



You Deserve Some Good-News Stories

Looking for more TV ad dollars for your station? Several good-news stories may be one of your best holiday gifts.



Possible Record-Setting Ad Spending for 2022 Midterms

The public may be dreading the chaos and bickering of the approaching 2022 midterm election cycle, but you and your station ownership should be salivating at the early ad spending forecasts.

In an August 2021 post, Kantar is estimating \$13 billion will be raised for the 2022 midterms. Based on past political campaign budgeting, 60% of that will likely be spent on what campaigns call “free” media, which would total \$7.8 billion.

Almost half (48.7%/\$3.8 billion) is projected to be spent on broadcast TV and another \$1.4 billion on cable TV and satellite. Digital and radio will receive even less or \$1.2 billion and \$215 million.

Updating the Auto Update

Media Group Online’s November 2021 Automotive Update Report continued to share the microchip shortage that has been crippling production and dealerships’ inventories – and dealerships are one of the largest local TV advertisers.

General Motors reported during mid-November more semiconductors were arriving at its North American plants and all were operating at a regular pace. Since February, one or more (or many) GM plants had been idle because of the shortage.

More National TV Ad Spending

According to a VAB study, 162 brands were first-time national TV advertisers during the first half of 2021, which is 52 more brands than the first half of 2020. Collectively, they spent more than \$465 million. The study doesn’t indicate if this trend was evident at the local level, but it’s a sign more brands are discovering/rediscovering why a TV presence is crucial.

VAB included complementary data from Tatori, a TV advertising & reporting company, revealing these new advertisers allocated more of their ad dollars to TV than streaming services. A study conclusion supports a media strategy Media Group Online has recommended for years: TV is where brands (and retailers) can address a broad audience and motivate them to engage with them on digital channels, highlighting personalized content and product information.



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One of the recent places where consumer shopping/purchasing is intersecting with digital media is livestream e-commerce. It has been very successful in China since its first known introduction during 2016. McKinsey forecasts China's livestream e-commerce will total \$423 billion by 2022, compared to \$11 billion in the US this year and a considerable increase to \$25 billion during 2023.

Instead of consumers shopping and buying only on a brand or retailer's e-commerce site, they are engaging with customers and consumers who already follow them with live shopping events à la QVC and HSN.

While some brands and retailers entering the livestream e-commerce playing field are hosting these events via major social media platforms, more forward-leaning and major retailers are adding the "channel" to their e-commerce sites to keep all the contacts and transactions in-house.

Snapchat was one of the first major social media platforms to offer an early version of livestream e-commerce with its "Art of the Drop" show during 2020. Among the biggest retailers, Amazon (naturally) was ready to beat the competition and launched Amazon Live during July 2020.

More recently, TikTok, Instagram and Pinterest all followed Snapchat's lead with similar live shopping offerings.

With livestream e-commerce barely more than a year old in the US, various sources have the data indicating its popularity with consumers.

- **Livestream** – "80% of consumers would rather watch a live video from a brand than read a blog."
- **Sprout Social** – "Returns are 50% lower when a product is bought off a livestream compared to traditional e-commerce channels."
- **Bloomberg** – "60% of shoppers said livestream content improved their online shopping experience."

Increasing your understanding of this trend (and even trying it as a consumer) may present opportunities for you and your station. First, you're adding to your knowledge base to distinguish yourself from other local media reps as a complete media specialist. Second, your station and its video production department may want to develop a free seminar for local retailers to provide tips about how to stage a livestreaming event. As always, don't fight the trends, learn how to profit from them.

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