

A-D-V-E-R-T-I-S-I-N-G

A TO Z

A Few Things that should happen but probably won't

Justin Lebbon
Co-founder & Director
Mediatel Events





#Awareness (of facts)



“Advertisers Operate in a state of ‘Factfulness’ where opinion is rife over fact” Karen Nelson-Field



2m



6m



2m



3m



“.....in this age of Facebook and social media, the most influential media thinker of our current age is Gary Vaynerchuk”. Mark Ritson

Experts



The problem with the world is that the intelligent people are full of doubts, while the stupid ones are full of confidence.

- Charles Bukowski



Byron Sharp

@ProfByron

Following



It's intuitive that the people who are know more facts relevant to an issue would espouse stronger views. Yet often it's the other way around.

4:46 AM - 26 May 2019

3 Retweets 33 Likes



6



3



33



Tweet your reply



#Bias

Popular TV show finales, by rating

SHOW	YEAR	NETWORK	RATING
M.A.S.H.	1983	CBS	106m
Cheers	1993	NBC	80m
Seinfeld	1998	NBC	76m
Friends	2004	NBC	53m
Magnum, P.I.	1988	CBS	51m
The Cosby Show	1992	NBC	44m
All in the Family	1979	CBS	40m
Family Ties	1989	NBC	36m
Home Improvement	1999	ABC	36m
Frasier	2004	NBC	34m
Dallas	1991	CBS	33m
Gunsmoke	1975	CBS	31m
Happy Days	1984	ABC	31m
The Golden Girls	1992	NBC	27m
Full House	1995	ABC	24m
MacGyver	1992	ABC	22m
Game of Thrones	2019	HBO	19m
The Big Bang Theory	2019	CBS	18m
Lost	2010	ABC	14m
The Sopranos	2007	HBO	13m
How I Met Your Mother	2014	CBS	13m
Sex and the City	2004	HBO	11m
The Office	2013	NBC	6m
Will & Grace	2018	NBC	4m



Dean Taylor • 2nd

Business Development Manager at WeAreTENZING

1w ...

Shows how over time our viewing habits have become so splintered.

👍 · 1 Like | 💬 · 1 Reply



Shannon Zogopoulos

Brand focussed strategic leader

1w ...

Also how much torrenting impacts viewership numbers. Everything above was before peer-to-peer interfaces were viable, and the internet was running at 56kps.



Simon Pereira • 2nd

CEO | Advisor | Investor

1w ...

An excellent illustration of the declining TV audience globally.

👍 · 4 Likes | 💬 · 1 Reply



Suzie Cray

Adobe Premiere Pro CC Trainer & Editor | Cairns Video Content ...

1w ...

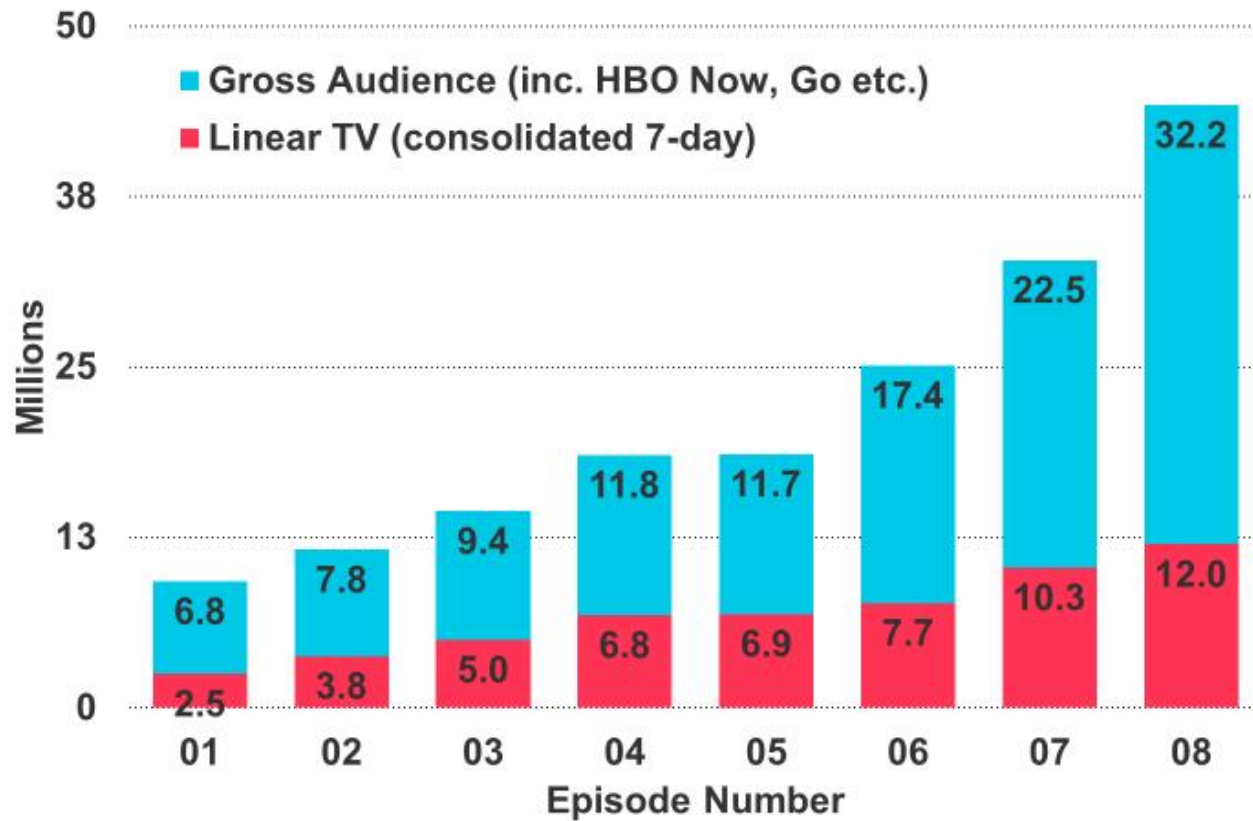
I wouldn't say decline but diversity was of options



Game of Thrones US Viewership on HBO

3VISION

Game of Thrones Season 08 Episode Ratings





#Consumer

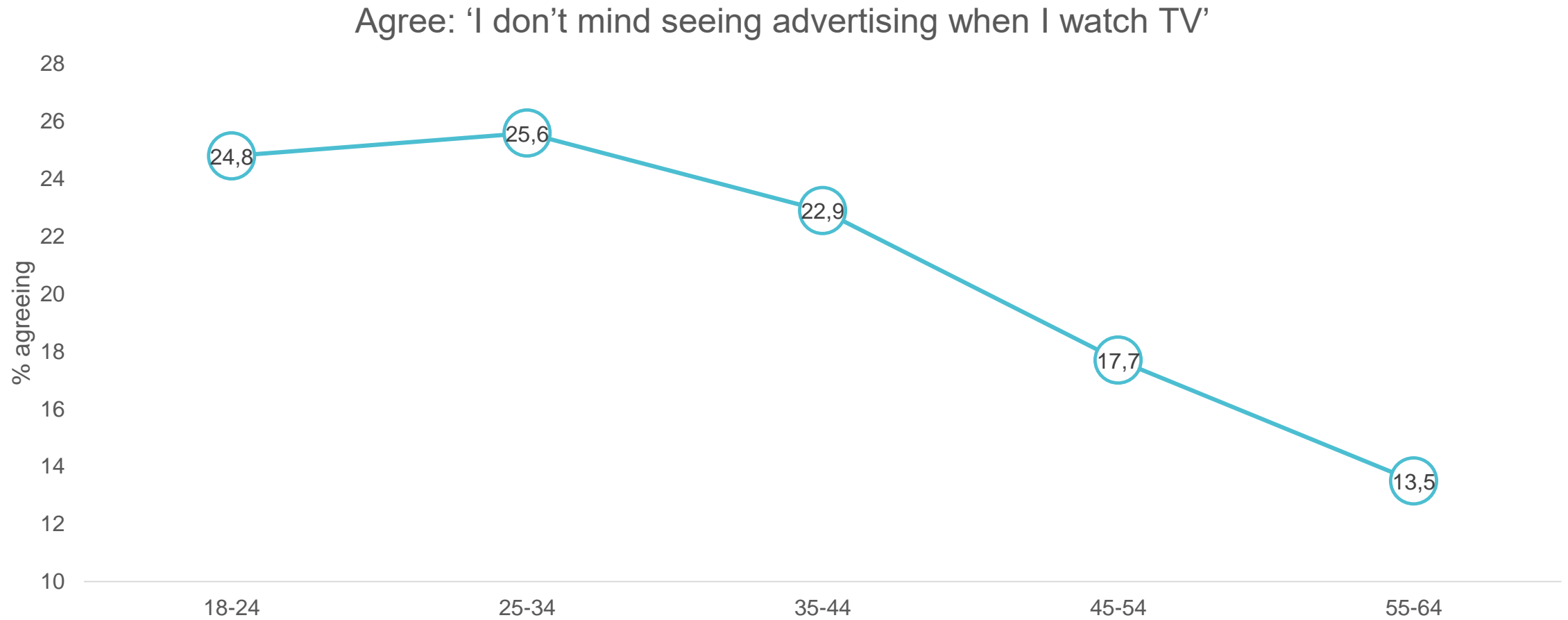
Some myths

More people like adverts than you might think

50% of viewers in Europe don't really mind* seeing advertising when watching TV.



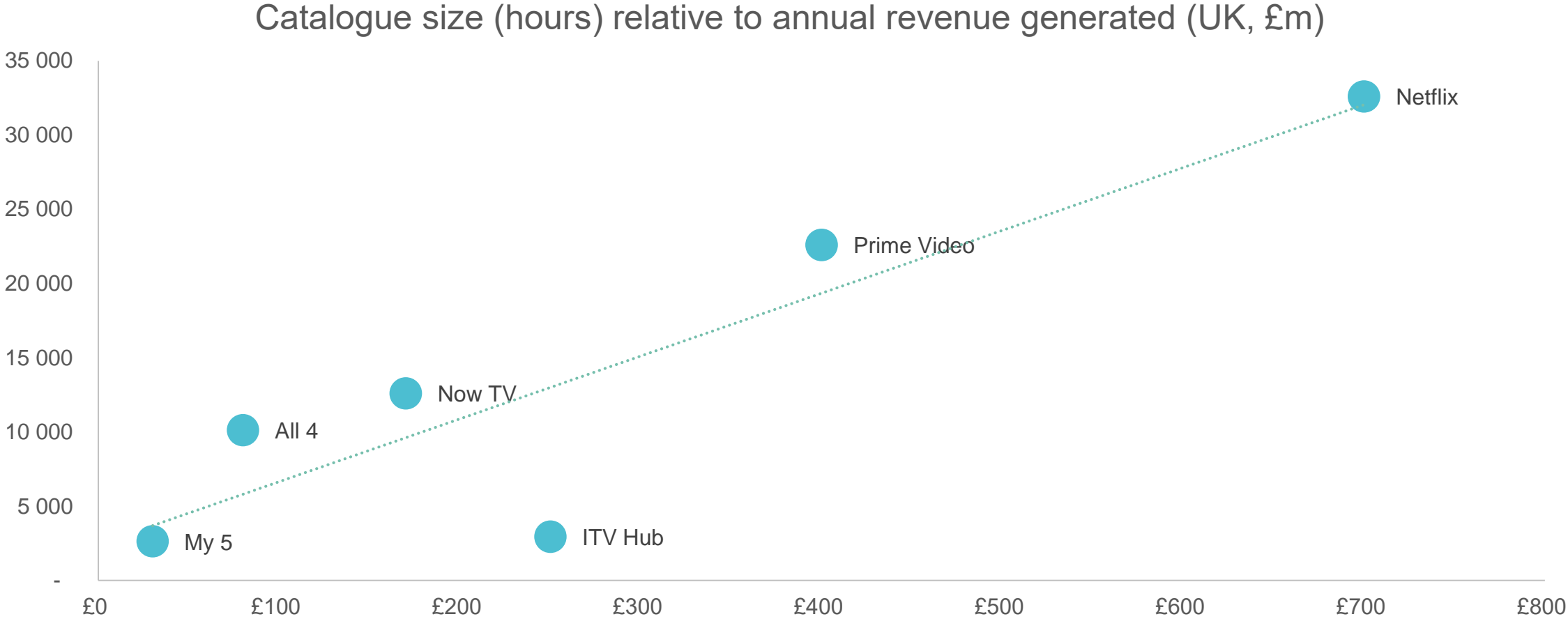
Younger viewers twice as likely to like advertising than 55+



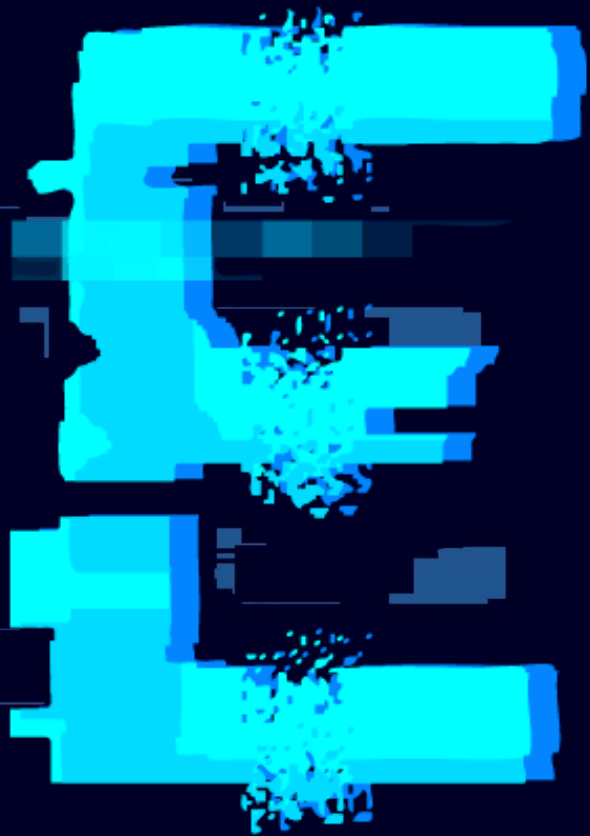


#DrivingContent

And it's content, not advertising (or lack of) that drives viewing on streaming platforms



Source: Ampere Markets, Analytics, research on behalf of Ofcom – catalogues as of April 2019

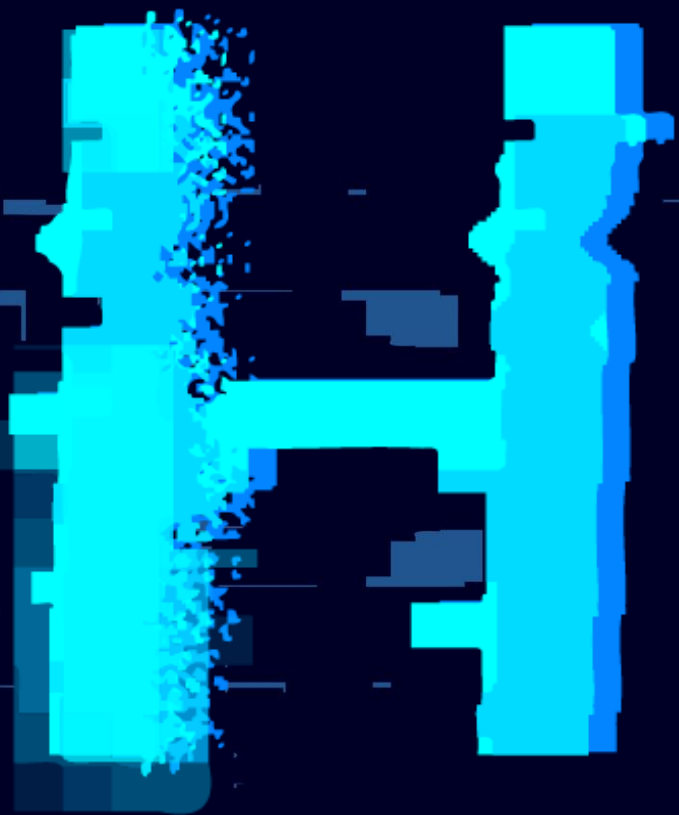


#Evolution

The next step in TV streaming evolution will focus on the business model

With global dominant players in the SVoD (monthly subscription space) and SVoD stacking topping out or slowing drastically in high penetration markets, plus a raft of new DTC players gearing up for launch, business model diversification for streaming (read: advertising) is the next logical step. This will embrace hybrid subscription/advertising models.





#Hulu

Hulu ad-funded subscribers generate around \$11pm in advertising revenue

HULU
Get 1 month free, then starts at

\$5.99/ month

SELECT PLAN

- ✓ Get unlimited access to the Hulu streaming library with limited or no ads. Enjoy full seasons of exclusive series, hit movies, Hulu Originals, kids shows, and more
- ✓ Watch on your favorite devices
- ✓ Switch plans or cancel anytime

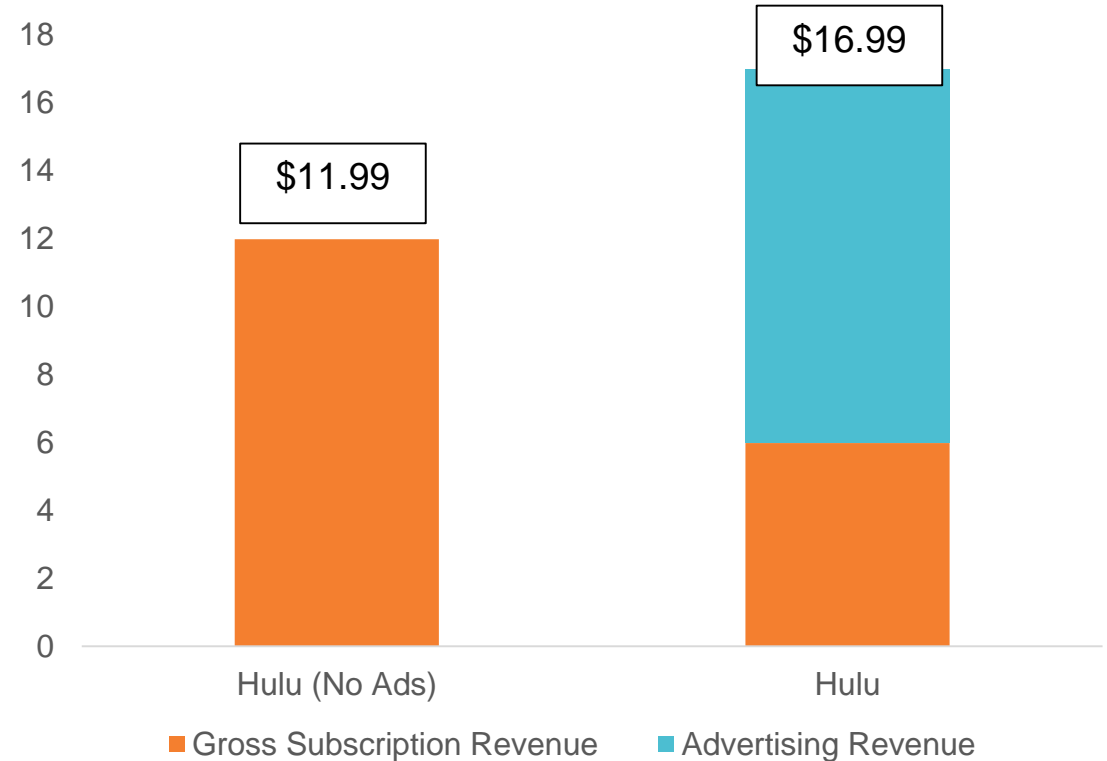
AVAILABLE ADD-ONS

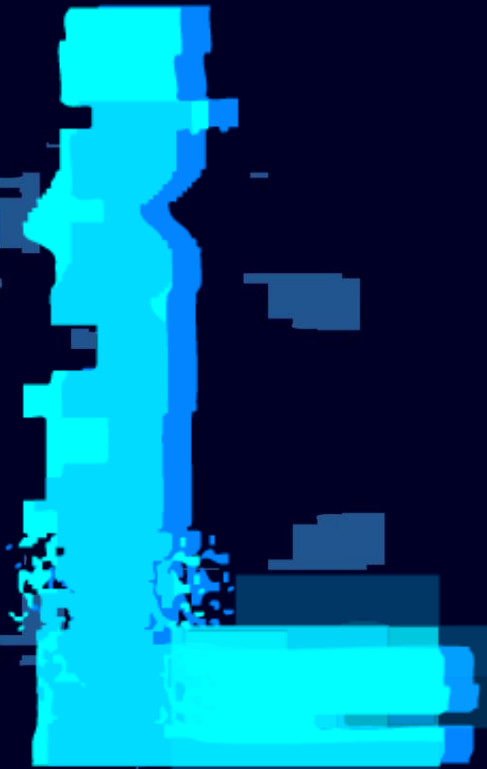
No Ads

HBO®

Hulu considers 'No Ads' an optional add-on

Hulu makes \$5 more a month from a with ads customer

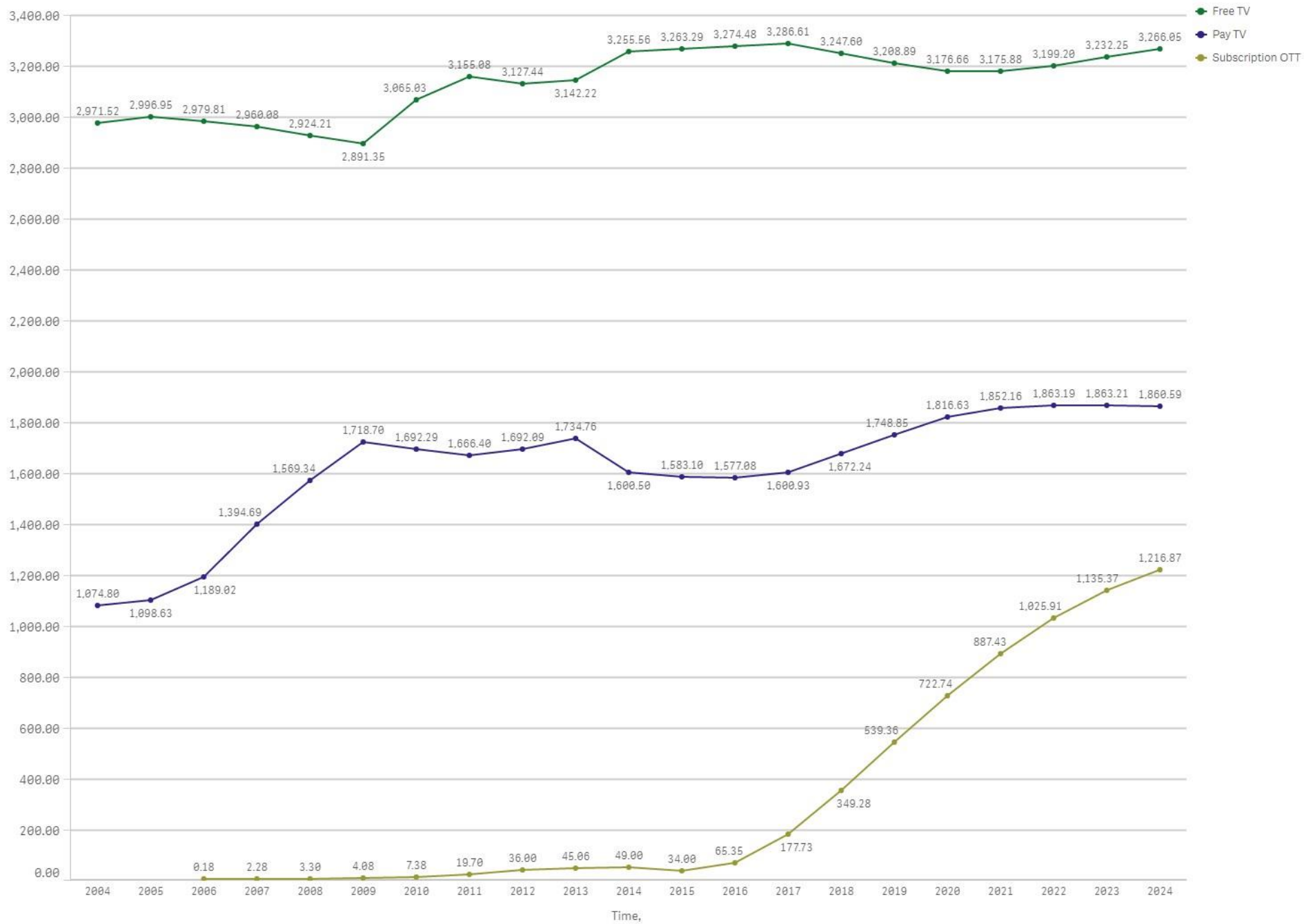


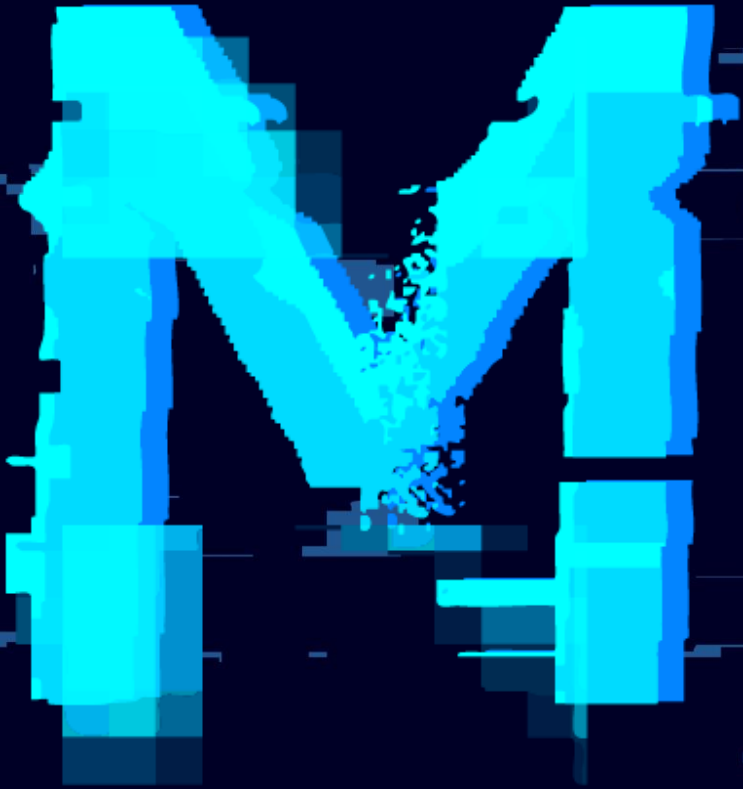


#Local

Customer base for selected period - 000s

Group: All. Company: All. Region: All. Country: Czech_Republic. Service: All. Business Line: Free TV; Pay TV; Subscription OTT

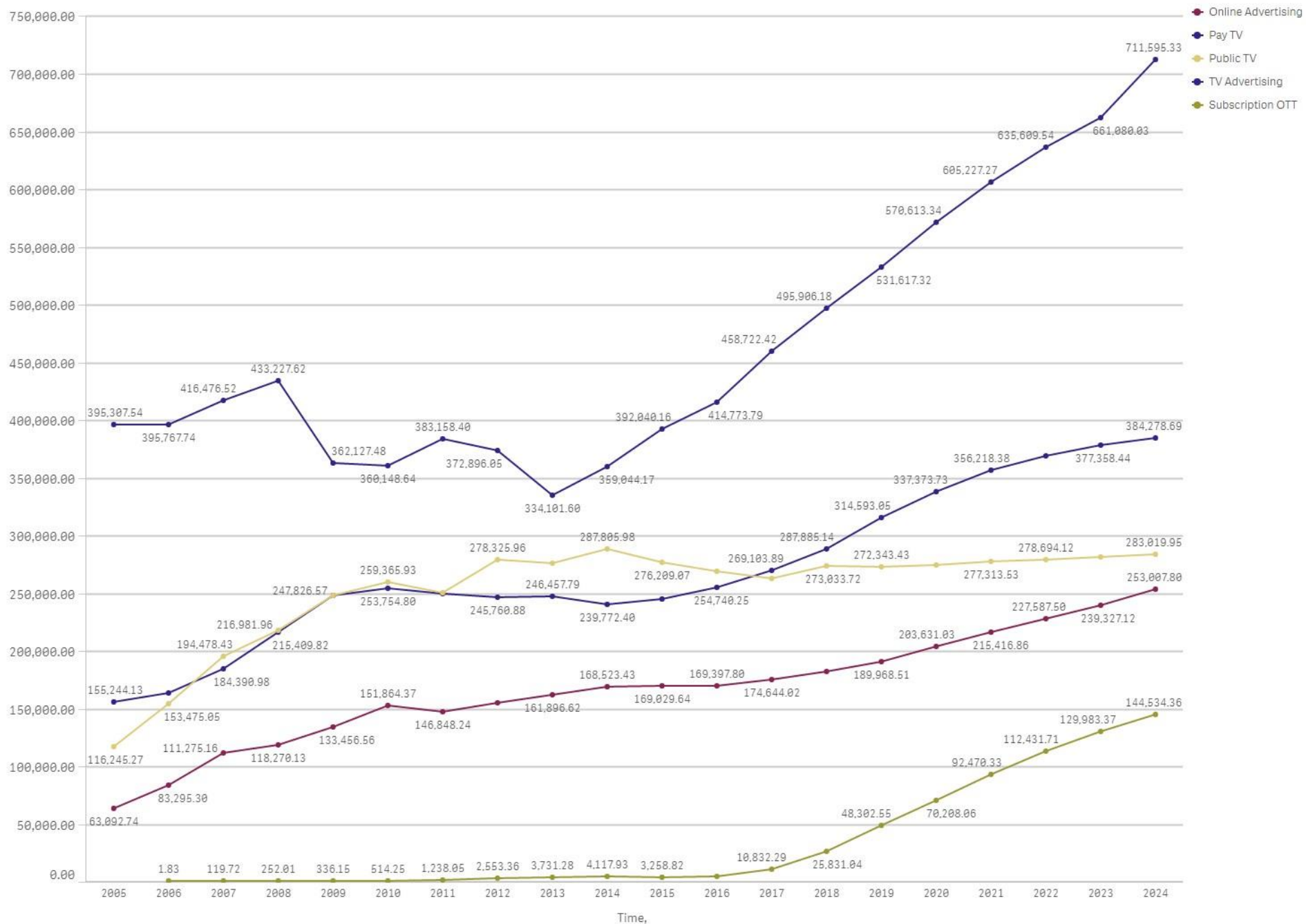




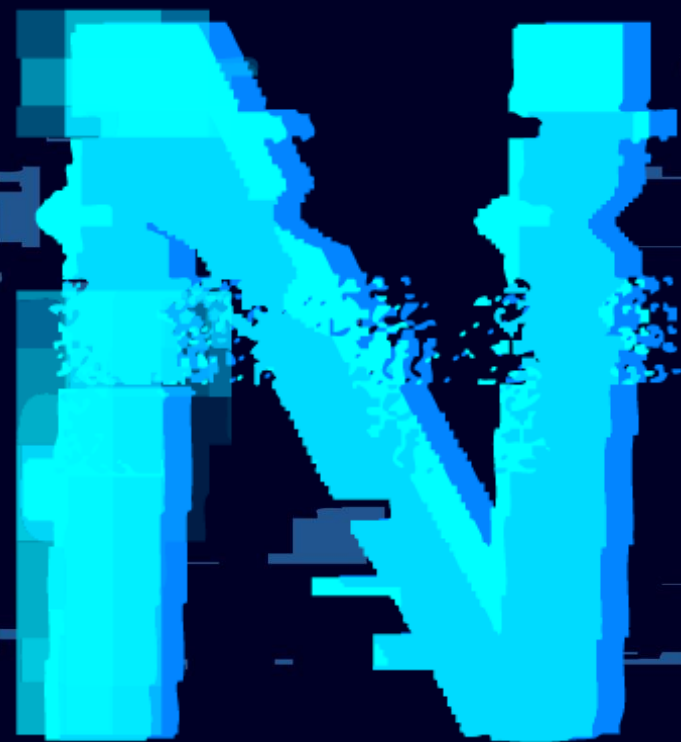
#Money

Revenue for selected period - USD 000s

Group: All. Company: All. Region: All. Country: Czech_Republic. Service: All. Business Line: Online Advertising; Pay TV; Public TV; Subscription OTT; TV Advertising



Source: Ampere Analysis, Advertising data historicals source Group M and online splits source Zenith, forecasts Ampere Analysis. Advertising quarterly data is annual expressed on an unweighted quarterly basis.



#Netflix

Netflix will not carry advertising because....

“Doesn’t fit with their brand. Becomes less and less attractive as their viewing time declines...which it is with more competition (only set to get more intense). Far better to focus on modest value-per-subscriber growth.”

Guy Bisson, Co-Founder & Research Director, Ampere Analysis

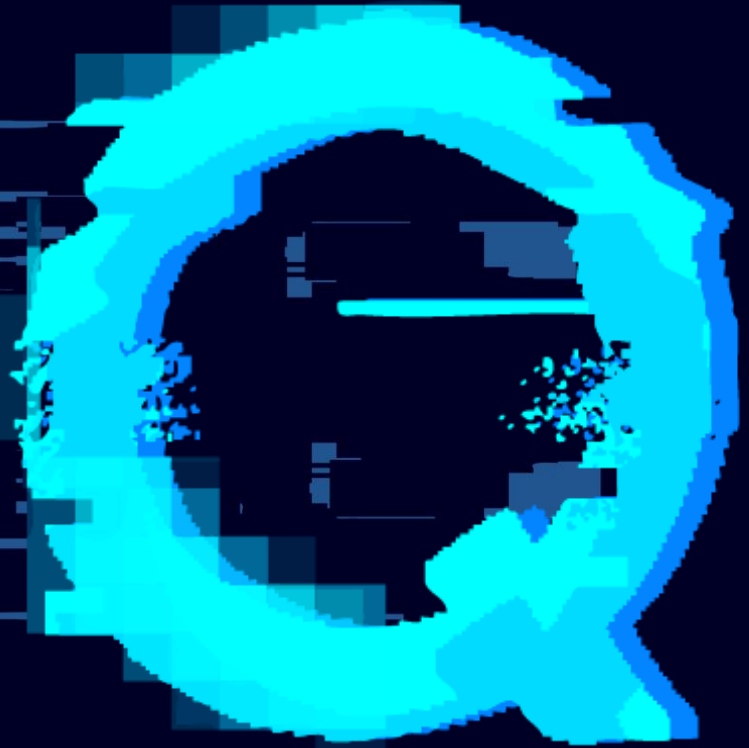




#Partner

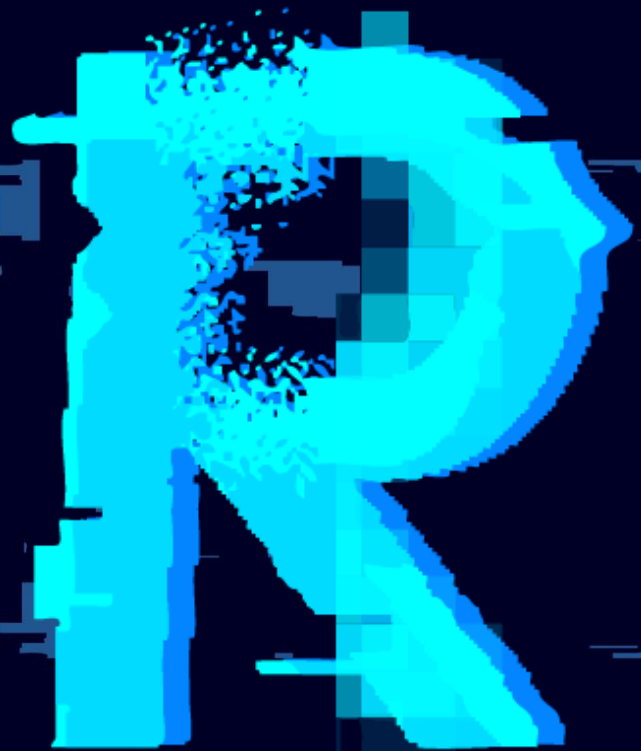
*Collaborate. Build. Unify.
addressable*





#Quality *Addressable Product*

“The ability to serve ads based on granular targeting capability in Linear and VoD in premium TV environments.”



#ROI (paid search)

*“ROI from search has declined 30% in the past 5 years” Agency CEO,
said to Justin on the phone not sure if I can name him or her*


CASE STUDY – HIPAGES

Premium television driving results for brands – Adgile Media measuring the performance of in-program integration and ad content across multiple key metrics ... in *REAL-TIME!*

THE DEEP DIVE

'Get off the paid search drug to build brand': Hipages chief customer officer Stuart Tucker

By Paul McIntyre - Executive Editor
5 August 2019 • 5min read

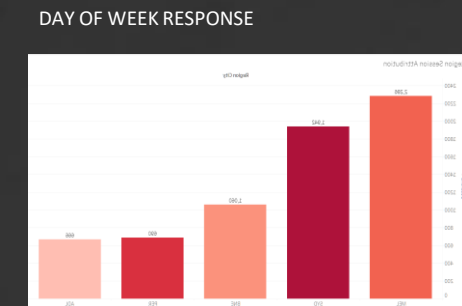
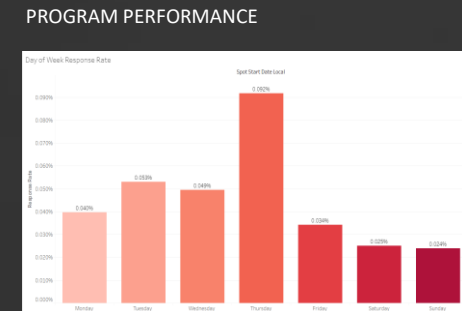
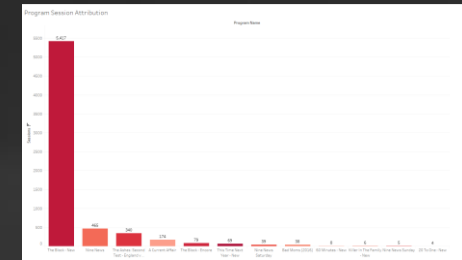
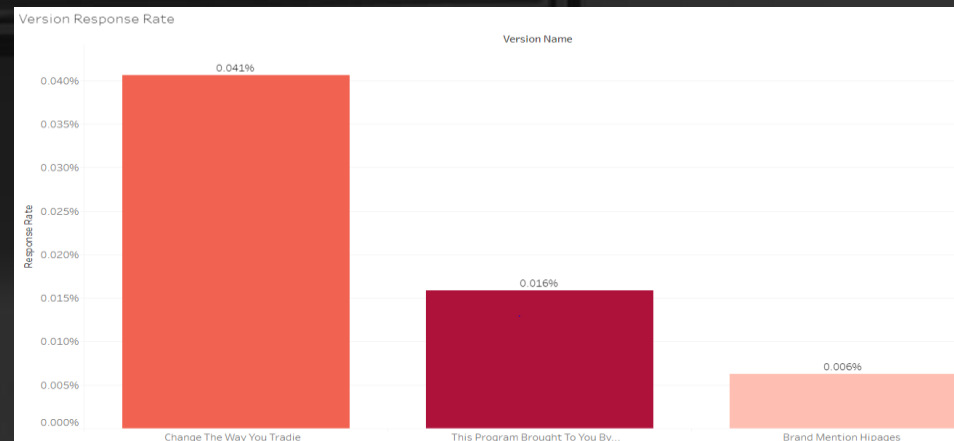
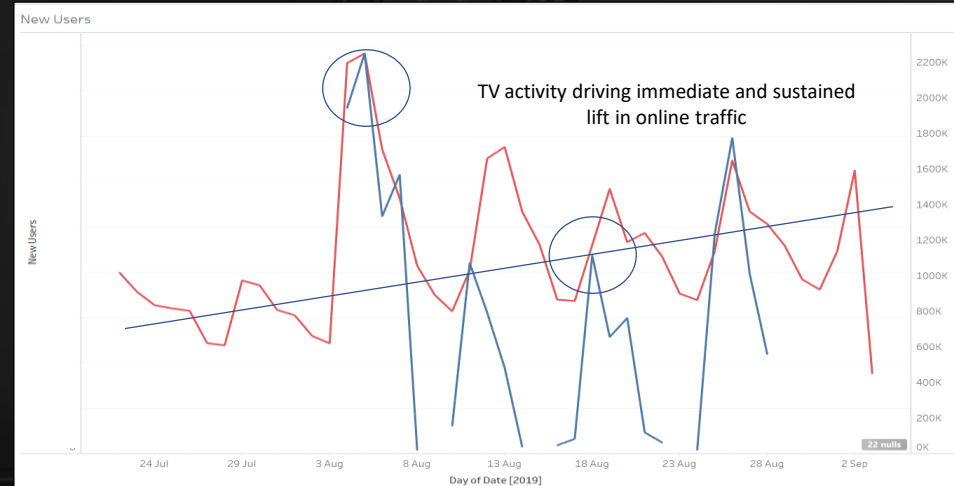


Hipages chief customer officer Stuart Tucker at Advertising Week: "It's still a very hard working channel for us but we needed to reduce our reliance on the drug of paid search"

Former KFC, Optus and Commbank marketer Stuart Tucker has done the unthinkable for a digital pureplay targeting the \$70bn market for tradies - he's cut back paid search at Hipages and gone all-in on television to build the brand. The business results are booming ... but there's more to it.

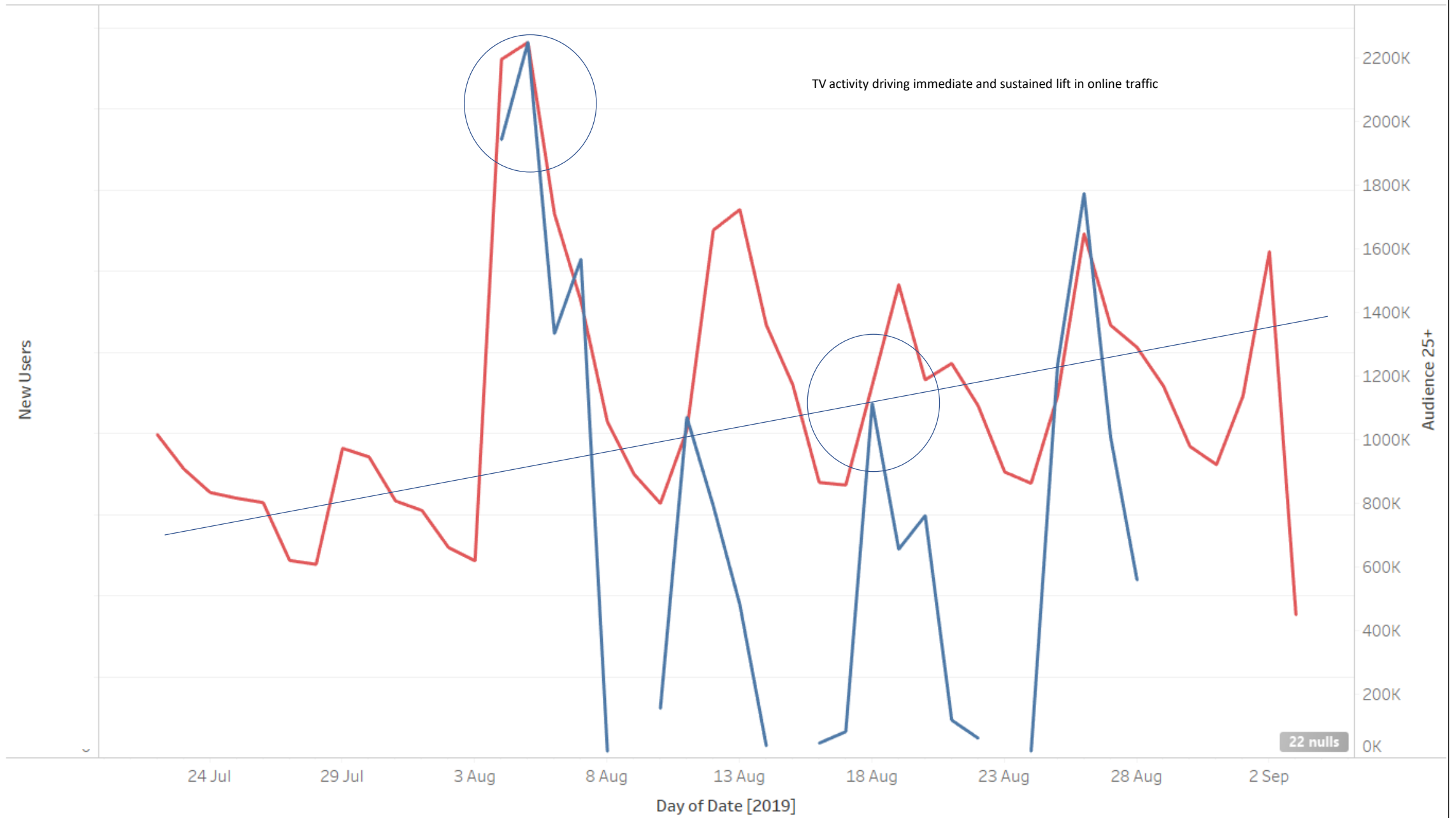
"TV is doing a short and long-term job for Hipages on sales and brand building"
Stuart Tucker, Chief Customer Officer – Hipages

THE BLOCK



GEOGRAPHIC DELIVERY

New Users





#Stupidness

Do brands give a shit about their brands?

accenturestrategy

Cross-channel advertising attribution: New insights into Multiplatform TV

By Craig Macdonald, Mike Chapman, Amit Naik,
Matthew Fanno & Todd Beilis

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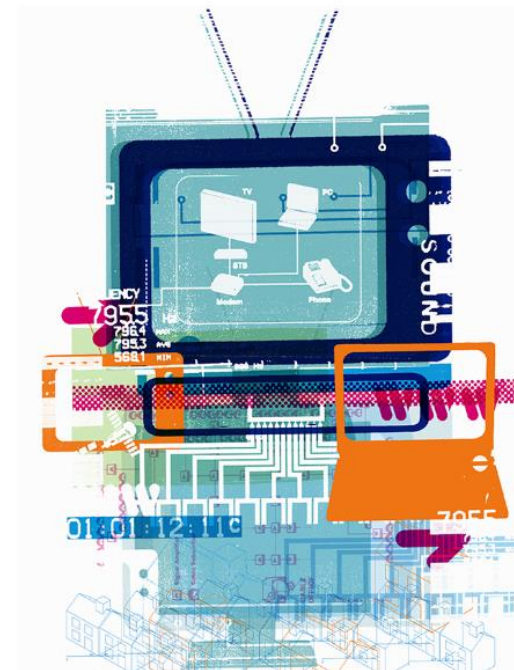


TV / VIDEO

ABC Study Makes the Best Case Yet That TV Advertising Is Still Superior to Digital

Network unveils findings during upfront

By Jason Lynch | May 17, 2018 **PREMIUM**



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TV'S MOST UPSCALE
AUDIENCE



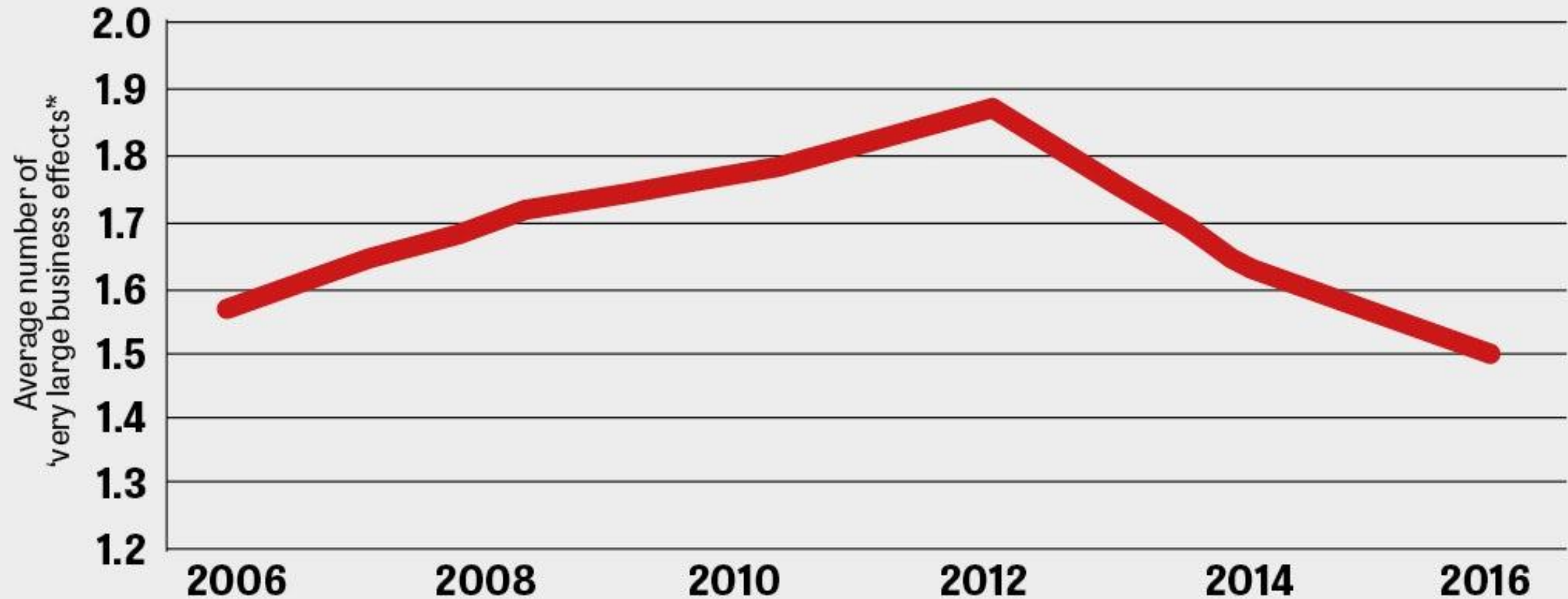
Invested in You.



POPULAR NOW

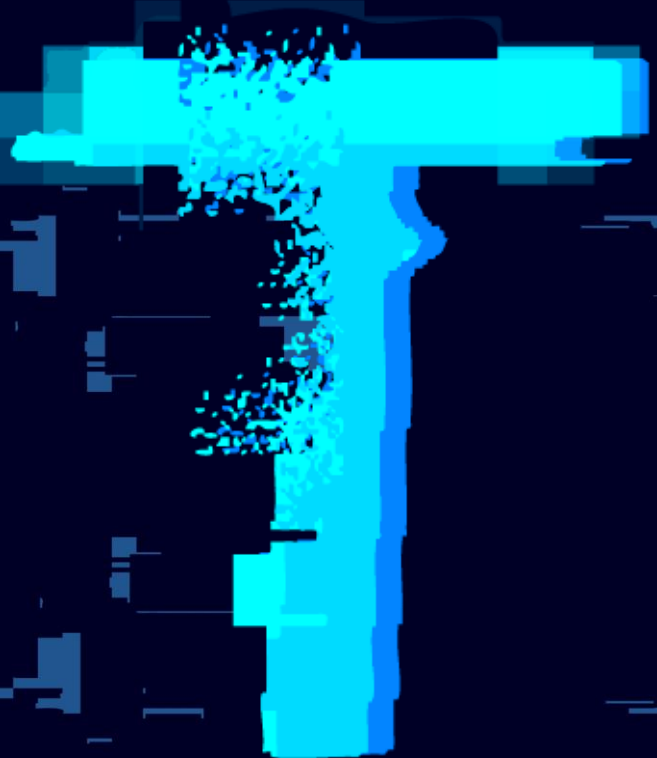
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- 5 This Craft Brewer Is Staking Its Claim in the Burgeoning Non-Alcoholic Beer Market

CAMPAIGN EFFECTIVENESS



Source IPA Databank, 1998-2016 case studies

*Profit, sales, market share, penetration, loyalty and price sensitivity



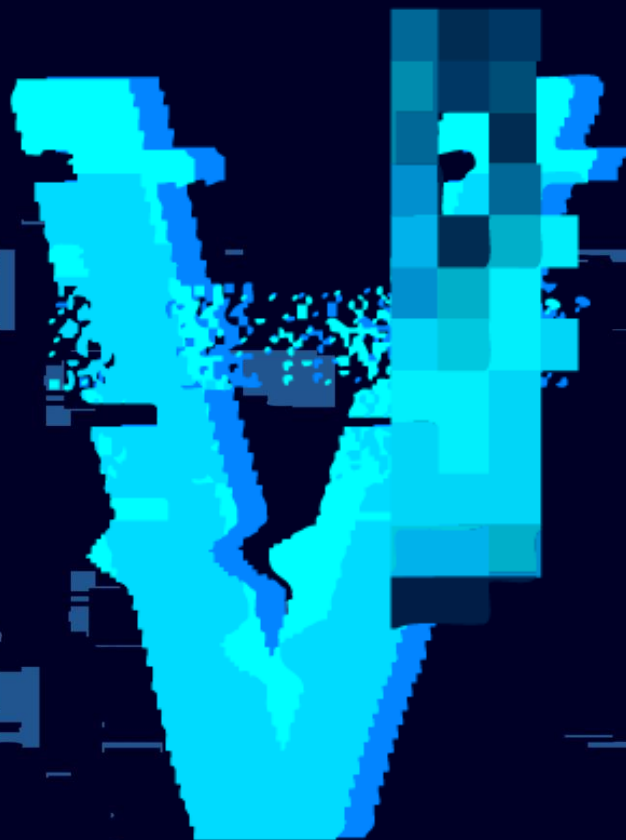
#Trump





#Universal

Head of global Media, Bank – said September in Canada:
“Branding matters, 100%, but if our goals are based on acquisition and the whole system is bonused on how we sell, I push for acquisition.”



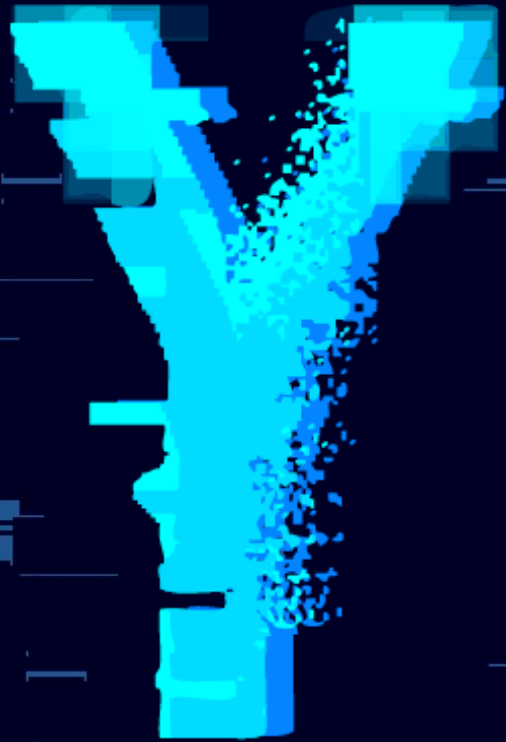
#Vision



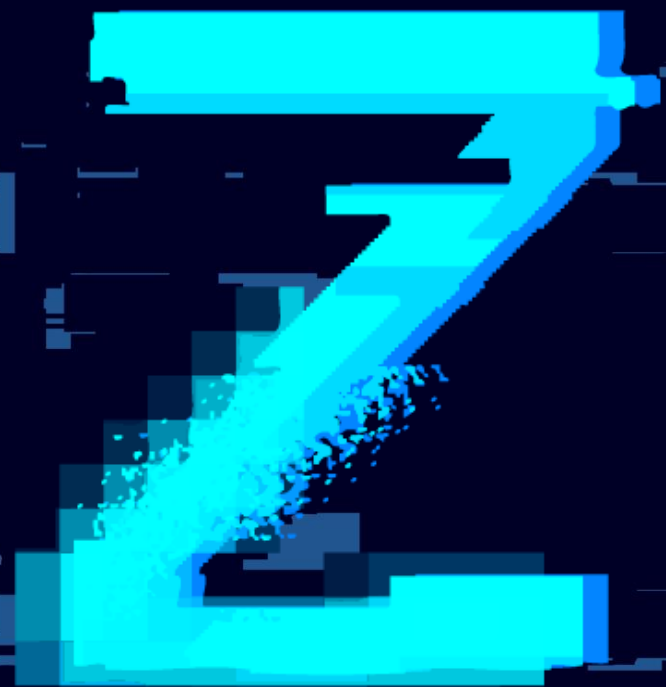
#WorkTogether



#Xcite



#Yield



#Zealously