



Steering Your Clients Through the Trust Issue



The widespread pushback on the publication and distribution of misinformation is an increasing factor for advertisers when deciding which media and on which platforms they will allocate their media dollars.

The 2021 Advertiser Perceptions Trust Report surveyed 250 ad buyers at ad agencies and advertisers and found 82% were consciously reviewing the media they buy or plan to buy based on their corporate responsibility and brand values, a 20% increase from 2020.

The trend is clear and ad buyers and advertisers are serious as 59% would choose to minimize engagement with a particular media outlet if it proved distrustful and 40% took this action during 2021. The trust issue has become so important to advertisers that it is now first of all brand safety and other concerns, replacing the misuse of data, which was first in the 2020 report.

Multiple social and political issues of the last few years have compelled business leaders at the highest levels to reevaluate their policies, values, mission and the potential impact of being perceived as contributing to the dissemination of misinformation.

Despite the recognition of this issue by ad buyers and advertisers and brands and media's efforts to address it, monitoring and measuring whether a particular media, especially news outlets, is "safe" isn't easy, according to 77% of the survey respondents. Two-thirds of them have already concluded they can spend ad dollars on legitimate news outlets without the fear of being tainted by misinformation; however, almost as many (64%) would rather not buy online news sites.

The takeaway for you and your station is this trust issue is also becoming relevant at the local level. Since your station is one of your market's primary local news sources, it's critical to create a "trust-in-news" statement so you and the entire sales team have the answers when a prospect or client suddenly broaches the topic.

The Decreasing Importance of Data and Privacy Issues, 2021 vs. 2020

Issue	2021	2020
Data security breaches	36%	53%
Consumer data privacy	27%	40%
Misuse of first-party data	30%	31%

Marketing Dive (Advertiser Perceptions), August 2021

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Too Much of Anything Is Not Good



The Most Common Bundles of Video Services by Subscriber Type, Q2 2021

Type of Subscriber	Bundle	Percent
Pay-TV with three services	Pay-TV service, short videos on YouTube, Netflix	45%
Pay-TV with four services	Pay-TV service, short videos on YouTube, Netflix, Amazon Prime Video	25%
Broadband-only with three services	Short videos on YouTube, Netflix, Amazon Prime Video	7%
Broadband-only with four services	Short videos on YouTube, Netflix, Amazon Prime Video purchases/rentals	4%

TiVo, August 2021

Human beings are consumers; it's built into our DNA, and the 21st-century consumption smorgasbord includes a huge helping of video content and the subscription services, channels and platforms from which we shovel all of it into our brains.

Based on the findings from TiVo's latest quarterly report, Q2 2021 Video Trends Report, if our craving for content was a street drug, then most of us would be ODing. As of Q2, each respondent to the TiVo survey had an average of 8.8 services, more than doubling from four services during 2016.

Driving that increase are respondents with incomes of more than \$100,000 annually who are averaging 12.12 services, while those making less than \$100,000 have fewer services than the overall average of 8.8.

As the table to the right shows, YouTube, Netflix and Amazon are the winners in subscribers' most common video-bundle choices.

Despite this video viewing paradise with almost unlimited content, the TiVo survey respondents are experiencing some hell too. 60% cited "it's hard to find good TV and movies to watch" as the primary pain they experience with video services. Another 59% said their challenge was determining which service does the best job of offering what subscribers want to watch.

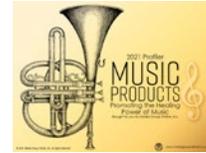
Of particular importance to your station is 86% of respondents who are pay-TV subscribers said having access to local content was important and 65% of broadband-only subscribers agree. These are crucial findings to respond to prospects or current clients who voice objections to the value of local TV content.

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The 2021 Holiday Shopping Season Will Sparkle!
(August 2021)



Exploring the Expanding Audio Medium
(September 2021)



Health and Wellness:
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Music Products Market 2021 Profiler –
When this market reverses years of declines, then it's a good sign for many other retail sectors.

Winter Sports on the Horizon – The new Snowsports and Snowmobiles Market 2021 profilers indicate winter 2021-2022 could be very good for both sectors.

Explore the Expanding Audio Medium – Audio is so much more than radio, although analysis in the September 2021 Special Report shows it's still a media powerhouse.



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