

Welcome!

LMA Digital Revenue Summit – Senior Leaders Track

Three Companies Leading the Charge with Digital Revenue Growth



CATHERINE BADALAMENTE
VP Digital • Graham Media Group

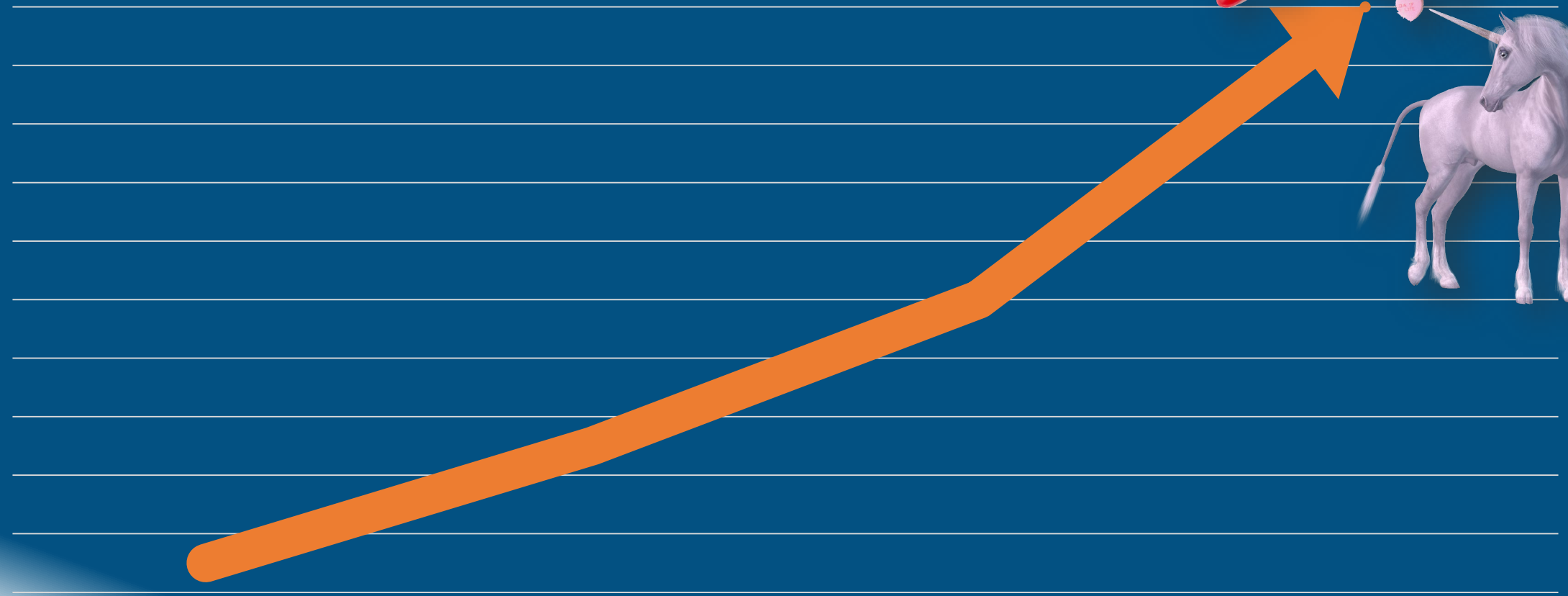
JOE WEIR
SVP • Cox Media Group

MATT CHAMBERLIN
Exec Director, Client Strategies/Business Initiatives
• Hubbard Radio / 2060 Digital

JAY SMALL (moderator)
Chief Innovation Officer • LMA

It used to be easy (easier?)

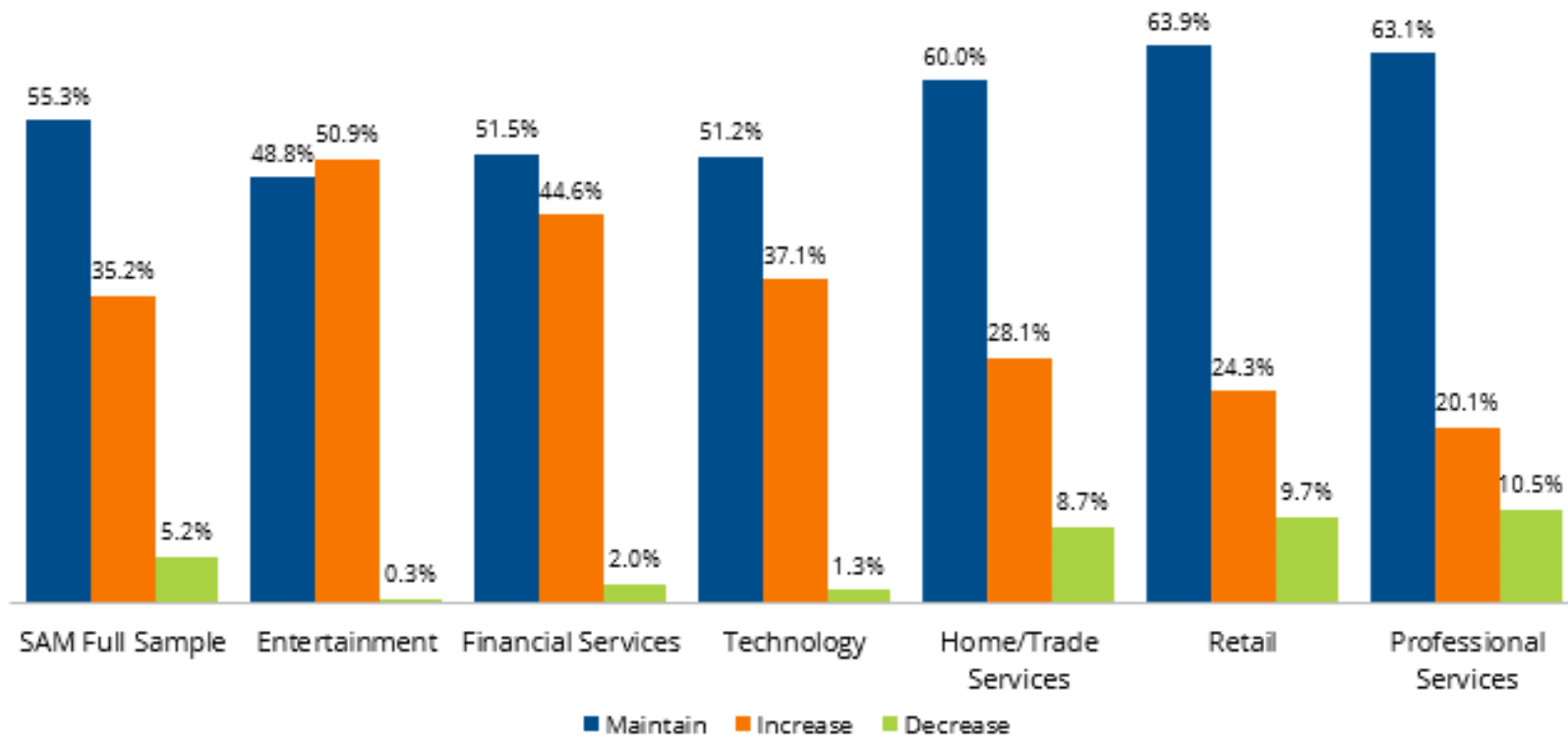
OBLIGATORY DIGITAL CHART, circa 2010



Clients in 'maintenance mode'

Advertising Spend Intentions in 2019

Varies by industry baseline, but for the entire sample only 35.2% plan to increase in 2019.



Are you increasing, decreasing or maintaining spend in the next 12 months?

Sample Size = variable

* Does not add up to exactly 100%, as responses also include undecided.

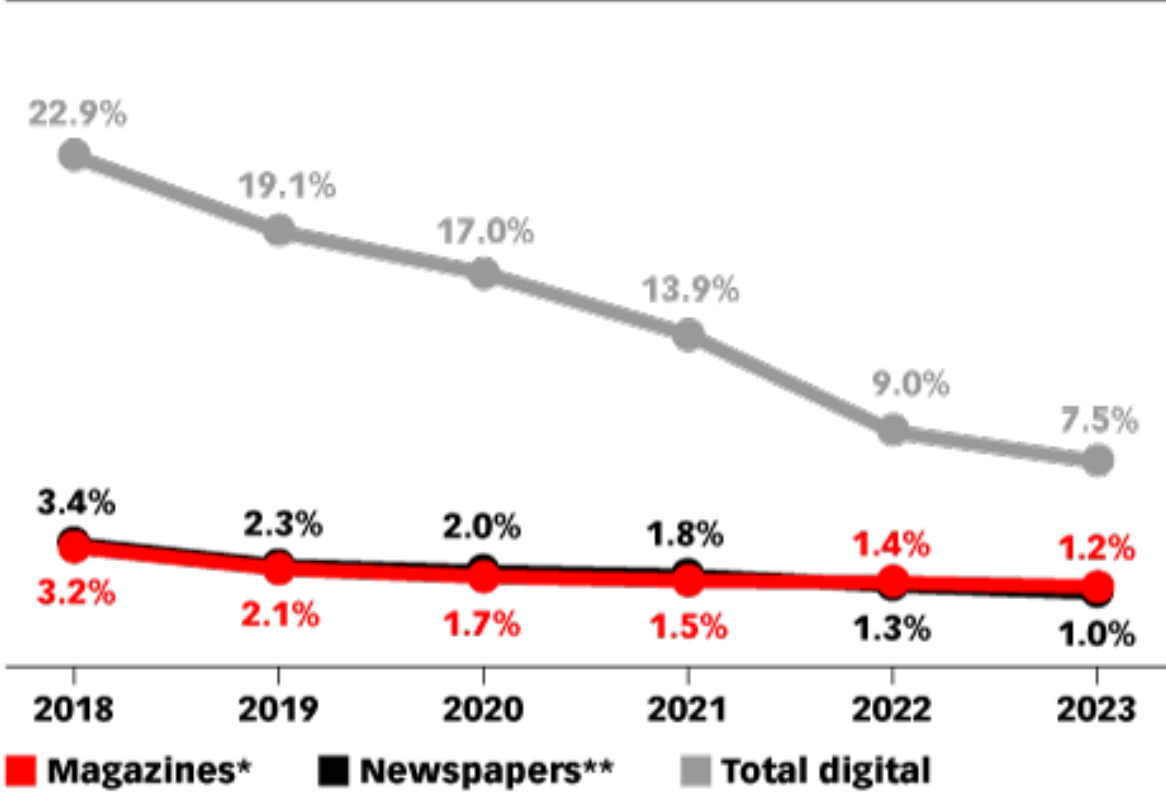
 BIA
U.S. SAM SURVEY

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Harder to find organic growth

US Digital Ad Spending Growth on Select Channels, 2018-2023

% change



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes mobile messaging (SMS, MMS and P2P messaging); *includes B2B, consumer, local and Sunday; **includes classified, national and retail
Source: eMarketer, Feb 2019

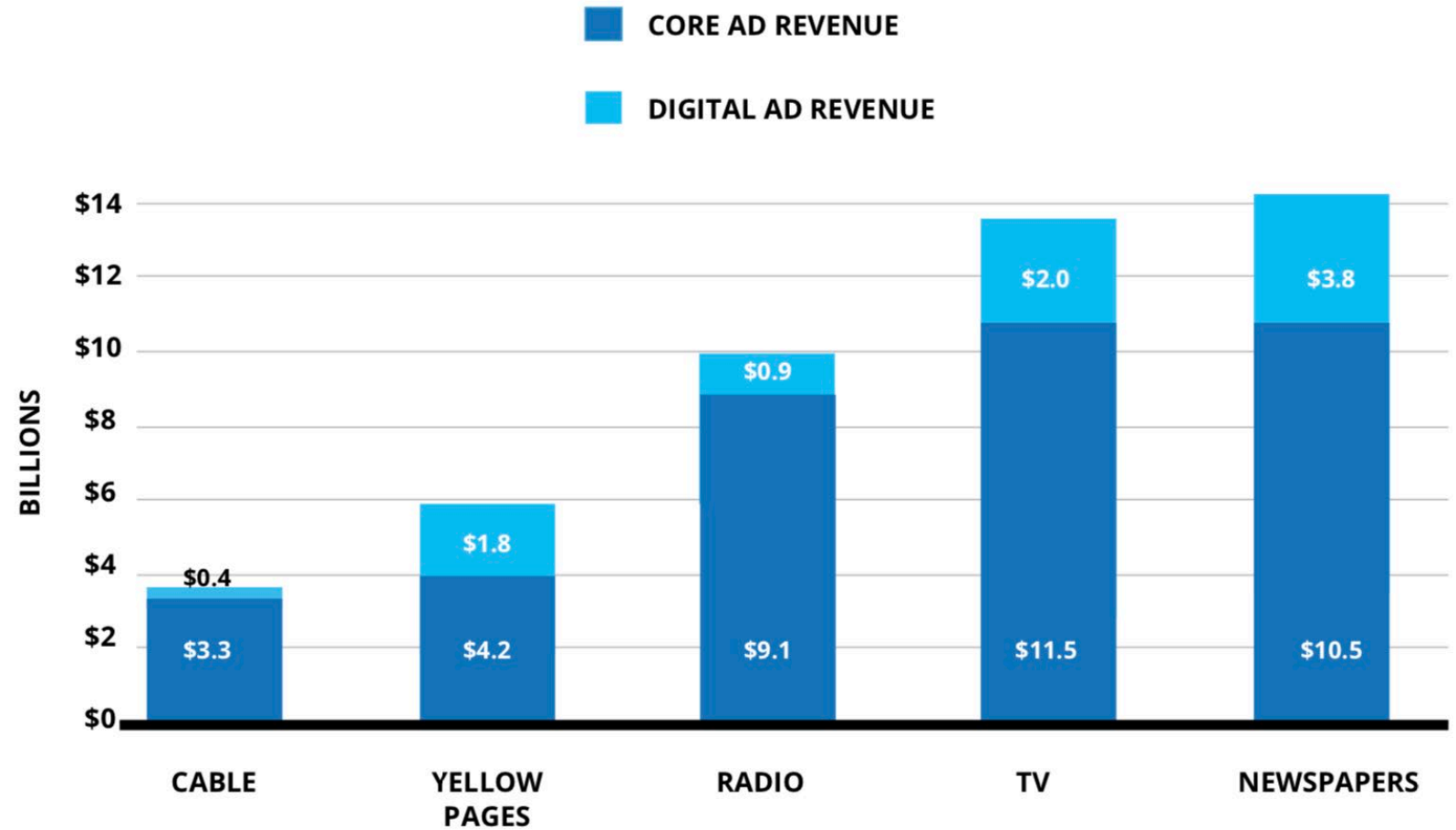


Borrell Associates
2019 Benchmarking
Local Media's
Digital Revenues

“While digital revenue growth for print media may be waning, a digital slowdown could just be starting for TV and radio. As digital media morphs from a ‘read’ medium to one that reaches viewers and listeners, broadcast media are starting to feel the heat of disruption.”

How do we keep digital revenue growing?

DIGITAL'S CONTRIBUTION TO TRADITIONAL MEDIA AD SALES



Source: Borrell Associates Inc.

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