



Join the **TV Media Movement**

DYNAMIC CAREERS IN A DIGITAL AGE

Advertising and marketing executives give insight into what's needed to move agencies and advertisers forward

Set in motion by

VIDEA™

Dear Media and Advertising Leaders,

Thanks for all you do every day to help move the media buying and selling industry forward.

With continuous change in the industry, digital has created more opportunity for advertisers, which has caused TV to adapt. We've gone from a straightforward linear TV model to viewing across more diverse formats.

Amidst the industry ripples and waves, Videa launched a survey to learn just how adaptable marketing agency professionals are to change and to get their thoughts on staying relevant in this industry.

More than half of those surveyed say that evaluating TV ad buys is difficult, given the platforms across which TV ad offerings are now spread. And nearly a third of advertising and agency leaders think the current process of buying and selling TV inventory is unsustainable. Surprisingly, half are holding on to their old ways.

While trying to keep up with new media and new opportunities is a concern shared by many, TV isn't going anywhere. This survey found that a majority of advertising and agency leaders are even moving dollars from digital to TV because they can still reach large audiences. Case in point, the 2019 Grammys pulled 20 million viewers and \$95 million in national TV advertising, with viewership up, according to MediaPost¹.

According to an article in DMN² that Videa provided insights for, U.S. programmatic TV ad spend could climb to \$14 billion by 2021, responsible for 11 to 15 percent of agency budgets.

While TV and digital will remain the top contenders in ad budgets, there's more variety than ever for media buyers and planners to consider. New technology is on the scene to streamline processes and manage it all.

We invite you to read on to see your peers' thoughts about keeping pace in an industry that never stops moving.

Finally, a special thanks goes out to those of you who shared your thoughts about where we're headed.

Let's keep moving!



Mary Barnas
Vice President, Platform Adoption
Videa



52% of respondents say the current process of buying and selling TV inventory is efficient enough to be sustainable.

The rest are mystified by that statement.

The 2018 Grammys were down 24% from 2017, but this year...

Viewership is up!

The 2019 Grammys pulled 19.9 million Nielsen TV viewers¹

¹ Friedman, Wayne. 2019, February 11. Grammys Pulls 20 Million Viewers, \$95 Million in National TV Advertising. Retrieved from: <https://www.mediapost.com/publications/article/331817/grammys-pulls-20-million-viewers-95-million-in-n.html>

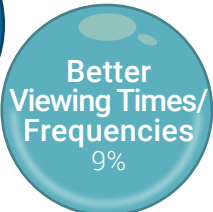
² Wood, Chris. 2019, February 12. Lining up the Data for Linear TV. Retrieved from DMN: <https://www.dmnews.com/channel-marketing/tv/article/21046971/lining-up-the-data-for-linear-tv>



Speed it up!

The juggle is real

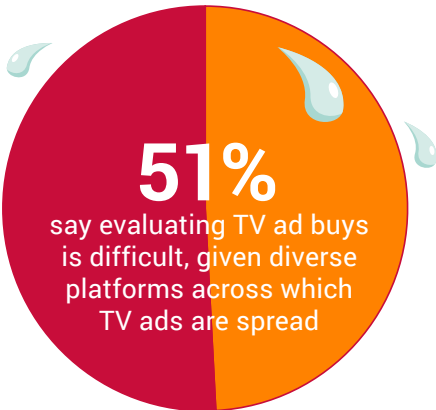
Marketing and ad pros across the country can agree... the juggle is real. With more fragmented media today than ever before, TV is constantly evolving to keep up with digital. Buyers learn on the go, do what they can to keep clients happy and deliver results – all while trying to keep their processes running smoothly.



Top 5 challenges
Leaders say their most pressing TV buying challenges today are:



"TV dominates the entertainment market and is still the primary way audiences consume information."



Getting caught up

Industry leaders stay current on industry news with these top 10 resources:

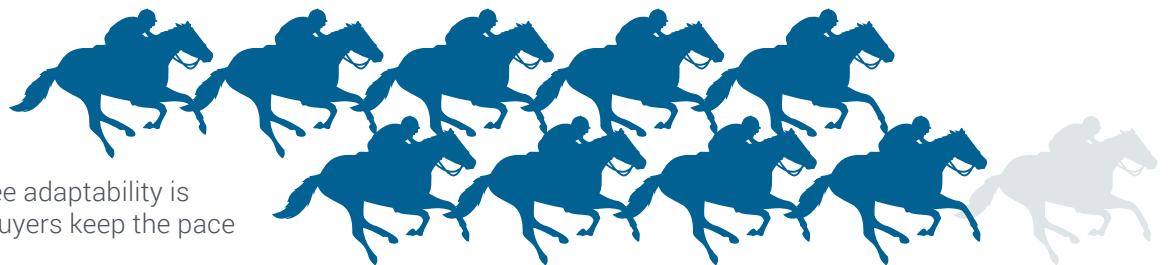
1 Colleague conversations	59%	
2 Trade publications	55%	
3 Conferences/industry events	52%	
4 Vendor presentations/demos	50%	
5 Learn as they go	48%	
6 Webinars	44%	
7 Newsletters	42%	
8 Podcasts	38%	
9 Company blogs	37%	
10 White papers	26%	

* Respondents could select all that applied



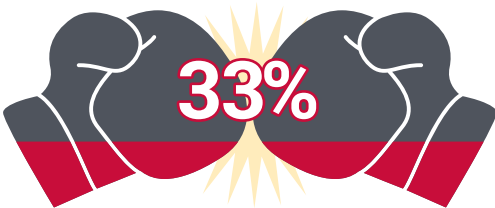
Survivor

Spoiler: In Darwin's world, the fittest survive. And in today's world of innovation, it's survival of the techiest. The ones who get ahead are those who are most open to change and new technology. But just what is tech doing for media buyers today?



And they're off!

9 out of 10 leaders agree adaptability is needed to help media buyers keep the pace

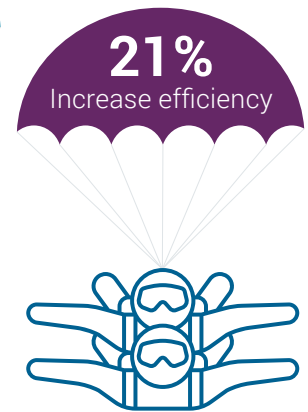
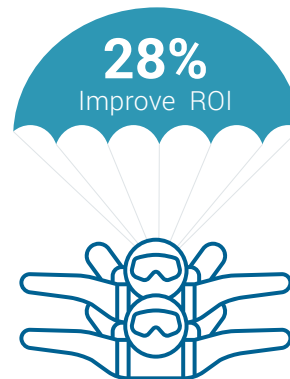


Tech makes me a contender

One-third say that the most important reason (out of 6 possible reasons) for adapting to a new technology is that it helps keep them competitive

Top 3 out of 6 reasons to be in tandem with tech

Leaders see adaptation to new technologies as the most important reason to:



Who needs muscle confusion?

52% of respondents say their current media routine will stand the test of time

"In business, the competition will bite you if you keep running; if you stand still, they will swallow you." – Victor Kiam



Don't miss the tech boat

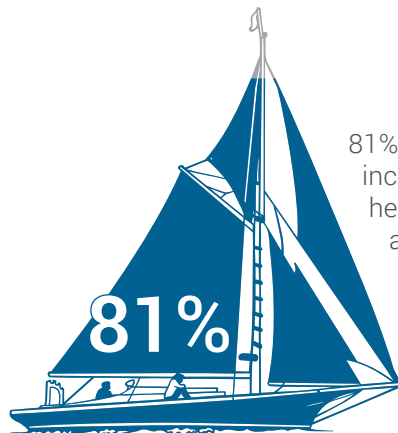
Advertising leaders say tech is important to keep agencies competitive and improve ROI. New solutions provide automation and transparency for agencies. How adaptable are the buyers? Is tech keeping the wind in their sails... or are their boats simply drifting with the current?

Smoother sailing

9 in 10 leaders believe automation is important or very important to the efficiency of TV advertising buying



81% of leaders say increased automation helped them meet advertiser demands



Sunshine & clear skies

82% of leaders say full transparency would increase their confidence when purchasing TV ads

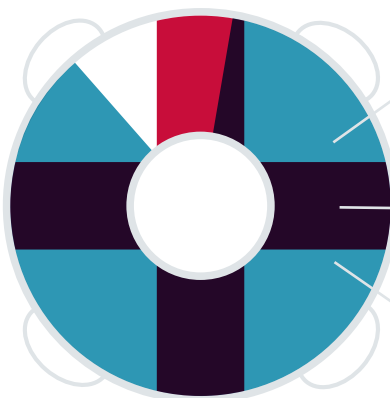
8 in 10 leaders agree that access to in-flight stewardship and campaign posting would save significant time in their jobs

I find the great thing in this world is not so much where we stand, as in what direction we are moving – we must sail sometimes with the wind and sometimes against it – but we must sail, and not drift, nor lie at anchor.

– Oliver Wendell Holmes, Jr.

Real lifesavers

How automation significantly impacts leaders



Frees up ways they can add value

86% Agree / Somewhat agree

Simplifies their jobs

88% Agree / Somewhat agree

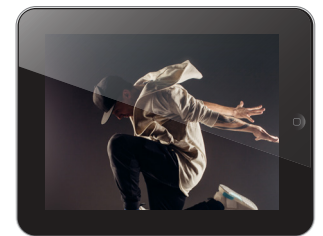
Saves them time

87% Agree / Somewhat agree

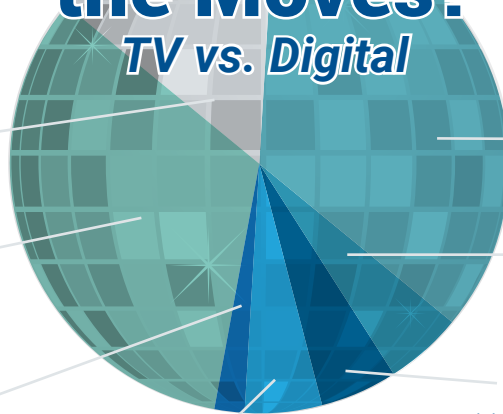


So you think you can dance?

In recent years, advertisers busted new moves, moving ad budget dollars into digital. But TV responded by bringing its own new moves to the floor, giving advertisers opportunities to get in front of audiences across many platforms. Advertisers continue to find value in both mediums. When it comes to TV, some agencies say it has gotten more expensive. Others directly counter that, saying they can do more than ever with their TV budget.



Who's Got the Moves? TV vs. Digital



15%
Other

33%
Found TV more effective

2%
TV has more exposure/
better for branding

5%
Found the
mediums equal

5%
Said it depends on
target demographics

35%
Found digital more
effective

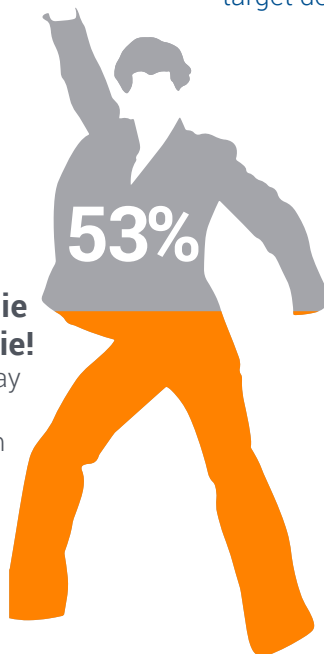
5%
Digital is more track-
able/easier to access

"People have to watch commercials when watching a show on TV but they don't always have to participate in social media."

"Programmatic buying has become more prevalent... There are also many buyers who move all dollars to digital ads while forgetting how many people stream and have OTT."

The budget's electric. Boogie woogie, woogie!

More than half say they have seen dollars slide from digital to TV in light of more automated buying

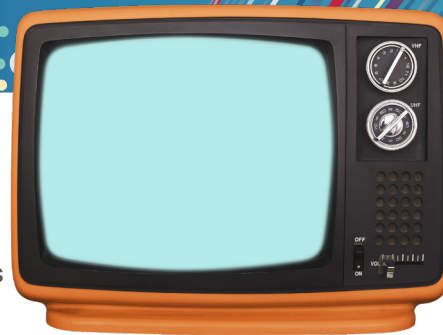


"It is much easier to evaluate the ROI with digital buys; TV results are much harder to track and validate."

"In certain age groups we have seen more demand with TV advertising than digital advertising. Definitely older age groups watch TV more than digital stuff."

Survey Methodology

A 2019 survey conducted by Videa gives a glimpse into the changes and motion within the media buying industry and the people in it.



In January, 202 TV advertising and marketing managers and executives across the country shared their comfort levels with rapidly changing industry technology, their own adaptability and overall agency concerns.

To participate in the survey, respondents were required to have worked in the industry for a minimum of 6 years, to be very or somewhat familiar with buying TV advertising and are currently serving in a managerial or executive role. For the most part, respondents said there has been recent change in the industry, but with different opinions about moving forward. While some are jumping into change with both feet, others have their feet glued to the floor.

Some feedback from leaders about their most pressing media buying challenges include big picture concerns like:

"Dealing with the fast-changing role of the media overall. There are many new forms of media."

"The fast-changing expectations."

"Understanding changes in viewership and how social components can extend to broadcast."

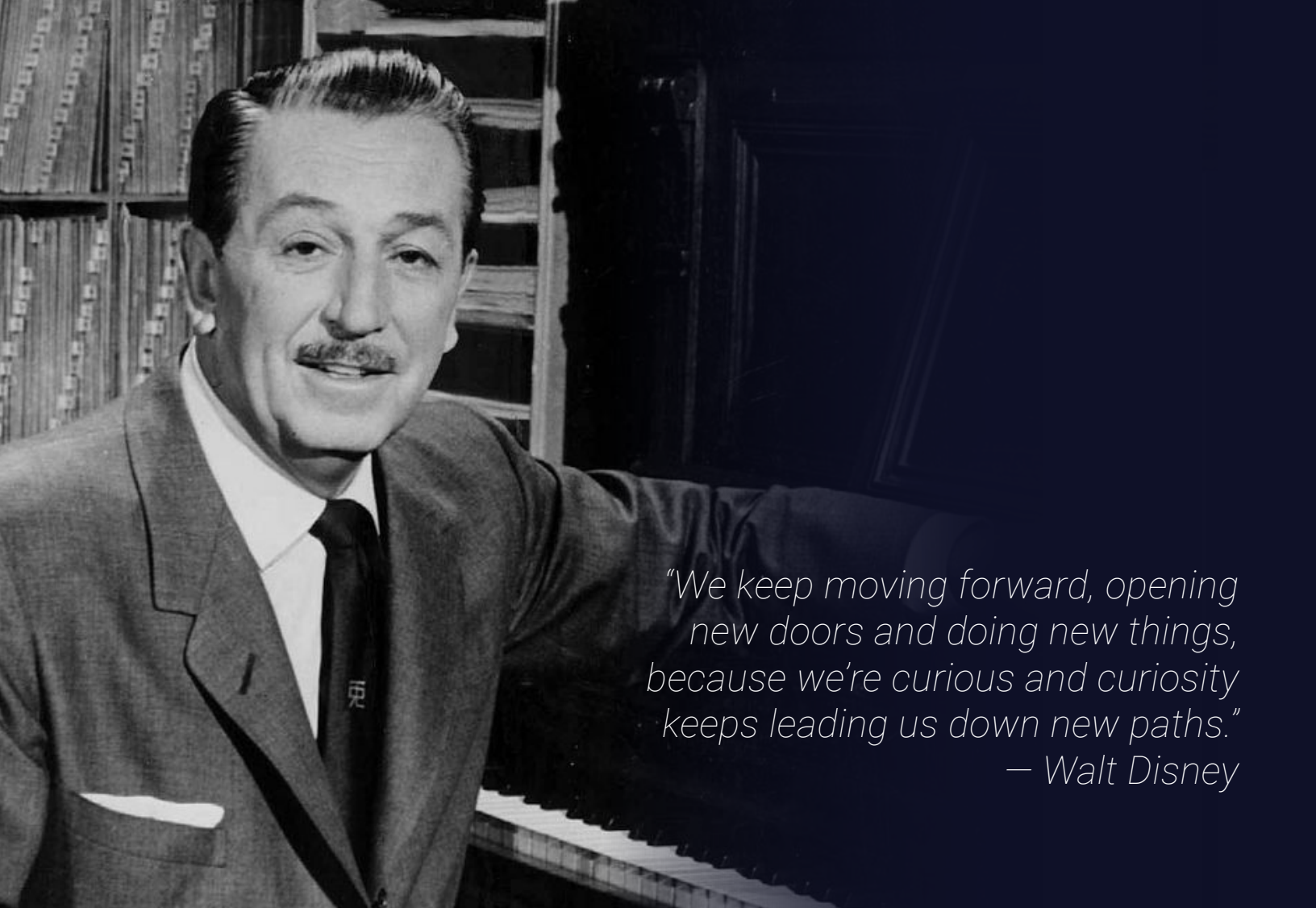
And others drill down into the details with concerns like:

"Navigating the vendors and their offers. They are all so very different... and I don't have the time."

"Targeting the right audience at the right time."

"There are many buyers who move all dollars to digital while forgetting how many people stream and have OTT."

This survey is the first to explore today's position in the media buying fast lane.



“We keep moving forward, opening new doors and doing new things, because we’re curious and curiosity keeps leading us down new paths.”
— Walt Disney

Media buying technology

This study was sponsored by Videa, the leading automated TV marketplace. We’re pioneering the way full schedule, local television advertising spots are bought and sold. Our platform automates and makes the TV buying process completely transparent, which helps agencies stay competitive and improve return on investment. Buyers can see TV inventory in real time, purchase media within seconds and up to a year in advance. With this solution, buyers have time to think about the big picture strategy and give more value back to the client.

Videa integrates with FreeWheel (formerly Strata) and Mediaocean.

**For more information about Videa,
visit videa.tv or call 844-48-VIDEA (4332)**

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