Media Group Online, Inc. News

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New Sales Tools to Help You Sell More Advertising www.mediagrouponlineinc.com **June 2021**

Riding the Long Tail of the Recovery

Many people think the pandemic will end with the flip of a switch. The reality is quite the opposite. The COVID-19 virus is almost "conquered" in some places, but it persists in other places. It's important, therefore, to realize the tail end of the pandemic will be ragged, not a sharp line.

Some retail sectors' recoveries will take more time, such as travel/hospitality & leisure, which won't return to pre-pandemic levels until business travel starts again. It will be 2022 and 2023 before those business travel dollars flow at past levels.

Many other sectors are in the revitalization stage: restaurants, bars and nightclubs, live events, cruises, weddings and movie theaters, the list is long. Some are improving, others will need more time.

Then, there are the retail sectors, such as home improvements, sporting goods and recreational products (RVs, motorcycles, bicycles, etc.), that were largely unaffected, although they had to evolve their business models and deal with supply-chain issues. The latest US Census Bureau data shows the significant increases in Q1 2021 sales for selected retail categories compared to Q1 2020.

Many economists are forecasting a "boom" economy and many signs indicate that could happen, but it's more likely the boom will take more time, which may be better for the economy.

Q1 2021 Sales for Selected Major Retail Categories

Category	Q1 2021	Q1 2020	% Change
Furniture and home furnishings stores	$33.25 B	$27.10 B	+22.7%
Electronics and appliance stores	$21.24 B	$19.58 B	+8.5%
Building materials and garden equipment and supplies dealers	$104.44 B	$85.36 B	+22.4%
Clothing and clothing accessories stores	$56.32 B	$47.07 B	+19.7%
Sporting goods stores	$14.19 B	$9.54 B	+48.7%

US Census Bureau, June 2021

For you and all media AEs, the strategy is to be as current as possible about the progress of most retail sectors, which is the primary value of your Media Group Online membership. Some local businesses will likely need more media/ad exposure as they reopen or must establish a new brand identity because their business model has changed significantly.

Whatever the case, they are relying on you to keep them informed and help forge strategies with what you've learned from Media Group Online's huge library of content.

If you're not a Media Group Online, Inc. Member, then click here to join today!

Have Streaming Video Services Reached Their Peak?

Recent reports indicate the digital video world may be suffering a withdrawal from its pandemic highs. It's understandable given the value of streaming services for millions of Americans while they were stuck at home. As they spend more time returning to work, gathering with family and friends again and being outdoors, their video streaming time will diminish.

As reported in a June 9th Next TV article, consumers leaped from one streaming video service to another in search of the latest content, resulting in 15% to 20% of subscriptions being canceled during the second half of 2020. Because it was easy to switch subscriptions with special offers, only 20% of subscribers are satisfied with their current subscriptions.

Another part of this trend is the enormous investments by Amazon, Netflix, HBO, Disney, etc. during recent years in high-quality, original content. Although most productions were halted during 2020, there have been probably too few eyeballs and subscription dollars chasing too much content.

Entertainment and telecommunication companies' partial ownership of major streaming services reveals other possible points of erosion. According to a mid-June report from *The Information*, the paywalled media-technology news site, Comcast has suspended its contribution to the daily operations of Hulu. Comcast owns 33% of Hulu and Disney the remainder; however, Hulu continues to lose money.

Comcast blames Disney for not launching Hulu in international markets, resulting in less revenue than possible. Comcast thinks Disney is doing this deliberately to erode the value of Hulu and allowing Disney to pay Comcast less for its shares during 2024. Comcast can force Disney to buy back those shares then.

As noted in Media Group Online's June 2021 New Media Insights Report, Americans were less satisfied with their streaming services, according to the American Customer Satisfaction Index 2020–2021 Telecommunication Study. Satisfaction was still high at 74%, but that was a 2.6% decrease from the previous study. The most popular streaming services retained their preeminence, but were also less satisfying for viewers. Disney+ was still first at 78%, but declined 3%, and Netflix and Hulu decreased 4% and 3%, respectively."

Sell against these growing pains and substantial realignments in the streaming world by focusing on the long-term strengths of traditional TV as well as being almost the perfect complement to digital advertising.

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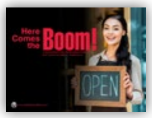
Business Profilers & PowerPoints

Real Estate Market
Automotive Aftermarket: Parts
Auto Repairs Market
Used Vehicles Market
Car & Truck Market
Utilities Market
Loans & Mortgages Market

Transportation Networks Industry
Back-To-School Season
Consumer Credit Industry
Banking Industry
Hotels & Resorts Industry

Newest and Future Special Reports



Here Comes the Boom!
(May 2021)

TV: Better Positioned for the Future
(June 2021)

Overlook Generation X at Your Peril
(July 2021)

Be the Fount of Knowledge for Rebounding Retailers

New Media Insights Report – The June report features the next evolution in technology for retailers to thrive after the pandemic.

June Automotive Update Report – Vehicles sales face a host of unique challenges, but the demand is strong, and dealers will be ready to increase advertising soon.

The Grocery Market 2021 Profiler PLUS – Learn where one of the biggest retail sectors and its customers are headed after the major growth opportunities of 2020.

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An Unbeatable Combination

The Media Audit

There's no better combination for understanding retail, media and the numbers behind them than being a subscriber to Media Group Online, Inc. and The Media Audit.

For additional information about a subscription to The Media Audit, please contact Tracy Austin, SVP and GSM, at **713-626-0333.**

www.TheMediaAudit.com.