

Welcome to BIA's LOCAL IMPACT Los Angeles

We're so glad you've chosen to spend the afternoon with us examining robust Los Angeles ad market.

Local advertising in Los Angeles will top \$9.1 billion in 2018, while statewide spending is expected to exceed \$18.8 billion across California's 12 media markets, according to BIA Advisory Services' local advertising forecast. The LA market represents 48 percent of California's local ad spending. Key vertical markets of retail, general services and financial/insurance across the state will cumulatively spend nearly \$8 billion divided between traditional and digital media, with mobile advertising experiencing the highest growth of any media.

Today, we'll dig into all of this, as well as where ad dollars are being spent across top media in Los Angeles markets now and in five years. We'll also share our informative local market data and analysis, thought leadership and case studies. Experts will cover advertiser plans for this year and next, top vertical ad spending trends, advanced TV and programmatic, data-driven and multiscreen content and advertising platforms.

I'd like to get your feedback, so please reach out. And, if you have a question or need help meeting another attendee, please ask any of the BIA staff. Enjoy the afternoon!

Rick Ducey

Managing Director, BIA Advisory Services



BIA Advisory Services' Role in Local Advertising

BIA is a research and consulting company. Our team delivers data-driven local market forecasts, analysis, competitive intelligence while offering strategic and financial consulting support. Our goal is to help clients succeed in today's multiplatform, interactive advertising environment.

We are proud to partner with the leading companies in traditional and digital media and to serve as a trusted advisor to startups and influential industry associations.



BIA ADVantage: Local Market Intelligence at Your Fingertips

The foundation of today's "Share of Wallet" session comes from our comprehensive local market ad forecasts available in BIA ADVantage, a local advertising intelligence dashboard.

To see more of today's data and a demo of BIA ADVantage, find us during the event or contact us:

info@bia.com | www.bia.com
(703) 818-2425 | info@bia.com



BIA LOCAL IMPACT

Los Angeles, CA

July 12, 2018

#BeLocalImpact

Sponsors



11:45 - 12:30 CHECK-IN, NETWORKING LUNCH

12:30 - 12:50 Cross-Platform Media Investment and Consumer Activation Strategies



Jessica Hawthorne-Castro
CEO & Chairman
Hawthorne

12:50 - 1:30 Share of Ad Wallet in California



Dot DiLorenzo
EVP, Strategy and
Research, **USIM**



Sandy Lohr
CEO
MatchCraft



Steve Sturm
Executive Advisor,
Automotive, **TVB**

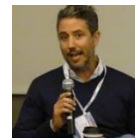


Mark Fratrick, Ph.D.
Chief Economist, SVP
BIA Advisory Services

1:30 - 2:15 Local as a Service (Laas) Workshop



Andy Arnold
EVP Client Partnership
Ansira



Alex Nocifera
Founder & CEO,
Field Day



Shashi Bellamkonda
CMO
Surefire Local



Rick Ducey
Managing Director,
BIA Advisory Services



<http://bit.ly/LaasReportJuly2018>

<http://bit.ly/LocalTV-LocationMobile>

2:15 - 2:45 NETWORKING BREAK

2:45 - 3:45 Interactive Table Discussions



TABLE 1: Top Vertical Winning Growth Strategies and the State of Media Sales
Hosted by Lisa Rigsby
Sales Strategist, SalesFuel



TABLE 2: TV and Mobile Campaigns
Hosted by Justin Howard
Business Development Manager, GroundTruth



TABLE 3: Selling Automotive
Hosted by Steve Sturm
Executive Advisor, Automotive, TVB



TABLE 4: ATSC 3.0
Hosted by Mark Fratrick
Chief Economist, SVP, BIA Advisory Services



TABLE 5: Understanding Audience Personas to Reach Consumers Across Buying Stages and Channels
Hosted by Marcela De Vivo
Digital Marketing Analyst & Speaker, SEMrush

3:45 - 4:30 Advertisers, Their Ad Dollars and Intentions



Brad Seitter
EVP, Business
Development **Television**
Bureau of Advertising



Celine Matthiessen
VIP, Analysis & Insights
BIA Advisory Services

4:30 - 4:45 Local Impact Strategies

4:45 - 5:45 NETWORKING RECEPTION