Welcome Everyone!

Today’s agenda

- **We’ll talk through these topics:**
  - BIA’s newly updated local advertising forecast estimates for OTT in 2021
  - Connected devices
  - Broadcast groups and their OTT plays
  - Measurement and attribution
  - Adtech workflow and programmatic trading

- **We’ll explain how BIA can help you:**
  - OTT Forecasts
  - CI and Strategic Consulting
  - BIA ADVantage local market advertising estimates

**Webinar hosts:**

Rick Ducey  
Managing Director, BIA Advisory Services

Mitch Oscar  
Director of Advanced TV USIM
BIA is the leading data, insights and analytics firm for broadcasting, digital and publishing companies and industry associations.

We combine data with local media expertise to provide actionable information businesses need to make grounded financial and strategic decisions.

We have analyzed the media and technology landscape for over 37 years, conducting more than 5,000 engagements for the leading (and startup) media firms in the country.

Podcast: OTT in the Local Media Ecosystem

2021 Local Digital Event Series: OTT

Local Market OTT Estimates
Available in our data platform or by special order (offer at end of presentation).
How BIA Views “Local” and OTT

OTT is a small but rapidly growing segment of the local ad pie. The CTV component is growing exceptionally quickly with the rise of FASTs and the expansion of local CTV direct and programmatic selling as more audiences' stream video content on their TVs.

**BIA’s Local Definition:**

- **Local**: Includes all media generating revenue by selling access to local audiences to all types of advertisers.

- “Local” audience advertising sales include buys specifying local and regional markets.

**BIA’s OTT Definition:**

- **Over-the-Top (OTT)**: OTT refers to long-form, premium video that can be watched on any Internet connected screen including smartphones, tablets, desktops/laptops, and of course connected TV sets (CTV).

- Revenue is all locally targeted advertising revenue sold on streaming video that is delivered to TV sets via Internet connections.
BIA Local OTT Ad Spending Forecast: 2019-2025

2021-2025 CAGR = 16.3%

<table>
<thead>
<tr>
<th>Year</th>
<th>Local OTT Ad Spending (in $1,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>$1,313,151</td>
</tr>
<tr>
<td>2022</td>
<td>$1,706,752</td>
</tr>
<tr>
<td>2023</td>
<td>$1,857,663</td>
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<tr>
<td>2024</td>
<td>$2,320,579</td>
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<tr>
<td>2025</td>
<td>$2,406,277</td>
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</tbody>
</table>

Note: BIA's estimate covers for **locally targeted OTT advertising**.

Source: BIA's 2021 U.S. Local Advertising Forecast, July 2021 Update
Top 3 Business Vertical Spenders in OTT

- Legal Services
- Tier 3: New Cars Dealers
- Hospitals
BIA’s Estimated Ad Spend in Legal Services: 2021 & 2022

Local ad spend in 2021:

$4.8B

2.0% goes to TV OTT

$96.8M

In local advertising in All Markets

Local ad spend in 2022:

$4.9B

2.2% goes to TV OTT

$105.7M

In local advertising in All Markets

Source: BIA Advantage, 2021 U.S. Local Advertising Forecast, July 2021 Update

Local ad spend in 2021:

$3.0B
In local advertising in All Markets

1.8% goes to TV OTT

$53.3M

Local ad spend in 2022:

$3.4B
In local advertising in All Markets

2.0% goes to TV OTT

$67.8M

Source: BIA Advantage, 2021 U.S. Local Advertising Forecast, July 2021 Update
BIA’s Estimated Ad Spend in Hospitals: 2021 & 2022

Local ad spend in 2021:

$4.0B
In local advertising in All Markets

1.3% goes to TV OTT

$52.1M

Local ad spend in 2022:

$4.4B
In local advertising in All Markets

1.6% goes to TV OTT

$68.6M

Source: BIA Advantage, 2021 U.S. Local Advertising Forecast, July 2021 Update
Meet Our Expert Panel

Kemal Bokhari  
GM, Data and Analytics  
Dish

Jessica Daigle  
VP Sales Intelligence  
Tegna

Nelson Ferreira  
Sr. Director, Regional Sales  
Gamut

Justin Fromm  
Head of Research  
LG Ads

Phil Herring  
VP Digital Strategy  
USIM

Jo Kinsella  
President  
TVSquared

Adam Noble  
Director of Product Marketing  
Index Exchange
More Eyes on OTT and Its Expansion

television’s disruption & the challenges ahead

Adam Noble
adam.noble@indexexchange.com
Disruption is complicated.

OTT is creating new opportunities for TV media owners... and complexity for advertisers.
Making sense of the chaos

A basic lay of the land is helpful, but fragmentation means new acronyms, new business models and products.
Supply fragmentation frustrates campaign execution.

- Programmatic ad tech was not built with pods or TV ad delivery rules in mind.
- The open market lacks OTT standards.
- Content Object blockers challenge buyers.
- True addressability is limited.
- Publisher Quality v. Platform Scale
Challenges to Growth // Not all video is created equal.

Definitions of OTT vary, and much of what buyers rely on is inadequate.

- Connected Television (CTV)?
Challenges to Growth // Not all video is created equal.

- Definitions of OTT vary, and much of what buyers rely on is inadequate.
  - Full Episode Player (FEP)?
  - Long form?
Challenges to Growth

Not all video is created equal.

Definitions of OTT vary, and much of what buyers rely on is inadequate.

- Popular Platforms?
- Familiar Categories?
Challenges to Growth // Fraud is a multibillion-dollar concern.

Estimates suggest that 1 out of every 5 OTT ad impressions is fraudulent.

- SSAI enables a better viewing experience... but makes fraud easier.
  - Cheap mobile supply spoofed as CTV.
  - Bots emulating humans by hijacking IP addresses and spoofing devices.
  - The “long tail” of apps and channels provide air cover.
Let’s Talk With Our Expert Panel

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How BIA Can Help

Services + Data
BIA Can Help You with OTT: **Forecasts, CI & Consulting**

BIA can help you keep up on the current and future trends in the local and national media ecosystem – especially around OTT.

**Local Market Forecasts**

Get access to BIA’s quarterly OTT forecast for your local market(s). Track ad spend across 12 top verticals or 95 business categories.

*(BIA ADVantage)*


**Virtual Briefings & Strategy Sessions**

Custom briefings on trends and challenges.

On demand strategy sessions on new players and products.

*(Strategic Consulting)*

**Competitive Tools**

Competitor profiles, analysis and war cards that can cover verticals OTT, OTT platforms, addressability, cross platform measurement, technology and ad product messaging.

*(Competitive Intelligence Service)*

Email us at [advantage@bia.com](mailto:advantage@bia.com) to discuss how we can help you with your custom projects.
BIA ADVantage Explains the Local Ad Marketplace for 95 Verticals

Realize more local ad revenue with the deep media channel and vertical data and analysis in BIA ADVantage. Available for all local TV and local Radio markets.

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

Request demo today: advantage@bia.com.
Special Offer: OTT Forecast Snapshot of Your Local Market

What does OTT look like in your local market? BIA’s OTT Forecast can tell you.

- Get a snapshot of OTT spending your local market(s) with an OTT Forecast Snapshot.

- The OTT Forecast Snapshot will include our 2021 estimates for the following:
  - Total spend in a market
  - OTT spend across 95 business verticals

Cost: $195 (format: Excel spreadsheet)

PURCHASE ONLINE
Questions? Email sales@bia.com.

BIA ADVantage Clients: Login to the platform to view your local market estimates.

Order an OTT Forecast Snapshot for $195

http://bit.ly/LocalOTTForecast

Want multiple markets? Let us know, and we’ll apply a volume discount. Email us at sales@bia.com.
QUESTIONS ABOUT THE FORECAST OR WANT ASSISTANCE?

Get In Touch With Us

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www.bia.com

Emails
advantage@bia.com
sales@bia.com

Daily Newsletter

Podcast