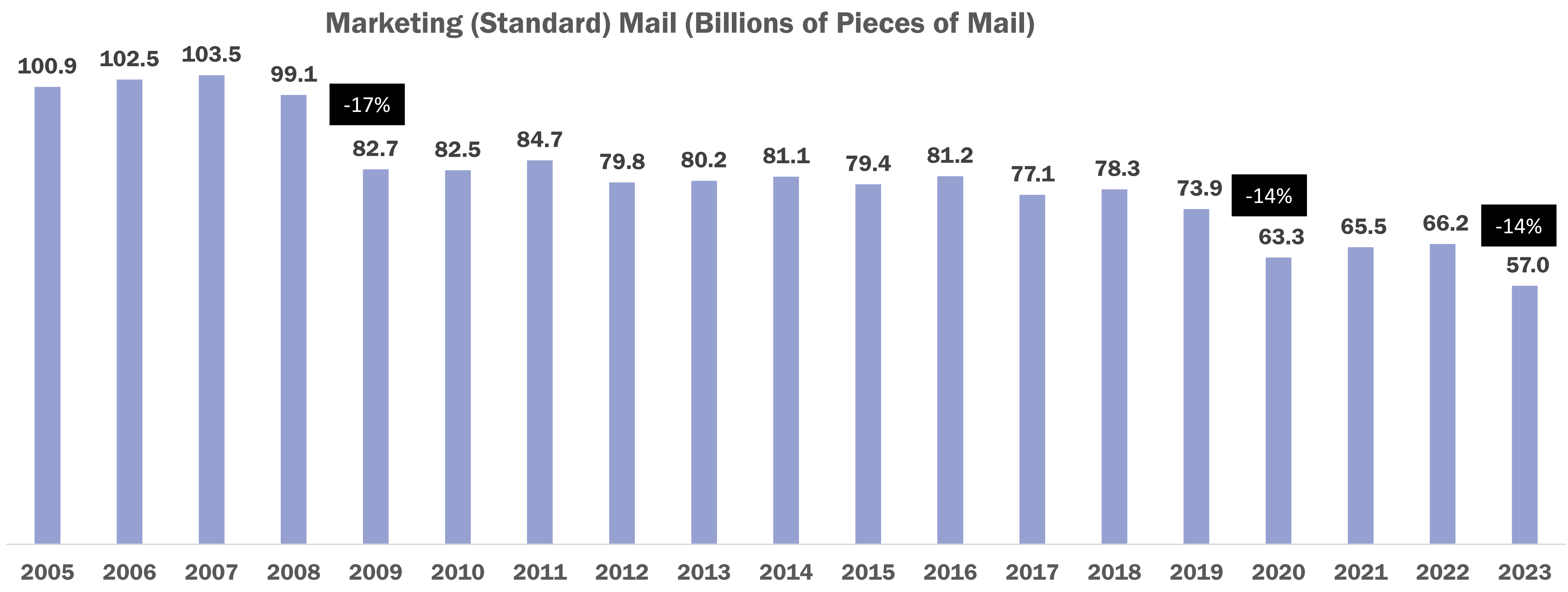
- After falling by an average of -4% over the first nine months of 2023, direct mail sales reported growth of +1% in the fourth quarter (excl. the impact of political mailings). This growth continued into the first quarter of 2024.
- First class mail, the smaller of the two major marketing segments (the other being Marketing mail) was again the main driver of performance in the first quarter, with growth of +4.4%, compared to +2.1% for standard mail.
- Marketing mail revenue growth during 2022 was due in part to price increases that were implemented in January and July as the USPS sought to keep pace with rising costs amid inflation.
- Further price increases were implemented in January 2023, in an attempt to keep up with the rate of inflation.
- Direct mail will benefit from $800m of political spending in 2024, which will completely offset the underlying declines (-2% in 2024).

Source: MAGNA (June 2024)

BACK TO TOC
DIRECT MAIL

Direct Mail
Long Term Volume Trend

- Recessions often act as catalysts for structural change, and this was true for direct mail. During the great recession of 2008-2009 direct mail volume fell by -17% to 82.7 billion pieces, and it never fully recovered from there.
- Marketing mail has averaged a -1% volume decline since 2009, however it does benefit from political mailing every other year including 2020, which reported record political spending.



Source: USPS financial statements (April 2024)

Direct Mail
Pricing

BACK TO TOC
DIRECT MAIL

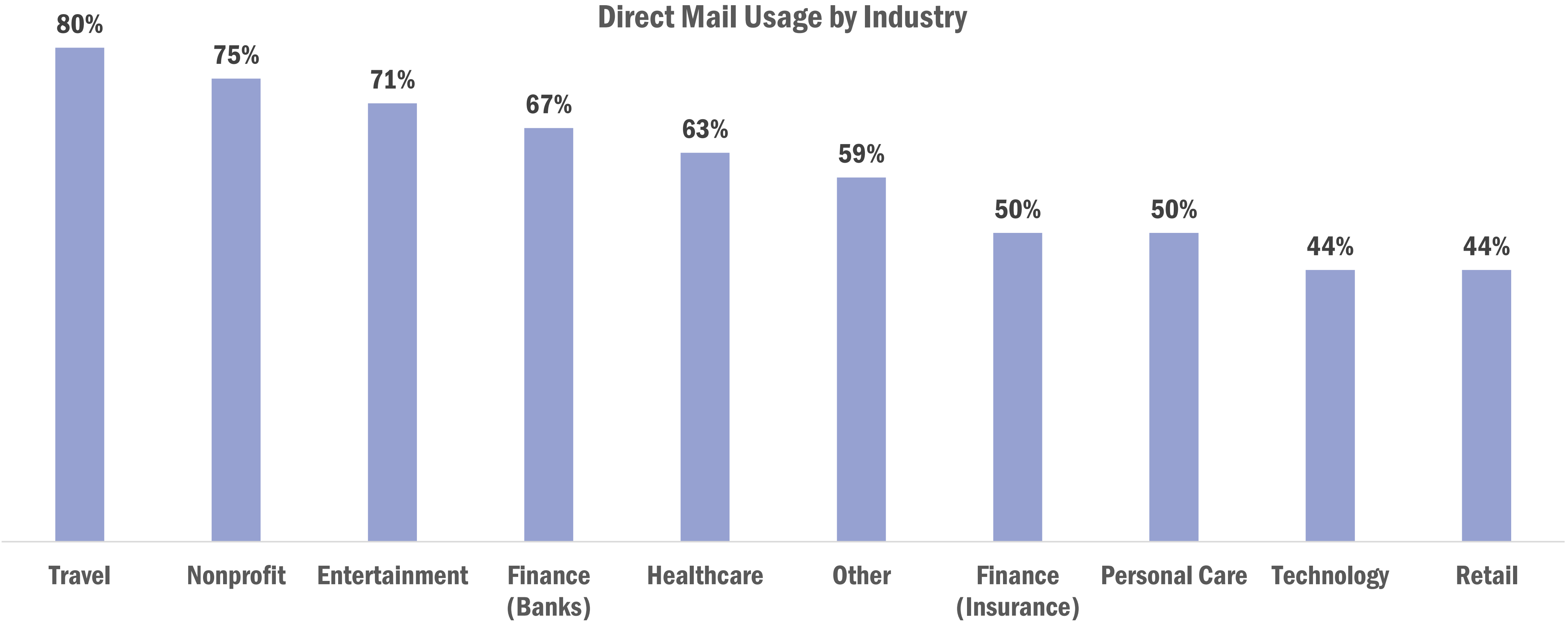
At 55 cents per one ounce stamp for first class mail, the United States has one of the most affordable postal rates in the developed world.

Source: USPS 2019 Annual Report to Congress

Direct Mail
Usage by Industry

BACK TO TOC
DIRECT MAIL

- Many industries rely on direct mail advertising to reach new consumers or to retarget old ones, including travel, finance, healthcare, retail and more.
- 80% of travel businesses use direct mail for at least one campaign in a typical year, while 75% of nonprofit organizations use direct mail for at least one campaign per year.



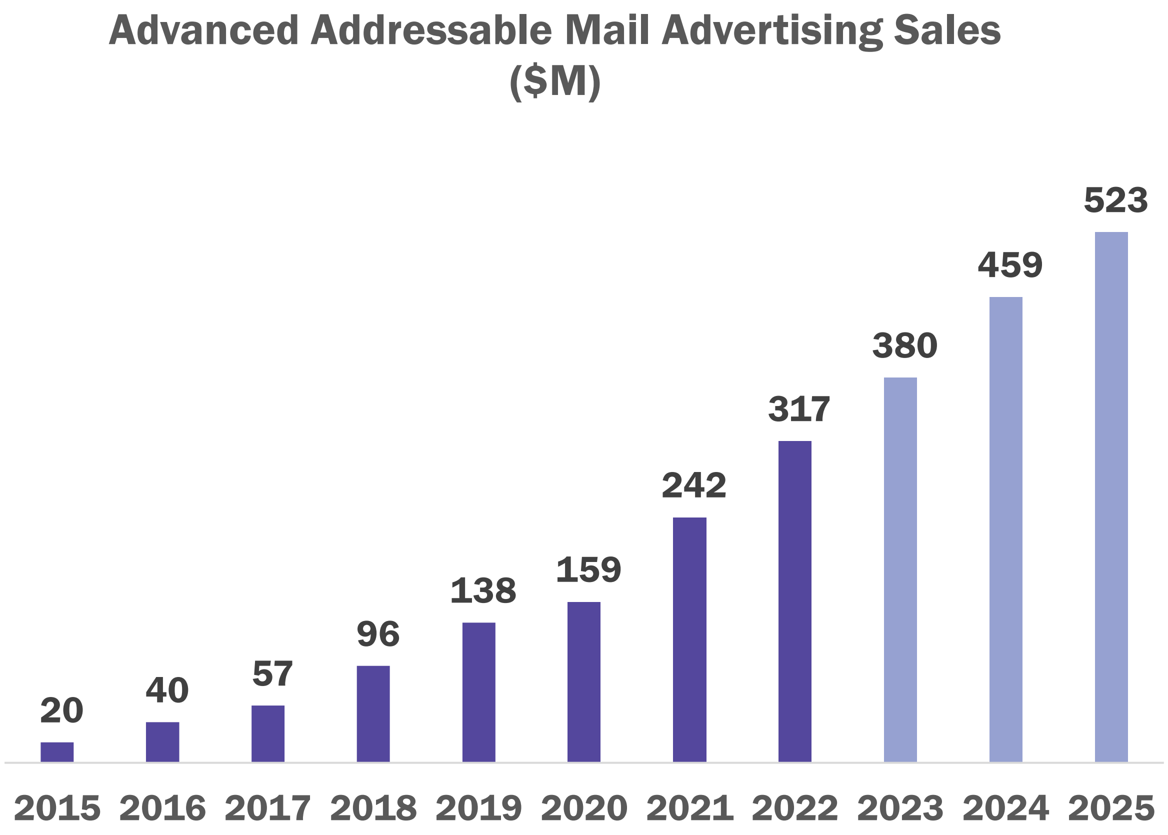
Source: ANA/DMA 2018 Response Rate Report

Direct Mail

Innovation: Advanced Addressable Direct Mail

BACK TO TOC
DIRECT MAIL

- **Advanced addressable direct mail ("AADM")** is a burgeoning product and solution that matches a user's physical location to the user's digital profile and culminates in a truly holistic picture that allows marketers to **retarget website visitors, re-engage customers** using their CRM databases or **prospect for new clients** using 3rd party data, with physical direct mail. It's a targeted digital-to-DM solution that lets marketers cut waste and reach only the audience that they want to reach with mail.
- **Direct to consumer ("DTC") brands were the early adopters of AADM.**. Many DTC brands have since grown and reached scale and now also utilize national television, but remain loyal to AADM.
- The growth of AADM is part of a larger trend toward **automated direct mail platforms.** These platforms let marketers buy direct mail online, and many come with additional functionality like reporting and analytics. There are approximately two dozen automated DM platforms in the beginning of 2021.
- The **AADM market has grown to reach an estimated $150m in direct mail spending,** as more ad tech companies have entered the space and offer AADM services (e.g. Postie and ReachDynamics) and large traditional brick & mortar brands have started utilizing advanced mail in addition to the DTC brands.
- **MAGNA expects the AADM market to grow to more than $500 million by 2025**, an average growth rate of +30% per year. While growth was initially driven by DTC brands, it's adoption by larger brick & mortar brands that will drive growth in the future.



Source: MAGNA *ROI to Sender (April 2021)*

BACK TO TOC
DIRECT MAIL

To Learn More

Next-Gen Direct Mail

Download our new report on direct mail, *ROI to Sender,* written by Michael Leszega and David Tucker.

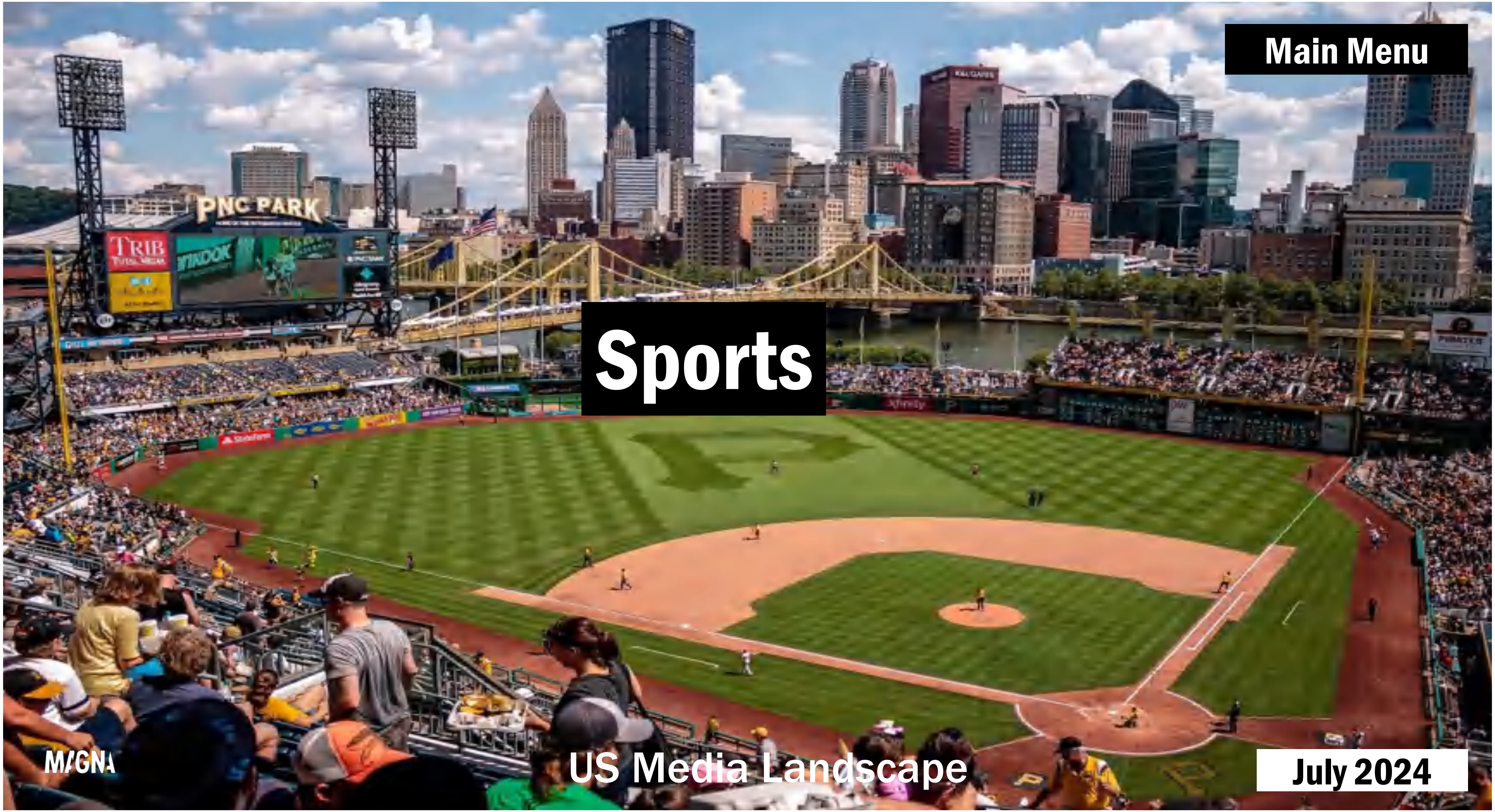
The report includes:

- Advertising trends
- Audience trends
- Product innovations: Advanced Addressable Direct Mail
- How to incorporate mail in your media mix
- Best practices for running a direct mail campaign

Source: MAGNA *ROI to Sender (April 2021)*

Main Menu

Sports



US Media Landscape

July 2024

BACK TO TOC

Sports Industry

Key Facts

The Sports Reports, published once a year by the Media Intelligence team at MAGNA, looks at industry and audience trends for all key sports in the US: NFL, College Football, Soccer, etc with a special focus on the growth of Womens sports and a preview of the three international sports events of 2024 (Paris Olympics, Copa America, UEFA Euro).

Dig in as we take a closer week at the major trends impacting the sports marketplace in 2023 and beyond, including the college football conference realignment, Lionel Messi's impact on MLS, the state of NIL (name-image-likeness) activity among college athletes, and of course, Taylor's Swift's impact on the NFL.

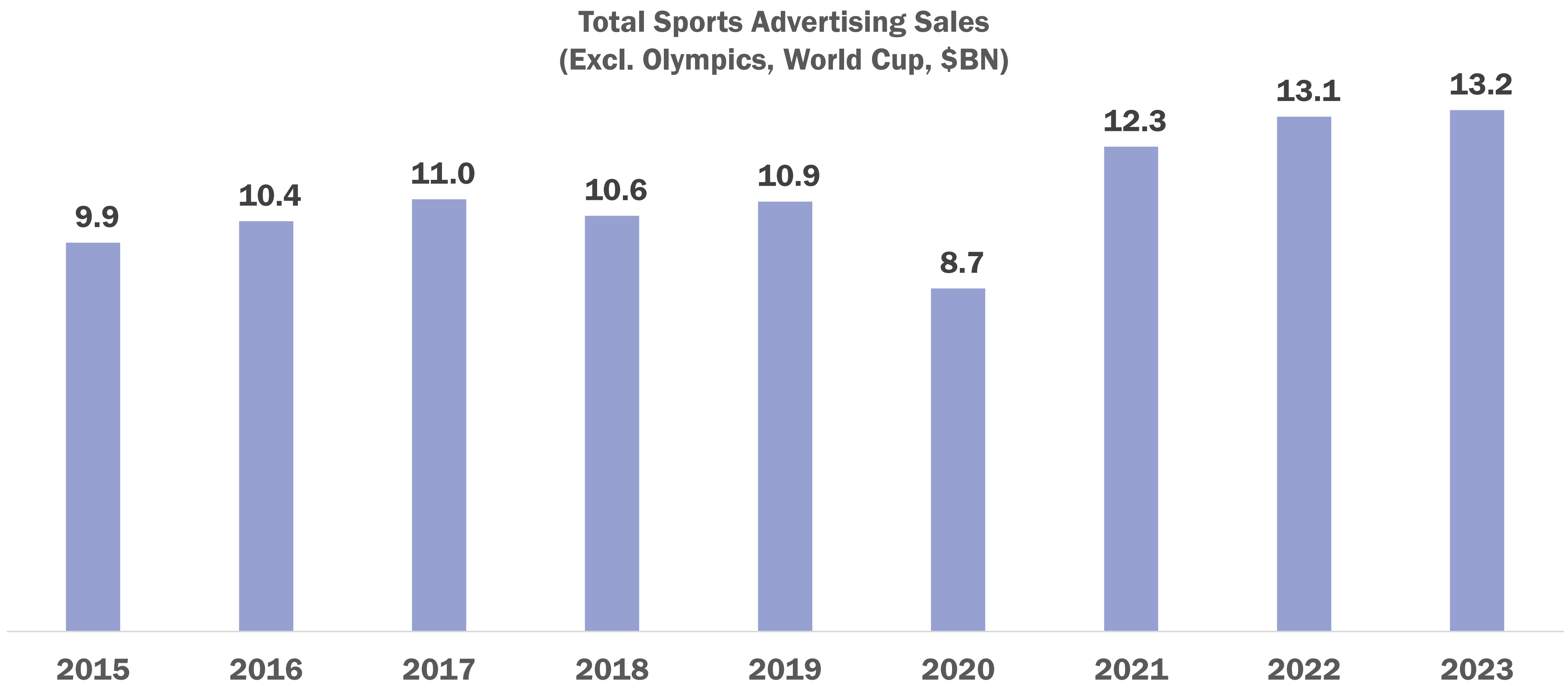
Download Report

Ad Spend

Sports Garner $13BN of Advertising Sales in 2023

BACK TO TOC

Sports advertising continues to grow, especially in the post pandemic world. The major sports (NFL, MLB, NBA, NHL, Golf, Motor Sports, Combat Sports, etc) saw $13.2bn of advertising sales in 2023, or +21% more than it did in 2019.



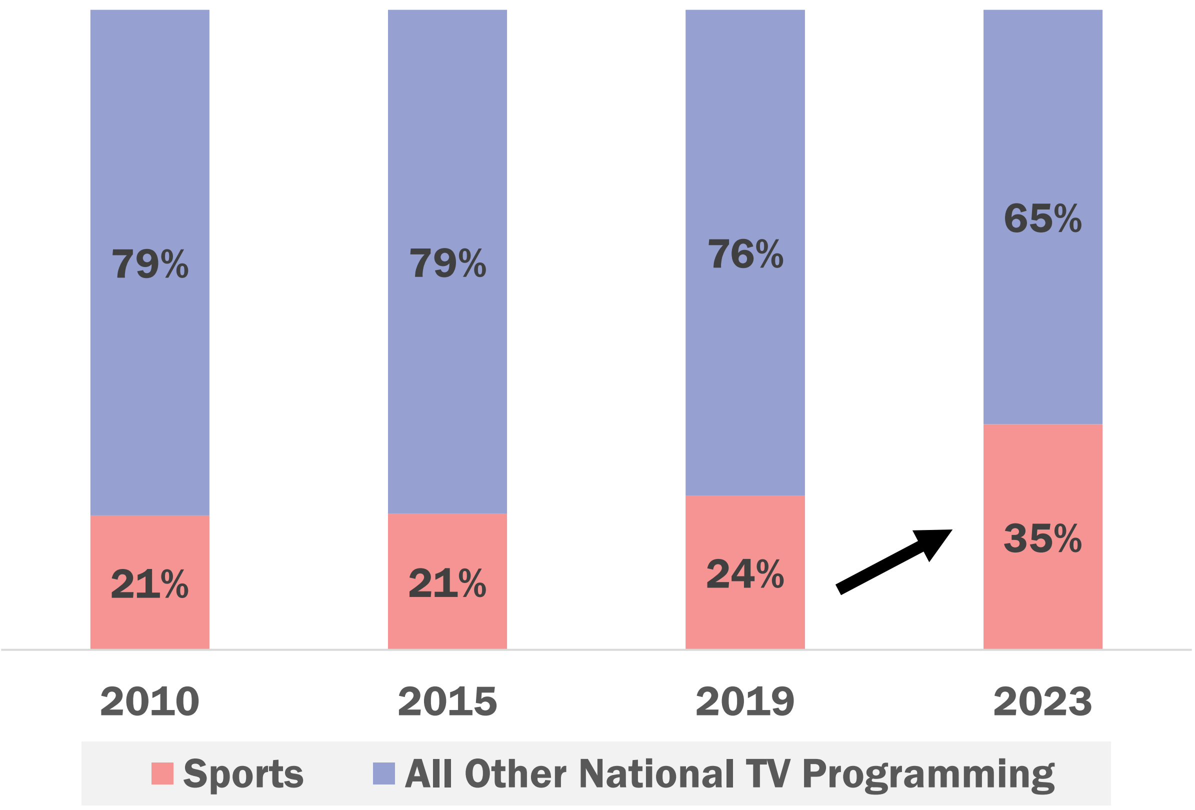
Source: MAGNA based on Nielsen data (April 2024)

BACK TO TOC

Ad Spend

Sports Account for One Third of Total National TV Sales

Sports Share of Total National TV Advertising Sales



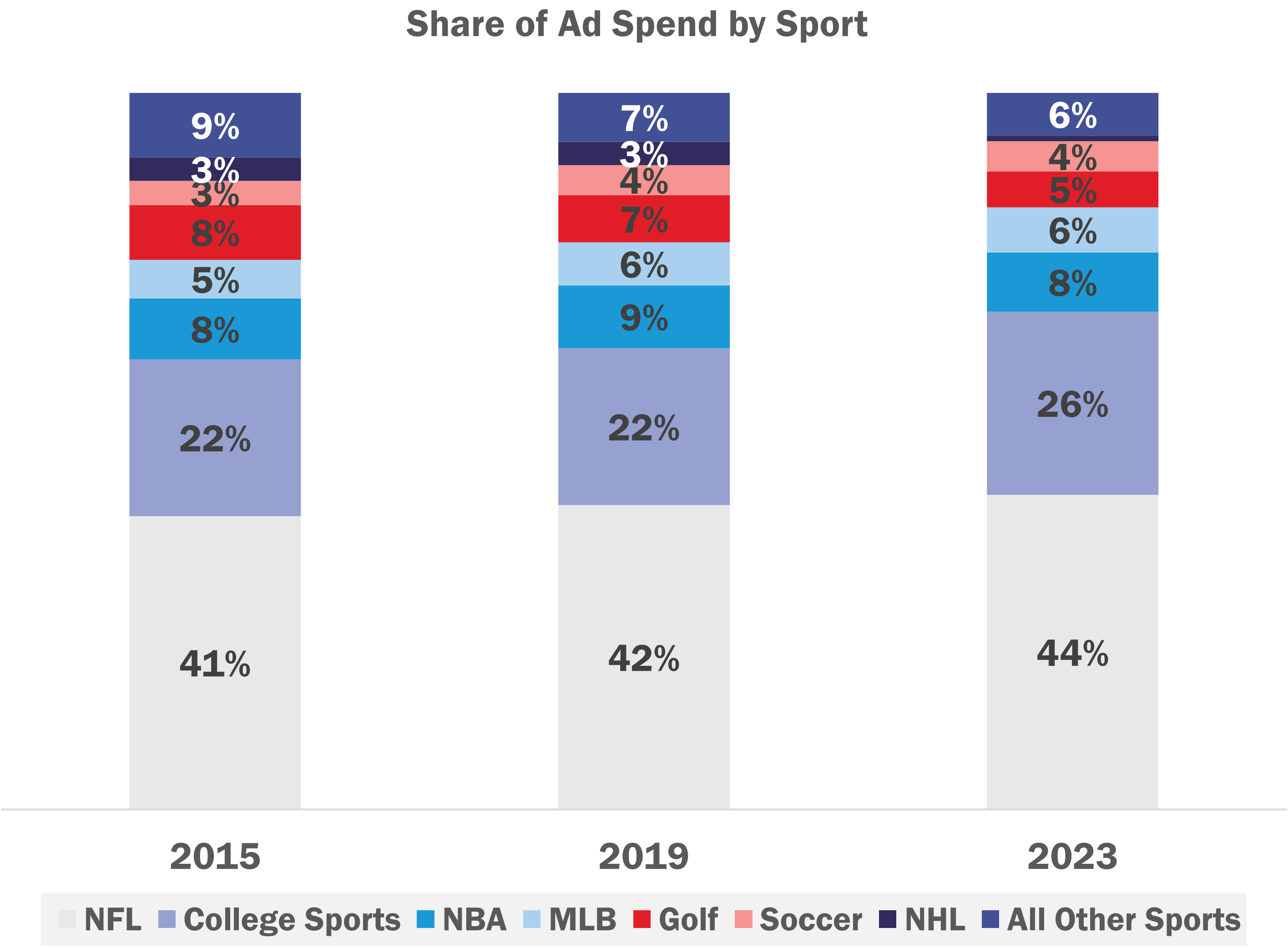
- There has been a dramatic increase in the amount of money spent on sports programming over the past two-three years, as live sports play an increasingly centralized role in linear television ecosystem that continues to face cord cutting of 5-6 million people per year.
- Live sports events saw growth in advertising sales from $10.9bn in 2019, or one quarter of total advertising sales, **to $13.2bn in 2023**, or one third of sales.
- Of this spend, the NFL accounted for approx. one half, while college sports (mainly college football) accounted for a further quarter of spend.

Source: MAGNA based on Nielsen data (April 2024)

Ad Spend

BACK TO TOC

The NFL Continues to Account for Nearly Half of Spend



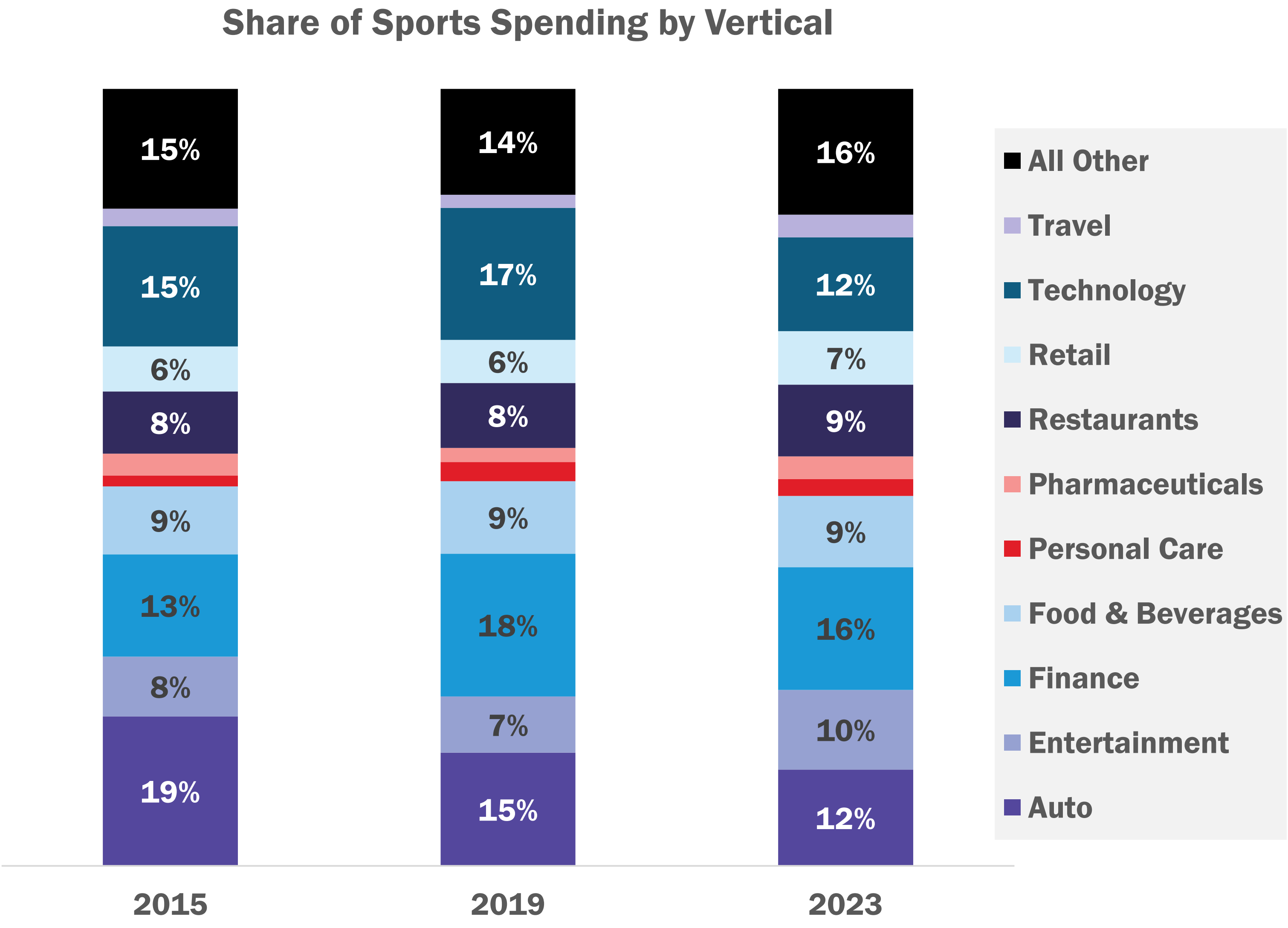
- The NFL continues to account for nearly half of all sports ad spend. In 2023 it brought in 44% of sports spend, or $5.8bn of the total $13.2bn.
- College sports were in second with 26% share, thanks to college football which accounted for 55% of college sport spending, and college basketball, which accounted for a further 40%. As a result, the two sports (NFL and college) accounted for 70% of all sports spending.
- Outside of the NFL, most sports shares remained static over the past three years.

Source: MAGNA based on Nielsen data (April 2024)

BACK TO TOC

Ad Spend

Finance, Tech and Auto Lead Sports Spending



- The top three sports spending verticals are Finance, at 16% of total, followed closely by Technology and Auto at 12 each%. Combined, these three verticals make up 40% of total spend.
- The Entertainment industry has increased sports investment over the years, bringing its market share from 7% in 2019 to 10% in 2023, the fourth largest across all verticals, and this is **despite** the writer's strike in 2023 that halted movie and TV show production for months during the middle of the year.
- Conversely, the Auto industry has lost the most share, though it's still the third largest spender. In fact, it was the largest spender in 2015.

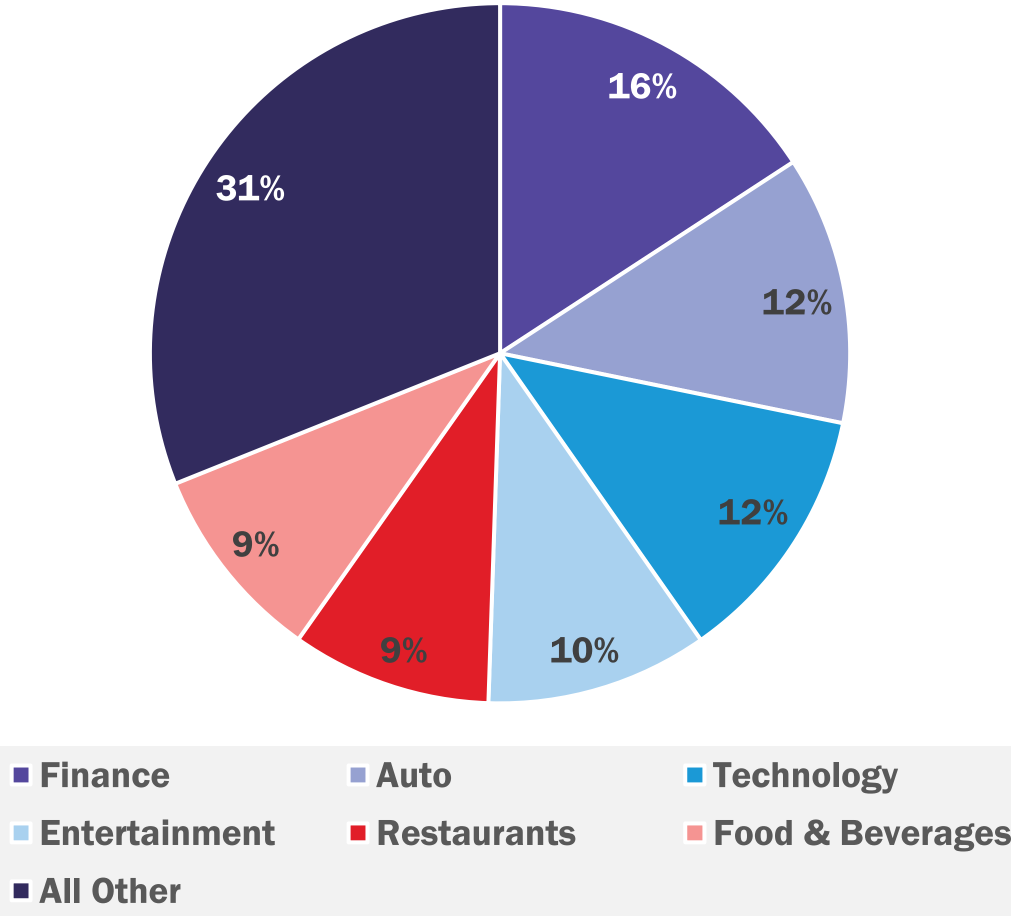
Source: MAGNA based on Nielsen data (April 2024)

Ad Spend

BACK TO TOC
SPORTS

Sports Ad Spend by Category

2023 Industry Share of Sports Spending



TOP 10 LARGEST SPORTS ADVERTISERS

SPENDER	2023 AD SPEND	GROWTH	SHARE OF SPEND
General Motors	327	-10%	2%
AT&T	325	0%	2%
Geico	314	-10%	2%
Verizon	284	-2%	2%
Google	275	18%	2%
Progressive	271	-11%	2%
Amazon	267	-3%	2%
Walt Disney	242	0%	2%
Yum! Brands	240	-7%	2%
State Farm	227	18%	2%
Top Ten	2,772	-2%	21%

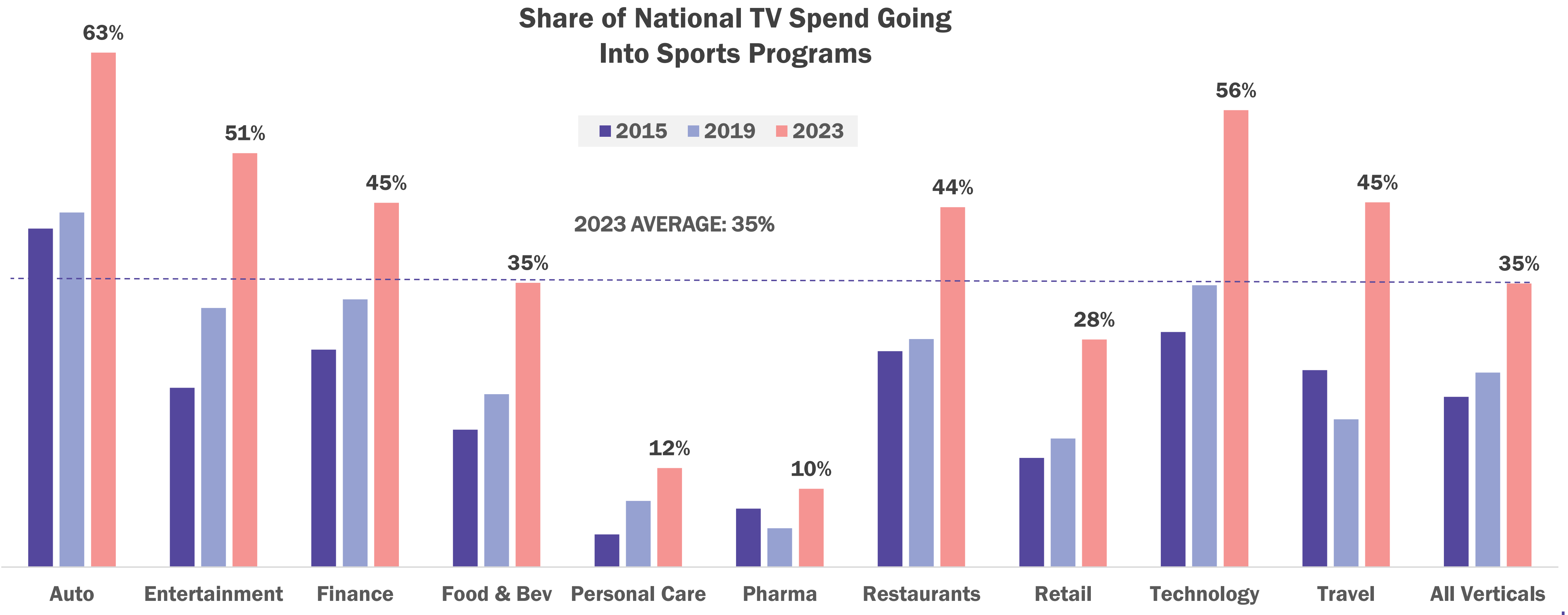
Source: Nielsen (April 2024)

Ad Spend

Some Verticals are Even More Focused on Sports

BACK TO TOC

- The automotive industry is the heaviest user of sports with 63% of total national television budgets going into sports.
- Entertainment, Finance, Restaurants, Tech and Travel also outperform the average.
- Conversely, Pharma and CPG, which are both very loyal TV advertisers, spend the lowest share of their budgets on sports.



Source: MAGNA based on Nielsen data (April 2024)

Sports Industry

2024 Major Leagues Calendar

<table>
<tr><th>SPORTS</th><th>January</th><th>February</th><th>March</th><th>April</th><th>May</th><th>June</th><th>July</th><th>August</th><th>September</th><th>October</th><th>November</th><th>December</th></tr>
<tr><td>NFL</td><td colspan="2">Playoffs/Super Bowl
Jan 13-Feb 11</td><td></td><td>Draft
April 25-27</td><td></td><td></td><td>Training Camp</td><td>Preseason</td><td colspan="4">Regular Season</td></tr>
<tr><td>NBA</td><td colspan="3">Regular Season</td><td colspan="3">Playoffs/Finals Apr 16- June 23</td><td></td><td></td><td></td><td colspan="3">Regular Season</td></tr>
<tr><td>WNBA</td><td></td><td></td><td></td><td></td><td colspan="5">Regular Season</td><td>Playoffs/Finals</td><td></td><td></td></tr>
<tr><td>NHL</td><td colspan="3">Regular Season</td><td colspan="3">Playoffs/Stanley Cup Finals
April 15-June 23</td><td></td><td></td><td></td><td colspan="3">Regular Season</td></tr>
<tr><td>MLB</td><td></td><td></td><td></td><td colspan="6">Regular Season</td><td colspan="2">Playoffs/World Series
Oct 1 - Nov 2</td><td></td></tr>
<tr><td>NCAA FB</td><td>Playoffs
Dec 30 - Jan 8</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td colspan="3">Regular Season</td><td>Bowl Games</td></tr>
<tr><td>NCAA BB</td><td colspan="2">Regular Season</td><td>March Madness
Women's March 20 - Apr 7
Men's March 19 - Apr 8</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td colspan="2">Regular Season</td></tr>
<tr><td>Golf</td><td colspan="3">PGA</td><td>Masters
April 11 - 14</td><td>PGA Champ
May 16 - 19</td><td>US Open
June 13 - 16</td><td>Open Championship
July 18 - 21</td><td colspan="5">PGA</td></tr>
<tr><td>Tennis</td><td>Australian Open
Jan 15 - 28</td><td></td><td></td><td></td><td colspan="2">French Open
May 26 - June 9</td><td>Wimbledon
July 1 - 14</td><td colspan="2">US Open
Aug 26 - Sept 8</td><td></td><td></td><td></td></tr>
<tr><td>Soccer</td><td colspan="5">Premier League Season Aug 11 '23 - May 19 '24</td><td colspan="2">UEFA Euro 2024
June 14 - July 14</td><td colspan="5">Premier League Season Aug 11 '24 - May 19 '25</td></tr>
<tr><td>MLS</td><td></td><td colspan="9">Regular Season</td><td>Playoffs
Mid Oct - Mid Nov</td><td></td></tr>
<tr><td>Olympics</td><td></td><td></td><td></td><td></td><td></td><td></td><td colspan="2">Paris Olympics
July 26 - Aug 11</td><td>Paralympics
Aug 28 - Sept 8</td><td></td><td></td><td></td></tr>
<tr><td>NASCAR</td><td></td><td colspan="7">Cup, Xfinitiy, Truck Series</td><td colspan="3">Series Playoffs Dates TBD</td><td></td></tr>
</table>

BACK TO TOC

SPORTS

Sports Industry

Many Rights are up for Renewal in the Next Three Years

	Current Rights Holder(s)		Current Rights Holder(s)		Current Rights Holder(s)
NBA	Disney Warner Bros. Discovery	NASCAR Cup Series	NBCUniversal FOX	College Football Playoff	Disney
Formula 1	Disney	IndyCar	NBCUniversal		NBCUniversal
Roland Garros French Open	NBCUniversal Sinclair Broadcast Group	UFC	Disney	Serie A	Paramount
Atlantic 10 Conference	Paramount	Big East Conference	FOX	Kentucky Derby Preakness Stakes Breeders' Cup	NBCUniversal

Source: MAGNA *Sports Report (Oct 2023)*, Public Filings

BACK TO TOC

SPORTS

Sports Industry

A Host of Contenders are Driving up Pricing

NBA

- Seeking 200 – 350% Increase (~$75 BN)
- Likely to expand number of partners
- Amazon reportedly interested in creating a *Thursday Night Football*-style property for the NBA
- New in-season tournament ripe for streaming package

Contenders

Disney* · Warner Bros. Discovery* · NBCUniversal · Amazon · Netflix · Apple

NASCAR CUP SERIES

- New package of 6-8 summer races

FOX · NBCUniversal · Amazon · Warner Bros. Discovery

COLLEGE FOOTBALL PLAYOFF

- Expansion to 12 teams likely to increase audience interest

FOX · Disney · Amazon · Apple · NBCUniversal

* Denotes current right holders

Source: MAGNA *Sports Report (Oct 2023)*, Public Filings

BACK TO TOC

SPORTS

College Football

Four of the Five Have Rights Deals in Place

Conference Rights by Broadcast Partner

ESPN / abc	NBC / peacock	FOX / FS1	CBS / Paramount+
'23-'24: Pac 12, Big 12, CFP* **'24-'25:** SEC, Big 12, CFP **'25-'26:** SEC, Big 12, CFP	**'23-'24:** Notre Dame, Big Ten **'24-'25:** Notre Dame, Big Ten **'25-'26:** Big Ten	**'23-'24:** Big Ten, Pac 12, Big 12 **'24-'25:** Big Ten, Pac 12, Big 12 **'25-'26:** Big Ten, Big 12	**'23-'24:** SEC, Big Ten **'24-'25:** Big Ten **'25-'26:** Big Ten

** College Football Playoffs*

Next 3 Year Highlights (CFB Power 5)

Fall 2023:

- Big Ten moves from ABC/ESPN to CBS and NBC
- Big Ten Network sold by FOX
- New to Big 12: BYU, Cincinnati, Houston and UCF
- Last year of current four-team College Football Playoffs (CFP) format

Fall 2024:

- SEC moves from CBS to ABC/ESPN
- CBS gains a few more Big Ten games
- New to Big Ten: USC, UCLA, Oregon and Washington
- New to SEC: Oklahoma and Texas
- New to Big 12: Arizona State, Arizona, Colorado and Utah
- CFP expands to 12 team format

Fall 2025:

- Final season of the current Big 12 rights deal (FOX and ESPN have renewed)
- Pac-12 currently does not have media rights deal with any partners

Source: MAGNA *Sports Report (Oct 2023)*, Public Filings

BACK TO TOC

SPORTS

College Football

Streaming Figures Prominently in Rights Deal

Streaming Details

ESPN / abc

- Games on ESPN/2 pass through from linear to streaming
- Games on ABC & SECN are DAI (viewed on ESPN app or ESPN+ via subscription)

NBC / peacock

- Streaming schedule sold separately on Peacock (DAI)
- 9x exclusive Big Ten games on Peacock this season

FOX / FS1

- Streaming is pass through from linear
- Available apps to stream on – Fox Sports app (via any connected device) & FOX.com destinations

CBS / Paramount+

- Pass through for all SEC & Big 10 games streamed on Paramount+
- No exclusive Paramount+ games this season. May change in future years

DAI=Dynamic Ad Insertion

Match-Up Determination

B1G

- **Draft Model**: FOX has first pick, but then rest of game picks alternate between NBC and FOX (drafting which weeks they receive priority). Because FOX has first pick, they also get to pick priority of final week of the season
  - FOX will have OSU/Michigan every year
- CBS has limited schedule in 2023 season. Only 7x total games, 2x of which are in week 1. Most of their games will land based on where FOX already isn't

XII

- **Draft Model:** FOX and ESPN alternate picks from week to week
- ESPN will have first pick in 2023-24 season

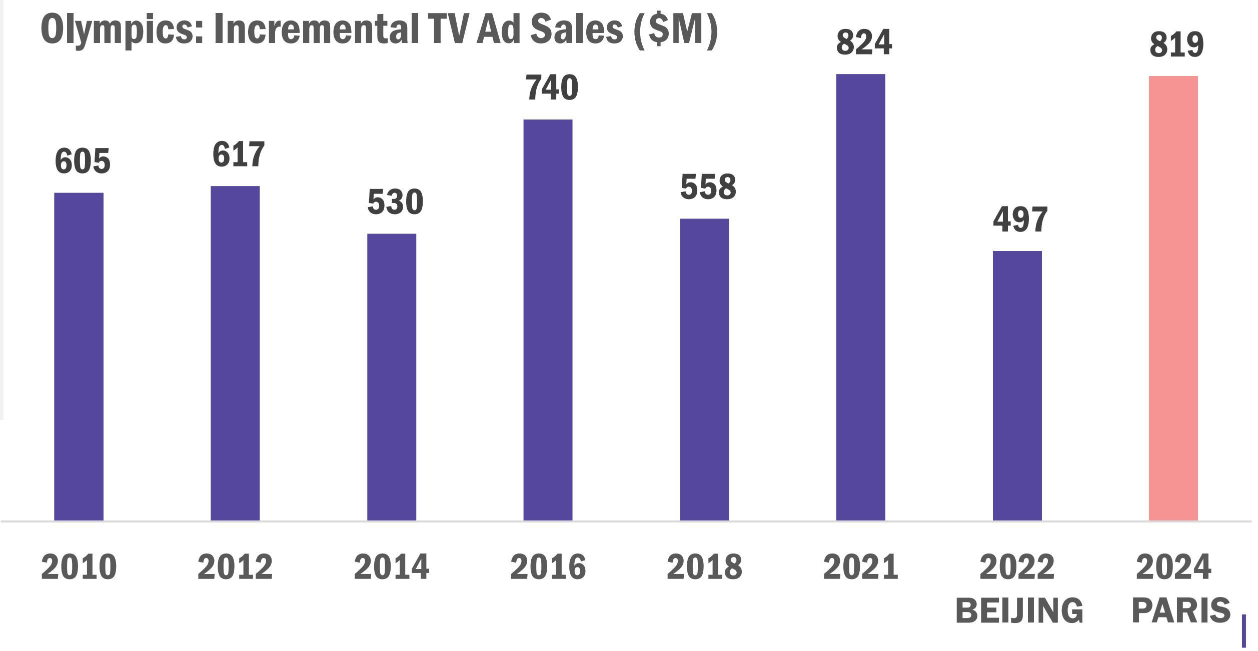
Source: MAGNA *Sports Report (Oct 2023)*, Public Filings

BACK TO TOC

Olympic Games

Incremental TV Spend Every Even Year

- Olympic games occur on even years and alternate between summer and winter games. These games bring in hundreds of millions of dollars of *incremental* ad sales, meaning it's not just moved from other dayparts or media or quarters but growing total annual budgets. Unlike political dollars, which flow to local media, these flow predominantly to *national* television.
- The Olympic Games are the only major sports franchise in the last couple of years to end up in the black, so despite changing viewer habits, the Olympics remain a profitable endeavor and also one of the top ways for advertisers to reach a large volume of consumers at a time (the PyeongChang Winter Olympics in 2018 averaged nearly 20 million viewers).
- Although ratings will likely continue to decline each Olympic cycle, the Games should be continue to be an advertising draw for years to come.
- See the next slide for more information on the 2022 Beijing Winter Olympic games.



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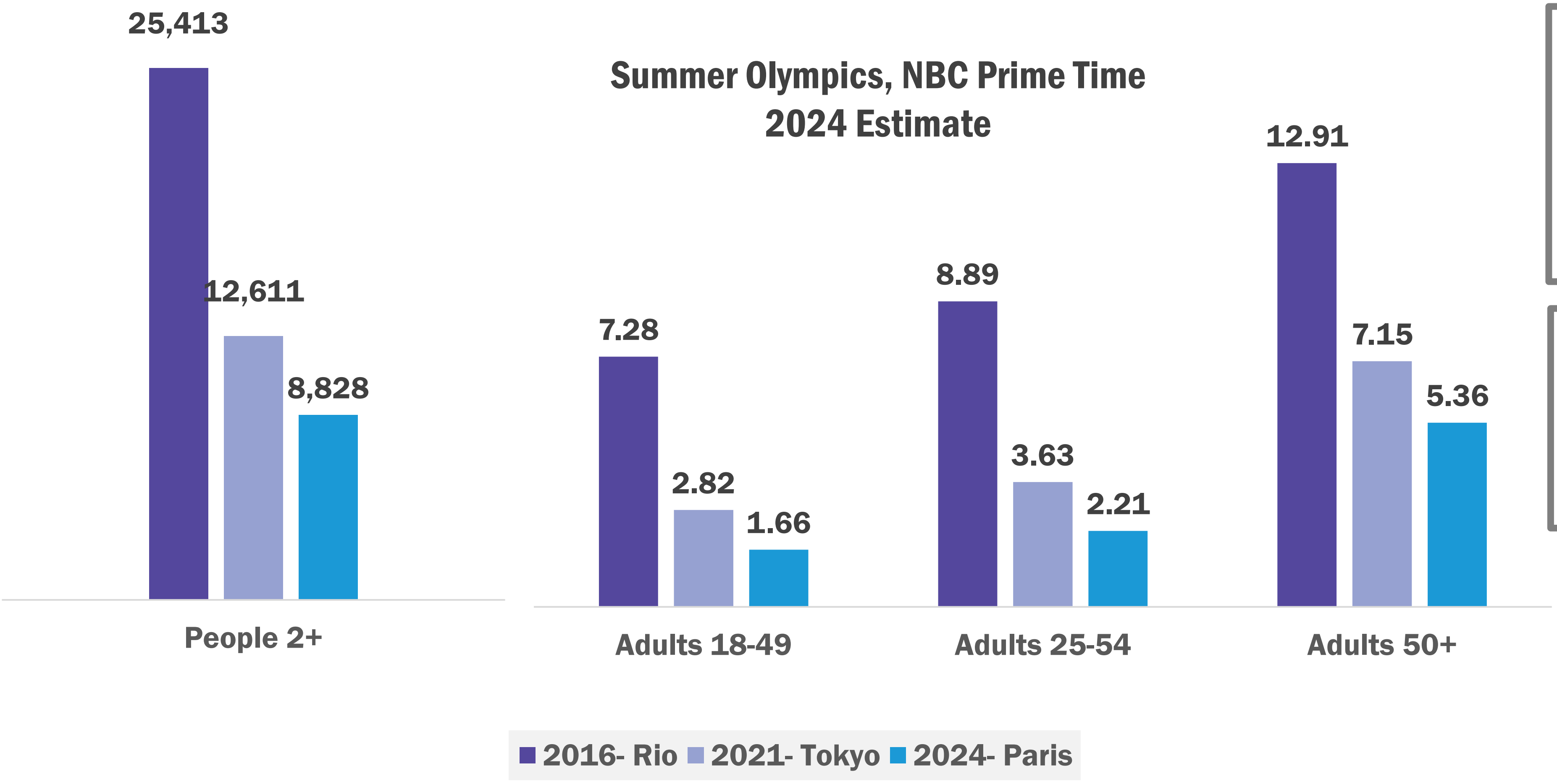
Olympic Games

NBC's Prime Coverage Expected to be Down VS to 2021



Though we expect a slightly smaller decline than 2021 due a more favorable time difference and lesser COVID impact.

2020/21 was also the peak of linear fall-out, so we expect a lesser decline in 2024.

Source: Nielsen Live + Same Day, P2+ (000s), demos= ratings. 2024= MAGNA Estimates

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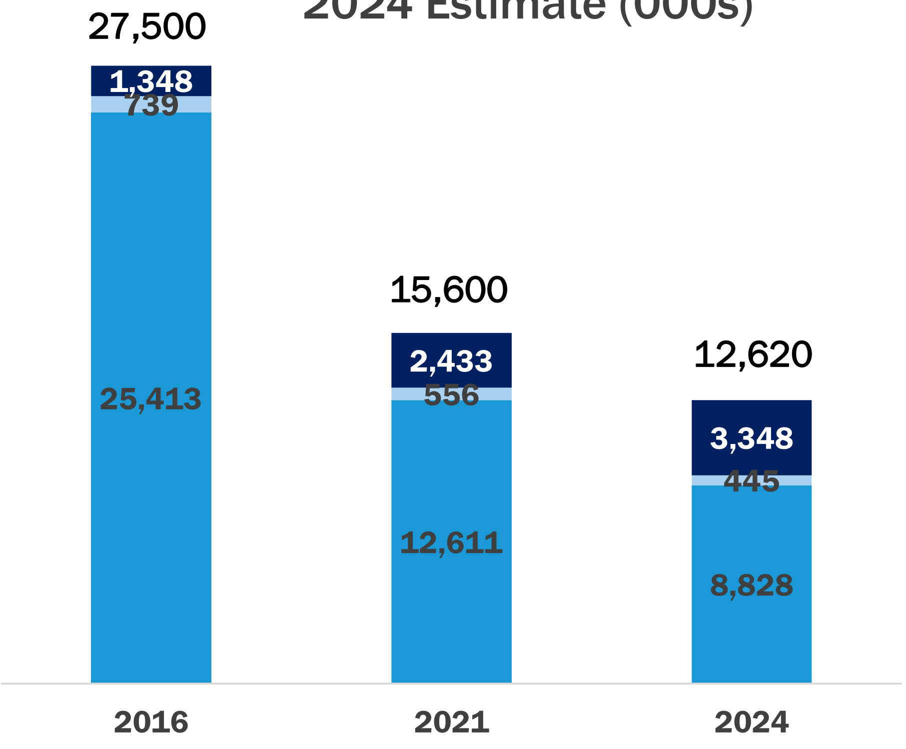
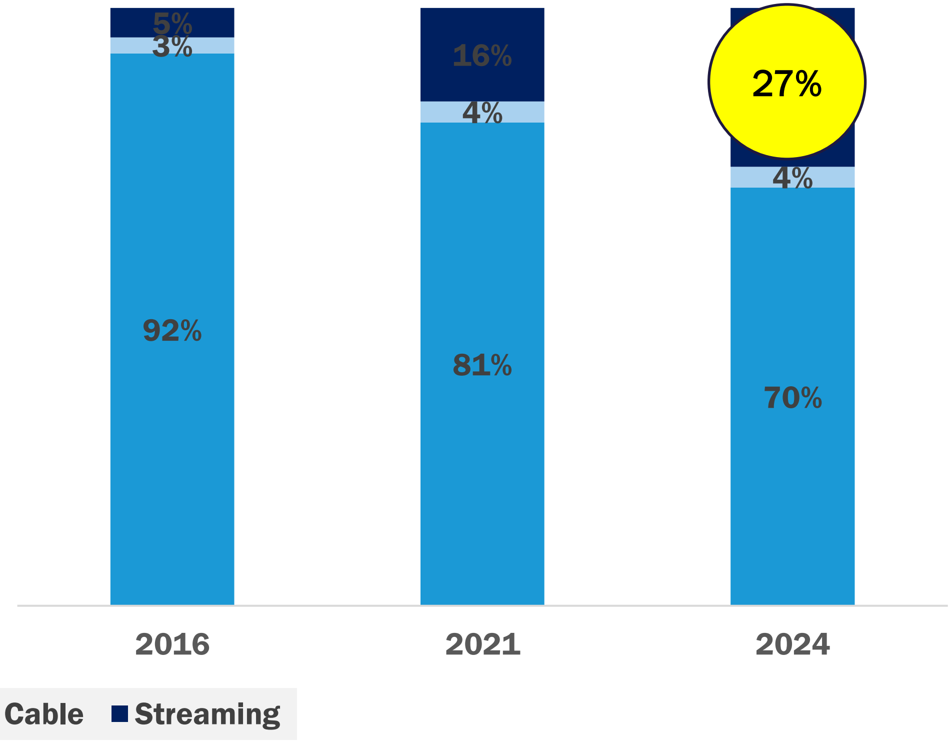
Olympic Games

Streaming Will Count for Over a Quarter of Viewing

Summer Olympics, Prime Time
by Platform
2024 Estimate (000s)



Summer Olympics, Prime Time
by Platform
2024 Estimate (Share of viewing)



Total audience delivery across all platforms will see a lower -19% decline due to growth on streaming.

We estimate streaming will grow 38% compared to 2021.

Source: Nielsen Live + Same Day, P2+ (000s), demos= ratings. 2024= MAGNA Estimates
*Historical streaming breakout= MAGNA Estimates

Main Menu

Digital Media Overview

MAGNA

US Media Landscape

July 2024

BACK TO TOC
DIGITAL MEDIA

Digital Media
Table of Content

- Total ad sales: $259 billion (2023).
- Market share: 77% of total ad spend.
- Largest format: Search (50%).
- Mobile ad sales: 84% of total in 2023.
- 77% of display transaction (banners & video) are now programmatic.
- Google, Facebook and Amazon control 80% of total ad sales.

Key Facts

BACK TO TOC

1. Our definition of "Digital Media" includes paid search, display, social, video and audio formats, on all platforms, sold by traditional media vendors and digital pure players alike.
2. Overall, **digital media NAR grew +10% to approx. $259 billion in 2023,** and accounted for 77% of all-media dollars.
3. Digital media ad sales surpassed television in 2016 and will grow by an +9% CAGR over 2024-2028 (compared to -8% for linear television excl. CE).
4. **The largest segment/format in 2023 was paid search with $131bn** (50% of digital media NAR) followed by social ($71bn including social video, 27% of total digital) and video ($39bn, 15% of digital).
5. Digital sales slowed in 2022 and 2023 to +9%/+10% after seeing robust growth of +38% in 2021, thanks to a strong economic recovery that followed the COVID pandemic.
6. Within each format, mobile-based impressions (tablets and smartphones) and ad dollars are generating the bulk of ad sales growth. Growing +12% in 2023 it reached **84% share of total digital advertising** (approx. $217bn) while desktop-based campaigns show little or no growth. The share of mobile is expected to grow to more than 90% by 2026 as act as the center of mass in the media ecosystem.
7. Programmatic ad spend in the US is $38bn, up by +16% y/y in 2022. It will grow to $60bn by 2026, a +12% CAGR through 2026.
8. Programmatic ad spending represents 82% of total display & video transaction volume, ahead of the global average of 70%. Real-time bidding (RTB) represents the bulk of programmatic trading but non-RTB mechanisms (e.g. private market places) are also developing. MAGNA publishes two reports per year specifically dedicated to Programmatic trends.
9. Digital media advertising growth is driven by ever-increasing reach and audience, rise of digital marketing and ecommerce (trends that accelerated since COVID), shift to higher-value ad products (video, guaranteed viewability) and improved measurement.
10. Inhibitors include branding efficiency, brand safety concerns, ad blocking and privacy regulation leading to the demise of third-party cookies.
11. The top digital media vendors are Google, Facebook and Amazon. Combined, they account for 80% of all digital spend.

12. **Latest MAGNA Forecast** (June 2024): Digital media ad sales will rise by +13% in 2024 thanks to growth in social media spending (+16%) and search (+13%).

Source: MAGNA (June 2024)

Digital Media - Long Term Trend

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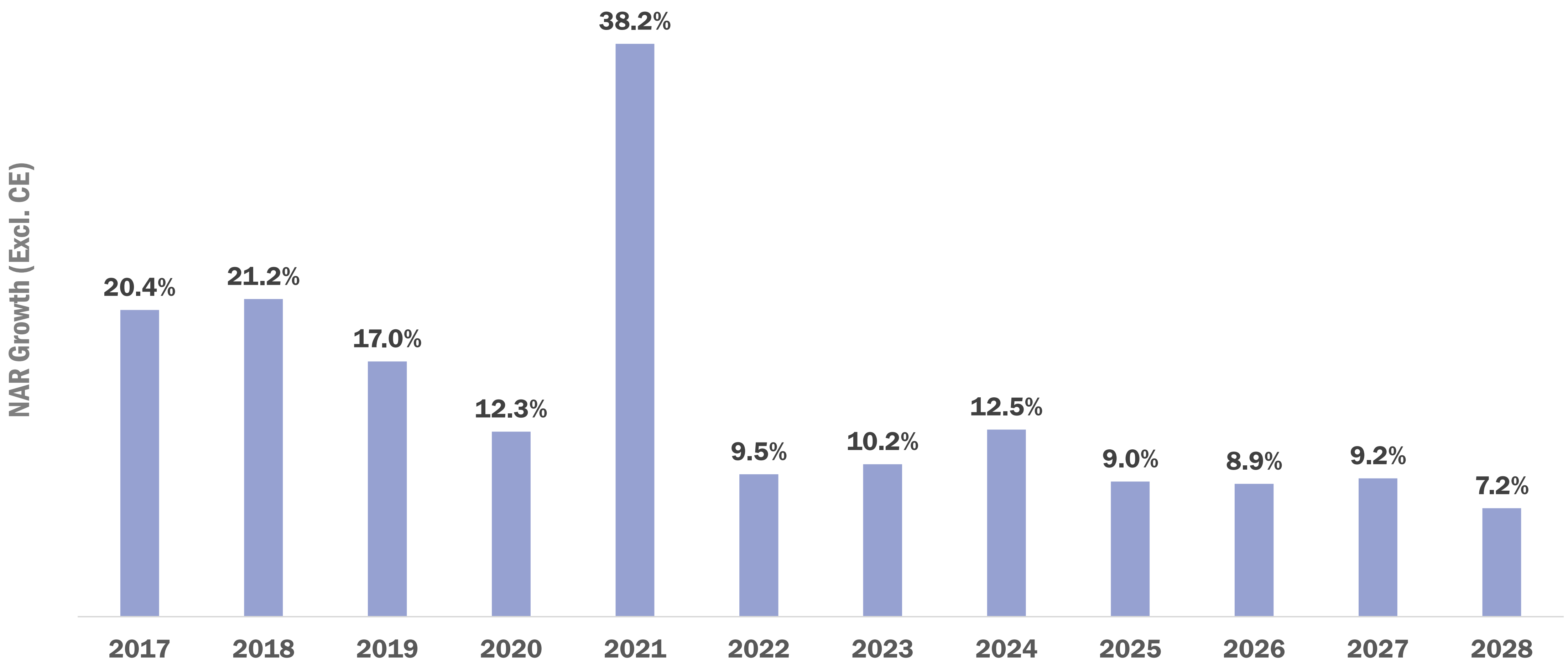


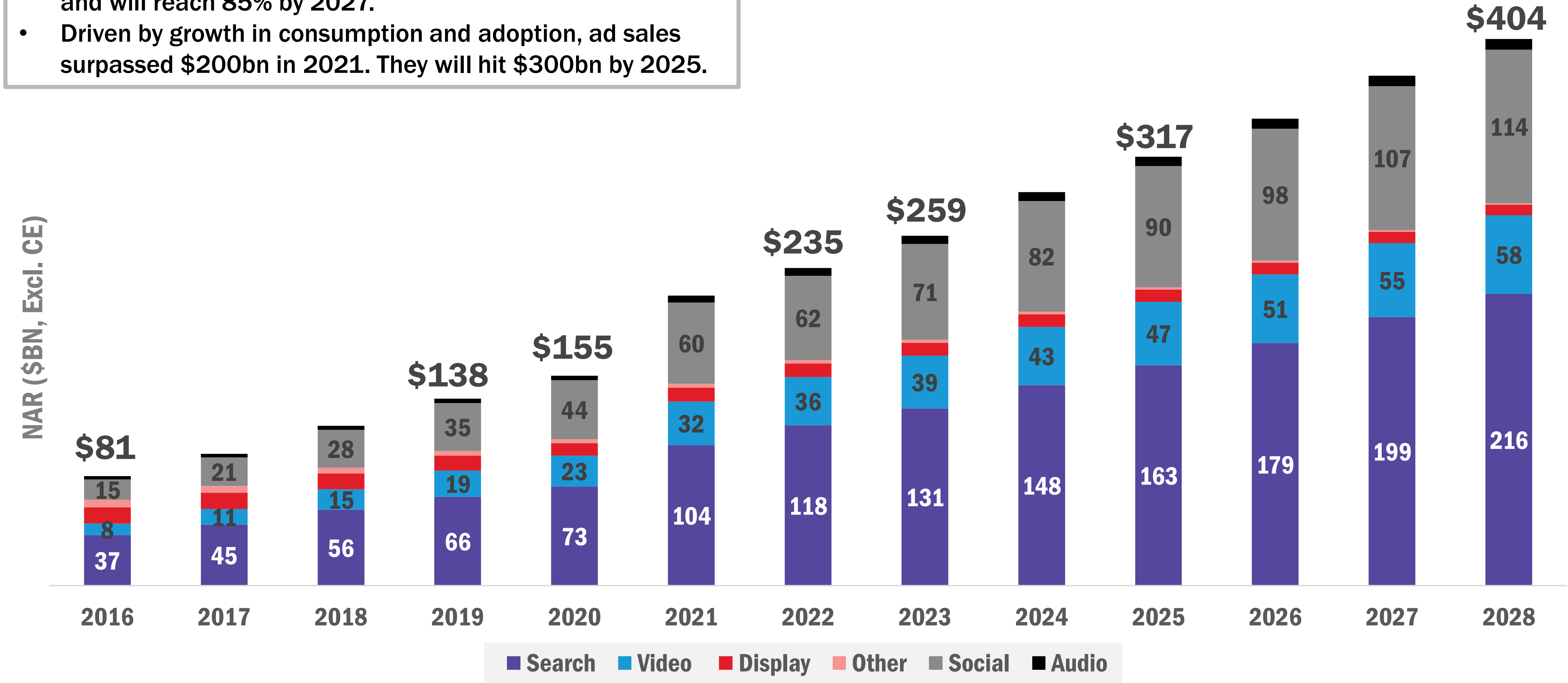
Source: MAGNA (June 2024)

Digital Media – Long Term Trend

$300BN Mark by 2025

BACK TO TOC
DIGITAL MEDIA

- Digital advertising sales now account for 75% of all media, and will reach 85% by 2027.
- Driven by growth in consumption and adoption, ad sales surpassed $200bn in 2021. They will hit $300bn by 2025.



Source: MAGNA (June 2024)

Top Media Owners

Digital Ad Vendors: 2023 NAR ($M)

Digital Media Owner ($m)	Search	Video	Social	Display	Audio	Other	Total
Google	89,400	17,400		6,700			113,500
Facebook			55,300				55,300
Amazon	28,500	3,100					31,600
Microsoft (LinkedIn, Xandr)	7,400		4,000				11,400
Snapchat			2,900				2,900
IAC	600	300		200			1,100
Twitter			1,500				1,500
Roku		2,000					2,000
Pandora					1,500		1,500
Spotify					800		800
Reddit			800				800
Paramount Global (Paramount+)		1,700					1,700
Warner Bros Discovery (Max, Discovery+)		500					500
Walt Disney (Hulu, Disney+)		3,700					3,700
Comcast (Peacock)		1,400					1,400
Others (long tail)	5,200	8,600	6,600	2,700	3,700	2,300	29,100
Grand Total	**131,100**	**38,700**	**71,100**	**9,600**	**6,000**	**2,300**	**258,800**

Source: MAGNA estimates, financial reports (April 2024)

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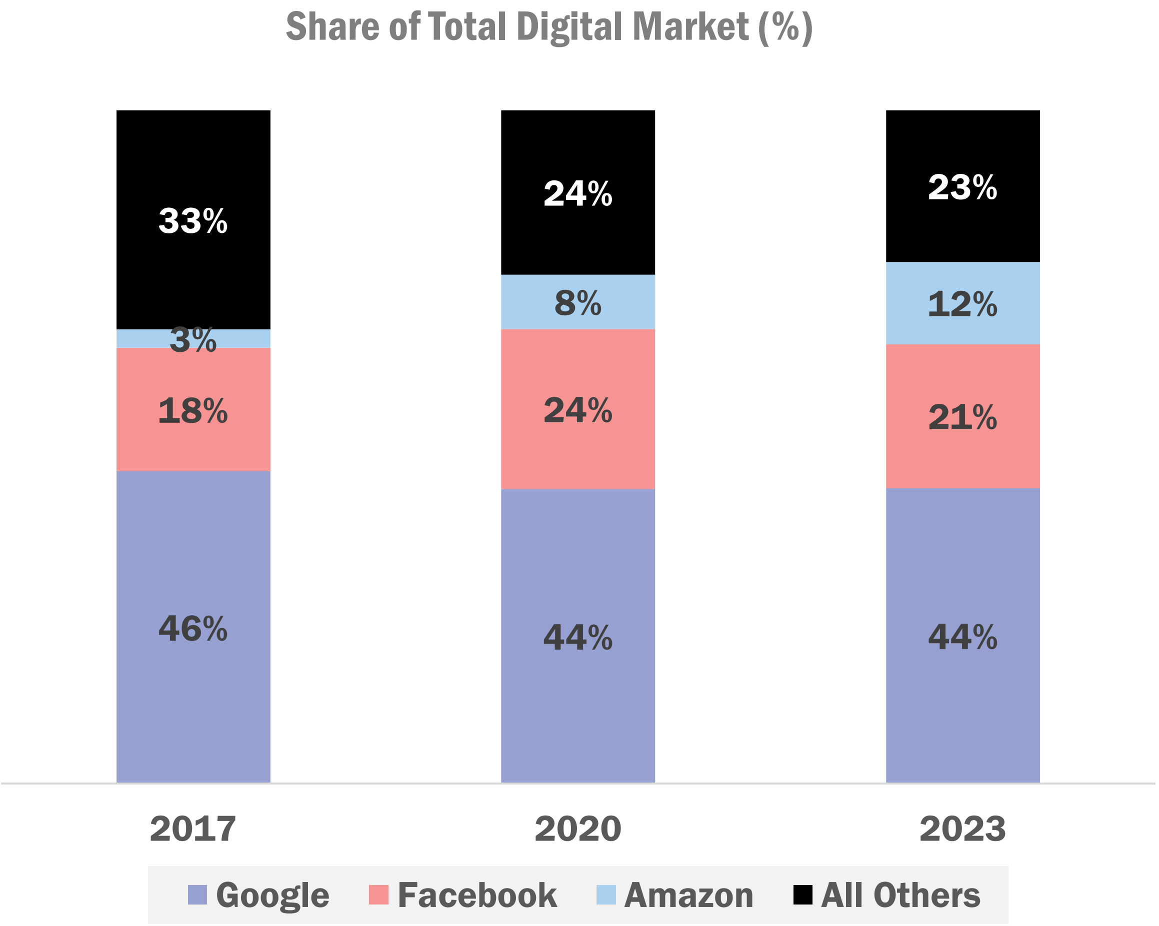
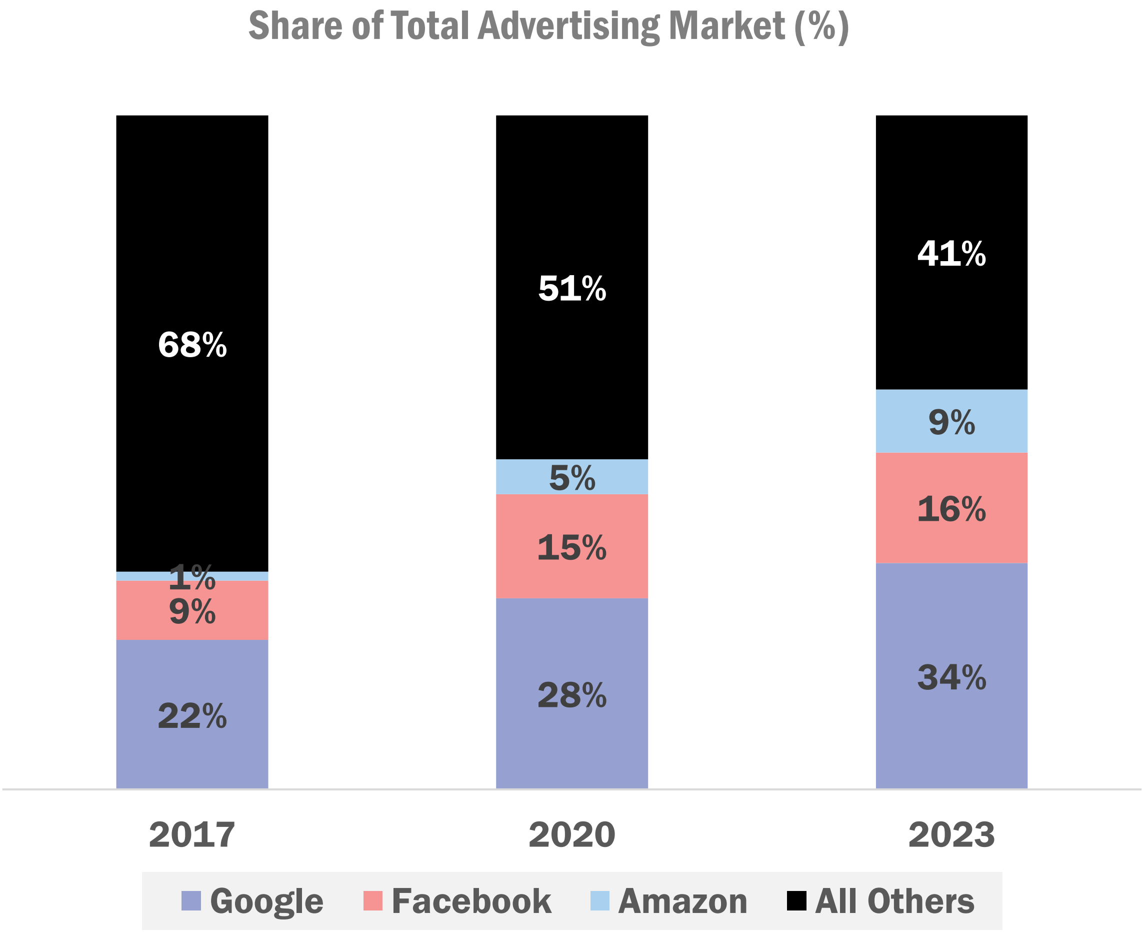
DIGITAL MEDIA

Digital Media

The Big Three Account for 80% of Total Digital Ad Sales





Source: MAGNA, from financial reports (April 2024)

Audience Measurement

BACK TO TOC

Syndicated Sources

High level, sample-based audience data and trends on PC and mobile

nielsen
comScore
quantcast

Campaign-Level Analytics

Specific, detailed, granular performance data

nielsen
comScore
Google
Adobe
adometry
vindico
INNOVID
CONVERTRO
Adap.TV
TubeMogul
videology
neustar
[x+1]

Digital Video

MAGNA

US Media Landscape

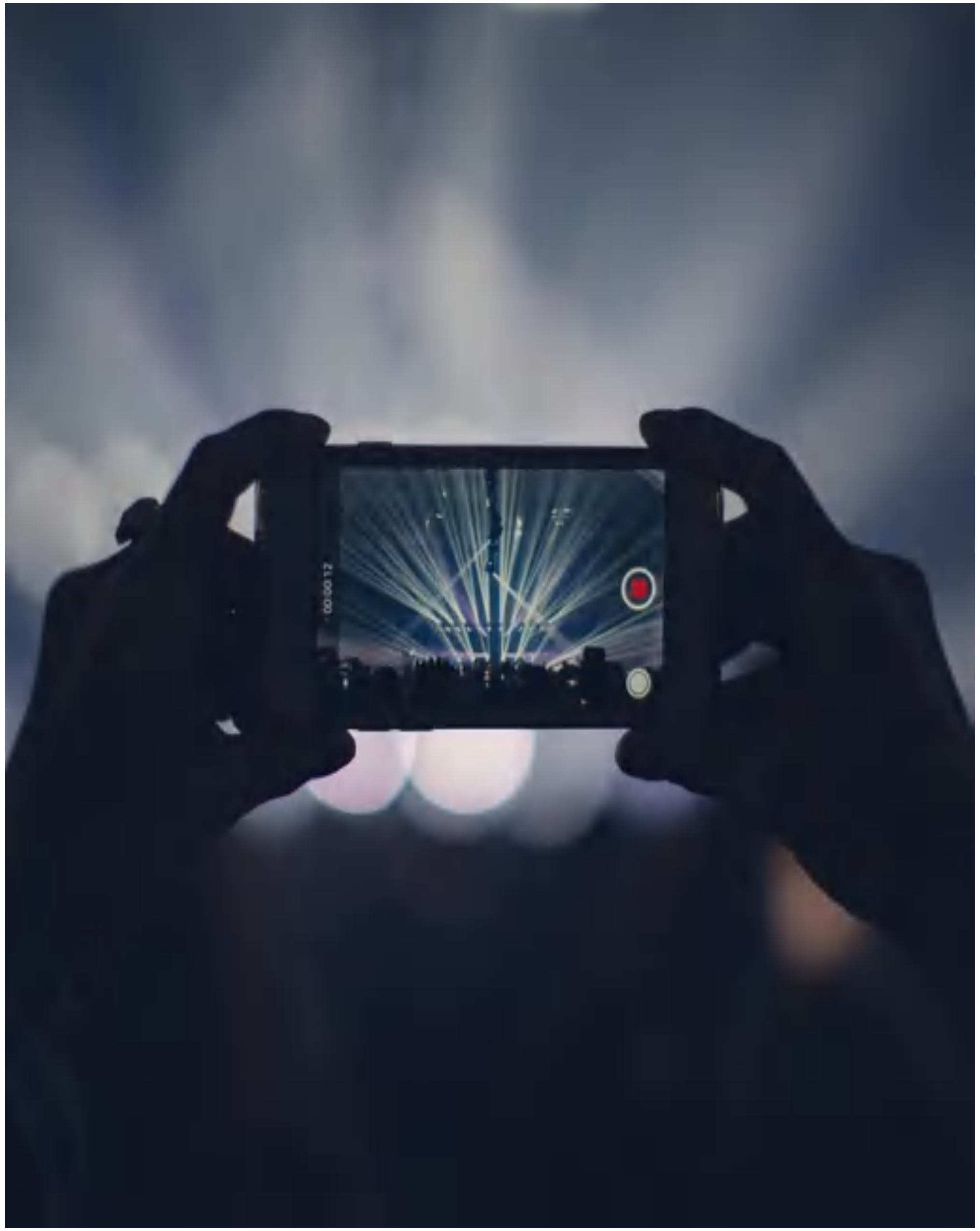
July 2024

Digital Media

Focus on Digital Video and OTT

OTT IS THE FASTEST-GROWING MEDIA PLATFORM AROUND TODAY.

- $39bn were spent on digital video advertisements in 2023, across desktop, mobile and OTT platforms and devices.
- Some video segments, like short form video platforms (incl. YouTube and Twitch) and OTT devices (incl. Roku's and smart televisions) are the most dynamic media formats in the advertising market today.



Digital Media – Focus on Video

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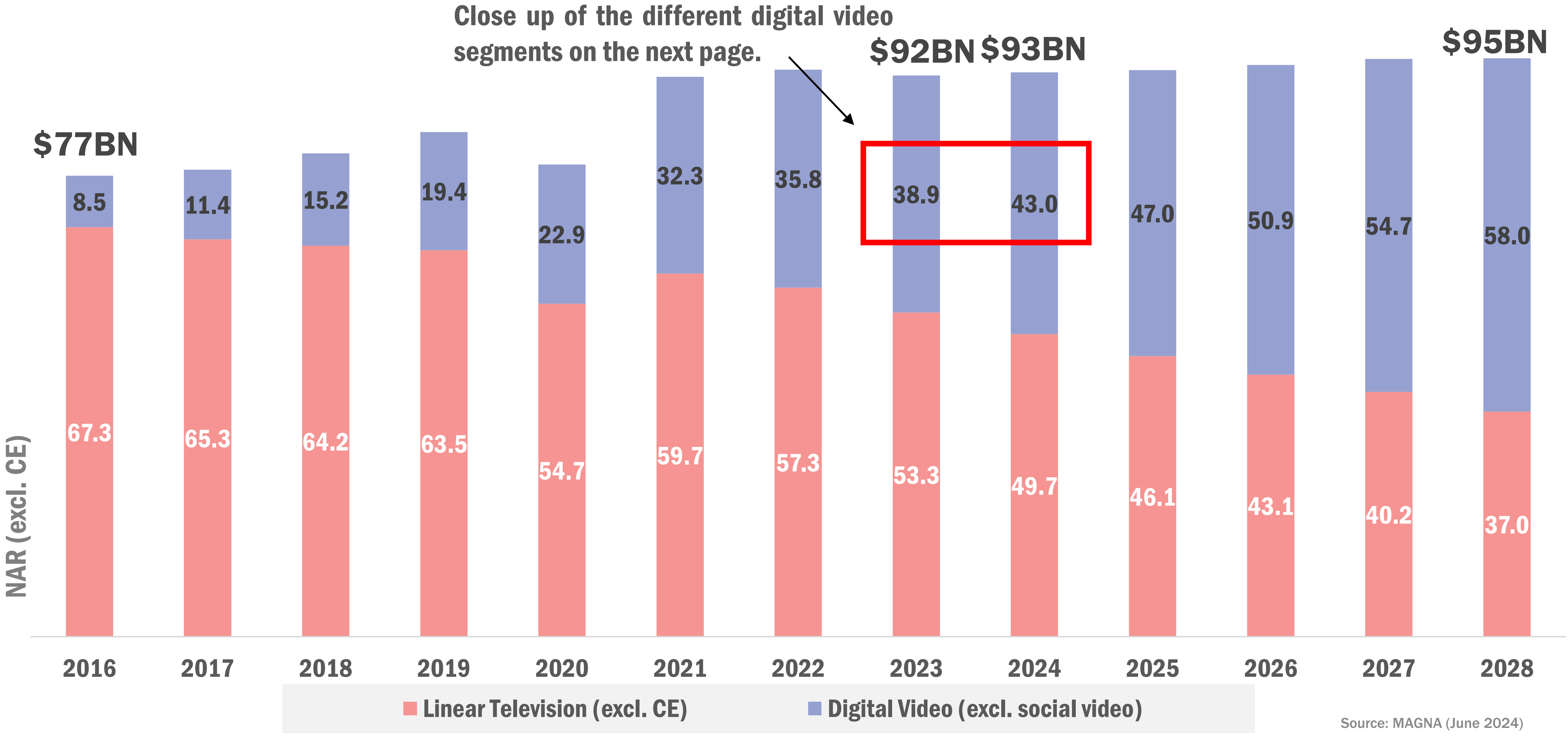
DIGITAL VIDEO

Digital Video Gains Will Offset Linear Declines



Source: MAGNA (June 2024)

Digital Media – Focus on Cross-Platform Video

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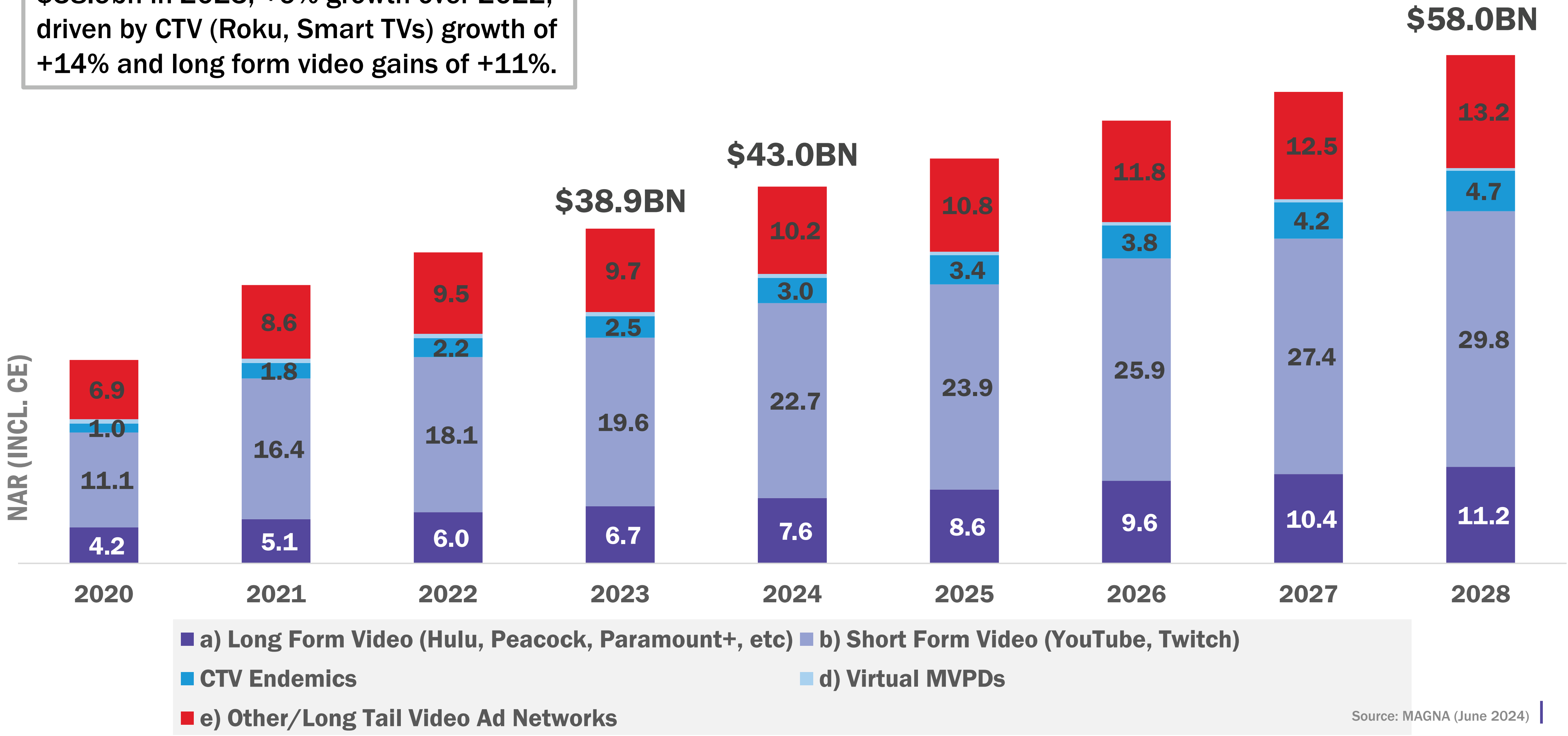
Major Segments

$38.9bn in 2023, +9% growth over 2022, driven by CTV (Roku, Smart TVs) growth of +14% and long form video gains of +11%.



Source: MAGNA (June 2024)

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Digital Media – Focus on Video

Digital Video Segment Categorization

Premium Long Form Video	Short Form Video Live Streaming	CTV Natives	Virtual MVPDS	Long Tail Programmatic Video Networks
hulu	YouTube	Roku	sling	rubicon PROJECT
Paramount+	twitch	Samsung SMART TV	hulu + LIVE TV	OpenX
peacock		LG Smart TV	YouTubeTV	[primis]
NETFLIX			fuboTV	Teads
Disney+				

Instream Video

Outstream & Instream

- We classify parts of the advertising revenues from these segments under “OTT advertising”.
- For services that are consumed over multiple platforms like Hulu or YouTube, we make an assumption of the % of total ad delivered on connected TVs vs other screens.
- “FAST” channels (OTT linear feeds: Tubi, Pluto TV, etc) are included in long form video.

Source: MAGNA (March 2023)

Digital Video
Devices Lead Growth

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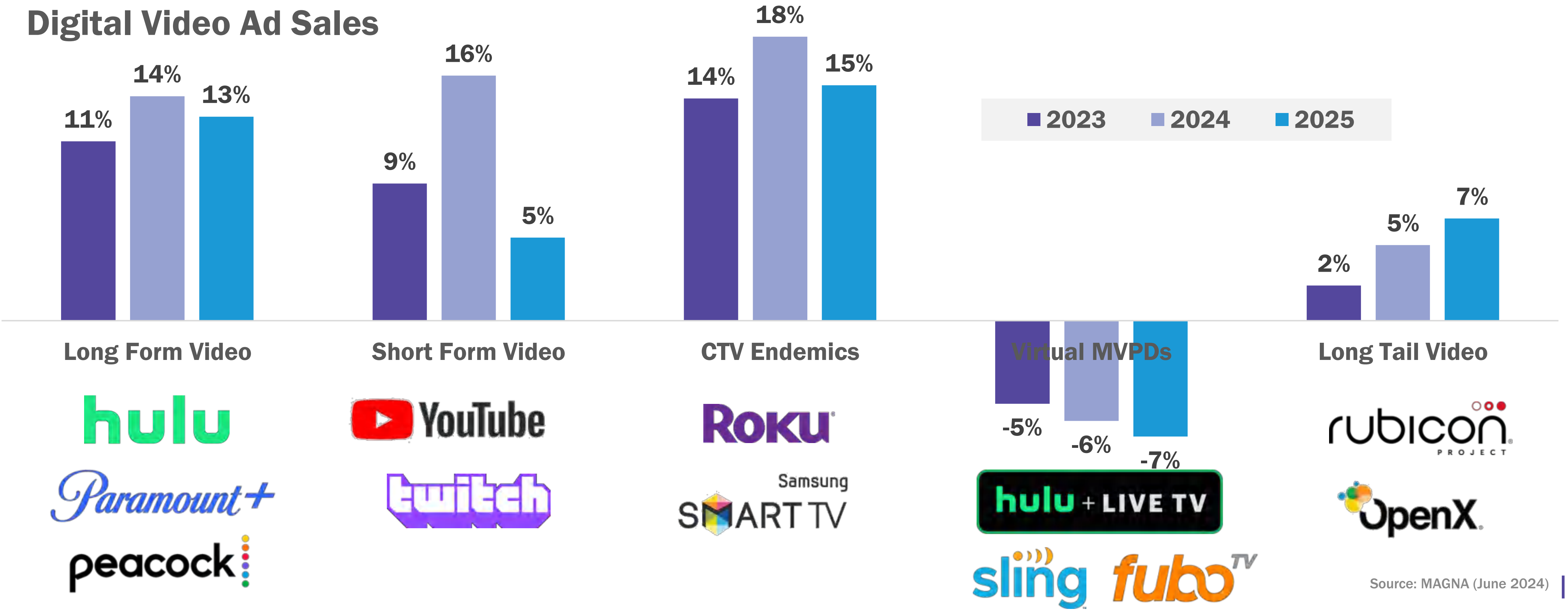
Long-Form video (from television content), is slowing this year but the growth of ad-supported viewers will fuel mid and long-term growth. Short-form pure players are struggling with the monetization of small video formats but they too will recover later in 2023, and in 2024. OTT native specialist like Roku continue to show strong growth from a small base, out of organic penetration. Long tail outstream specialists are struggling with third-party data limitation and many brands re-prioritizing brand safety and transparency.



Source: MAGNA (June 2024)

Digital Media – Focus on Video

Digital Video Segments

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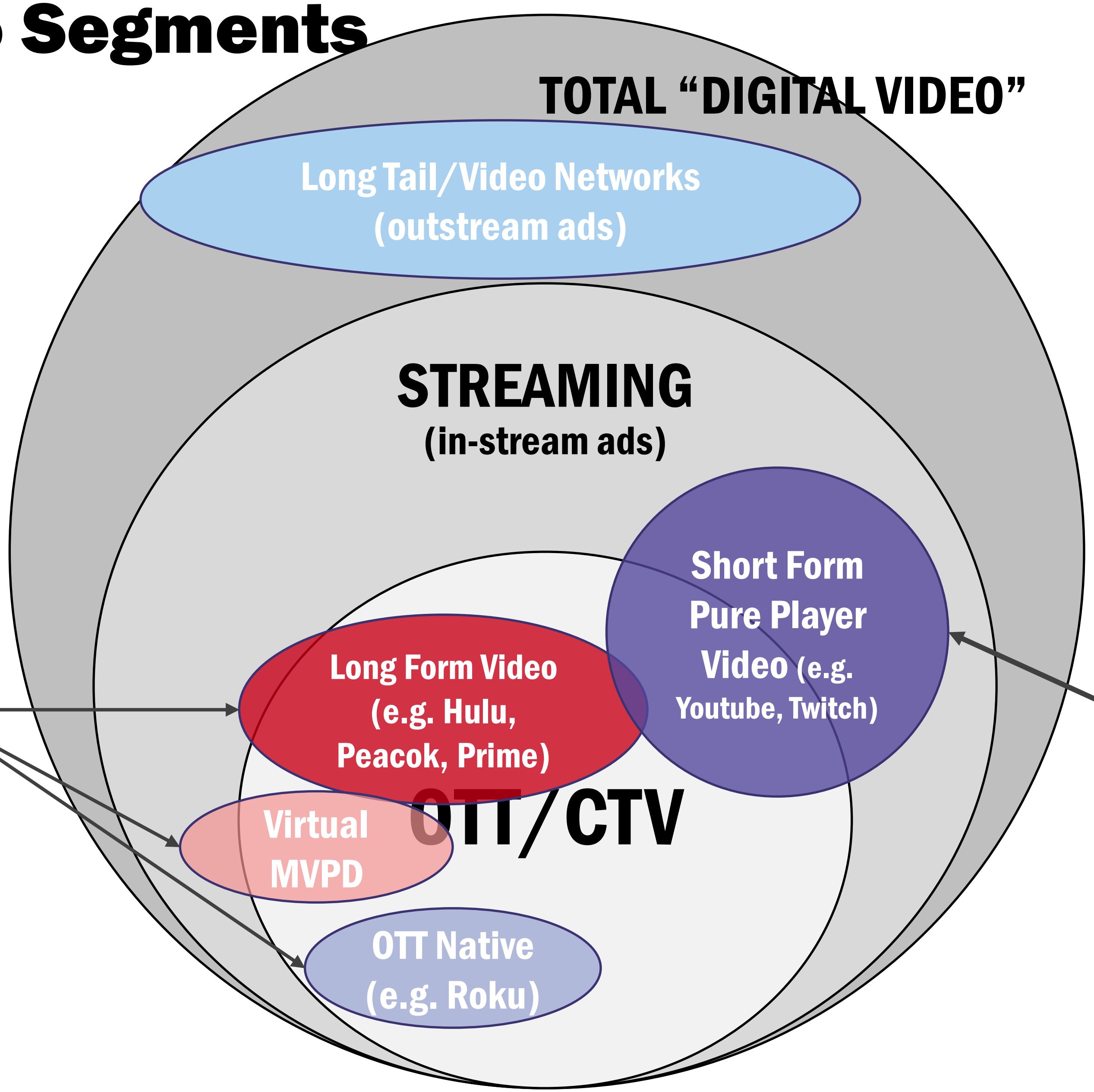
Predominantly viewed on connected television screens, (i.e. OTT) but can also be consumed on computers and mobile devices.



Predominantly viewed on smartphones, but increasingly consumed on connected CTV screens too.

Source: MAGNA (Sept 2020)

Digital Video
Strength and Weaknesses

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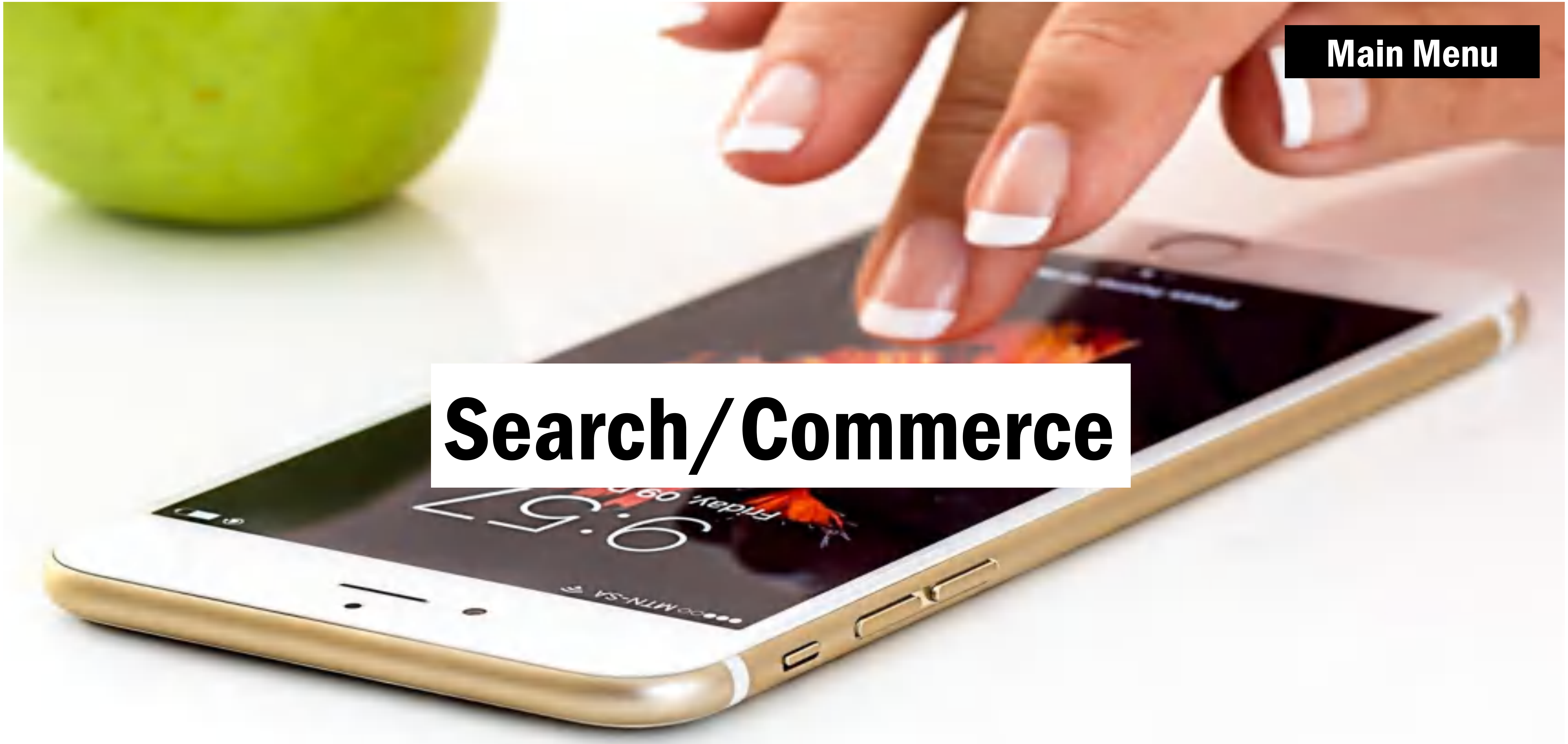
Strengths and Opportunities

1. **Video consumption is shifting away from linear TV**
2. **Increasing supply of video content** fuelling consumption and creating new opportunities for advertisers: with the growth of social video and non-video publishers replacing static banners by “outstream” autoplay video ads often served programmatically.
3. **Audience measurement and planning tools** are gradually catching up with consumption patterns and make it easier to plan and optimize campaigns **cross-platform**, **cross-screen.**

Weaknesses and Threats

1. **Ad blocking** is rampant and thus limiting inventory.
2. **Ad fraud** and **viewability** remain concerns outside premium properties.
3. Brand Safety came back to center stage with some major CPG advertisers unhappy of insertion environment.
4. Premium digital video is not significantly cheaper than cable television on a CPM basis (both around $20).

By “strength” or “weakness” here we refer to the benefits and drawbacks perceived by advertisers and media planners vs other media types, as well as the capacity for media owners to develop ad sales and market shares in the future.



Search/Commerce

Search: Solid Demand, Fueled by Shopping Search

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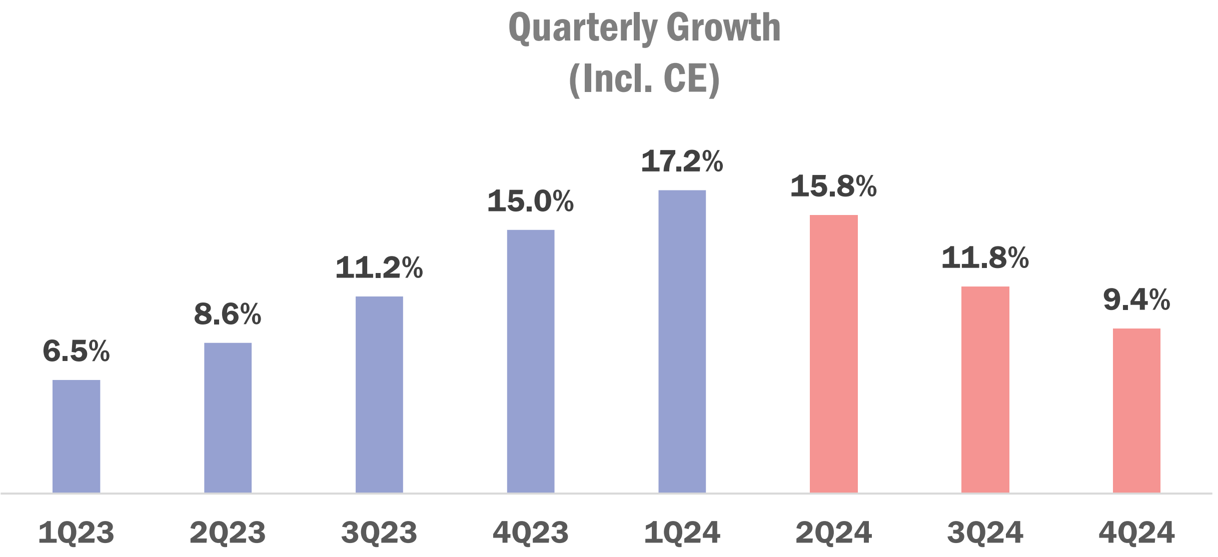

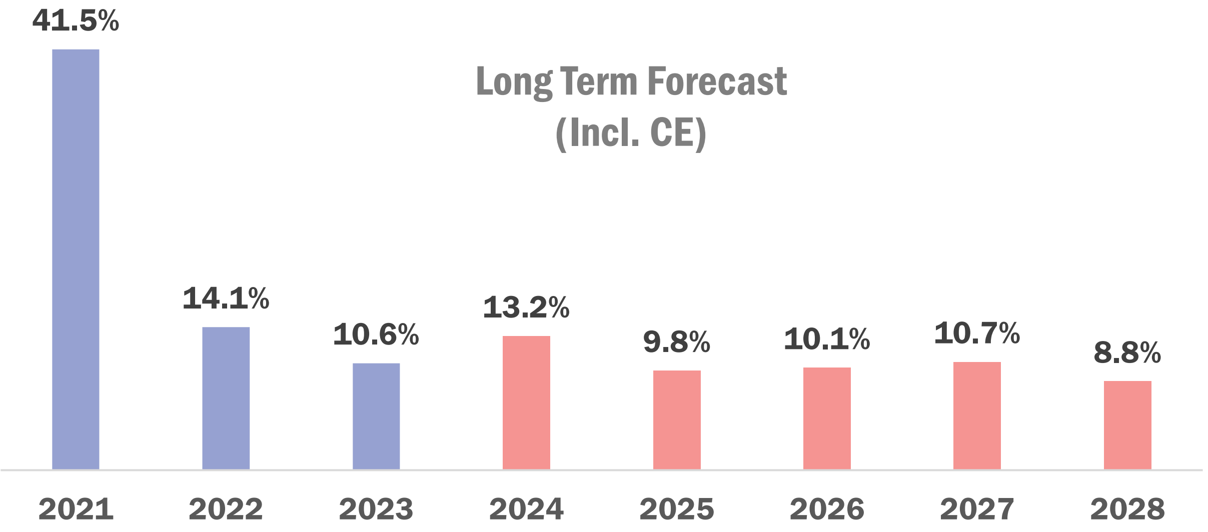

Total US Search advertising sales were up +17% in 1Q24 to $33.0bn which represents the strongest growth since the first quarter of 2022.

- Google reported broad-based revenue growth in the first quarter. Google highlighted strong performances from Search, YouTube, and Cloud, emphasizing the company's momentum in the "Gemini era" and its leadership in AI research and infrastructure. Search advertising remains the main revenue generator, growing by +14% y/y to $46.2 billion (US: +15%).
- Amazon, the third largest media owner in the US, reported both global and US advertising sales growth of +24%.
- Consolidating the revenues of the Big Three and other large digital media owners, we find that total search advertising sales (Google, Amazon, Microsoft, product search from Retail Media Networks) rose by +17% in the first quarter in the US, in line with the +16% predicted by MAGNA in its latest US Ad Forecast report (March).

Source: MAGNA (June 2024)

Search: Retail Media Networks Continue to Grow

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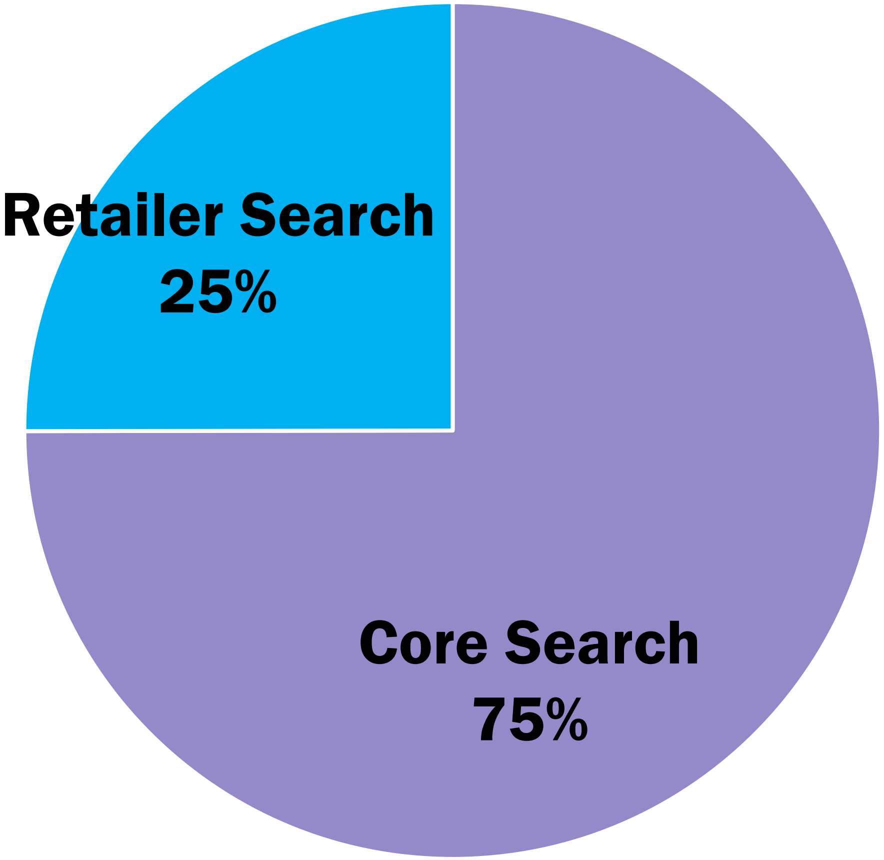
Breakdown of Keyword Search Ad Sales in 2023 (Total $131bn)



MAGNA now breaks down Keyword Search ad sales in two sub-categories:

- **"Core Search"** includes keyword search ad sales from traditional search engines: Google, Microsoft's Bing, and Yahoo (some of it coming from Product Search formats).
- "**Retailer Search"** includes the sponsored product search results of Amazon and the retail media networks (Wal-Mart, Target, etc.)

In 2023, we believe the first category accounted for 75% of total Keyword Search ad sales in the US, i.e. approx. $98 billion out of $31 billion .

Retailer Search ad sales are growing a lot faster, however. In 1Q24, it grew by an estimated +24%. For full year 2024 we believe that retail media sales will increase by +17%, outperforming the total Search average of +12%.

Source: MAGNA (June 2024)

Retail Media is Taking Off, and It's Just the Beginning

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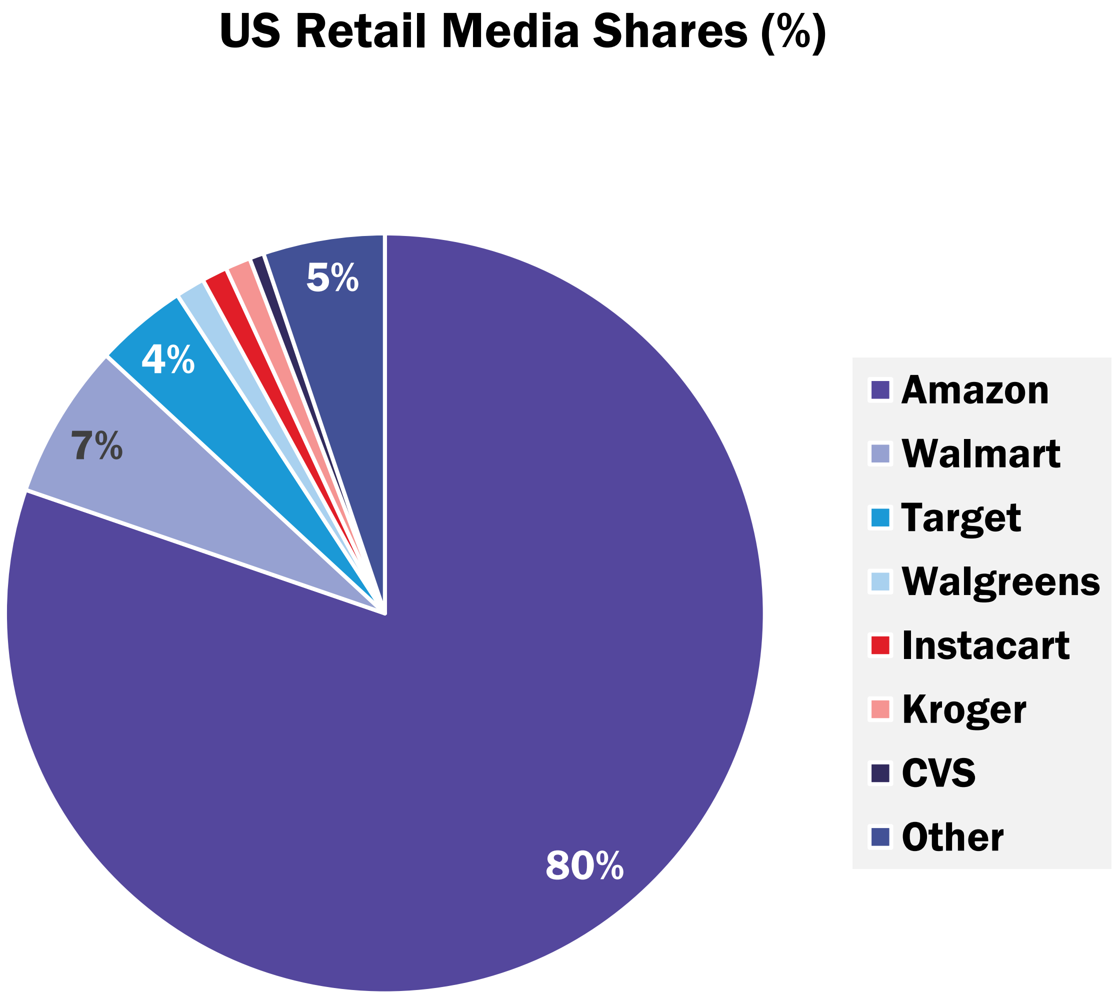

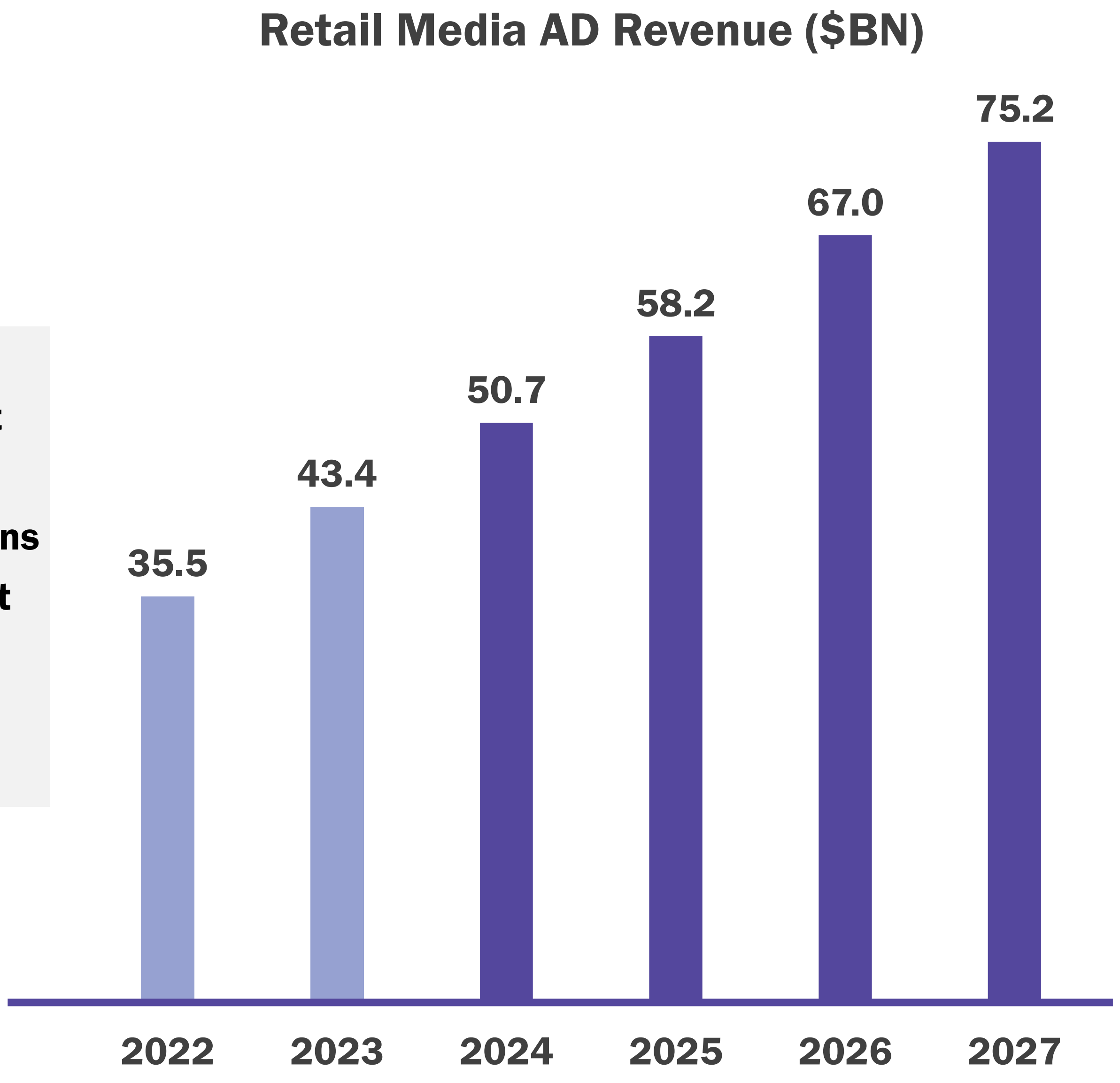

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To Learn More
Retail Media Networks

MAGNA's latest deep dive on Retail Media, "The Retail Media Revolution from Shelves to Screen," by Luke Stillman, was published in October, 2023. In it, MAGNA analyzes the fast-growing Retail Media landscape, including top retailers, spending trends, drivers & inhibitors, and more.

Key findings from MAGNA's Retail Media Report include that Retail Media is already one of the largest media channels and in the advertising market, with $124 billion of spending globally in 2023 ($43 billion in the US). This represents 15% of global advertising spending, with most spending going into keyword-related Search formats, but also extending across digital display and digital video ad formats.

Retail media ad revenues will grow by an average +11% per year through 2027 to reach $185 billion.

CONTACT

Luke Stillman

Millions of Small Businesses Use Google & Facebook

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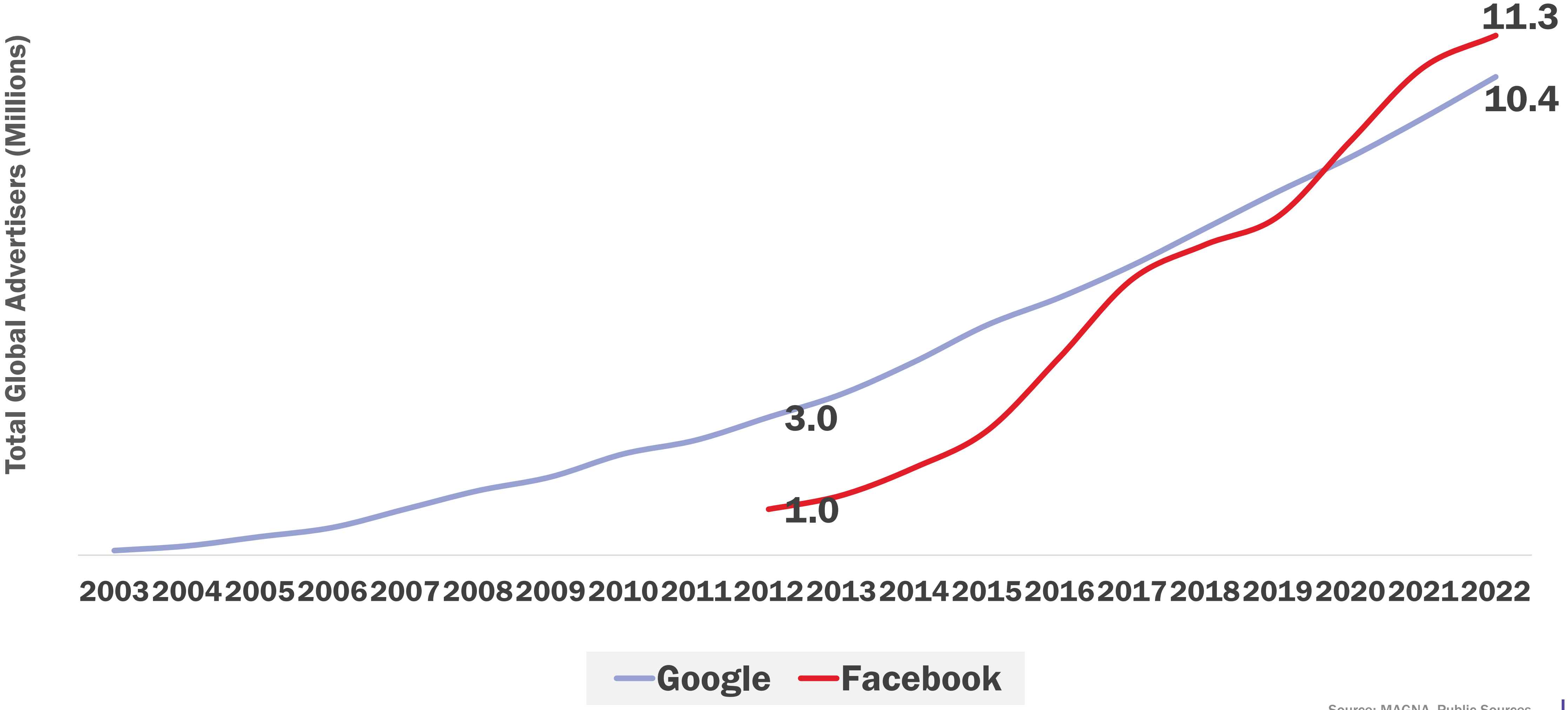

Source: MAGNA, Public Sources

Small Businesses Represent Most Search Spending

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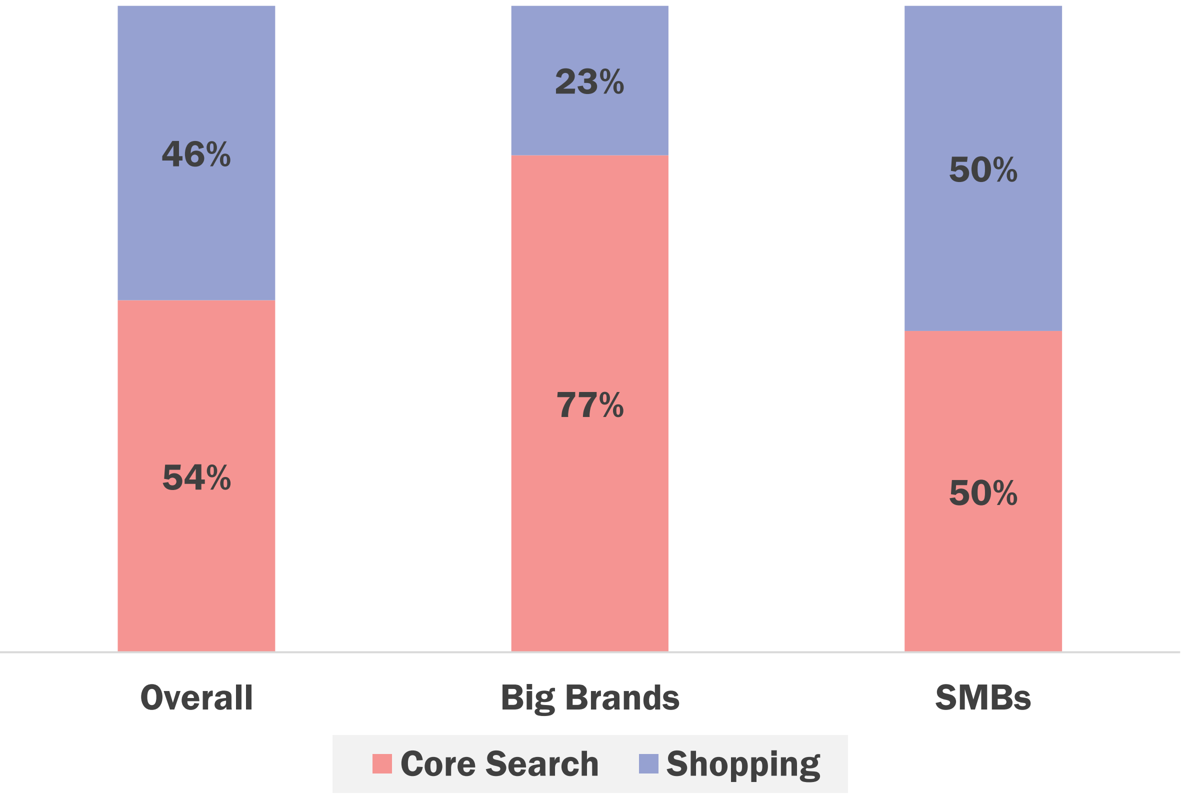
Ecommerce is driving growth both in past years and in 2023, but core search engines are still a huge determinant of how fast search advertising is growing.

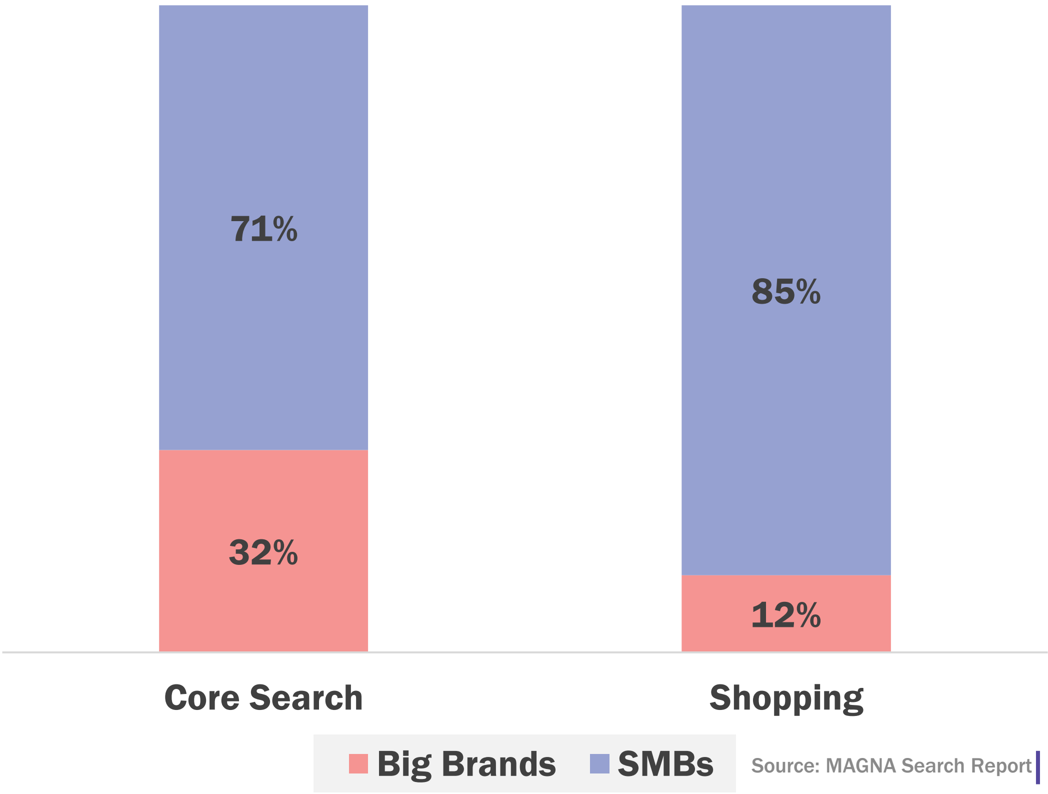
Overall, core search still represents slightly more than half of global search advertising spending. In addition, the skew towards core search is even heavier for big brands. Big national brands spend 77% of their search advertising dollars on core search engines. Small businesses, on the other hand, spend evenly on Ecommerce sites vs. core search engines.

That is only one way to slice the data, however. Although big brands spend more of their budgets on core search ads, they still represent a small portion of the total. As a result, while they spend a higher share of budgets on core search engines, small businesses still represent nearly 71% of total core search engine spending. Finally, when we look at Ecommerce related spending, one can see that Ecommerce sites represent a big portion of the total, but core search engine shopping ads still represent 30% of total shopping-related spending.

Share of Search Spending 2023 (%)



Core Search VS Shopping (%)



Source: MAGNA Search Report

Small Business Search Spend Growing Faster; Shopping Leads

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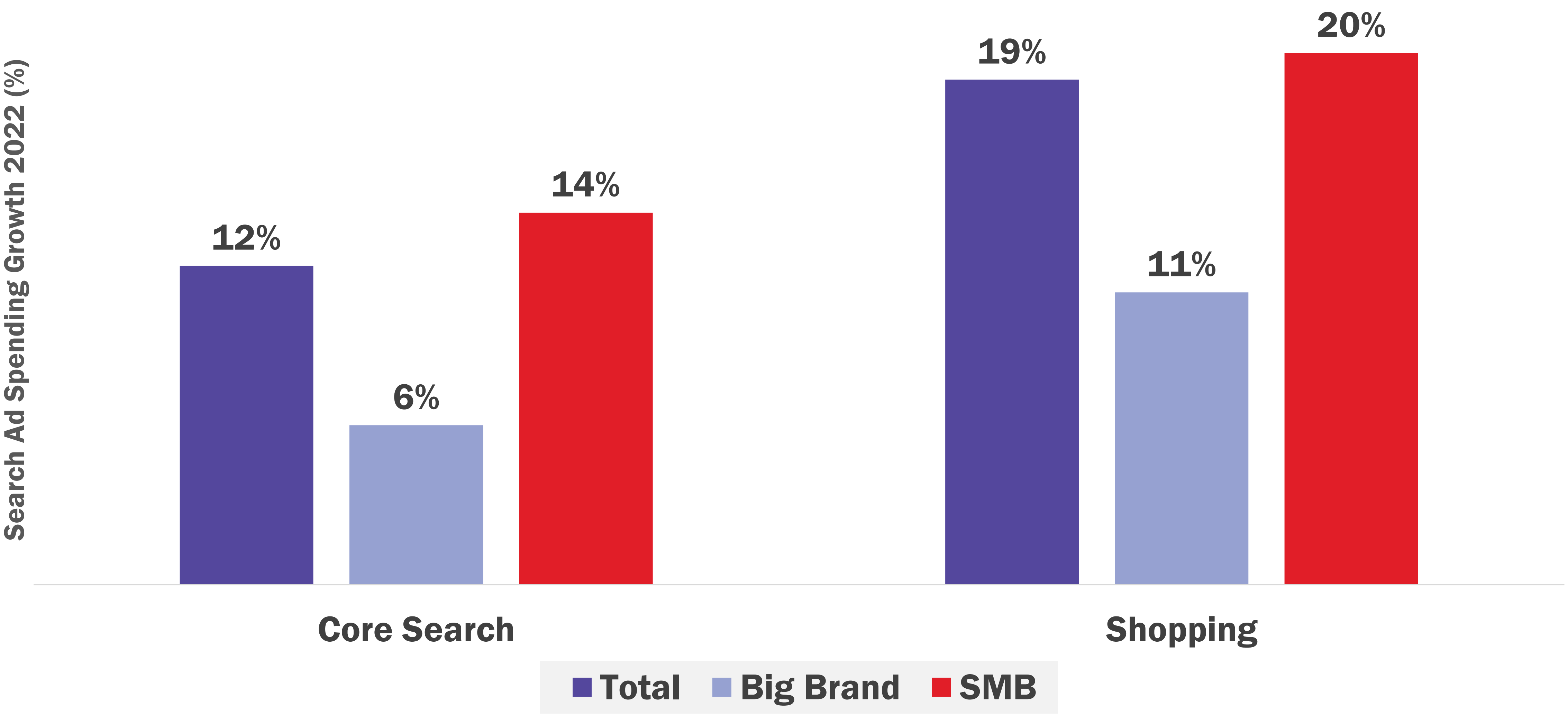

Source: MAGNA Search Report

Search Drivers: Long-Term, Clicks Lead the Way

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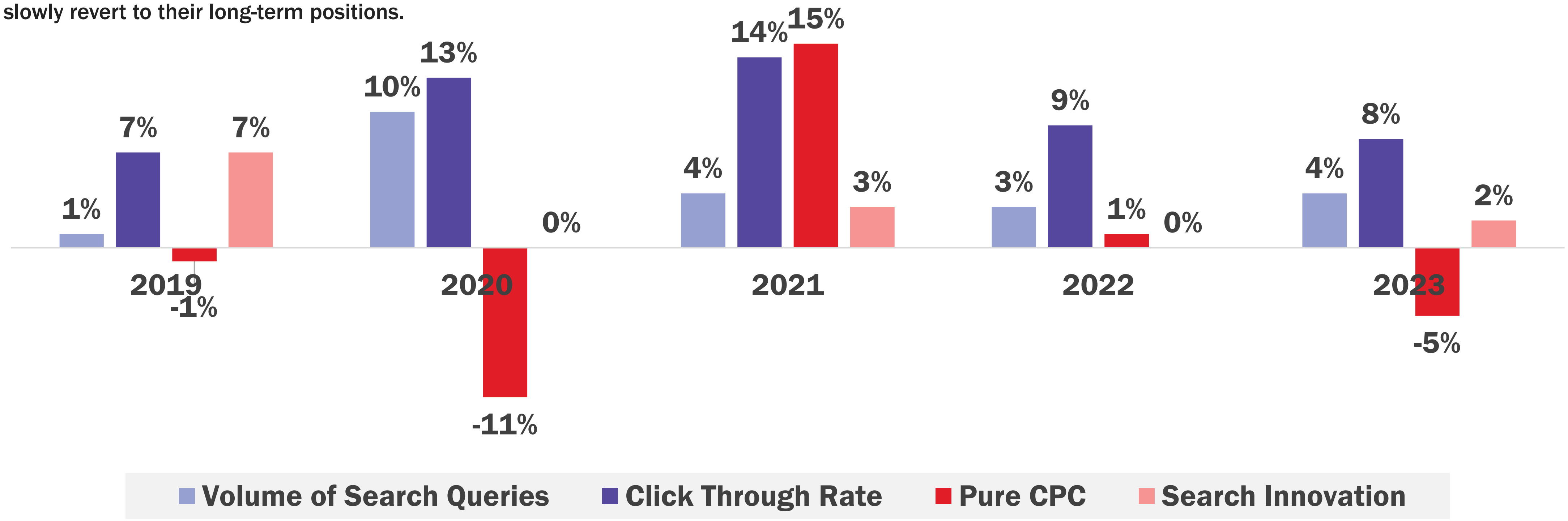
COVID completely reshuffled the dynamics of search advertising revenue generation. Click through rates had been declining slowly for most of the past decade (from 15% annual growth in 2012 to 7% y/y growth in 2019), but it spiked back up to 13%-14% in 2020-21 as consumers who hadn't shopped online significantly in the past largely clicked on the top sponsored links in their results, and experienced Ecommerce users had more online shopping to do, resulting in greater reliance on easy-to-access sponsored links.

Pure CPCs eroded or stagnated in the decade before COVID as the growth of demand was met with growing supply; it fell with demand initially during the COVID quarantines, but then they spiked hugely higher, to a record +14% y/y. As COVID has faded from consumer behavior and consciousness, those trends slowly revert to their long-term positions.

Finally, search format innovation bounced slightly back higher, but brands are still engaging less frequently with enhanced search formats like map search than they were pre-COVID. Consumers are still less mobile than they were prior to the crisis, at least when it comes to driving traffic to stores, restaurants, and more.

In 2023, activity has returned to the pre-COVID trend, where prices are declining slightly, and clicks are more than making up for them. This should be the baseline dynamic that is expected every year through 2027 and beyond, and which will only be thrown off by big shifts in the economic climate or in innovation.



Source: MAGNA Search Advertising Report 2023

CPCS Are Stable After a Short-Lived Covid Spike

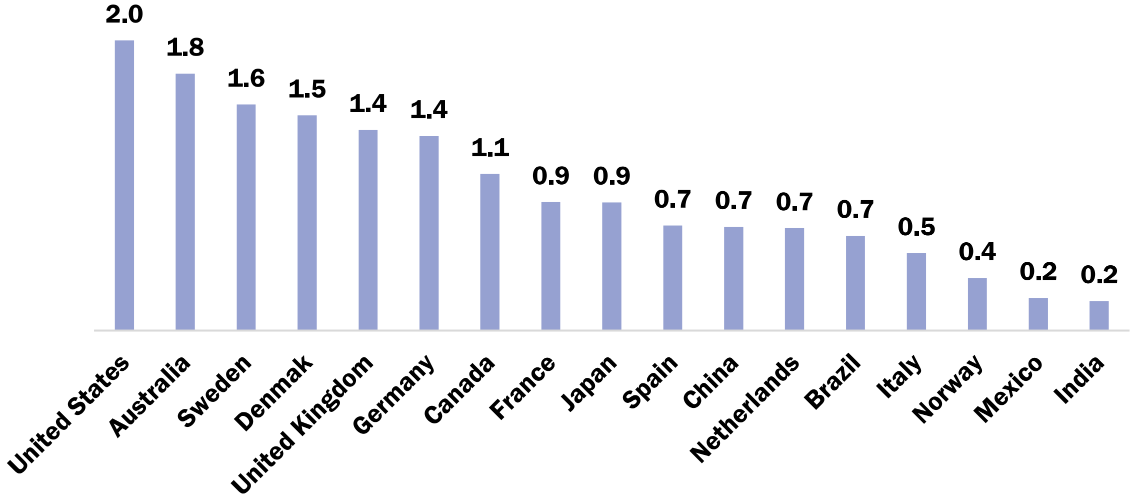
Cost per click on core search engines can vary wildly by keyword type, by market, or campaign goals. In 2023, average CPCs are stable vs. a year ago, falling by -5% to an average of $1.6 across markets and industries.

In addition, some of the pre-COVID cost dynamics are returning now that the world is going back to normal in most areas. Pre-COVID, travel always had one of the highest CPCs as the competition around flight searches was fierce. Travel has moved back up the overall rankings as mobility returns to its historical trendline.

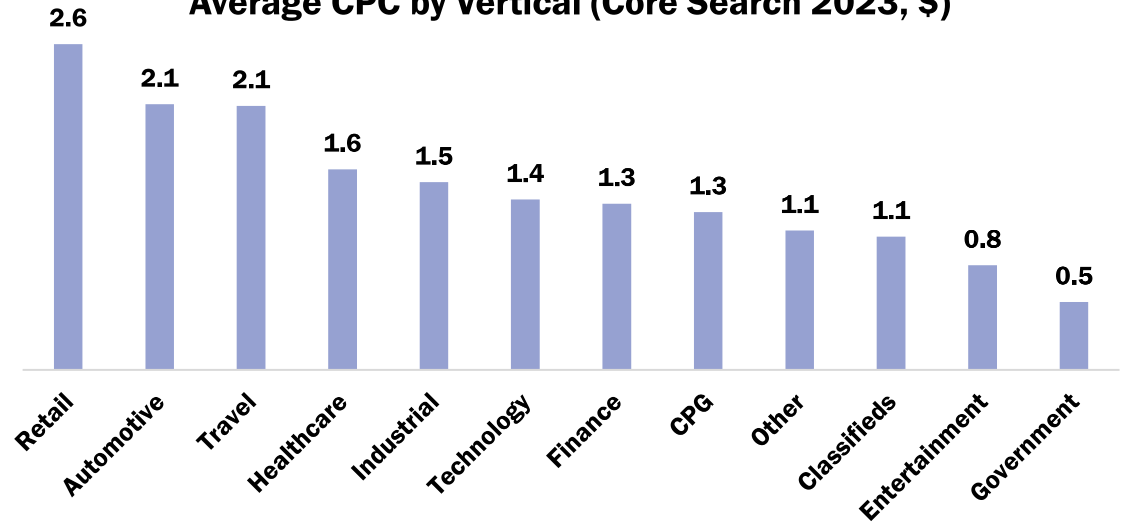
Retail has increased in the CPC rankings. This is because of the still-fierce competition for retail keywords as more shopping is happening online (even if Ecommerce share has stabilized after the initial COVID spike). In addition, because many retailers have shifted money from social media advertising and into search following the changes to IOS in the spring of 2021, since then many retail keywords have become increasingly competitive and therefore more expensive.

The highest CPC are typically found in the most advanced and mature digital ad markets. Not only are advertiser budgets high and can accommodate a higher CPC, but also CPMs are higher across all media, making search still competitive even with higher average CPCs. In addition, as of 2019 Google removed the restriction on bidding on competitor keywords, which has elevated CPCs for competitive industries. Finally, because many advertisers are now leveraging automatic bidding strategies, the gap between local keywords and national keywords has narrowed. The US skews the overall global average of CPC higher, whereas in many markets it's $1 or less.

Average CPC by Market (Core Search 2023, $)



Average CPC by Vertical (Core Search 2023, $)



Source: MAGNA Search Advertising Report 2023

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SEARCH

To Learn More
Search Report 2023

The Global Search report by Luke Stillman is a deep dive into the search advertising landscape, created in partnership with Kinesso and Reprise Digital.

The 2023 update analyzes the key drivers of search advertising including Ecommerce, small businesses, retail media, and AI search innovation. Key findings include that keyword search remains the largest and most resilient ad format, growing by +10% in 2023 to $296 billion.

Search ad growth is driven by query volume and click through rates rather than price increases. In addition, retail media spending will provide a significant boost to search ad revenues, increasing by +15% to reach $124 billion.

Created in collaboration with **Reprise**, Mediabrands' specialist agency dedicated to Search and Social media

CONTACT

Luke Stillman

PUBLICATION

- Once a year
- Most recent: October 2023
- Next update: October 2024

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Social Media

US Media Landscape

July 2024

MAGNA

Key Facts

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1. **With $71.1 billion** in advertising sales in 2023, social media is the second largest digital media format, behind only Search (27% vs 51%). It is the most app-based and mobile-centric of all media types, accounting for roughly 21% of total advertising sales.
2. **Usage**. Nearly 90% of young adults are using at least one social media. The penetration gradually declines with age but it's now nearly 70% among 50-64 and rapidly growing among 65+ too.
3. **Facebook remains the undisputed leader** in social media, with roughly 86% of total advertising revenues, while Twitter, Snap, LinkedIn and smaller social networks such as Reddit, Pinterest and Tumblr control a combined 14%. Facebook owns the three most popular social apps (FB, Instagram, WhatsApp) and two of the most consumed ones (666 minutes per month on average for Facebook app, 492 minutes for Instagram in 2022 on 18+), only now trailing TikTok (468 minutes).
4. **Gen Z (particularly 18-24 year olds) is reshaping social media.** Gen Z was born in a mobile-centric, smartphone-based media world. TikTok has surged in popularity, driven by the pandemic, and now leads the way in usage. Gen Z's increasing purchasing power, coupled with their preference for video, will force brands to shift their online marketing strategies.
5. **"Stories" continue to dominate the social media landscape with a high presence across all social media platforms.** Various social media platforms such as Facebook, Instagram, TikTok, etc. have seen usage double or triple since the start of the pandemic. Social media users mainly gravitate towards the format due to its more interactive nature and tangible feel. In addition, "stories", being 0-15 seconds in length, are easier to digest than longer form videos when scrolling.
6. **Privacy concerns have been extensively debated by consumers and brands.** Apple most recently released its iOS 14.5 update in April 2021 that provides a prompt in every app asking for tracking consent. The effects of this update have produced major implications for social media marketers when building trust while still aligning with consumers preferences around privacy.
7. **Online Video** consumption and ad formats are exploding and social media is competing with YouTube. Social media has benefited immensely from the growth of video, and more platforms have implemented video features, such as Reels and Livestreams, to level with the demand. Social media marketers are recognizing video formats as a meaningful and effective way to engage with potential consumers. As of 2023, video ad formats represented the third largest social media format in digital spending (70% of total social spending).
8. **Messaging apps are also a dominant trend in social media.** There are over 20 different social messaging apps, each with their own social and sharing features. WhatsApp, Facebook Messenger, and WeChat are leading the way in user growth. Younger audiences especially have gravitated towards private messaging apps. Such a trend is concerning for brands and publishers, who could face a potential backlash for intruding into private spaces. Nevertheless, social messaging apps have opened the door for more innovative strategies like business messaging, especially as the preference for personalized and private messages among consumers continues to grow. It's not monetized as effectively (yet) as the newsfeed, but messaging ad inventory is becoming more prevalent.
9. **Latest MAGNA Forecast (June 2024):** Social networks' net advertising revenues remains strong and Meta hints to a strong 2024. MAGNA expects 2024 to grow +16%.

Source: MAGNA (June 2024)

Social Media: Recovery Continues

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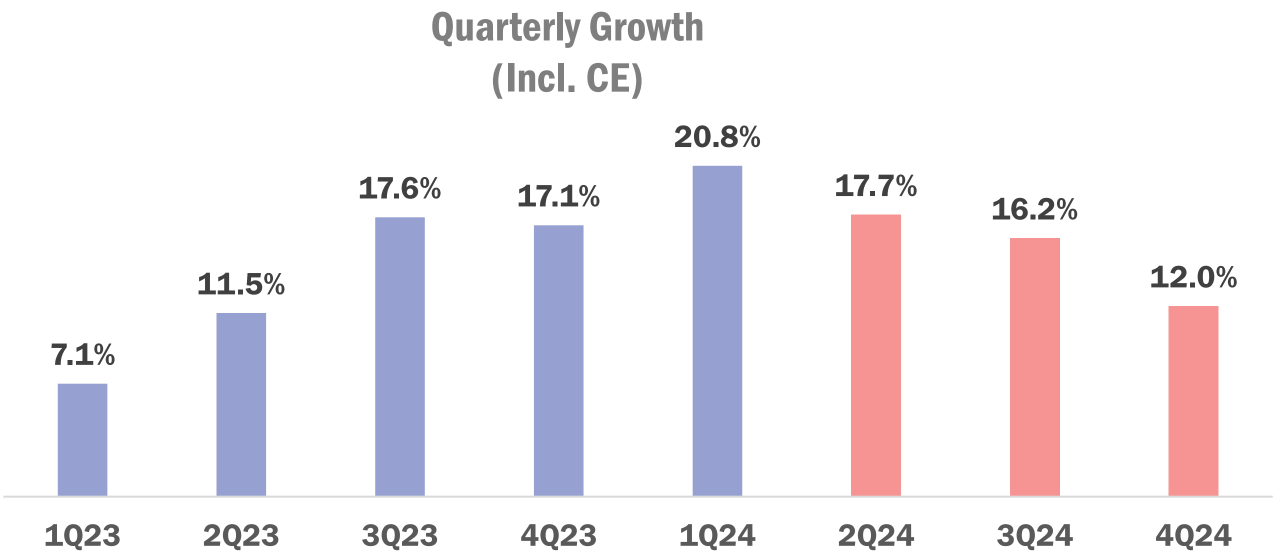

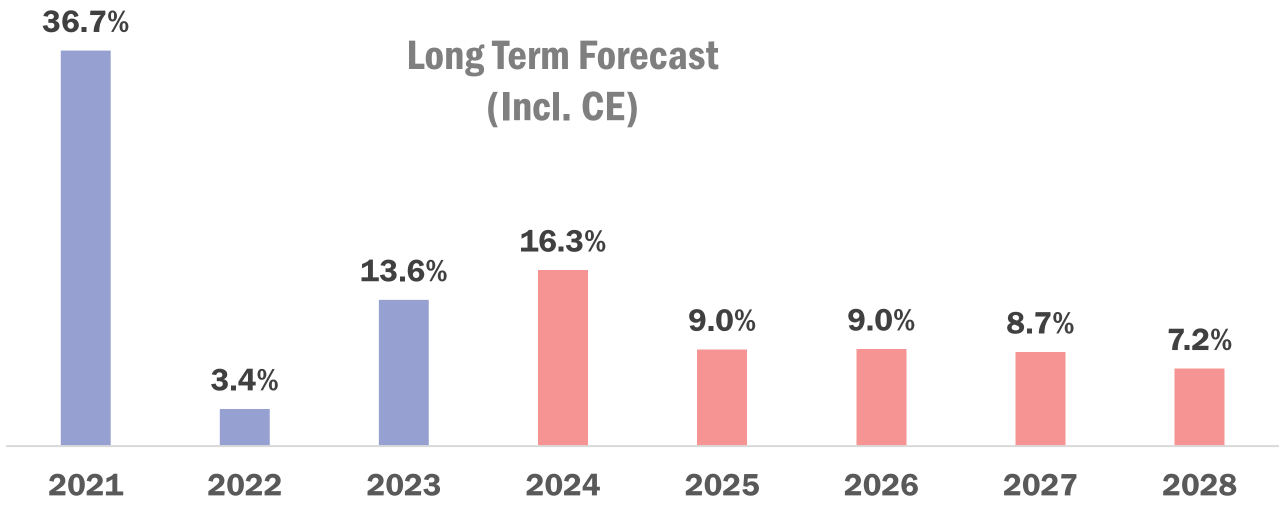

+21% Growth is Strongest Since 4Q21 Thanks to AI, Short Video Monetization Gains

- AI-powered campaign management popped up in Google and Meta earnings with new features to help brands advertise on their platforms via increased automation (for both search and social media). For example, on Meta, a brand can completely automate and run a campaign using their Advantage+ Ads apps.
- The second major theme this quarter was the continued growth, and better monetization of short vertical video formats. Meta revealed that Reels now makes up 50% of user time spent on Instagram. On Google's end Shorts revenues doubled in the past 12 months. One concern going into first quarter earnings was that Shorts was not monetizing as well as Reels.
- Meta reported 1Q 2024 global advertising revenue of $35.6 billion (+27% y/y) of which $15.5 billion in the US (+22%). Meta highlighted advancements in Meta AI with their Llama 3 AI platform as well as continued growth in app usage, reaching 3.24 billion daily active users on at least one of Meta's apps.

Source: MAGNA (June 2024)

Social Usage: Key Facts

Monthly Active Users	Monthly Penetration	Average Daily Time Spent	Average Number of Accounts
308 million	91%	2 h 14’	7.1

- While the US accounts for roughly half of total global social sales, the market only accounts for 6% of total global social media users, reflecting a highly competitive local ad market.
- Social media penetration in the United States (91%) rests far the above the global average of 61%. However, social media users in the United States have roughly 7.1 accounts on average, higher than the global average of 6.6 accounts.
- Social media users in the US spent nearly 2.2 hours per day on social platforms (a -1% decline compared to 2022), while teens in the US spent nearly 4.8 hours on social media in 2023 (+7% from 2022).

Source: We Are Social

Usage by Platform

	Monthly Unique Visitors	Penetration	Monthly Time Spent
Facebook	127 million	41%	11 hours, 18 mins
Instagram	88 million	29%	8 hours, 24 mins
TikTok	82 million	27%	7 hours, 24 mins
Snapchat	59 million	19%	2 hours, 6 mins
X (formerly Twitter)	49 million	16%	3 hours, 12 mins
Twitch	9 million	3%	5 hours, 30 mins

Source: Comscore
*All estimates are averaged on a YTD 2023 basis. Penetration and time spent is based on those aged 18+.

Facebook Continues to Dominate in Reach

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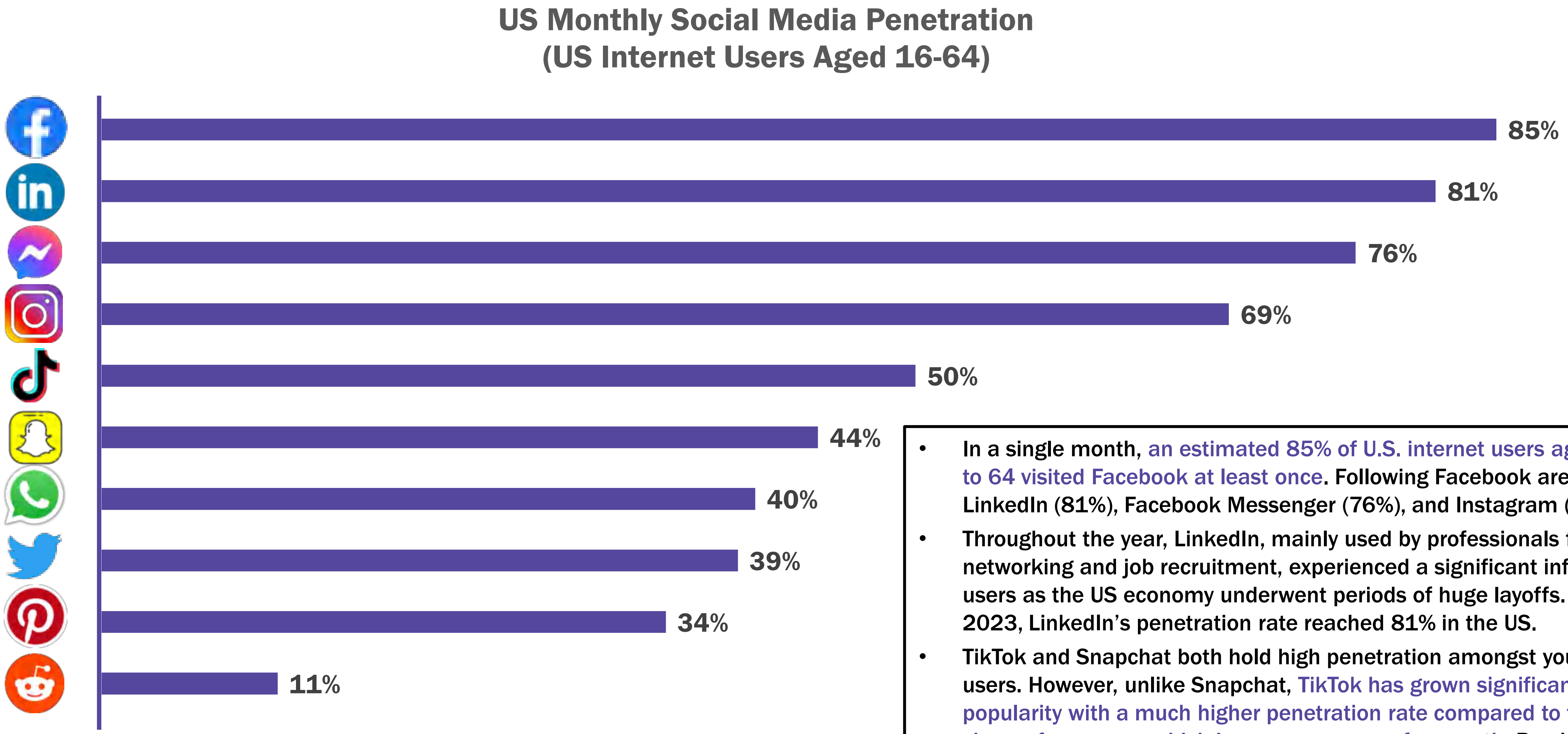

- In a single month, an estimated 85% of U.S. internet users aged 16 to 64 visited Facebook at least once. Following Facebook are LinkedIn (81%), Facebook Messenger (76%), and Instagram (69%).
- Throughout the year, LinkedIn, mainly used by professionals for networking and job recruitment, experienced a significant influx of users as the US economy underwent periods of huge layoffs. In 2023, LinkedIn's penetration rate reached 81% in the US.
- TikTok and Snapchat both hold high penetration amongst younger users. However, unlike Snapchat, TikTok has grown significantly in popularity with a much higher penetration rate compared to their share of revenues, which leaves more room for growth. Previously ninth with 26% penetration, TikTok now stands within the top 5 with 50% penetration.

Source: Global Web Index

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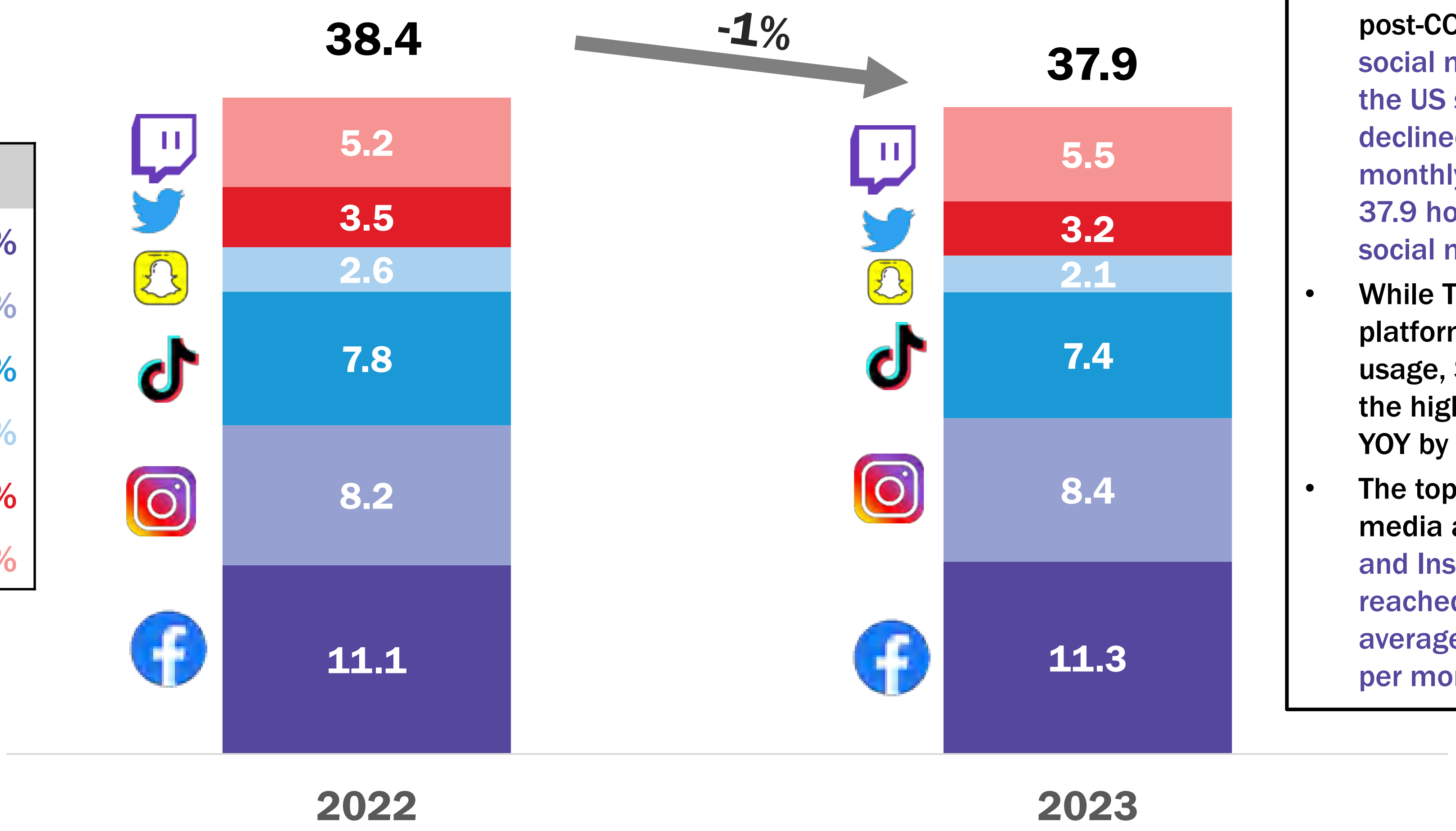
SOCIAL MEDIA

Total Social Media Usage Plateaued in 2023

2023 VS 2022	
Facebook	+2%
Instagram	+3%
TikTok	-6%
Snapchat	-18%
Twitter	-10%
Twitch	+6%

Monthly Usage (Hours, Adults 18+)



- As lifestyles fully returned to normal post-COVID, total social media usage in the US slightly declined by -1% to a monthly average of 37.9 hours spent on social media apps.
- While Twitch and Meta platforms increased in usage, Snapchat saw the highest decline YOY by -19% in 2023.
- The top two social media apps, Facebook and Instagram, reached a combined average of 19.5 hours per month (+2% YOY).

Source: ComScore

Social Media

Strengths and Weaknesses

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SOCIAL MEDIA

Strengths and Opportunities

1. **Data treasure trove.** Social provides advertisers with a treasure trove of data and targetability.
2. **Time spent with social** saw a decrease compared to 2021. Average time spent declined by -3% in 2022 among the top social platforms.
3. **Ad blocking is under control.** Facebook managed to block ad blocker in its desktop browser interface in the second half of 2016. Ad blockers are largely absent from app Audience.
4. **Social video** drives growth. It has become a popular form of consumption that has been integrated across formats through various features, and platforms that are centered around short-form videos (such as TikTok) are dominating in popularity.
5. **Innovation**: social media and messaging apps are constantly evolving, and new challengers are forcing market leader Facebook to invest in new products.
6. **The DIY, scalable, low-entry-barrier** nature of social media campaigns is very attractive to local and small businesses that represent the bulk of social media spend today.

Weaknesses and Threats

1. **Supply side very concentrated**: Facebook controls at least 86% of the social advertising market.
2. Measurement/reporting: **Lack of third-party data** on social media compared to traditional editorial media.
3. **Brand Safety** is a growing concern and may slow down spending from consumer brands. The launch of iOS 14.5 in particular have major implications – as users opt out of tracking across apps, it has lessened the abilities of marketers in delivering more personalized ads.
4. **ROI.** Some mainstream consumer brands have expressed disappointment at the social media ROI.

By “strength” or “weakness” here we refer to the benefits and drawbacks perceived by advertisers and media planners vs other media types, as well as the capacity for media owners to develop ad sales and market shares in the future.

Digital Media

TikTok is Now the Most Used Social Media Network

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SOCIAL MEDIA

Social Mobile Usage, Average Hours Per Month

	A18+			A18-34		
	2023 AVG	vs 2022 %	Avg Monthly Uniques	2023 AVG	vs 2022 %	Avg Monthly Uniques
Facebook	11.1	-0.2%	130.8	8.6	-3%	33.5
Instagram	8.4	+3%	88.4	8.7	-19%	35.2
TikTok	7.4	-6%	83.5	10.0	-2%	36.2
X	3.3	-8%	49.0	3.8	-5%	17.9
Snapchat	2.0	-23%	58.9	2.6	-23%	33.6
Pinterest	1.6	-8%	50.9	1.6	-16%	17.7
LinkedIn	1.1	+23%	28.1	0.9	-46%	8.0

	A35-49			A50+		
	2023 AVG	vs 2022 %	Avg Monthly Uniques	2023 AVG	vs 2022 %	Avg Monthly Uniques
Facebook	10.8	-1%	37.6	12.6	+1%	59.7
Instagram	7.5	+23%	24.1	8.8	+43%	29.0
TikTok	6.1	-8%	23.4	4.7	-5%	23.9
X	3.7	+4%	13.6	2.4	-21%	17.6
Snapchat	1.2	-19%	16.0	0.9	-13%	9.3
Pinterest	1.3	-7%	13.0	1.7	-1%	20.2
LinkedIn	1.0	+19%	8.7	1.2	+18%	11.5

- In 2023, Facebook continues to stand as the go-to social media app in the United States. As Facebook's audience is mostly driven by older audiences, only adults 50+ saw an increase in monthly time spent per person, averaging 12.6 hours per month (+1% from 2022). Meanwhile, adults 18-34 saw the highest decline (-3%) in monthly time spent averaging 8.6 hours per month.
- Amongst Meta platforms, adults 18-34 tend to prefer Instagram over Facebook, however this demo saw the highest decline in time spent with an average 8.7 hours per month in 2023 (compared to 10.8 hours per month in 2022).
- TikTok faced an interesting paradox as the platform is growing significantly but adding lighter users is causing a decline in time spent per visitor. Adults over 50 are heading more and more to the platform, growing 42% year-over-year in unique visitors while maintaining time spent as just a -5% decline. Although this demo spends the least amount of time on the platform at 4.7 hours per month, the gap from Instagram is narrowing.
- With layoffs prevalent across various industries throughout 2023, time spent on LinkedIn increased by a significant +23% for adults 18+. recording the highest growth amongst the top social platforms. Additionally, adults 35-49 saw the highest growth in time spent by +19%, averaging 1 hour per month.

Source: ComScore Mobile Metrix
Multi-Category" and "Corporate Presence" entities excluded to avoid duplication

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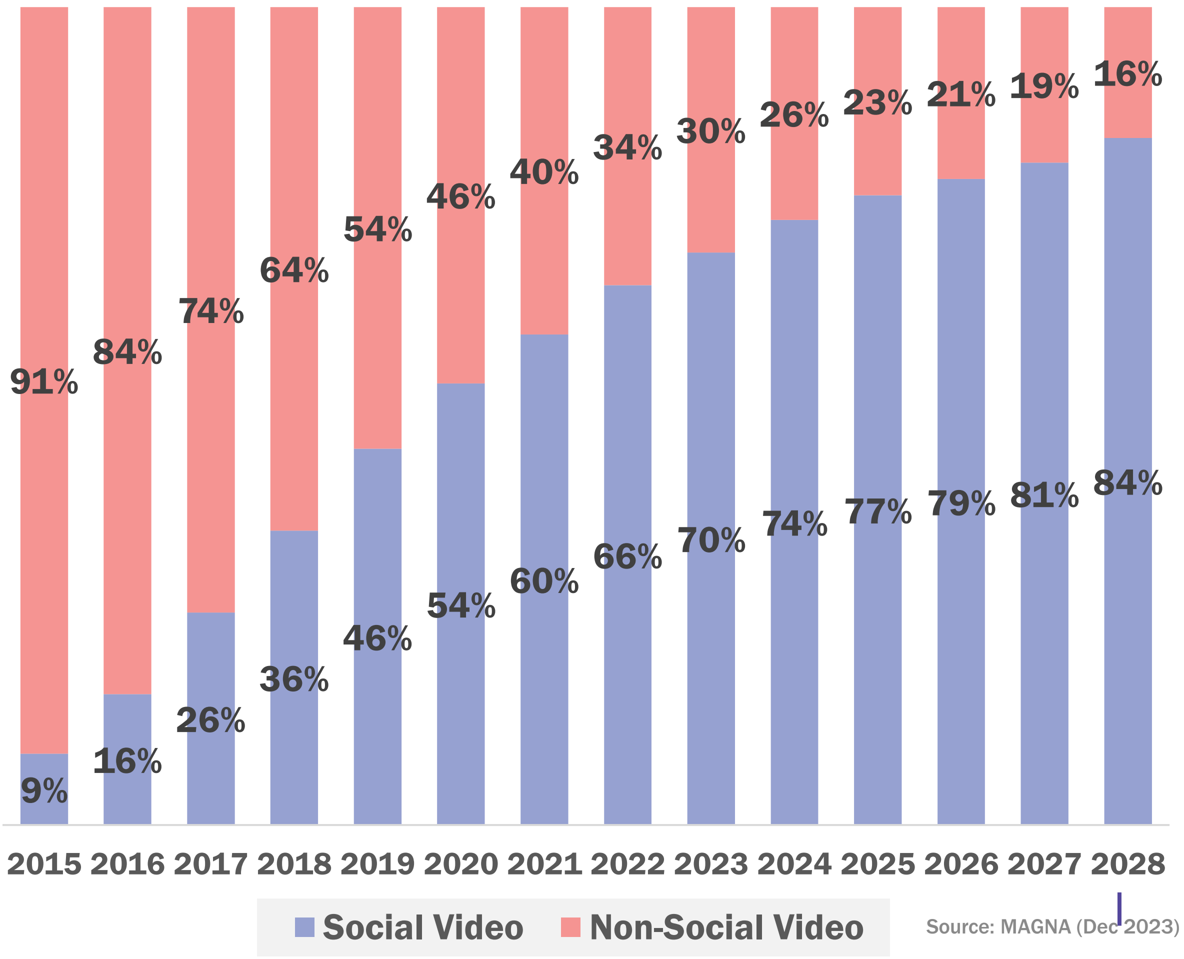
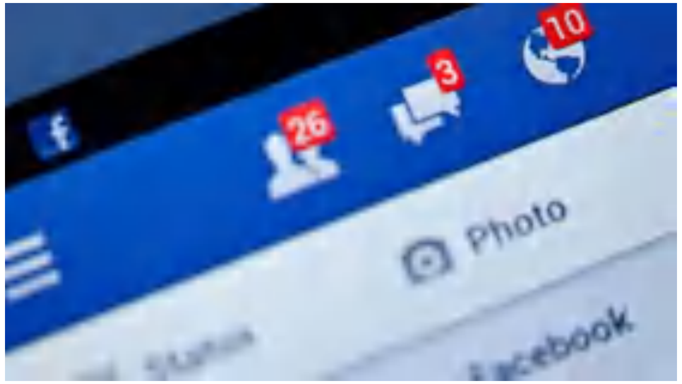
SOCIAL MEDIA

Social Video: 70% of social advertising revenues in 2023



Source: MAGNA (Dec 2023)

Facebook Timeline



DATES	MILESTONES
February 2004	Mark Zuckerberg starts Facebook
April 2006	Mobile site introduced
July 2008	iPhone App unveiled
June 2009	Facebook passes Myspace as #1 social network in U.S
July 2010	500 million users globally
April 2012	Facebook buys *Instagram*; Mobile advertising introduced
May 2012	Facebook IPO
October 2012	One billion users
February 2013	Instagram 100m users
November 2013	Instagram launches first ad
February 2014	Facebook buys *WhatsApp* for $19bn
February 2015	2 million advertisers on Facebook
September 2015	Instagram ads launch globally
June 2016	4 million advertisers on FB and Instagram.
June 2017	Two billion users. Facebook launches 'Stories' (after 2016 Instagram launch) to challenge Snapchat
December 2018	2.3bn Monthly Active Users, $55bn global ad sales
June 2019	Facebook announces the Libra cryptocurrency planned for launch in 2020.
December 2019	Facebook curbs political advertising on its platform
December 2020	Advertising sales close in on $85bn globally, $37bn in the US
October 2021	Facebook officially changes name of company to Meta
December 2021	Global advertising sales surpass $100bn
February 2022	Facebook 'Reels' launched globally, after launching in US, in attempt to challenge TikTok

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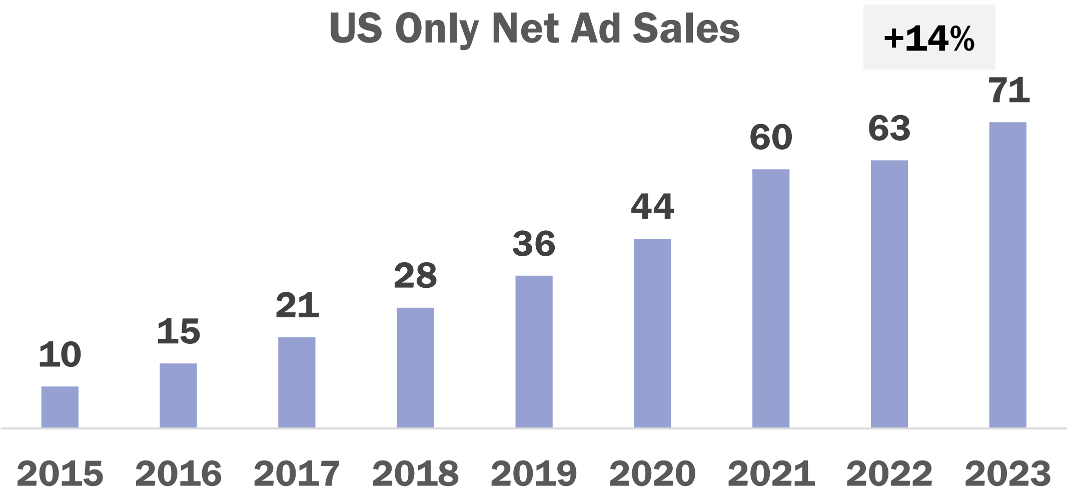
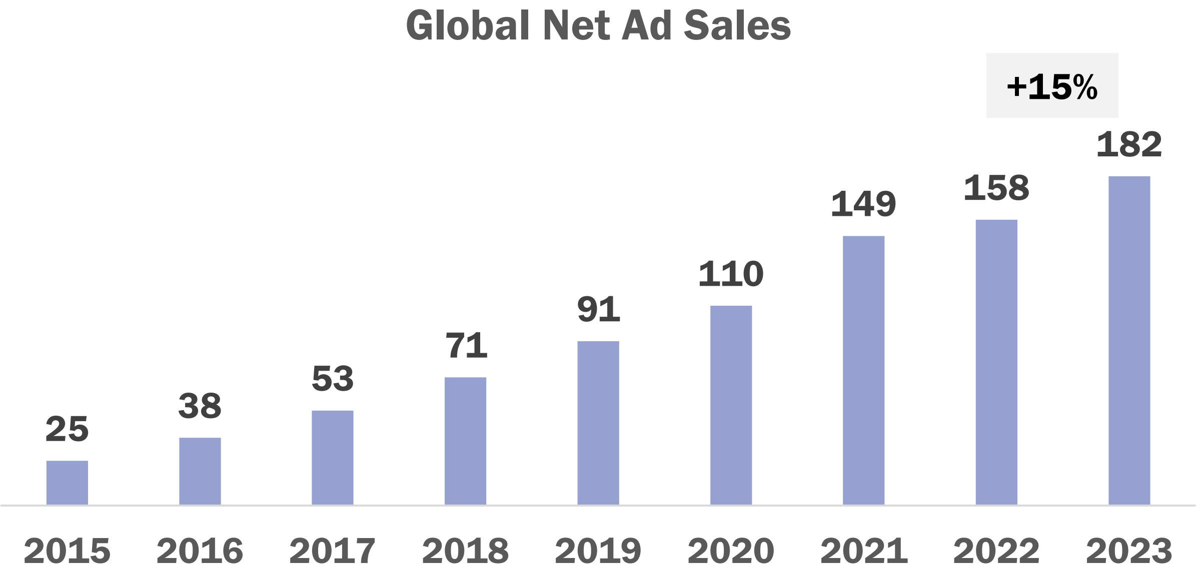
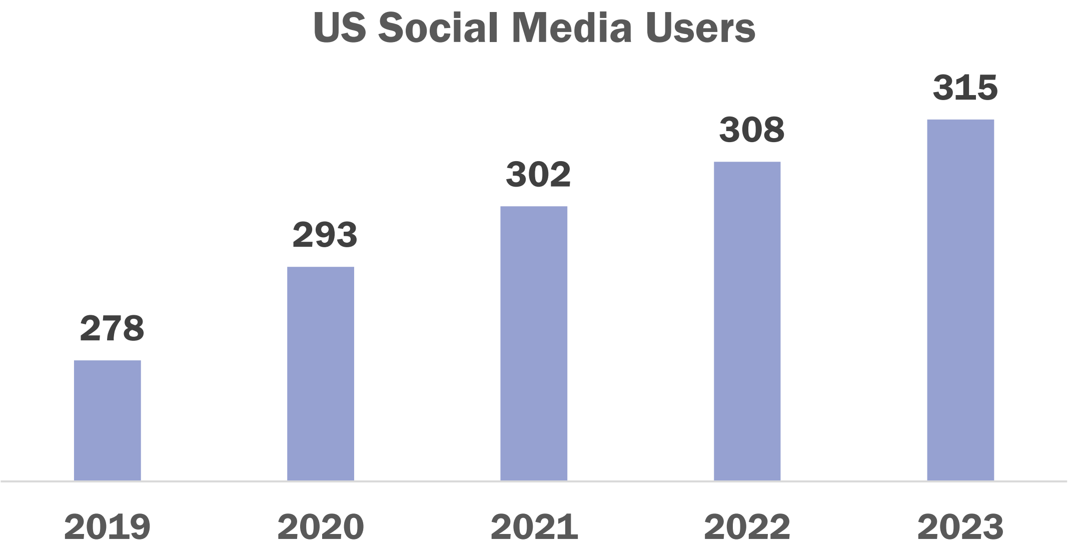
Facebook
Key Metrics

- In 2023, U.S. advertising revenues grew by +14% to reach $71bn, making it the second largest media owner in the US, after Google. Globally, advertising sales increased by +15% to reach $182bn.
- User penetration has reached near saturation in the United States. In 2023, 315 million MAUs represent nearly 94% of the US population of 334 million people.
- Revenue growth is now driven by an increase in the number of ad impressions delivered, as well as an increase in demand from (the mainly smaller) advertisers who use the platform.







Source: MAGNA Social Report (January 2024)

Influencer Marketing: A Five Billion Dollar Business

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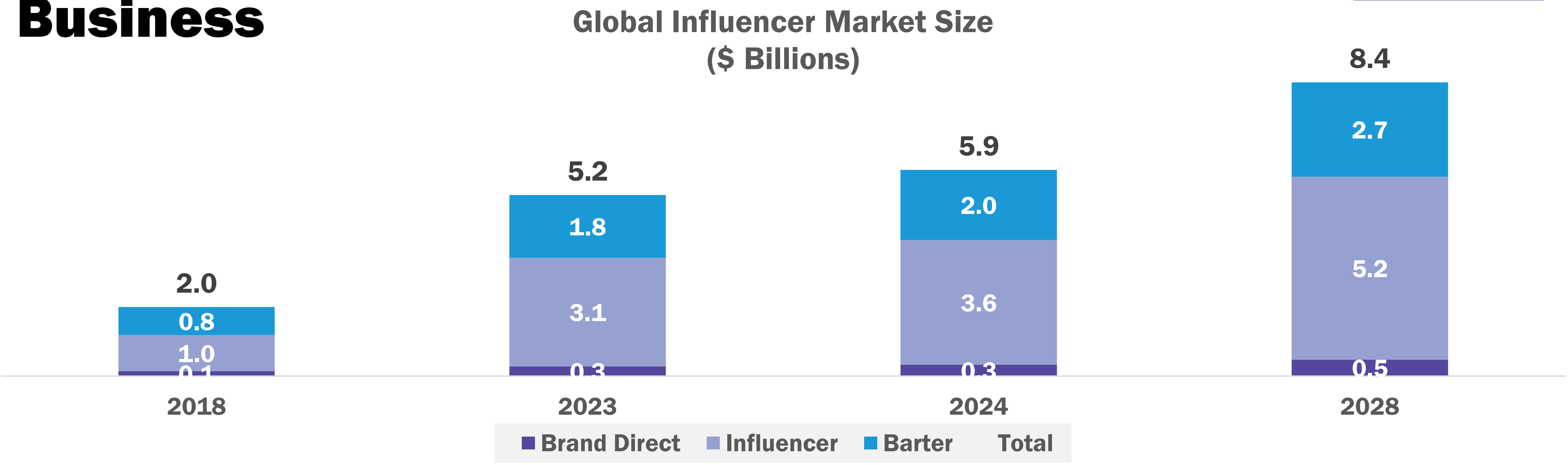
SOCIAL MEDIA



- **Influencer Marketing is gaining popularity as a complementary strategy across social media campaigns,** especially seen on TikTok and Instagram.
- **Influencer posts began circulating around 2010, but really took off during the pandemic** as brands look to leverage celebrities and other users with large social media followings to advertise products and/or services on their behalf.
- **Influencer spending increased by +160% in 2023**, much higher than the total social ad spend (+15%). Compared to 2022 with just paid posts, influencer spending now includes paid social media posts, content creation for brand properties, event activations, collaborations, ownership of creatives, and more.
- The top trending topics in 2023 were content within the beauty, health, travel, and home furnishings categories.
- **Influencer media spending accounts for 3% of total social media spending** ($5bn compared to $182bn of paid ads on social media in 2023).
- Total global influencer spending is projected to **reach $8.4 billion by 2028**.

Source: MAGNA Social Report (January 2024)

*Note: Influencer spending is not incorporated into total ad spend figures referenced earlier within this report. Data reported includes YouTube.

Media Agencies Source a Majority of Influencer Deals

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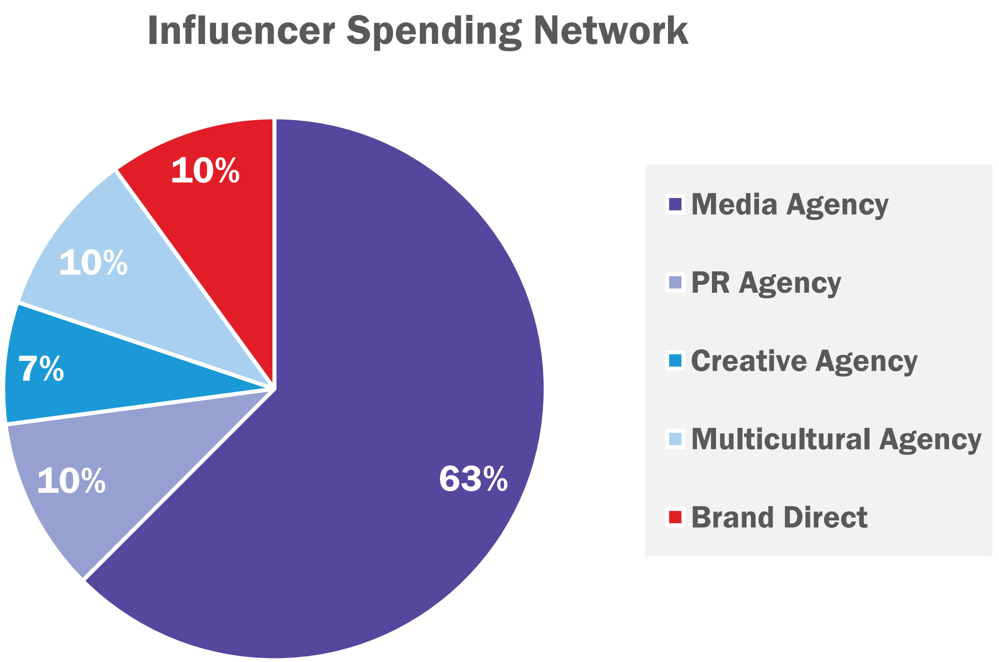

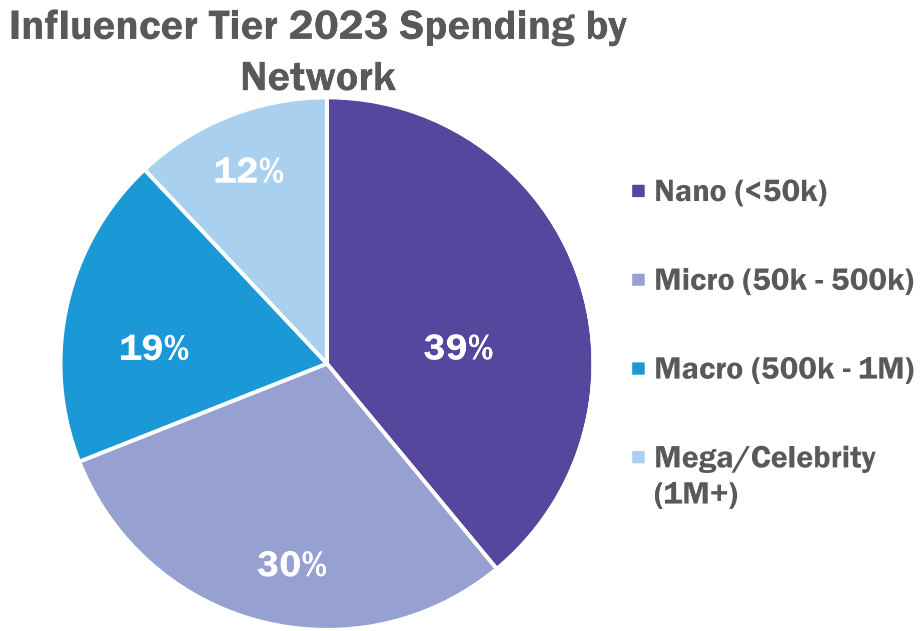

- **63% of influencer marketing spend is transacted through media agencies**, in addition to some partnerships with PR agencies (10%), creative agencies (7%), multicultural agency (10%), and brand direct (10%).
- **Spending on influencers in 2023 was mostly funding nano-influencers** (39% of total spending ahead of 'Micro" influencers (30%). In 2022, nano-influencers accounted for 10% while micro-influencers accounted for 18%.
- The attraction of nano (under 50,000 followers) and micro-influencers (under 500,000) lies in their higher engagement rates, compared to macro and celebrity influencers, and that makes them better value for money for brands wanting to reach a specific dedicated audience. **Small-scale influencers can create a tight-knit community, drawn to authenticity and transparency.**
- **Brand direct payments are most common with mega influencers**, in which compensation for promoting a product or service is exchanged directly and does not require involvement of an intermediary or agency.

Source: MAGNA Social Report (January 2024)

Barter is Still the Main Way of Payment

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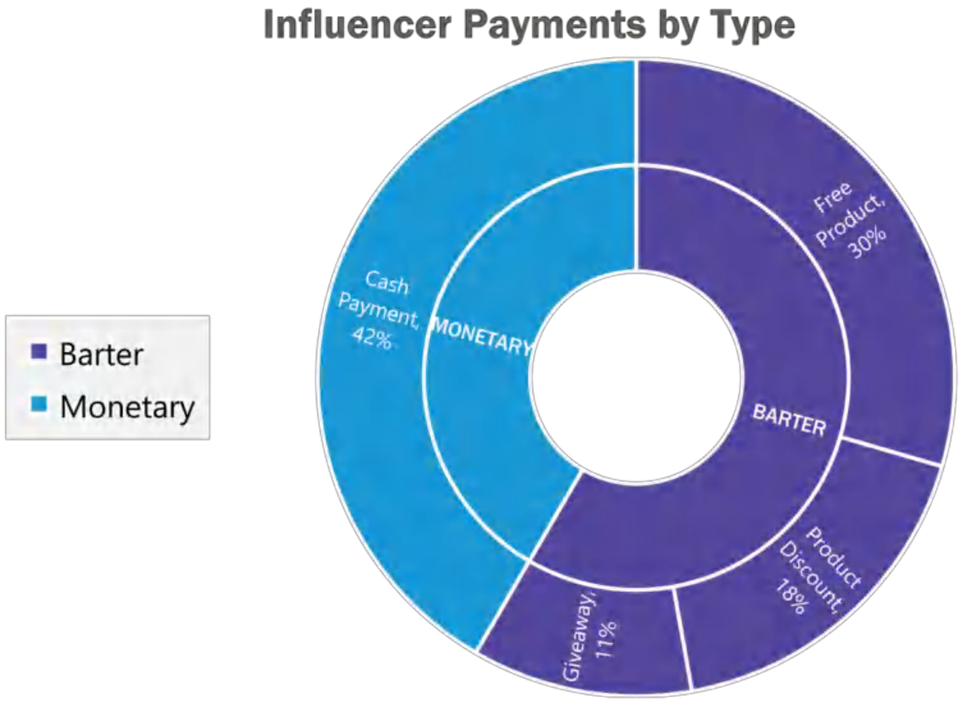
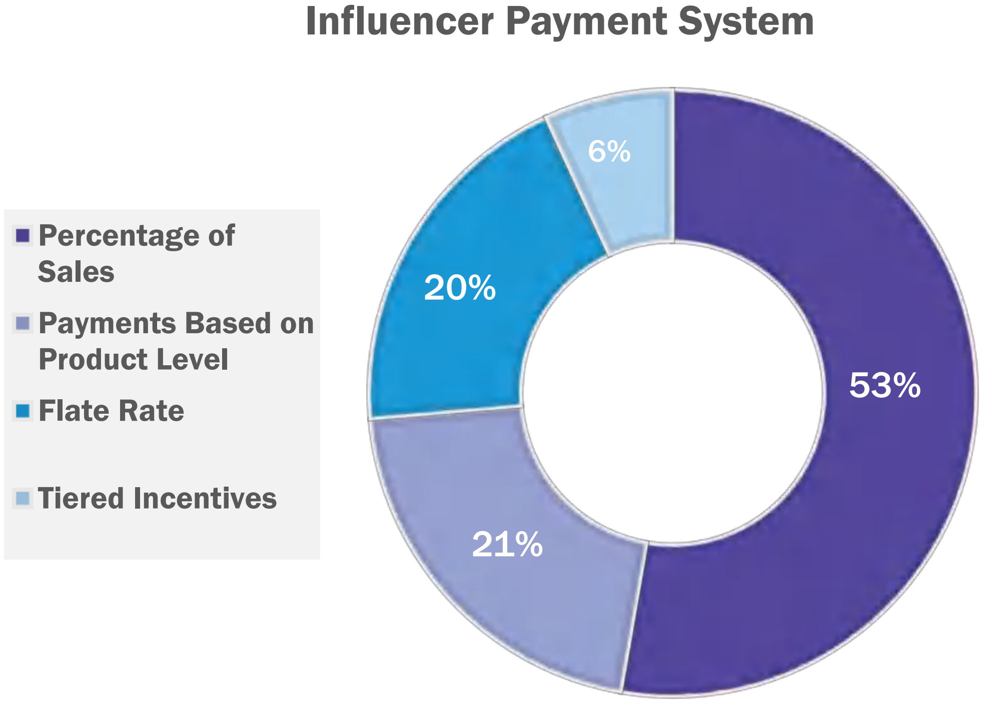




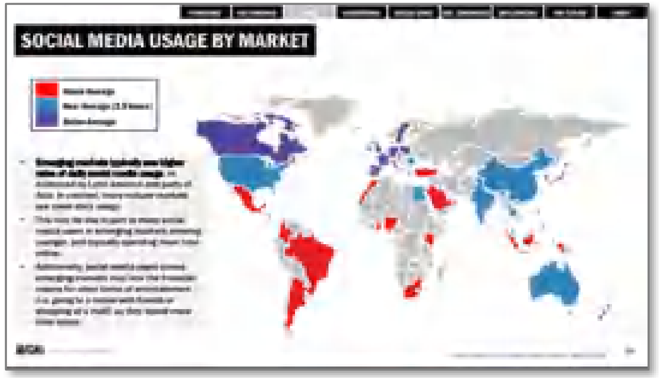
- Previously, the barter market outnumbered those paying cash to influencers. However, in 2023, 42% of marketers are now paying money to influencers, compared to 58% who give them free or discounted products or giveaways.
- 53% of marketers are paying as a percentage of sales value.
- Payments based on product level, 21%, are five times as popular as a year ago. Marketers favoring flat rates have more than halved to 20%, and those paying by tiered incentives remain low at 6%.

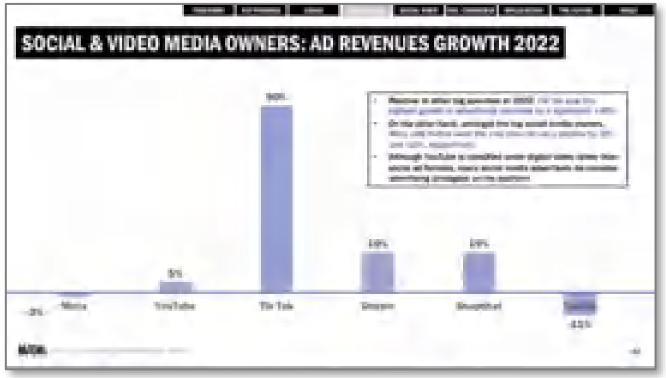
Source: Influencer Marketing Hub

Learn More: The Social Report

BACK TO TOC
SOCIAL MEDIA

- *The Social Report* features insights on the social media environment, market background, global trends, advertising formats, ad spend trends, and more.
- The report is updated once a year in partnership with international MAGNA and REPRISE experts.
- It includes sections on social media consumption, advertising spending, social video, social commerce, influencer marketing, as well as insights on the future of social media.
- Latest report: January 2024.



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Programmatic
MAGNA
US Media Landscape
July 2024

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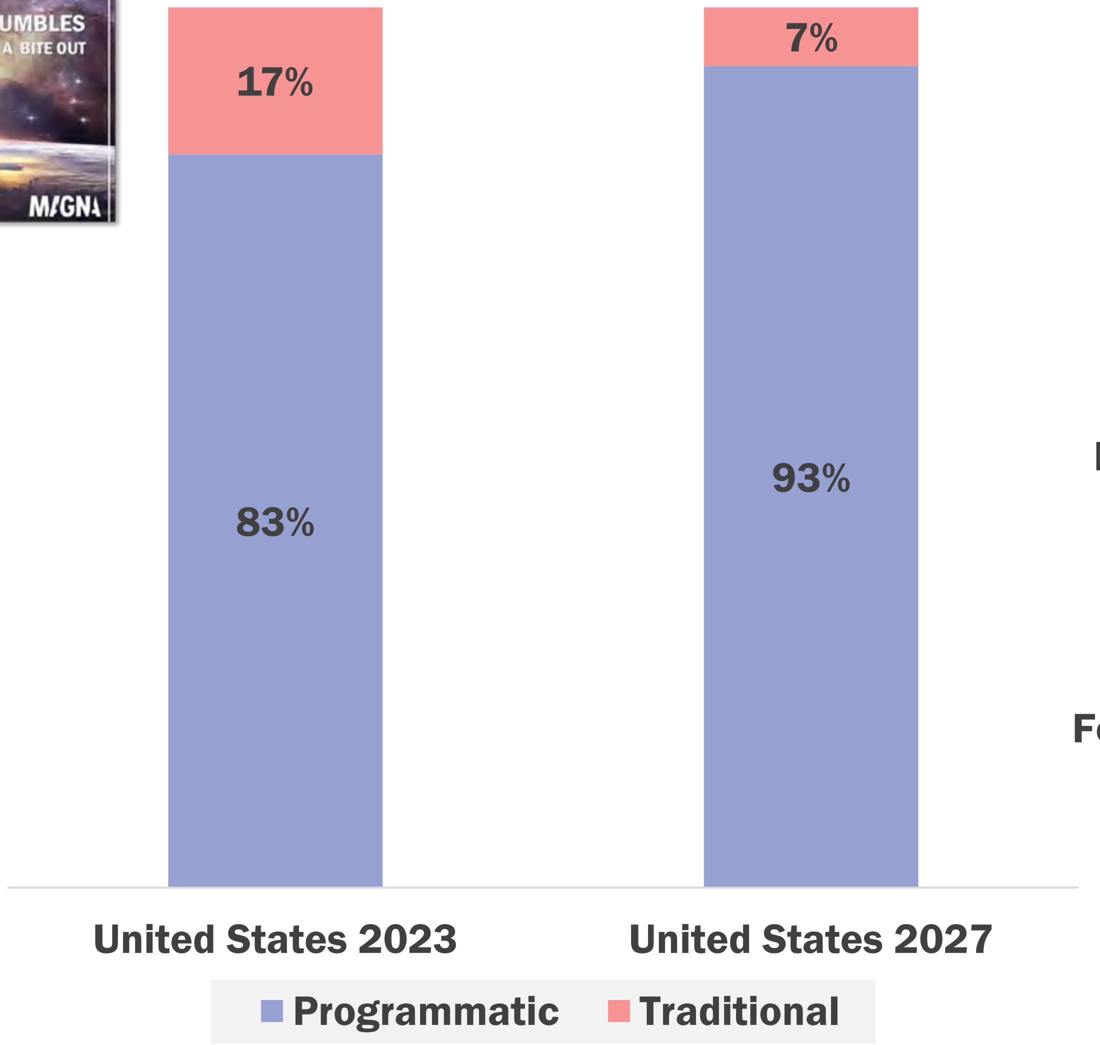
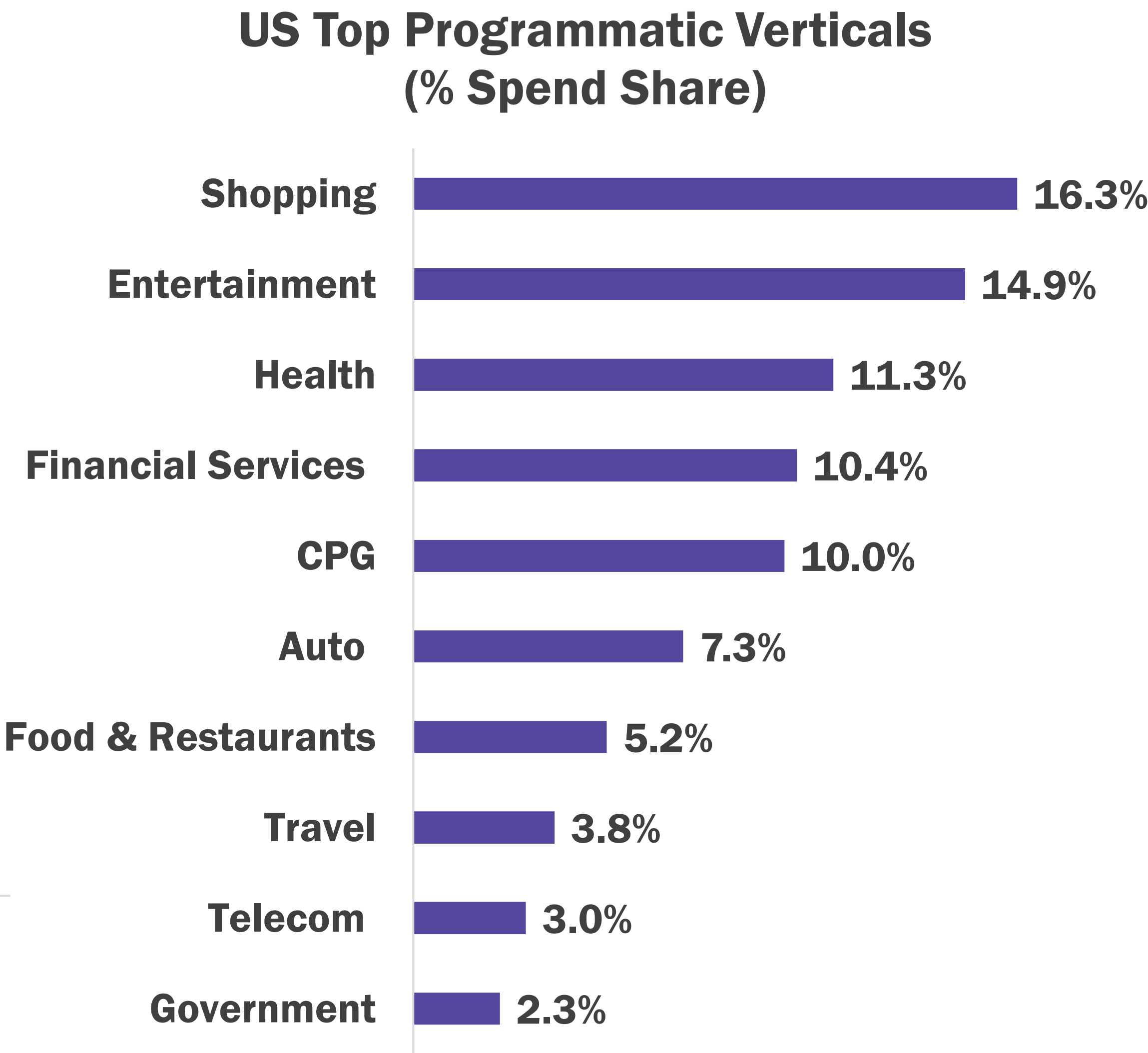
Programmatic Adoption Still Growing





Top 10 = 85% of Total

Source: MAGNA Programmatic Report (Fall 2023)

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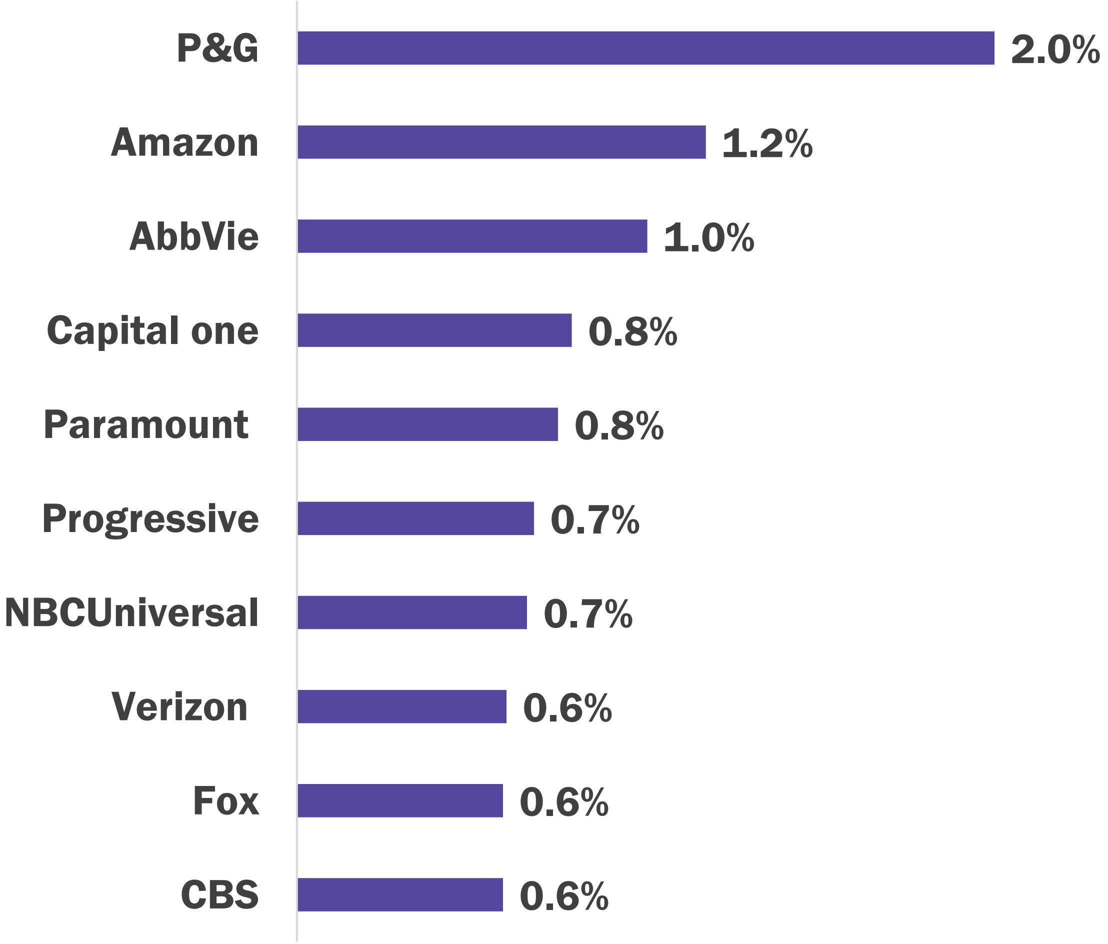
PROGRAMMATIC

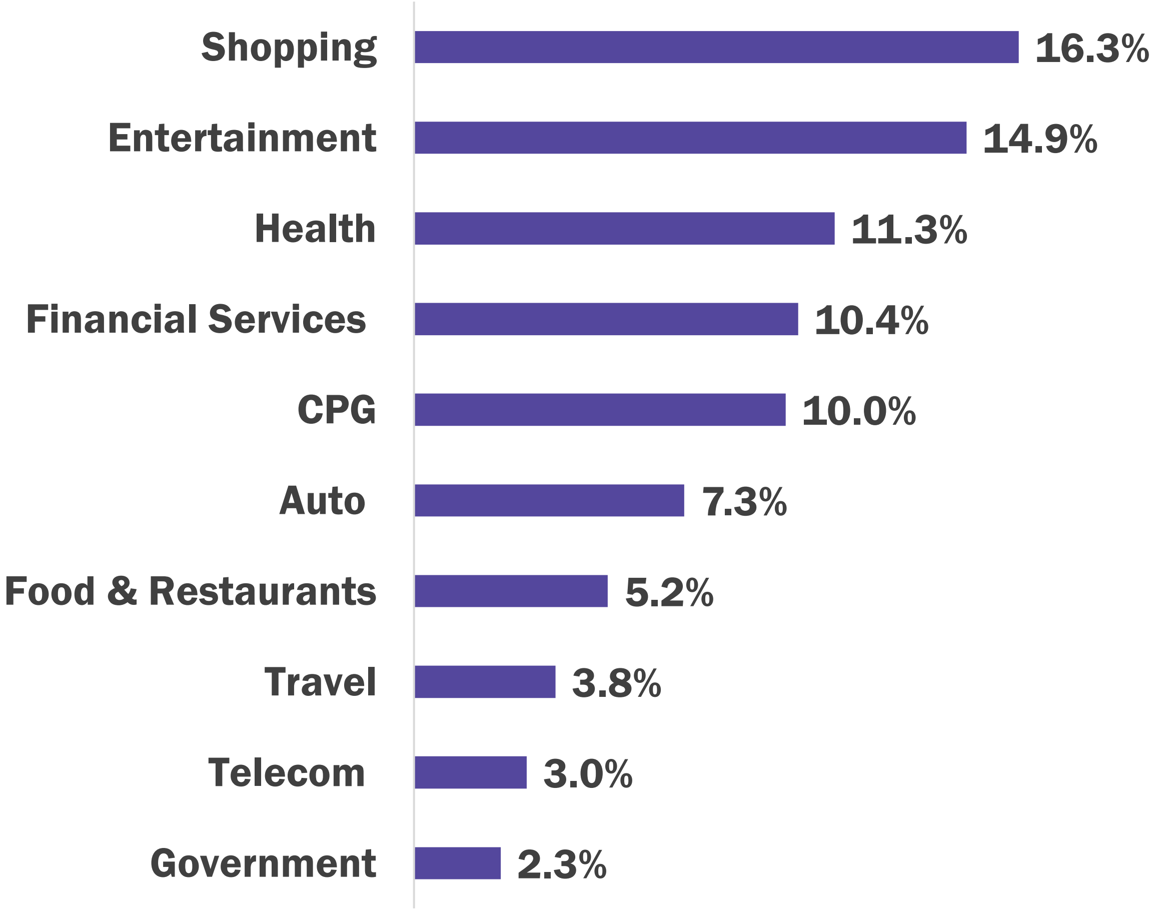
Programmatic Transactions are Mainstream in the US

US Top Programmatic Advertisers (% Spend Share)



Top 10 = 9% of Total

US Top Programmatic Verticals (% Spend Share)



Top 10 = 85% of Total

CTV is the Primary Driver of Programmatic Revenues

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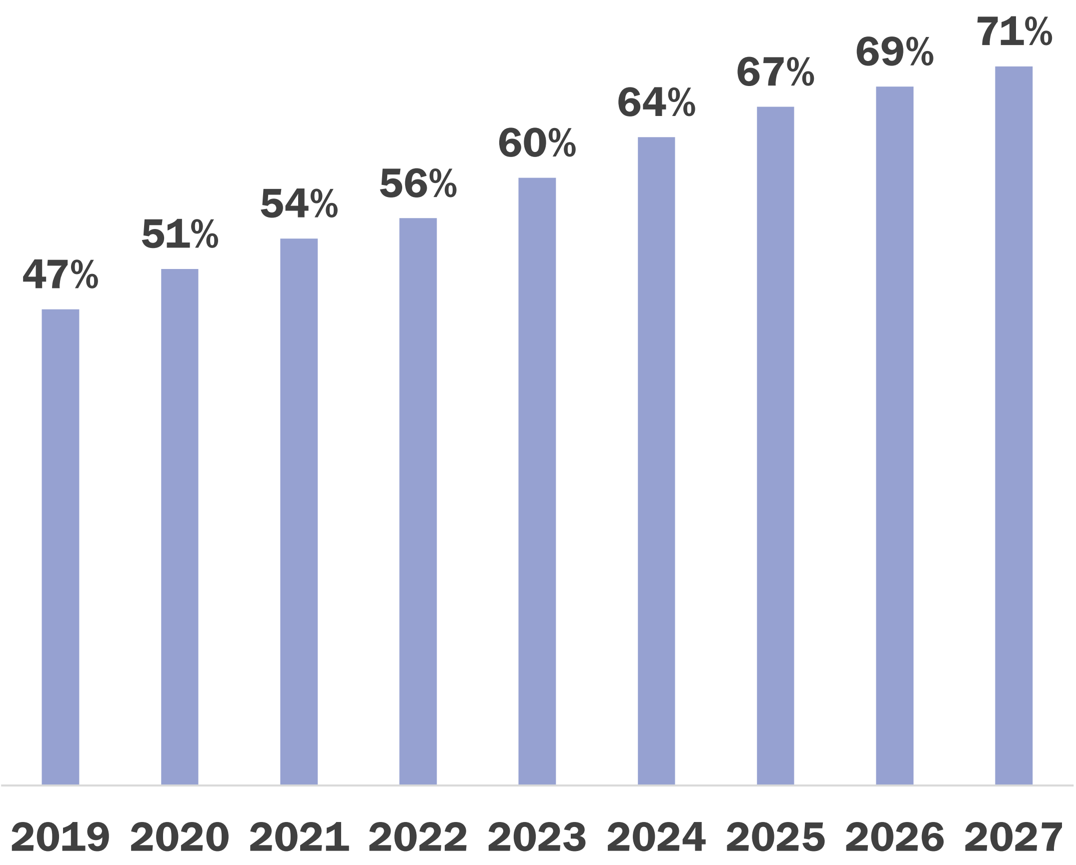
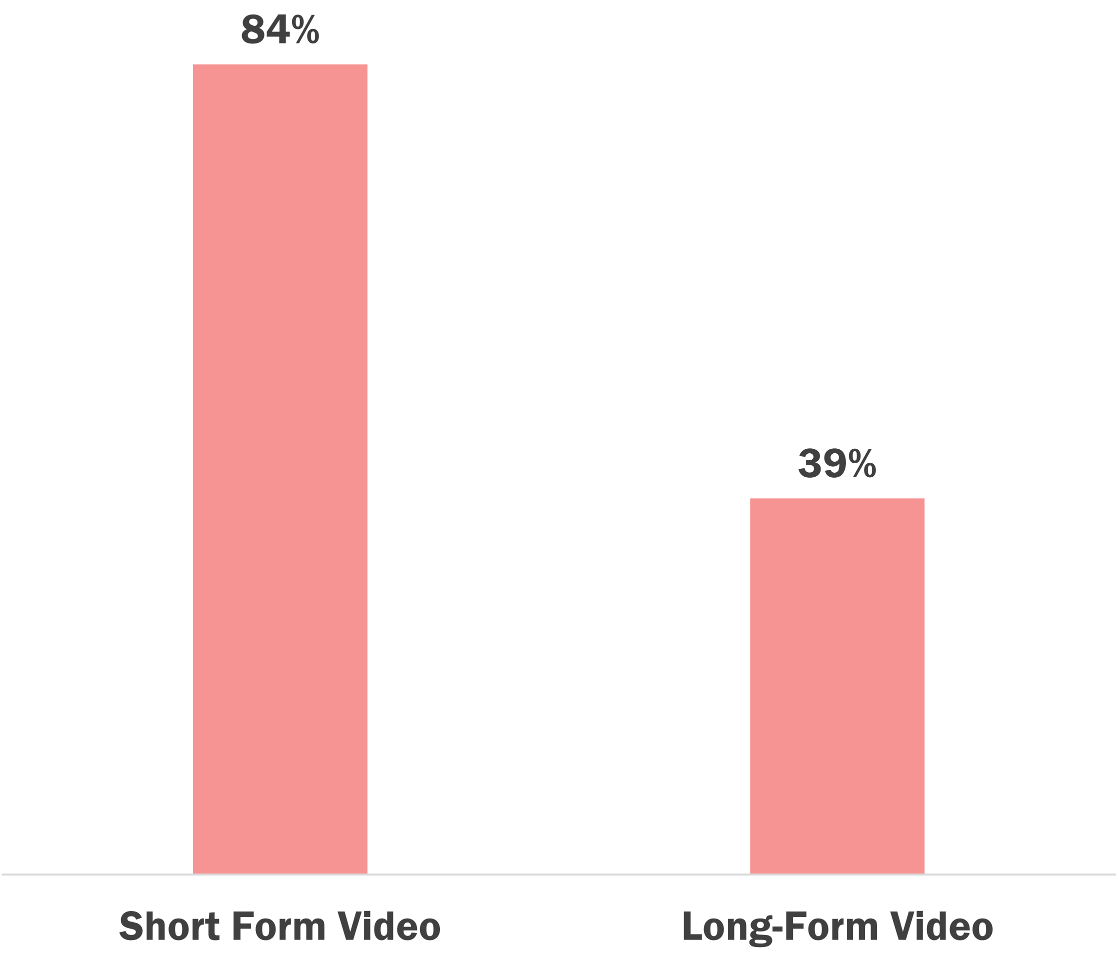
CTV Programmatic Adoption (% of Total)



CTV Programmatic Adoption 2023 (%)



Programmatic Ad Sales

$38BN in 2022

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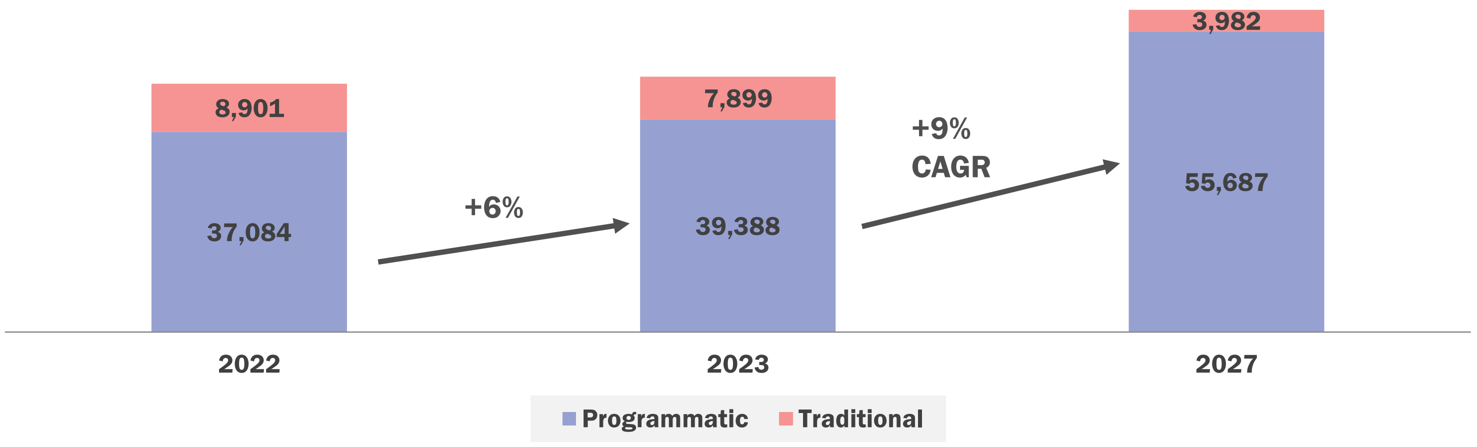
PROGRAMMATIC

- Programmatic ad spend growth in the United States is expected to grow by +6% in 2023, the slowest growth on record. Like the global figures, programmatic growth in the United States is up against weak consumer confidence (despite steady overall economic growth), increased privacy restrictions, competition from targeted alternatives, and the natural slowdown that comes from maturity and scale. Growth will rebound slightly through 2027, to a +9% overall CAGR.

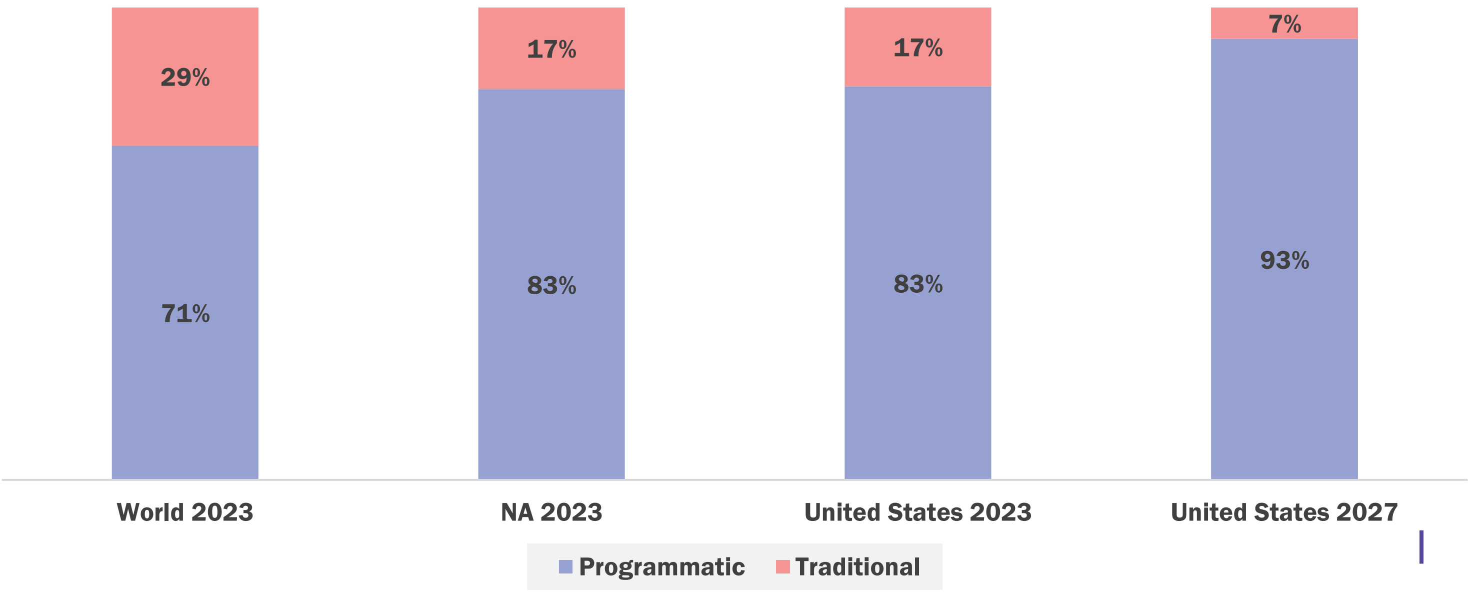
- **With nearly $40 billion in programmatic spend in 2023, the US is by far the largest programmatic market globally**, ahead of China's $16 billion. That is due to a combination of high programmatic adoption in the US, as well as the massive lead it has overall in online ad spending.

- The US showcases most global programmatic developments first due to its massive size, and the market opportunity seen by ad tech companies.

(1) United States Programmatic Spend ($M)



(2) United States: Programmatic Spend Adoption



Source: MAGNA Programmatic Report (Fall 2022)

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PROGRAMMATIC

To Learn More
Our Programmatic Reports

- The leading market research on the topic for the last 8 years
- Regularly quoted by AdExchanger, PubMatic, Mediapost, etc.
- Tracks and forecasts programmatic transaction volumes in 50 markets
- Analyzes key industry issues: driver/inhibitors, value chain evolution, market mechanisms, standards, impacts of data privacy regulation and policies, etc.
- Two reports per year (May, October)

CONTACT

Luke Stillman

PUBLICATION

- Twice a year
- Most recent: May 2023
- Next update: October 2023

MAY 2023

OCTOBER 2023

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Index of Topics (Click to Reach)

Useful Links

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Trade Organizations

TVB Local Media Marketing Solutions

VAB Video Advertising Bureau

RAB Radio Advertising Bureau

iab.

oaaa Outdoor Advertising Association of America

dpaa

CAC cinema advertising council

MPA The Association of Magazine Media

4A's

Newspaper Association of America

Data Providers Audience Measurement

nielsen

comScore

Kantar Media

Accredited by Media Rating Council

Economic Environment

BEA Bureau of Economic Analysis U.S. Department of Commerce

Federal Reserve Bank of Philadelphia

U.S. Bureau of Labor Statistics

United States Census Bureau

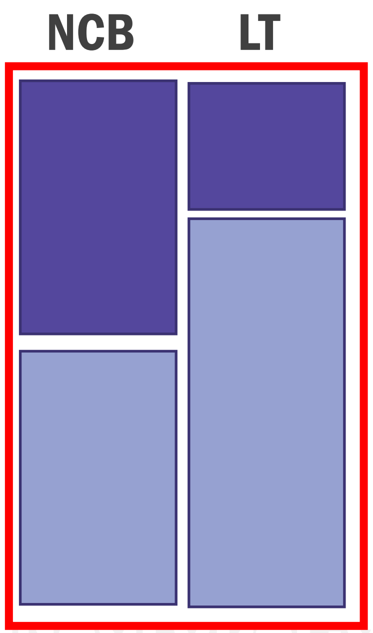
About Magna

US Ad Forecast

The MAGNA Methodology

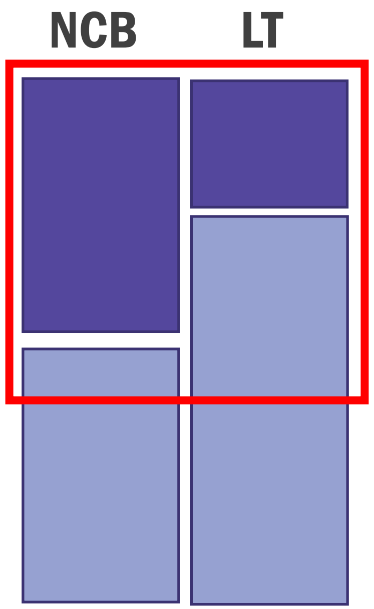
MAGNA

Media-centric: consolidating ad revenues from media companies' financial reports, bottom up. That enables us to capture ad spend from *all* advertisers, going towards *all* media formats.



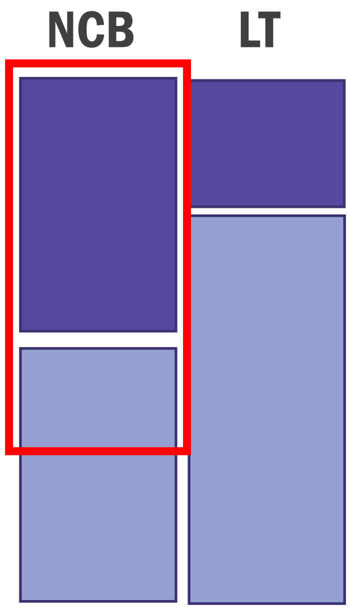
INSERTION TRACKERS
(E.G. KANTAR, NIELSEN)

Tracking ad insertions, allocating dollar value based on ratecards.



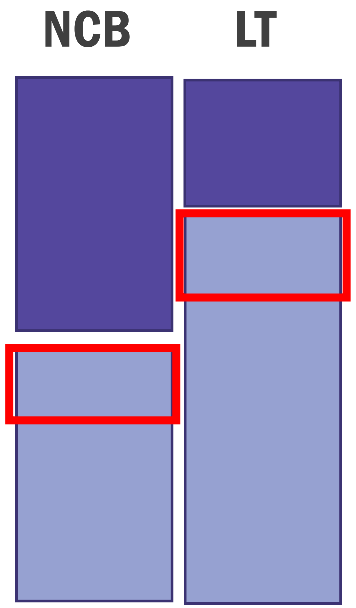
AGENCY BILLINGS
(E.G. SMI)

Pulling and consolidating billing data from a pool of large **media-buying agencies** representing consumer brands.



DIGITAL VENDOR SURVEYS
(E.G. IAB)

Local trade organizations **surveying local digital publishers**. Large global vendors (Google, Meta, Amazon:80% of digital ad sales) are NOT participating.



NCB=National Consumer Brands (buying media through agencies)
LT=Long Tail: Small or Direct Advertisers (DTC brands, small businesses) (buying direct)

Linear Spend
Digital Spend

Overview

MAGNA Intelligence: the Insight Hub of IPG Mediabrands

OUR BRANDS

- MAGNA Intelligence works as a hub for market insights within IPG Mediabrands.
- MAGNA reaches out to hundreds of Mediabrands experts to collect insights on marketing trends and marketplace trends
- The MAGNA reports are available to *all* Mediabrands agencies and can be shared with their clients.
- Mediabrands agencies and MAGNA subscribers can also reach out for questions or requests on market intelligence.

Overview

MAGNA Market Intelligence – Key Facts

THE MOST TRUSTED, MOST COMPREHENSIVE MARKET INTELLIGENCE OFFERING IN THE MEDIA INDUSTRY

60
REGULAR REPORTS
ANALYZING 10 MEDIA TYPES, 16 INDUSTRY VERTICALS, 67 COUNTRIES

50
SUBSCRIBERS
(MEDIA OWNERS, AGENCIES, INVESTORS)

NBC, Turner, TRILIA, dish, iHeart Radio, PubMatic, Index Exchange, Crown Media, FITZCO, CADENT, amc, theTradeDesk, Warner Bros. Discovery, Clear Channel, vevo, SevenOne Media, acxiom, Google, Estrella, Campbell Ewald, Carmichael Lynch, XPERI, iab., Walt Disney, A+E, verizon media, OUTFRONT, Bloomberg, Deutsch, DirecTV, Charter Spectrum, Fitch Ratings, apg, comcast, SCRIPPS, hulu, Bain Capital, Weber Shandwick, Univision, Pandora, FOX, amazon, S&P Global

ATLAS
OUR PORTAL TO MARKET DATA & INSIGHTS

ONE-STOP-SHOP MEDIA MARKET INTELLIGENCE
AD MARKET, MEDIA CONSUMPTION, AD EFFECTIVENESS, MEDIA INNOVATION

Regular Publications

DEEP DIVE REPORTS

atlas.magnaglobal.com

Publication Calendar

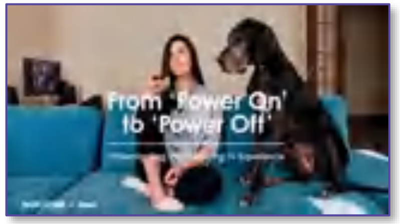
Mediabrands employees and MAGNA subscribers: click on links to download reports from atlas.magnaglobal.com

JANUARY	FEBRUARY	MARCH	APRIL
• MT: Matched Audiences (SXM) • MT: Keyword Exclusions (IAS) • MT: Digital Video (TikTok) • CES 2024 (IPG ML) • Social Media Report • MT: Eyes on Screen (Screenvision)	• 2024 Outlook (IPG ML) • ML: EMEA • MT: Pharma Messaging (PatientPoint) • Global TV Inflation • US Video Update • Time Spent with Media • ML: Brazil • MT: Unleashing Influence (with Snap)	• US National TV Advertising • The Black Consumer (with Identity) • MT: Data-Fueled Creative (With MBCS) • US Ad Forecast: Spring Update	• US Industry Verticals • US Media Landscape • MT: Ads In Misinformation (with Zefr) • SR: Sustainability & Purpose
MAY	**JUNE**	**JULY**	**AUGUST**
• Time With Media: Generations • Digital Media Update 1Q24 • Political Advertising • Retail Media: Going Offsite • Special Report: Travel Vertical • Podcasting Update: 2024 Upfronts • Inflation Report (All Media)	• MT: The Scoop on Newsletters (Sherwood) • MT: From Power On to Power Off (Roku) • MT: Inside a Rideshare (Uber) • MT: Brand Trust Dimensions (Vevo) • US Ad Forecast: Summer Update • Global Ad Forecast: Summer Update • Asian Americans (with Identity)	• US Video Update: Upfronts, Newfronts • US Media Landscape • LATAM Media Landscape • MT: How to be in Podcast (Spotify) • Programmatic Report: Cookieless • Event: Subscriber Briefing	• Time with Media • US Ad market: First Half • Global TV Inflation
SEPTEMBER	**OCTOBER**	**NOVEMBER**	**DECEMBER**
• US Video Update • US Ad Forecast • US Media Landscape • Global Ad Market: First Half • SR: Global OOH Landscape	• Hispanic Americans (with Identity) • Programmatic Report • Retail Media Report • Time with Media • Global Industry Verticals • US Industry Verticals • US Sports Report	• Global Digital Update • Search Report • US National TV Update	• Global Ad Forecast • US Ad Forecast • Global Media Inflation • US Media Landscape • Event: Subscriber Briefing

MT=Media Trial Report, ML=Media Landscape

MAGNA Publications
Latest Reports

MEDIA CONSUMPTION

ADVERTISING MARKET

atlas.magnaglobal.com

Overview

Atlas: Our Market Intelligence Portal

Search reports by keyword (“India”, “CTV”, “podcasting” “Programmatic”...)

Browse reports by topic (US Ad Market, Global Ad Market, Digital, Media Behavior...)

Download full reports, summaries, or excel datasets

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