Accelerating 4th Quarter Revenue Planning for 2021
Welcome! Thank you for joining us.

Our Plan for Today’s Discussion

- Provide assessment of economy, advertising and ad revenue potential
- Identify where the best opportunities lie (business vertical analysis)
- Steps to take now for Q4 and next year
Various Factors to Consider to Assess Your Opportunity

- COVID-19 completely changed the economic environment and local advertising outlook for much of 2020.
- The recovery will vary significantly by market, by media and for different business verticals.
- A lot of uncertainty remains.

Let’s discuss the factors you must consider in developing your sales strategies and budget planning.
Let’s look at Economic Trends
U.S. Unemployment Improving, Large Variances by State

Source: U.S. Bureau of Labor Statistics

BIA Observation:
Rebounding from a deep employment hole, still a long way to go, especially in some key states.

<table>
<thead>
<tr>
<th>Lowest Rate States</th>
<th>Highest Rate States</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Kentucky 4.3 %</td>
<td>51 Massachusetts 17.4 %</td>
</tr>
<tr>
<td>2 Utah 5.1 %</td>
<td>50 New Jersey 16.6 %</td>
</tr>
<tr>
<td>3 Idaho 5.6 %</td>
<td>49 New York 15.7 %</td>
</tr>
<tr>
<td>4 North Dakota 6.1 %</td>
<td>48 Nevada 15.0 %</td>
</tr>
<tr>
<td>5 Maine 6.6 %</td>
<td>47 California 14.9 %</td>
</tr>
<tr>
<td>6 Oklahoma 6.6 %</td>
<td>46 Michigan 14.8 %</td>
</tr>
<tr>
<td>7 Nebraska 6.7 %</td>
<td>45 Illinois 14.6 %</td>
</tr>
<tr>
<td>8 Montana 7.1 %</td>
<td>44 Hawaii 13.9 %</td>
</tr>
<tr>
<td>9 South Dakota 7.2 %</td>
<td>43 Pennsylvania 13.0 %</td>
</tr>
<tr>
<td>10 Alabama 7.5 %</td>
<td>42 Delaware 12.5 %</td>
</tr>
<tr>
<td>22 District of Columbia 8.6%</td>
<td></td>
</tr>
</tbody>
</table>

20.5 million jobs lost in April, 2.5 million jobs added in May, 4.8 million jobs added in June, 1.8 million jobs added in July.
July 16, 2020 — The U.S. Census Bureau, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes. Includes restaurants, auto, supermarkets and Ecommerce.

**BIA Observation:**
Tough sledding in March and April, nice rebound in May and June. Some of hardest hit categories rebounding due to pent-up demand. Retail sales key for advertising.

### Estimated Monthly Sales for Retail and Food Services

<table>
<thead>
<tr>
<th>Category</th>
<th>6 Month 2020</th>
<th>% Chg. 2019</th>
<th>% Chg. May-June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing &amp; clothing accessories stores</td>
<td>73,665</td>
<td>-39.3 %</td>
<td>105.1 %</td>
</tr>
<tr>
<td>Electronics &amp; appliance stores</td>
<td>35,784</td>
<td>-19.2 %</td>
<td>37.4 %</td>
</tr>
<tr>
<td>Furniture &amp; home furn. stores</td>
<td>46,751</td>
<td>-16.4 %</td>
<td>32.5 %</td>
</tr>
<tr>
<td>Sporting goods, hobby, musical, book stores</td>
<td>34,164</td>
<td>-6.1 %</td>
<td>26.5 %</td>
</tr>
<tr>
<td>Food services &amp; drinking places</td>
<td>291,027</td>
<td>-22.8 %</td>
<td>20.0 %</td>
</tr>
<tr>
<td>Department stores</td>
<td>48,978</td>
<td>-19.5 %</td>
<td>19.8 %</td>
</tr>
<tr>
<td>Gasoline stations</td>
<td>202,152</td>
<td>-17.2 %</td>
<td>15.3 %</td>
</tr>
<tr>
<td>Motor vehicle &amp; parts dealers</td>
<td>566,826</td>
<td>-6.4 %</td>
<td>8.2 %</td>
</tr>
<tr>
<td>Health &amp; personal care stores</td>
<td>173,065</td>
<td>-2.2 %</td>
<td>3.5 %</td>
</tr>
<tr>
<td>General merchandise stores</td>
<td>344,580</td>
<td>2.3 %</td>
<td>2.7 %</td>
</tr>
<tr>
<td>Building matl &amp; garden eq. &amp; supplies dealers</td>
<td>210,422</td>
<td>9.9 %</td>
<td>(0.3) %</td>
</tr>
<tr>
<td>Food &amp; beverage stores</td>
<td>420,975</td>
<td>12.8 %</td>
<td>(1.2) %</td>
</tr>
<tr>
<td>Nonstore retailers</td>
<td>433,327</td>
<td>18.4 %</td>
<td>(2.4) %</td>
</tr>
</tbody>
</table>

**Retail & food services,** 2,891,507  -3.4 %  7.5 %

(a) Advance estimate  (p) Preliminary estimate

BIA Observation:
The U.S. Economy experienced a record downturn in April and started to recover in May and June.

Experts see a strong 3rd Quarter recovery and solid economic growth thru 2021. A lot of uncertainty remains related to the spread and control of the pandemic nationally and by market. The timing and impact of a vaccine is tough to anticipate, but progress being made.
Let’s look at Media Usage Trends

- Working from Home
- Radio Listening
- TV Viewing
- OTT Viewing
- Cable News
- Out of Home
- Mobile
- Digital
Nielsen’s Assessment:
Media Indicators Point to a Return to “Normalcy”

Daily Trend in Billions of Total Day Minutes

Nielsen’s tracking indicates that TV usage holding steady,
OTT viewing way up, OOH and Radio AQH still off by meaningful amount (Cume back to 95% of March).
Sports events on TV having great numbers due to consumer demand.

Source: Nielsen's National TV Panel: PUT, TV Connected Device, Streaming Meter Panel, OOH, Radio: Audio PPM, Markets Smartphone: Connectivity Panel,
Note that charts are on different scales.
How is Other Media Consumption Changing?

MVPDs
Fox News, CNN and MSNBC recorded double-digit gains over the same period in 2nd quarter in total viewers and adults 25-54.

All three also delivered their biggest viewer tallies ever in both total-day averages and Prime.

OOH
eMarketer revised their 2020 US total OOH ad spending down from an increase of 3.3% in March to a decline of 4.6% in June. They estimate that 1/3 of OOH adds will be digital.

Radio
Radio’s Cume back to 95% of March’s level.

June marked the third month in a row where listening is on the upswing, according to updated metrics from Nielsen.

Mobile
According to a June revised eMarketer forecast, 2020 US mobile ad spending will increase 4.8%. This is a significant revision downward from their March projection of 20% growth for the year.

Digital
According to IAB, buyers expect digital ad spend to grow 13% in 2H vs 2019

A revised eMarketer forecast has digital advertising in the US increasing 1.7% in 2020.

OTT
BIA projects OTT advertising to approach $1.0 Billion in 2020.

Podcasts
Podcast listening is soaring and eMarketer projects advertising to top $1 Billion in 2021.
Let’s look at Consumer Trends

Working from Home
Shopping
Communications
School
Clothing
Requirements
Home Repairs
Home Buying
Technology Needs
Office Needs
Pent up Demand
Q4 2020

Retail Sales Have the Potential to be Normal Except for Travel, Events and Restaurants*

*pending no major setbacks with COVID-19
Spending on Accommodation
An Event Study Based on Payment Card Transactions

Pandemic declared
March 11, 2020

Note: Chart shows the difference from the typical level of spending without COVID-19-related changes in the economy. The typical level corresponds to a value of 0. The shaded area represents 95 percent confidence interval bands.
U.S. Bureau of Economic Analysis

SalesFuel.com @SalesFuel SalesFuel IN/claesmith
Spending on Food Services and Drinking Places
An Event Study Based on Payment Card Transactions

Note: Chart shows the difference from the typical level of spending without COVID-19-related changes in the economy. The typical level corresponds to a value of 0. The shaded area represents 95 percent confidence interval bands.
U.S. Bureau of Economic Analysis
• **AdMall® Local Account Intelligence Reports** (440 business categories for all US media markets)

• **AudienceSCAN® consumer profiles** (1,380 profiles of lifestyle interests, media usage, purchase intent, political prefs + more)

• Market demographics, consumer spending and health care data to the zip code level

• Numerous U.S. government sources

• Learn more at **admall.com**
Spending at Clothing and Clothing Accessories Stores
An Event Study Based on Payment Card Transactions

Pandemic declared
March 11, 2020

Note: Chart shows the difference from the typical level of spending without COVID-19-related changes in the economy. The typical level corresponds to a value of 0. The shaded area represents 95 percent confidence interval bands.

U.S. Bureau of Economic Analysis
Casual + Athletic Apparel

- **Casual Clothing Stores**: 23% of annual sales are made Nov-Dec
- **Activewear sales** have been surging since April 2020
- Consumers continue to dress down as the work from home trend continues
- Activewear Shoppers respond most to digital marketing, OTT, social media

Source: AdMall® Local Account Intelligence Reports (Aug 2020), admall.com
Casual+Athletic Apparel

- **Athletic Footwear/Apparel:** 20% of annual sales are made Nov-Dec
- **19.5%** of U.S. adults plan to purchase athletic footwear within the next year
- **8.3%** of U.S. adults now have apparel, accessories delivered to their homes via subscription service

Sources: AdMall® Local Account Intelligence Reports (Aug 2020); 11th Annual SalesFuel® AudienceSCAN® Study (Apr 2020)
Spending on Retail and Food Service (Excluding Nonstore Retailers)

An Event Study Based on Payment Card Transactions

Note: Chart shows the difference from the typical level of spending without COVID-19-related changes in the economy. The typical level corresponds to a value of 0. The shaded area represents 95 percent confidence interval bands.

U.S. Bureau of Economic Analysis
Electronics Retailers + Shoppers

- 23% of annual sales in Nov and Dec
- Electronics/Appliance sales already +21% vs normal/pre-COVID-19
- Purchase intent up for video games, drones, VR devices, home security, smart TV
- 5G, small appliances, refurbished electronics will also be popular in Q4
- Shoppers more likely to respond to TV, radio, SEM, OTT, pre/post-roll video

Sources: AdMall® Local Account Intelligence Reports (Aug 2020); 11th Annual SalesFuel® AudienceSCAN® Study (Apr 2020)
Other Notable Q4 Targets

- Jewelry Stores (Nov-Dec: 28%)
- Wine Shops (Nov-Dec: 20%)
- Toy/Hobby Shops (Nov-Dec: 26%)
- Bookstores (Dec is 3rd biggest month)
- HVAC Dealers in the Northern U.S.
Cyber Monday Retailers+Shoppers

- Week of Thanksgiving, Black Friday, Cyber Monday accounted for **34% of holiday revenue** for many retailers
- Will there be Black Friday crowds?
- **Top holiday gifts:** gift cards, clothing, wine/food, toys/hobbies, electronics, home and kitchen, subscription services
- **134% increase in SMS sends** during Cyber Week 2019; **14% increase in Thanksgiving Day email sends**
- In addition to **digital marketing**, more likely to respond to **OTT, television ads**

Sources: AdMall® Local Account Intelligence Reports (Aug 2020); Salesforce 2020 Holiday Insights; Deloitte 2019 Holiday Survey; 11th Annual SalesFuel® AudienceSCAN® Study (Apr 2020)
Although non-essential businesses can’t magically become essential for their customers, they still can ensure business continuity by enabling digital access and advertising intelligently.

Forbes Agency Council (August 13, 2020)
Let’s look at Advertising Trends
# Downward Revision Due to COVID Impact in 1st Half of 2020

## Estimated 2020 Local Advertising for Selected Media

<table>
<thead>
<tr>
<th>Media</th>
<th>Pre-COVID 1/</th>
<th>Post-COVID 2/</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Mail</td>
<td>$36.7</td>
<td>$32.1</td>
<td>-12.5%</td>
</tr>
<tr>
<td>Mobile</td>
<td>26.8</td>
<td>24.3</td>
<td>-9.3%</td>
</tr>
<tr>
<td>Online</td>
<td>21.8</td>
<td>20.6</td>
<td>-5.5%</td>
</tr>
<tr>
<td>TV OTA</td>
<td>17.9</td>
<td>16.7</td>
<td>-6.3%</td>
</tr>
<tr>
<td>Radio OTA</td>
<td>12.8</td>
<td>11.2</td>
<td>-11.9%</td>
</tr>
<tr>
<td>OOH</td>
<td>8.9</td>
<td>6.7</td>
<td>-25.0%</td>
</tr>
<tr>
<td>Print Newspaper</td>
<td>8.5</td>
<td>7.2</td>
<td>-14.4%</td>
</tr>
<tr>
<td>Cable</td>
<td>6.4</td>
<td>5.6</td>
<td>-12.7%</td>
</tr>
<tr>
<td><strong>Local Advertising</strong></td>
<td><strong>$156.9</strong></td>
<td><strong>$140.4</strong></td>
<td><strong>-10.5%</strong></td>
</tr>
</tbody>
</table>

1/ February BIA Estimate. 2/ August BIA Estimate.

### BIA Observation:

Much of the impact of the pandemic on local advertising was felt in the 2nd quarter. Advertisers have innovated and shifted budgets, looking for a rebound. Still uncertain about a second wave of the virus.
Political Advertising will Lessen the Downturn

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**Top 5 Markets by Political Ad Spend**

- Los Angeles, CA: 401,177
- Phoenix, AZ: 309,499
- Philadelphia, PA: 297,884
- New York, NY: 254,679
- Denver, CO: 209,338

**Top 5 Markets by Political Digital Ad Spend**

- Los Angeles, CA: 86,683
- Phoenix, AZ: 66,211
- Philadelphia, PA: 65,322
- New York, NY: 62,478
- Boston, MA: 43,113

**Top 5 Markets by Political Radio OTA Spend**

- Los Angeles, CA: 18,190
- New York, NY: 15,880
- Chicago, IL: 10,170
- Houston, TX: 10,090
- Dallas-Ft. Worth, TX: 9,170

**Top 5 Markets by Political TV OTA Spend**

- Los Angeles, CA: 180,000
- Phoenix, AZ: 172,541
- Philadelphia, PA: 156,395
- Denver, CO: 125,000
- Boston, MA: 94,000

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How Advertisers are Planning Going Forward

New survey from Advertiser Perceptions reveals important details

- Advertisers have consistently pointed to Q3 as start of lengthy recovery
- Most advertisers are still finalizing post COVID-19 strategies and planning has been reduced to less than 3 months out
- Many advertisers added budget to CTV/OTT during pandemic and see streaming services continuing to grow in popularity
- Advertisers see data and insights as a must going forward
- Flexibility will be a focus and regional challenges will lead to shifting plans

Source: Advertiser Perceptions July 23, 2020
From Paralysis to Scenario Planning
Let's look at Markets
Market-Specific Factors will Lead to Wide Variances

**Unemployment**
Massachusetts
New Jersey
New York
Nevada
California
Michigan
Illinois
...

**Corona Virus**
New York City + California
Washington
Florida
New Orleans
Detroit
...

**Political Unrest**
Portland
Seattle
Minneapolis
Louisville
Chicago
New York
...

**Tourism Markets**
New York
Chicago
Nashville
Savannah
Charleston
Orlando
San Francisco
Phoenix
New Orleans
Los Angeles
...

**Oil Markets**
Texas
North Dakota
New Mexico
Oklahoma
Colorado
Alaska
...

**Political Markets**
Houston
Los Angeles
Washington, DC
Dallas-Ft. Worth
New York
Boston
San Francisco-Oakland
Austin
Salt Lake City
San Antonio
Let’s Look at Three Vertical Opportunities

Vertical Analysis

Automotive
Education
Financial/Insurance
General Services
Gov't/Pol/Rel'g
Health
Leisure/Recreation
Media
Real Estate
Restaurants/Food
Retail
Technology
$24.2B RETAIL SPEND IN LOCAL VERTICALS IN RETAIL

- Warehouse Clubs and Supercenters
- Clothing Stores
- Home Centers
- Discount Department Stores
- Department Stores
- Furniture Stores
- Sporting Goods Stores
- All Other General Merchandise Stores
- Lawn and Garden Equipment and Supplies Stores
- Jewelry, Luggage, and Leather Goods Stores
- Other Home Furnishings Stores
- Shoe Stores
- Electronic Stores
- Mattress and Sleep Centers
- Floor Covering Stores
- Hardware Stores
- Office Supplies and Stationery Stores
- Hobby, Toy, and Game Stores
- Gift, Novelty, and Souvenir Stores
- Household Appliance Stores
- Book Stores
- Paint and Wallpaper Stores
- Pet Supplies Stores

The Retail Vertical
The Retail Vertical

Largest vertical with 28 business categories and 13.2% decline in ad spending in 2020.

Direct Mail, Mobile and Online get the largest share this year.

**Opportunities:**
- Direct Mail, Out of Home and TV OTA show the largest increase for traditional ad spend.
- Mobile, Online, and Newspapers online show the largest increase for digital ad spend.

<table>
<thead>
<tr>
<th></th>
<th>2020 Market Share</th>
<th>2020-21 % Change Ad Spend</th>
<th>20-21 $000s Change Ad Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Mail</td>
<td>42.2%</td>
<td>6.7%</td>
<td>$ 687,468</td>
</tr>
<tr>
<td>Out of home</td>
<td>2.7%</td>
<td>26.7%</td>
<td>$ 177,035</td>
</tr>
<tr>
<td>TV OTA</td>
<td>5.6%</td>
<td>8.8%</td>
<td>$ 118,685</td>
</tr>
<tr>
<td>Radio OTA</td>
<td>8.1%</td>
<td>4.3%</td>
<td>$ 84,237</td>
</tr>
<tr>
<td>Newspapers Print</td>
<td>6.4%</td>
<td>2.9%</td>
<td>$ 46,052</td>
</tr>
<tr>
<td>Cable TV</td>
<td>2.1%</td>
<td>2.1%</td>
<td>$ 10,999</td>
</tr>
<tr>
<td>Directories</td>
<td>0.3%</td>
<td>-2.0%</td>
<td>(1,381)</td>
</tr>
<tr>
<td>Magazines Print</td>
<td>0.3%</td>
<td>-2.0%</td>
<td>(1,507)</td>
</tr>
<tr>
<td><strong>Traditional</strong></td>
<td><strong>67.8%</strong></td>
<td><strong>6.8%</strong></td>
<td><strong>$ 1,121,588</strong></td>
</tr>
<tr>
<td>Mobile</td>
<td>11.5%</td>
<td>14.0%</td>
<td>$ 389,026</td>
</tr>
<tr>
<td>Online</td>
<td>12.9%</td>
<td>9.4%</td>
<td>$ 293,958</td>
</tr>
<tr>
<td>Newspapers Online</td>
<td>3.9%</td>
<td>11.8%</td>
<td>$ 110,750</td>
</tr>
<tr>
<td>Email</td>
<td>1.9%</td>
<td>24.1%</td>
<td>$ 110,444</td>
</tr>
<tr>
<td>Radio Online</td>
<td>0.9%</td>
<td>20.9%</td>
<td>$ 46,547</td>
</tr>
<tr>
<td>OTT</td>
<td>0.4%</td>
<td>25.2%</td>
<td>$ 23,686</td>
</tr>
<tr>
<td>TV Online</td>
<td>0.5%</td>
<td>11.0%</td>
<td>$ 13,850</td>
</tr>
<tr>
<td>Magazines Online</td>
<td>0.2%</td>
<td>16.9%</td>
<td>$ 6,825</td>
</tr>
<tr>
<td><strong>Digital</strong></td>
<td><strong>32.2%</strong></td>
<td><strong>12.8%</strong></td>
<td><strong>$ 995,086</strong></td>
</tr>
</tbody>
</table>

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$14.2B RESTAURANT & FOOD SPEND IN LOCAL VERTICALS IN RESTAURANT & FOOD

Beer and Wine, and Liquor Stores
Convenience Stores
Full Service Restaurants and Bars
Quick Service Restaurants/Fast Food
Special Restaurants
Food & Beverage Stores
Supermarkets and Other Grocery

The Restaurant Vertical
Restaurants & Food will see a modest 8.9% growth from 2020-21.

Direct Mail, Mobile and Online get the largest share this year.

Opportunities: Direct Mail, Out of Home and TV OTA show the largest increase for traditional ad spend.

Mobile, Online, and email show the largest increase for digital ad spend.

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<thead>
<tr>
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<th>2020-21 $000s Change Ad Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Mail</td>
<td>25.0%</td>
<td>4.9%</td>
<td>$174,375</td>
</tr>
<tr>
<td>Out of Home</td>
<td>4.4%</td>
<td>17.1%</td>
<td>$106,526</td>
</tr>
<tr>
<td>TV OTA</td>
<td>11.8%</td>
<td>5.5%</td>
<td>$92,686</td>
</tr>
<tr>
<td>Cable TV</td>
<td>4.0%</td>
<td>14.7%</td>
<td>$83,752</td>
</tr>
<tr>
<td>Radio OTA</td>
<td>9.1%</td>
<td>5.6%</td>
<td>$71,484</td>
</tr>
<tr>
<td>Newspaper Print</td>
<td>3.3%</td>
<td>5.9%</td>
<td>$27,756</td>
</tr>
<tr>
<td>Magazines Print</td>
<td>0.6%</td>
<td>6.7%</td>
<td>$5,624</td>
</tr>
<tr>
<td>Directories</td>
<td>0.6%</td>
<td>-2.2%</td>
<td>$(1,785)</td>
</tr>
<tr>
<td><strong>Traditional</strong></td>
<td><strong>58.8%</strong></td>
<td><strong>6.7%</strong></td>
<td><strong>$560,418</strong></td>
</tr>
<tr>
<td>Mobile</td>
<td>16.7%</td>
<td>12.8%</td>
<td>$302,541</td>
</tr>
<tr>
<td>Online</td>
<td>15.1%</td>
<td>8.9%</td>
<td>$191,247</td>
</tr>
<tr>
<td>Email</td>
<td>3.7%</td>
<td>21.1%</td>
<td>$110,903</td>
</tr>
<tr>
<td>Radio Online</td>
<td>1.1%</td>
<td>19.0%</td>
<td>$29,648</td>
</tr>
<tr>
<td>OTT</td>
<td>0.8%</td>
<td>21.6%</td>
<td>$24,944</td>
</tr>
<tr>
<td>Newspaper Online</td>
<td>2.4%</td>
<td>5.2%</td>
<td>$17,703</td>
</tr>
<tr>
<td>TV Online</td>
<td>1.1%</td>
<td>7.8%</td>
<td>$12,221</td>
</tr>
<tr>
<td>Magazines Online</td>
<td>0.3%</td>
<td>23.0%</td>
<td>$11,108</td>
</tr>
<tr>
<td><strong>Digital</strong></td>
<td><strong>41.2%</strong></td>
<td><strong>12.0%</strong></td>
<td><strong>$700,315</strong></td>
</tr>
</tbody>
</table>
$13.6B AUTOMOTIVE SPEND IN LOCAL

VERTICALS IN AUTOMOTIVE

Tier 1- Automotive Manufacturers
Tier 2- Automobile Dealers Assoc.
Tier 3- New Car Dealers
Tier 3- Used Car Dealers
Other Motor Vehicle Dealers
Automotive Repair Services
Gas Stations & Petroleum

The Automobile Vertical
Auto vertical will see a 10.0% decline in ad spending in 2020.

TV OTA, Mobile and Online get the largest share this year.

Opportunities:
**TV OTA, Radio OTA, and Newspapers** show the *largest increase for traditional ad spend*.

**Mobile, Online, and Newspapers Online** show the *largest increase for digital ad spend*.

Deep dive into Auto during a webinar this September. Details coming soon.
## Summary of Observations

<table>
<thead>
<tr>
<th></th>
<th><strong>BIA Insights</strong></th>
<th><strong>BIA Forecast</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Market Signals</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q3. Economists call for</td>
<td>• National brands moving to more local activation with different creative,</td>
<td>BIA revises down its U.S. local ad revenue estimate for 2020 from $156B to $140B</td>
</tr>
<tr>
<td>rebound but it will vary</td>
<td>targeting geos and sectors where business is more open.</td>
<td></td>
</tr>
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<td>by sector &amp; geography.</td>
<td>• Federal and state programs (PPP, unemployment, etc.) attenuates downsides.</td>
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<td></td>
<td>• Planning and activation windows shorter.</td>
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<td>Earnings reports showing</td>
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<td>early support, some</td>
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<td>optimism.</td>
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<td>Q4. Growing consensus</td>
<td>• Some permanent damage to economy, loss of restaurants, other SMBs that</td>
<td>Look for September 2020 update from BIA.</td>
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<td>rebound will hold, some</td>
<td>couldn’t weather the storm.</td>
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<td>fears of second wave for</td>
<td>• More ecommerce, DTC business.</td>
<td>We’ll expect to see more growth in OTT, Digital, and Traditional starting to</td>
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<td>COVID-19.</td>
<td>• Consumer uptake of virtual meetings, more media.</td>
<td>come back Q4 into 1Q2021.</td>
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<td>• Ad spend coming back across many verticals. Travel, hospitality, restaurants,</td>
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<td></td>
<td>others face strong headwinds.</td>
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<td>2021. Expectation of a</td>
<td>• Brands &amp; advertisers return to more normal planning and have implemented</td>
<td>Current forecast expects 6.6% growth in local advertising in 2021, with shift</td>
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<td>vaccine and return to</td>
<td>new approaches and innovation.</td>
<td>to digital continuing.</td>
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<tr>
<td>more normal economic</td>
<td>• Keep eye on platforms experiencing strong growth like OTT to offer what</td>
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<td>growth</td>
<td>advertisers want.</td>
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</table>
Selling to Local Accounts Q4 2020

- Target advertisers with the most to gain (and lose) during Q4
- Promote COVID-19 safety (curbside pickup, delivery options, private appointments, etc.)
- Help them take full advantage of Cyber Week
- Bring them new ideas
- Use traditional media to generate interest in digital offerings
- Reduce risk and make every dollar count (use co-op $)
Questions?

Q&A Time
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BIA ADVantage will help you do 3 very important things:

1. Defend your business

2. Identify where there's new or incremental revenue

3. Lead with benefit-oriented insights to bolster local selling with your advertisers.

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by C. Lee Smith
President / CEO, SalesFuel

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astrong@salesfuel.com