State of Media Sales 2021
Today’s Panelists

C. Lee Smith
Founder/CEO
SalesFuel, Inc.

Rick Ducey
Managing Director
BIA Advisory Services

Denise Gibson
Director of Sales
AdMall
Today’s Agenda

The current State of Media Sales from the perspective of:

1. Revenue
2. Sales Managers
3. Media Sellers

With discussion and your questions after each segment
11th annual online survey conducted Aug–Sept 2021

394 media sales professionals in the United States, including...
- TV (OTA)
- Cable TV
- Newspapers+Magazine
- Direct Response
- Radio
- Out of Home
- Digital Media+Agencies
1 Revenue Perspective
BIA’s Local Advertising Forecast 2019–2022
2021 Spending Indicates Recovery from 2020 COVID Dip

Note: Numbers are rounded.

Source: BIA U.S. Local Advertising Forecast 2022, Issued Sept. 2021
2019–2022 Local Ad Estimates Pre and Post COVID

TRADITIONAL MEDIA

- Cable TV
- Newspapers Print
- Radio OTA
- TV OTA
- Direct Mail

$Billions

Source: BIA U.S. Local Advertising Forecast 2022, Issued Sept. 2021
2019–2022 Local Ad Estimates Pre and Post COVID

DIGITAL MEDIA

<table>
<thead>
<tr>
<th>Media Type</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Digital</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV Digital</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OTT</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PC or Laptop</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

$Billions

Source: BIA U.S. Local Advertising Forecast 2022, Issued Sept. 2021
Specific Verticals Impact:

Total Local Advertising Changes

Annual Spend Changes from 2019 Pre-COVID Levels Compared to 2021 Levels

Source: BIA U.S. Local Advertising Forecast 2022, Issued Sept. 2021
Media Sales Trending Upward But Shortages Present Opportunities and Dangers

Sales Revenue in These Verticals Expected to Finish 2021 Up Significantly (vs 2020)

11th State of Media Sales Study, Aug–Sept 2021, AdMall.com and BIA.com
Labor Shortages Have Set Local Recruitment / Employment Advertising on Fire

<table>
<thead>
<tr>
<th>Media</th>
<th>Expected Revenue to Finish 2021 Up Significantly (vs 2020)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV (OTA)</td>
<td>69%</td>
</tr>
<tr>
<td>CABLE TV</td>
<td>64%</td>
</tr>
<tr>
<td>PRINT</td>
<td>46%</td>
</tr>
<tr>
<td>DIGITAL</td>
<td>65%</td>
</tr>
</tbody>
</table>
| ALL         | 63%                                                         

11th State of Media Sales Study, Aug–Sept 2021, AdMall.com and BIA.com
Optimism Abounds for Health Care Advertising and Digital Marketing

Media that are Expecting Annual Sales Revenue to Increase Significantly in the Health Sector (vs 2020)

*NOTE: These Numbers Were Also High the Two Years Prior to COVID-19*

U.S. sales managers, 11th State of Media Sales Study, Aug-Sept 2021, AdMall.com and BIA.com
Retail is Rebounding

Media that are Expecting Annual Retail Sales Revenue to Finish 2021 Up Significantly (vs 2020)

11th State of Media Sales Study, Aug–Sept 2021, AdMall.com and BIA.com
## Other Bright Spots

<table>
<thead>
<tr>
<th>Account Type</th>
<th>Significant Increase for 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local-Direct (SMB) Accounts</td>
<td>47%</td>
</tr>
<tr>
<td>Online-Only Businesses</td>
<td>33%</td>
</tr>
<tr>
<td>Programmatic/Self-Serve</td>
<td>33%</td>
</tr>
<tr>
<td>Co-op/Promotions</td>
<td>25%</td>
</tr>
</tbody>
</table>

- **21%** of print media managers expect significant increase in Native Advertising vs 2020
- Revenue from **events** starting to come back
- Will these declines turn around in 2022? Major Accounts (34% expect significant 2021 decline), National Brands/CPG (35%), Agency Buys (26%)

*U.S. sales managers, 11th State of Media Sales Study, Aug–Sept 2021, AdMall.com and BIA.com*
Supply Shortages Hurting All Tiers of Automotive Advertising

<table>
<thead>
<tr>
<th>Tier 1: OEM Or Manufacturer</th>
<th>Tier 2: Regional/Dealer Ad Associations</th>
<th>Tier 3: Retail Dealer Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>19% Increase significantly</td>
<td>7% Decrease significantly</td>
<td>5% Increase significantly</td>
</tr>
<tr>
<td>27% Stay about the same</td>
<td>31% Decrease significantly</td>
<td>31% Stay about the same</td>
</tr>
<tr>
<td>37% Decrease significantly</td>
<td>39% Decrease significantly</td>
<td>41% Decrease significantly</td>
</tr>
<tr>
<td>17% Very little or no revenue</td>
<td>23% Very little or no revenue</td>
<td>23% Very little or no revenue</td>
</tr>
</tbody>
</table>

Media that are Expecting 2021 sales revenue to increase, decrease or stay the same in the automotive sector (vs 2020)

11th State of Media Sales Study, Aug-Sept 2021, AdMall.com and BIA.com
2021 Automotive Aftermarket Revenue Expected to Be Flat

<table>
<thead>
<tr>
<th>Nondealer Auto Service Businesses</th>
<th>Nondealer Tire Businesses</th>
<th>Nondealer Auto Parts Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase significantly: 16%</td>
<td>Increase significantly: 14%</td>
<td>Increase significantly: 11%</td>
</tr>
<tr>
<td>Stay about the same: 45%</td>
<td>Stay about the same: 54%</td>
<td>Stay about the same: 52%</td>
</tr>
<tr>
<td>Decrease significantly: 20%</td>
<td>Decrease significantly: 14%</td>
<td>Decrease significantly: 16%</td>
</tr>
<tr>
<td>Very little or no revenue: 19%</td>
<td>Very little or no revenue: 17%</td>
<td>Very little or no revenue: 22%</td>
</tr>
</tbody>
</table>

Media that are Expecting 2021 sales revenue to increase, decrease or stay the same in the automotive sector (vs 2020)

11th State of Media Sales Study, Aug-Sept 2021, AdMall.com and BIA.com
Looking Ahead
Where Ad Spend Exists in 2022

<table>
<thead>
<tr>
<th>TV OTA in 2022</th>
<th>Cable in 2022</th>
<th>Radio OTA in 2022</th>
<th>Digital (All Platforms)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV OTA in 2022</td>
<td>Cable in 2022</td>
<td>Radio OTA in 2022</td>
<td>Digital (All Platforms)</td>
</tr>
<tr>
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<td>Cable in 2022</td>
<td>Radio OTA in 2022</td>
<td>Digital (All Platforms)</td>
</tr>
<tr>
<td>Political</td>
<td>Political</td>
<td>Finance/Insurance</td>
<td>1. Finance/Insurance</td>
</tr>
<tr>
<td>2. Auto</td>
<td>QSR/Fast Food</td>
<td>Retail</td>
<td>2. Retail</td>
</tr>
<tr>
<td>3. General</td>
<td>Full-Service Restaurants/Bars</td>
<td>Auto</td>
<td>3. Auto</td>
</tr>
<tr>
<td>4. Retail</td>
<td></td>
<td>Restaurants</td>
<td>4. Restaurants</td>
</tr>
<tr>
<td>Out of Home</td>
<td>Print</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leisure/Recreation</td>
<td>Legal Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. General Services</td>
<td>Hospitals</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Finance/Insurance</td>
<td>Political</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Retail</td>
<td>Supercenters and Warehouse Clubs</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: BIA U.S. Local Advertising Forecast 2022, Issued Sept. 2021
New Year, New Revenue:
Top Sectors for Media Revenue Growth in 2022

TUESDAY JAN 25
1pm ET / 10 am PT
Discussion and Q+A
Revenue
Please enter your question into the control panel.

If we don’t answer your question during the webinar, we will answer via email after the webinar.
2
Sales Management Perspective
# Bright Spots for Sales Managers

It’s EASIER than 1 Year Ago to

<table>
<thead>
<tr>
<th>Activity</th>
<th>Managers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sell online/digital advertising</td>
<td>36%</td>
</tr>
<tr>
<td>Compete against other local media</td>
<td>25%</td>
</tr>
<tr>
<td>Get salespeople to sell new products</td>
<td>22%</td>
</tr>
<tr>
<td>Sell mobile advertising</td>
<td>22%</td>
</tr>
<tr>
<td>Upsell existing accounts</td>
<td>22%</td>
</tr>
</tbody>
</table>

IIth State of Media Sales Study, Aug–Sept 2021, AdMall.com and BIA.com
Top Frustration Less Frustrating

Accounts cutting their advertising schedule or trying to reduce their contract with us

39% of U.S. media sales managers in 2021

59% of U.S. media sales managers in 2020

Lead gen and time spent in meetings are still top non-staff frustrations
Sales Managers are Dealing with More Mental Health Concerns on Their Staff

<table>
<thead>
<tr>
<th>Medium</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV (OTA)</td>
<td>41%</td>
</tr>
<tr>
<td>CABLE TV</td>
<td>67%</td>
</tr>
<tr>
<td>PRINT</td>
<td>50%</td>
</tr>
<tr>
<td>DIGITAL</td>
<td>38%</td>
</tr>
<tr>
<td>ALL</td>
<td>51%</td>
</tr>
</tbody>
</table>

Media that Feel it's Harder Than This Time Last Year to Navigate Issues of Employee Stress, Anxiety and Mental Health

11th State of Media Sales Study, Aug-Sept 2021, AdMall.com and BIA.com
Media that feel it’s harder than this time last year to find high-quality salespeople. NOTE: These numbers were also high the two years prior to COVID-19.

11th State of Media Sales Study, Aug-Sept 2021, AdMall.com and BIA.com
Where to Recruit Media Sellers

Beyond direct competitors and salespeople in other industries

- Hospitality Industry
- Local Colleges/Universities
- Staffers in other departments
- Personal relationships > Job boards
- “Background is irrelevant, character traits matter most”

11th State of Media Sales Study, Aug–Sept 2021, AdMall.com and BIA.com
Dangerous Shortcuts Being Taken by sales managers across all industries

• 76% have interviewed candidates they wouldn’t have a year or two ago
• 69% have hired candidates for open sales job they wouldn’t have hired a year or two ago
• It now takes 9 months to off-board a poorly performing sales rep (compared to 7 mos. in 2019)

Voice of the Sales Manager Study, Oct–November 2021, SalesFuel.com
23.9% of Media Sales Professionals Plan to Voluntarily Leave Their Jobs by August 2022

11th State of Media Sales Study, Aug–Sept 2021, AdMall.com and BIA.com

- 2021 Retention Rate: 72% (73% in 2020)
- 2021 NPS Score: 4 (Down from 16 in 2020)
Highest Net Promoter Scores

+29  CABLE TV SELLERS

+26  DIGITAL AGENCIES/MEDIA SELLERS

NPS scores for all U.S. sales positions was +22 in 2020
Voice of the Sales Rep, 2020, SalesFuel.com

11th State of Media Sales Study, Aug–Sept 2021, AdMall.com and BIA.com
2
Discussion and Q+A
Sales Management
Please enter your question into the control panel.

If we don’t answer your question during the webinar, we will answer via email after the webinar.
3 Media Sellers Perspective
Good News About Digital

34% of U.S. media sellers say it has gotten easier to sell online/digital advertising over the past 12 months

11th State of Media Sales Study, Aug–Sept 2021, AdMall.com and BIA.com
Not Yet Back in the Office

- 74% of U.S. media sellers spend most of their time working from home
- 50% of U.S. media sales managers spend most of their time in the office
- 61% of all media sales reps spend 75%+ of their time working from home.
- 85% of cable TV reps spend 75%+ of their time working from home.

11th State of Media Sales Study, Aug-Sept 2021, AdMall.com and BIA.com
### Selling Challenges Post-Vaccine

<table>
<thead>
<tr>
<th>It’s Harder than 1 Year Ago to</th>
<th>Sellers</th>
<th>Managers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overcome advertiser churn</td>
<td>58%</td>
<td>47%</td>
</tr>
<tr>
<td>Generate new business</td>
<td>58%</td>
<td>42%</td>
</tr>
<tr>
<td>Meet corporate expectations</td>
<td>50%</td>
<td>36%</td>
</tr>
<tr>
<td>Make money in my current position</td>
<td>46%</td>
<td>34%</td>
</tr>
<tr>
<td>Compete with Google, Facebook</td>
<td>29%</td>
<td>43%</td>
</tr>
</tbody>
</table>

63% of media sellers’ overall compensation is from commissions and bonuses (on average)

11th State of Media Sales Study, Aug–Sept 2021, AdMall.com and BIA.com
Salespeople are More Likely to Stay at their Company Longer if they Receive...

- Better leads: 45%
- Better sales compensation plan that rewarded our sales results more fairly: 42%
- Ability to work from home (all the time or when needed): 27%
- Better marketing support: 26%
- Greater opportunities to earn paid time off (PTO): 23%
- Greater communication about what is going on in the company: 19%

31% of millennials would stay longer if there were more opportunities for advancement.

Salespeople more likely to stay at a company longer if they provide these benefits

11th State of Media Sales Study, Aug–Sept 2021, AdMall.com and BIA.com
Discussion and Q+A
Media Sellers
Please enter your question into the control panel.

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Your Next Salesperson May Already Work at Your Company

- **Identify** high-potential sales candidates – even from other departments
- **Reveal** what keeps your existing salespeople from getting to the next level
- **Groom and Retain** existing team members that have the mindset for promotion

[SalesFuel HIRE](salesfuel.com/HIRE)
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Clients' login here: https://advantage.bia.com/
Demo request: advantage@bia.com

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BE PREPARED FOR EVERY SALES CALL. SELL SMARTER® WITH ADMALL!

- **Generate new business** with 25+ pre-qualified local media leads every week
- **Become their trusted digital resource** with AdMall’s exclusive Digital Audit
- **Expand marketing budgets** with co-op advertising and trade marketing funds
- **Gain the intelligence to win your next big account** with SalesFuel’s research and analysis
- **Know your customer’s customer using proprietary** AudienceSCAN customer profiles
- **Close sales easier** by using AdMall for better pre-call preparation and discovery

AdMall.com
New Year, New Revenue:
Top Sectors for Media Revenue Growth in 2022

State of Media Sales 2021