

6 THINGS TO CONSIDER AS YOU PLAN YOUR 2019 UPFRONT / NEWFRONT EVENTS

1

Investments In Upfronts / NewFronts Pay Off

Our Research Indicates...

62% of attendees will be allocating more dollars overall than last year.

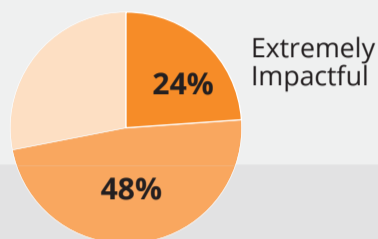
Attendees will advertise with **60%** more TV brands than non-attendees.

2

Trade Ads Drive Attendance

Our Research Indicates...

Overall Impact of Trade Ads in Influencing which Upfront/NewFront Presentation to Attend



3

Create The Ideal Mix At The Event

Our Research Indicates...

Ideal Mix at an Upfront/NewFront Event, Mean Percentage



4

Prepare To Discuss Hot Topics

Our Research Indicates...

Topics Respondents Want to Hear Most About During 2019 Upfront Season

- Cross-platform measurement
- ROI/ROAS
- Better/new ways to measure ad effectiveness
- Audience reach, composition, engagement
- Data-enhanced TV buying

5

Highlight Valuable Offerings

Our Research Indicates...

Offerings with Greatest Influence on Increasing Spend with TV Network in 2019

- Effective reach of the right audience
- Audience insights/ data analytics
- Quality programming
- Audience Scale
- Advanced targeting/addressable targeting

6

(re) Define Premium Content

Our Research Indicates...

Top Characteristics Associated with Premium Digital Video

Premium is...

- 1 Content that viewers come back to regularly
- 2 Professionally produced video content
- 3 Content that my target audience seeks out