MEDIA I INDUSTRY SURVEY

HIGHLIGHTS

NOVEMBER 2024

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INTRODUCTION

The following presentation reports on Media i's latest instalment of its Industry Mood & Sentiment Survey. With over 4,500 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

SURVEY COMPOSITION

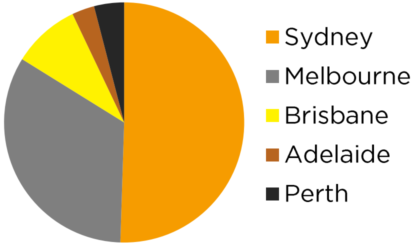
MEDIA AGENCY SURVEY COMPOSITION

Source: Media i Industry Survey 3rd October – 18th October 2024

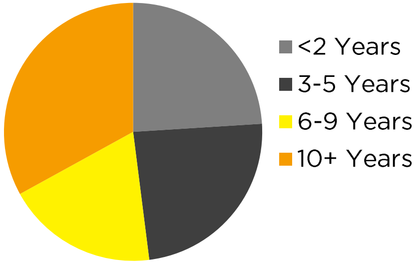
MEDIA AGENCY COMPOSITION

2,641 media agency professionals participated in the Media i October-24 survey, in line with participation from both the October-23 and May-24 surveys. Being ***80% of the media owner facing agency market*** the survey composition is representative of the industry across all filters.

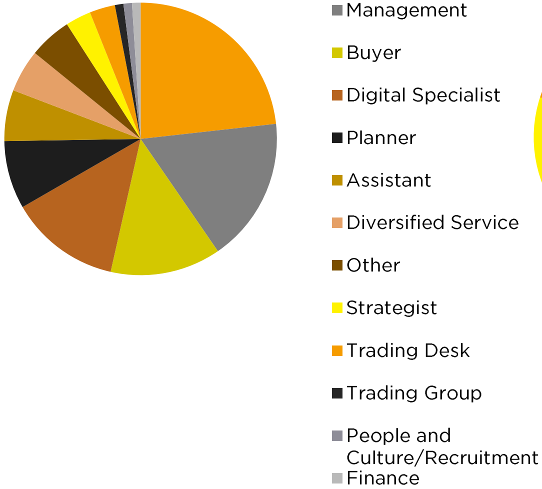
By Market



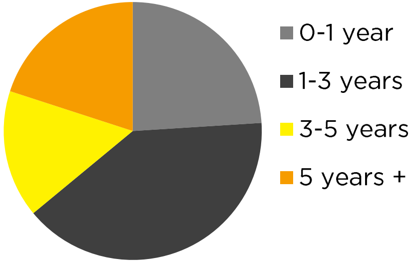
By Experience



By Position



By Tenure

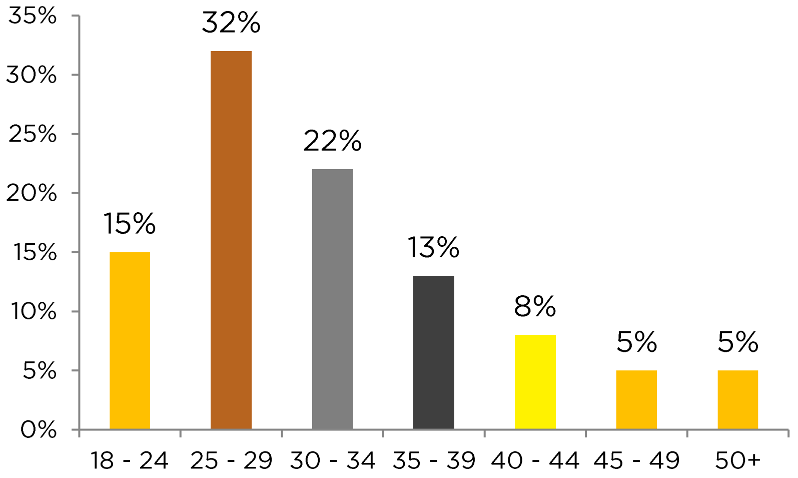


Media i

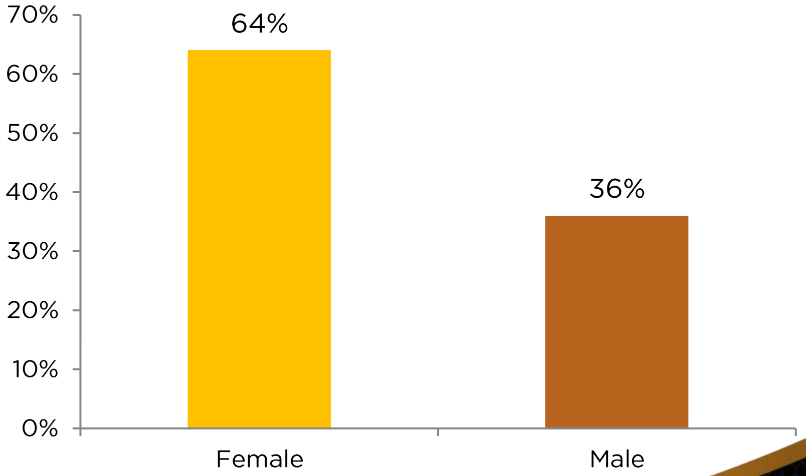
MEDIA AGENCY COMPOSITION

69% of respondents were aged under 34 years with a strong female skew [64%].

By Age



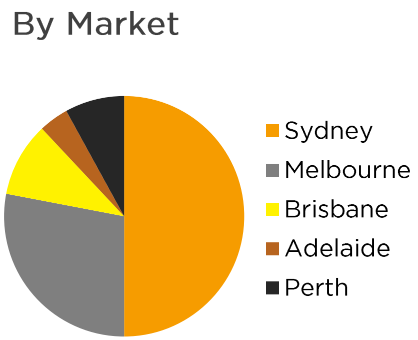
By Gender

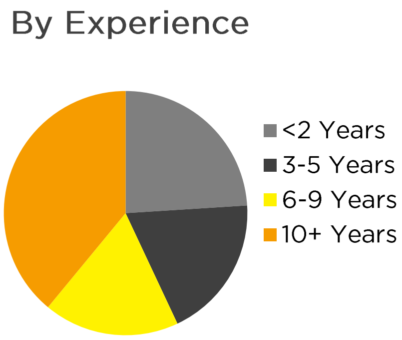


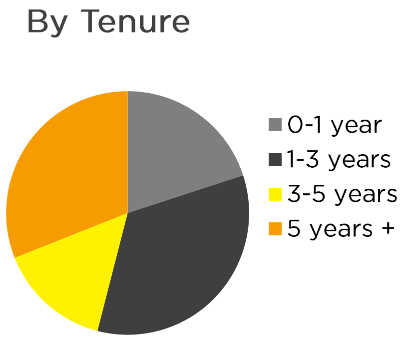
Media i

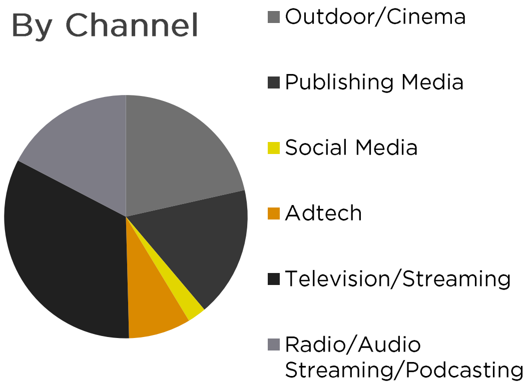
MEDIA OWNER COMPOSITION

2,155 media owner sales professionals participated in the Media i October-24 Survey, up 3% on May-24. Being ***80% of the media agency facing sales roles***, the survey composition is representative of the industry across all filters.





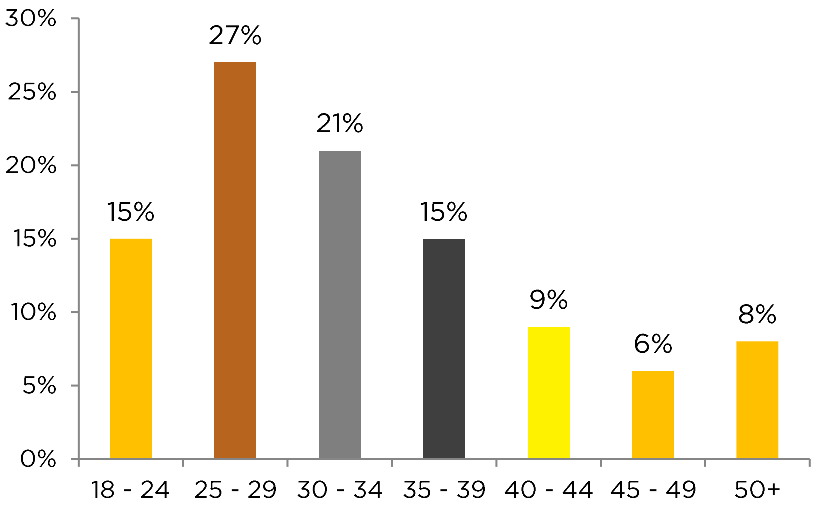




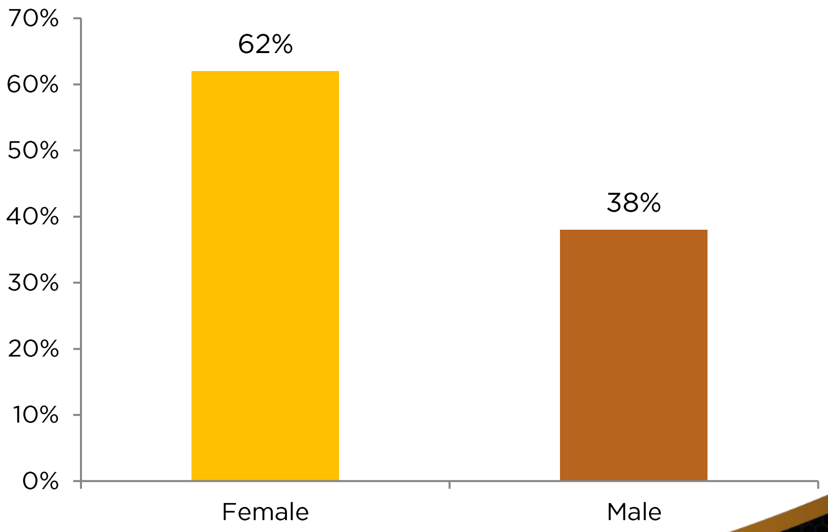
MEDIA OWNER COMPOSITION

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

By Age



By Gender



Media i

OCTOBER 2024 SURVEY
HIGHLIGHTS

Market sentiment is resilient in what continues to be a challenging market.

INDUSTRY STATEMENTS

MEDIA AGENCY STATEMENTS

Work Aspects Summary: Agree	Nov-24
Total	2,641
I Am Adequately Resourced To Perform My Job	73%
I Will Be Actively Looking For A Job In The Next 6 Months	32%
My Agency Recognises & Rewards My Efforts	75%
This Year Has Been Tougher Than Last Year	69%
Media Spend Will Increase Next Year	56%
I Am Proud Of The Work My Agency Produces	93%
I Feel I Am Adequately Remunerated For My Role	49%
My Agency Is Getting The Most Out Of My Skill Set	68%
I Enjoy My Agency's Culture	89%
My Manager Inspires, Motivates & Supports Me	85%
I receive enough training to learn, grow, and prepare for the next opportunity	75%
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	83%
I believe what I do is important to driving business & economic growth	88%

Media agency sentiment remains resilient in what is best described as a challenging market.

Whilst there is backward movement across the majority metrics this movement is small in comparison to shifts in overall market performance.

Notable is the rise in the number of respondents actively looking for a job.

Expectations of spend growth in CY25 remain tempered in line expectations heading into this year, CY24.

MEDIA AGENCY STATEMENTS - YOY

Work Aspects Summary: Agree	Nov-21	May-22	Nov-22	May-23	Nov-23	May-24	Nov-24
Total	2,203	2,405	2,623	2,850	2,640	2,652	2,641
I Am Adequately Resourced to Perform My Job	69%	71%	72%	77%	73%	75%	73%
I Will Be Actively Looking For A Job In The Next 6 Months	20%	20%	20%	22%	25%	27%	32%
My Agency Recognises & Rewards My Efforts	83%	84%	82%	79%	75%	77%	75%
This Year Has Been Tougher Than Last Year	69%	-	52%	-	67%	-	69%
Media Spend Will Increase Next Year	89%	-	73%	-	57%	-	56%
I Am Proud Of The Work My Agency Produces	95%	-	94%	-	93%	-	93%
I Feel I Am Adequately Remunerated For My Role	60%	-	58%	-	52%	-	49%
My Agency Is Getting The Most Out Of My Skill Set	72%	-	71%	-	70%	-	68%
I Enjoy My Organisation’s Culture	91%	-	93%	-	89%	-	89%
My Manager Inspires, Motivates & Supports Me	89%	-	88%	-	86%	-	85%
I receive enough training to learn, grow, and prepare for the next opportunity	79%	78%	80%	-	76%	-	75%
I spend more time solving problems/generating ideas/developing solutions than 12 months ago	78%	-	82%	-	81%	-	81%
I feel empowered to make small or big changes, which make a difference	86%	-	88%	-	84%	-	83%
I believe what I do is important to driving business & economic growth	91%	-	91%	-	89%	-	88%

MEDIA OWNER STATEMENTS

AUSTRALIAN MEDIA INDUSTRY STATEMENTS	Agree
Total	2,155
This Year Has Been Tougher Than Last Year	71%
Media Spend Will Increase Next Year	55%
I Am Adequately Resourced to Perform My Job	76%
I Will Be Actively Looking For A Job In The Next 6 Months	27%
My Organisation Recognises & Rewards My Efforts	74%
Media Agencies Budgets Match Their Expectations	31%
The Organisation I Work For Is Getting The Most Out Of My Skill Set	69%
I Enjoy My Organisation's Culture	84%
Media Agencies Are Increasingly Appreciative Of Our Efforts	59%
I Feel I Am Adequately Remunerated For My Role	55%
My Manager Inspires, Motivates And Supports Me	86%
I receive enough training to learn, grow, and prepare for the next opportunity	77%

Similarly to that of agencies, media owner sentiment also remains resilient

Backward movement presents across the majority of metrics which is not surprising given the markets under performance in CY24.

Notably, media owner respondents found this year the toughest since the pandemic began in 2020 with expectations of spend growth in CY25 remaining tempered.

MEDIA OWNER STATEMENTS YEAR ON YEAR

Whilst many metrics are back year on year, so is the number of respondents actively looking for a job. This is despite respondents citing it toughest year since the pandemic began.

AUSTRALIAN MEDIA INDUSTRY STATEMENTS	Nov-20	May-21	Nov-21	May-22	Nov-22	May-23	Nov-23	May-24	Nov-24
Total	2,008	1,892	2,054	2,077	2,143	2,224	2,223	2,088	2,155
This Year Has Been Tougher Than Last Year	94%	-	66%	-	46%	-	67%	-	71%
Media Spend Will Increase Next Year	71%	-	86%	-	59%	-	56%	-	55%
I Am Adequately Resourced to Perform My Job	75%	73%	75%	80%	78%	80%	78%	77%	76%
I Will Be Actively Looking For A Job In The Next 6 Months	25%	29%	20%	23%	22%	26%	25%	31%	27%
My Organisation Recognises & Rewards My Efforts	70%	72%	82%	83%	82%	77%	74%	74%	74%
Media Agencies Budgets Match Their Expectations	26%	-	37%	-	38%	-	33%	-	31%
The Organisation I Work For Is Getting The Most Out Of My Skill Set	67%	-	72%	-	74%	-	72%	-	69%
I Enjoy My Organisation's Culture	82%	-	87%	-	90%	-	85%	-	84%
Media Agencies Are Increasingly Appreciative Of Our Efforts	58%	-	63%	-	61%	-	60%	-	59%
I Feel I Am Adequately Remunerated For My Role	50%	-	63%	-	61%	-	54%	-	55%
My Manager Inspires, Motivates And Supports Me	79%	-	88%	-	88%	-	87%	-	86%
I receive enough training to learn, grow, and prepare for the next opportunity	-	-	-	-	81%	-	77%	-	77%

INDUSTRY HAPPINESS

AGENCY HAPPINESS - NATIONAL

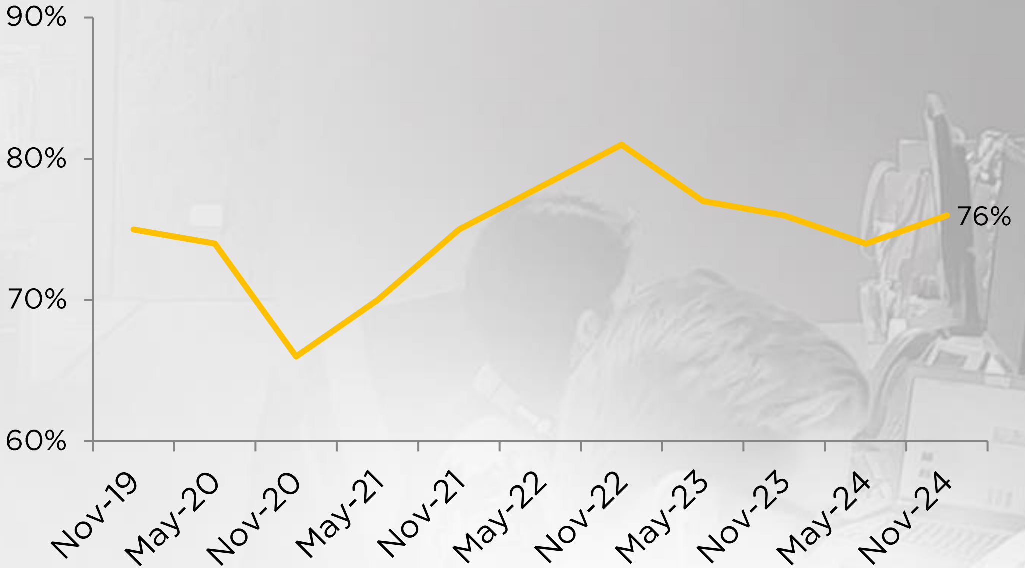
Media agency happiness levels have reduced slightly survey on survey which is consistent with sentiment tracking.

Level Of Happiness At Work	Total
Total	2,641
NETT: Very Happy (9/10)	25%
NETT: Happy (7/8)	48%
NETT: Unhappy (1/6)	27%
NETT: Total Happy (7/10)	73%

MEDIA OWNER HAPPINESS - NATIONAL

Media owner happiness levels have increased slightly on May-24 reversing a 2-year trend.

Level Of Happiness At Work	Total
Total	2,155
NETT: Very Happy (9/10)	29%
NETT: Happy (7/8)	47%
NETT: Unhappy (1/6)	24%
NETT: Total Happy (7/10)	76%



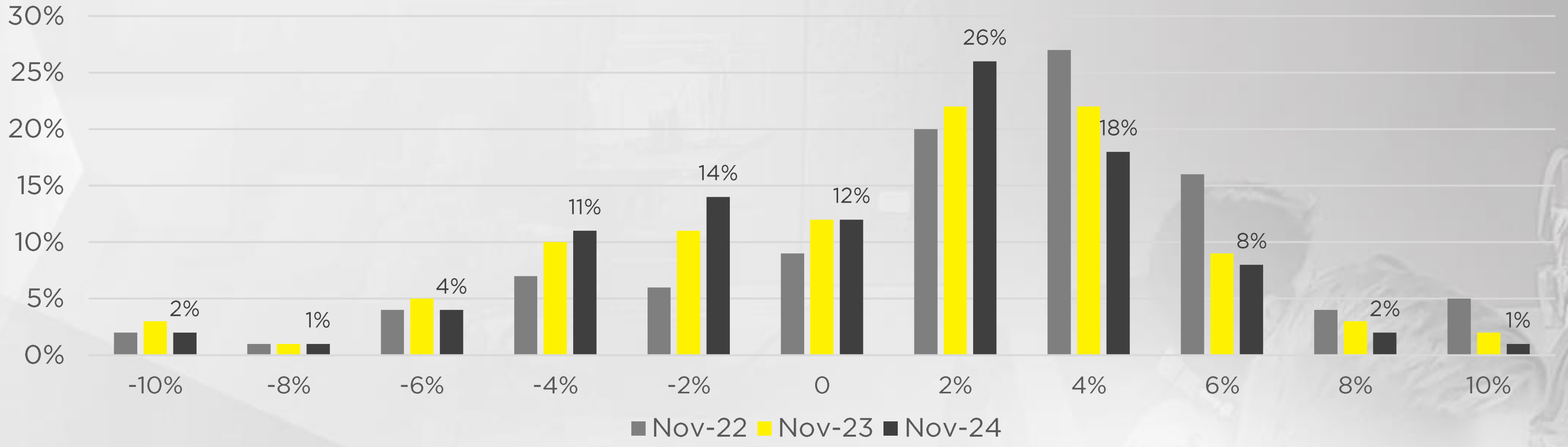
Agency CY25 growth estimates sit under 1% which is back compared to CY24 estimates 12 months ago.

MEDIA INDUSTRY GROWTH

NATIONAL

MEDIA INDUSTRY GROWTH - AGENCY

Agencies' CY25 total market [excluding search] growth expectations sit at 0.85%, down from 1% expectations for CY24 and 2.3+% expectations for CY23.

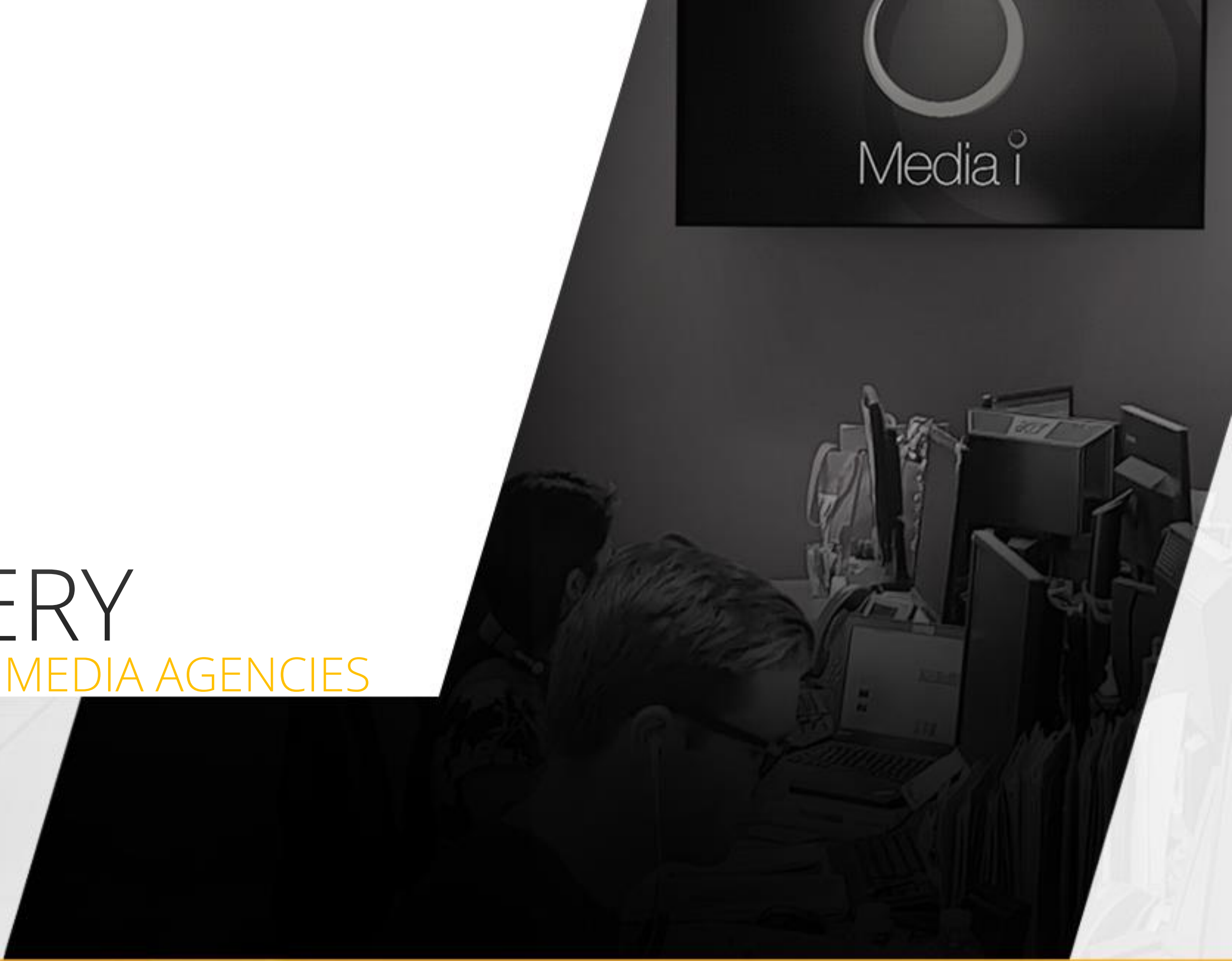


Weighted Ave Growth Est.
Nov-24, CY25 +0.85%
Nov-23, CY24 +0.96%
Nov-22, CY23 +2.33%

Q: Please indicate the extent to which the total media market advertising spend [excluding search] will grow or contract in 2024

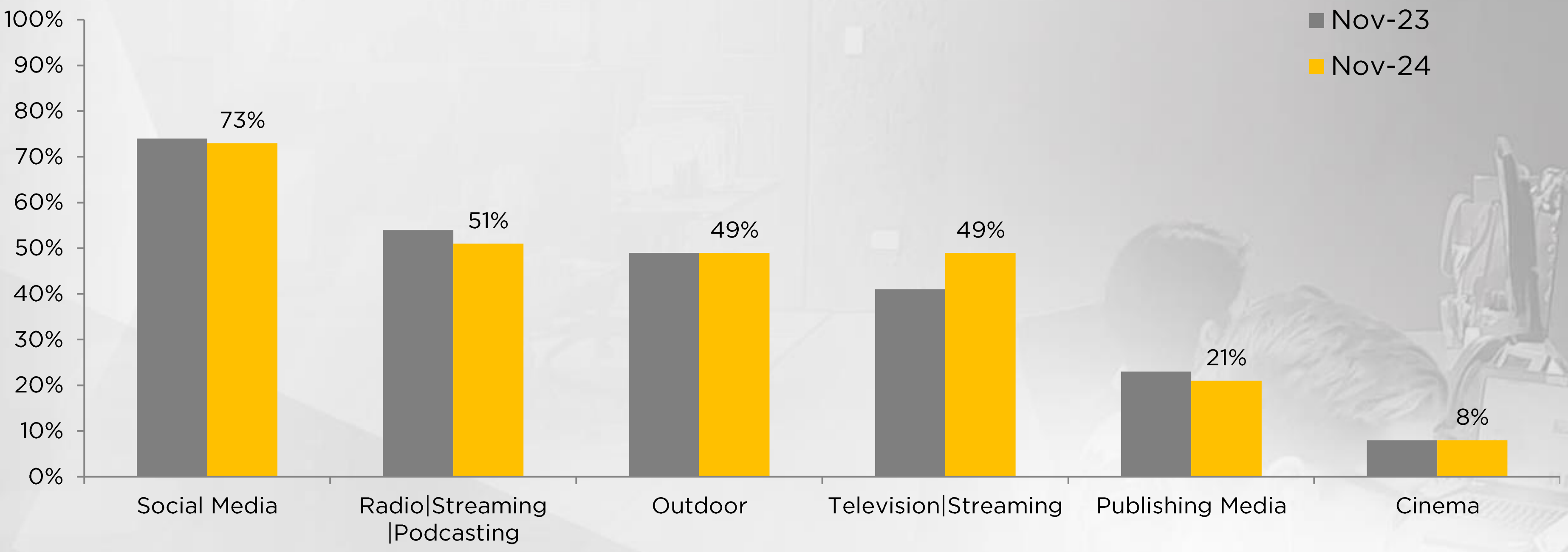
MEDIA IMAGERY

CHANNEL PERCEPTIONS OF MEDIA AGENCIES



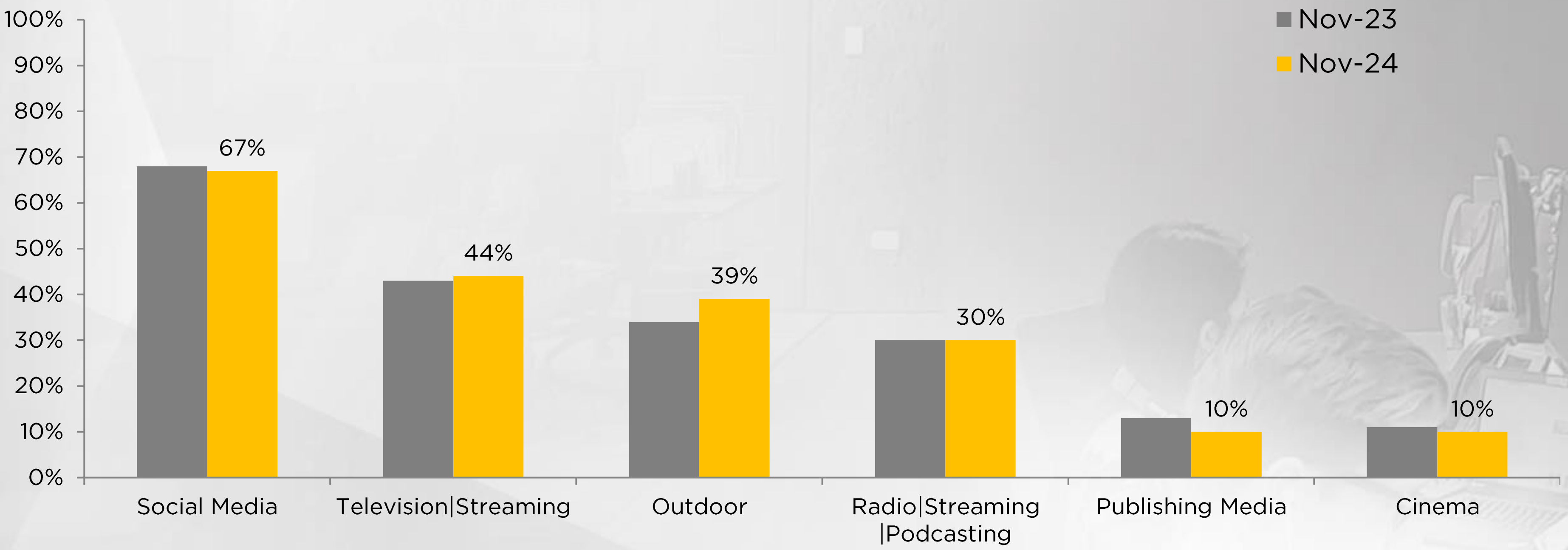
Media agency perceptions of channels continue to evolve along with digital capabilities.

CHANGING WITH THE TIMES



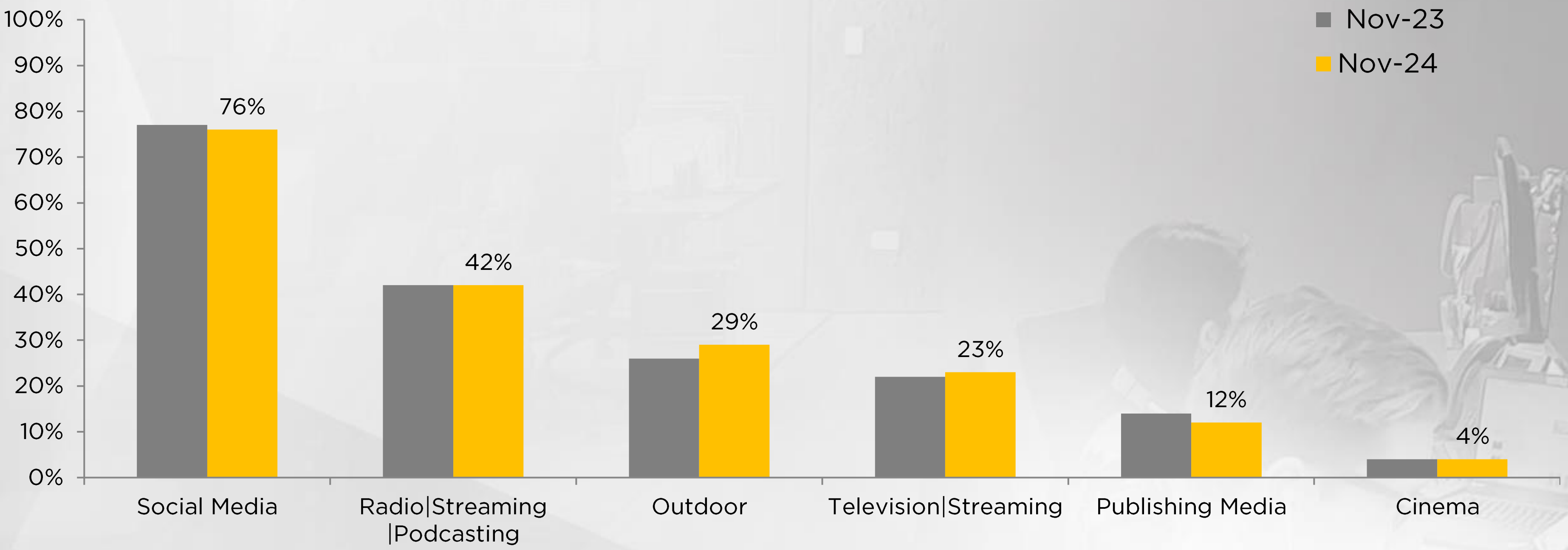
Q: Please tick the media(s) you think is most appropriate for each statement. Scale: Select as many as you wish

DELIVERS STRONG ROI



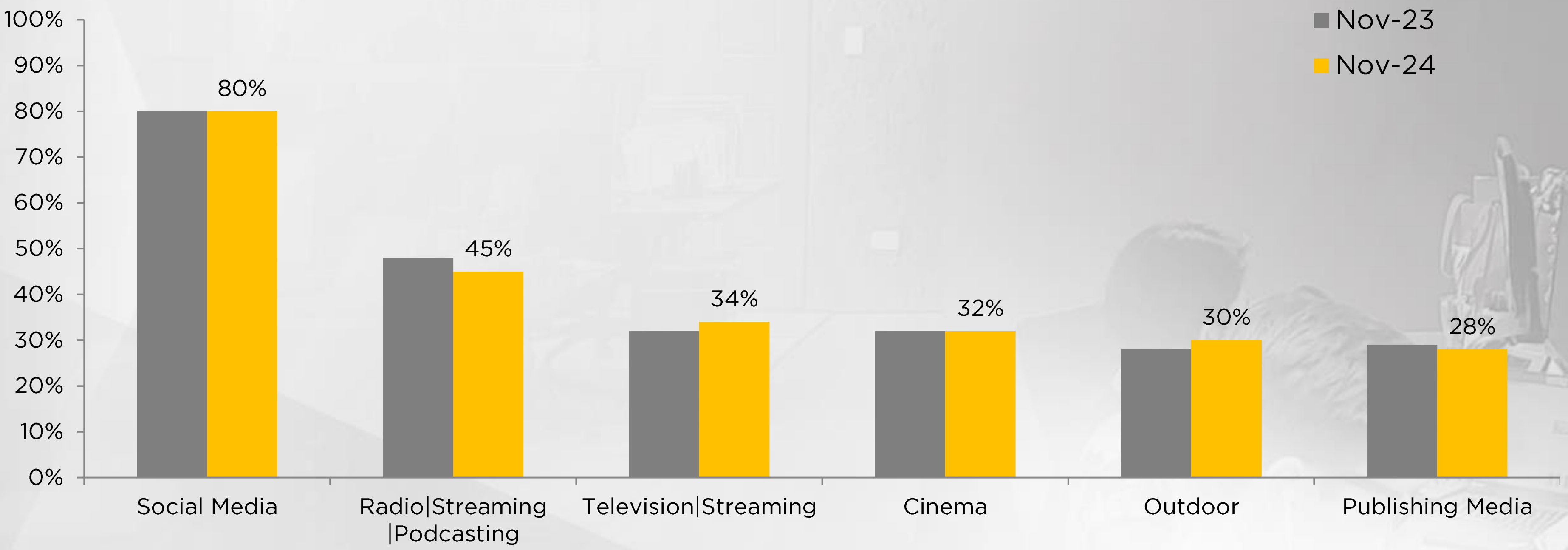
Q: Please tick the media(s) you think is most appropriate for each statement. Scale: Select as many as you wish

COST EFFECTIVE



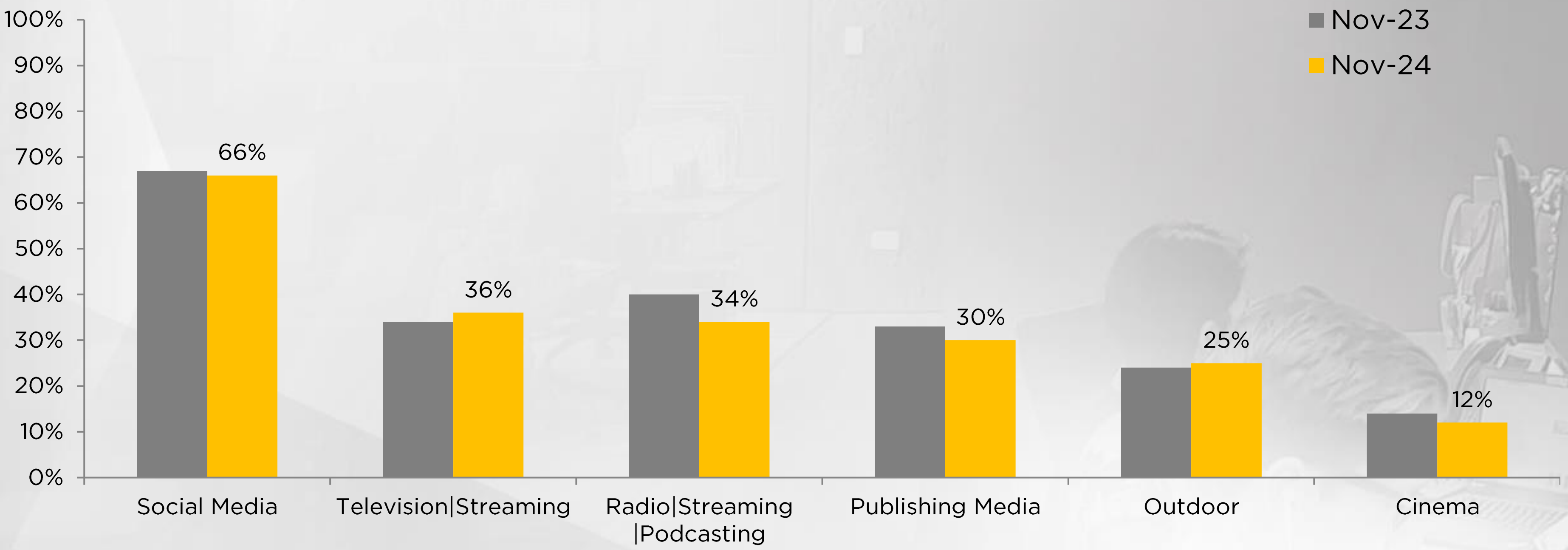
Q: Please tick the media(s) you think is most appropriate for each statement. Scale: Select as many as you wish

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



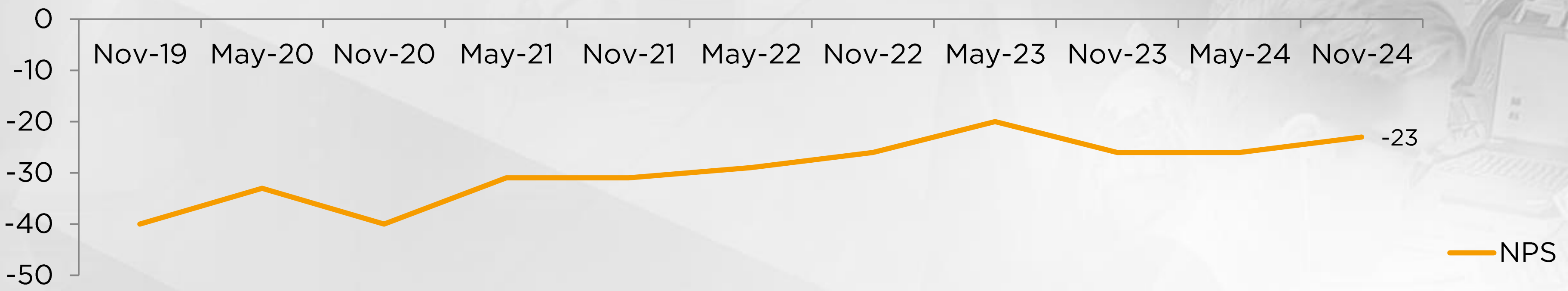
Q: Please tick the media(s) you think is most appropriate for each statement. Scale: Select as many as you wish

MEDIA AGENCY NPS

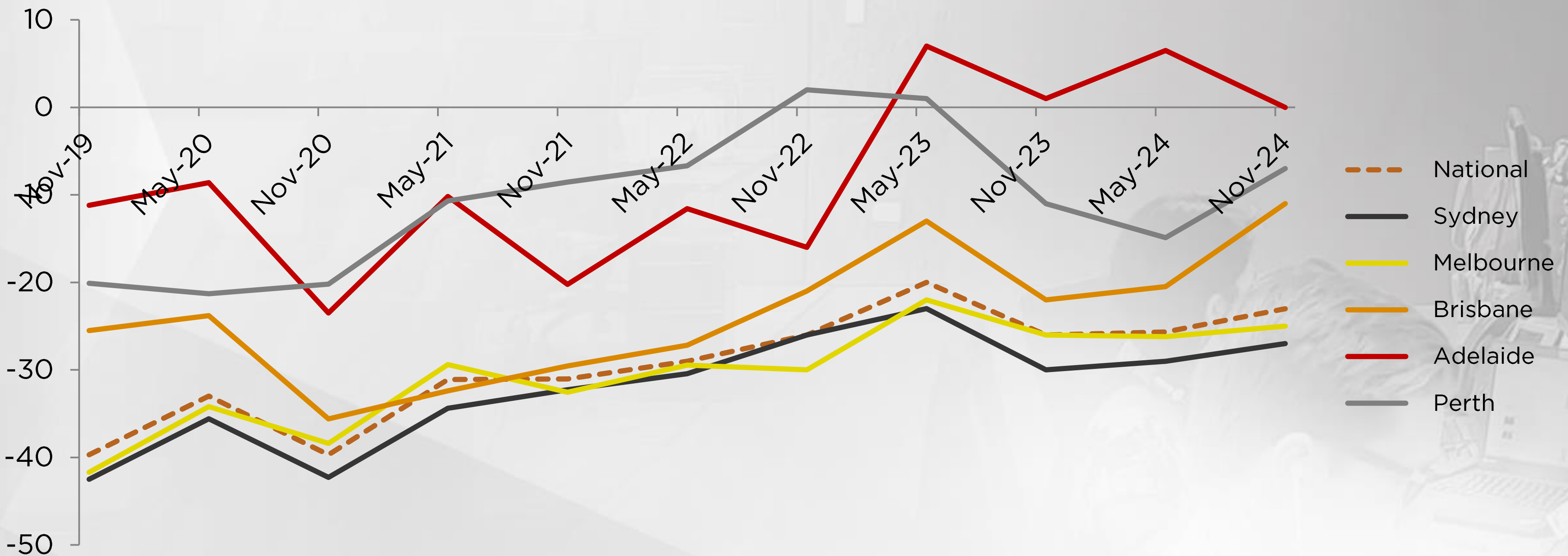
Media Agency NPS has increased +3 on May-24 with improvements seen in most markets

AGENCY NATIONAL NPS

NATIONAL NPS	Nov-19	May-20	Nov-20	May-21	Nov-21	May-22	Nov-22	May-23	Nov-23	May-24	Nov-24
PROMOTE	14%	16%	15%	17%	17%	19%	19%	22%	20%	19%	21%
PASSIVE	32%	35%	31%	35%	35%	33%	36%	36%	34%	36%	35%
DETRACT	54%	49%	54%	48%	48%	48%	45%	42%	46%	45%	44%
NPS	-40	-33	-40	-31	-31	-29	-26	-20	-26	-26	-23



TOTAL NPS TIME SERIES



MEDIA OWNER NPS

Media owner NPS has decreased by -2 in Oct-24 with only Publishing Media & Adtech improving period on period.

MEDIA OWNER NATIONAL NPS

NPS	Nov-19	May-20	Nov-20	May-21	Nov-21	May-22	Nov-22	May-23	Nov-23	May-24	Nov-24
PROMOTE	30%	30%	31%	30%	34%	31%	33%	36%	36%	33%	33%
PASSIVE	42%	42%	43%	42%	42%	41%	41%	41%	40%	41%	40%
DETRACT	28%	28%	26%	28%	24%	28%	26%	22%	24%	25%	27%
NPS	2	1	5	2	10	3	8	14	12	8	6

MEDIA OWNER NATIONAL NPS – BY CHANNEL

NPS	Total	OOH	Radio/Streaming /Podcasting	TV/Streaming	Publishing Media	Adtech	Social Media
PROMOTE	33%	42%	42%	29%	28%	28%	20%
PASSIVE	40%	41%	40%	43%	42%	32%	34%
DETRACT	27%	17%	19%	29%	30%	41%	46%
NPS	6	25	23	0	-2	-13	-26

THANK YOU

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