

YOUR LOCAL COMPETITION



TAKE THE LEAD

BIA/Kelsey's Local Competition Report delivers key intelligence about the competitive activities in your market.

The marketing and advertising marketplace fully embraces both traditional and digital platforms, creating an extremely competitive environment among national, regional and local media players. *How is your local advertising revenue opportunity being split between direct and indirect competitors?*

BIA/Kelsey offers the **Local Competition Report** that answers all the questions you have about competitors. Developed for individual local markets, the report:

- Delivers **local advertising estimates** for the following major online companies targeting local markets:



- Details **competitive spend** in television, radio, newspaper, mobile and desktop/online.
- Explains **local sales channel advertising revenue distribution**

Why Buy

Provides data-grounded insights your company needs to:

- Stay competitive
- Determine revenue generation activities
- Drive strategic thinking around sales and product development.

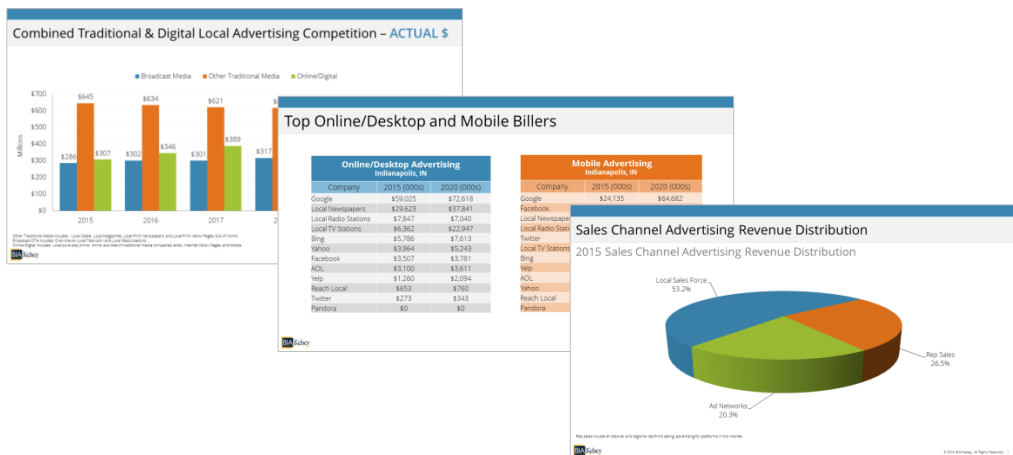
Who Should Read

CROs, EVP/SP Sales, CMOs, Chief Strategy Officers, Chief Revenue Officers, VP Pricing and Yield Management at traditional and digital media companies.

Report Contents

Content in the **Local Competition Report** includes:

- Nationwide Estimates
- Combined Traditional & Digital Local Advertising Competition – Actual \$
- Combined Traditional & Digital Local Advertising Competition – Percent Breakout
- Top Ten Billers
- Top Online/Desktop and Mobile Billers
- Local Over-the-Air Television Competition
- Local Radio Competition
- Local Newspaper Competition
- Combined (Mobile + Desktop/Online) Digital Advertising Revenue
- Mobile Advertising Revenue
- Sales Channel Advertising Revenue Distribution



Answering key questions about the competition in your market:

How will the split between traditional and digital/mobile media change over the next 5 years? How does this compare to the nationwide average?	Who are the top billers in my market (including Google, Facebook, Bing, Twitter, Yahoo, AOL, Pandora, Reach Local, Yelp) and how much do these nationwide competitors pull out of my local market?
What is the advertising revenue for the grouped properties for television, radio and newspaper?	How do the local digital/online and local mobile advertising dollars split between local and nationwide competitors?
Who are the top online/desktop and mobile billers?	How does local advertising split between various sales channels?

Report Summary & Cost

14 data-rich charts, along with insights and analysis by BIA/Kelsey's Chief Economist, Mark Fratrick, Ph.D.,

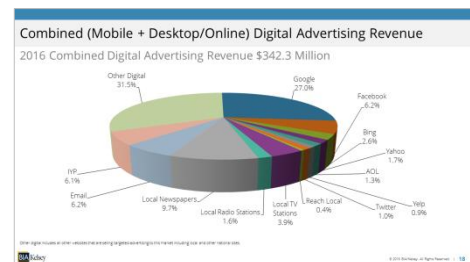
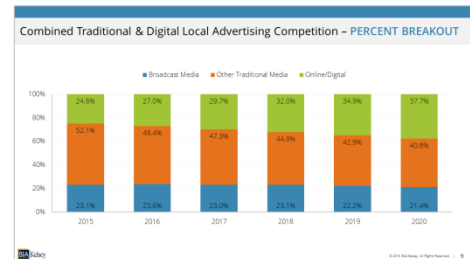
Reports are available for all 210 local markets in the U.S.

Cost: \$695; market discounts available.

Our mission is to work with media, technology companies, brands and ad agencies to develop strategies that create new opportunities for growth in today's multiplatform, interactive environment.

This report is just one piece of how we achieve this goal.

Contact us today to discuss a report for your local market.



BIA/Kelsey Data

The **Local Competition Report** combines proprietary data from several BIA/Kelsey data products to deliver a thorough analysis of a local market and competitive intelligence on the activities of competitors. Data comes from the following products:

Media Access Pro - data and analytical software service that delivers more than 2,000 fields of data on 30,000-plus broadcast and newspaper organizations in the United States, Canada and Mexico.

Media Ad View - local market ad reports that track the advertising spend between media for 94 different business categories.

Investing In - series of publications providing insights into the advertising markets for specific radio, television and newspaper properties and the outlook for the market.

U.S. Local Ad Forecast - bi-annual forecast offering a five-year national overview of total U.S. spending in local markets and market-based advertising revenue estimates for 12 media.

**Local estimates for online/digital companies are generated from detailed analyses of their public documents as well as individual market sales tools.*