# MEDIA I INDUSTRY SURVEY

## HIGHLIGHTS

OCTOBER 2023

Media i

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# INTRODUCTION

The following presentation reports on Media i's latest instalment of its Industry Mood & Sentiment Survey. With near 5,000 respondents, the Media i Survey remains without doubt the largest and most significant industry sentiment survey for the media industry.

The surveys are aimed at helping to positively address the widening gap between media agencies and media owners. This is achieved through collating attitudes and opinions on issues that are affecting the industry and tracking over time the sentiments and performance of agencies, media channels and media owner sales representation.

As such, this survey is split into two tranches, one aimed at media sales professional's, the other at media agency practitioners. This report outlines the outcomes of each tranche.

Through this process Media i hopes to create more meaningful discussions with its clients, agency partners and industry observers

# EVOLVING THE SURVEY – CHANNEL CLASSIFICATION

As our media landscape constantly evolves it is important to ensure the survey continues to reflect the way in which media agencies and media owners' structure themselves and relate to each other.

As such in 2023 survey we took a very considered step, in consultation with the market, to update the way media channels, and their respondents were classified.

The result is one in which BVOD was integrated with television, audio streaming & podcasting integrated with radio and digital broken down into social media, adtech and publishing media & classified portals [the former integrates online publishing with its printed form where relevant].

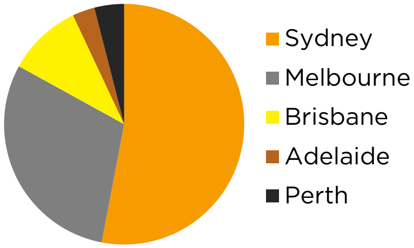
These changes will be reflected in media imagery slides, media owner internal sentiment cross tabulations and relevant media owner NPS scores. As such any [historical] time series analysis of these charts should be considered with this in mind.

# SURVEY COMPOSITION

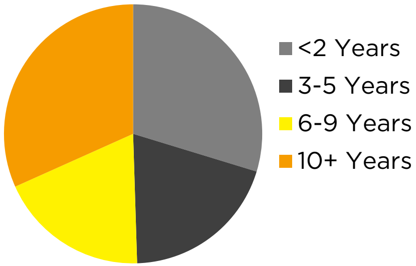
# MEDIA AGENCY COMPOSITION

2,640 media agency professionals participated in the Media i October-23 survey, representing a 1% increase on participation from October-22. Being ***80% of the media owner facing agency market*** the survey composition is representative of the industry across all filters.

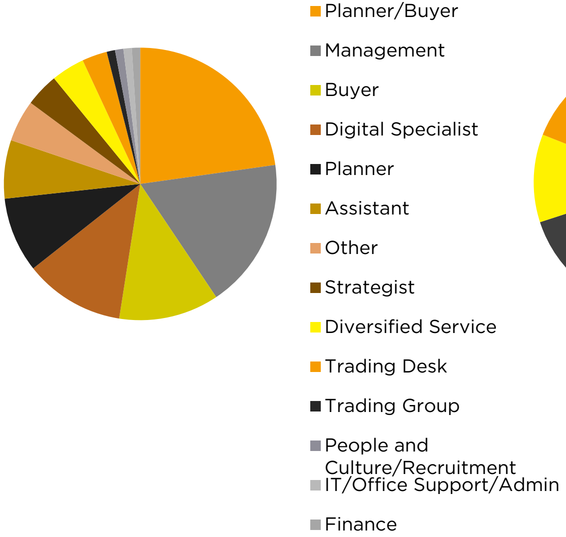
## By Market



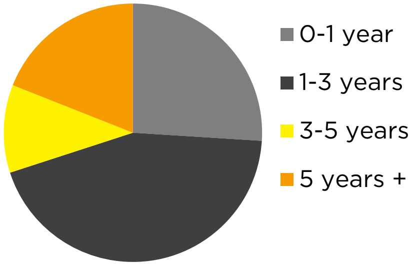

## By Experience




## By Position



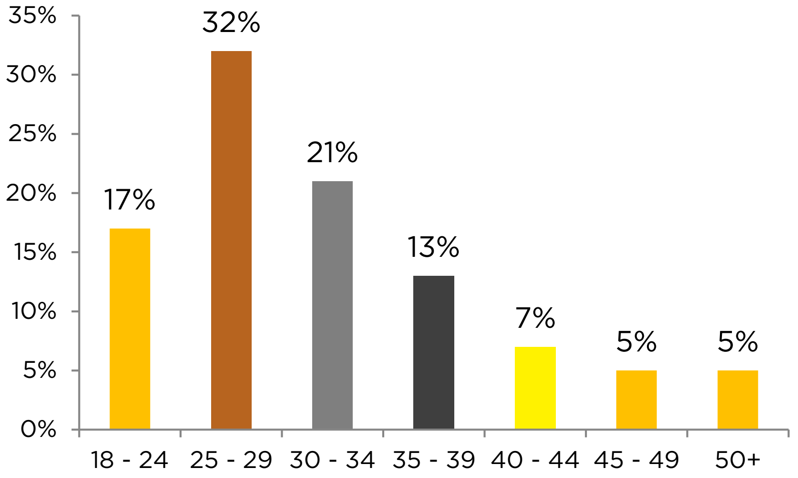

## By Tenure



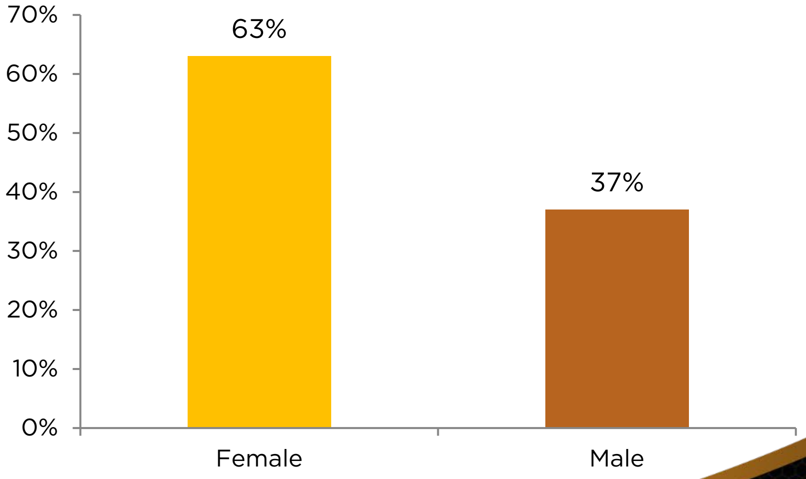
# MEDIA AGENCY COMPOSITION

70% of respondents were aged under 34 years with a strong female skew [63%].

## By Age




## By Gender

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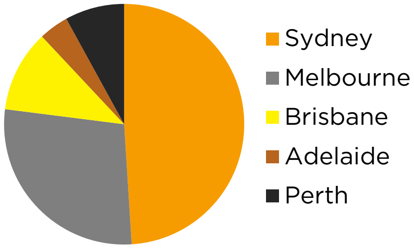
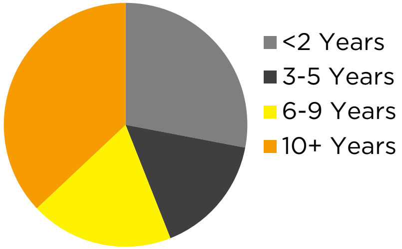
# MEDIA OWNER COMPOSITION

2224 media owner sales professionals participated in the Media i Oct-23 Survey, up 4% on Oct-22. Being ***80% of the media agency facing sales roles***, the survey composition is representative of the industry across all filters.

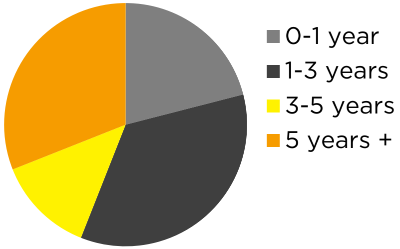
## By Market



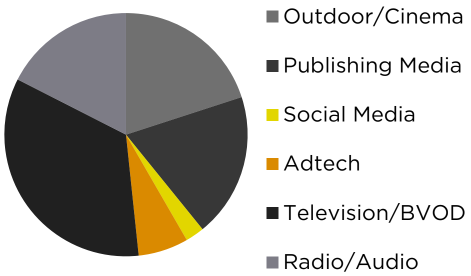

## By Experience




## By Tenure



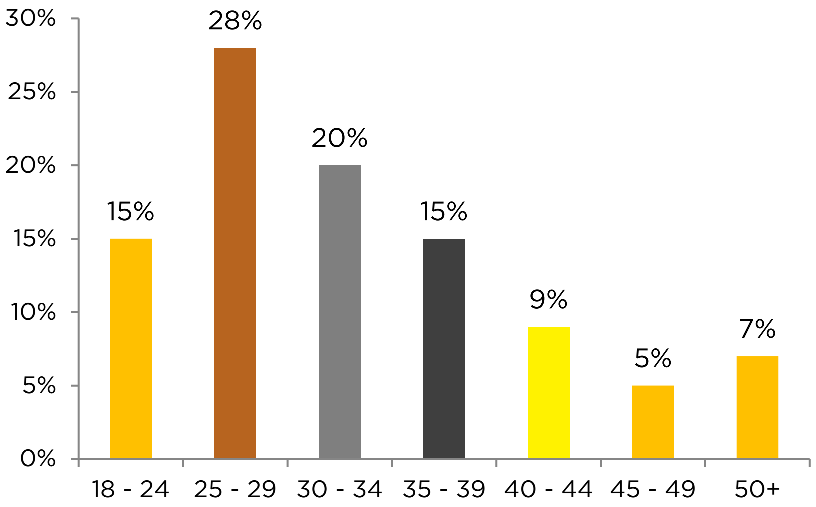

## By Channel



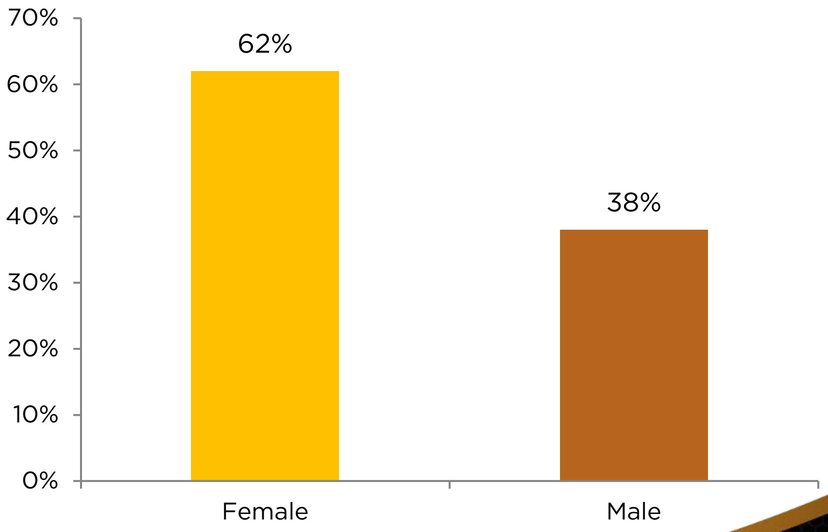
# MEDIA OWNER COMPOSITION

63% of respondents were aged under 34 years with a strong female skew [62%].

## By Age




## By Gender

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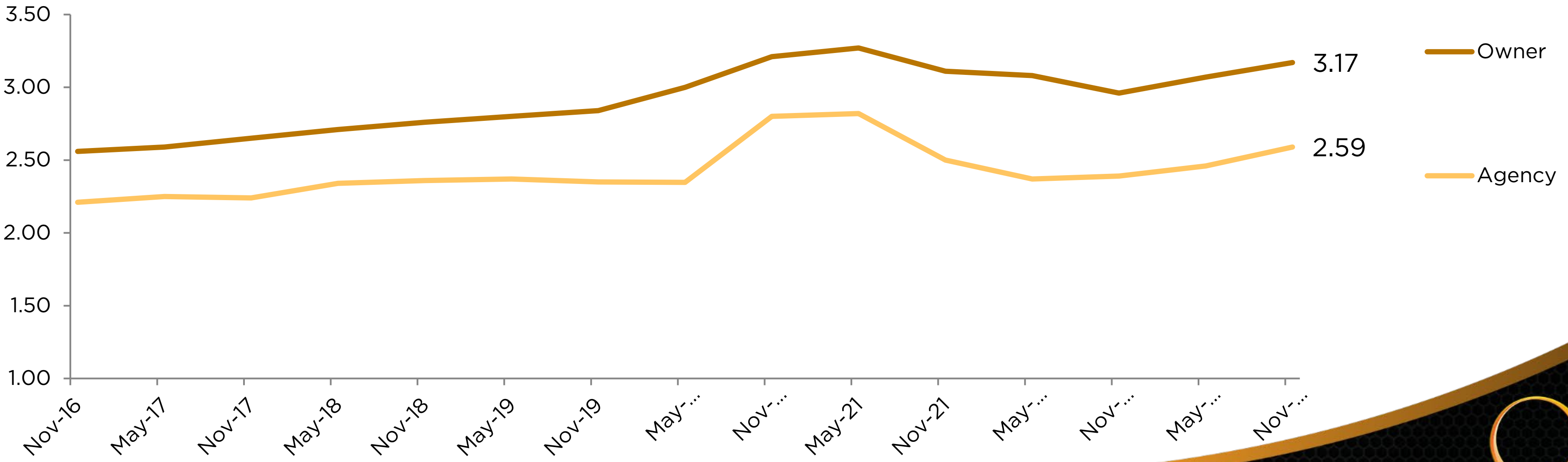
# NOTABLE TRENDS

# SHIFTING TENURES

In the Oct-23 we see a continuation of the trend towards longer tenure. An increase in those who identify as having been with their employer less than 1 year, down significantly its peak in Oct-22, has seen has a consequent increase in the 1-3 year tenure. Similarly, we have seen an increase in 5 years+ at the expense of 3-5 years.

The result is one whereby average tenure is the highest on record outside of the covid effected dips of Nov-20 and May-21.



# OCTOBER 2023 SURVEY
## HIGHLIGHTS

Market sentiment is back period on period with the broader macroeconomic environment beginning to take its toll. Despite these movements sentiment remains largely in keeping with 10 year rolling averages.

# INDUSTRY STATEMENTS

# MEDIA AGENCY STATEMENTS

| Work Aspects Summary: Agree | Nov-23 |
|---|---|
| Total | 2,640 |
| I Am Adequately Resourced to Perform My Job | 73% |
| I Will Be Actively Looking For A Job In The Next 6 Months | 25% |
| My Agency Recognises & Rewards My Efforts | 75% |
| This Year Has Been Tougher Than Last Year | 67% |
| Media Spend Will Increase Next Year | 57% |
| I Am Proud Of The Work My Agency Produces | 93% |
| I Feel I Am Adequately Remunerated For My Role | 52% |
| My Agency Is Getting The Most Out Of My Skill Set | 70% |
| I Enjoy My Organisation's Culture | 89% |
| My Manager Inspires, Motivates & Supports Me | 86% |
| I receive enough training to learn, grow, and prepare for the next opportunity | 76% |
| I spend more time solving problems/generating ideas/developing solutions than 12 months ago | 81% |
| I feel empowered to make small or big changes, which make a difference | 84% |
| I believe what I do is important to driving business & economic growth | 89% |

Media agency respondents have subdued expectations of 2024.

Market sentiment is back period on period, with backward movement evident across all metrics.

This can also, in part, continue to be explained by the afore mentioned shifts in industry tenure given the [historic & present] reported positivity for the 0-1year cohort.

Despite these movements media agency sentiment remains largely in keeping with 10 year rolling averages.

# MEDIA AGENCY STATEMENTS - YOY

| Work Aspects Summary: Agree | Nov-20 | May-21 | Nov-21 | May-22 | Nov-22 | May-23 | Nov-23 |
|---|---|---|---|---|---|---|---|
| Total | 2,002 | 2,010 | 2,203 | 2,405 | 2,623 | 2,850 | 2,640 |
| I Am Adequately Resourced to Perform My Job | 65% | 66% | 69% | 71% | 72% | 77% | 73% |
| I Will Be Actively Looking For A Job In The Next 6 Months | 30% | 31% | 20% | 20% | 20% | 22% | 25% |
| My Agency Recognises & Rewards My Efforts | 67% | 71% | 83% | 84% | 82% | 79% | 75% |
| This Year Has Been Tougher Than Last Year | 93% | - | 69% | - | 52% | - | 67% |
| Media Spend Will Increase Next Year | 72% | - | 89% | - | 73% | - | 57% |
| I Am Proud Of The Work My Agency Produces | 91% | - | 95% | - | 94% | - | 93% |
| I Feel I Am Adequately Remunerated For My Role | 43% | - | 60% | - | 58% | - | 52% |
| My Agency Is Getting The Most Out Of My Skill Set | 66% | - | 72% | - | 71% | - | 70% |
| I Enjoy My Organisation's Culture | 85% | - | 91% | - | 93% | - | 89% |
| My Manager Inspires, Motivates & Supports Me | 78% | - | 89% | - | 88% | - | 86% |
| I receive enough training to learn, grow, and prepare for the next opportunity | - | 72% | 79% | 78% | 80% | - | 76% |
| I spend more time solving problems/generating ideas/developing solutions than 12 months ago | - | - | 78% | - | 82% | - | 81% |
| I feel empowered to make small or big changes, which make a difference | - | - | 86% | - | 88% | - | 84% |
| I believe what I do is important to driving business & economic growth | - | - | 91% | - | 91% | - | 89% |

# MEDIA OWNER STATEMENTS

| AUSTRALIAN MEDIA INDUSTRY STATEMENTS | Agree |
|---|---|
| Total | 2,223 |
| This Year Has Been Tougher Than Last Year | 67% |
| Media Spend Will Increase Next Year | 56% |
| I Am Adequately Resourced to Perform My Job | 78% |
| I Will Be Actively Looking For A Job In The Next 6 Months | 25% |
| My Organisation Recognises & Rewards My Efforts | 74% |
| Media Agencies Budgets Match Their Expectations | 33% |
| The Organisation I Work For Is Getting The Most Out Of My Skill Set | 72% |
| I Enjoy My Organisation's Culture | 85% |
| Media Agencies Are Increasingly Appreciative Of Our Efforts | 60% |
| I Feel I Am Adequately Remunerated For My Role | 54% |
| My Manager Inspires, Motivates And Supports Me | 87% |
| I receive enough training to learn, grow, and prepare for the next opportunity | 77% |

Macroeconomic factors are beginning to show impact with media owner sentiment back period on period. Backward movements can be seen across nearly every metric.

This can also be partly explained by the continued shifts in industry tenure given the [historic & present] reported positivity for the 0-1year cohort.

Despite these movements, media owner sentiment remains largely in keeping with 10 year rolling averages.

# MEDIA OWNER STATEMENTS YEAR ON YEAR

| AUSTRALIAN MEDIA INDUSTRY STATEMENTS | Nov-19 | May-20 | Nov-20 | May-21 | Nov-21 | May-22 | Nov-22 | May-23 | Nov-23 |
|---|---|---|---|---|---|---|---|---|---|
| Total | 2,022 | 2,107 | 2,008 | 1,892 | 2,054 | 2,077 | 2,143 | 2,224 | 2,223 |
| This Year Has Been Tougher Than Last Year | 73% | - | 94% | - | 66% | - | 46% | - | 67% |
| Media Spend Will Increase Next Year | 45% | - | 71% | - | 86% | - | 59% | - | 56% |
| I Am Adequately Resourced to Perform My Job | 75% | 85% | 75% | 73% | 75% | 80% | 78% | 80% | 78% |
| I Will Be Actively Looking For A Job In The Next 6 Months | 27% | 20% | 25% | 29% | 20% | 23% | 22% | 26% | 25% |
| My Organisation Recognises & Rewards My Efforts | 74% | 76% | 70% | 72% | 82% | 83% | 82% | 77% | 74% |
| Media Agencies Budgets Match Their Expectations | 28% | - | 26% | - | 37% | - | 38% | - | 33% |
| The Organisation I Work For Is Getting The Most Out Of My Skill Set | 67% | - | 67% | - | 72% | - | 74% | - | 72% |
| I Enjoy My Organisation's Culture | 84% | - | 82% | - | 87% | - | 90% | - | 85% |
| Media Agencies Are Increasingly Appreciative Of Our Efforts | 53% | - | 58% | - | 63% | - | 61% | - | 60% |
| I Feel I Am Adequately Remunerated For My Role | 58% | - | 50% | - | 63% | - | 61% | - | 54% |
| My Manager Inspires, Motivates And Supports Me | 79% | - | 79% | - | 88% | - | 88% | - | 87% |
| I receive enough training to learn, grow, and prepare for the next opportunity | - | - | - | - | - | - | 81% | - | 77% |

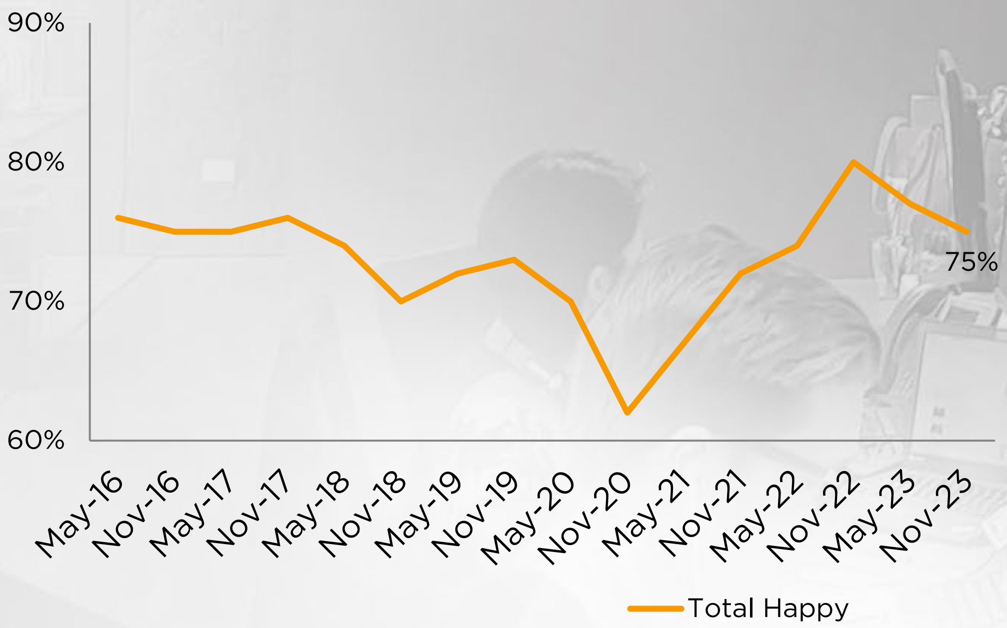
In line with sentiment movement across industry statements, industry happiness levels have declined slightly.

# INDUSTRY HAPPINESS

# AGENCY HAPPINESS - NATIONAL

Media agency happiness levels reduced slightly on May-23, continuing the decline from their peak in Nov-22, but remain in line with 10 year rolling averages.

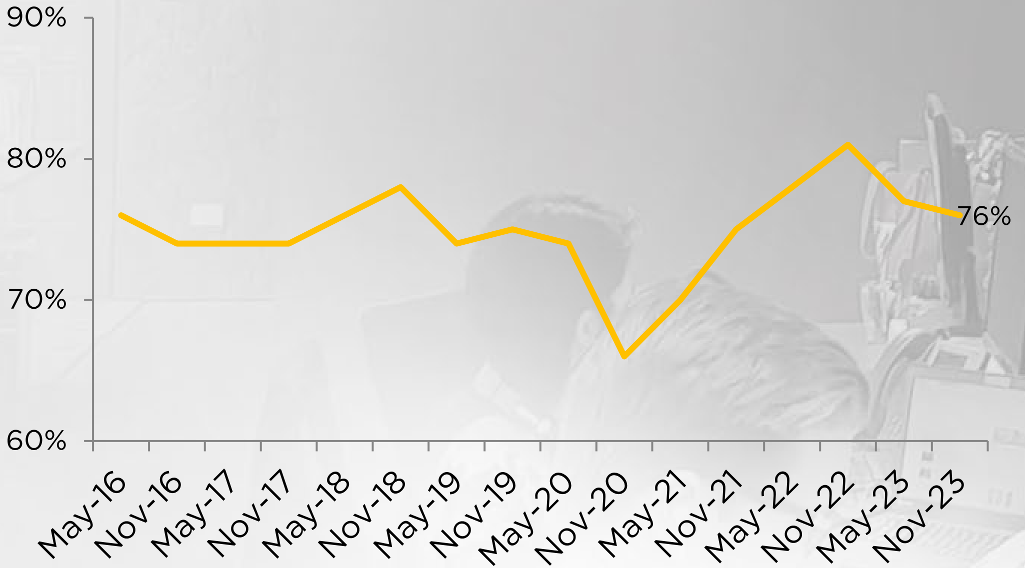
| Level Of Happiness At Work | Total |
|---|---|
| Total | 2,640 |
| NETT: Very Happy (9/10) | 25% |
| NETT: Happy (7/8) | 50% |
| NETT: Unhappy (1/6) | 25% |
| NETT: Total Happy (7/10) | 75% |



# MEDIA OWNER HAPPINESS - NATIONAL

Happiness levels have reduced slightly on May-23, continuing their decline from their peak in Nov-22, but remain in line with 10 year rolling averages.

| Level Of Happiness At Work | Total |
|---|---|
| Total | 2,224 |
| NETT: Very Happy (9/10) | 29% |
| NETT: Happy (7/8) | 47% |
| NETT: Unhappy (1/6) | 24% |
| NETT: Total Happy (7/10) | 76% |



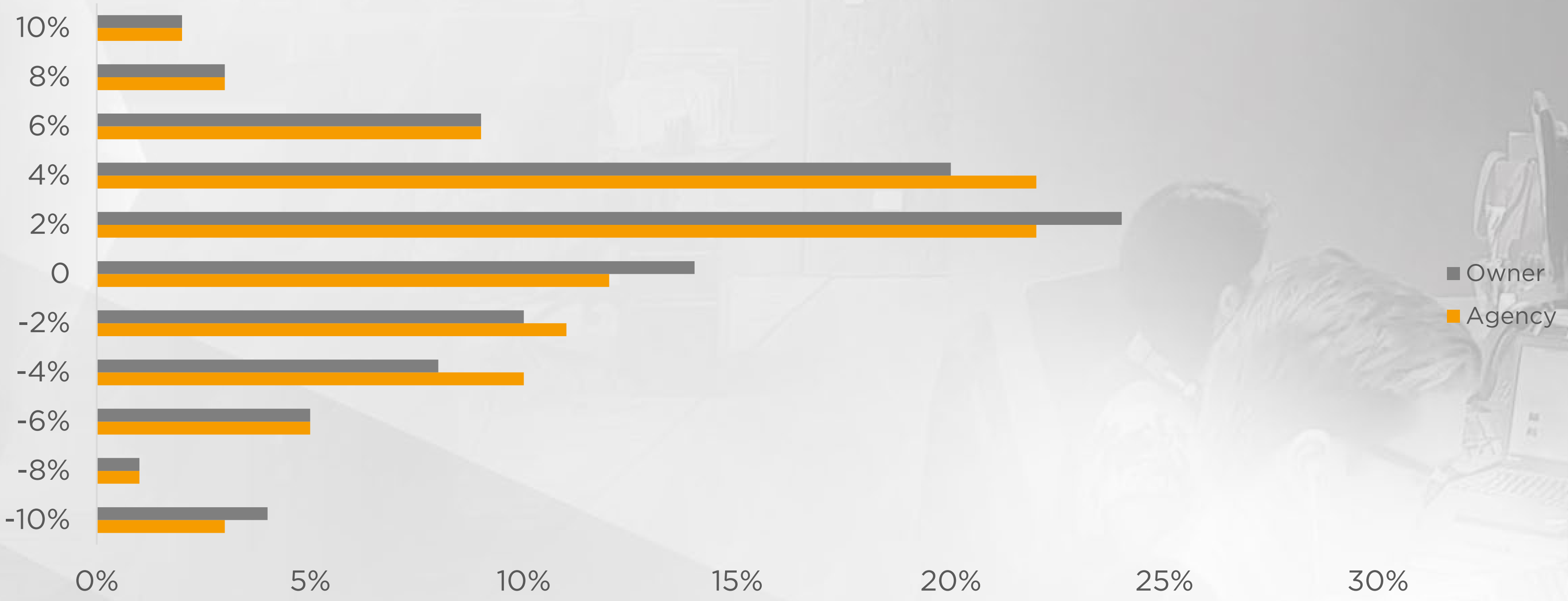
58% of respondents expect total media spend [excluding search] to grow in 2024. Remarkably this number is the same for both media agency and media owner respondents

# MEDIA INDUSTRY GROWTH

## NATIONAL

# MEDIA INDUSTRY GROWTH

Agency and owners share similar market spend expectations for 2024 with 58% of respondents predicting the market will grow.



# MEDIA IMAGERY

## CHANNEL PERCEPTIONS OF MEDIA AGENCIES

Channel classification has been altered to reflect and capture the changing media landscape.

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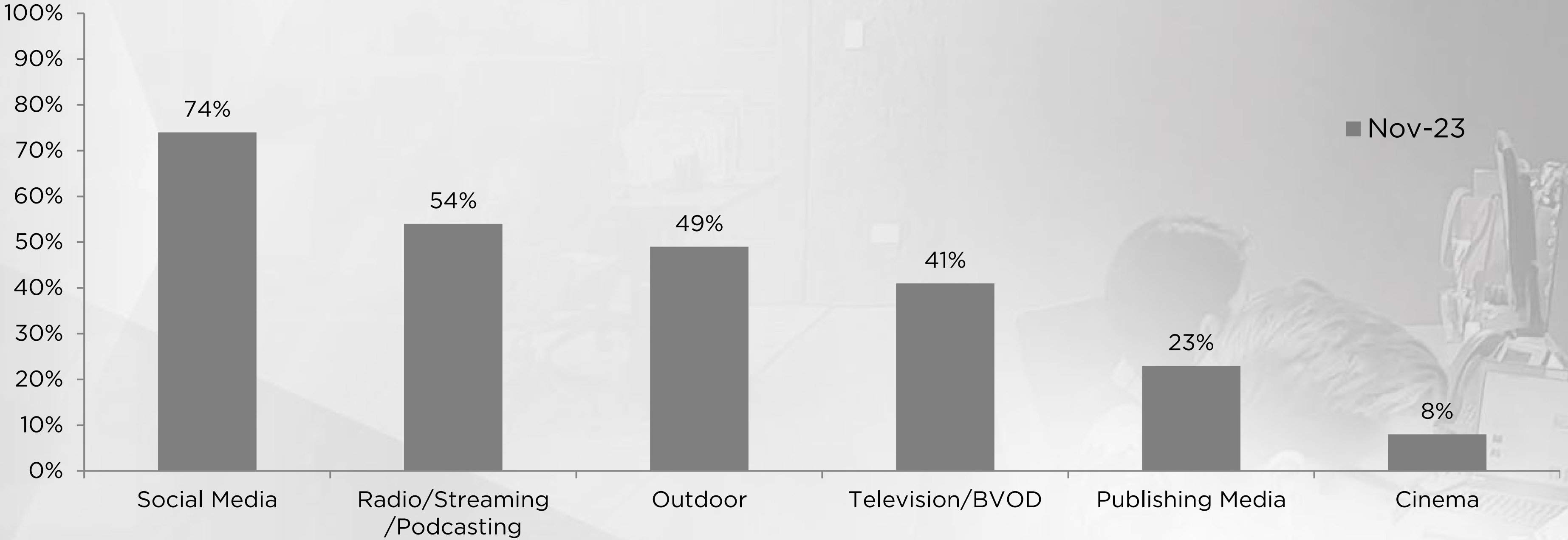
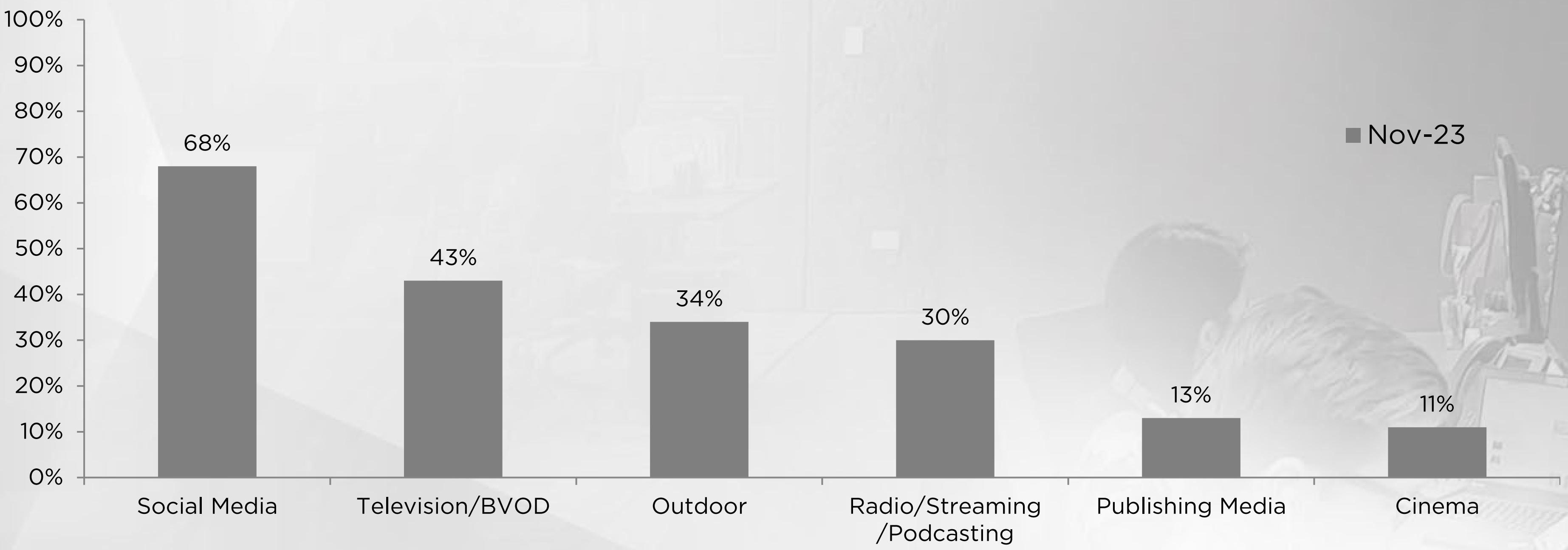
# CHANGING WITH THE TIMES



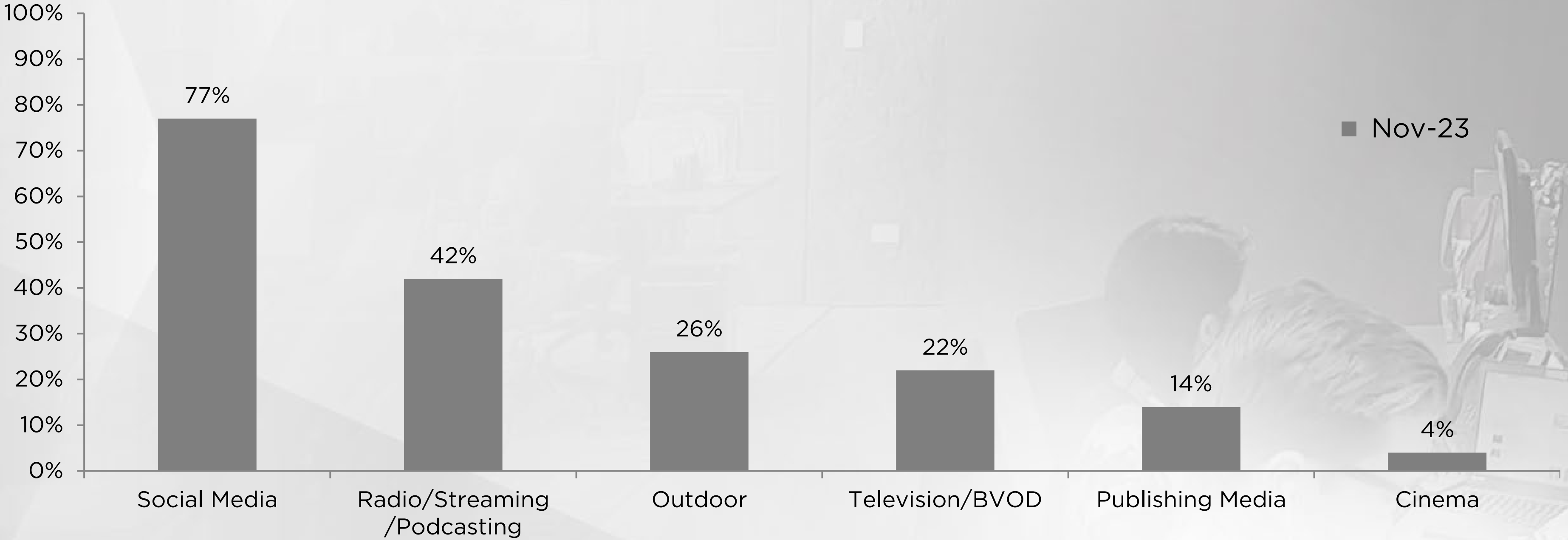

Q: Please tick the media(s) you think is most appropriate for each statement. Scale: Select as many as you wish

# DELIVERS STRONG ROI



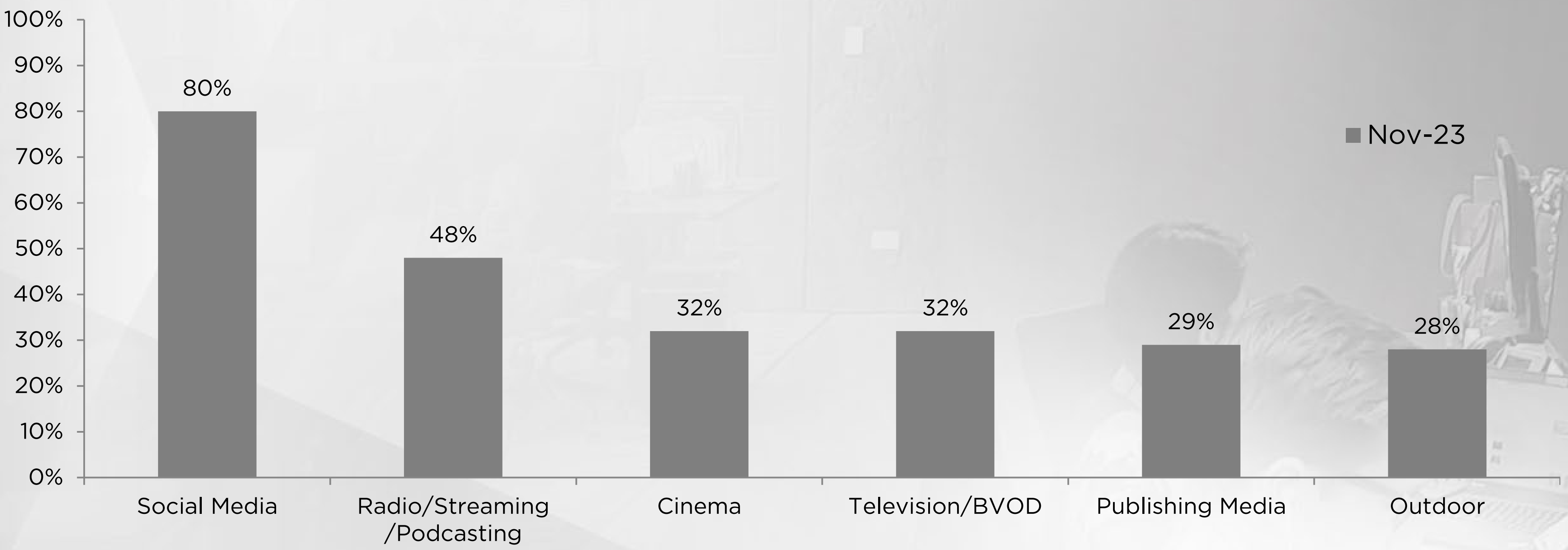

Q: Please tick the media(s) you think is most appropriate for each statement. Scale: Select as many as you wish

# COST EFFECTIVE



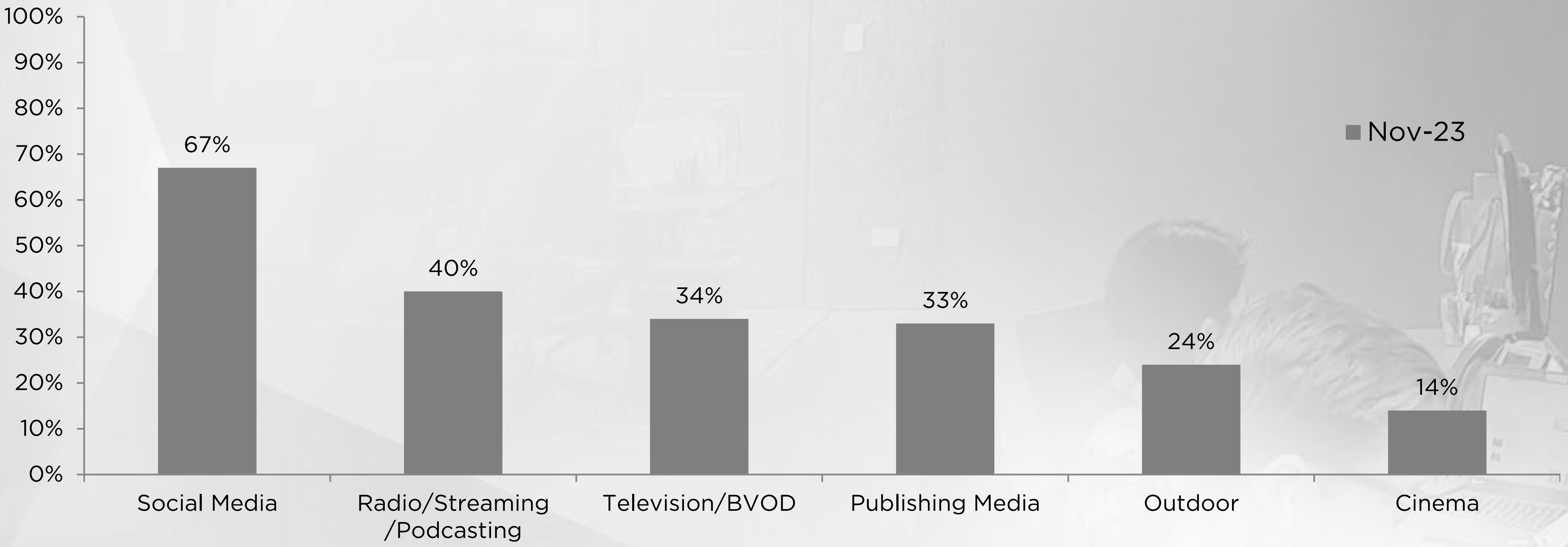

Q: Please tick the media(s) you think is most appropriate for each statement. Scale: Select as many as you wish

# CONSUMERS ENGAGE WITH




Q: Please tick the media(s) you think is most appropriate for each statement. Scale: Select as many as you wish

# CREDIBLE AUDIENCE INSIGHTS & DATA



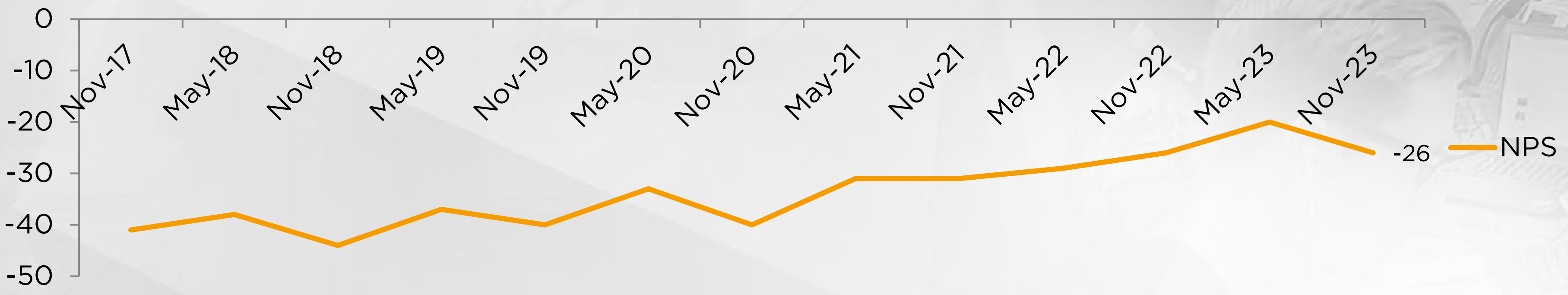

Q: Please tick the media(s) you think is most appropriate for each statement. Scale: Select as many as you wish

# MEDIA AGENCY NPS

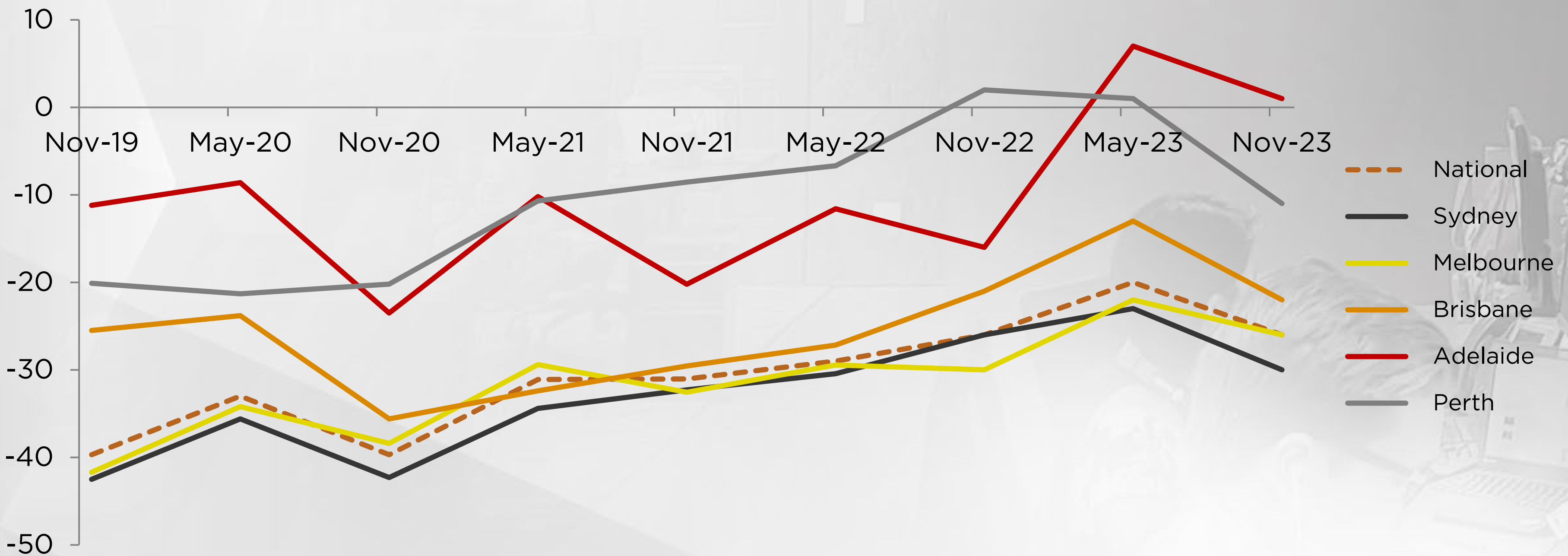
# Media Agency NPS has declined by 6 on May-23 in response to tougher market conditions

# AGENCY NATIONAL NPS

| NATIONAL NPS | Nov-18 | May-19 | Nov-19 | May-20 | Nov-20 | May-21 | Nov-21 | May-22 | Nov-22 | May-23 | Nov-23 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| PROMOTE | 13% | 15% | 14% | 16% | 15% | 17% | 17% | 19% | 19% | 22% | 20% |
| PASSIVE | 31% | 32% | 32% | 35% | 31% | 35% | 35% | 33% | 36% | 36% | 34% |
| DETRACT | 56% | 53% | 54% | 49% | 54% | 48% | 48% | 48% | 45% | 42% | 46% |
| NPS | -44 | -37 | -40 | -33 | -40 | -31 | -31 | -29 | -26 | -20 | -26 |



# TOTAL NPS TIME SERIES

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# MEDIA OWNER NPS


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# Media owner NPS has decreased by 2 in Oct-23 with only TV/BVOD improving period on period.

# MEDIA OWNER NATIONAL NPS

| NPS | Nov-18 | May-19 | Nov-19 | May-20 | Nov-20 | May-21 | Nov-21 | May-22 | Nov-22 | May-23 | Nov-23 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| PROMOTE | 28% | 27% | 30% | 30% | 31% | 30% | 34% | 31% | 33% | 36% | 36% |
| PASSIVE | 43% | 41% | 42% | 42% | 43% | 42% | 42% | 41% | 41% | 41% | 40% |
| DETRACT | 28% | 31% | 28% | 28% | 26% | 28% | 24% | 28% | 26% | 22% | 24% |
| NPS | 0 | -4 | 2 | 1 | 5 | 2 | 10 | 3 | 8 | 14 | 12 |

# MEDIA OWNER NATIONAL NPS – BY CHANNEL

| NPS | Total | OOH | Radio/Streaming /Podcasting | TV/BVOD | Publishing Media | Adtech | Social Media |
|---|---|---|---|---|---|---|---|
| PROMOTE | 36% | 46% | 44% | 33% | 39% | 28% | 21% |
| PASSIVE | 40% | 39% | 40% | 45% | 39% | 33% | 35% |
| DETRACT | 24% | 16% | 15% | 22% | 31% | 39% | 44% |
| NPS | 12 | 30 | 29 | 11 | -1 | -11 | -23 |

# THANK YOU


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