Cellular is the radio comeback story of 2013, displacing auto as radio's top ad category. AT&T was the radio industry's biggest advertiser during the April-June period, pushing Comcast out of the top spot that it held a quarter earlier. The RAB reports four of the industry's top 10 advertisers were wireless carriers. T-Mobile moved from No. 6 in first quarter to No. 3, ahead of McDonald's. Verizon Wireless went from No. 10 to No. 5. Sprint came in at No. 8. Three of the four hiked their radio spending double-digits while one — Sprint — upped its commitment by 153%. For a category that was all but off radio two years ago, the RAB says cellular spending overall was up 27% during second quarter. Automotive ad spending has slowed a bit this year, although it remains one of the most important categories for radio. Professional services, such as cleaning services and hair salons, remain one of radio's fastest-growing categories, up another 28% during the quarter. ServiceMaster Clean swept up with a 714% year-to-year increase in its radio budget. RAB president Erica Farber says she's particularly buoyed by the department-discount store category, which posted a 33% increase in Q2. It's a

>>**Why Sprint picked HTC**

Radio revs rerunning 2012

By dseyler on Aug, 16 2013 with Comments 0

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The results for radio are in for both the second quarter and the first half of 2013, and in both cases the bottom line is looking remarkably similar to that posted at the same point last year. In essence, positive digital results are balancing negative network returns.

According to the Radio Advertising Bureau, spot was flat Q2 to $3.742B; network lost 4% to $285M; digital gained 16% to $222M; off-air was flat at $407M; and combined results were flat to $4.656B. Miller Kaplan Arase LLP provided the stats.

YTD, the changes reported are -1% for spot, -4% for network, +13% for digital, and +2% for off-air, resulting in the same flat bottom line, which totals $8.443B.

"First-Half activity yielded a mixed-bag of results," stated Erica Farber, President & CEO of the RAB. "While the Second Quarter was flat, activity was gaining as the months progressed, an encouraging sign for growth in the latter half of 2013."

Farber is encouraged about prospects for the immediate future. She said, "When we analyze results for the year thus far, we see a clear commitment to advertising and Radio on the part of the most successful companies within their respective categories. Not only does this affirm the impact of maintaining an advertising presence through all economic climates, it underscores the fact that these marketers know the intrinsic value that Radio – both on-air and digital – brings to their brands."

The Communications/Cellular category, up 27%, supplanted Automotive as the medium's #1 set of clients; auto unfortunately slipped by an 11% factor. Another big gainer was #9 Department/Discount Stores.

Two other categories unfortunately joined Automotive in the double-digit loss column: TV/Networks/Cable, down 11%; and Beverages, down 15%.

Of note: Radio's fates are tied to Sprint via the FM chip agreement, and according to RAB, the company has increased its spending with radio by 153%.

RBR-TVBR observation: There's nothing good about getting a flat on your car, but when it comes to revenue comps, getting a flat isn't all that bad. Sure, it'd be nice to see a bigger number than the one posted before, but a flat result sure does beat one that must be recorded in red ink.

RADIO'S TOP TEN ADVERTISERS IN Q2

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8-19-13

According to the Radio Advertising Bureau, the cell-phone war has been very good for radio. The Communications/Cellular category increased Spot spending by over ¼ versus Q2 '12. AT&T came in as radio's number one advertiser in Q2, increasing its spend over 2012 by 61%. T-Mobile was third up 67%, Verizon was fifth up 16% and Sprint was radio's 8th biggest spender in the quarter up 153%. Here is the list of radio's top ten advertisers in Q2, compared to what they spent in Q2 of 2012.

1) AT&T - up 61%
2) Comcast XFinity - up 8%
3) T-Mobile - up 67%
4) McDonald's - down 8%
5) Verizon Wireless - up 16%
6) PepsiCo - down 12%
7) Safeway - down 4%
8) Sprint - up 153%
9) Walmart - up 40%
10) GEICO - up 16%

8/1 Ad Spending Forecast Revised Downward

GroupM Predicts Growth Of 3.4% In 2013

By:
Michael Sebastian

Published: August 14, 2013

GroupM has revised its predictions for ad spending globally and in the U.S. downward.

The company, parent to large media agencies including MEC and Mindshare, said Wednesday that it expects ad spending in measured media across 75 countries to grow 3.4% to $507 billion in 2013. It had predicted growth of 4.5% in a forecast in December.

The new figure would represent a slight slowdown from last year, when global ad spending in measured media grew 3.6% to $490 billion, according to GroupM.

The downward revision is mostly due to continued economic troubles in the Eurozone, specifically Italy, Spain, Greece and Ireland. "Stabilization is elusive," GroupM Futures Director Adam Smith said in a statement. "We now expect this group to record an 11% fall in measured advertising in 2013."

In the U.S., ad dollars flowing to measured media will grow just 1.8% this year to a total of $156 billion, according to the new report. GroupM previously said it expected measured ad spending in the U.S. to increase 2.7%.

The company's first forecasts for 2014 were somewhat brighter, with a 2.9% hike predicted in the U.S. next year and a 5.1% jump worldwide, thanks in part to the Winter Olympics.

Ad spending in China remains strong, with 40% of new global spending flowing toward the country, GroupM said in the report, which draws from data from its parent company, WPP.

Global ad spending in digital media, which is expected to reach $95 billion this year, will increase 14% next year and comprise 20% share of ad budgets, the report predicted, up from 19% of spending this year.

Three Years of OOH Advertising Growth Continues

According to the Outdoor Advertising Association of America (OAAA), out of home (OOH) advertising revenue rose 5% in the second quarter of 2013 compared to the same period in 2012, accounting for nearly $2.2 billion, Revenue for the first half of 2013 reached nearly $3.7 billion. The increase highlights steady positive year-over-year revenue growth since the second quarter of 2010.

OAAA President & CEO, Nancy Fletcher, says “…the out of home advertising industry is continuing… as a leading growth medium in the US… advertising community understands the value of OOH… an effective component of ad campaigns.”

The 2013 OOH industry revenue increase has more than doubled YTD 2013 Real GDP growth, with the Miscellaneous Services, Restaurant, and Retail categories showing the largest volume growth over 2012. Advertisers with the greatest spending increase included Diageo, StubHub, Jack in the Box, Chipotle, 7 Eleven, Apple Stores, Netflix, Tiffany, and Chanel.

OAAA Chief Marketing Officer, Stephen Freitas, concludes that “… results show consistent growth across all segments… value markets to high-end markets… improving economy… (and) strength of OOH in connecting with mobile consumer… builds… advertisers confidence in OOH as a wise marketing investment… ”

OOH Advertising Expenditures 2013 April – June ($m)							
Industry Categories	Apr - Jun ‘13	Percent of Total Revenue	Rank	Apr - Jun ‘12	Rank	Category Growth Apr - Jun ‘13 vs '12	Percentage Change Apr – Jun ‘13 vs '12
Misc services & amusements	$392,097	18.20%	1	$372,980.	1	$19,116	5.1%
Restaurants	$193,894	9.0%	2	$173,516	4	$20,377	11.7%
Retail	$189,585	8.8%	3	$176,280	3	$13,304	7.5%
Media & advertising	$187,431	8.7%	4	$185,765	2	$1,665	0.9%
Public trans., hotels & resorts	$163,732	7.6%	5	$165,956	5	$ -2,223	-1.3%
Financial	$129,262	6.0%	6	$137,137	6	$-7,874	-5.7%

Insurance and real estate	$105,564	4.9%	7	$110,725	8	$-5,160	-4.7%
Government, politics & orgs	$103,410	4.8%	8	$101,174	9	$2,236.0	2.2%
Communications	$103,410	4.8%	9	$112,944	7	$-9,534	-8.4%
Automotive dealers & services	$88,329	4.1%	10	$81,706	10	$6,623.3	8.1%
Total top ten categories	$1,618,186	76.9%				$38,530	
Source: Kantar Media, OAAA, August 2013							

Total 2013 April - June OOH Expenditures $2,154,378,709

OOH Advertising Expenditures 2013 January – June ($ m)							
Industry Categories	Jan - Jun 2013	% of Total Revenue	Rank	Jan - Jun 2012	Rank	Category Growth Apr - Jan ‘13 vs '12	% Change Jan – Jun’13 vs '12
Misc services & amusements	$ 680,034	18.5%	1	$ 644,748	1	$35,286	5.5%
Retail	$ 331,324	9.7%	2	$ 338,818	3	$-7,493	2.2%
Media & advertising	$ 324,362	8.7%	3	$ 302,393	2	$21,969	7.3%

Restaurants	$ 313,459	8.1%	4	$ 283,068	5	$30,390	10.7%
Public trans, hotels & resorts	$ 274,437	8.1%	5	$ 280,683	4	$-6,245	-2.2%
Financial	$ 242,505	7.2%	6	$2 50,904	6	$-8,398	-3.3%
Communications	$ 201,602	6.0%	7	$ 208,750	7	$-7,147	-3.4%
Government, politics & orgs	$ 166,978	5.2%		$ 181,080	9	$-14,102	-7.8%
Insurance & real estate	$ 166,080	4.8%	9	$ 166,449	8	$-369	-0.2%
Schools, camps, seminars	$ 153,327	4.1%	10	$ 142,815	10	$10,511	7.4%
Total top ten categories	$2,854,113	80.3%		$2,799,711		$54,401	
Source: Kantar Media, OAAA, August 2013							

Total 2013 January - June OOH Expenditures $3,653,673,843

For additional information, please visit here.

Forecast: Four years of spot revenue growth ahead for radio. Tried and true forms of traditional media will see continued interest from marketers according to a new forecast from the digital firm eMarketer. Radio revenue may be flat in the first half of the year but its analysts are forecasting 2013 will be an up year for radio's core spot revenue. They estimate on-air spot sales will increase 1.3% to $15.6 billion. Analysts see gains in each of the next four years, with projected growth for radio's on-air spot revenue from 2014 to 2017 when spot revenue is projected to reach $16.1 billion. The firm also sees a steady climb in billings for television and outdoor media. The eMarketer radio estimates do not include digital ad sales and other off-air revenue which, using the latest Radio Advertising Bureau data, comprised 14% of industry revenue in the first half of 2013. Emarketer says total U.S. advertising appears on course to grow 3.6% this year. That's an upward revision of two-tenths of a percent from its June forecast. The firm says it raised its outlook because mobile ad spending has been stronger than earlier projected. It now estimates $8.5 billion will be spent on mobile advertising in 2013, accounting for one of every five digital dollars that are spent. Analysts expect digital ad spending to jump 15% this year to $52.5 billion, with the fastest growth coming in digital video advertising. The firm estimates print and phone directory ad spending will continue to erode slowly over the next five years.

Out-of-Home Continues Revenue Upswing

by Erik Sass, Yesterday, 5:28 PM

Out-of-home advertising revenues increased 5% from around $2.1 billion in the second quarter of 2012 to just under $2.2 billion in the second quarter of 2013, according to the latest figures from the Outdoor Advertising Association of America.

This marks the 13th straight quarter of growth for out-of-home, which has posted steady year-over-year increases since the second quarter of 2010.

Top OOH growth categories in the second quarter included miscellaneous services, restaurants and retail, while the list of top advertisers spanned categories from luxury to fast food, including Diageo, StubHub, Jack in the Box, Chipotle, 7 Eleven, Apple Stores, Netflix, Tiffany and Chanel.

In the first quarter of the year, outdoor ad revenues increased 4.5% from $1.4 billion to $1.5 billion, for total revenues of $3.7 billion in the first half of the year. That's a slightly faster pace than the overall growth rate of 4.2% in 2012, when the OAAA tallied total annual revenues at $6.7 billion.

The out-of-home advertising business continues to benefit from a number of trends, **including the rise of digital out-of-home, which allows out-of-home advertisers to display multiple messages, sell outdoor inventory by dayparts, and integrate mobile to boost engagement and measure the impact of outdoor ads more precisely.**

Major changes are also afoot in the out-of-home business, including CBS Outdoor's plans to convert the company into a Real Estate Investment Trust -- an idea now being considered by Lamar Advertising. New competitors are trying to break into established markets, with Titan Air taking on incumbents Clear Channel Airports and JC Decaux.

Kantar: Radio dips 1.7% in lackluster first quarter for overall ad spending. The first quarter was a mixed bag for radio, according to new data released yesterday by Kantar Media. Local radio declined an average 1% while network radio plummeted 15.2%. National spot radio was the bright spot, climbing 5.7%. All told, radio ad revenue dipped 1.7%. Kantar reports total ad spending for all media was essentially flat at $30.2 billion, compared to one year ago. Chief research officer Jon Swallen attributes the lackluster quarter to strong 2012 growth caused by political and Olympic ad spending. “Data from the early second quarter are mixed, suggesting marketers are still being cautious and conservative with ad budgets,” Swallen says. The big Q1 winners: Spanish language TV, up 13.5% for its seventh consecutive quarter of double-digit growth; cable TV, which grew 5.2%; and outdoor, which rose 4.3% for an eleventh consecutive quarter of year-over-year increases. The biggest losers: national newspapers, which tumbled 9.2%; and network TV, down 5.2%.

- ## REPORT: "RADIO REVENUE WILL INCREASE 1%"
- 6-16-13
- Magna Global has come out with its updated international ad revenue predictions. The report says television advertising growth will slow down in 2013 due to the absence of globally televised events. Following a +5.0% growth in 2012, ad sales will grow by only +2.0% to $196.5 billion. TV still has a 40% market share. Print formats will continue to decline. In 2013, newspaper ad revenues will decline by 3.3% and magazine revenues by 5.1% to a combined $110 billion (a 23% market share). Radio advertising will grow by +1.1% to $32.5 billion and out-of-home media revenues will increase by +2.9% to $32.6 billion.
- Digital media will continue their double-digit growth in 2013, as ad revenues will increase +13.4% to $113.6 billion. Growth will be driven by search (+14.6% to $52 billion), video (+21% to $6.6 billion), mobile formats (+54% to $12 billion), and social formats (+39.6% to $8.2 billion). Other formats will barely grow, and actually decline in many markets due to the commoditization and deflation of display inventory.
- For 2014, Magna Global predicts global advertising revenues to grow by +6.1% to $515 billion, which is a slight acceleration compared to its December forecast (+6.0%). This will be the highest annual growth since 2010, when the global advertising market grew by +8.2%, having rebounded from the worst recession year on record, 2009 (-11%). "We have increased our 2014 forecast for North America from +5.1% to +5.6% (US: from +5.4% to +5.9%) and our forecast for EMEA from +3.2% to +3.3%. APAC will grow by +7.4% and Latin America by +12.9%."

- ## LOCAL AD REVENUE TO INCREASE $16 BILLION
- 3-18-2013

- That forecast comes form BIA/Kelsey in its newly released <i>"U.S. Local Media Forecast,"</i> report. National brands accounted for 32.1 percent or $42.5 billion of the $132.5 billion spent on local media advertising in 2012. National's share of local ad spending is expected to grow to nearly $51 billion by 2017. Digital media continues to increase its share of total local media revenues, growing from 17.4 percent in 2012 to 27.6 percent in 2017.
- BIA/Kelsey Vice President and Chief Economist Mark Fratrik says "Local media has become a key channel, not only for local small businesses, but for regional businesses, national franchises and national brands targeting locally. This is clearly seen in our tracking of market shifts in mobile, social, search, promotions, coupons and deals, native ads and sales transformation."

- The firm expects traditional local media revenues to decrease from $109.4 billion in 2012 to $107.6 billion in 2017. As anticipated, traditional media revenues experienced a bump in 2012 from political advertising. The political ad spend cycle contributes to a drop in revenues in odd-numbered years. Despite the year-over-year political advertising seesaw effect, traditional media revenues remain remarkably steady throughout the forecast period.
- BIA/Kelsey analysts will present highlights from the forecast at the firm's LEADING IN LOCAL: The National Impact conference, taking place today through Wednesday, in Boston. LEADING IN LOCAL is gathering senior executives from across the local media, advertising and marketing space to examine how national's local play is having an impact on local media.

BIA/Kelsey defines the local media advertising marketplace as those media that provide local audiences to all types of advertisers. BIA/Kelsey's Annual U.S. Local Media Forecast (2012-2017) draws from proprietary data; company, industry and country information in the public domain; and discussions with clients and non-clients about the direction and pace of development in the local media marketplace. The forecast is issued annually each spring and updated in the fall. BIA/Kelsey custom advisory service clients receive a full forecast report. For information on gaining access to the forecast by becoming a BIA/Kelsey client or for details on purchasing the forecast, contact Steve Passwaiter, VP, business development, at spasswaiter@biakelsey.com or (703) 818-2425.

Read Jack Myers' commentary below.

Jack Myers Media Business Report

Official Marketing / Advertising Spending Data 2010 vs. 2020

UPDATED 01-14-2013 Data reported in 000,000

	$ 2010	% Share	$ 2020*	% Share	% Change	$ Change
Direct-to-Trade Promotion/Slotting Allowances	166,142	28.2	125,135	20.9	-24.7%	-$41,006
Consumer Sales Promotion/Coupons/FSI	147,475	25.1	83,695	14.0	-43.2%	-$63,780
Direct Mail/ E-Mail Marketing (All Platforms)	51,121	8.7	28,467	4.8	-44.3%	-$22,655
Newspaper Advertising (Print + All Platforms)	29,762	5.1	22,433	3.7	-24.6%	-$7,329
Local & National Spot Broadcast TV(All Platforms)	23,252	4.0	20,264	3.4	-12.8%	-$2,988

Cable/Satellite Network Television (All Platforms)	20,716	3.5	39,227	6.5	89.4%	$18,511
Broadcast Network TV (All Platforms)	18,486	3.1	20,863	3.5	12.9%	$2,377
Experiential/Event Marketing	18,450	3.1	24,651	4.1	33.6%	$6,201
Consumer Magazines Advertising (All Platforms)	16,391	2.8	16,788	2.8	2.4%	$397
Terrestrial Radio (All Platforms)	15,991	2.7	18,901	3.2	18.2%	$2,910
Search Marketing (Online/Mobile)	12,498	2.1	39,747	6.6	218.0%	$27,249
Yellow Pages (Print + Digital)	12,062	2.0	5,907	1.0	-51.0%	-$6,154
Media Directed Social/Promotion/Sponsorships	11,397	1.9	23,220	3.9	103.7%	$11,824
Branded Entertainment/Product Placement	7,996	1.4	11,219	1.9	40.3%	$3,223
Out-of-Home/Place-Based (excl. Cinema & P-O-I)	6,401	1.1	7,679	1.3	20.0%	$1,278
Business-to-Business Magazines (All Platforms)	6,370	1.1	4,149	0.7	-34.9%	-$2,221
Online Originated Display (Banner) Advertising	5,242	0.9	8,008	1.3	52.8%	$2,767
Local/Regional Cable TV (All Platforms)	4,767	0.8	5,169	0.9	8.4%	$402
Offline Public Relations	4,536	0.8	2,831	0.5	-37.6%	-$1,705
Broadcast Syndication (All Platforms)	2,277	0.4	2,049	0.3	-10.0%	-$228
Custom Publishing/Site Development	1,711	0.3	1,036	0.2	-39.5%	-$675
Social Marketing/WOM/Conversational Marketing	1,200	0.2	24,546	4.1	1945.5%	$23,346
Videogame Advertising/Virtual	1,044	0.2	5,102	0.9	388.6%	$4,058
Mobile & Apps Advertising	914	0.2	23,176	3.9	2435.9%	$22,262
Cinema Advertising (All Platforms)	739	0.1	957	0.2	29.4%	$217
Point-of-Influence/GPS [P-O-I] (Multi-Platform)	668	0.1	1,798	0.3	169.3%	$1,130
Internet Originated Audio	385	0.1	4,203	0.7	990.6%	$3,817
Online Originated Video Content Advertising	350	0.1	18,286	3.1	5120.0%	$17,935
Interactive TV, VOD & Addressable TV Advertising	50	0.0	9,652	1.6	19204.5%	$9,602
TOTAL - U.S. Only (Excluding Hispanic)**	**$588,392**	**100**	**$599,159**	**100**	**1.8%**	**$10,767**
Hispanic Advertising Total***	**$4,406**	**100**	**$9,987**	**100**	**126.7%**	**$5,581**
Hispanic Network Television	1,723	39.1	4,210	42.2	144.3%	$2,487
Hispanic Local & National Spot Broadcast TV	1,393	31.6	2,364	23.7	69.8%	$972
Hispanic Newspapers	243	5.5	266	2.7	9.3%	$23

Hispanic Consumer Magazines	91	2.1	126	1.3	38.6%	$35
Hispanic Radio	584	13.3	1,021	10.2	74.9%	$437
Hispanic Digital	283	6.4	1,895	19	568.8%	$1,612
Hispanic Out-of-Home/Place-Based	89	2.0	104	1.0	16.9%	$15
TOTAL U.S. including Hispanic	**$592,798**	**100**	**$609,145**	**100**	**2.8%**	**$16,348**

Source: Jack Myers Media Business Report© copyright 2013

Jack Myers' Commentary

Total marketing communications budgets will be up only slightly for the remainder of the decade, and substantially down when factoring in inflation. Yet, most legacy media categories will experience some growth even as digital media explodes. An estimated $135 billion dollars is draining from just five marketing categories between 2010 and 2020, feeding the coffers of digital media companies and the digital assets of legacy media distributors and content producers. The losers are direct-to-retail trade promotion, consumer sales promotion, direct marketing/e-mail, newspapers and yellow pages, all of which are disintermediated by digital resources. The big winners are cable network TV, search marketing, social marketing, mobile, digital video and audio, and gaming. Among legacy media and marketing, the only losers are newspapers, local TV stations, custom and business-to-business publishing, broadcast TV syndication and offline public relations. But even newspapers and local TV will experience stabilization of their ad revenues beginning in 2016 as they respond to contraction and consolidation and as their digital investments pay off. Network TV, radio, consumer magazines and out-of-home are already reaping the benefits of digital investments and their ability to reach comparatively mass audiences. Advertising in Hispanic media will more than double between 2010 and 2020, as marketers recognize not only the demographic shifts that have been apparent for a while, but also increasingly come to terms with four realities:

- Hispanic media represent a last bastion of mass audience reach;
- Hispanic audiences are affluent;
- Hispanic audiences tend to be early adapters of technology and are heavy consumers;
- Hispanic audiences tend to be more loyal than average to media and marketers that explicitly target them.

Full annual data and forecasts for 52 advertising and marketing categories including breakouts of legacy vs. digital media spending are available to *Myers Media Business Network* members at www.myersbiz.net. Password information is available by contacting