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**FOR IMMEDIATE RELEASE**

## **Advertiser Perceptions Introduces New Study Revealing Impact of the Upfront / NewFront on Advertisers and Their Intended Spending**

**NEW YORK – July 10, 2013** – Advertiser Perceptions, the leader in research-based advertiser insight, released some early returns from their new *2013 Upfront / NewFront Post-Presentation Impact Report*. The study included details on what worked and what didn't work in terms of compelling advertisers to spend on specific media brands and / or platforms.

The new 2013 Upfront / NewFront Post-Presentation Impact Report (Upfront Report) covers the following insights and perceptions; advertiser attendance, trends, usefulness of information / marketing / events, research presented, evaluation of presentations, influence of talent, negotiations, partnerships, an evaluation of leading television / digital media brands, and more.

The Upfront Report indicates that In general, 89% of advertisers thought the information presented at the Upfront / NewFront was somewhat to extremely useful. The most relevant and impactful topics and themes presented include: measurement issues, technology innovation, cross-platform solutions, apps, digital / mobile extensions, strategic partnerships, social media tie-ins, and audience research.

The Upfront / NewFront had a positive effect on advertiser spending decisions. Roughly 61% of advertisers were neutral, but 37% of advertisers indicated that the Upfront / NewFront positively impacted their decisions to spend advertising dollars. Another interesting finding from the report indicates that Advertisers are receptive to "Live" Upfront broadcasts / simulcasts without the need for their personal attendance.

The most important criteria compelling Advertisers during the Upfront / NewFront negotiation period were "attractive costs / CPMs" with 47% of digital decision-makers citing this factor and 56% of television

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buyers saying the same. The availability of integrated multi-platform campaigns and audience data analytics followed in importance. Furthermore, the brand strength of individual media properties trumped the brand strength of their parent media conglomerate's brand value in terms of compelling advertiser spending decisions.

Excerpts from advertiser comments include:

*“Extremely aggressive effort on the part of digital brands to introduce new and exclusive programming... it will be interesting to see the war escalate between on and offline video viewing.” - Agency Senior Executive*

*“It was obvious that the stakes and competition were high. The productions and presentations were substantive and beneficial.” – Marketer*

*“Less reliance on traditional TV; everyone promoted their omni-channel efforts and how each show will also be active in social media.” - Agency Director*

*“Lots of glitz. Not so much in terms of great ideas or content.” - Agency Senior Executive*

“Advertiser Perceptions continues to uncover the attitudes and opinions of the most influential advertisers – their opinions, attitudes, preferences, obstacles, and plans ad spending.” says Ken Pearl, CEO and Co-Founder at Advertiser Perceptions. “The Upfront / NewFront Post-Presentation Impact Report illustrates what’s important to these buyers, and provides a roadmap for television and digital media brands in terms of developing their next Upfront / NewFront go-to-market strategies.”

### **About Advertiser Perceptions**

Advertiser Perceptions is the world leader in providing the media industry with research-based advertiser insight and guidance necessary for strengthening brands and increasing advertiser satisfaction. We specialize in determining, analyzing and communicating what advertisers think — their plans, opinions and motivations. Our proprietary database of media decision makers is one of the largest in the world. The advertiser survey and questionnaire development process that we employ ensures optimal response. Singular focus and media industry expertise enables us to effectively analyze and accurately interpret the research that we conduct on behalf of our clients who represent many of the largest international media companies.

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