

CORPORATE REPUTATION REPORT

The media industry is continuing to consolidate as scale is needed to fund investments in programming and distribution. And in an age of continued fragmentation, advertisers are looking for fewer, bigger partners. [The Corporate Reputation Report](#) examines the perceptions of large media companies by advertisers – who’s best to work with, who are the leaders, who are the innovators, and who offers the best sales, service and support..

BRANDS MEASURED

Subject to Change

- A+E Networks
(including A&E, History, Lifetime, LMN, fyi, ViceTV, and Biography)
- Walt Disney Television
(including ABC, ABC News, Disney, ESPN Networks, Freeform, FX Networks, National Geographic, and Hulu)
- ViacomCBS
(including broadcast network, cable networks, and PlutoTV)
- Condé Nast
- Discovery Communications
- Facebook Company
(including Facebook, Instagram, Messenger, WhatsApp)
- Fox
(including broadcast network, cable networks, and Tubi)
- Google
(including Google Search Ads, Google Display Ads, YouTube)
- Hearst Corporation
- Meredith Corporation
- NBCUniversal
(including NBC Entertainment, Cable Entertainment, News, Sports, Peacock, and Telemundo)
- WarnerMedia
(including TBS, TNT, CNN, Cartoon Network and Boomerang, Adult Swim, truTV)
- AMC Networks
(including AMC, BBC AMERICA, IFC, SundanceTV, and WE tv)
- Verizon Media
- Amazon Advertising
- Pandora (owned by SiriusXM)
- Vice Media Group
(including Vice Media and Refinery29)
- Xandr

Report Overview

RESPONDENT QUALIFICATIONS

- Manager and above job title
- Minimum \$1 million advertising spend annually
- Involved in advertising decision-making

TOPICS COVERED BY OUR RESEARCH

- Leading strategic/consultative partners
- Perceptions of value: rates, results, ROI
- Perceptions of sales, servicing, support
- Leadership in ad product/solution areas
- Leaders in innovation, brand momentum, thought leadership
- Best companies to do business with
- And much more...



WHAT
ADVERTISERS
THINK

 **Advertiser Perceptions™**



**GAIN CONFIDENCE IN EVERY
BUSINESS DECISION YOU MAKE**

Advertiser Perceptions is the global leader in research-based business intelligence for the advertising, marketing, and ad technology industries. Our expert staff delivers an unbiased, research-based view of the advertising market with analysis and solutions tailored to your specific KPIs and business objectives. These insights provide you with the confidence to make the very best organizational, sales, and / or marketing decisions, driving greater revenue and increased client satisfaction.

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Contact us today to check the status / health of your brand and find out how our data-driven insights can help you achieve greater business success. For more information about our services or to arrange a briefing, please contact us at 212-626-6683 or info@AdvertiserPerceptions.com.