



MEDIA IMPACT REPORT #1

COVID-19 Pandemic Advertising Ecosystem Impact

3.17.2020

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Your business matters to us and we are doing everything in our power to ensure you are informed with the most up to date information to make the best marketing decisions possible during this time.

OUR POV:

We are encouraging our clients to take advantage of the unprecedented levels of media TV viewership happening currently with country wide quarantines taking effect. That means more people tuning in for content in all channels, especially digital and linear (live news). This provides an opportunity to not only reach new audiences (branding), but also drive direct sales for our DTC clients to drive new customer acquisitions efficiently.

Below you will see that Nielsen is reporting record high numbers for linear viewership as of last Friday. CPMs are getting more efficient across specific digital channels including Facebook and YouTube. While some segments (travel) are cancelling media, there is a very robust market and firesales are being picked up quickly. If you have the inventory/service levels and are in the position to do so, we are encouraging all our clients to pick up deals as they come. Stay tuned.

We recognize that some of our clients may need to change their messaging and we are moving quickly to do that. If you need help with any quick production needs, please let us know. Our linear and digital production facilities are up and running.





Media Updates





TOP HEADLINES

- Live sports is on hold and return date is TBD.
- News viewership is growing and many advertisers are shifting dollars there.
- Demand for live TV and Digital Video is high.
- Digital Video CPMs are low(Facebook and YouTube).





MEDIA MARKETPLACE UPDATES

- In-person NewFront and Upfront presentations have been cancelled – events will be streamed.





INDUSTRY UPDATES

- Healthcare: Hospitals are reducing spend so they don't overrun their facilities.
- Conversely, Coronavirus is accelerating the telemedicine category.
- Travel/CPG: Spend has been reduced (and in some cases, cut altogether).
- Home Fitness: Search terms spiked within the last day due to social distancing and gyms closing.



Media Updates by Channel





LINEAR TV

- **Viewership:**

- Large uptick in linear viewership last Friday, which had the highest daily viewership since January. We will provide an update on weekend viewership tomorrow.

- **Inventory/pricing updates:**

- Sports networks looking to fill gaps in programming. ESPN & FS1 are airing reruns of sporting events as well as studio programming. NFL free agency offers new content for the networks.
- Additional impacts to pricing TBD as networks re-allocate inventory to ensure delivery of guaranteed deals.



DIGITAL MEDIA/OTT

- CPMs are trending down across **programmatic channels, paid social, and YouTube**. As advertisers (with inventory issues) pull out budget, pricing within real-time bidding platforms is decreasing, resulting in low pricing (resulting in higher reach for active campaigns).
- Digital video watch times and overall volume are increasing (e.g. **YouTube**).
 - Cancellations/postponements to major sporting events where **OTT** would have access to live coverage has occurred, but inventory across CTV/OTT remains high.

-Update from Facebook's Mark Zuckerberg: "We've been focused on enabling people to get helpful information, empowering health partners with tools, and minimizing amplification of misinformation, stigmatization, or scams. We continue to work with health authorities to coordinate our response and to help them get out timely, accurate information on the coronavirus."

- **Connecting people to accurate information:** Anyone who searches for information related to the virus on Facebook is shown educational pop-ups on top-of-search results directing them to the WHO or their local health authority.
- **Preventing exploitation:** We updated our Controversial Content ad policy to protect people from those trying to exploit this situation for financial gain. We already prohibit ads for medical products that create a sense of urgency, like implying a limited supply or guaranteeing a cure or prevention around COVID-19. We are soon expanding this policy to temporarily ban ads and commerce listings (such as on Marketplace) that sell medical face masks.
- **Reliability:** We know it is our responsibility to make sure our services are stable and reliable to help people - and businesses - stay connected. We want to help ensure you're equipped with the right tools to communicate with your customers. Consider leveraging your online social media presence to share important announcements, [live stream events](#) or to respond to inquiries through our messaging services. You can learn more about the ways that your business can respond to the COVID-19 situation on our [Business Resource Hub](#).





AUDIO

- **Terrestrial:**

- Listenership is up but inventory remains tight, advertisers are not cancelling.

- **Sports:**

- Westwood One, the exclusive broadcast partner of several college basketball tournaments including March Madness, is offering advertisers (with media in those events) generous packages and discounts to keep those lost sports ad dollars on the books.

- **Podcast:**

- Anecdotally, we are hearing from our podcast partners that they are seeing an increase in podcast downloads.



FOR MORE
INFORMATION



Robin Cohen
VP, Media Planning
robin.cohen@rainforgrowth.com