



2022 Winning Local Media Series:  
**OTT**  
May 17, 2022 at 2:00 pm Eastern

**SalesFuel**<sup>®</sup>

**BIA** | ADVISORY  
SERVICES

# Welcome! Thank You for Joining Us



**Rick Ducey**  
Managing Director  
BIA Advisory Services



**C. Lee Smith**  
CEO & Founder  
SalesFuel



**HOST: Audrey Strong**  
VP Communications  
SalesFuel

## Today's Discussion

- Local advertising estimates for Over-the-Top (OTT)
- OTT/Free Ad Supported TV (FAST) Audience Profiles
- Top spending verticals on OTT
- Key verticals in spend and growth for Local Sellers
- Deep Dive: Hospitals, Dentists, Colleges & Universities, Legal, Real Estate
- Next **Local Event: Out-of-Home (OOH), September 2022**

# How BIA Views “Local” and OTT

## BIA’s Local Definition:



- **Local:** Includes all media generating revenue by selling access to local audiences to all types of advertisers.
- **Local audience** advertising sales include buys specifying local and regional markets.

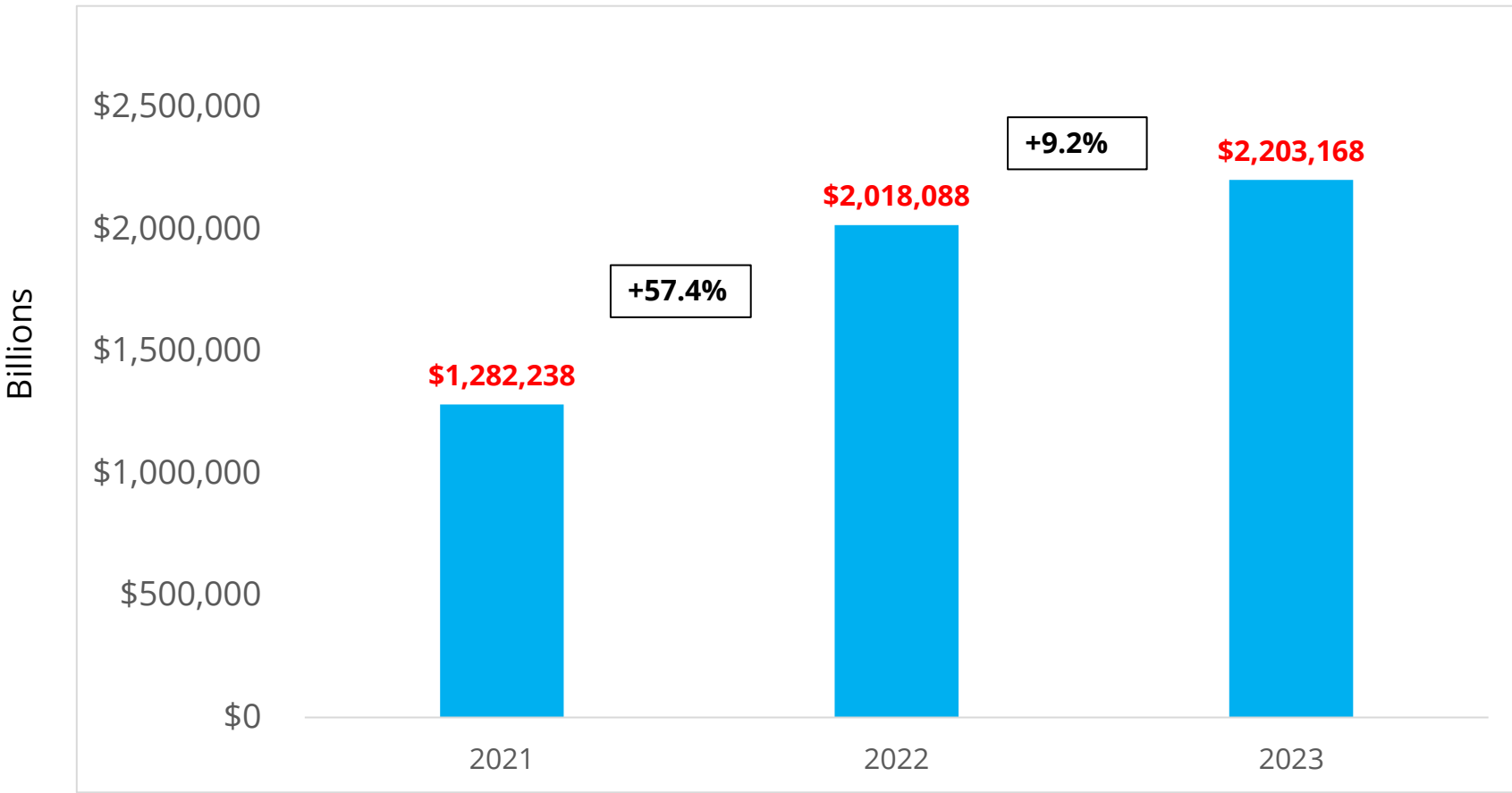
## BIA’s OTT Definition:



- **Over-the-Top (OTT):** OTT refers to long-form, premium video that can be watched on any Internet connected screen including smartphones, tablets, desktops/laptops, and of course connected TV sets (CTV).
- **Revenue** is all locally targeted advertising revenue sold on streaming video that is delivered to TV sets via Internet connections.

# BIA's OTT Local Ad Spending Forecast 2021-2023

Most viewing and ad-spending will be on CTV segment of the OTT space.

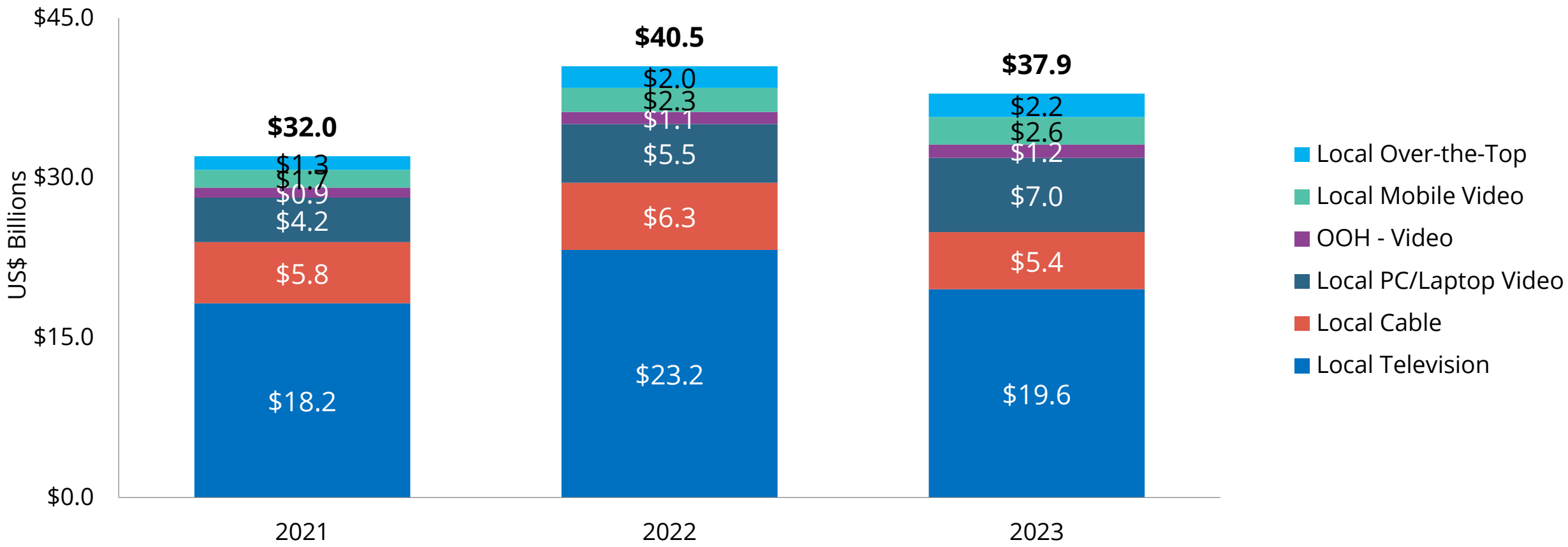


**2021-2023  
CAGR 31%**

Source: BIA Advantage, 2022 U.S. Ad Forecast, Issued December 2021.

# OTT Ad Spend Slice within Local Video Advertising

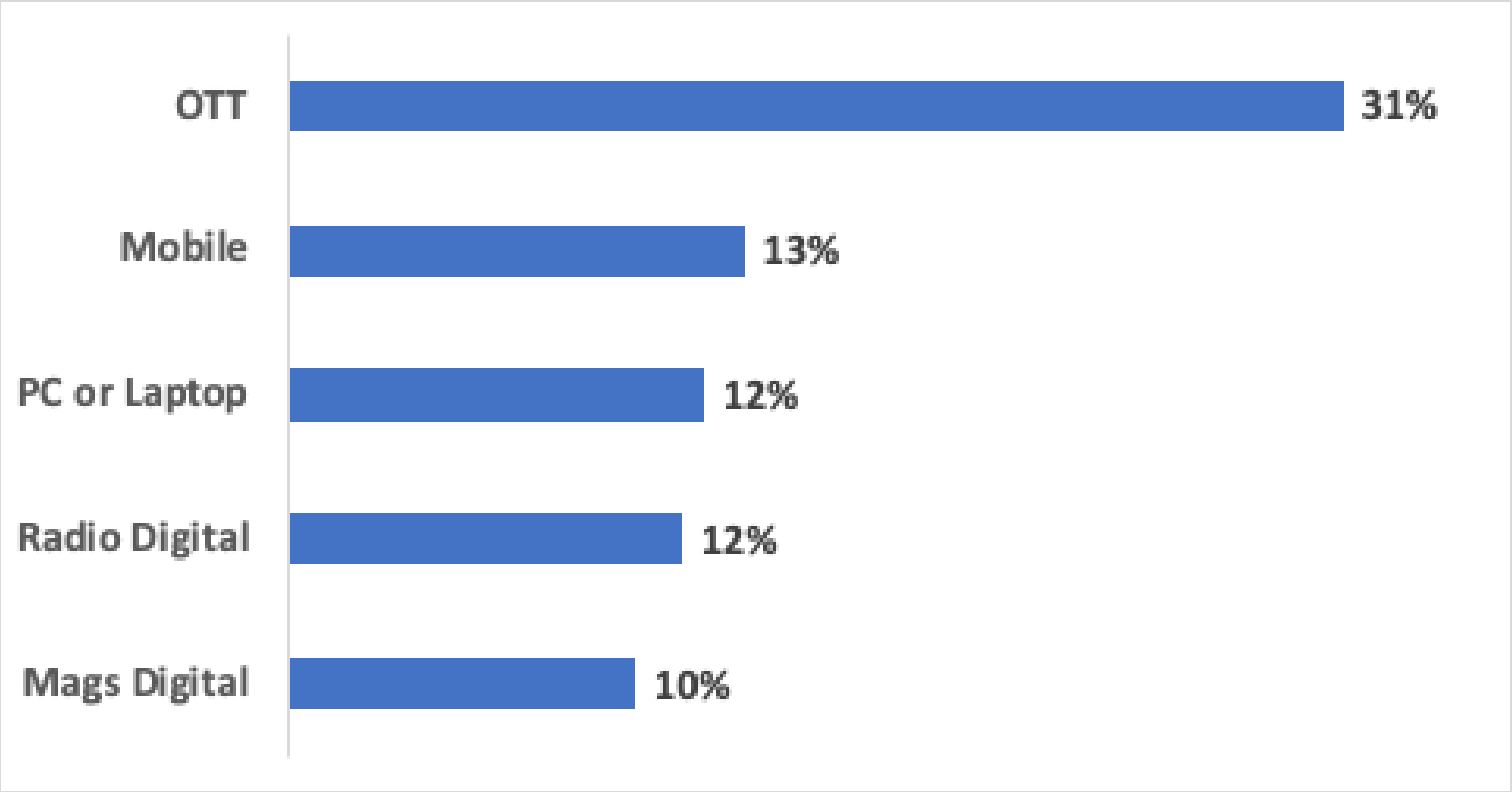
Linear TV (TV OTA and MVPD) is trending down even while OTT continues to gain share and dollars in local video.



# OTT is the fastest growing media channel 2021-2023



**OTT takes the lead on Mobile and PC or Laptop in % CAGR growth**



Source: BIA Advantage, 2022 U.S. Ad Forecast, Issued December 2021.

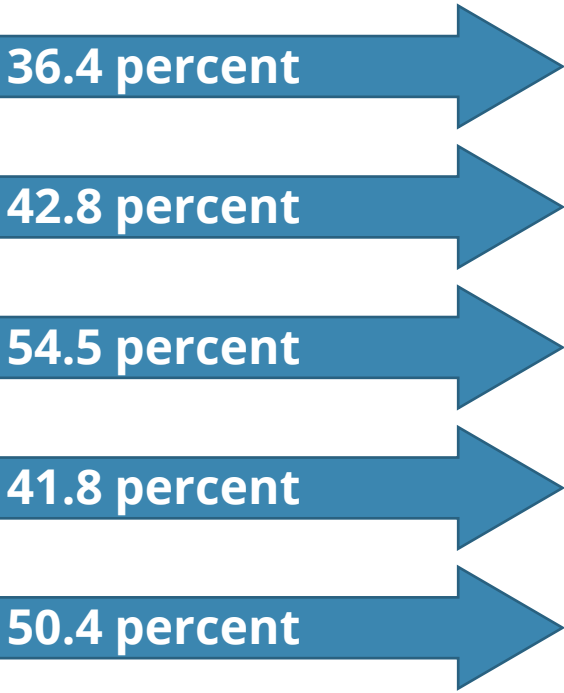


# Online Gambling: Driving Growth in the Top Growing OTT Markets

## Top 5 Markets 2021 to 2022 % OTT Growth

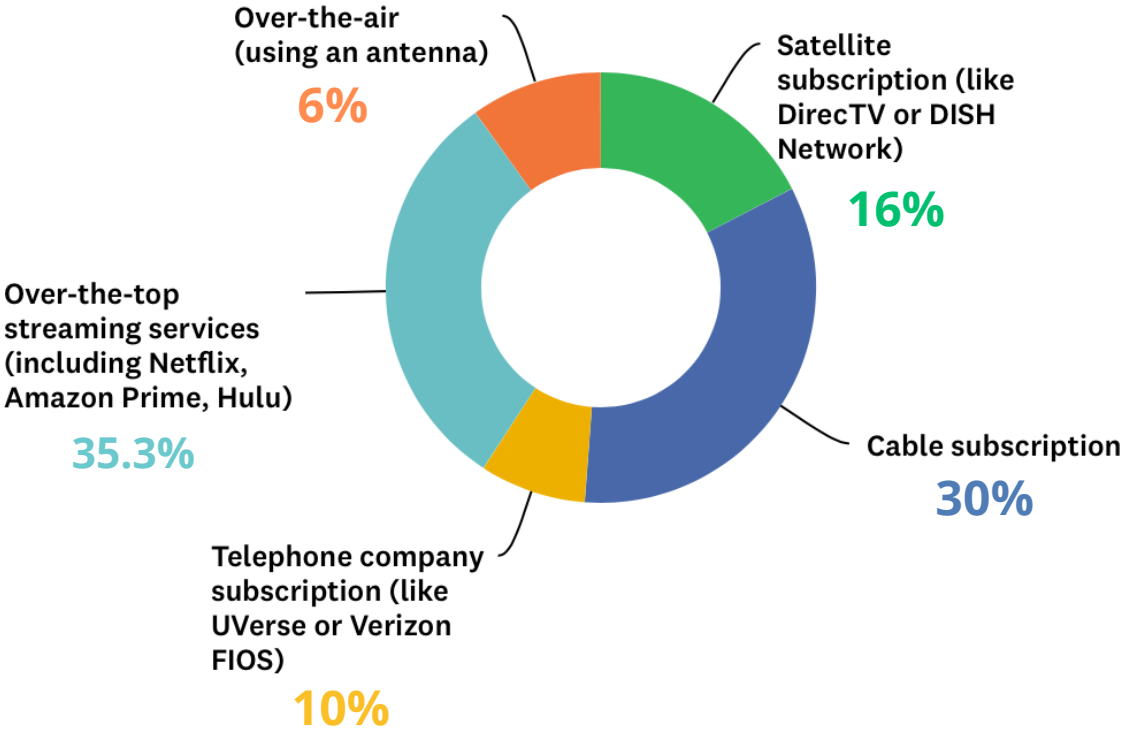
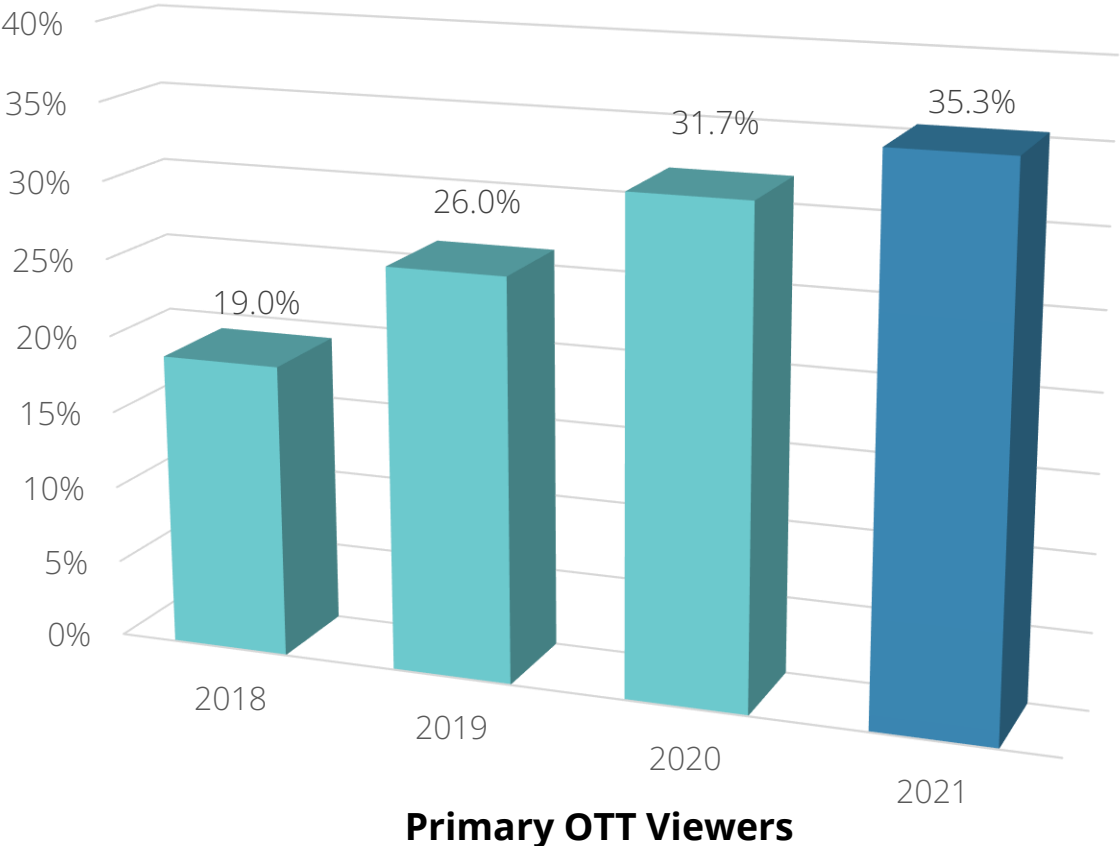
Market	% Growth
Salisbury, MD	133.1%
Baltimore, MD	128.0%
Binghamton, NY	119.6%
Burlington, VT-Plattsburgh, NY	116.9%
Rochester, NY	116.0%

## Percent of 2021 to 2022 OTT Growth Attributable to Online Gambling



# OTT Adoption Keeps Growing

## How do you get most of your television programming? (Select only one)





**Consumer interest in FAST** is accelerating, due in part to a squeeze on discretionary income.

*The New York Times*

Daily Business Briefing >

## Netflix Tells Employees Ads May Come by the End of 2022

Executives said they were aiming to introduce an ad-supported, lower-priced subscription tier in the last three months of the year, quicker than originally indicated.

**55%** of consumers already use at **least 1** FAST service (Deloitte).

**Average weekly streaming share of AVOD services.**



Source: Magid Video Entertainment Pulse Study, 2021

- **Average of 4** streaming TV subscriptions per HH in the U.S.
  - *Increasingly popular: Peacock, Apple TV+, Discovery+, Pluto, Paramount+*
- Consumers draw the line at 4+ SVOD subscriptions. [Samba TV 2022]



# Question Time

Let's answer a few questions.

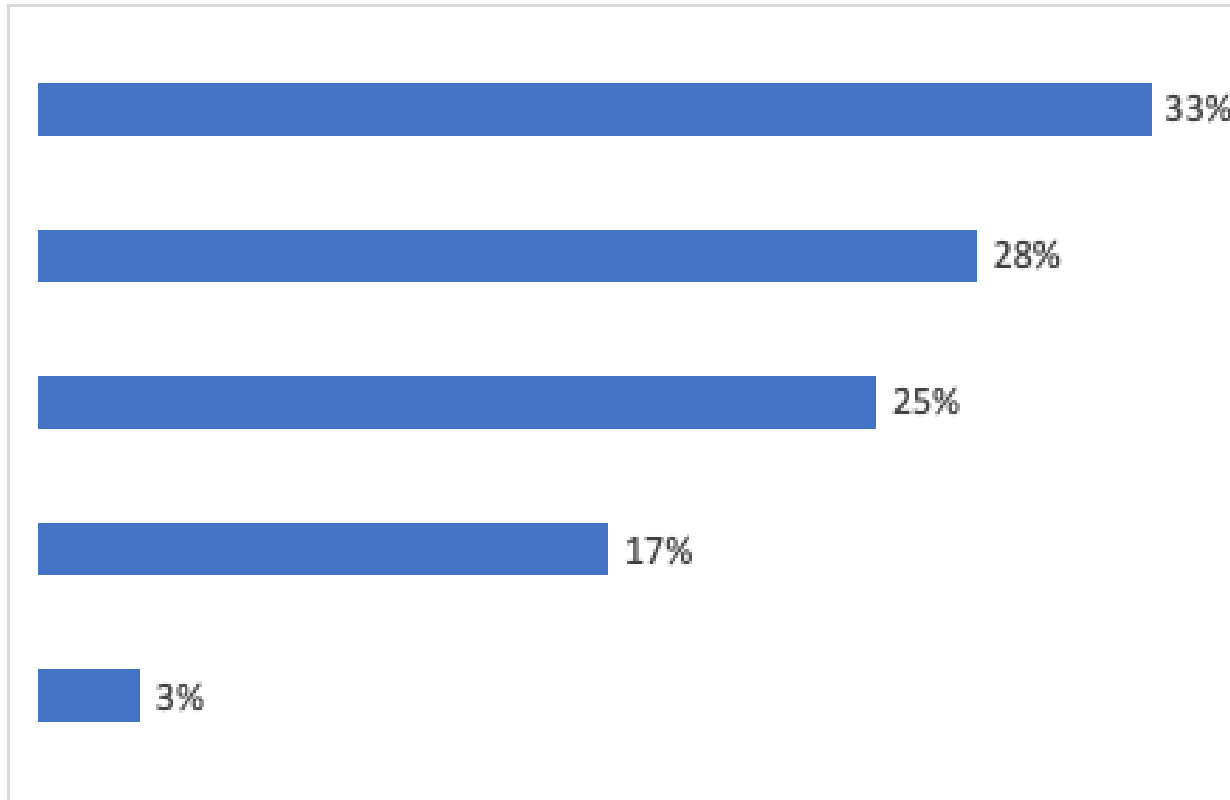
Please enter your question into the control panel.

If we don't answer your question during the webinar, we will answer via email after the webinar.



# Top 5 Sub-Verticals by OTT Growth (2021-2023)

Hospitals are leading OTT growth with 33% CAGR 2021-2023



Hospitals



Offices of Physicians/  
Dentists/Chiropractors



Colleges and Universities



Legal Services



Realtors

Source: BIA Advantage, 2022 U.S. Ad Forecast, Issued December 2021.

# Sub-Vertical Analysis Hospitals

# BIA's Estimated Ad Spend with Hospitals: 2021 & 2023

**Local ad spend in 2021:**

**\$4.3B**

In local advertising in All Markets

1.2% goes to TV OTT

**\$50.7M**

**Local ad spend in 2023:**

**\$5.2B**

In local advertising in All Markets

1.7% goes to TV OTT

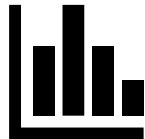
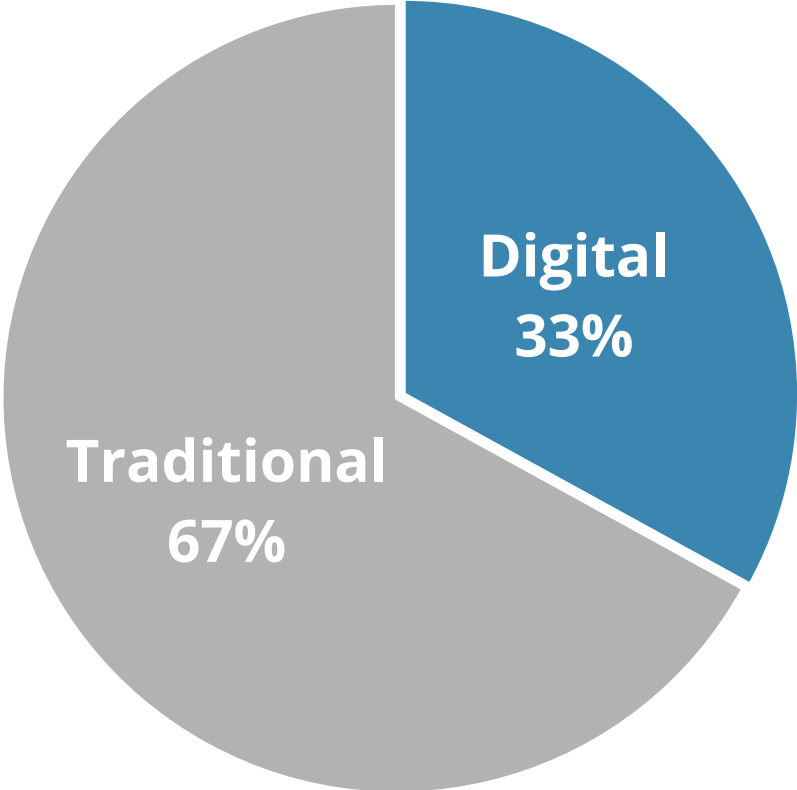
**\$90.1M**

Source: BIA Advantage, 2022 U.S. Ad Forecast, Issued December 2021. Note: Numbers are rounded.



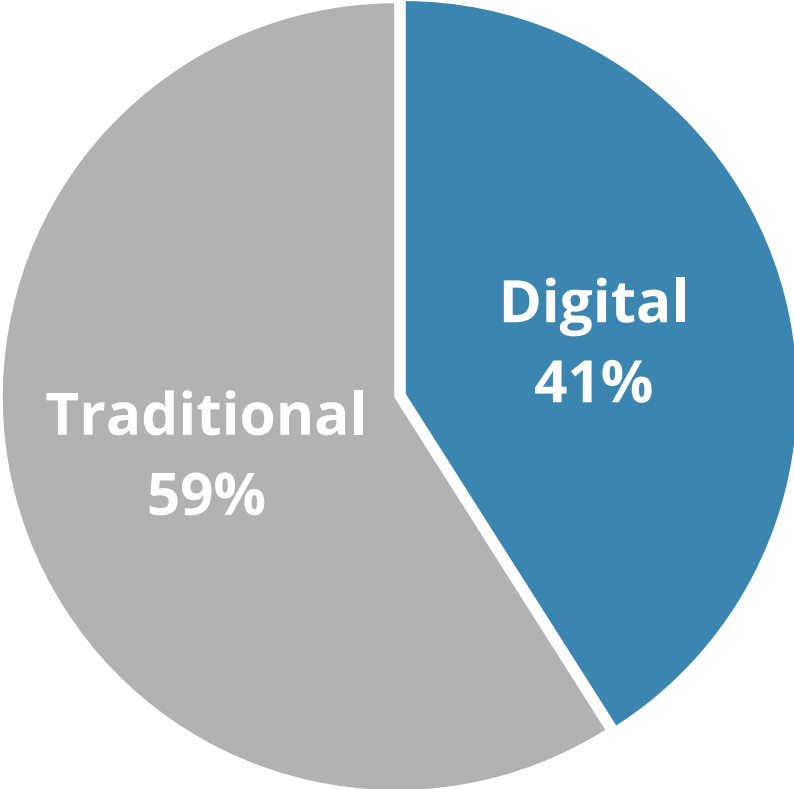
# Hospitals: Share of Traditional & Digital

**\$4.7B in 2021**



**16% growth (CAGR) in Digital Ad Spend from 2021 to 2023**

**\$5.2B in 2023**



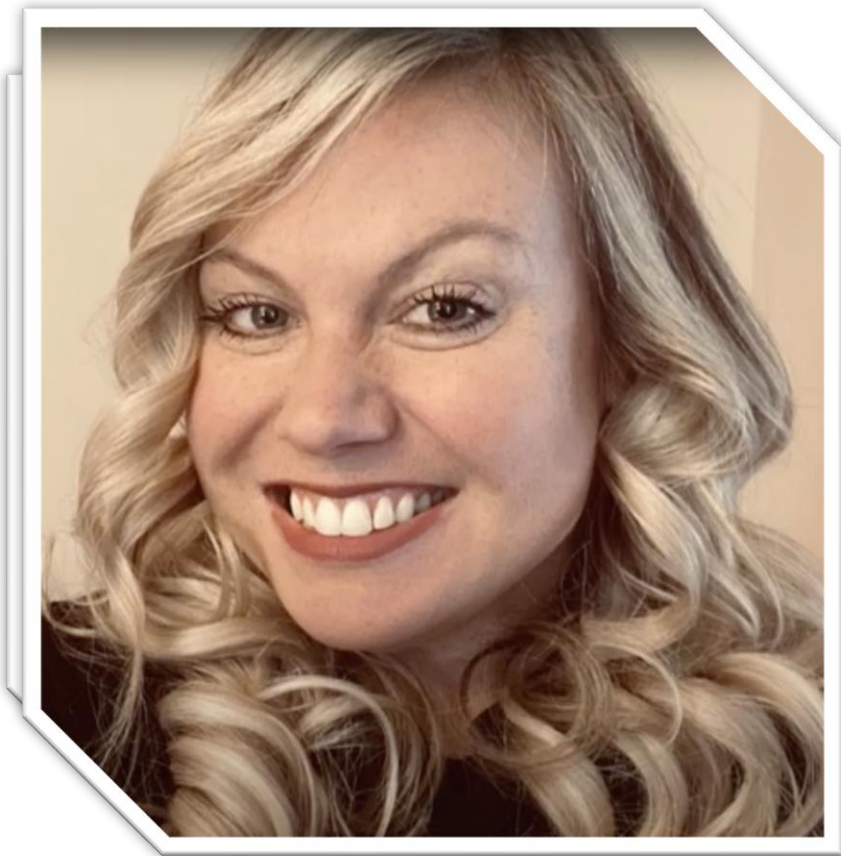
Source: BIA Advantage, 2022 U.S. Ad Forecast, Issued December 2021. Note: Numbers are rounded.

# Urgent Care Patients

*U.S. adults who expect to use an urgent care center in the next 12 months...*

- **60%** own a connected TV device
- **45% more likely** to ask a doctor or pharmacist about a specific medication after seeing an advertisement for it
- **44% more likely** to subscribe to Paramount+
- **35%** influenced by streaming TV advertising in past 30 days

# Health Care Success!



**Jaime Emig**  
Spectrum Reach  
Evansville, IN

# \$450,000

from a substance abuse and psychiatric hospital

- Streaming TV
- Now the exclusive streaming partner for the agency

Her story at [salesfuel.com/SSA](https://salesfuel.com/SSA)

Sub-Vertical Analysis

Physicians/Dentists/Chiropractors

# BIA's Estimated Ad Spend Offices of Physicians/Dentists/Chiropractors: 2021 & 2023

**Local ad spend in 2021:**

**\$4.3B**

In local advertising in All Markets



**Local ad spend in 2023:**

**\$4.8B**

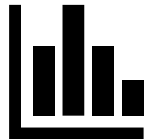
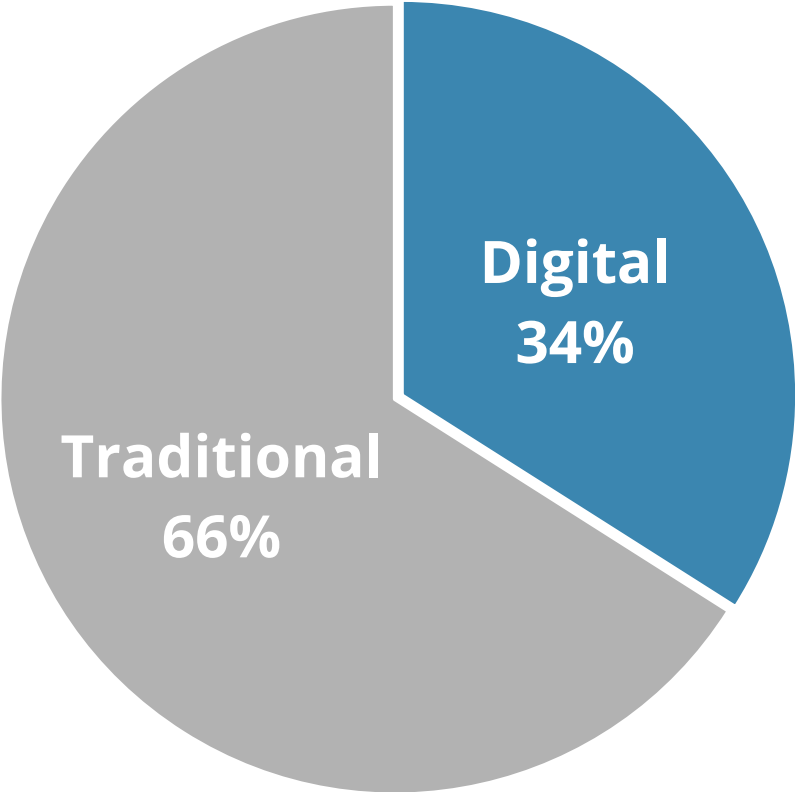
In local advertising in All Markets



Source: BIA Advantage, 2022 U.S. Ad Forecast, Issued December 2021. Note: Numbers are rounded.

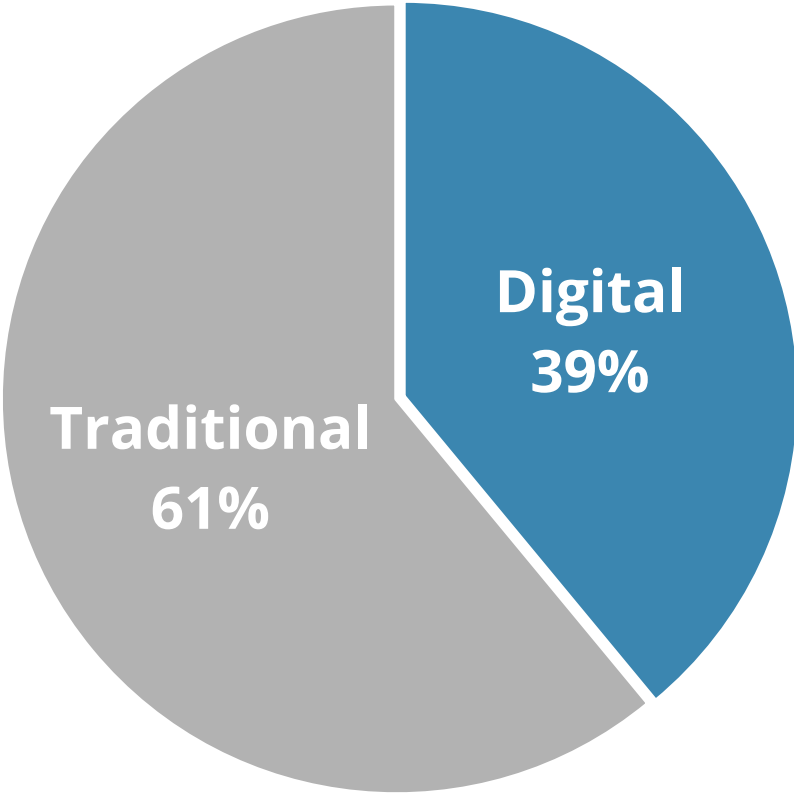
# Offices of Physicians/Dentists/Chiropractors: Share of Traditional & Digital

**\$4.5B in 2021**



**12% growth (CAGR) in Digital Ad Spend from 2021 to 2023**

**\$4.8B in 2023**



Source: BIA Advantage, 2022 U.S. Ad Forecast, Issued December 2021. Note: Numbers are rounded.

# Potential Dentist Switchers

*U.S. adults who want to switch to a new dentist in the coming year...*

- **42%** get most of their programming from OTT
- **53% more likely** to subscribe to YouTube TV
- **37% more likely** to be chronic pain sufferers
- **39%** influenced by streaming TV advertising in past 30 days

SOURCE: 12th annual AudienceSCAN® study of U.S. consumer behavior, SalesFuel.com, 2021 [n= 15,281 adults online]



# Sub-Vertical Analysis

# Colleges & Universities

# BIA's Estimated Ad Spend with College & Universities: 2021 & 2023

**Local ad spend in 2021:**

**\$0.9B**

In local advertising in All Markets

2.0% goes to TV OTT

**\$18.2M**

**Local ad spend in 2023:**

**\$1.0B**

In local advertising in All Markets

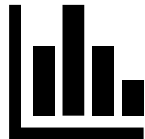
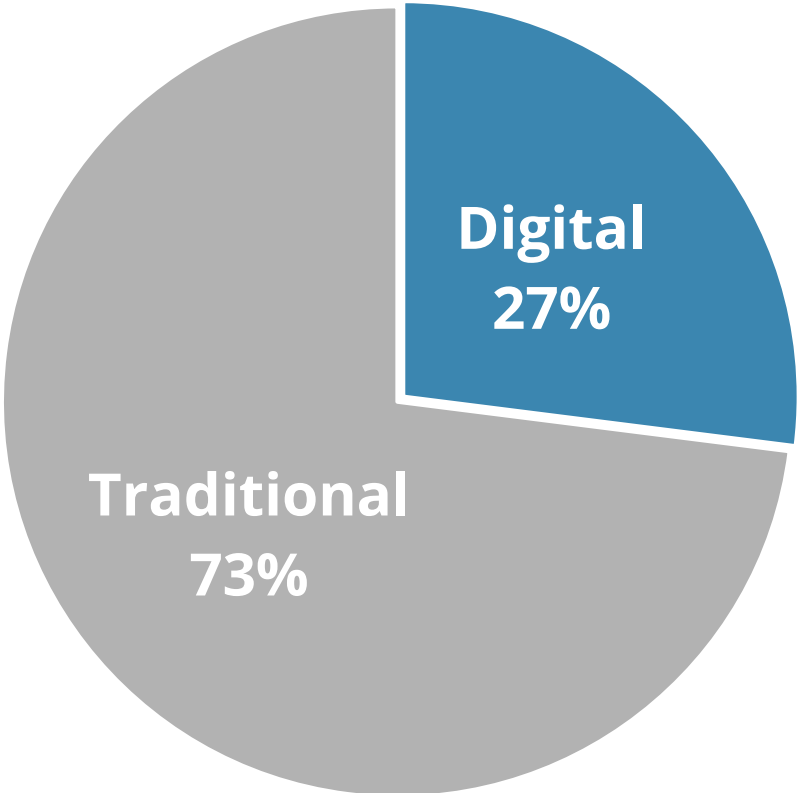
2.7% goes to TV OTT

**\$28.3M**

Source: BIA Advantage, 2022 U.S. Ad Forecast, Issued December 2021. Note: Numbers are rounded.

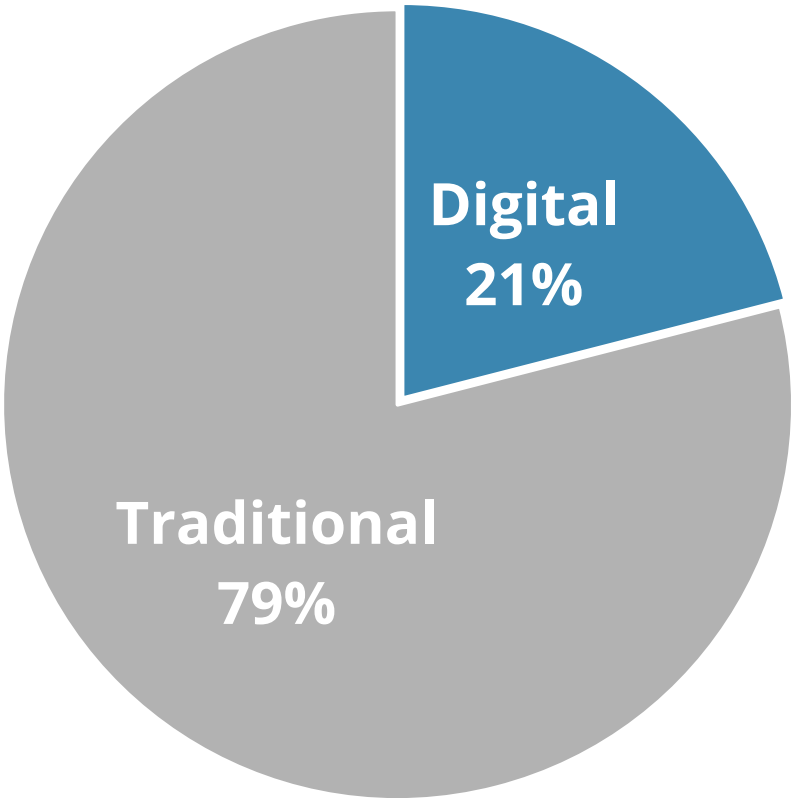
# Colleges & Universities: Share of Traditional & Digital

**\$0.9B in 2021**



**-6% growth (CAGR) in Digital Ad Spend from 2021 to 2023**

**\$1.0B in 2023**



Source: BIA Advantage, 2022 U.S. Ad Forecast, Issued December 2021. Note: Numbers are rounded.

# College Class Attendees (not part-time or full-time students)

*U.S. adults who will take college classes for personal or professional fulfillment...*

- **44%** get most of their programming from OTT
- **71% more likely** to subscribe to Discovery+
- **23% more likely** to enjoy gambling at a casino
- **41%** influenced by streaming TV advertising in past 30 days

SOURCE: 12th annual AudienceSCAN® study of U.S. consumer behavior, SalesFuel.com, 2021 [n= 15,281 adults online]

# Higher Education and Government Success!



**Kristina Clark**

KRDO TV-AM/FM

Colorado Springs, CO

# \$184,991

2 digital-only campaigns from a large higher education institution and a state government program

- Connected TV
- Programmatic display, audio and video
- SEM

Her story at [salesfuel.com/SSA](https://salesfuel.com/SSA)

# Sub-Vertical Analysis

# Legal Services

# BIA's Estimated Ad Spend in Legal Services: 2021 & 2023

**Local ad spend in 2021:**

**\$8.1 B**

In local advertising in All Markets

1.8% goes to TV OTT

**\$148.1M**

**Local ad spend in 2023:**

**\$8.5 B**

In local advertising in All Markets

2.4% goes to TV OTT

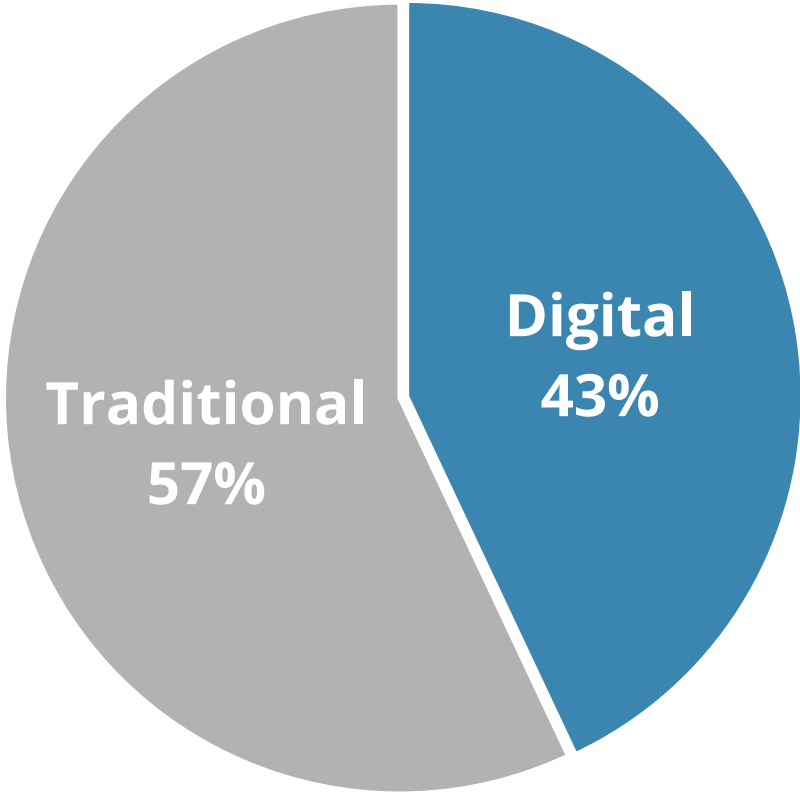
**\$202.3M**

Source: BIA Advantage, 2022 U.S. Ad Forecast, Issued December 2021. Note: Numbers are rounded.



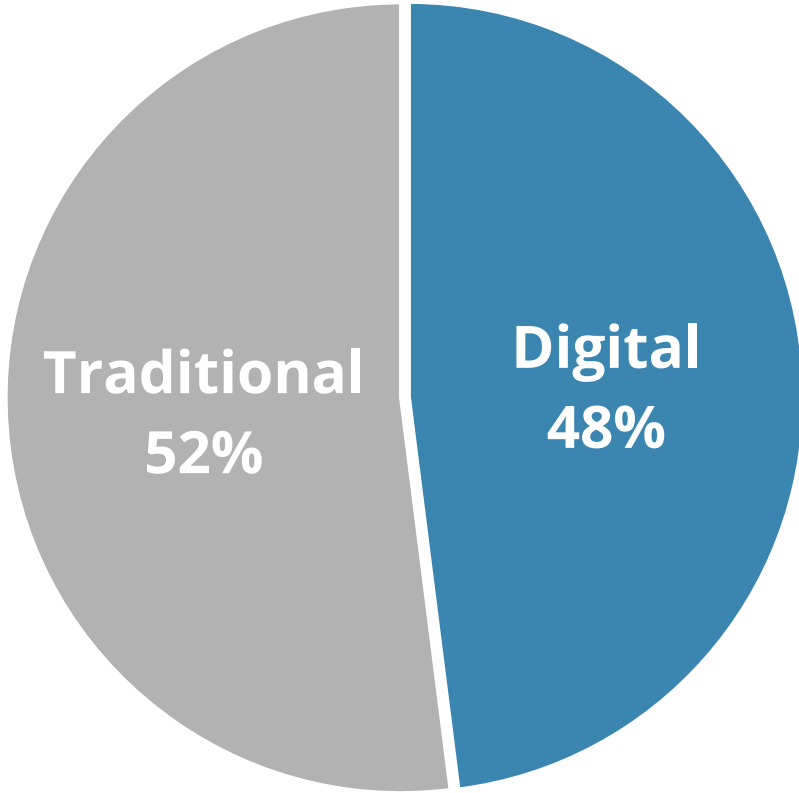
# Legal Services: Share of Traditional & Digital

**\$8.1B in 2021**



**8% growth (CAGR)  
in Digital Ad Spend  
from 2021 to 2023**

**\$8.5B in 2023**



Source: BIA Advantage, 2022 U.S. Ad Forecast, Issued December 2021. Note: Numbers are rounded.

# Legal Services Clients

## *U.S adults who plan to use legal services in 2021-2022...*

- **30%** watch TV 5+ hours/day
- **76% more likely** to subscribe to ESPN+
- **36%** enjoy watching police/detective/mystery shows
- **37%** have watched streamed video on their smartphone
- **39%** influenced by streaming TV advertising in past 30 days

SOURCE: 12th annual AudienceSCAN® study of U.S. consumer behavior, SalesFuel.com, 2021 [n= 1,113 adults online]

# Legal Services Success!



**Christy Cuthbert**

Las Vegas Review-Journal  
Las Vegas, NV

# \$174,000

from a local law firm

- Newspaper website
- CTV
- Programmatic display, audio and video

Her story at [salesfuel.com/SSA](https://salesfuel.com/SSA)

# Sub-Vertical Analysis

# Realtors

# BIA's Estimated Ad Spend with Realtors: 2021 & 2023

**Local ad spend in 2021:**

**\$4.8B**

In local advertising in All Markets

0.7% goes to TV OTT

**\$31.6M**

**Local ad spend in 2023:**

**\$3.9B**

In local advertising in All Markets

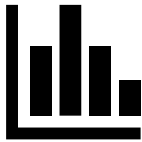
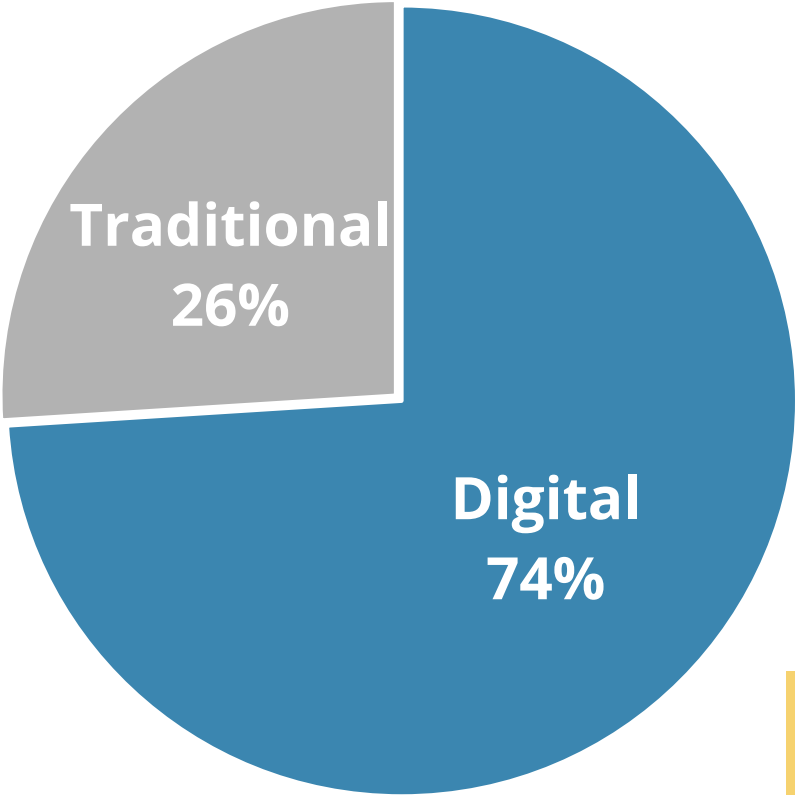
0.9% goes to TV OTT

**\$33.6M**

Source: BIA Advantage, 2022 U.S. Ad Forecast, Issued December 2021. Note: Numbers are rounded.

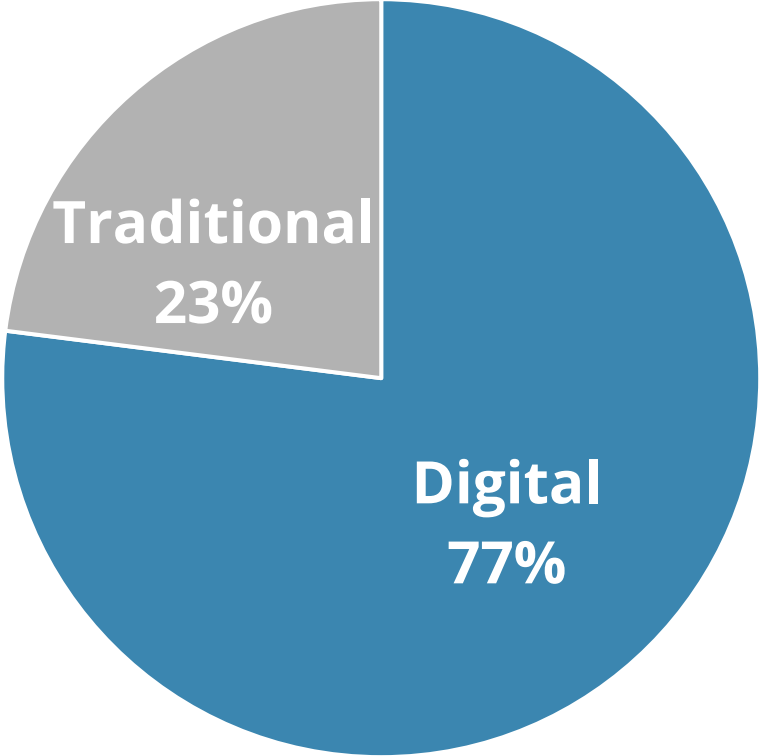
# Realtors: Share of Traditional & Digital

**\$4.8 in 2021**



**-7% growth (CAGR) in Digital Ad Spend from 2021 to 2023**

**\$3.9B in 2023**



*Note: Realtors Total Spend is expected to drop from 2021-2023, along with Traditional and Digital but share of Digital will still increase from 2021-2023.*

# First Time Home Buyers

*U.S. adults who will be first-time home buyers in the next year...*

- **29%** watch TV 5+ hours/day
- **25%** love watching home improvement shows
- **60%** own a connected TV device
- **70% more likely** to watch Peacock
- **46%** influenced by streaming TV advertising in past 30 days

# Questions?

**Please enter your question into the control panel.**

**If we don't answer your question during the webinar, we will answer via email after the webinar.**





SalesFuel Recommendations

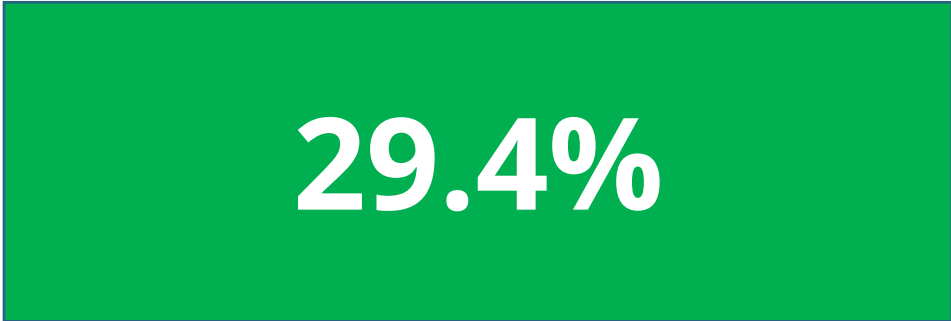
# Sales Tactics and More Prospects for Local OTT

**Less than 10%** of small-to-midsized local TV and video advertisers have used OTT.

SOURCES: Sinclair and AdExchanger, 2021

# Advertising Influence

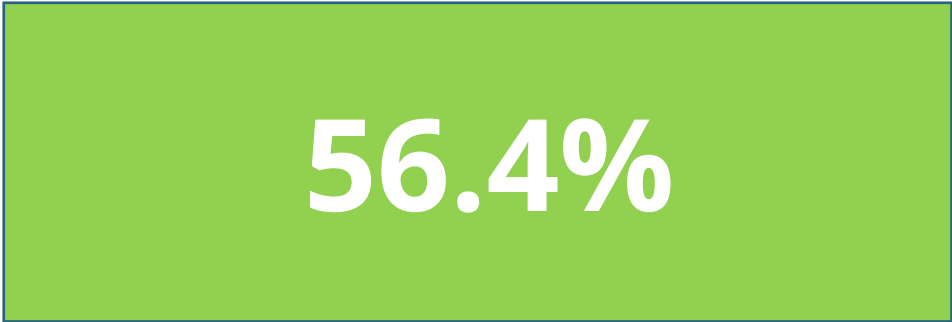
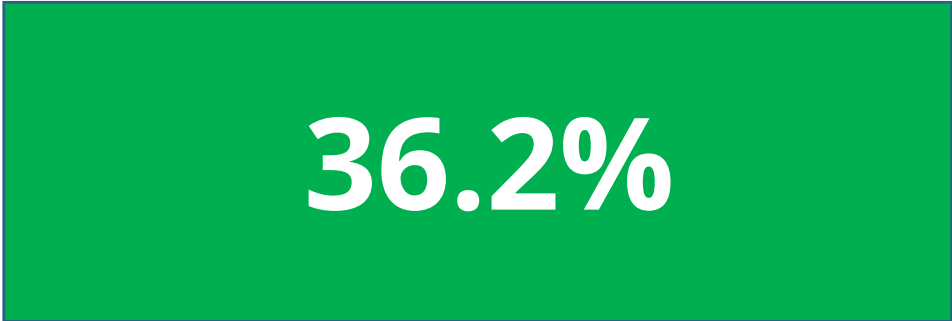
U.S. Adults



Past  
**30**  
Days

Past  
**12**  
Months

Primary OTT Viewers



**Streaming ads caused these consumers to take action.**

Take action is defined as clicking on a banner ad, doing an internet search, going to the advertiser's website, buying the product advertised or calling/visiting the advertiser.

# Know the Audience

## Interests:

- Video Games (35%)
- Cooking (28%)
- Baking (26%)
- Gardening (24%)
- Reading (24%)
- Yard Work (23%)

## Purchase Intent:

- Domestic vacation (46%)
- Smartphone: new or upgrade (31%)
- New tires (23%)
- Lottery tickets (20%)
- Video game system (19%)
- Painting service (17%)



SOURCE: 12th annual AudienceSCAN® study of U.S. consumer behavior, SalesFuel.com, 2021 [n= 15,281 adults online]

# Pair OTT Advertising with Social

**37.5%** of Primary OTT viewers have taken action after seeing an ad on social media in the past 30 days

- Facebook **77%**
- YouTube **71%**
- Instagram **60%**
- Pinterest **38%**
- Snapchat **38%**

Primary OTT Viewers use these most

- Reddit **+35%**
- Snapchat **+28%**
- TikTok **+27%**
- Pinterest **+19%**
- Twitch **+25%**

More likely than avg US adult to use these

# Pair OTT with Other Media in Your Portfolio



**MacKenzie Voet**  
Effectv  
West Michigan

# \$102,000

from a bathroom remodeling business

- OTT
- Cable TV
- Online Video

Her story at [salesfuel.com/SSA](https://salesfuel.com/SSA)

# More Local Prospects for OTT Advertising

- **Restaurants: 22%** of Primary OTT Viewers eat at/order takeout from a **non-fast** food restaurant at least 2x/week
- **35%** eat fast food at least 2x/week
- **39%** more likely to use their smartphone to order from DoorDash



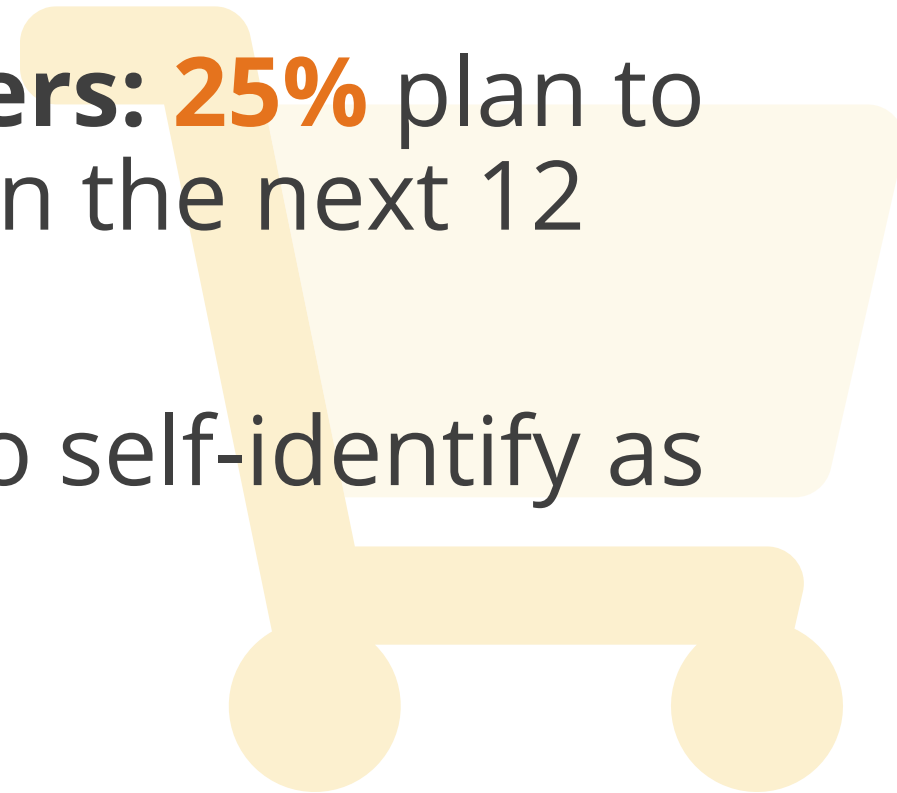
# More Local Prospects for OTT Advertising

- **Online Retailers:** Primary OTT Viewers are **10%** more likely to prefer shopping online if price and product are similar
- **Used Car Dealers:** **18%** plan to purchase a used car in the next 12 months
- **Fitness/Health Clubs:** **20%** more likely to switch to a different club in the next 12 months



# More Local Prospects for OTT Advertising

- **Technology:** **15%** of Primary OTT Viewers are more likely to self identify as an early adopter
- **Bedding Shops/Mattress Retailers:** **25%** plan to purchase a new bed or mattress in the next 12 months
- **CBD Retailers:** **27%** more likely to self-identify as a CBD oil user or buyer



# Questions?

Please enter your question into the control panel.

If we don't answer your question during the webinar, we will answer via email after the webinar.



# Special Offer: OTT Forecast Snapshot of Your Local Market

What's going on in your local market? We can tell you.

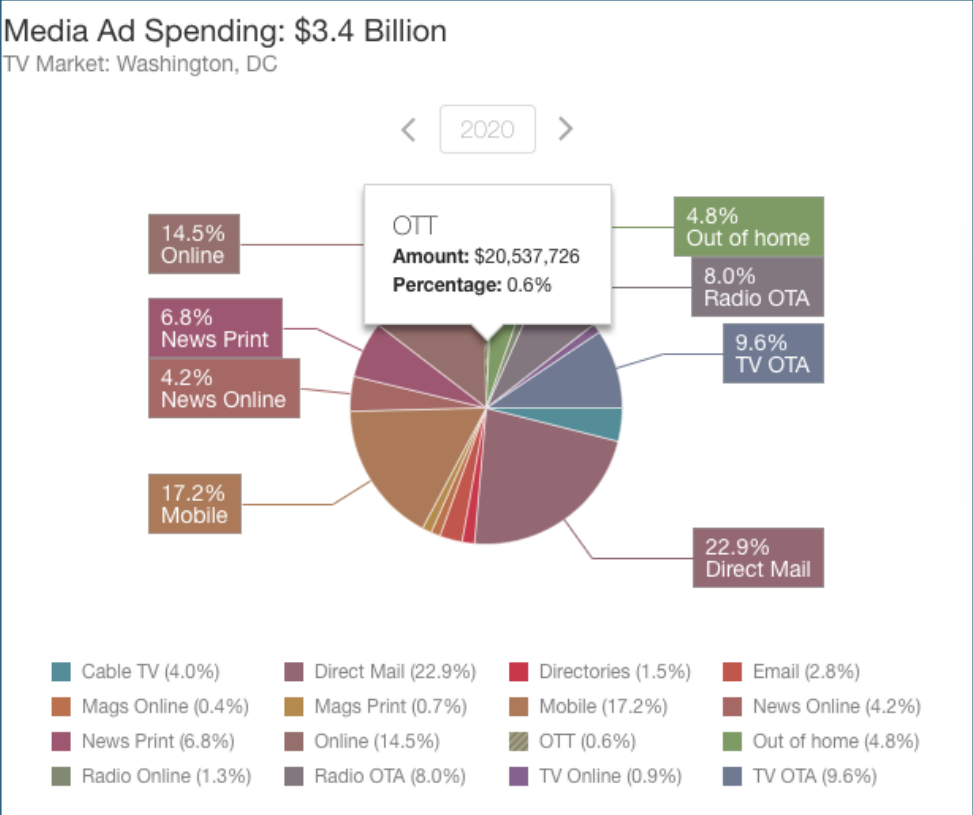
- Get a snapshot of **OTT spending** your local market(s) with an **OTT Forecast Snapshot**.
- **The OTT Forecast Snapshot will include our 2022 estimates for the following:**
  - Total spend in a market
  - OTT spend across 96 business verticals

**Cost: \$195** (format: Excel spreadsheet)

**PURCHASE ONLINE**

Questions? Email [sales@bia.com](mailto:sales@bia.com).

**BIA ADVantage subscribers: login to the platform to view your local market estimates for OTT.**



View of OTT add spend within BIA ADVantage.



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- **Expand marketing budgets** with co-op advertising and trade marketing funds
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- **Know your customer's customer** using proprietary AudienceSCAN customer profiles
- **Close sales easier** by using AdMall for better pre-call preparation and discovery

[AdMall.com](https://AdMall.com)

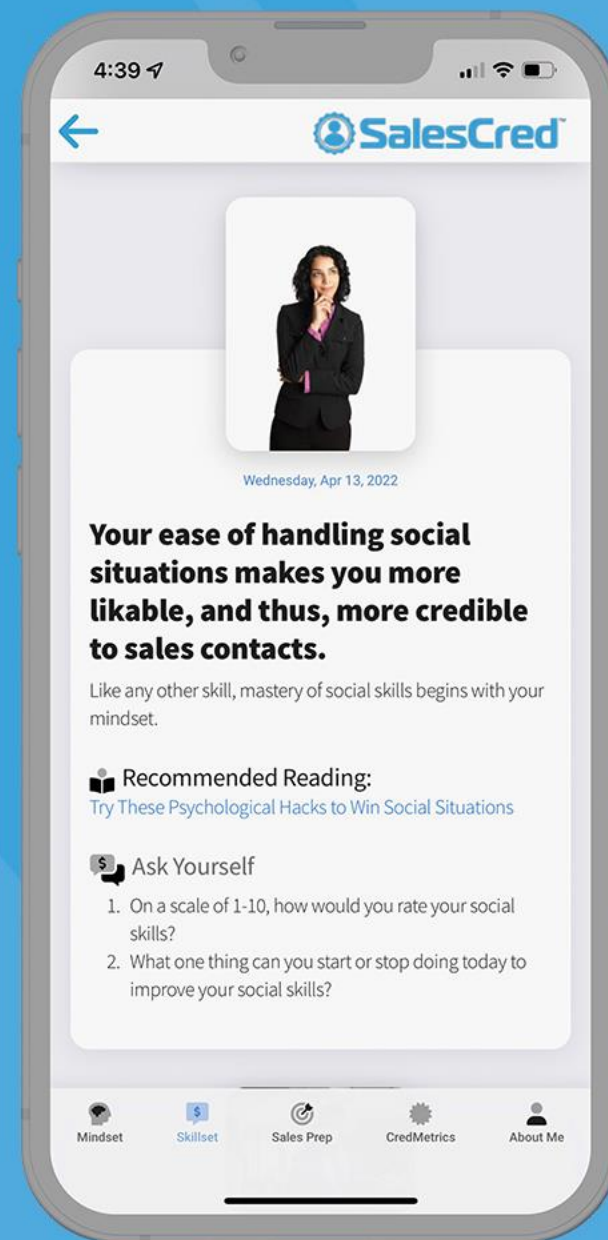




# SalesCred®

## The Self-Discovery App for Building Sales Credibility

# SalesCred.com



# Thank You for attending.

## Questions and Comments:



**Rick Ducey**  
Managing Director  
[advantage@bia.com](mailto:advantage@bia.com)



**Audrey Strong**  
VP Communications, SalesFuel  
[astrong@salesfuel.com](mailto:astrong@salesfuel.com)

# Definitions of Traditional Media Platforms

- **Cable Television:** All revenues generated by local cable systems for sale of time to either national or local advertisers on all of their aired networks. Does not include any advertising sold by national cable networks.
- **Direct Mail:** All revenue spent (including postage and production) by direct mail local and direct mail national advertisers in promoting their products/services through printed mailings and catalogs. The average split of national/local is 90/10.
- **Directories:** All revenues generated by local directory companies for their printed and digital/online listings.
- **Magazines Print:** All revenues generated by local market magazines from either national or local advertisers from their print editions. Does not include any advertising generated by magazines with a national subscriber base.
- **News Print (Previously called Newspapers Print) :** All revenues generated by local daily and weekly newspapers from national and local advertisers from their print editions. Does not include any revenue generated from subscriptions.
- **Out-Of-Home (OOH):** All revenues generated from sale of advertising in locations outside of homes. Includes traditional billboards, digital billboards, digital signage, taxi cabs, and digital cinema.
- **Radio Over-the-Air (OTA) :** All revenues generated by local radio stations for sale of time to either national or local advertisers from their over-the-air broadcasts. Does not include any advertising sold by the national radio networks.
- **TV Over-the-Air (OTA) :** All revenues generated by local television stations for sale of time to either national or local advertisers. Does not include any advertising sold by the over-the-air national networks, nor any retransmission consent revenues generated by these local television stations

# Definitions of Digital Media Platforms

- **E-Mail:** All revenues spent by national and local advertisers in e-mail solicitation.
- **Magazines Digital (Previously called Magazines Online):** All revenues generated by local market magazines from either national or local advertisers from their digital activities. Includes the share retained by local magazines after reselling other online platforms (e.g., Google AdWords). Does not include any advertising generated by magazines with a national subscriber base.
- **Mobile:** All revenues generated from advertising on mobile devices and targeted devices are Phones, tablets. This includes in-app advertising as well as mobile web and messaging advertising. Formats include display, search, SMS, video and native social advertising (i.e., BIA Facebook news feed ads).
- **News Digital:** All revenues generated by local daily and weekly newspapers from national and local advertisers from their online editions. Includes the share retained by local newspapers after reselling other online platforms (e.g., Google AdWords). Does not include revenues generated from subscriptions.
- **Over The Top (OTT):** OTT advertising is local targeted advertising included on streaming video delivered to TV sets via Internet connections and includes both IP set top boxes that receive signals from digital video ad servers (and widgets on them) as well as USB and HDMI multimedia devices.
- **PC/Laptop:** All revenues generated by online companies selling locally targeted advertisements to be displayed on a PC/laptop. These advertisements could be sold by local pure-play online companies, or national companies selling geo-targeted advertising. Includes search, display and classified/vertical advertising. Search includes dollars spent on online local inquiries with search engine sites (such as Google, Microsoft, Facebook, Yahoo, Ask, AOL).
- **Radio Digital (Previously called Radio Online):** Radio digital advertising includes local advertising sold by local stations (streaming and website advertisements) and pure play streaming services. Includes the share retained by local radio stations after reselling other online platforms (e.g., Google AdWords)..
- **TV Digital (Previously called Television Online):** TV digital advertising includes local advertising sold by local broadcast stations (owned and operated streaming and website advertisements). Includes the share retained by local television stations after reselling other online platforms and products (Not owned and operated e.g., Google AdWords, targeted display, social media advertising).



# BIA Definitions of Sub-Verticals

- **Hospitals:** Industries in the Hospitals subsector provide medical, diagnostic, and treatment services that include physician, nursing, and other health services to inpatients and the specialized accommodation services required by inpatients. Hospitals may also provide outpatient services as a secondary activity. Establishments in the Hospitals subsector provide inpatient health services, many of which can only be provided using the specialized facilities and equipment that form a significant and integral part of the production process.
- **Offices of Physicians/Dentists/Chiropractors:** This industry comprises establishments of health practitioners primarily engaged in the independent practices of general specialized medicine/surgery, or specialized dentistry, and chiropractic.
- **Colleges & Universities:** This industry comprises establishments primarily engaged in furnishing academic courses and granting degrees at baccalaureate or graduate levels. The requirement for admission is at least a high school diploma or equivalent general academic training. Instruction may be provided in diverse settings, such as the establishment's or client's training facilities, educational institutions, the workplace, or the home, and through diverse means, such as correspondence, television, the Internet, or other electronic and distance-learning methods.
- **Legal Services:** This industry comprises offices of legal practitioners known as lawyers or attorneys (i.e., counselors-at-law) primarily engaged in the practice of law. Establishments in this industry may provide expertise in a range or in specific areas of law, such as criminal law, corporate law, family and estate law, patent law, real estate law, or tax law.
- **Realtors:** This industry comprises establishments primarily engaged in acting as agents and/or brokers in one or more of the following: (1) selling real estate for others; (2) buying real estate for others; and (3) renting real estate for others.