

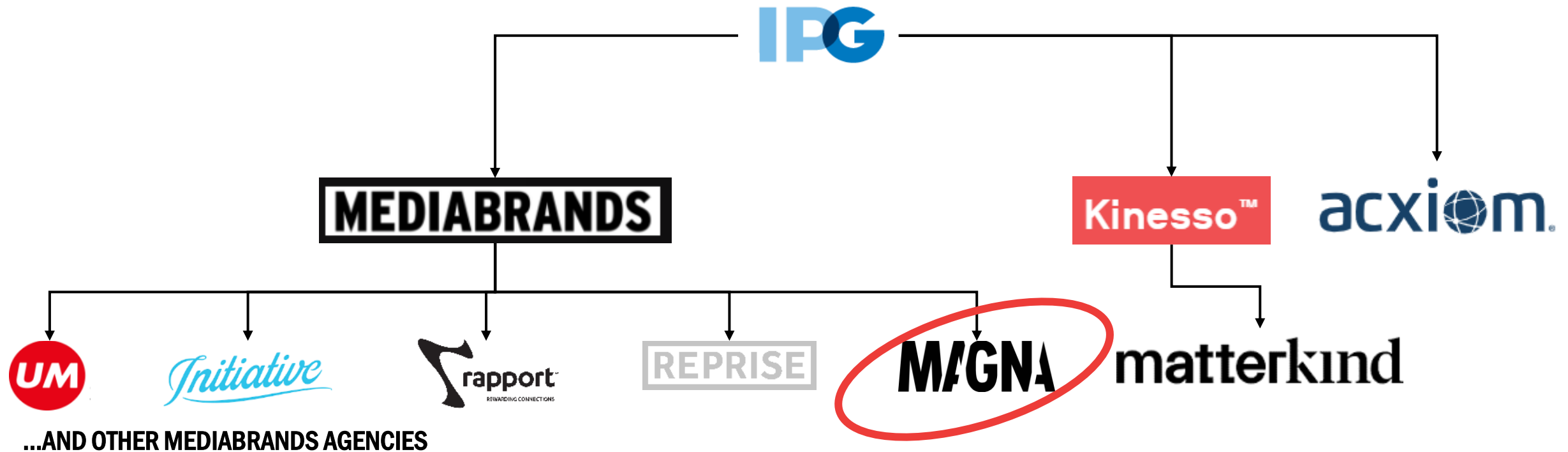


# US ADVERTISING FORECAST SPRING 2023

**MAGNA**

Vincent Letang EVP  
Global Market Intelligence

# ABOUT MAGNA: THE INVESTMENT & RESEARCH HUB OF IPG MEDIABRANDS



# MAGNA: MEDIA/ADVERTISING MARKET INTELLIGENCE

## AD SPEND

### US AD FORECAST



### US INDUSTRY REPORT



### GLOBAL AD FORECAST



### US MEDIA LANDSCAPE



### GLOBAL INDUSTRY REPORT



## AD COSTS

### GLOBAL MEDIA INFLATION



### MEDIA COSTS



## MARKET FOCUS



## MEDIA FOCUS

### OOH



### AUDIO



### PROGRAMMATIC



### SOCIAL



### SEARCH



# MAGNA AD FORECAST - SPRING UPDATE

## KEY FINDINGS

**2022: AD SPEND SLOWED DOWN  
FURTHER IN 4Q22 (FLAT YOY)**

**MACRO OUTLOOK STABILIZED BUT UNCERTAINTY IS HIGH**

**2023: AD SALES +3.4%  
TO \$326BN**

**DIGITAL KEEPS GROWING  
(+9%) - LINEAR SHRINKS (-4%)**

# MAGNA AD FORECAST - SPRING UPDATE

## RECOVERY IN SECOND HALF

QUARTERLY ADVERTISING SALES: YOY GROWTH  
(ALL MEDIA, EXCL. CYCLICAL)

12.9%



1Q22

6.8%



2Q22

3.6%



3Q22

0.8%



4Q22

2.5%



1Q23

4.5%



2Q23

6.2%



3Q23

7.4%



4Q23

**FULL YEAR 2023: +3.4%**

Excluding Cyclical : +5.2%

# MAGNA AD FORECAST - SPRING UPDATE

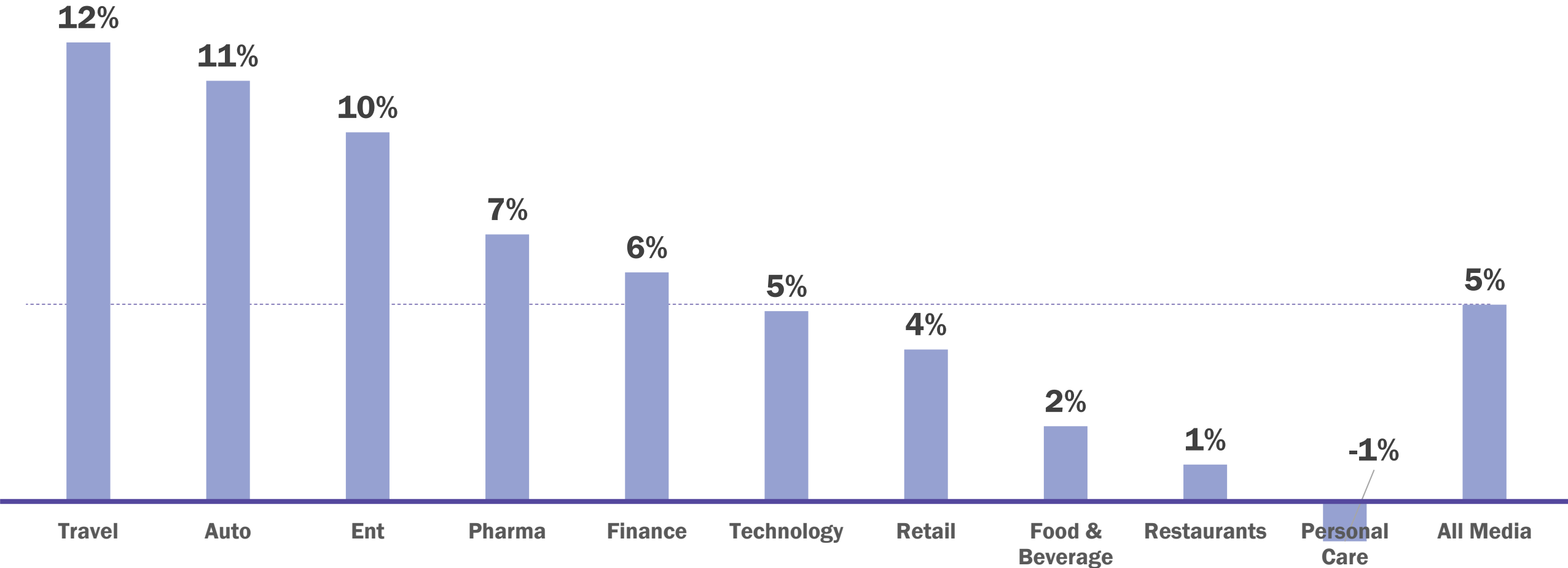
## AD SPENDING DRIVERS AT A GLANCE

	2021	2022	2023	2024
<b>ECONOMIC CYCLE</b>	↑↑↑	↓	↓	↑
<b>ORGANIC GROWTH FACTORS</b> MEDIA INNOVATION: RETAIL MEDIA, AVOD...	↑↑↑	↑	↑↑	↑↑
<b>CYCLICAL EVENTS</b>	↑	↑↑	↓	↑
<b>OVERALL ADVERTISING SPENDING</b> Excl. cyclical	+28.7	+5.7	+5.2	+5.5
<b>Incl. cyclical</b>	+25.5	+7.2	+3.4	+7.8

# MAGNA AD FORECAST – SPRING UPDATE

## TRAVEL, AUTO AND ENTERTAINMENT WILL DRIVE SPENDING IN 2023

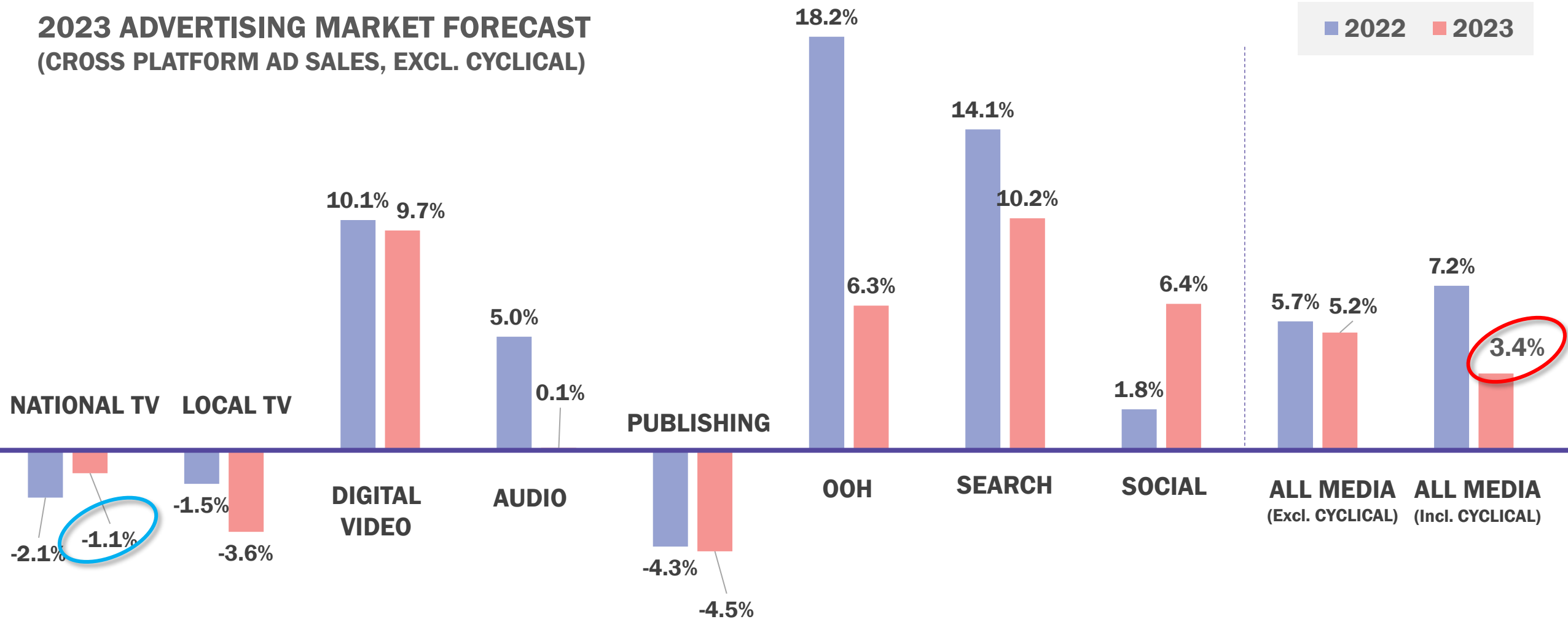
### 2023 ALL MEDIA INDUSTRY FORECAST



# MAGNA AD FORECAST – SPRING UPDATE

## 2023 GROWTH BY MEDIA: SEARCH MATURES, SOCIAL RECOVERS

2023 ADVERTISING MARKET FORECAST  
(CROSS PLATFORM AD SALES, EXCL. CYCLICAL)

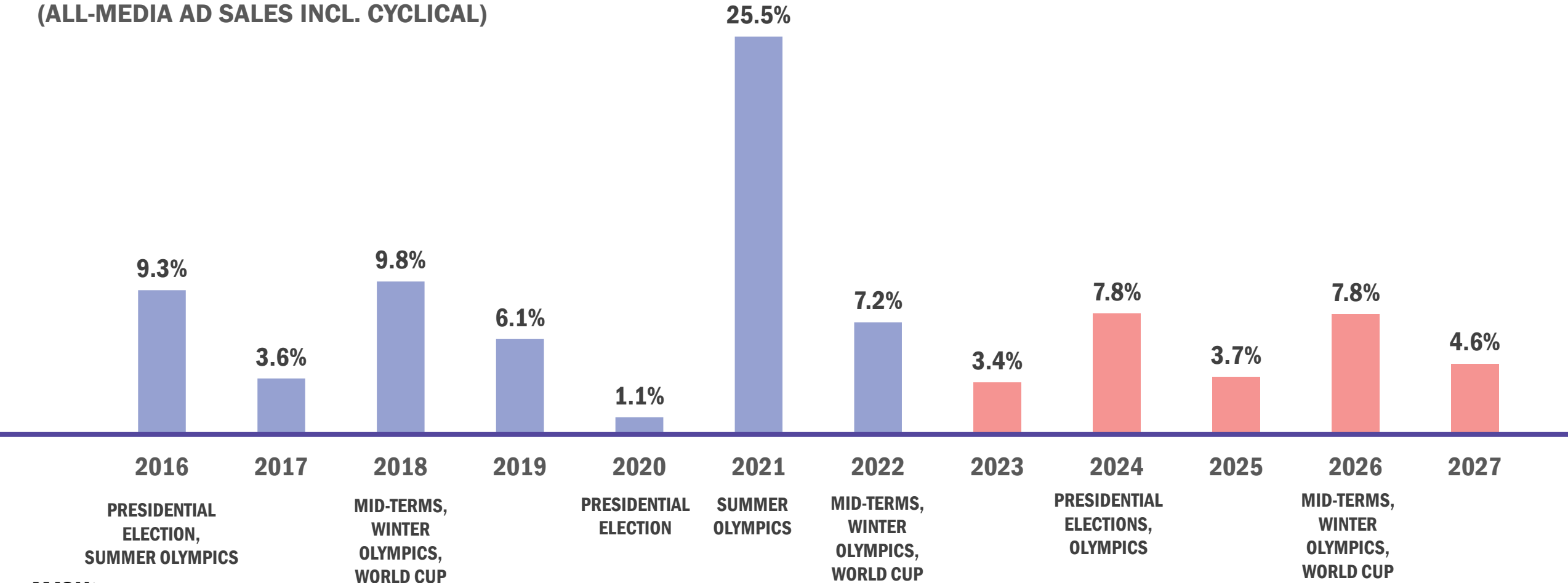




# MAGNA AD FORECAST – SPRING UPDATE

## LONG-TERM: AD MARKET TO RE-ACCELERATE IN '24

### ADVERTISING MARKET FORECAST (ALL-MEDIA AD SALES INCL. CYCLICAL)





**MAGNA**

**THANK YOU**

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