



MAIN STREET vs. MADISON AVENUE

Geotargeted Advertising & Local Radio
Webinar: Tuesday, March 24, 2pm EST

TODAY'S WEBINAR CO-HOSTS

Main Street vs. Madison Avenue on Local Radio Zoned Broadcasting



Rick Ducey
Managing Director
BIA Advisory Services
“Main Street”



Justin Fromm
EVP Business Intelligence
Advertiser Perceptions
“Madison Avenue”

TODAY'S FEATURED GUEST

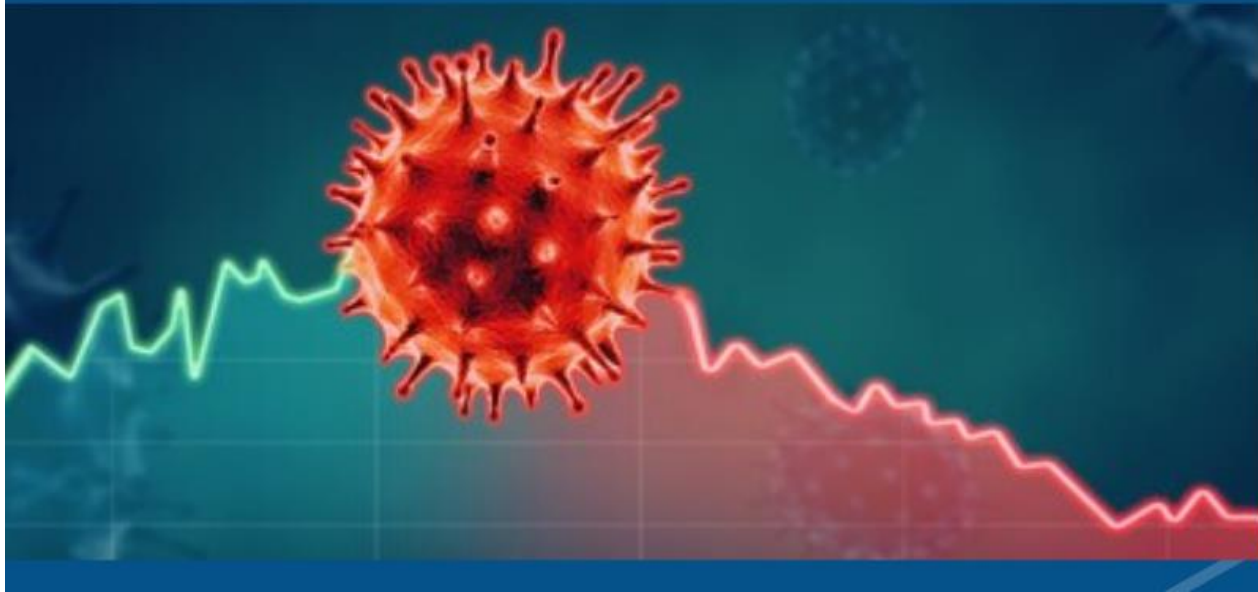
Agency POV on Local Radio and Zoned Advertising



Kathy Doyle
EVP Local Investment
MAGNA Global

Impact on Local Advertising:

COVID-19, Political Ads, Oil Prices



Before we get started, a quick take on what we are each seeing and thinking about impact of COVID-19 on the local advertising marketplace.

Read BIA's analysis here:

<https://bit.ly/COVIDandLocalAdvertising>

Advertiser Perceptions webinar tomorrow:

<https://bit.ly/AdvertiserPerceptionsWebinar>



ONLINE POLL

ZONECASTING BRINGS LOCAL RADIO STATIONS INTO THE GEOTARGETING AGE

Forbes

*Radio geotargeting
hits the mainstream
business press*

AM/FM Radio Wants Better Targeted Ads



Brad Adgate Contributor @
Media

Brad Adgate is an Independent Media Consultant

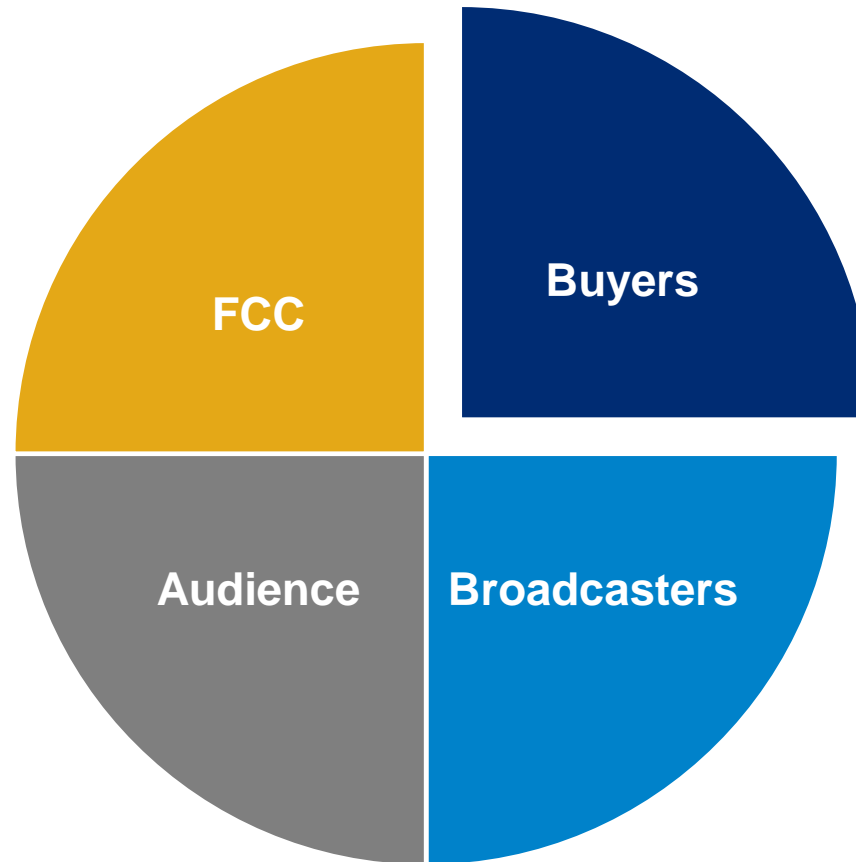


Broadcast radio is looking at an FCC rules change so the medium can send specific ads and news tailored to a community. Photographer: George Ruhe/Bloomberg News [-] BLOOMBERG NEWS

AM/FM radio stations have been keeping up with the opportunities that technology and digital media have provided. This includes the use of streaming audio, smart speakers and podcasting. And now, the radio industry is now looking at ZoneCasting. ZoneCasting allows FM radio stations to target listeners based on an advertiser's specific location, such as trading zones. The technology was initially developed by GeoBroadcast Solutions (GBS) in 2011, with continued innovation since then. Similar technology is being used commercially in France. ZoneCasting involves the use of local boosters or cellular

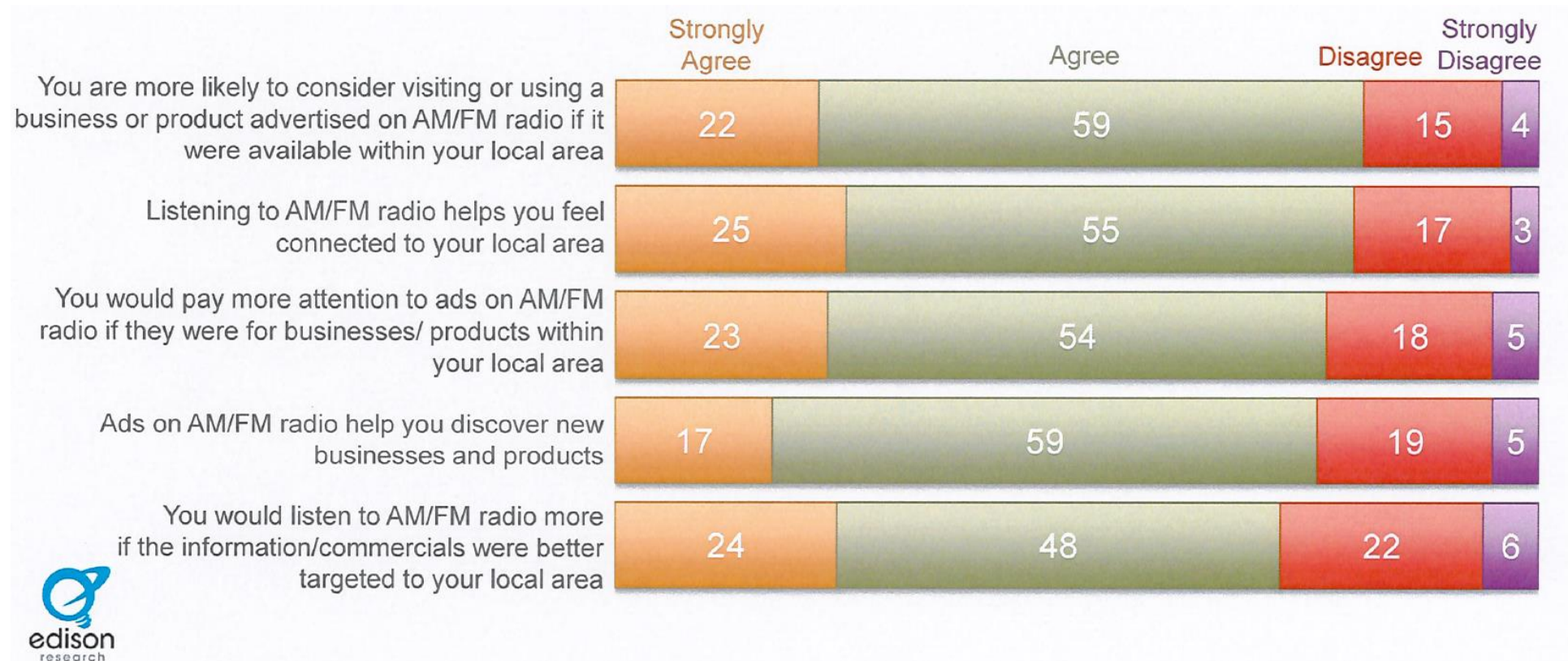
LOCAL RADIO'S ECOSYSTEM

Setting the stage for today's discussion about zoned radio broadcasting



AUDIENCE FACTOIDS

Edison Research surveyed local radio listeners about importance of local area content



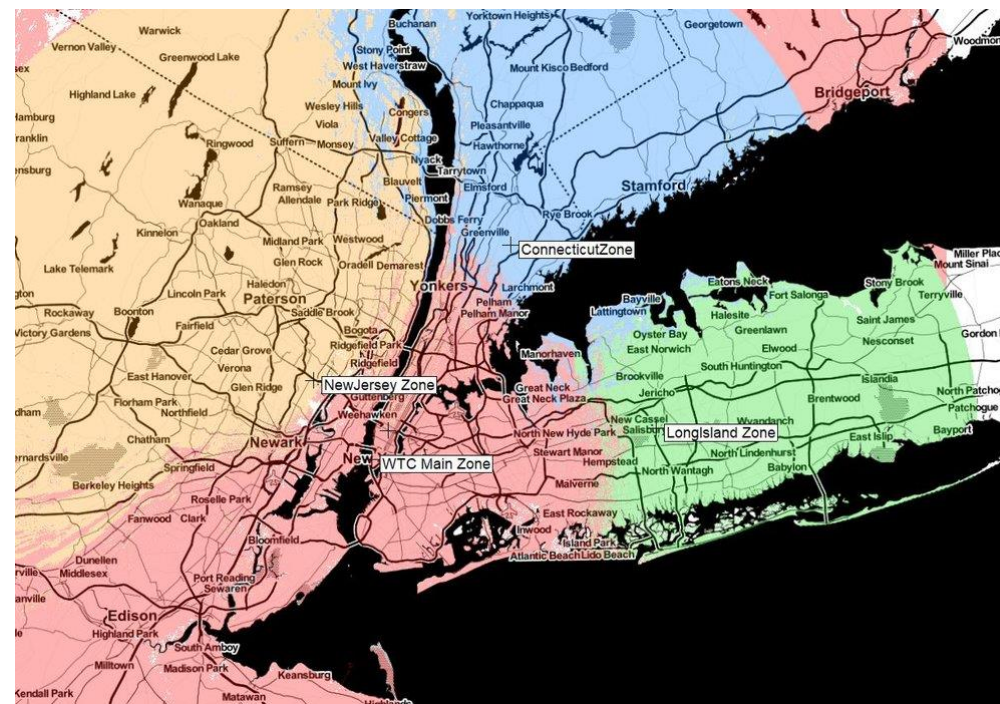
BROADCASTER FACTOIDS

With a new, geotargeted advertising product, Radio could get +\$750M lift in revenues

BIA Model for Industry Impact of Zoned Radio Advertising

Model Parameters	Example 1	Example 2	Example 3
2017 Total Over-the-Air Adv. Revs. (000s)	\$6,603,425	\$6,603,425	\$6,603,425
% of Stations Zone Advertising in Multi-State/Multi CBSA Markets	20%	30%	35%
% of Market Revs. Attributable to the Zone Advertising Stations	40%	60%	70%
% of Stations Zone Advertising in Other Top 25 Ranked Markets	25%	35%	40%
% of Market Revs. Attributable to the Zone Advertising Stations in Other Top 25 Ranked Markets	50%	70%	80%
% of Spots that are Zone Advertised	20%	25%	30%
% Premium for Zone Advertising	30%	40%	50%
Additional Revenue (000s)	\$181,604	\$434,743	\$751,165

Source: BIA Advisory Services, November 2018



FCC FACTOIDS

Petition for Rulemaking to Let Local Radio Stations Voluntarily Offer Zoned Coverage

M/GNA

February 13, 2020


Honorable Ajit Pai
Chairman
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Re: MB 17-105, Modernization of Media Regulation; RM-11659

Dear Chairman Pai:

MAGNA Global is a leading advertising agency that buys time on local radio stations across the country and as you know well, radio broadcasters face challenges in competing for audience and advertisers with other media. We are writing to highlight a small rule change that has been pending at the Commission for some time that could help local radio broadcasters and agencies like ours by enabling them to offer geo-targeted advertisements as well as programming, including traffic, weather, the radio industry, and requires just one Notice of Proposed Rulemaking so the technology.

Sincerely,



KATHY DOYLE
EVP, Managing Director, Local Investment

M/GNA

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Global Headquarters, 100 W 33rd Street, New York, NY 10001

Follow us on Twitter @magnaglobal

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

In the Matter of)
)
Amendment of Section 74.1231(i) of the) RM- _____
Commission's Rules on)
FM Broadcast Booster Stations)

To: Office of the Secretary

PETITION FOR RULEMAKING

Gerard J. Waldron
Hannah Lepow
Covington & Burling LLP
850 Tenth Street, N.W.
Washington, D.C. 20001
Counsel for GeoBroadcast Solutions LLC

March 13, 2020

<https://www.fcc.gov/ecfs/filing/1021307412028>

https://www.fcc.gov/ecfs/search/filings?q=geobroadcast&sort=date_disseminated,DESC

ZONECASTING

Main Street

SURVEY

December 2019



Madison Avenue

SURVEY

October 2019



METHODOLOGY AND RESPONDENT PROFILES

Advertiser Perceptions

Madison
Avenue

Survey



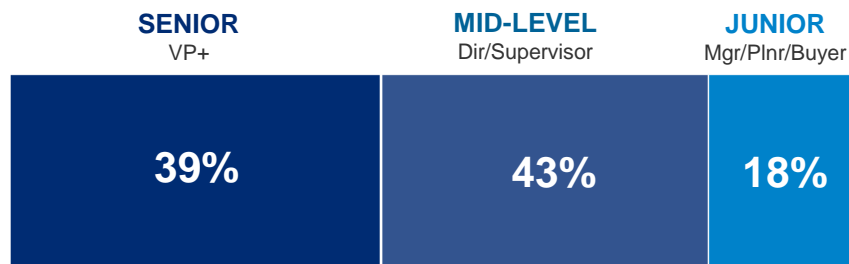
Sample: Marketer and Agency contacts from The Advertiser Perceptions Media Decision Maker Database and third-party databases as needed

Qualification: 100% involved in media brand selection decisions

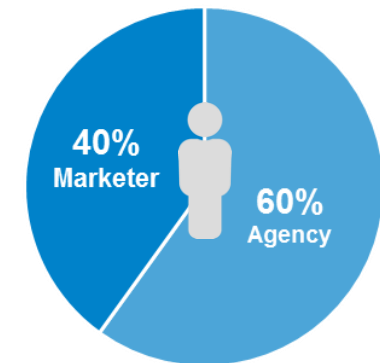
Weighting: Data has been sample-balanced and weighted to reflect relative agency/marketer influence

Incentives include cash and information

RANGING IN TITLE:



EXPRESSING OPINIONS FROM:



METHODOLOGY AND RESPONDENT PROFILES

BIA Advisory Services

Main Street

Survey



Sample: Online panel of businesses with a minimum of 10 full-time employees.

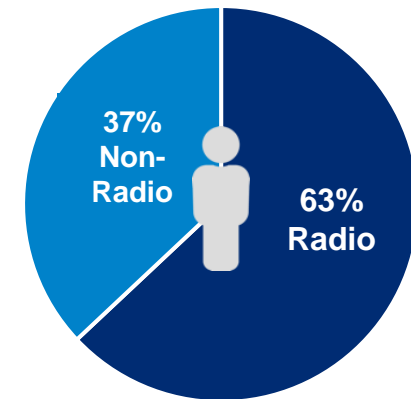
Qualification: Person most responsible for or has influence in deciding how your business advertises or promotes itself for some or all of the locations.

Sponsored by GeoBroadcast Solutions.

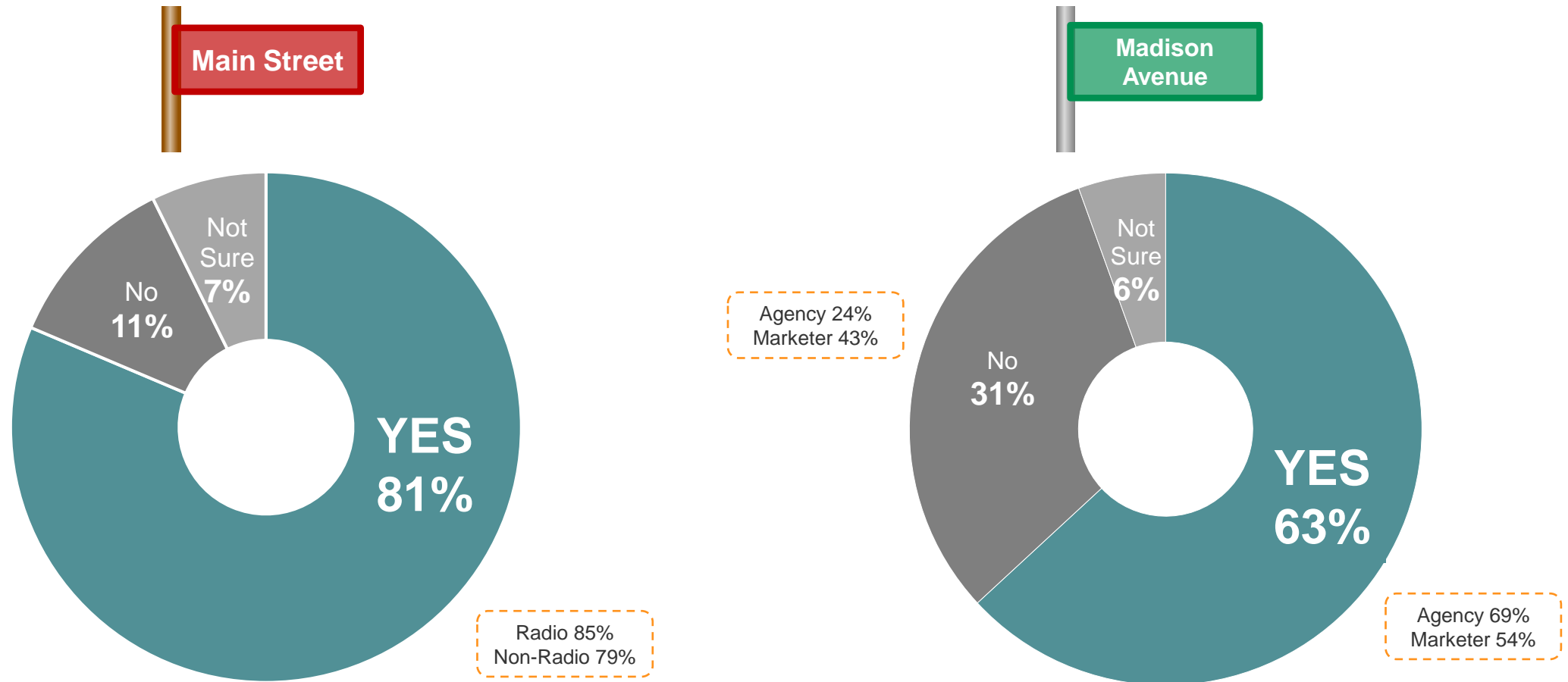
RANGING IN TITLE:



EXPRESSING OPINIONS FROM
RADIO AND NON-RADIO BUYERS:

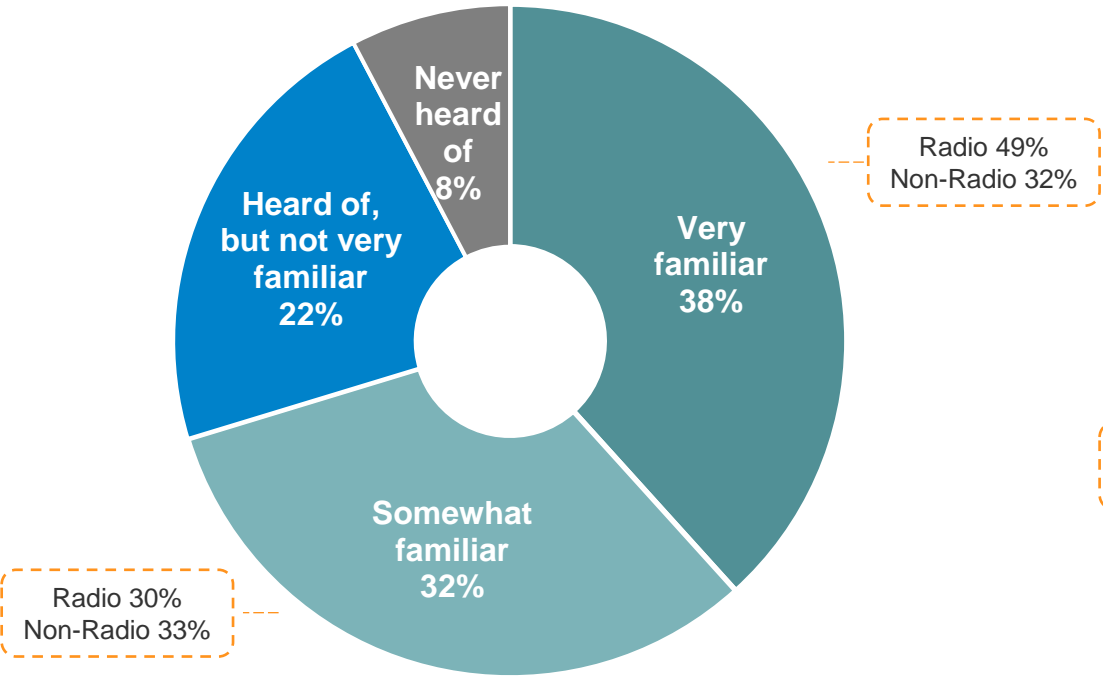


GEO TARGETING USAGE

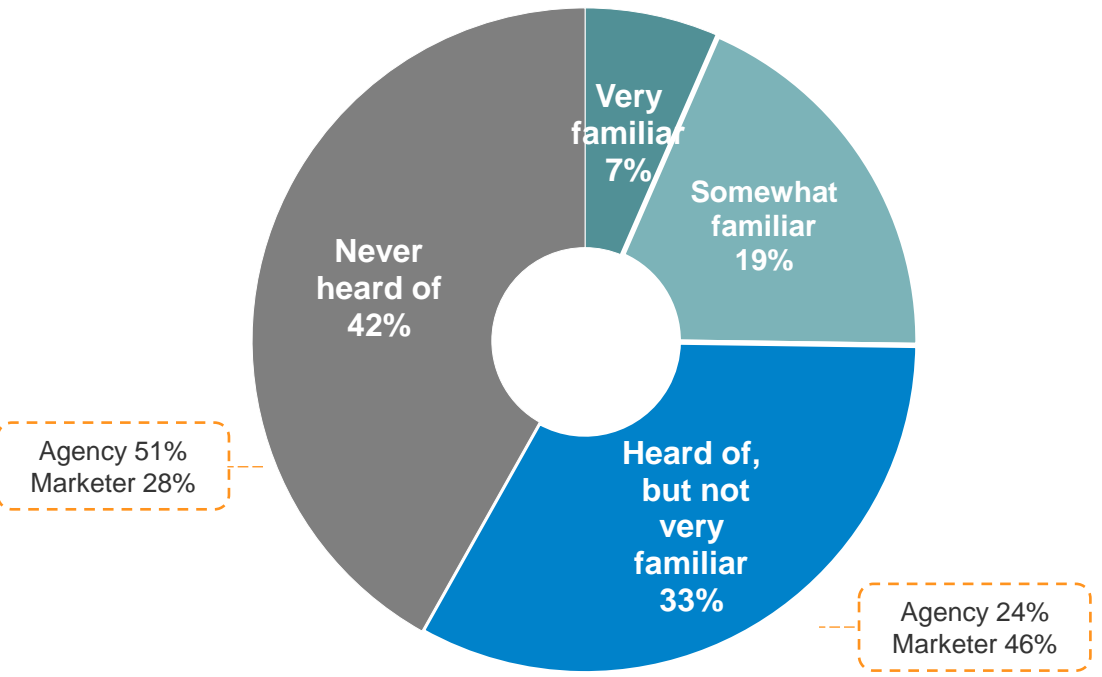


ZONECASTING FAMILIARITY

Main Street

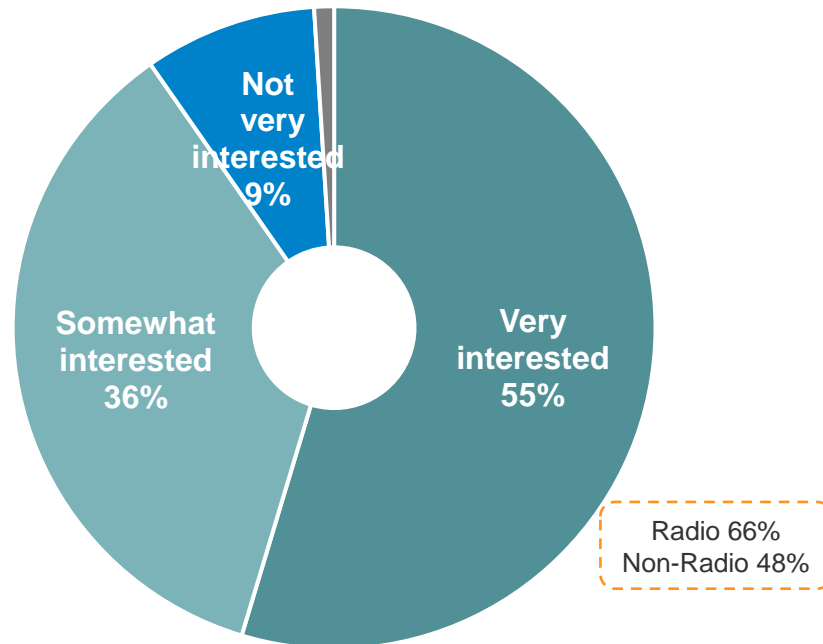


Madison Avenue



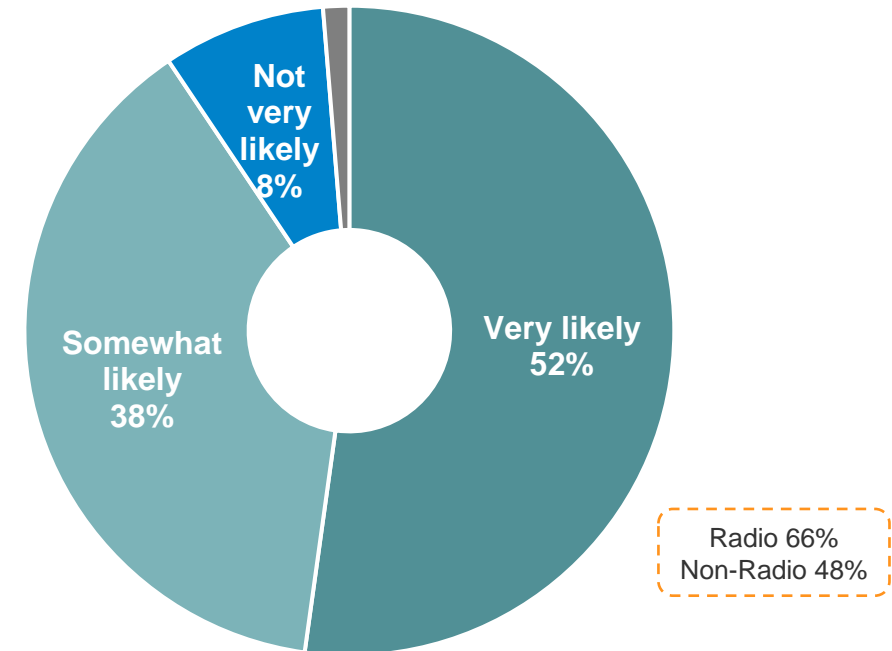
ZONECASTING INTEREST & SPEND OPTIMISM

Interest in Ability of Radio to Deliver Geo Targeted Ads “Over the Air” Through “ZoneCasting”



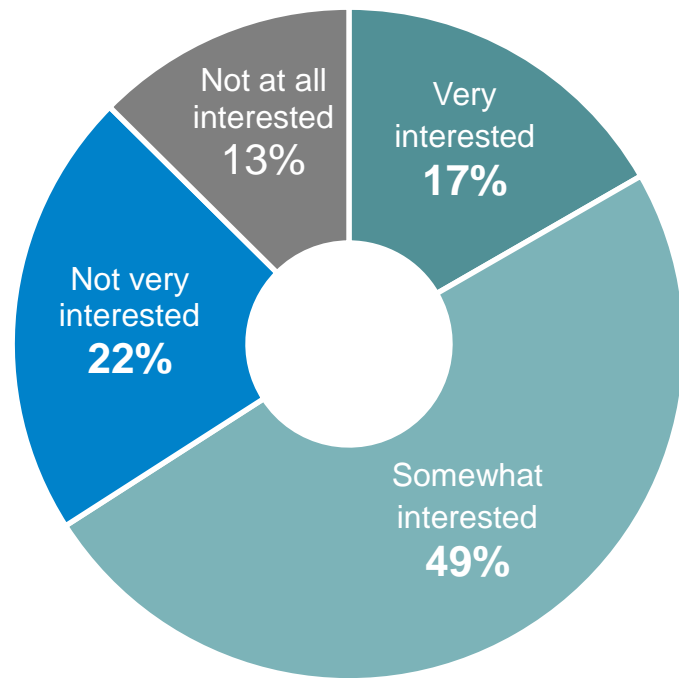
Main Street

Likelihood to Spend/Spend More With Broadcast Radio Due to “ZoneCasting”



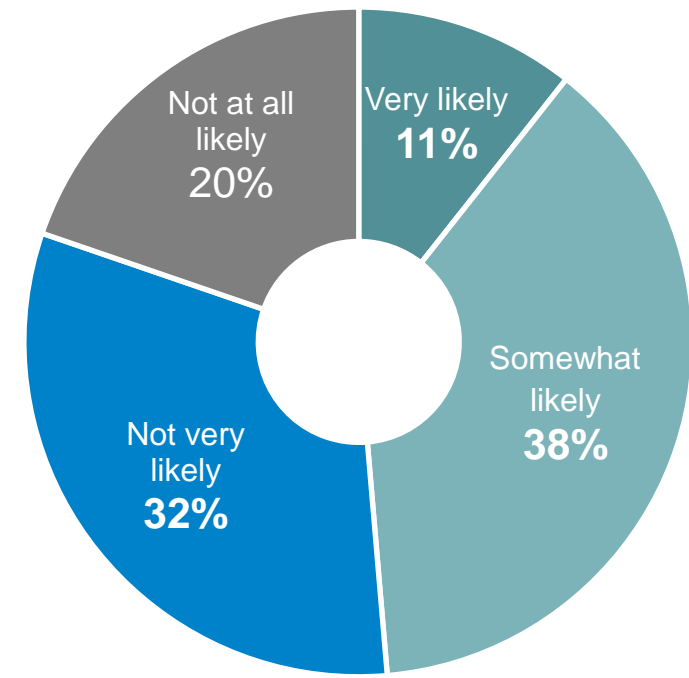
ZONECASTING INTEREST & SPEND OPTIMISM

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Madison Avenue

Likelihood to Spend/Spend More With Broadcast Radio Due to “ZoneCasting”



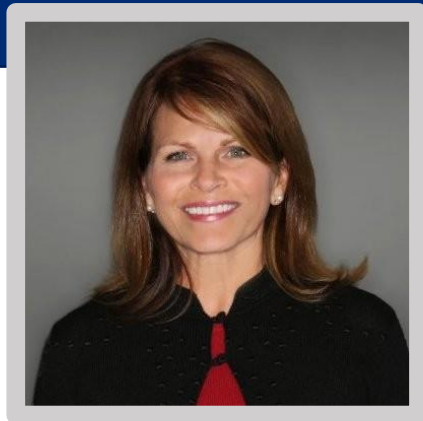
**DOWNLOAD
THE FULL
SURVEYS:**



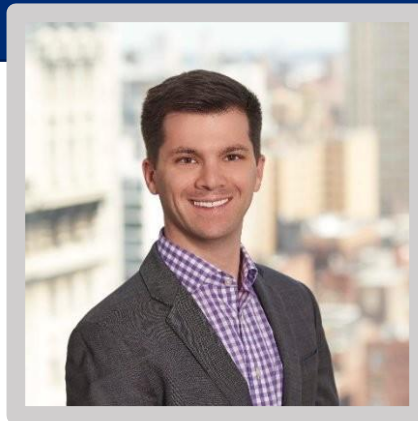
<https://bit.ly/GeotargetedAds-and-LocalRadio>

PANEL DISCUSSION

Q & A



Kathy Doyle
EVP Local Investment
MAGNA Global



Justin Fromm
EVP Business Intelligence
Advertiser Perceptions



Rick Ducey
Managing Director
BIA Advisory Services

QUESTIONS FOR THE PANEL

Role of local radio in the marketing mix.

1. The importance of national and local radio in the media mix.
2. How ZoneCasting affects this.
3. The complementary roles of geographic vs 1-to-1 targeting.
4. How brands like P&G and Adidas balanced advertising that may be over-targeted.
5. How advertisers must adapt their targeting strategies in a cookie-less future.
6. Precision reach over radio, i.e., being able to cume large audiences but still delivering precise messages to them.

Positioning: Now & the Future

Special Message from BIA Advisory Services

- COVID-19 is placing strain on the local advertising market.
 - BIA is adjusting its forecasts to incorporate economic considerations caused by the virus. BIA will release updated nationwide and local market estimates in early April.
- We want to help you in two ways:
 - Identify fresh prospects by identifying where ad dollars are shifting (i.e. vertical analysis).
 - Recent analysis here: <https://bit.ly/LocalVerticalGuidance>
 - Prepare for future. What are the best steps to take now to prepare for the rebound? Our local market forecast will give you insights.

We are issuing weekly guidance. Email us at advantage@bia.com and let us know what analysis would be most helpful to you.

An aerial, black and white photograph of a city rooftop. In the foreground, several people are walking on a paved area. In the background, a dense urban landscape with numerous skyscrapers is visible. A large, solid blue rectangular overlay covers the center of the image, containing white text.

THANK YOU

BIA Advisory Services

Rick Ducey

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Advertiser Perceptions

Justin Fromm

Justin.fromm@AdvertiserPerceptions.com