

# Do Upfronts, NewFronts Sway Ad Spending Decisions?

Oct 7, 2016

## This year, 7% of respondents said Upfronts and NewFronts negatively influenced their ad spending decisions

Every year TV, digital and media companies, as well as publishers, showcase their upcoming programming to potential ad buyers. But while more than half of US advertiser and agency execs say that these presentations had a positive influence on their ad spending decisions, almost as many respondents were neutral about it.

[Advertiser Perceptions](#) surveyed 310 US advertiser and agency executives. Two-thirds of respondents attended 2016 Upfront or NewFront presentations, with approximately equal numbers attending each event.

Compared to last year, more advertiser and agency executives said this year's Upfronts and NewFronts had a positive influence on their spending decisions. For example, last year, 44% of respondents said the presentations had a positive impact, and this year 51% said the same thing.

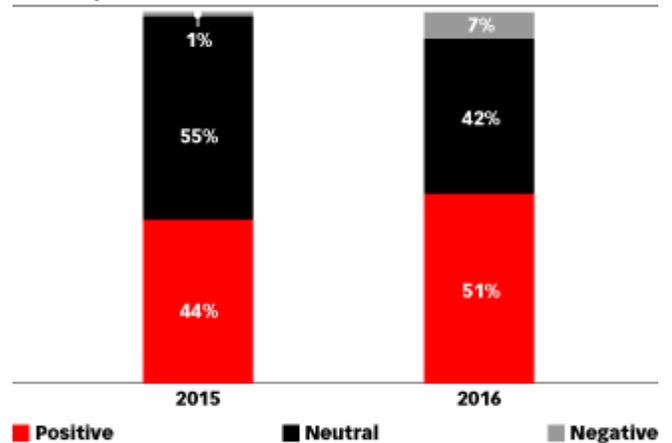
Still, almost as many advertiser and agency execs said they remained neutral about the presentations. And slightly more respondents said that Upfronts and NewFronts had a negative influence on their spending decisions compared to a year prior.

Companies presenting at the Upfronts and NewsFronts put a lot of effort into their presentations, not only to stand out above competitors, but to also garner attention—and ad dollars—for their upcoming programming. But perhaps all this glitz and glamour that comes with these presentations isn't quite enough to get advertisers to spend.

At this year's Upfronts and NewFronts, [virtual reality \(VR\) was a big topic, across many presentations](#). The New York Times revealed their plans—a partnership with production company Vrse to document the work of French artist JR's large-scale street art installation in New York. Hulu also announced its partnership with LiveNation to deliver VR concert experiences to music fans.

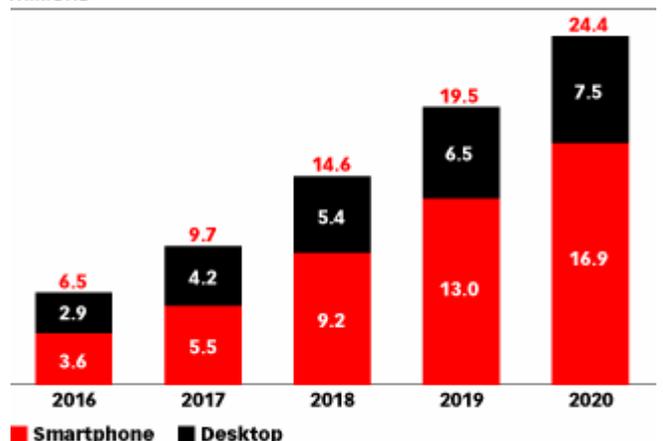
Given the appeal of technology like VR, it's not surprising that many companies have delved into the space. According to [Deutsche Bank](#), there will be more than 6 million VR users worldwide this year.

**Influence of Upfronts/NewFronts on Ad Spending Decisions According to US Advertiser and Agency Executives, 2015 & 2016**  
% of respondents



Note: 2016 n=310  
Source: Advertiser Perceptions, "2016 Upfronts/NewFronts," Sep 19, 2016  
217389 [www.eMarketer.com](http://www.eMarketer.com)

**Virtual Reality Users Worldwide, by Device, 2016-2020**  
millions



Source: Deutsche Bank, "Virtual Reality," Sep 10, 2015  
202949 [www.eMarketer.com](http://www.eMarketer.com)