



Linear TV Is Steady, the Rest of the Medium Is a Mess



Point #1 – According to Nielsen, there are 121 million TV homes in the US, continuing the TV set's dominance as the primary information and entertainment device in all these homes. Total TV households have increased every year since 2014 and the penetration rate of all US households has remained steady between 92.2% and 96.5%.

Point #2 – eMarketer estimates more than 6 million US households will cancel their pay TV (cable, satellite and telecom) subscriptions (cut the cord) during 2020, the worst year ever. Although there are still 77.6 million pay-TV subscribers, that is 7.5% fewer than 2019. Cord-cutter households are forecast to total 46.6 million by 2024. Consumers may be choosing a streaming service over traditional pay TV, but other factors causing cord cutting are the addition of more channels, many of which only very niche audiences watch, and the increasing cost of a subscription.

Point #3 – People are certainly “streaming” to streaming services, especially during the pandemic, but that portion of the industry is anything but steady. Slingbox announced the day this newsletter was written it pulled the plug for all its products and services November 9.

Many services, including newer ones, such as Disney+, offered promotional subscriptions to boost their launch and to interest more viewers during the pandemic. Many of those promotional periods are about to end, including Disney's, causing not only the loss of initial viewers, but also a larger-than-usual turnover of viewers.

Point #4 – Almost no other TV programming available via local stations is more steady than local TV news. During the early-pandemic period, people wanted as much news as possible about local conditions and restrictions, resulting in large spikes in local TV news viewership, especially among young adults. With states instituting restrictions again, people are likely to rely on local TV news for the most-recent and most-reliable information throughout the winter.

Although viewership did return to pre-pandemic levels, Nielsen's Local Watch Report (October 2020) indicates local TV news was the first choice for 64% of surveyed adults while working from home (cable TV 62% and national broadcast TV news 58%).

The steadiness of local, linear TV is a quality of the medium that has benefited advertisers for decades and a primary selling point for you to convince more local businesses they should be on your station.

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From the Media Group Online Research Email Box

Media Group Online's research department receives more than 100 emails every day from a myriad of sources to craft all the reports and other content on the site. We're sharing some recent insights here, which weren't included in reports.

The survey for a new report from Valassis, a marketing technology and consumer engagement company, which is involved in couponing, reinforces how important brands and companies' values must match consumers' to increase the likelihood of them making a purchase and remaining loyal.



Consumers' Perspectives on Companies Sharing Their Values, 2020

Perspective	Percent
I am more likely to be loyal to a brand or store that shares its efforts to be environmentally responsible, or has sustainable/ethical business practices	48%
It's important for me to buy products from companies whose values match my own	43%
I'm more likely to purchase from a brand or store whose ads feature people like me	36%
I am more likely to purchase from a brand or store I trust	71%

Valassis, October 2020

Ipsos has some more compelling survey data about consumers' likelihood of trusting a company. Unsurprisingly, 81% of the surveyed consumers said their experience with a company's products and services generated the most trust. Consumer reviews were second (67%) and ingredient/process transparency third (60%).

Interestingly, celebrity endorsements generated the least trust (13%) among all households, but twice as much (27%) with children in the household.

The latest Nielsen CGA's BeverageTrak report may have some promising news for the on-premise beverage sector, mostly restaurants, bars and nightclubs. During the week ending October 10, the average value of a customer check with at least one beer increased 17% from the pre-pandemic average, or \$43 to \$50. The average check value in the spirits category increased even more, or 24%: \$49 pre-pandemic to \$61 mid-October.

Nielsen concludes more patrons are choosing more premium beverages to increase their enjoyment of the occasion and because they think they deserve a treat.

All Media Group Online reports contain similar shiny gems of information. By sharing them with the appropriate advertisers, you both elevate your value to them and reveal advertising/sales opportunities they may have overlooked or weren't even aware.

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Newest and Future Special Reports



Restaurants: Ready to Rebuild from Ruin
(October 2020)



TV and the Competition
(November 2020)



Calendar of Events 2021
(December 2020)

Expand Your Knowledge Base to Increase Sales

November Special Report – Read the latest version of our TV and the Competition report, which has been popular and is often requested by members.

New Business Profilers PLUS – Some retail sectors are so large multiple Profilers have been needed, but now we are combining them into “super-sized” reports

Auto Sector on a Roll – The auto sector continues to improve, and the November report reveals the major domestic manufacturers are generating a profit again.



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