



Tervetuliaissanat

Kati Alijoki Sanoma Media Finland

TV-VUOSITILAISUUS 2020

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Ennen kaikki oli paremmin...



TV-VUOSITILAILISUUS 2020

Ennen kaikki EI ollut paremmin

2011

- Ruudun, Areena ja Katsomon käynnistystä ryhdytään raportoimaan.

2014

- Aloitamme panelistien PC:n kautta tapahtuvaa katselun mittaamisen

2015

- Online-katselun kesto mukaan mittaukseen. (keskikatsojamäärät)

2017

- Lähdetään rakentamaan total-tv-mittausta, joka mittaa kodin ja kodin ulkopuolisen katselun kaikilta päätelaitteilta.

2018

- Lanseerataan total-tv-mittaus.

2020

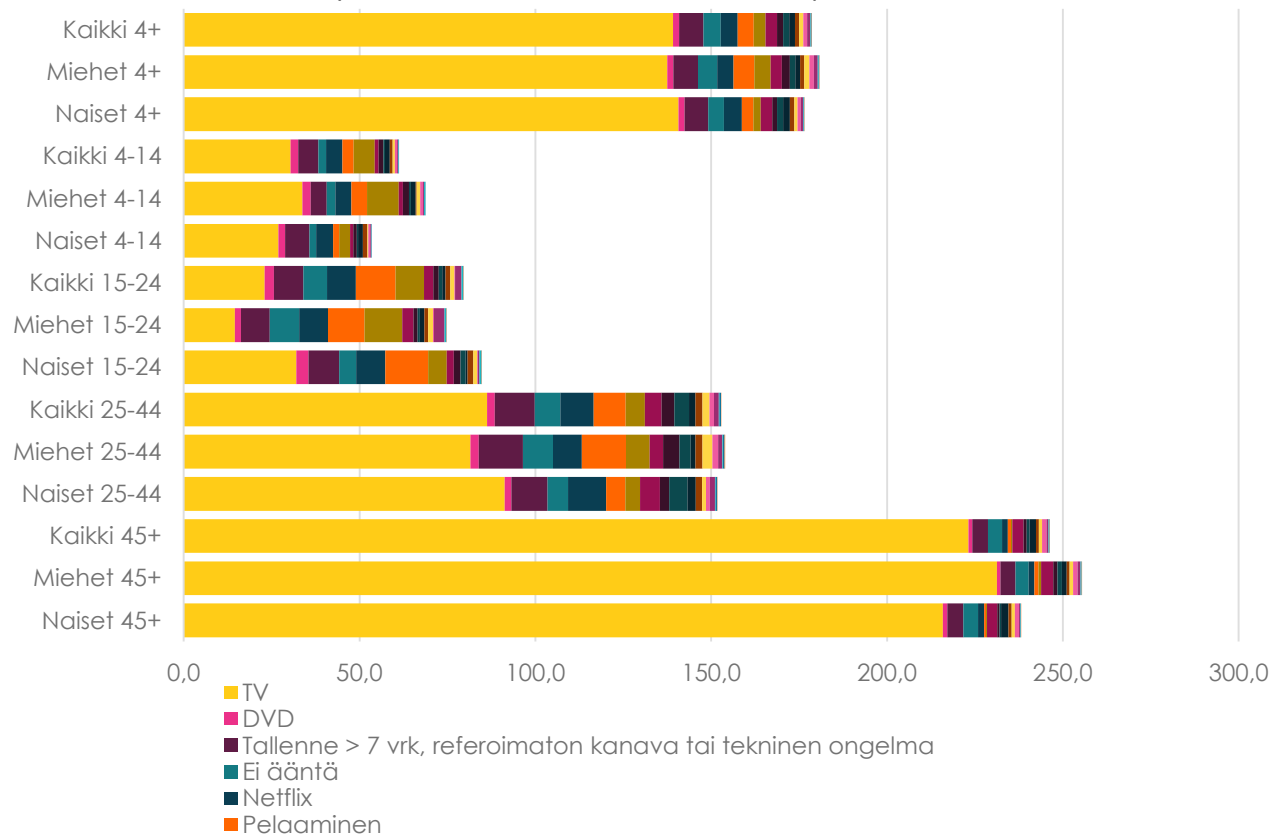
- Mittauksen kehittäminen jatkuu: mainonnan mittaaminen, kirjautumisdatan hyödyntäminen jne.



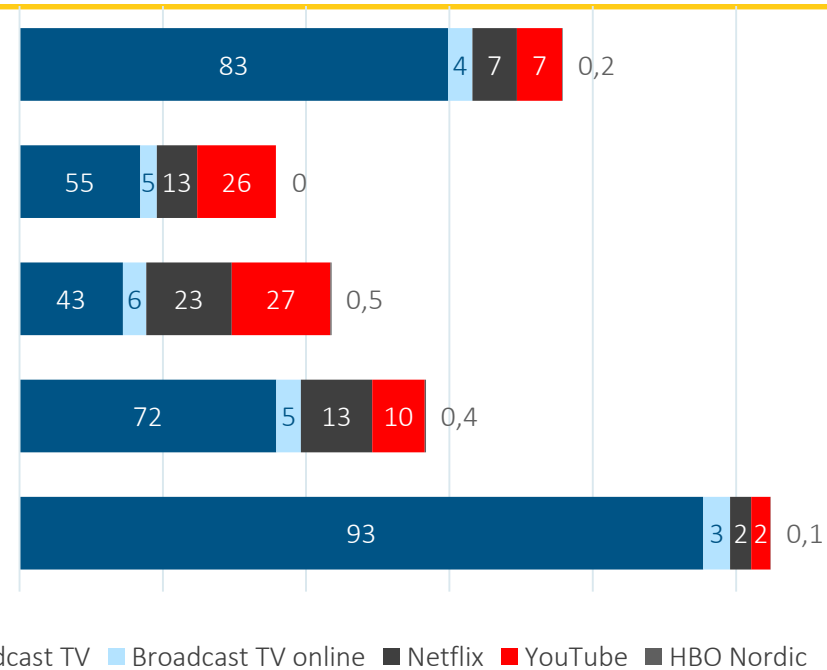
TV-VUOSITILAILSUUS 2020

2019 Mittaus tarkentui ja monipuolistui

TV-ruudun käyttö: minuutit keskimääräisenä päivänä, vko 33/2019



Koko väestö (3+)



2020 is the year marketers re-invest in their brands

Source: Warc News, Mon, 13 January 2020
Downloaded from WARC

Marketers are re-assessing their spending plans for 2020, according to a WARC report, embracing a renewed focus on brand-building with long-term impact over performance marketing with short-term payoffs.

A pivot back to brand is the main theme highlighted in the Economy chapter of WARC's Marketer's Toolkit 2020, an annual report that assesses the influences on marketing strategies for the year ahead, based on a wide industry survey.

That survey of marketing executives found that short-termism is the number one industry issue with 70% of respondents agreeing that brands have over-invested in performance marketing. Importantly, 40% predict increased brand investments in 2020 versus 32% who see higher performance budgets.

And the need for better brand metrics," he added.

U.S. Advertising and Marketing Spend to Grow to Nearly \$390 Billion in 2020

By Erik Oster | 2 days ago



Addressable TV should see the largest boost, with Winterberry Group predicting a 44% increase to \$2.9 billion.

Sources: Getty Images, Olympics

Artificial intelligence, machine learning and more emerging tech will take the spotlight at [AdExpo: AI](#) on March 19th in NYC. [Get your tickets](#) before prices increase.

Advertising and marketing spending is poised for substantial growth in 2020.

In a new study, specialist management consultancy Winterberry Group

TV the 'least risky' form of advertising, finds new research

While return on investment varies depending on campaign, linear TV and broadcaster video are three times less variance than other

By Sarah Vizard | 21 Nov 2019

TV is the "least risky" form of advertising, providing the most consistent return on investment when compared to other media channels, according to new research.

The study, conducted by Gain Theory, MediaCom and Wavemaker on

Seven reasons why TV's doubters are wrong

Ofcom's latest data yet again shows why TV should be at the heart of most big brands' media plans, yet some marketers are ignoring the facts. Here are the answers to their quibbles.

THE WALL STREET JOURNAL.

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CMO TODAY

BREAKING NEWS Suspected white supremacists erected this week discussed opening fire at a planned pro-gun rally in Virginia, hoping to cause chaos

BUSINESS | MEDIA & MARKETING | CMO

TV Networks Creating Targeted-Ad Capabilities

Viacom, CBS and Fox seek their answer to 'addressable' online strategy



Viacom, the owner of MTV, whose 2018 Video Music Awards featured three wins by Cardi B, has been testing targeted TV commercials with in-house promotional ads. PHOTO: THEO VARGO/GETTY IMAGES

By Alexandra Bruell

May 12, 2019 5:00 AM ET

PRINT AA TEXT

Major TV programmers are starting to advance on the \$2 billion addressable-TV-ad business, which lets advertisers serve different commercials to different households watching the same shows.

Network owners including Viacom Inc., CBS Corp. and Fox Broadcasting Co. are having discussions with pay-TV providers to start selling a small percentage of their national commercial time as targeted ads. That would mean an automotive company could buy a national ad and serve a minivan ad to pay-TV-subscriber households where data suggests there are large families, for example, while showing an ad for a basic passenger car to the rest of the country watching the same show at the same time.

The efforts come as TV's decades-old model for ad sales based on age and gender demographics is being disrupted by both ad-free streaming services and digital giants like Google and Facebook, which have cornered so much of the advertising dollar.

Adidas: We over-invested in digital advertising

Adidas admits that a focus on efficiency rather than effectiveness led it to over-focus on ROI and over-invest in performance and digital at the expense of brand building.



By Sarah Vizard | 17 Oct 2019

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Addressable TV Is Creating New Advertising Capabilities...And They Are Not Going Away



Charles Taylor
CMO Network Contributor

I am a Professor looking for deep insights into marketing

