



STATE OF MEDIA

2024



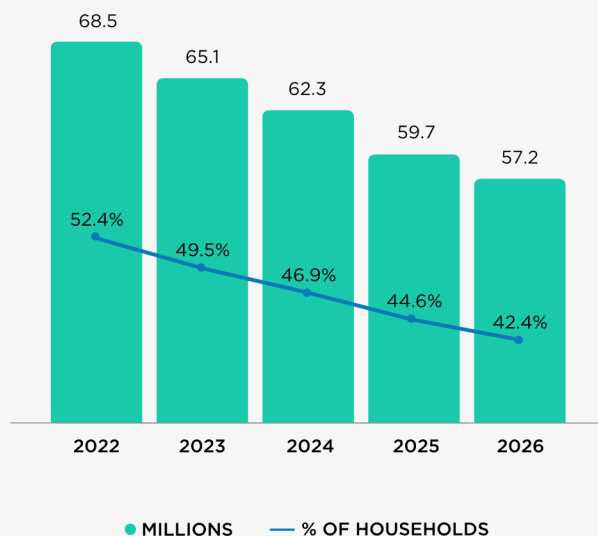
2024 STATE OF MEDIA

- TV/CONNECTED TV/OTT
- SOCIAL/INFLUENCER
- OUTDOOR
- AUDIO
- DIGITAL / SEARCH / CHAT GPT
- RETAIL
- WHAT'S NEXT – AI/OTHER



VIEWERSHIP PROJECTIONS, MEASUREMENT, AND LANDSCAPE

Pay TV Households
(U.S., 2022-2026)



mntn research | Source: eMarketer, February 2022

It's important to note that broadcast tv isn't going away completely, it's just continuing to evolve. This medium has also been considered "top of the funnel" for the reach it could achieve – followed by cable, which could be more precise.

There has been a "movement" in scale that has impacted broadcast specifically and cable more dramatically, with most of that movement to OTT/CTV type delivery.

It's also critical to realize that the use of social platforms (TikTok, Meta, YouTube, etc.) continues to impact screen time – across all demos – not just those under 35.

It's also important to note that much of the media today (including OTT) is purchased "programmatically" which means using a platform like Google or the Trade Desk (known as demand-side-platforms) to bid on inventory based on targeting parameters set.

What is Over-the-top (OTT) advertising?

○ OTT or Over-the-top refers to media services that allow access to TV content. It is a method of delivering content like television and film via the internet on cross-platform devices like Smart-TVs, laptops, mobile phones, tablets, gaming consoles, and any other gadget that are connected to the internet. In simple terms, it's the evolution of satellite and cable broadcast services and classical program broadcasting.

○ Viewers nowadays set their own agenda and select programming often with multiple choices of the actual provider. That programming and episode of choice is available to be watched on demand by the user at any time of the day on any device, whenever it is convenient for them.

○ There are many examples of popular ad supported OTT video services (AVOD – ad-supported Video on Demand) including Hulu, Amazon Prime, NBC, Bravo, and ESPN. Subscription-based models (SVOD – subscription-based Video on Demand) such as Netflix and Disney+ have recently announced ad-supported viewing options; signaling an industry-wide shift to models with at least some ad supported tiers.

What is Connected TV advertising?

Connected Television or CTV refers to video content consumed on a TV screen and delivered via an internet connection.

In that definition, CTV is a set of smart devices that lives within the OTT ecosystem. Prime examples are Apple TV, Amazon Fire, Roku, Chromecast and gaming consoles, like PlayStation and Xbox.

What is the difference between OTT and CTV?

In a nutshell, the IAB Techlab recommends the following when it comes to the distinction between OTT and CTV:

- Use CTV to refer to a specific type of device
- Use OTT to refer to content

CTV refers to TV screens only — not laptops, desktops, or smartphones, whereas OTT can be consumed on any device. While OTT can be consumed on a TV screen, it can also be consumed on an iPhone, which is a very different experience, and correlates to many factors for advertisers.

TV – CONNECTED TV/OTT

Connected TV Devices

Roku TV **Apple TV**

fire tv **chromecast**

PlayStation **XBOX**

SMART TV **androidtv**

THE PLAYERS

HOW IT'S BOUGHT:

“Buying TV” today has elevated into a higher level of complexity. You still have to maintain the understanding of buying “traditional” TV (pre-buying, posting, and evaluating programming,) while also now building out strategic goals and guidance across all of these new providers.

You need an understanding of when and where to buy directly while also ensuring you have knowledge on how to buy programmatically with expanded teams in the programmatic marketplace via platforms like the Trade Desk.

As with the move from traditional print to consumers shifting to getting their news on-line, it won't be immediate, but you do need to follow the consumer. Direct cable delivery is probably being impacted the fastest. That will continue with development of platforms like Fast Channels and consolidation like the merger between Disney+ and Hulu.

Similar to almost all forms of media – you need strategy, tactical know-how, and continued education. Remembering “Largest” OTT platform doesn't always translate to most opportunity - especially due to ad-free options.



TARGETING BY CONSUMER

Remember that with almost all forms of digital media, you are following the consumer first and foremost.

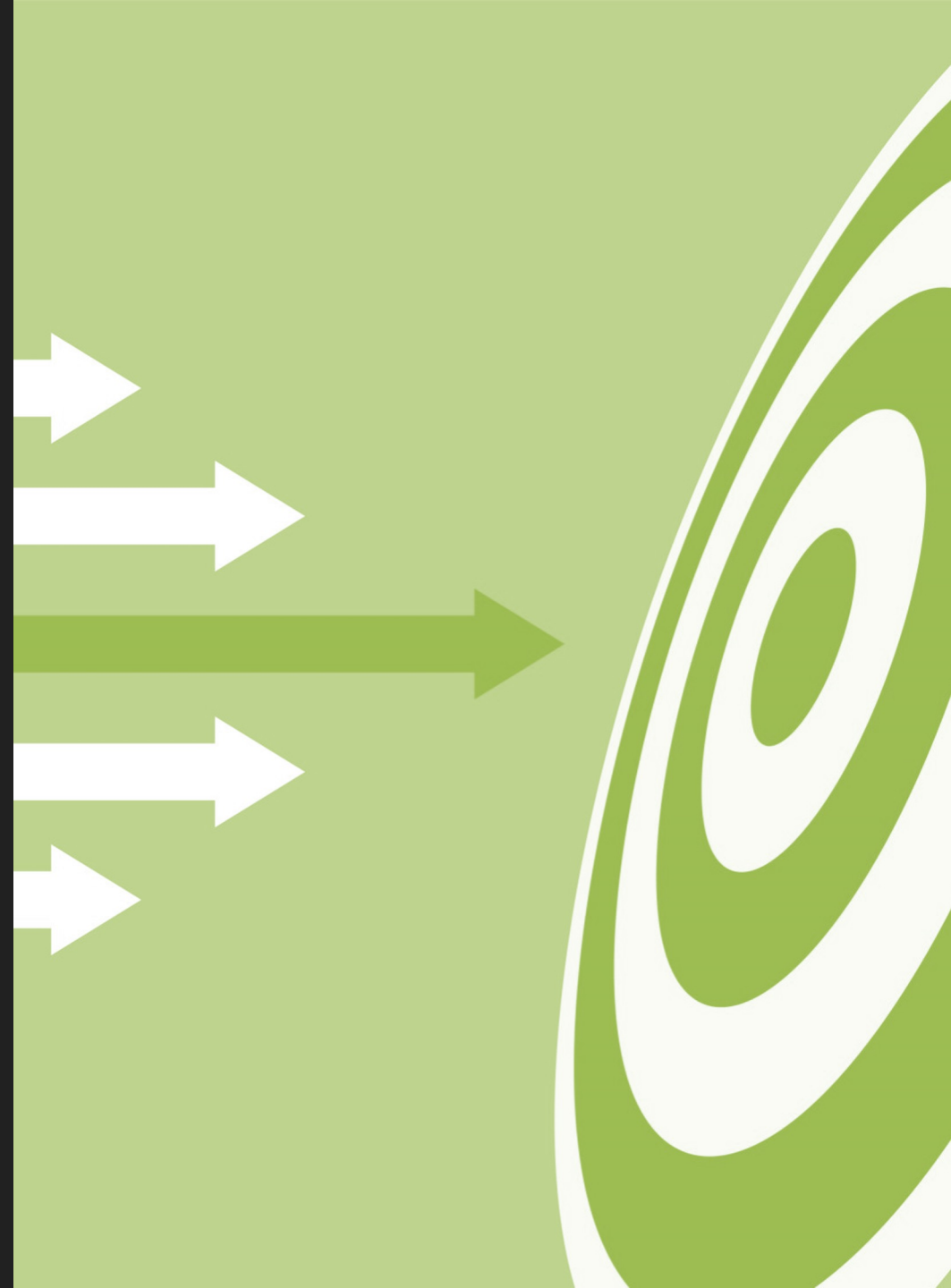
It's less about "Who has the most viewers?" and more about "What our target consumers are viewing?"

BENEFITS:

- Targeting accuracy
- Brand safety
- High completion rates
- Ad tolerance
- Retargeting possibilities including cross device
- Measurement
- Frequency capping
- Automatic Content Recognition (ACR) / Competitor conquering

COMING SOON AT SCALE

The scale isn't quite there yet to target down to the programming level locally. Currently it requires much more of a strategic approach to ensure you are talking to consumers who are more likely to take the action recommended.



FINAL WORD ON TV/OTT

Media will continue to evolve, and it's critical to begin thinking of this less as "T.V." and more of this as video-generated content.

Many of our partnerships include those who've been at the forefront of this space and will continue to lead across platforms like The Trade Desk.

As cord-cutting and "never corders" continue to shift how, when, and where consumers consume this content, it may feel like it's too fragmented, when with the right strategy and tactics it can dramatically increase your targeting in ways "traditional" TV never could.

Expect more and more "1st party" data partners to emerge, to allow even more refinement.

Media providers are also expected to dramatically increase their use of "video" within other forms of online content but this pre-roll/in-roll/post-roll should remain at a lower cost, based on the ability to often skip some of these forms of video advertising.

It's important to ensure media buying teams are in fact getting the type of TV/Video experience they are paying for.

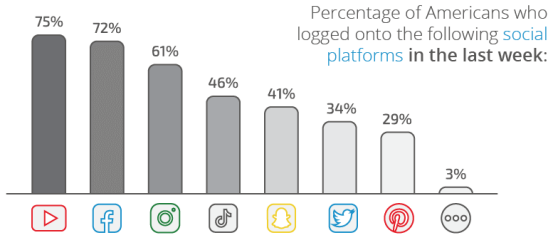




LET'S
GET
SOCIAL



CURRENT SOCIAL MEDIA USAGE & TRENDS



25% of Americans check hourly into their social media accounts

But they don't stay long. 42% log on for 30 minutes or less

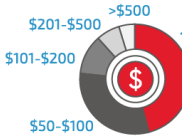


324

average # of influencers & celebrities followed by Americans across all their social media platforms

65%

of respondents say they use social media to make purchase decisions



average dollar amount spent per purchase on products advertised on social media



ABOUT 1/3 of respondents believe



That social media influencers they follow are trustworthy & reliable



That they are more likely to buy new products introduced by social media



That influencers on social media platforms should be more representative of minority groups

But over **55% ALSO**



Believe ads on social media tend to be exaggerated compared to the real product



Find that ads are too repetitive on social media



Skip ads on social media when given the option

Purespectrum interviewed 358 online respondents in October 2021. The study targeted social media users within the United States. This study uses a 95% confidence level to examine the data.

SOCIAL TRENDS








In late 2021, Purespectrum Research Group conducted an extensive independent media study on the use of social media.

While many of these have potentially shifted a bit over the last 24 months, we think it shows a good visualization of overall consumer trends in regards to social media use across multiple demographic statistics.

HERE ARE A FEW INTERESTING CALL-OUTS:

- 65% use social when making a purchasing decision
- 25% check in HOURLY on social platforms
- Over 50% were already using TikTok at least once a week
- Over 1/3 are influenced by social when making a purchase
- Over 55% skip ads when given the opportunity on social

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

							
DEMOGRAPHICS	2.7 Billion users Ages 25–34	353 Million users Ages 30–49 68% Male	442 Million users Ages 30–49 78% Female	2.3 Billion users All ages	740 Million users Ages 46–55	1.2 Billion users Ages 25–34	689 Million users Ages 18–24
PURPOSE	Building Relationships	News & Articles; Conversation	“Scrapbook-ing”	“How To”, Lifestyle, Educational	News & Articles; Networking	Building Relationships; Conversation	Building Relationships; Conversation
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Lead Generation	Business Development; Brand Awareness	Lead Generation; Retail, Food, Entertainment, Beauty Businesses	Building Brand Loyalty & Community
DOWNSIDE	Limited Reach	280 characters or less	Images and video only; Narrow demographic	Resource intensive	Limited interactions	Images and video only	Videos only; Very specific demographic

*Source 2023 accion opportunity fund



WORTH A SHOUT OUT!



While growth has slowed, it still remains a juggernaut when it comes to staying engaged with consumers – especially those in targeted demographics. While not as great a fit for younger demographics, it still has the most reach of all social channels. Keep a bit of an eye on this in 2024 as it has been an area for high discourse in political election years.



Because it is so visual in nature, Instagram can drive extensive curated content to increase engagement and brand awareness... "followers" are still important but great content is what really wins out. Their "Reels" environment is meant to mimic TikTok and while they also launched "Threads" to compete with Twitter/X, it has quickly lost engagement levels.



Although it is listed here under "social", YouTube has grown to be a massive delivery opportunity for very targeted reach by demographics, behaviorally, contextually, and beyond. Also, lots of opportunities via in-app content as well as looking at YouTube TV.



While it may feel like TikTok is for a younger target, older consumers are one of it's fastest growing audiences. The platform provides incredible organic scale for the right types of content. It's FYP engine is considered the leader in non-follower engagement.



Pinterest is beginning to really step up – especially in the 1st party consumer space. With continued evolution in tracking and importance of 1st party data, we think this could be an area we continue to explore opportunities with.

INFLUENCER MARKETING

We're finding more and more brands, both on the National, and local levels, leveraging the power of the "influencer" space! Why? Because you can often get the best of both worlds:

Targeted reach AND an engaged audience

With platforms like MiO providing access to multiple influencer networks, it's easier than ever to create large scale influencer campaigns or even "micro" influencer opportunities at the localized level.

We also think there are untapped opportunities for brands to consider that are in the "shared" collaboration space. This is where two non-competing but similar targeting brands leverage each of their networks to cross promote each other via a promotional opportunity, shared social content, and/or social commentary, etc.



FINAL WORD ON SOCIAL

Social media has become one of the fastest growing uses of consumer “dwell time” across all demographics.

We feel confident that with the continued ability to watch across all platforms (social, traditional, and digital) brands and their agency partners will have more and more opportunities to work collaboratively to drive engagement.

We feel like social is quickly moving from a “Don’t forget about social” standpoint to a “Let’s lead with social” environment. We also feel more and more brands will transition to including social-type content across their entire portfolio of paid advertising opportunities – WHY?

Mostly because that’s how consumers want to consume content, including “paid” opportunities.

Keep a very close eye on the emergence of “Social Shopping” (directly buying through social platforms without moving off-platform). While its U.S. growth has been slow, it’s been huge overseas.



OUT-OF-HOME

There was a time, not long ago, when the term “out-of-home” was synonymous with “outdoor billboards”.

Today, however, with the proliferation of digital screens from in-store to outdoors, there are dozens and dozens of “screen time” opportunities to fit virtually any budget or need.

In fact, OOH (as it is now often referred to) has more digital inventory now than “traditional” billboards.

This inventory is often strategically placed in areas very close to consumers point-of-purchase and can often include both “flat” images and video-style creative opportunities.





Here are just a few of the more unique or emerging trends in this space.

TRANSPORTATION

Often underutilized, the transportation space is rich in inventory, from creative use of shelter-screens, to mobile-boards during critical events. Often this inventory is sold at the local level, or you can use providers like Blue Line, PJX Media, and/or MiO Marketplace to find the best opportunities.

EVENT

Events, sports and other outdoor opportunities for consumers to gather have become a new “go to” for brands wanting to literally have consumers reach out. Many of the major outdoor companies seem to be heavily investing in building larger and larger “screen networks” in this environment.

RETAIL / IN-STORE

The ever growing retail media space also has it's own collection of players on the “screen/video” space such as Grocerystore TV, GSTV, Cooler Screens, etc.

HAND PAINT

Hand painted outdoor still has a huge “WOW” factor, and provides incredible social opportunities. Colossal Media is still one of the leaders in the space.

FINAL WORD ON OUT-OF-HOME

While forms of OOH have been around since early ROME (true story) it still feels like it's often an under-utilized form of media.

If used strategically, it's one of the most creative canvases that brands can work with.

With continuing changes and advancements, it's also one of the most effective platforms you can use at close-to-purchase opportunities.

Programmatic opportunities to buy “screens” across various networks of providers has absolutely exploded in the last two years and is most likely going to be only growing from here.

Advancements in A.I., the effective use of QR codes, and a more diverse landscape to give consumers opportunities to interact should allow for continued growth in the medium.

AUDIO





AUDIO TRENDS

Here are a few of the more unique or emerging trends in audio.

TRADITIONAL RADIO AND STREAMING

As with print before it, and now television, traditional radio has seen a shift in how consumers listen to their favorite music and podcasts.

With the emergence of providers like Spotify, it has created challenges in how best to ensure brands can still generate reach, while adding targeting opportunities.

iHeart and many others have been aggressively ensuring that their apps maintain relevance with consumers, by ensuring they can quickly find the content they are looking for.

PODCASTING

Podcasting especially has continued to grow exponentially. More and more providers are working to find ways to allow those interested to advertise across genres, and directly by podcast where possible.

Expect programmatic advertising to continue to play a role in creating better ease of inserting into relevant podcasting opportunities.

FINAL WORD ON AUDIO

Like all other forms of media, audio will need to continue to find ways to drive both R.O.I. and measurable engagement.

While the lowered cost-of-entry has seen an explosion in the podcasting space, there's still continued room for brands to pursue the right opportunities with how to get the most out of their audio partnerships.

We're also seeing additional social engagements with those partners as a way to increase reach and interactivity of leveraging the best of both worlds.

Players like iHeart Media continue to find unique ways to leverage across their network of traditional radio, their massive podcast network, and in-person events.

DIGITAL OPPORTUNITIES

SEARCH

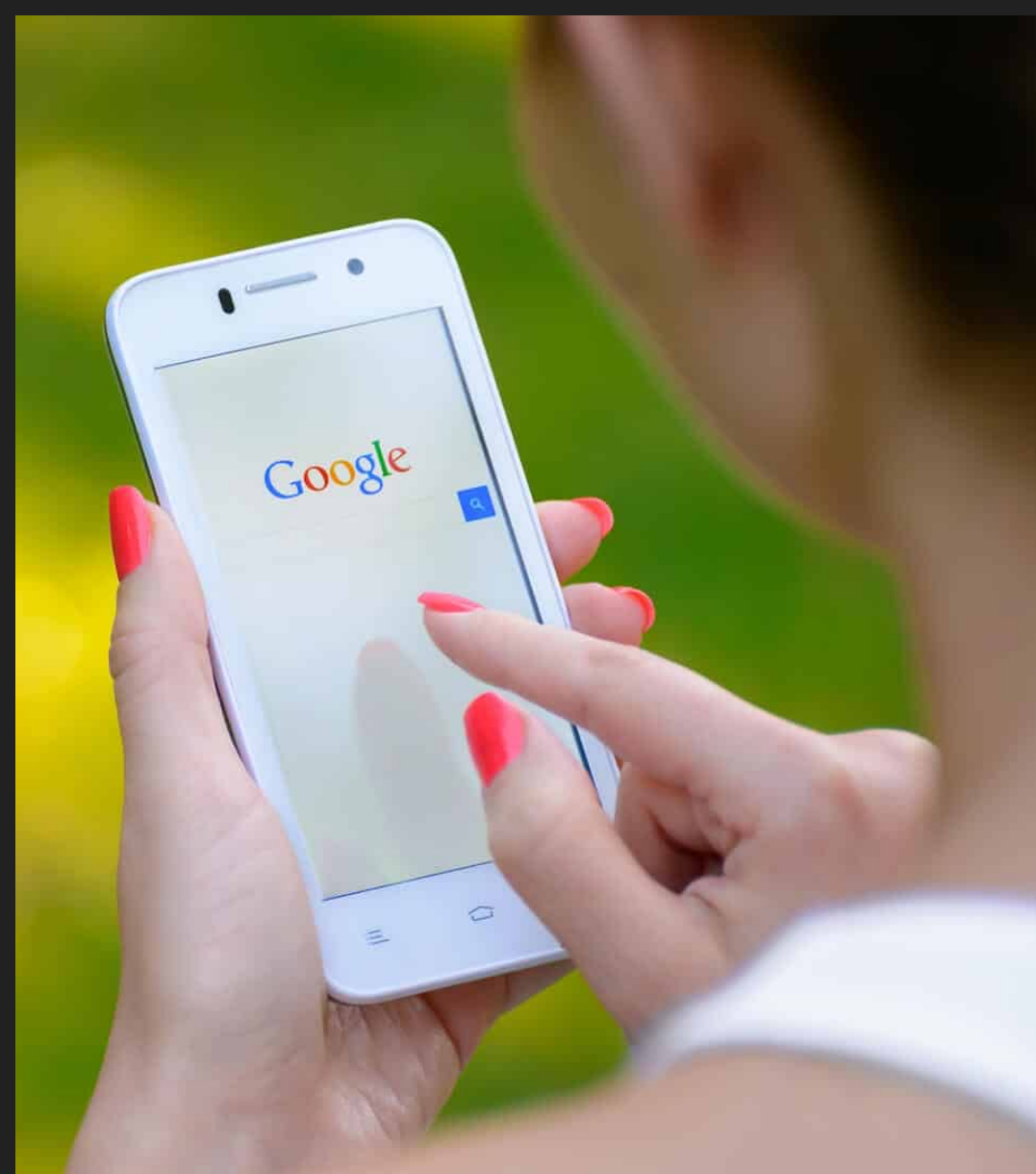
Google continues to be the primary driver for consumers as they start their discoverable journey for path-to-purchase.

It is critical that brands constantly work to ensure they have a strong organic AND paid presence for their key-words, as well as potential opportunities their competitors are not utilizing.

It will always be a bit of push-pull purposely designed by Google to keep the market competitive.

That said, it's important to keep an eye on how that "early discovery" space is evolving.

More and more consumers are turning to social, review sites, and platforms like Alexa, Siri and ChatGPT to begin their journey as a consumer.



DISPLAY / IN-APP

As with most digital media, it's important to ensure you are targeting your online consumers where they spend their time behaviorally, contextually, and with re-targeting as primary drivers back to online engagement.

Based on the loss of some forms of tracking, we recommend brands continue to explore off-site landing pages to measure some initial engagement, as well as continue to split-test various offers with your creative.

Moving away at least a bit from traditional mobile ad-units might increase cost but could also create a better brand experience.

Opportunities continue to create better "in-app" environments for brands, but it remains still somewhat elusive as there isn't a great industry player to play match maker.

(MiO Marketplace could be one of those potential solutions)



GAMING

In-game opportunities are continuing to be underutilized in some ways, as brands struggle with how to stand out while also ensuring measurement and scale.

This includes mobile games as well as online and in-platform games.

Typically, unless you are a national-size buyer, your best opportunities are via programmatic platforms like The Trade Desk which allow for traditional display ads to run across various mobile games.

The biggest issue is that “clicks” often come from accidental moments where users are actually trying to close ads.

The feeling is often one of annoyance rather than good engagement.

There are, however, interesting opportunities to create “in-ad” gaming experience such as a version of Bejeweled to promote a jewelry store, etc.

TRACKING

Google still controls over 80% of all search traffic, and therefore is often responsible for setting the industry standard for tracking movement.

In addition, “attribution” (who deserves a piece of the credit when consumers click their way to brand engagement) has often been measured with “cookies”, in essence, crumbs to track that movement.

For several years (partly due to pressure from consumer groups) Google has said they, along with others, will begin to fade-out the use of cookies – initially by the end of 2024. (Recent reports say this may get extended into 2025)

Regardless of when, expect 1st party data (meaning data that is owned by the provider with identifiers) to be one of the main forms of currency.

Many of these providers are already developing “clean rooms” as a way to use that data but strip off personally identifiable information that could be viewed as an overstep.



FINAL WORD ON DIGITAL OPPORTUNITIES

While not as easy as it used to be, it's not a trend that will reverse anytime soon. The more brands invest in it, the more assurances you will get as many bites of the apple as possible.

It's important to maintain focus on exploring and measuring the various forms of digital engagement, as well as explore new ways to measure results.

The anticipation is that the more brands develop engaging opportunities for consumers, the more likely they'll experience positive ROI.

While buying at aggressive CPM (cost-per-thousand) has been an industry standard, we think the emergence of measuring closer to actual engagement and action "post click" will most likely become an even better benchmark. This is partly because traditional mobile ad units often have very low click-through or true engagement compared to other opportunities like social, etc.



RETAIL MEDIA

A WORD ABOUT AMAZON

According to Google: Amazon and Walmart constitute almost \$.50 of every dollar spent in e-commerce online

Amazon's share of the US E-commerce market sits at almost 40% and is still growing.

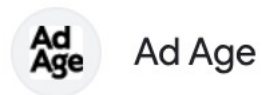
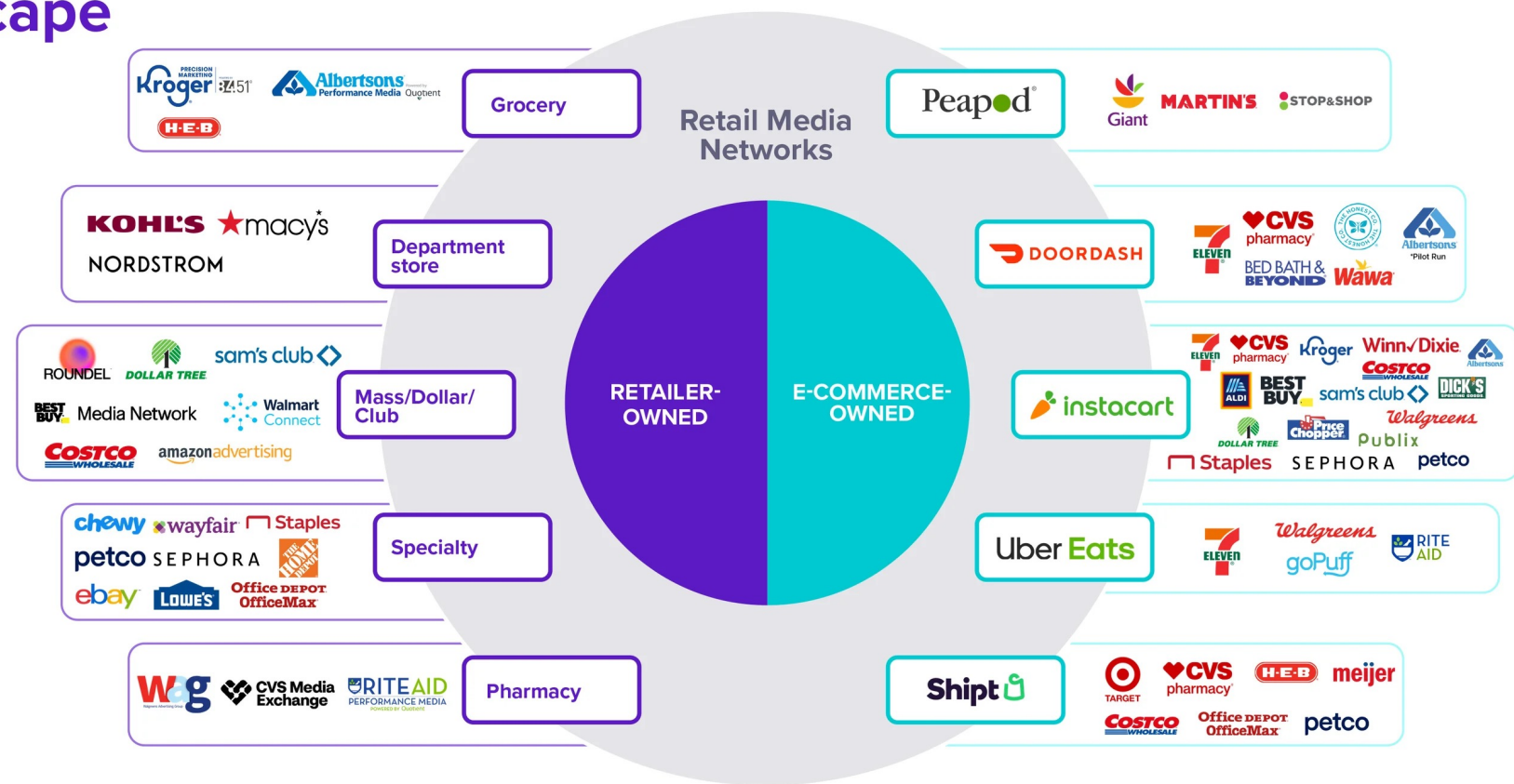
Most in the space are well aware of this and the challenges of standing out both in and outside the Amazon environment.

It will be interesting to see if Walmart.com or any other on-line focused retailer can begin to make even a dent on Amazon's head start in the e-commerce space.

That said, the in-store, in-app and delivery spaces are absolutely exploding when it comes to branded and often trackable advertising opportunities.



The new e-retail landscape



RETAIL MEDIA

The Retail media landscape is going through the most wholesale shift that industry has ever seen – period.

Retailers (even those outside of grocery such as hotel, home improvement, etc.) are building or partnering to deliver opportunities for brands to spend as part of their trade dollars, and also now outside of trade – due mostly to their ability to provide clean, 1st party consumer data.

What many brands seem to be most concerned about is if they spend beyond “trade”, will that number suddenly become the new currency?

Also to watch will be considerable mergers and acquisitions as players in the market (like Criteo) look to expand beyond their online offerings and include more in-store opportunities, including signage, video and potentially audio.



FINAL WORD ON RETAIL MEDIA

As previously stated there is, perhaps, no more explosive area of media than retail media.

One of the trickiest parts will be how to use platforms, perhaps like MiO Marketplace, to keep track of the dozens and dozens of direct and retail partnerships that will continue to emerge this year.

The introduction of “clean rooms” (in essence 1st party data) is an advantage to these partners as an R.O.I. driver often tied directly to in-store data.

In addition, keep an eye on industry leaders like I.A.B. and Association of National Advertisers. They are expected to continue to provide guidance on how the various RMNs (retail media networks) and partners can continue to create industry best practices.

Expect to see even more consolidation and mergers as retail media, like all other media, drives to provide reach and scale.

WHAT'S NEXT – AI AND OTHER



WHAT'S NEXT WITH A.I.

The potential impact of A.I., especially in the creative space is immense.

Some brands are already leveraging its use to create immersive landscapes, customized content and create unique interactive opportunities for consumers.

Brands that can stay just a step ahead of this type of development stand a chance to create more customized and measurable content at scale.

Within the next 2 years, you should also see dramatic improvements in the use of A.I. in the media strategy and planning space. These tools should allow for more machine learning around not only which type of creative delivers the strongest ROI, but also which media does as well.



FINAL WORD – MIO MARKETPLACE

Media will continue to evolve, and we feel confident that MiO Marketplace will stay ahead of that evolution.

From creating more and more tools for agencies, brands and media providers to connect, we are excited to become more integrated into the media landscape.

We will continue to be online and on-site at dozens of the most important events where those at the head of this evolution are providing guidance on which platforms and providers will continue to deliver measurable results.

WANT TO HEAR EVEN MORE ABOUT THE LATEST TRENDS, POWER PLAYERS, AND WHERE EXPERTS FEEL THE INDUSTRY IS HEADED?

CHECK OUT SOME OF OUR TOP INDUSTRY RELATED PODCASTS AT:

MARKETINGCASTS.COM



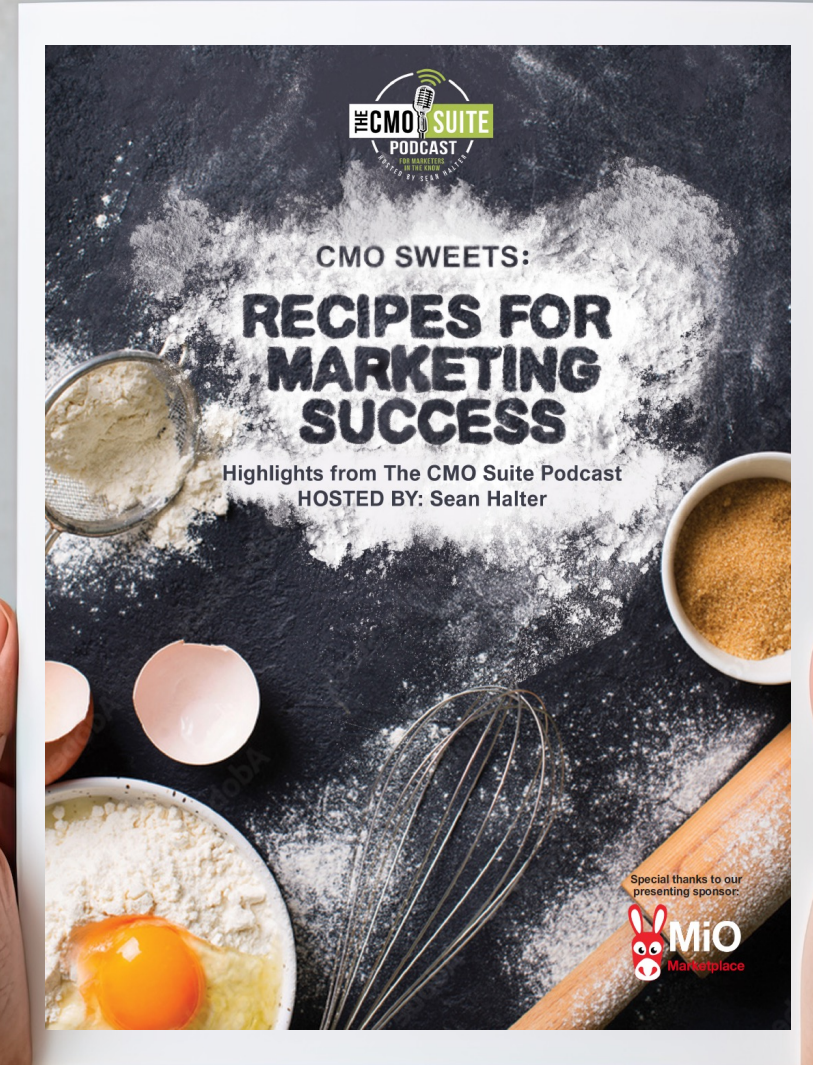
We're excited to promote:

CMO SWEETS: RECIPES FOR MARKETING SUCCESS

This book, by Sean Halter, features episode highlights of over 125 previous guests who've appeared on the CMO Suite podcast, while adding a fun recipe element into the mix.

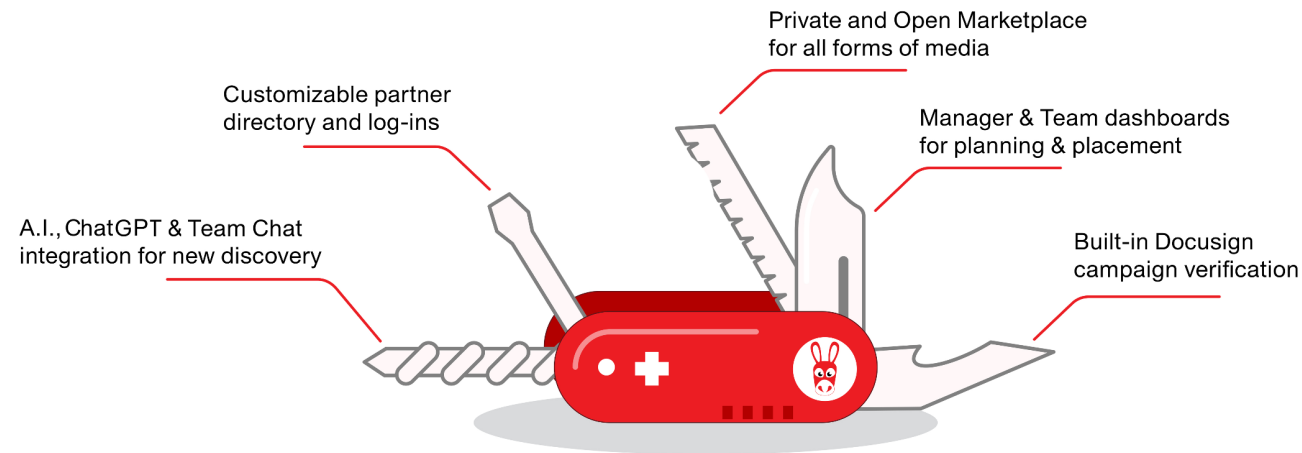
Request an e-copy today at:
marketingcasts.com

Coming soon to amazon.com





MiO Marketplace an agency, brand & media company tool-kit and marketplace Let Us Do The Heavy Lifting



BE SURE TO VISIT: www.miomarketplace.com to keep up
on the latest tools and media opportunities