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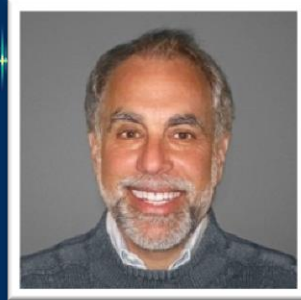
ADVANCED TV SALES

Welcome to the Quarterly Webinar Series: Update on Advanced TV

Webinar Moderators



Rick Ducey
Managing Director
BIA Advisory Services



Mitch Oscar
Director, Advanced TV, USIM
Executive Advisor, BIA Advisory Services



Agenda

- BIA's Local Video Ad Forecast Update
- 21st Century Advanced TV Perspective
- Executive Panel: Selling Advanced TV
- Q&A

Advanced TV and Innovation in Local Television

What's on the minds of local TV group executives?

Local Paid Media Ad Forecast: Highlights from BIA ADVantage

21st Century Advanced TV: An Historical Perspective

Discussion on the advanced TV market will examine:

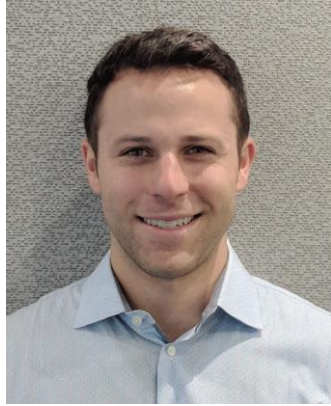
- Key initiatives developing in the advanced TV realm
- Opportunities for traditional media and pure plays as they vie for local media budgets
- Impact of advanced TV sales on the buying and selling of commercial television inventory
- Maximizing ROI both for the media seller and advertising agencies/marketers



Joining Us Today: Local TV Group Executive Panelists



Jo Kinsella
CRO/EVP
TVSquared



Joel Fineman
Dir., Publisher Dev.
Premion TEGNA



Jon Sumber
VP, Digital
Hearst



Brian Hunt
OTT/CTV Ad Sales
Sinclair



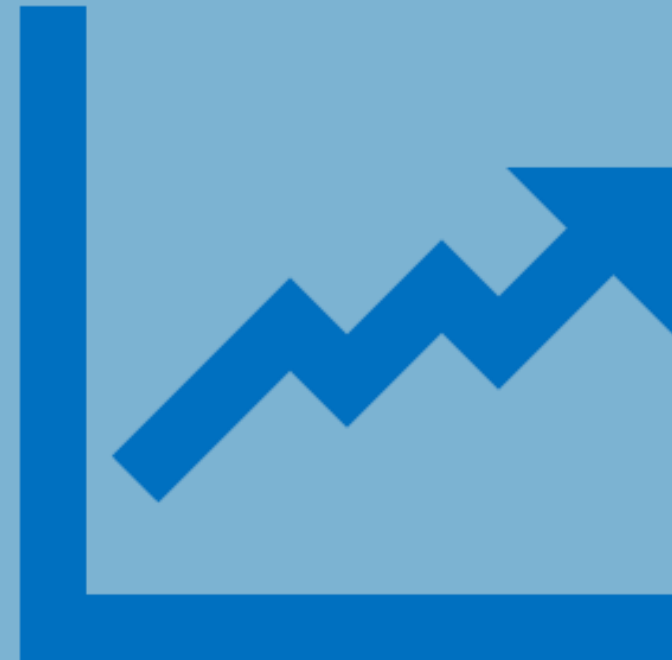
Steve Lanzano
Pres/CEO
TVB

BIA Advisory Services

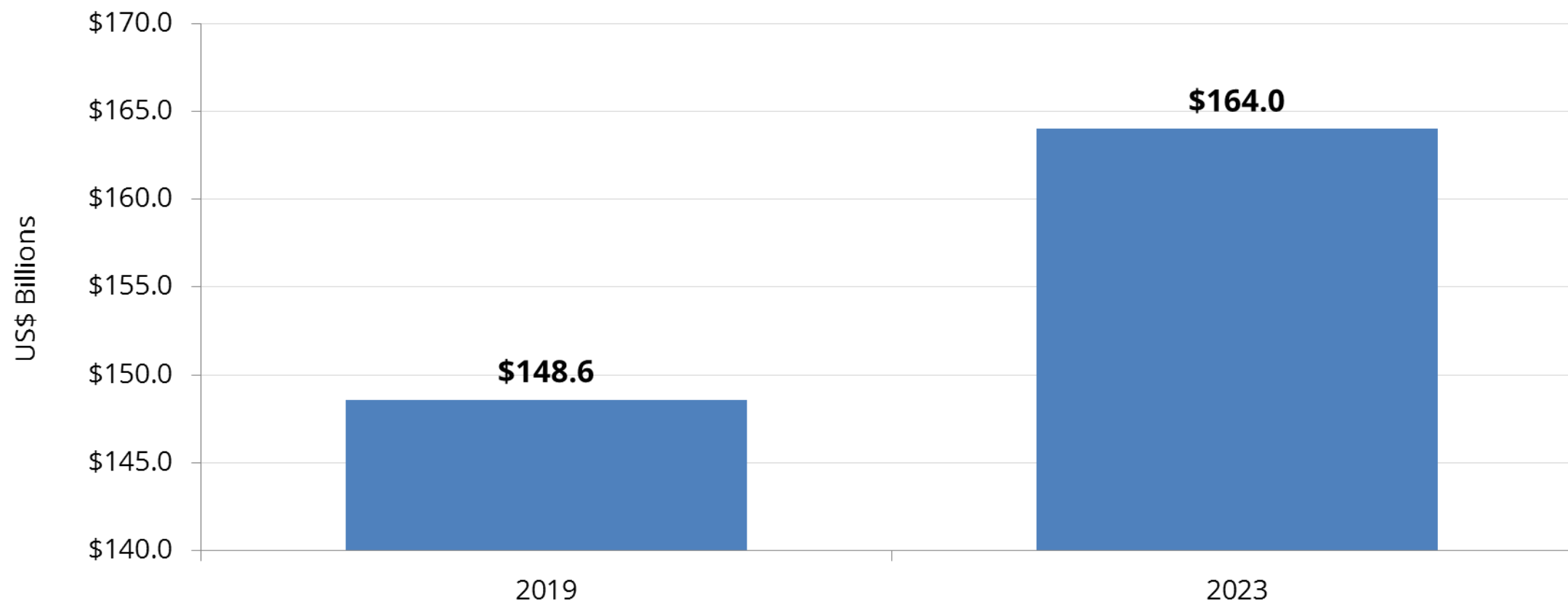
Local Video Ad Forecast: 2018-2023

Growth Strategies for Local TV
Advertising

Sizing the Opportunity and Trends



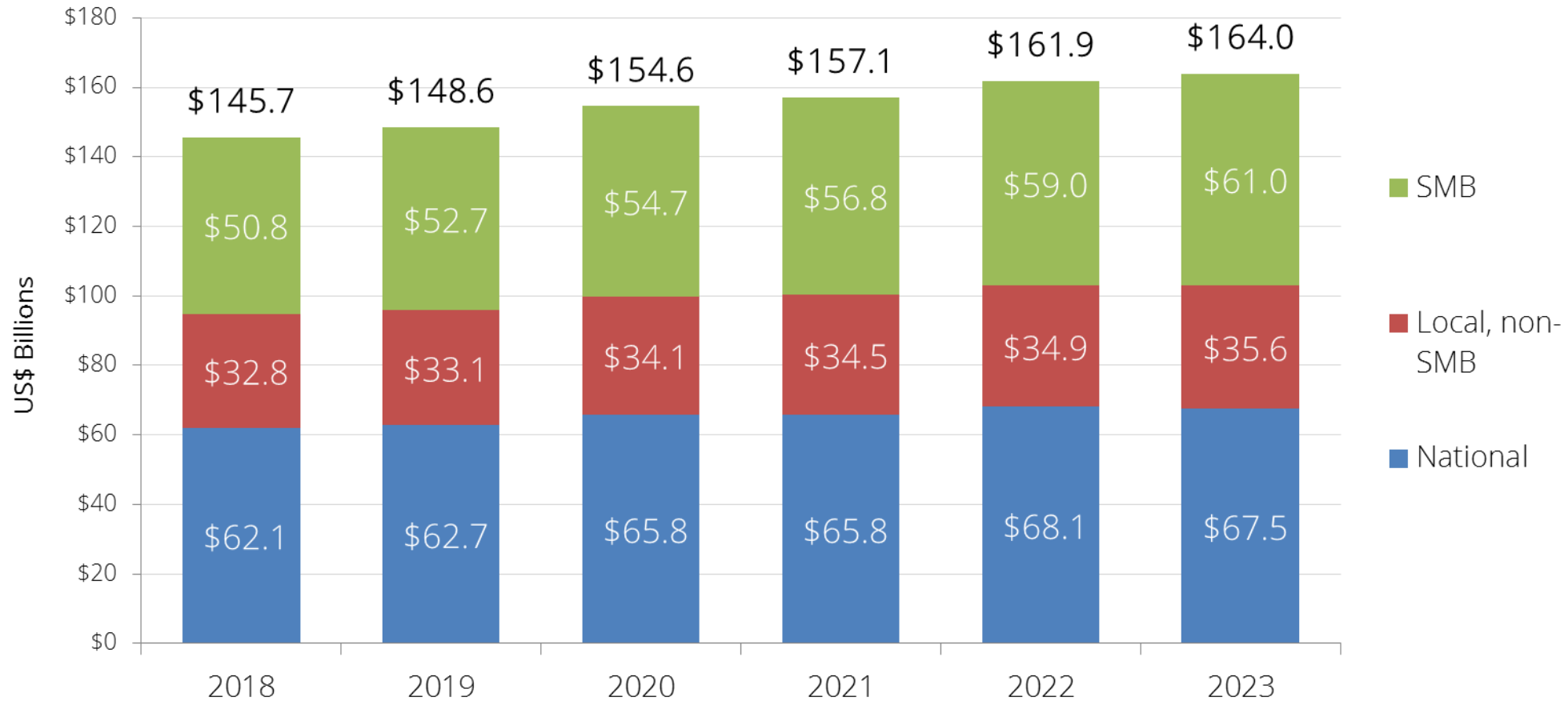
Local Advertising: 2019 and 2023



Note: Numbers are rounded.

National Brands to Spend \$5.4B More in Local Media

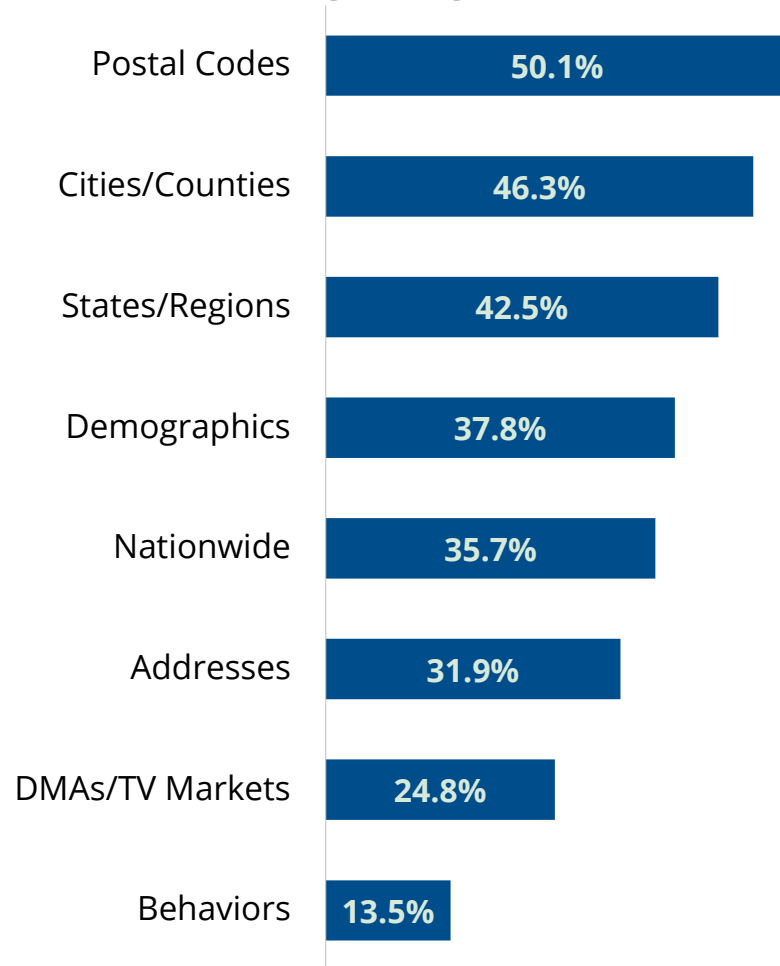
Local media for national brands rising from \$62.1B to \$67.5B by 2023



Source: BIA U.S. Advertising Forecast 2019

Targeted Advertising

Targeting Levels Used



Importance of Different Consumer Groups



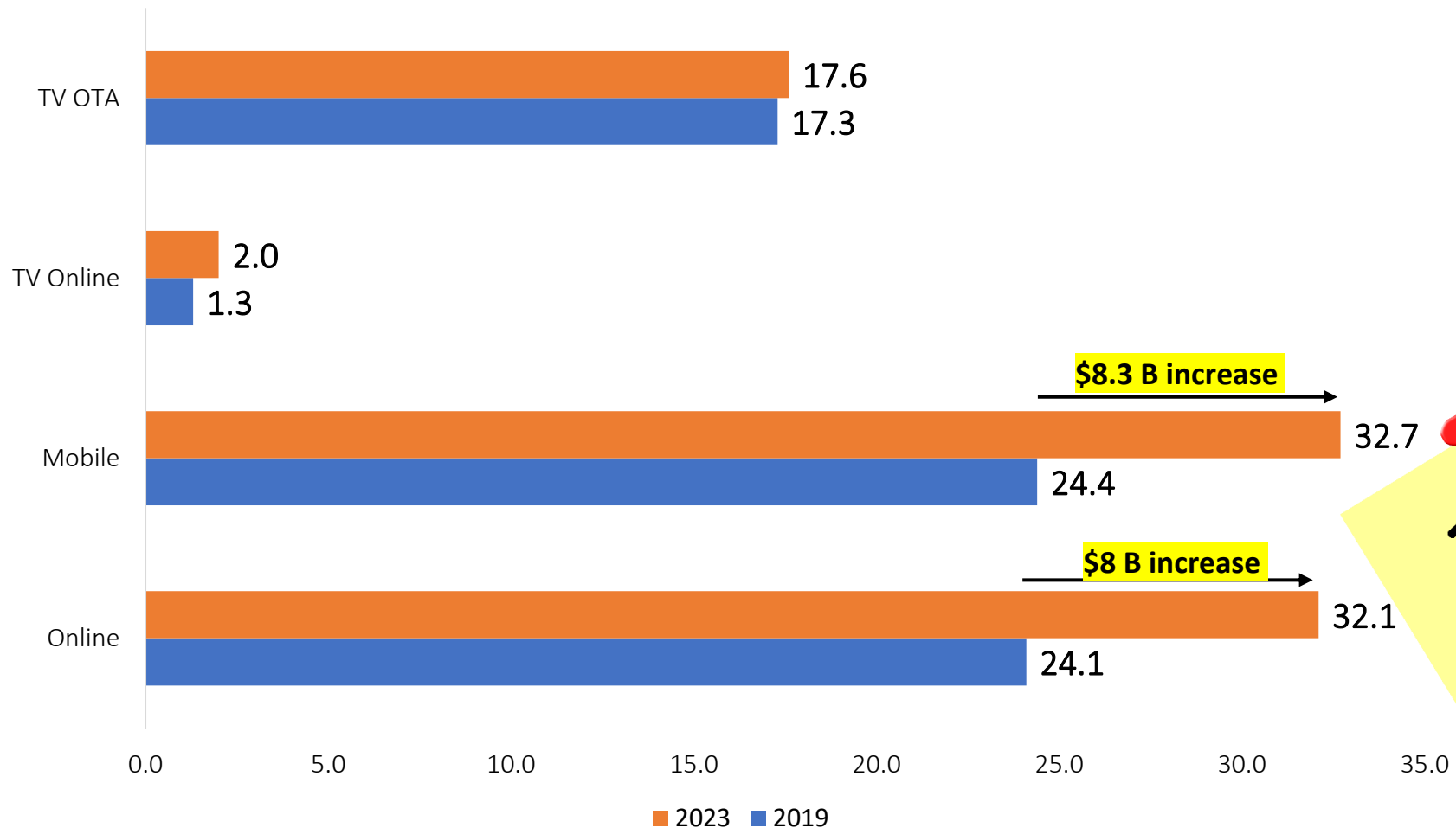
At what level do you target ad audiences? Sample Size = 399

When using targeted digital ads how important is getting your ads in front of the following?

Sample Size = 399

TV's Digital Opportunity Target

Big Target for TV: \$16B growth in local spending in Online and Mobile



Why the shift toward digital spending?

1. Data-driven audience targeting
2. Platforms with transactional efficiency
3. Attribution

Let's talk with the experts

Panel Discussion

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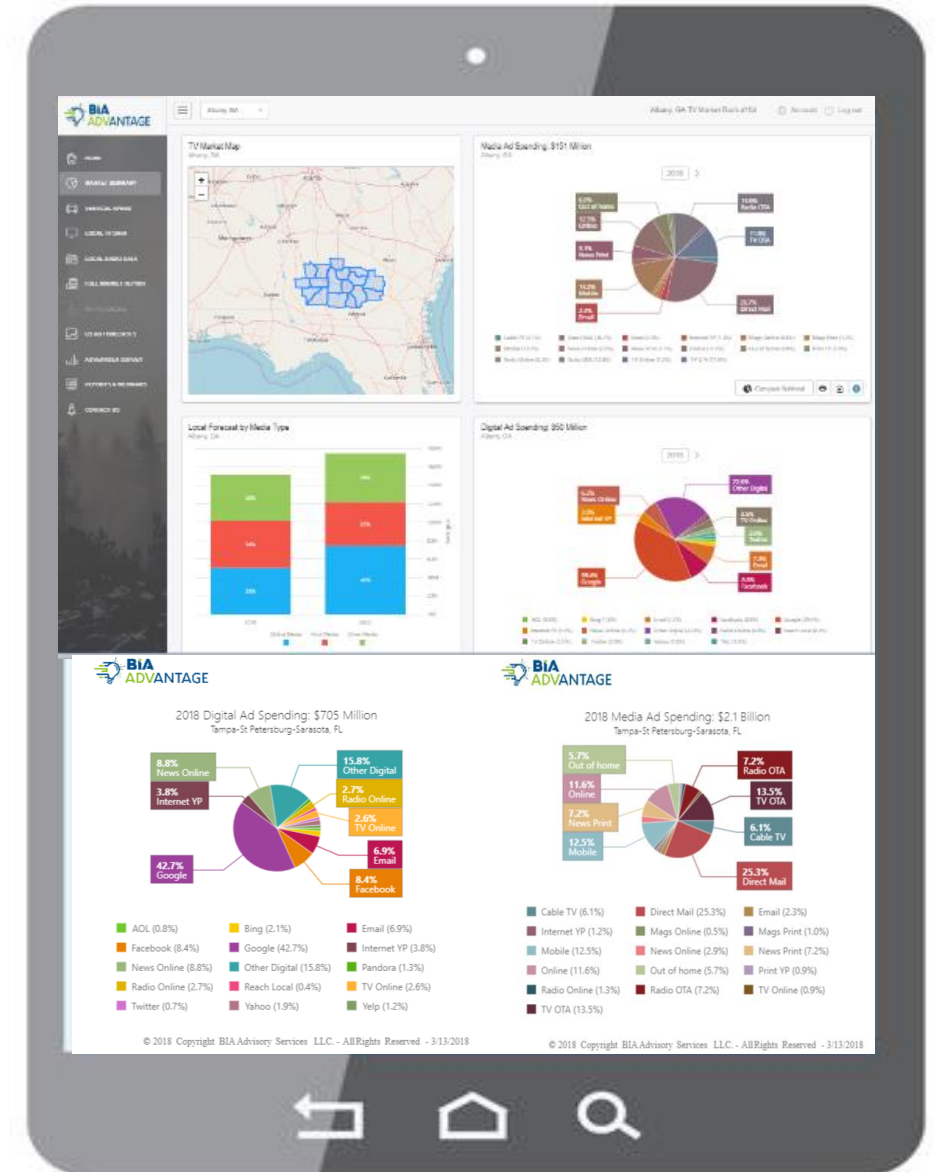
Actionable Insights into Local Advertising

BIA produces nationwide and local market data that helps broadcasters, digital executives and publishers whose sole aim is targeting advertisers and growing their share of wallet.

Our data, insights and analysis are delivered in our intelligence platform, **BIA ADVantage**. 

We're helping clients with their 2019 budgets right now. We'd be pleased to discuss how we can help you.

Email rducey@bia.com to set up a time to talk privately.





Questions & Comments:

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