



# **MAGNA**

**PREVISIONS  
PUBLICITAIRES  
MONDIALES**

**VINCENT.LETANG@MAGNAGLOBAL.COM**



# ABOUT MAGNA

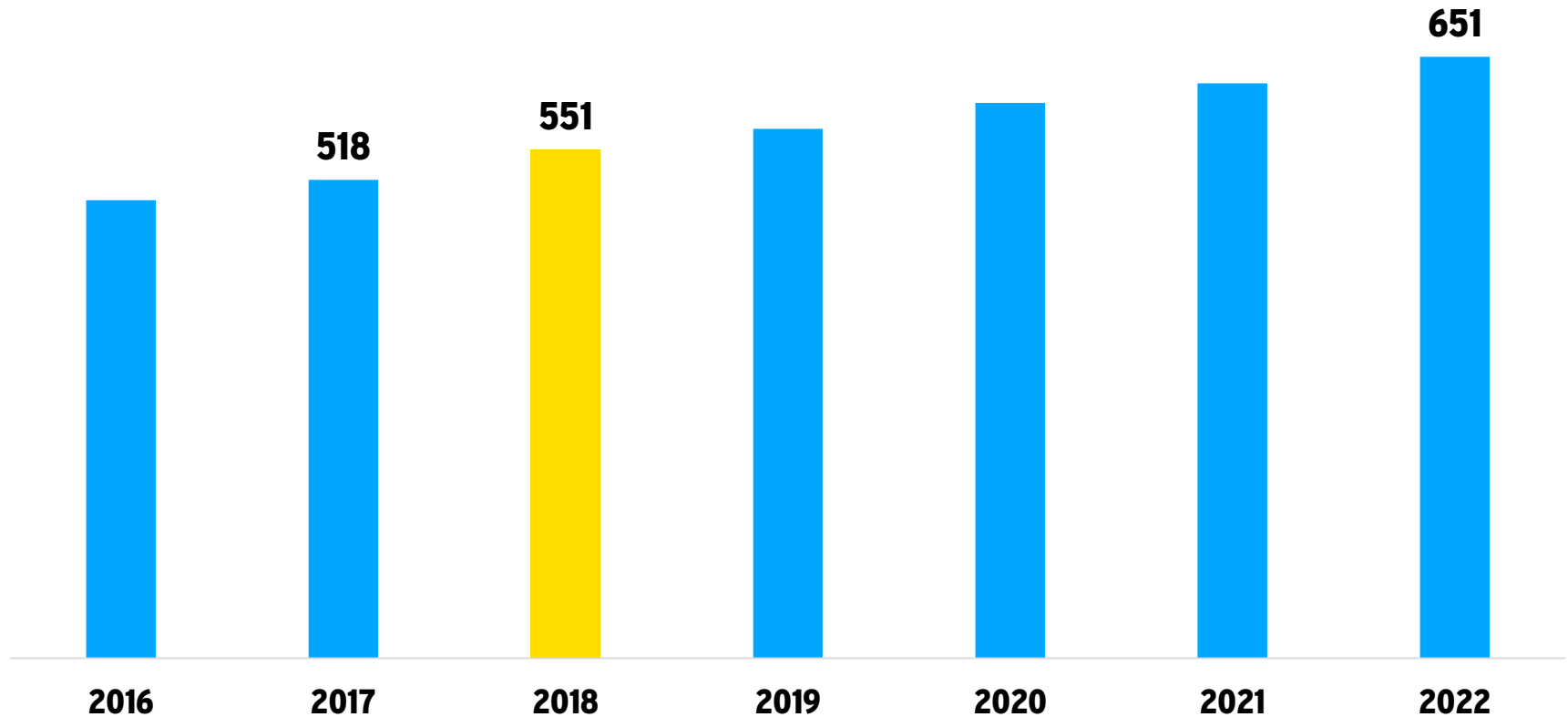
- **Leader in advertising market research, since 1950.**
- **Connected to hundreds of media buyers worldwide.**
- **40 reports a year on net ad sales spend, ad costs, media consumption and ad tech (programmatic).**
- **70 countries, 15+ standardized media categories.**
- **Used by 35+ media/tech firms, Bloomberg and Wall Street.**



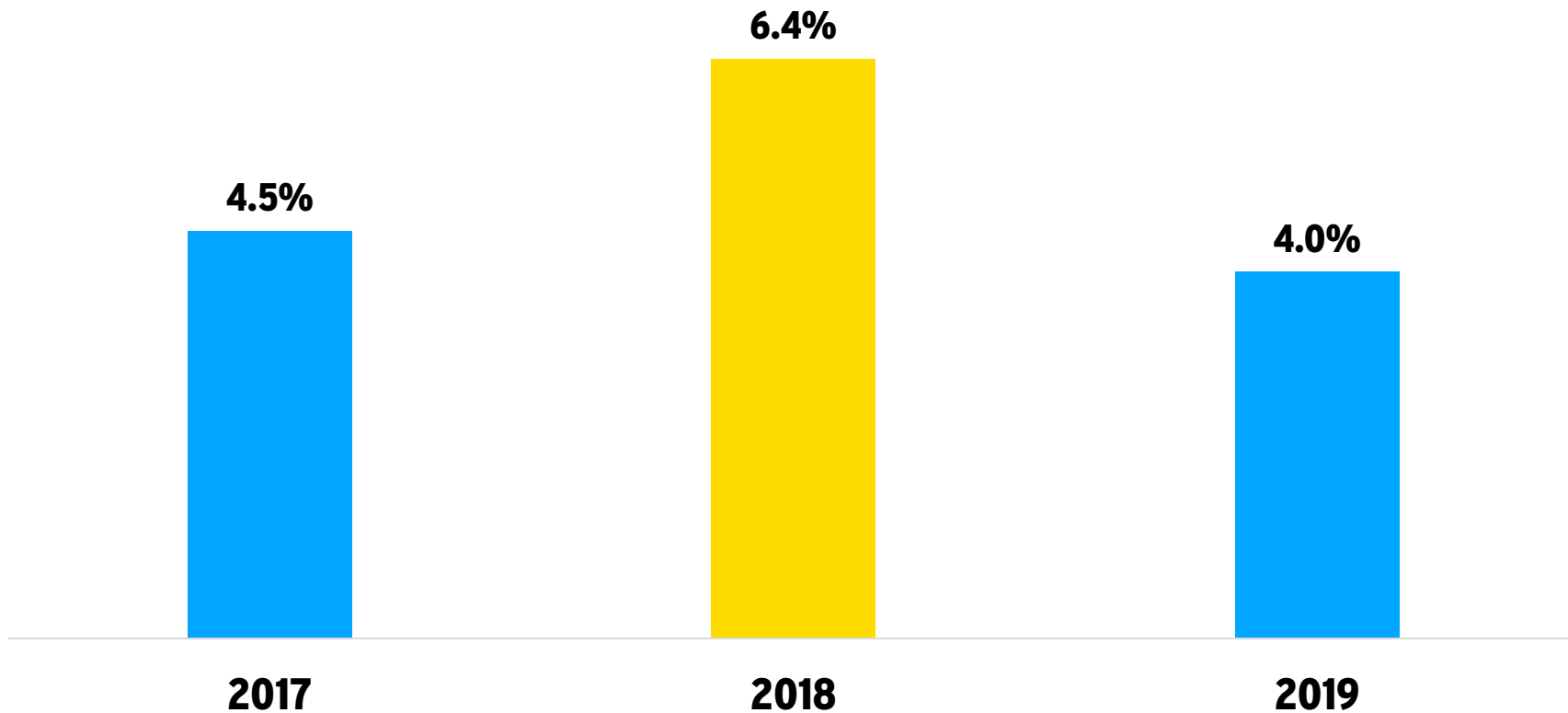
# AGENDA

- ABOUT MAGNA
- **GLOBAL AD REVENUE TRENDS**
- FOCUS ON THE US

## GLOBAL MARKET: \$550 BILLION THIS YEAR...

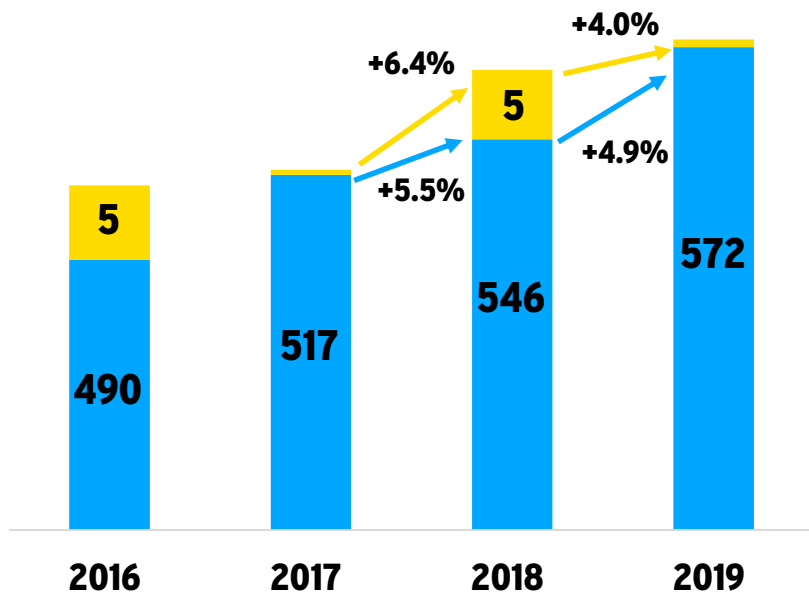


## **... AS GROWTH REACCELERATES...**

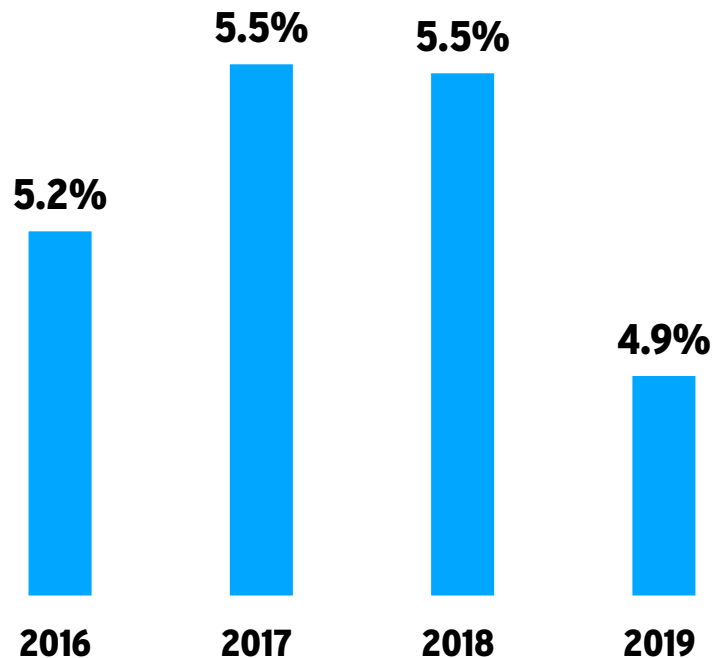


## ....MOSTLY DUE TO CYCLICAL DRIVERS

Impact of Incremental Cyclical Spend (\$ Billions)

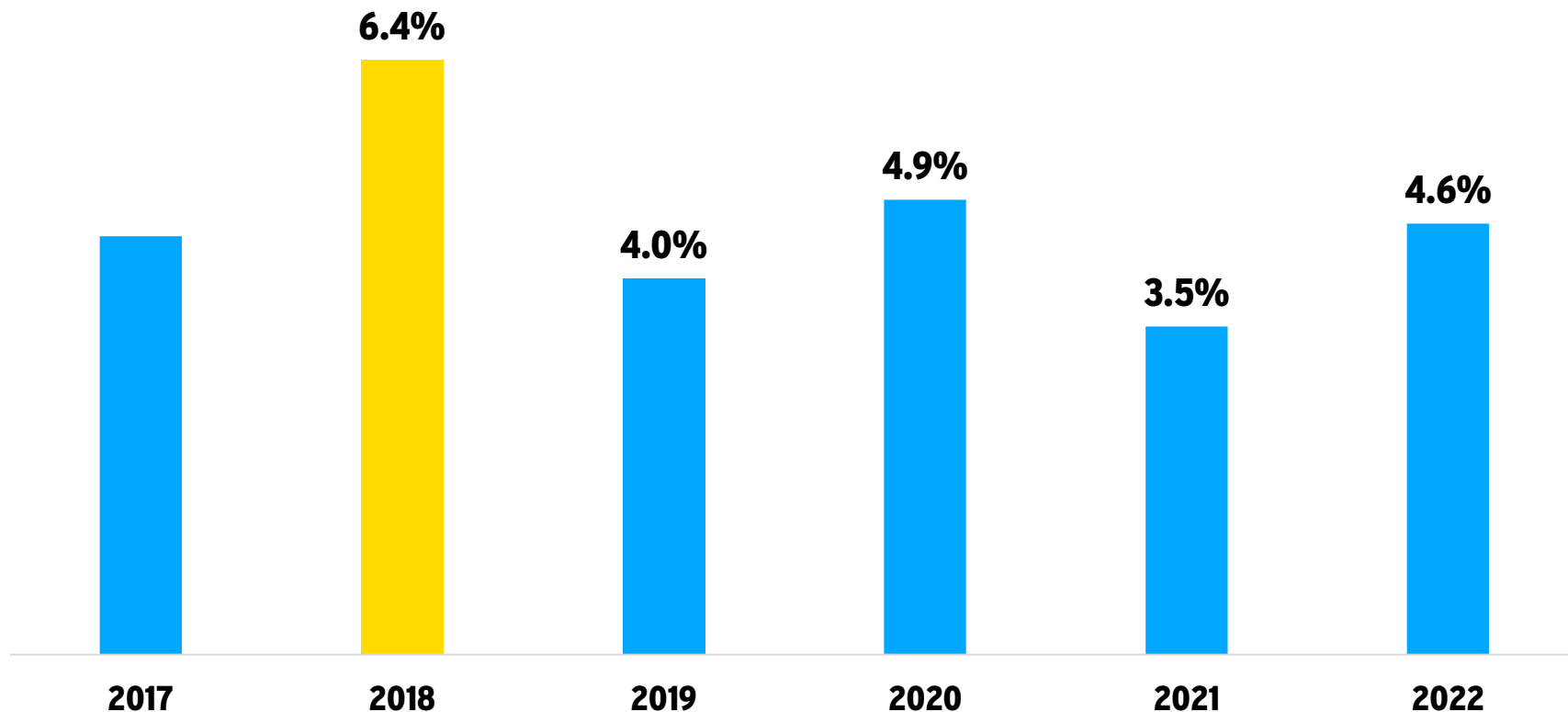


Global Growth *Excluding* Cyclical Spend

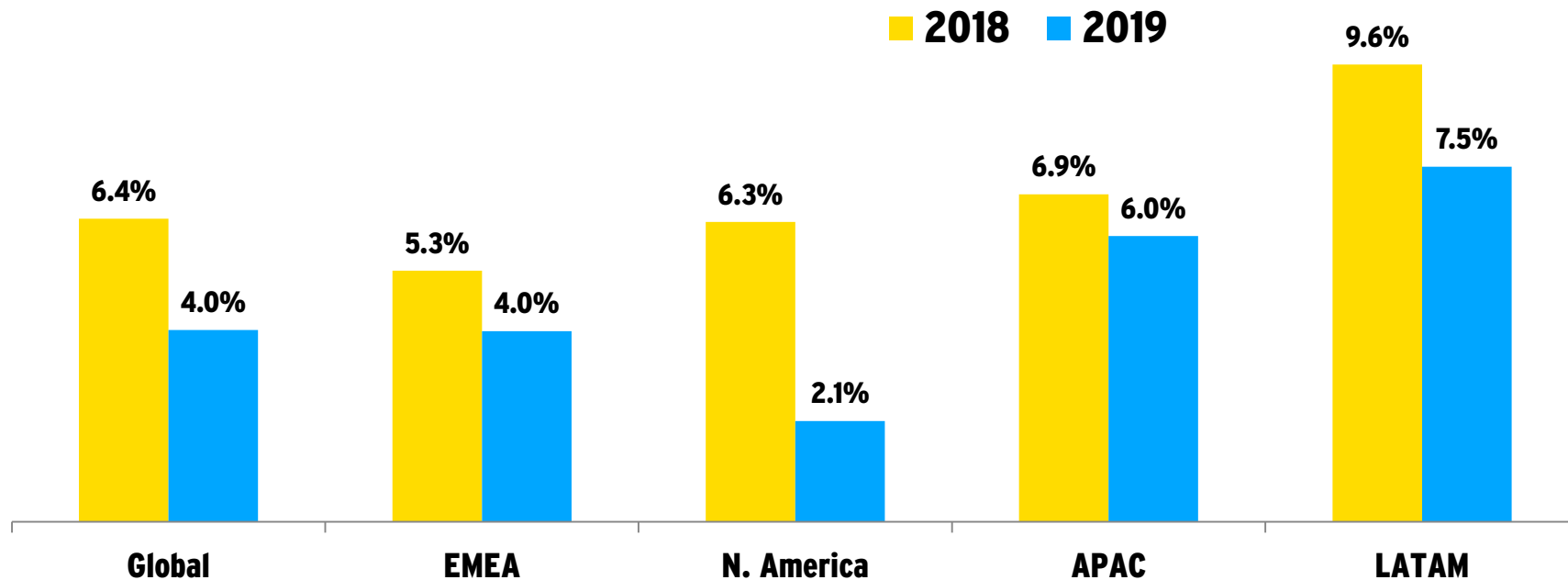


■ Core Global Spend ■ Incremental Cyclical Spend

## LONG TERM: AD REVENUES TO GROW BY +4.3% PER YEAR

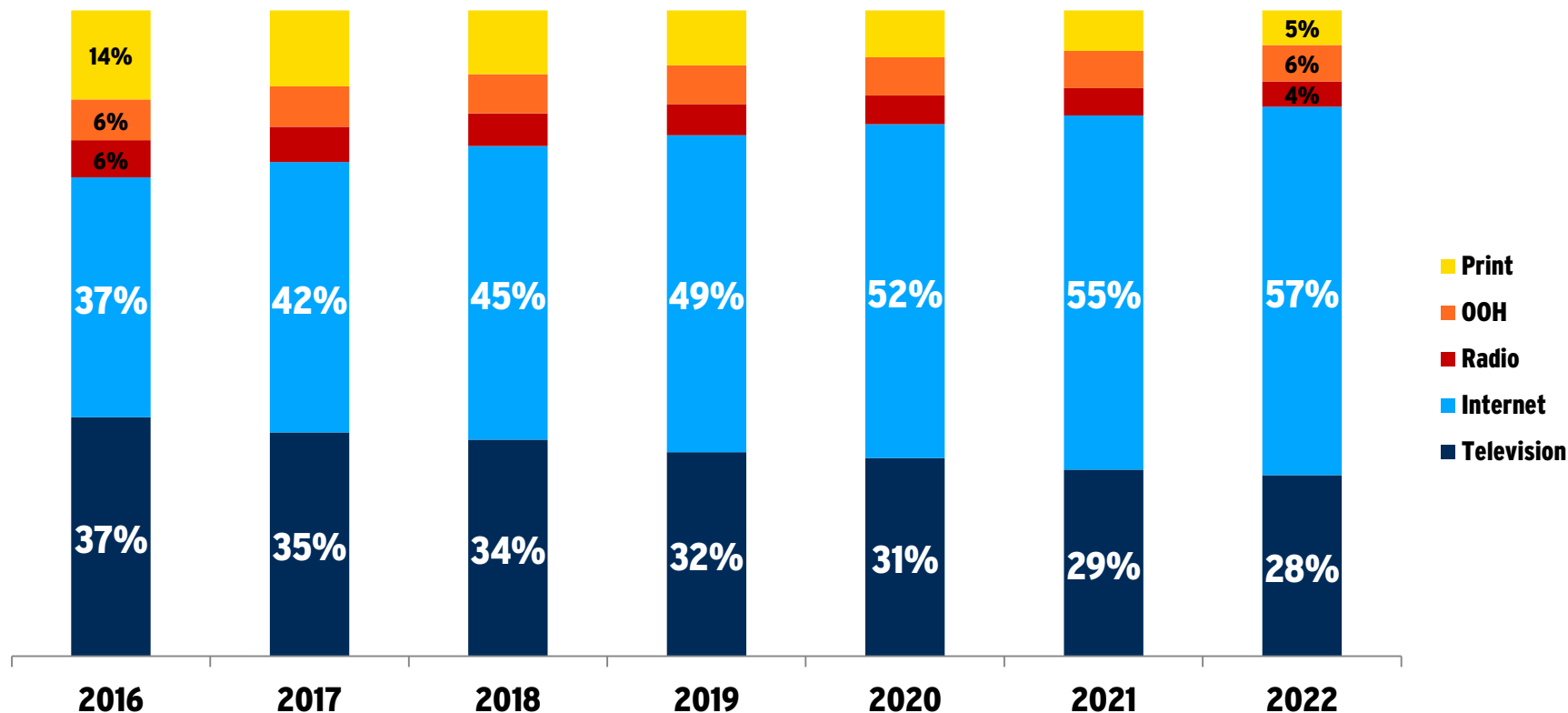


## AD SPEND GROWTH ACROSS REGIONS

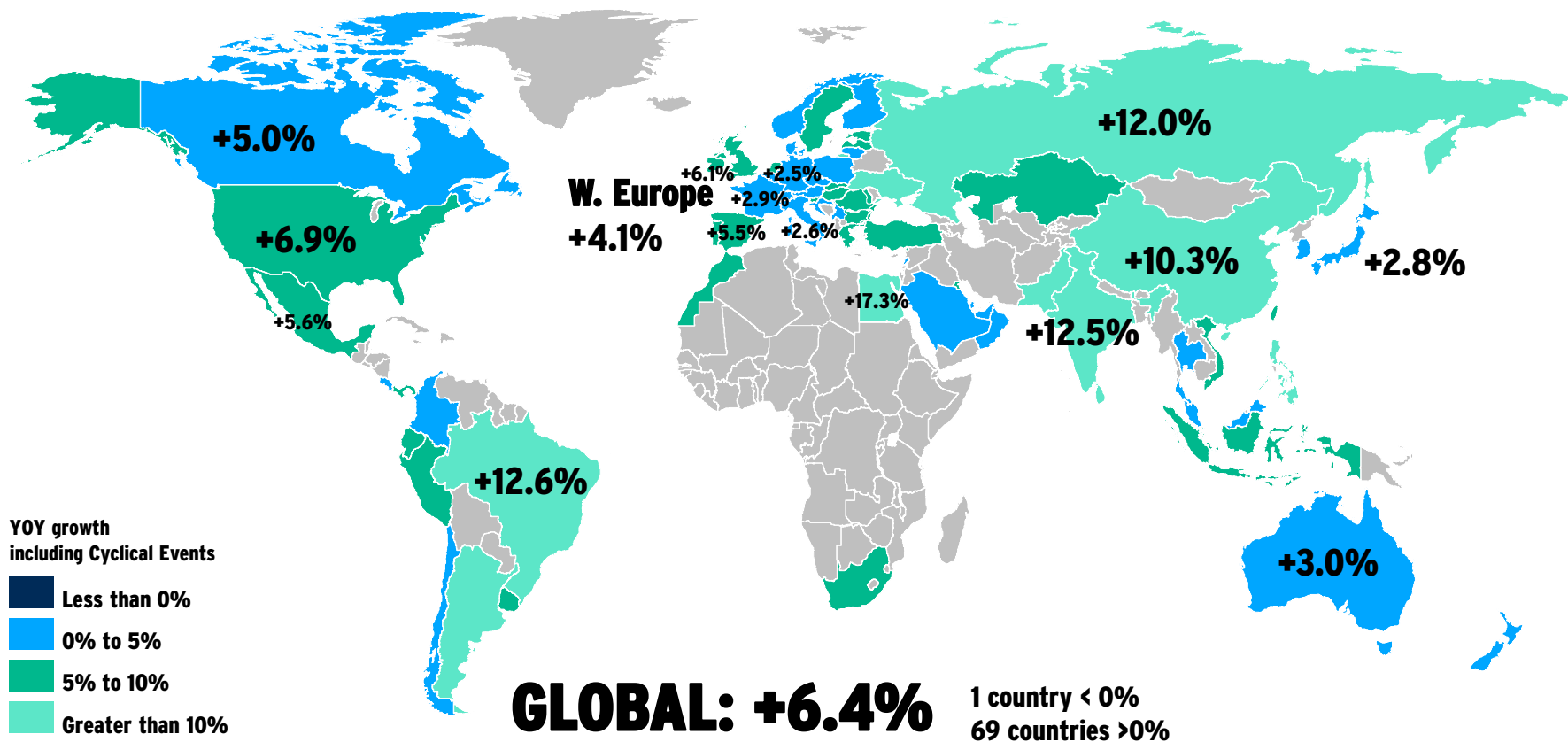




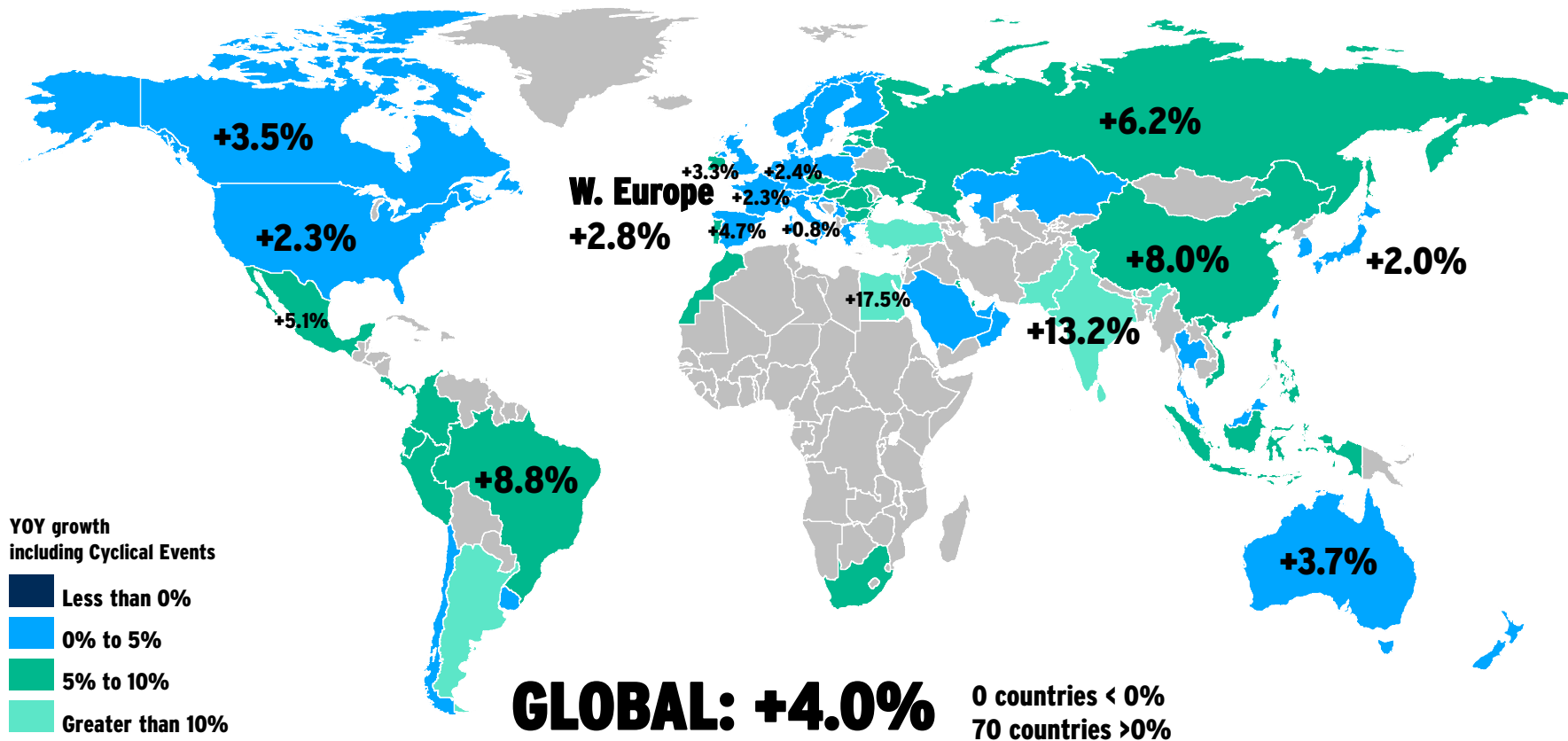
# MEDIA MIX: DIGITAL AD SALES REACH HALF OF TOTAL BUDGETS BY 2020



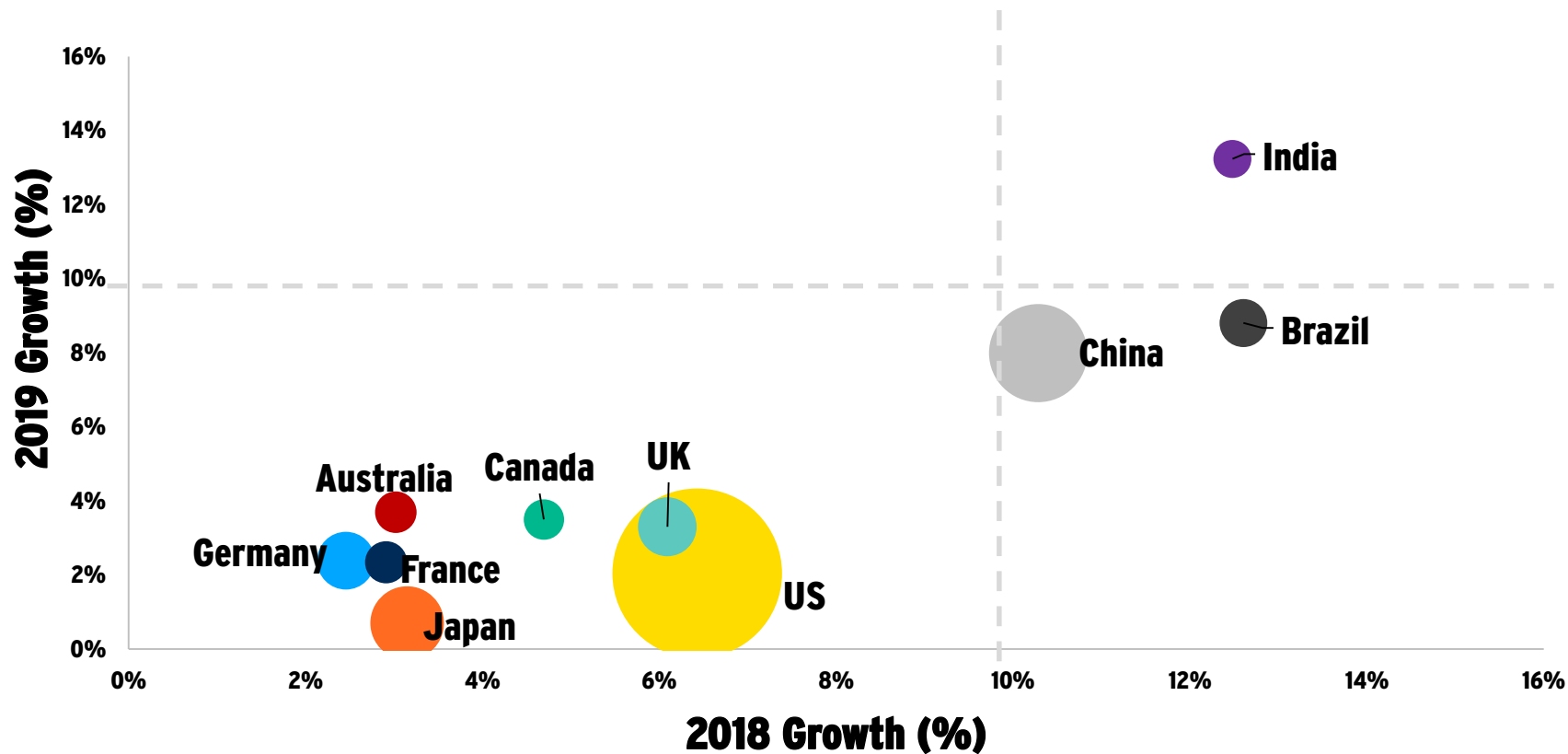
# 2018 FORECAST



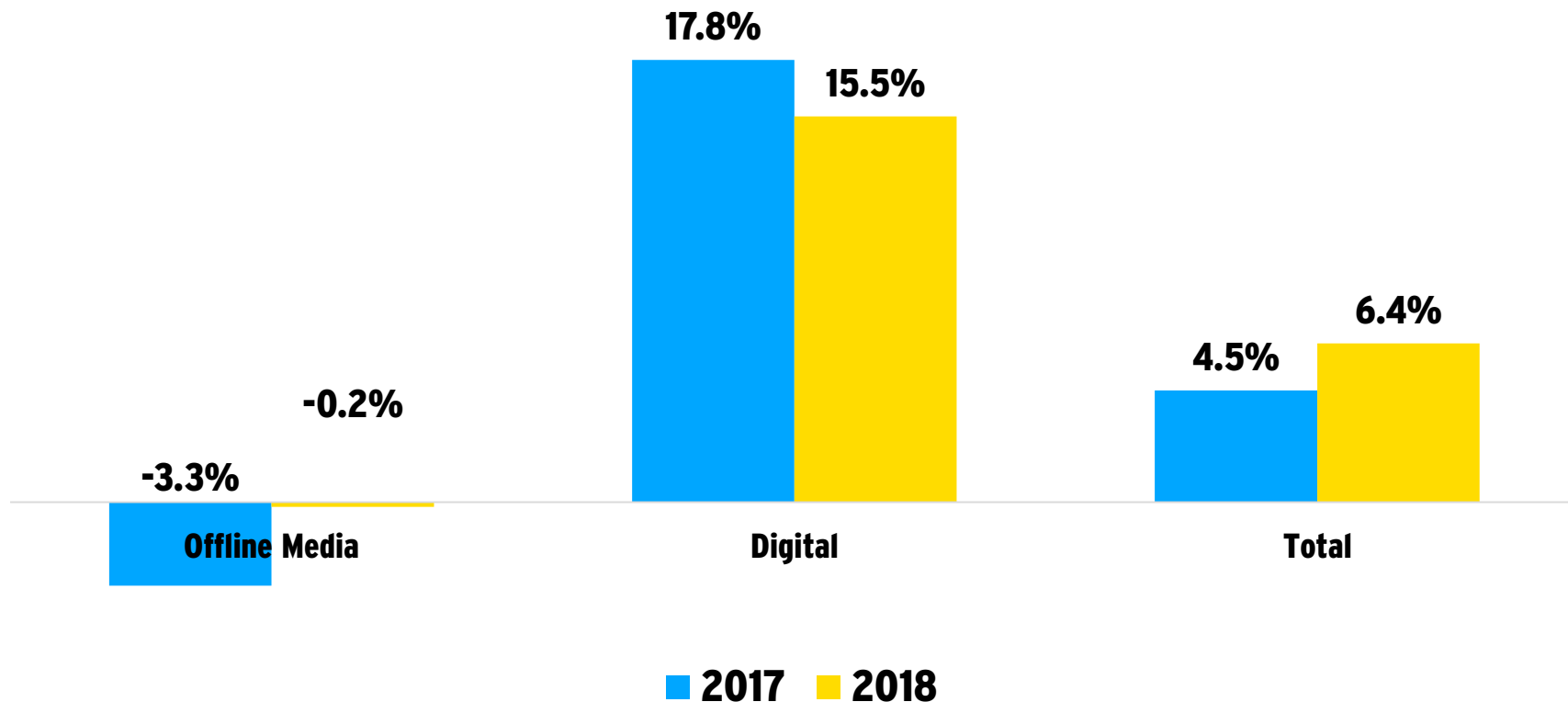
# 2019 FORECAST



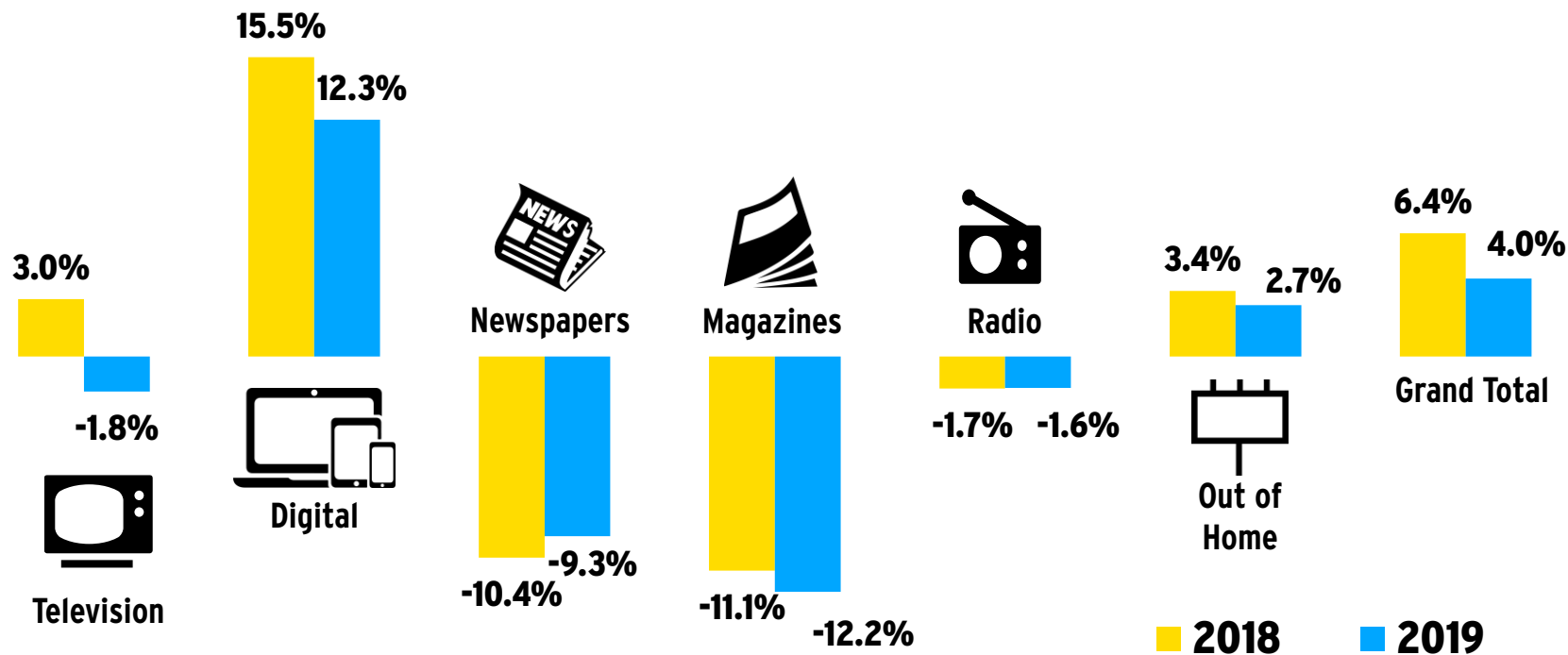
## TOP 10 MARKETS



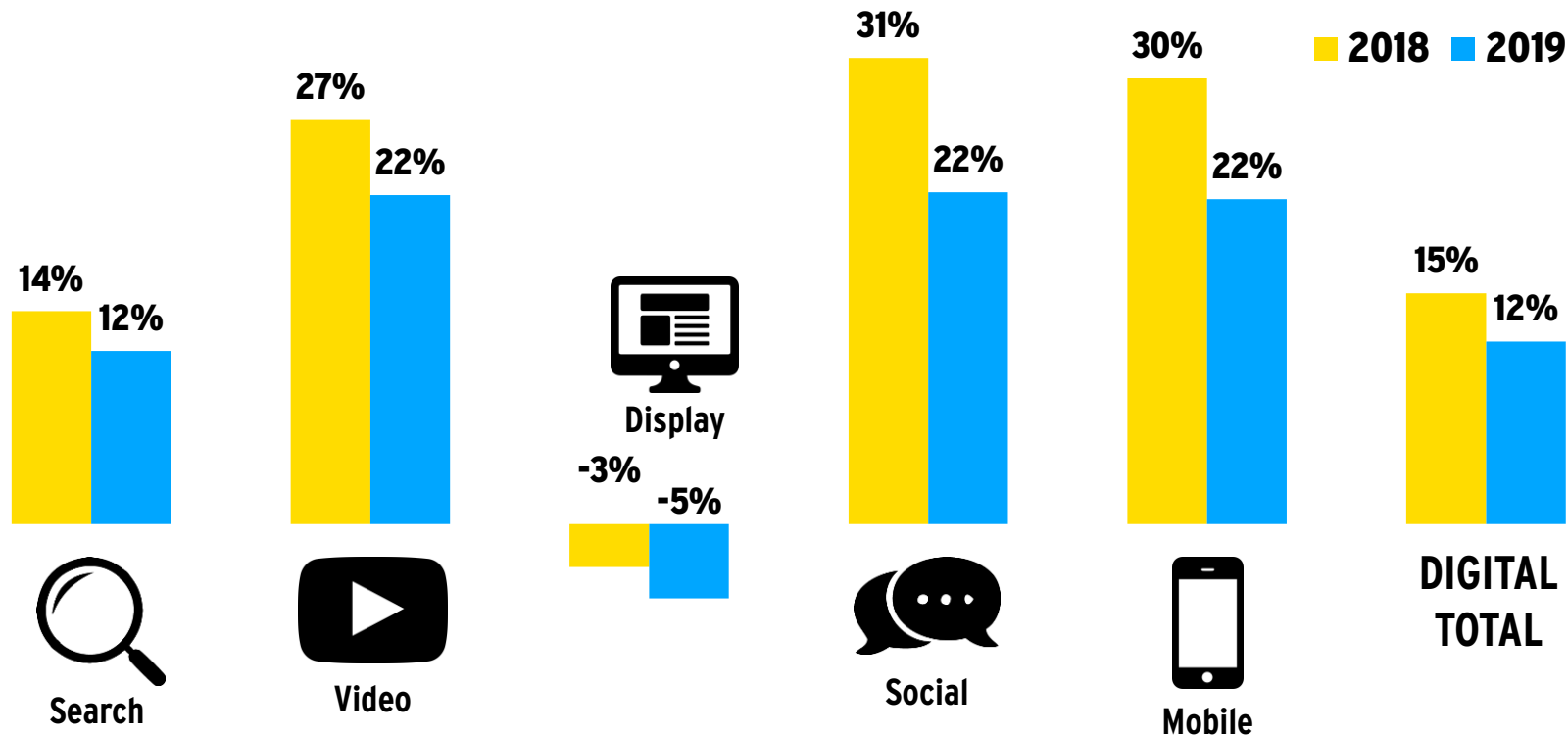
## 2018 ADVERTISING REVENUES: DIGITAL +16%, OFFLINE FLAT



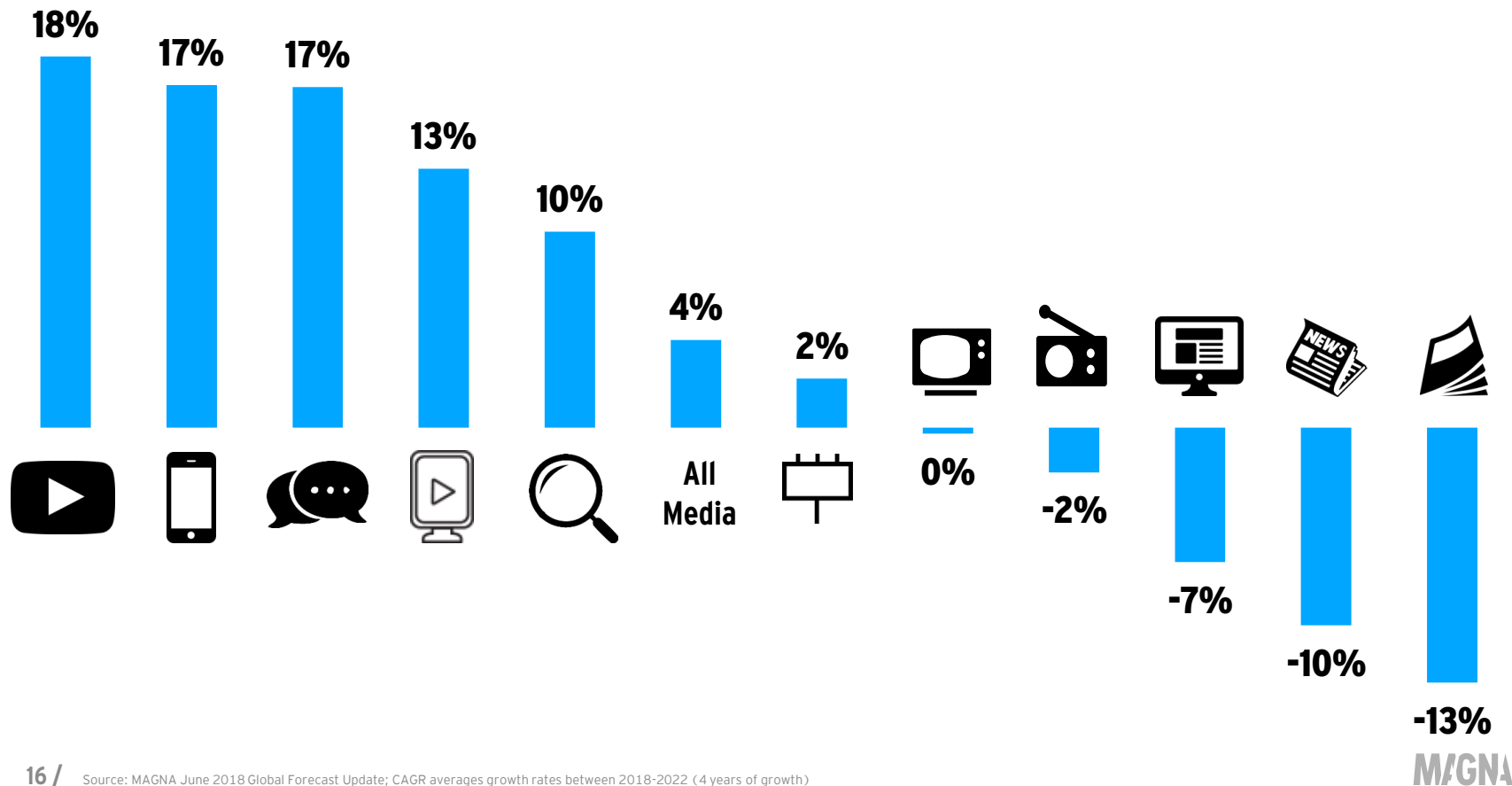
# TV AND RADIO STAGNATING, PRINT IN DECLINE



# SEARCH, SOCIAL, AND VIDEO DRIVE DIGITAL AD SPEND

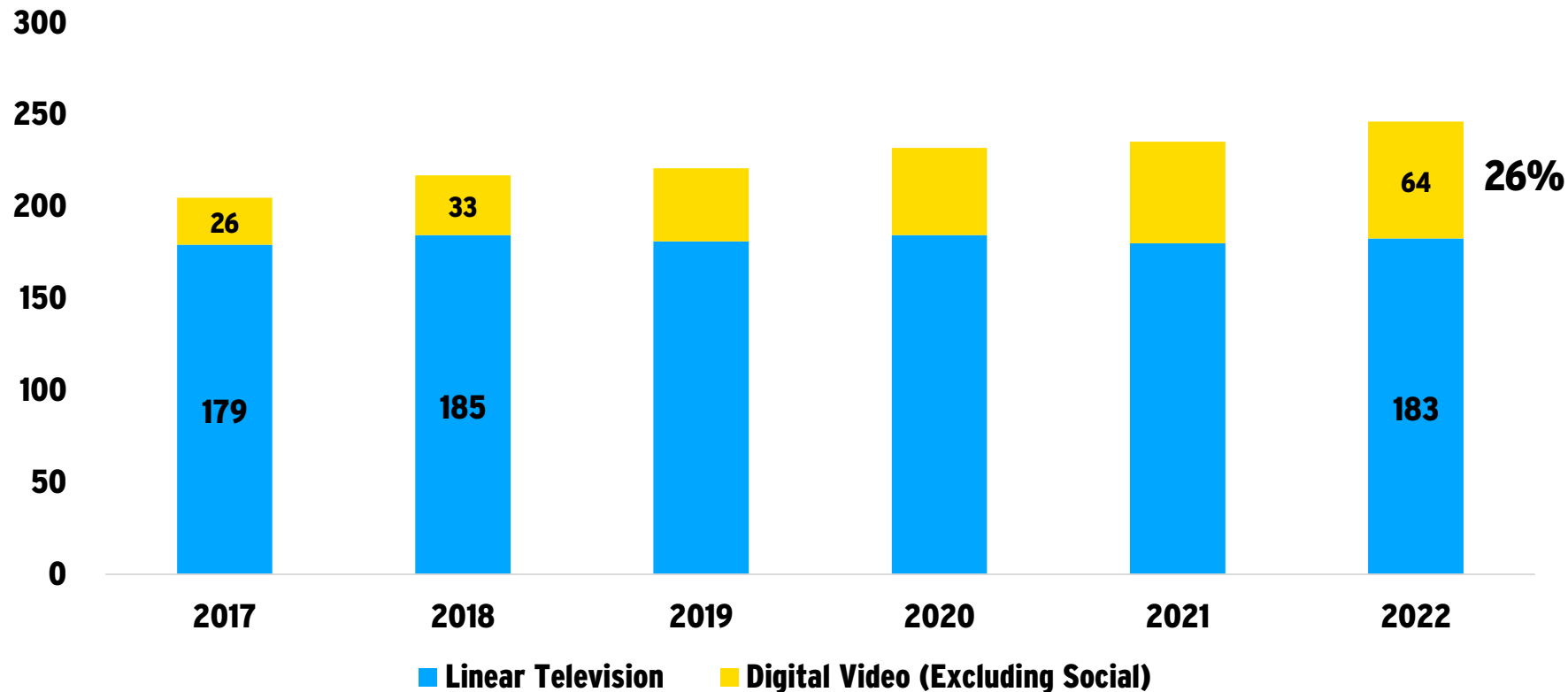


## LONG-TERM TREND BY FORMAT (CAGR 2018-22)





## DIGITAL VIDEO: 26% OF VIDEO ADVERTISING BY 2022

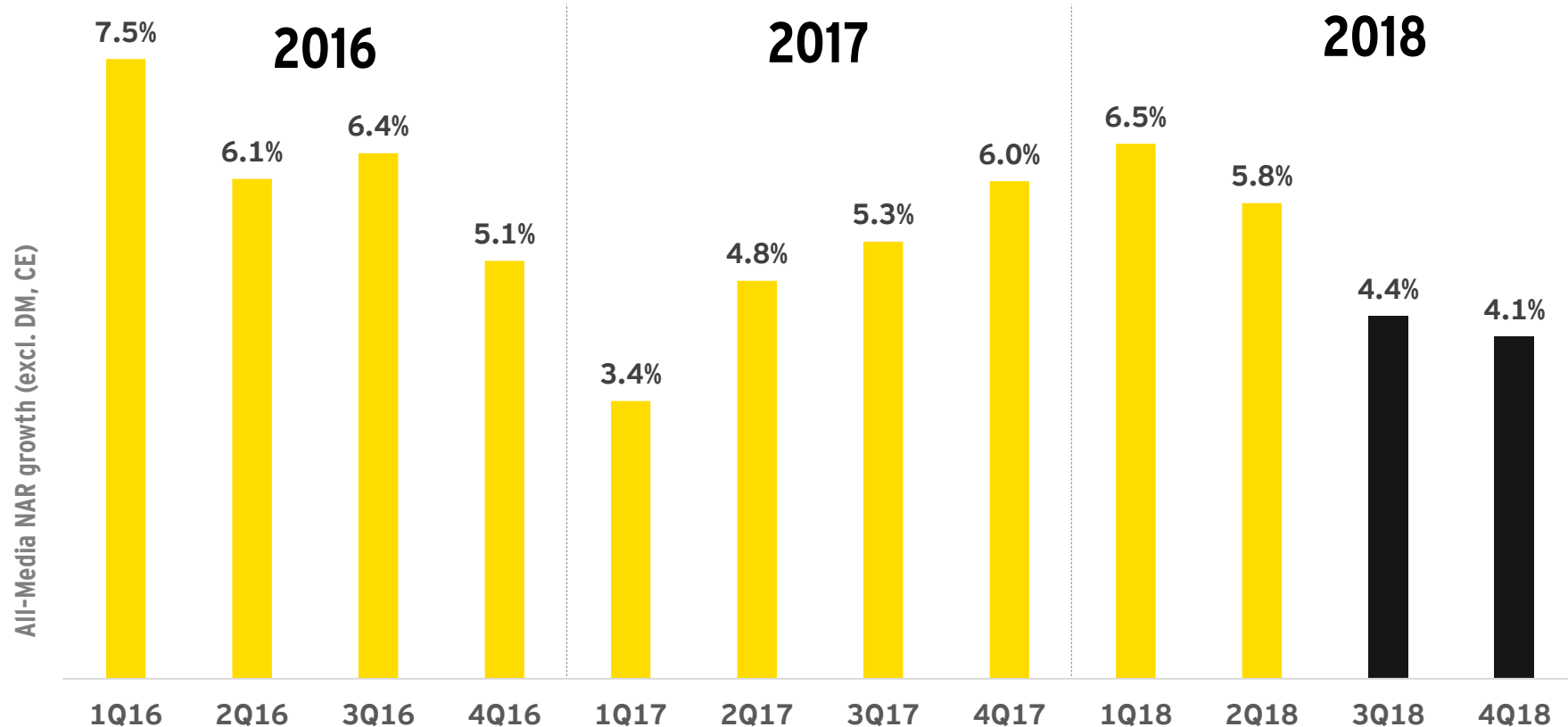




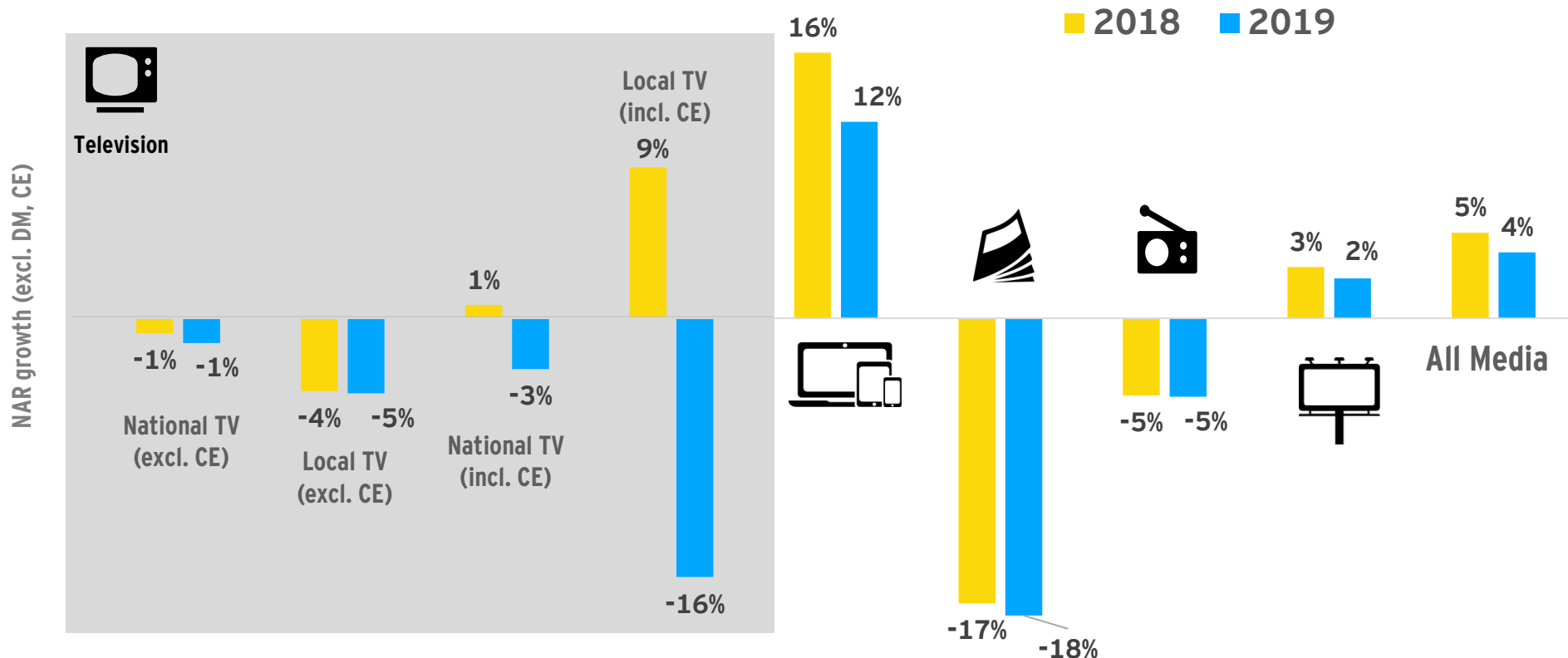
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- **FOCUS ON THE US**

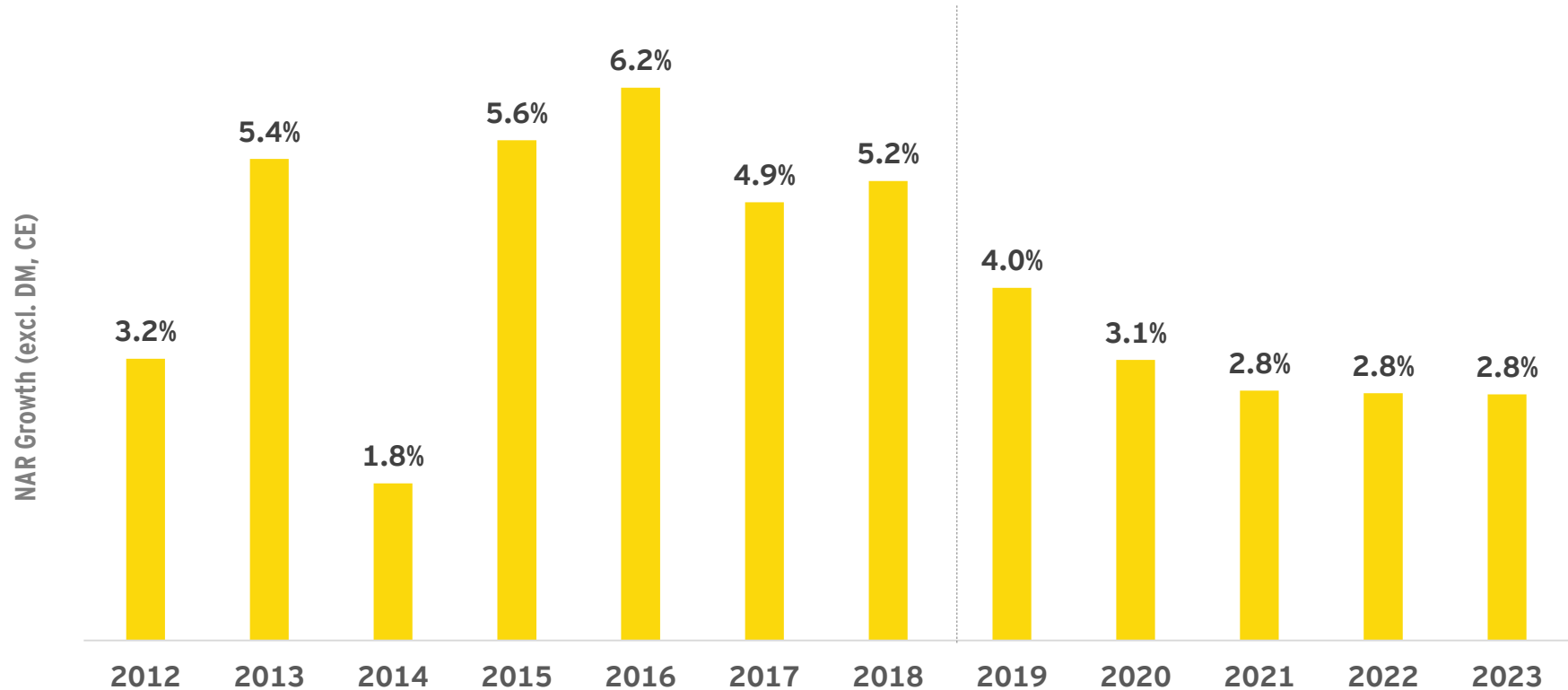
# US AD MARKET: STRONG FIRST HALF



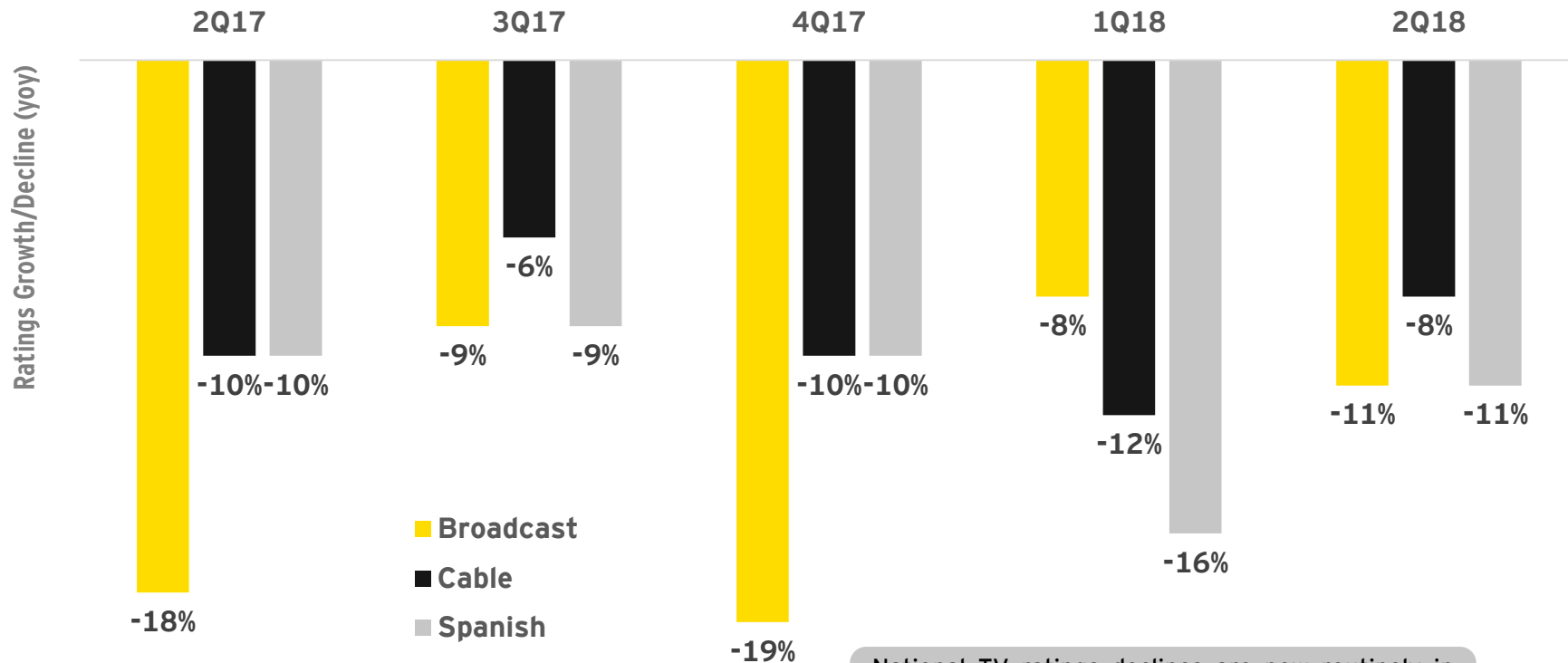
# US AD MARKET: +6.9% THIS YEAR (+5.2% EXCL. CYCLICAL)



## LONG TERM FORECAST: +3% TO +4% PER YEAR IN NEXT 5 YEARS



# RATINGS DECLINE CONTINUE



National TV ratings declines are now routinely in double-digits. English-speaking b'cast networks did a little better in 1Q, mostly due to winter Olympics.

# ADVANCED TV ADVERTISING REACHING SCALE

## ADRESSABLE



- 52 million households (40%)
- Ad Campaigns: \$800m (+25%)

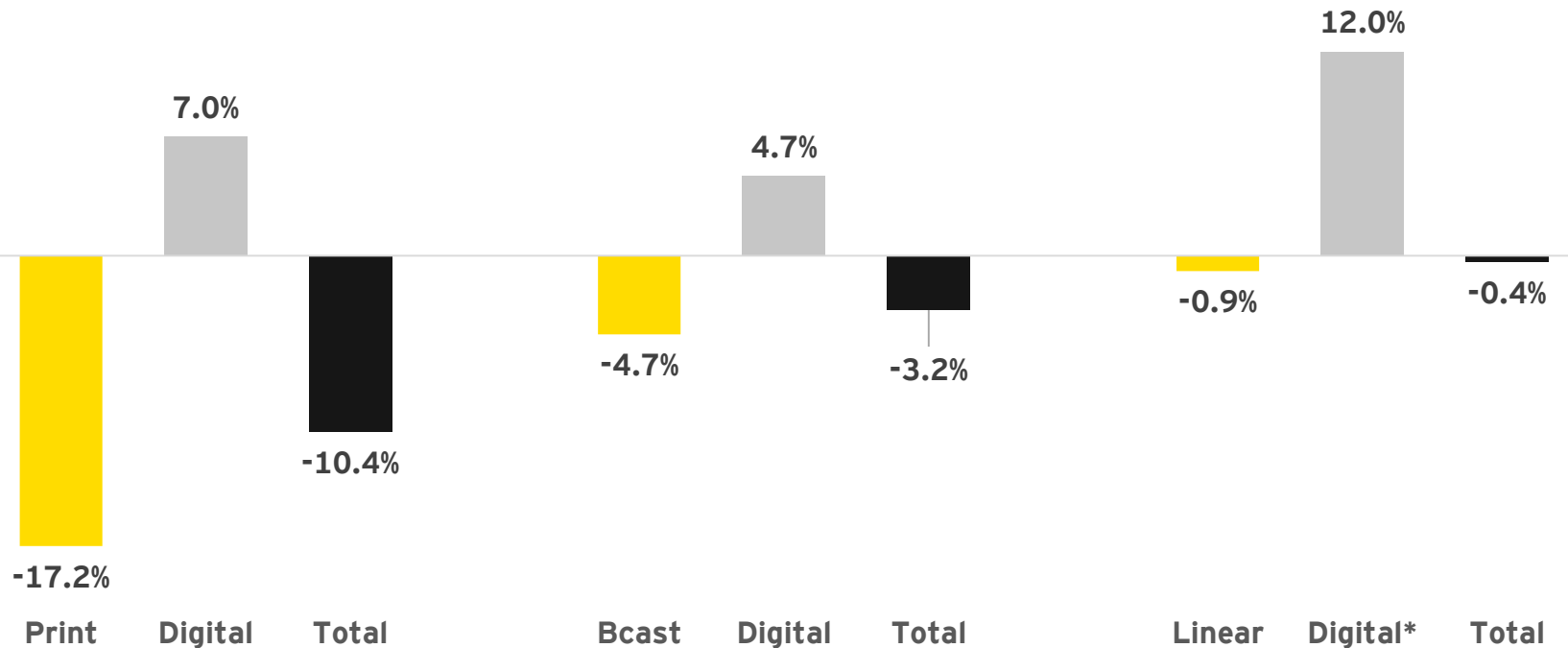
## OTT



- Ad Campaigns: \$2bn (+30%)

# DIGITAL AD SALES ARE NOT OFFSETTING THE DECLINE OF LINEAR

2018 NAR Growth (excl. CE)



PUBLISHING

AUDIO

NATIONAL TV

\* Hulu and Full Episode Players





# SUMMARY

## 2018: +6.4%

- + Excl. cyclical: +5.5%. Strongest growth since 2010
- + A \$550 billion market (all-time high)
- + Digital +16%, Offline -0.2%
- + TV +3%
- + US +6.4%. Digital reaches 50%. Mobile reaches 60% of digital

## 2019: +4.0%

- + Excl. CE: +4.9%

## Long Term (2020-2022)

- + All-media CAGR +4.3%. Free linear TV CAGR -0.8%.
- + Digital market share to reach 50% in 2020.

# QUESTIONS?



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TWITTER: @VLETANG\_MAGNA



Vincent Letang @vletang\_magna · Sep 26

New @MAGNAGLOBAL report on global media costs. Linear TV inflation remains high as supply (ratings) shrinks. Primetime cost-per-thousand is predicted to grow by an average +11% on US broadcast networks next year.

