
IAB DCNF Attendee Survey

Digital Content NewFronts

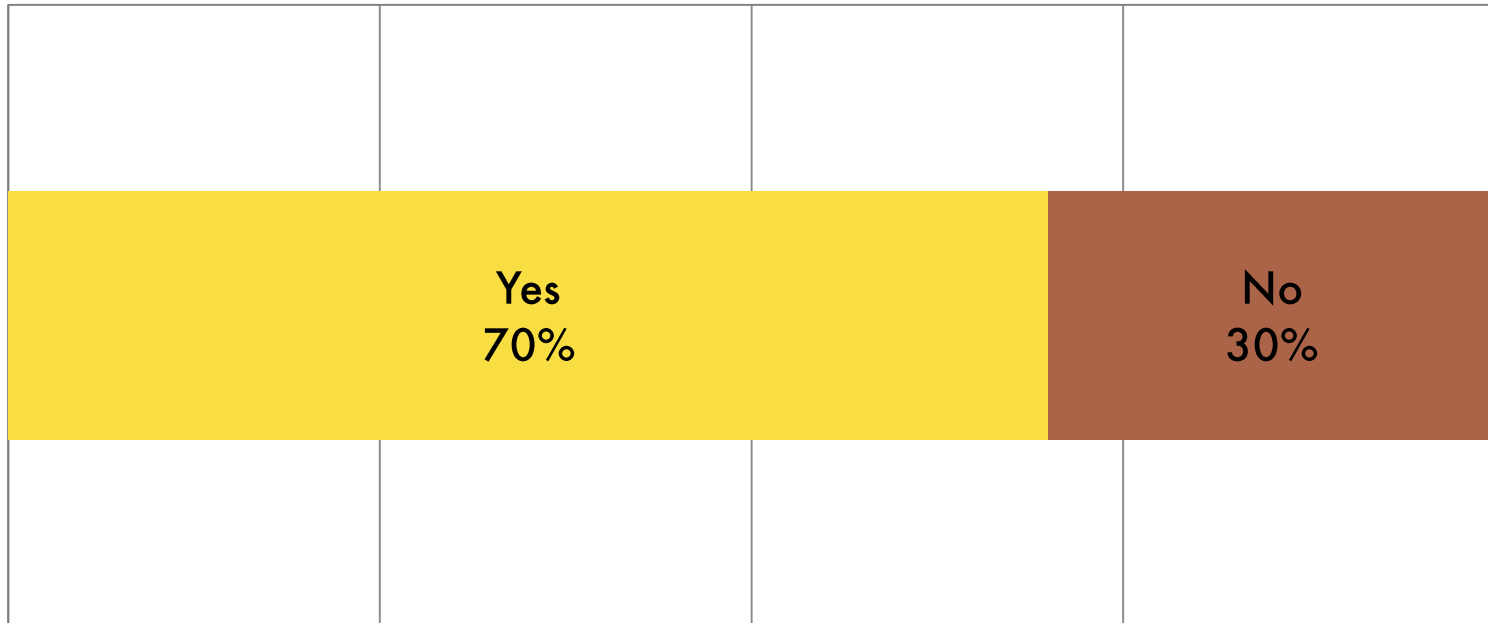
IAB

July 2013

Who Attended the NewFronts?

Most Respondents Are Ad Spend Decision Makers

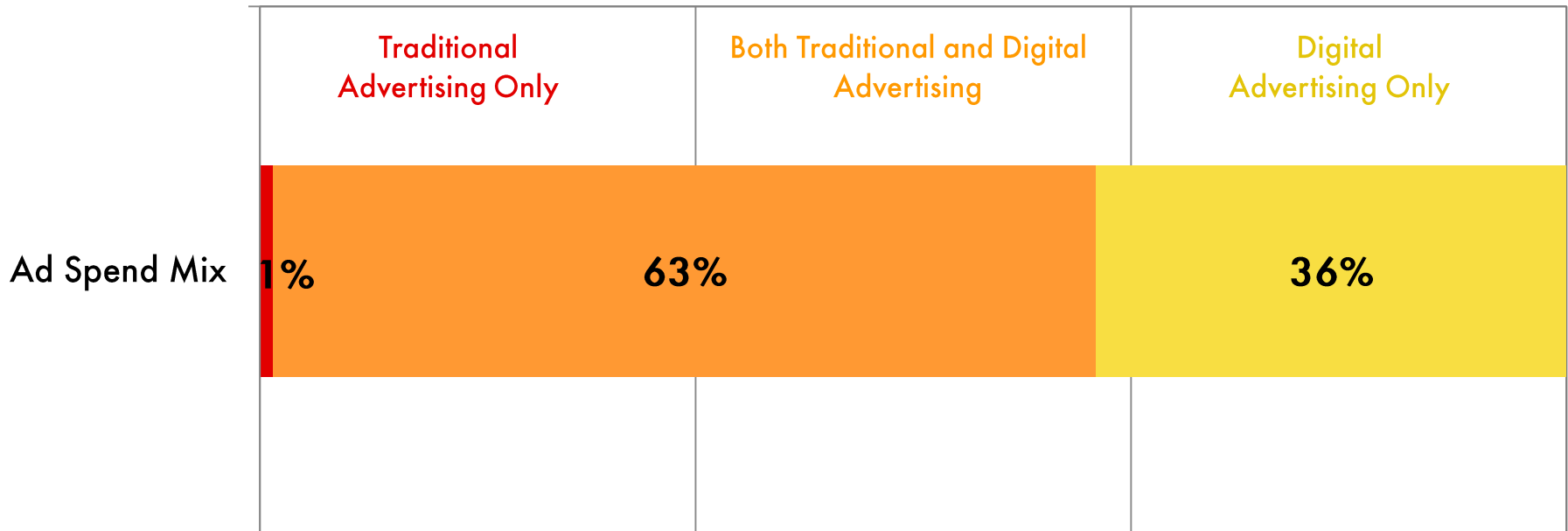
Does your job responsibility include decision making or oversight of advertising spend?



2 in 3 Respondents Buy Both Traditional and Digital Ads

- **One-Third Buy Digital Only**

*Does ad spending/buying for your job pertain to digital only, traditional and digital, or traditional only?
(Asked of those who answered 'yes' to 'Does your job responsibility include decision making or oversight of advertising spend?')*

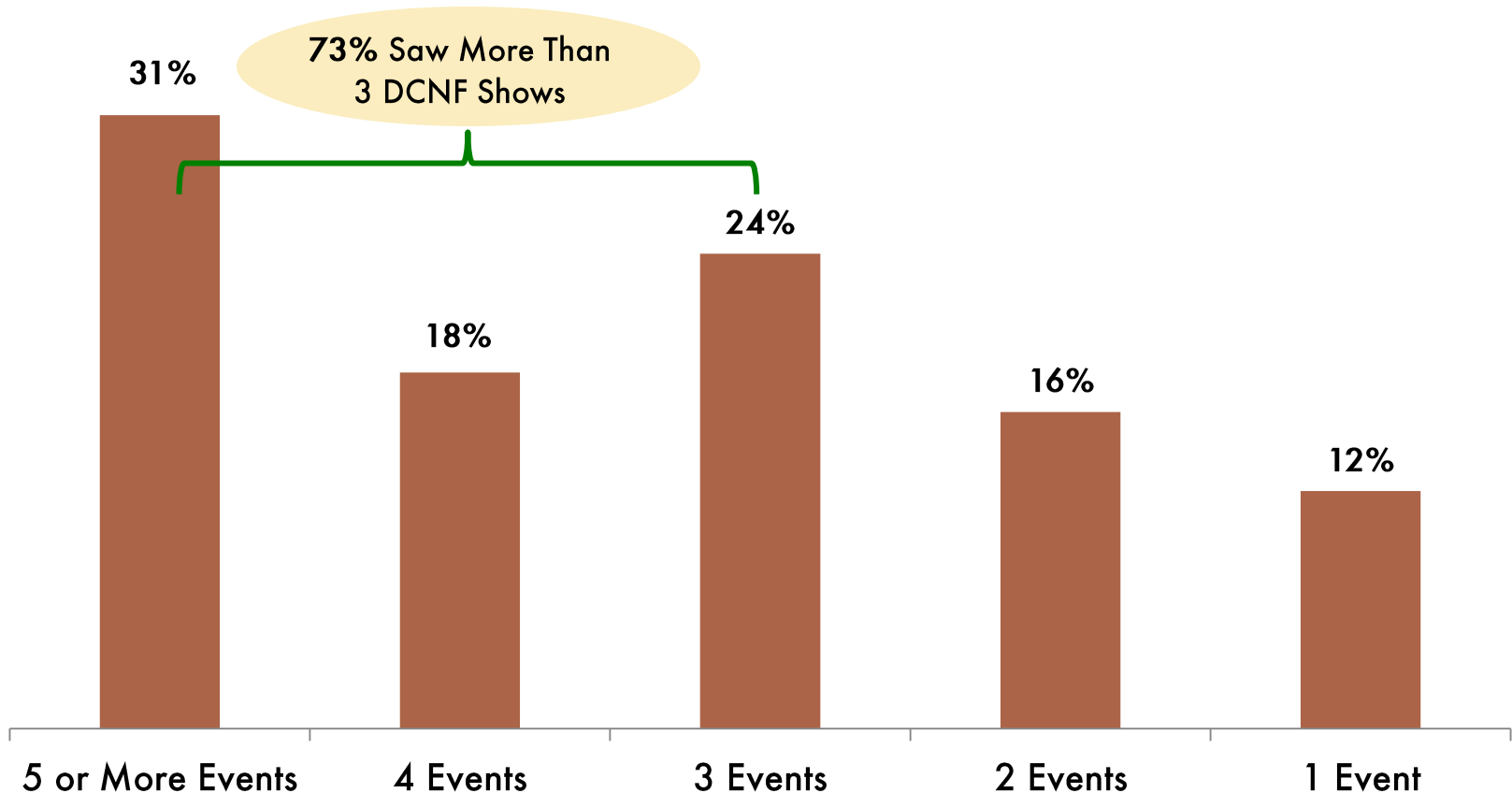


Based on attendees who answered the survey.

Most Respondents Attended 3 or More NewFronts Events

Approximately how many NewFronts events did you attend?

NewFronts Attendees

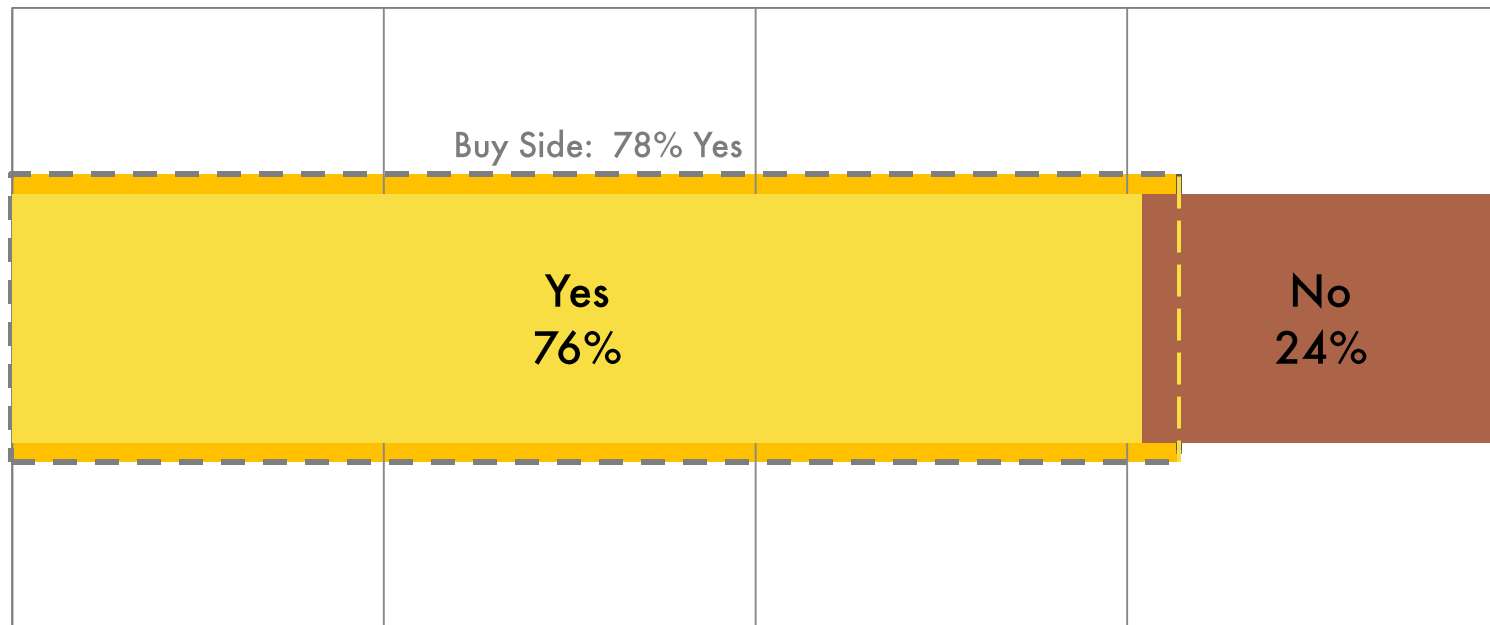


Will the NewFronts Affect Ad Sales?

3 Out of 4 NewFronts Attendees Picked Up a New Opportunity

Did you leave the NewFronts with at least one new opportunity that you thought would be a good fit for you or a client?

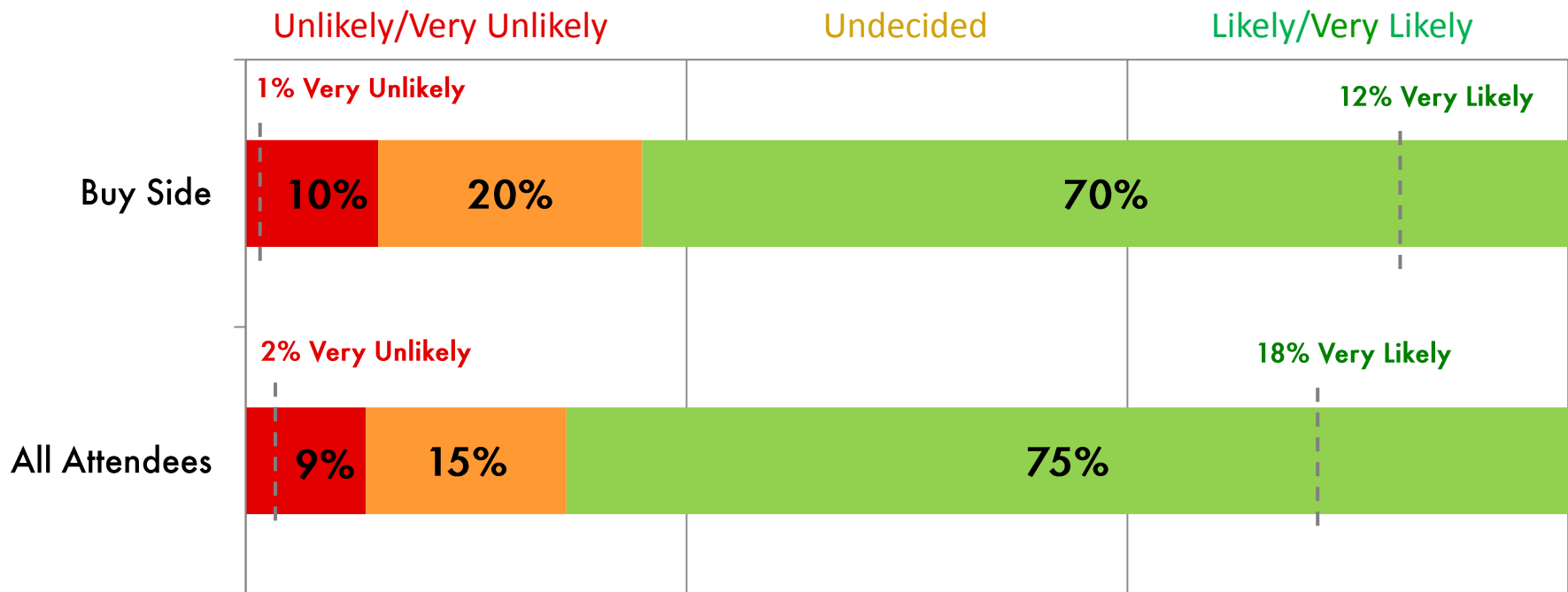
(Asked of those who answered 'yes' to 'Does your job responsibility include decision making or oversight of advertising spend?')



Most Expect More TV Dollars to Shift to Digital Video

- All Attendee Respondents Slightly More Optimistic Than Buy Side

In the next 12 months, how likely do you think it is that media buyers will shift more TV dollars to digital video?



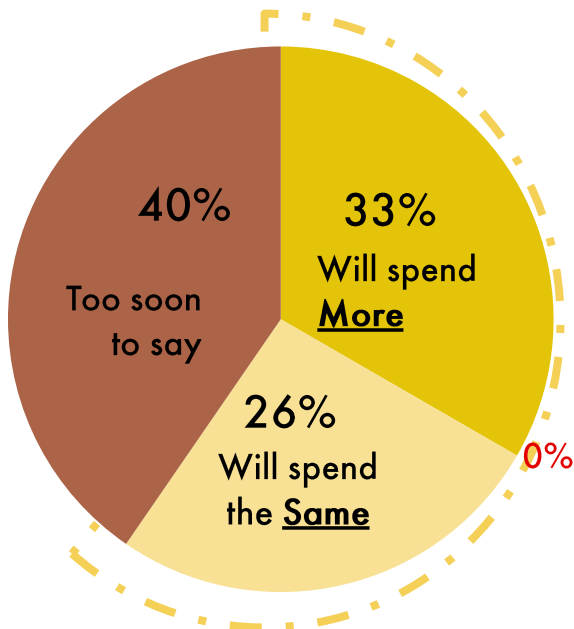
After Attending the NewFronts, 1 in 3 Plans to Spend More on Digital Video Ads, Especially Cross-Media Buyers

Has attending the NewFronts had an impact on your planned digital video ad spending?

(Asked of those who answered 'yes' to 'Does your job responsibility include decision making or oversight of advertising spend?')

(Comparison of those who answered 'digital only' vs. 'traditional and digital' to 'Does ad spending/buying for your job pertain to digital only, traditional and digital, or traditional only?')

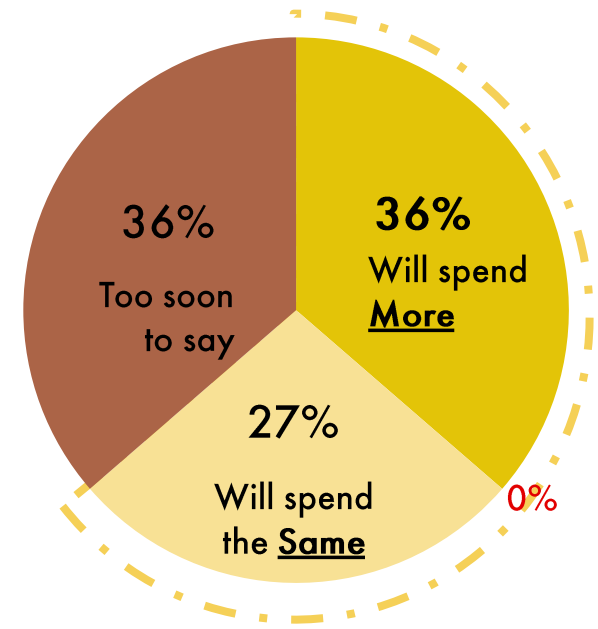
NewFronts Attendees Who Decide Ad Spend



59% Will Spend Same or More

NewFronts Attendees Who Decide Ad Spend and Buy BOTH Digital and Traditional Ads*

- Yes, I plan to spend more on digital video advertising
- Yes, I plan to spend less on digital video advertising
- No, I plan to spend the same amount on digital video advertising
- Too soon to say



63% Will Spend Same or More

2 in 3 Expect to Increase Their Cross-Platform Buys

- **No One Expects a Decrease in Cross-Media Buys**

*Do you expect the number of your cross-platform TV and Digital Video buys to increase in the next 12 months?
(Asked of those who had any percentage of ad buys in 2012 were cross-platform for both TV and Digital Video)*



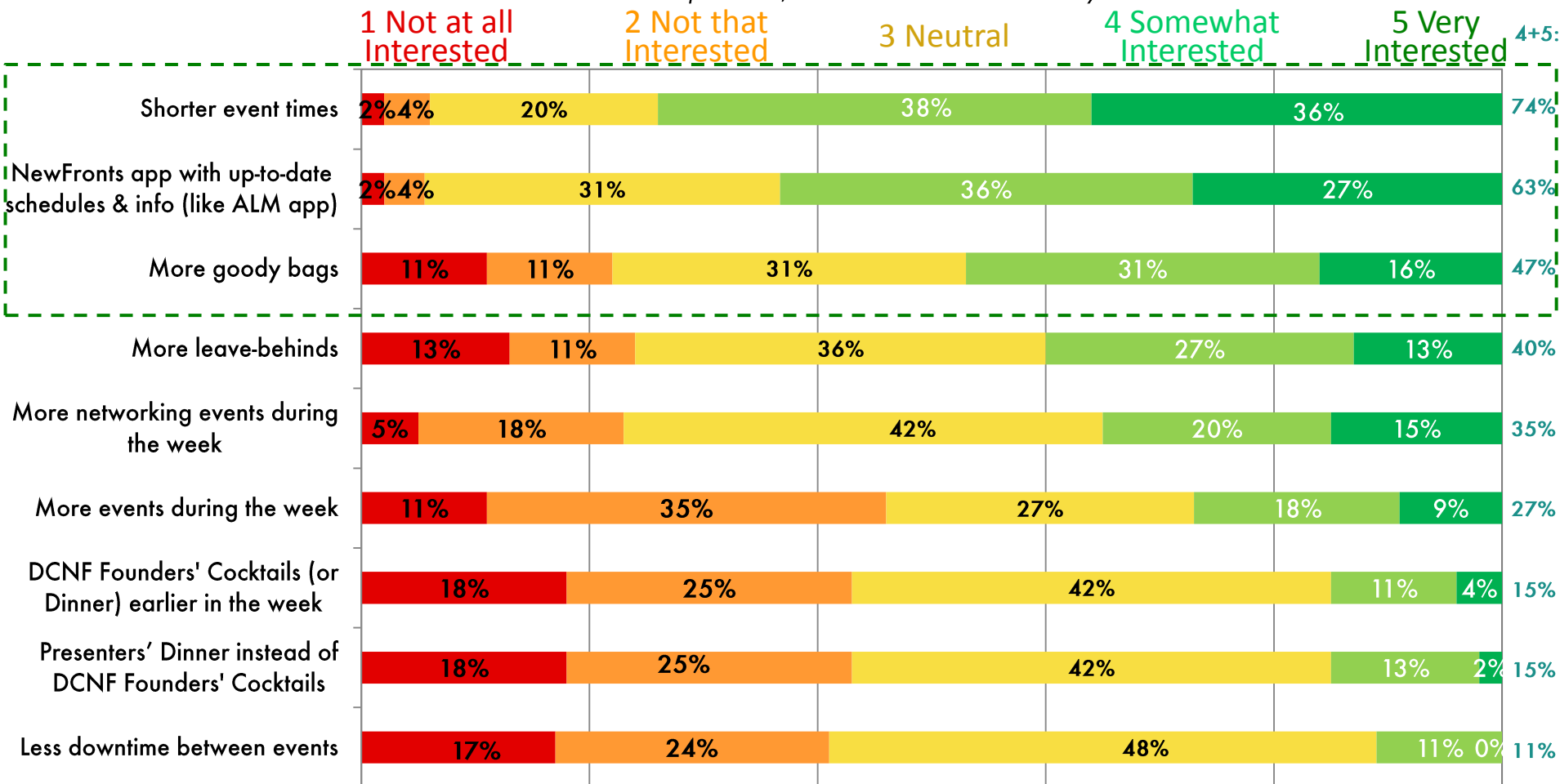
**Low base size. Use for directional purposes only.*

What Worked and What Can Be Improved?

What Buy Side Wants for NewFronts 2014: Shorter Events, App, Goody Bags

How interested would you be in seeing any of the following at next year's NewFronts?

Please rate each attribute on a 5 point scale, from 1 Not at all Interested to 5 Very interested.



2013 NewFronts Attendee Survey Methodology

- **The IAB surveyed attendees of the Digital Content New Fronts from event attendee lists provided by the following presenting companies:**
 - Yahoo!
 - Blip
 - CBS
 - Vevo
 - Univision
 - Wall Street Journal
 - Zynga
 - IAB NewFronts Insights Breakfast
 - IAB NewFronts Founding Partners' Cocktail Party
- **136 respondents answered the survey, a large majority of whom are senior executives responsible for buying ads and who hold large TV and marketing budgets.**
- **Survey respondents were included if they attended at least one DCNF event.**
- **As is the case with B2B surveys of large respondent pools, results are not necessarily projectable to the entire universe. Results reflect a cross section of attendees and provide directional guidance.**

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Questions?

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