

ENTERTAINMENT, MEDIA & ADVERTISING MARKET RESEARCH HANDBOOK 2021-2022

Richard K. Miller & Associates
17th Edition | July 2020 | eISBN: 9781577832904 | 346 pages

PART I: MARKET SUMMARY

1 CONSUMER USE OF MEDIA & THE INTERNET

- 1.1 Time Spent Using Media
- 1.2 Use Of The Internet
- 1.3 Time Spent With Video
- 1.4 Online Activities
- 1.5 Media Use Among Children
- 1.6 Market Resources

2 CONSUMER USE OF TECHNOLOGY

- 2.1 Technology Use
- 2.2 Market Assessment
- 2.3 Top Revenue Categories
- 2.4 Top Growth Categories
- 2.5 Household Ownership Of CE Products
- 2.6 Ownership Of Smartphones And Tablets
- 2.7 Technology Impact
- 2.8 Market Resources

3 MARKET ASSESSMENT: ADVERTISING

- 3.1 Overview
- 3.2 Total Media Advertising and Marketing Services Spend
- 3.3 Traditional Media And Digital Spend
- 3.4 Market Resources

4 MARKET ASSESSMENT: ENTERTAINMENT & MEDIA

- 4.1 Market Summary
- 4.2 Digital Access Services
- 4.3 Entertainment Spending
- 4.4 Media Spending
- 4.5 Market Resources

5 CONSUMER ACCESS OF NEWS

- 5.1 Time Spent With News
- 5.2 How Consumers Obtain The News
- 5.3 News Preferences By Age
- 5.4 Millennials And The News
- 5.5 Hispanic-Americans And The News
- 5.6 Ad-Supported News Media
- 5.7 News Subscriptions
- 5.8 Analyses By Segment
- 5.9 Market Resources

PART II: MARKET LEADERS

6 LARGEST ADVERTISERS

- 6.1 Top National Advertisers
- 6.2 Most-Advertised Brands
- 6.3 Market Resources

7 LARGEST AGENCIES

- 7.1 Overview
- 7.2 Market Assessment
- 7.3 Top Agency Companies
- 7.4 Top Consolidated Networks
- 7.5 Ad Agencies
- 7.6 Experiential/Event Marketing and Promotion Agencies
- 7.7 Customer Relationship Management and Direct Marketing Agencies
- 7.8 Healthcare Agencies
- 7.9 Media Agency Networks
- 7.10 Multicultural Agencies
- 7.11 Public Relations Agencies
- 7.12 Market Resources

8 LARGEST MEDIA COMPANIES

- 8.1 Ranking By Media Revenue
- 8.2 Market Resources

9 LARGEST SERVICE PROVIDERS

- 9.1 Broadband
- 9.2 Multichannel
- 9.3 Mobile
- 9.4 Market Resources

10 MOST-VISITED WEBSITES

- 10.1 Most-Visited Web Properties
- 10.2 Search Websites
- 10.3 Video Websites
- 10.4 Market Resources

11 TOP SMARTPHONE PLATFORMS & APPS

- 11.1 Top OEMs
- 11.2 Platforms
- 11.3 Apps
- 11.4 Market Resources

PART III: TELEVISION

12 TV VIEWING

- 12.1 Overview
- 12.2 Demographics Of TV Viewing
- 12.3 TV Set Ownership
- 12.4 Pay TV And Online Video Services
- 12.5 Connected Devices
- 12.6 Multitasking
- 12.7 Binge Viewing

13 TV CONTENT

- 13.1 Scripted Television Series
- 13.2 Top Broadcast and Cable Telecasts

14 DESIGNATED MARKET AREAS

- 14.1 Overview
- 14.2 DMAs 2020
- 14.3 Market Resources

15 TV NETWORKS & STATIONS

- 15.1 Broadcast Networks
- 15.2 Cable Networks
- 15.3 Public Television Networks
- 15.4 Local TV Station

16 TV NEWS

- 16.1 Overview
- 16.2 National Network TV News
- 16.3 Cable News
- 16.4 Local TV News
- 16.5 Market Resources

17 TELEVISION ADVERTISING

- 17.1 Market Assessment
- 17.2 Upfront
- 17.3 Measured Ad Spending By Sector
- 17.4 Top Advertisers
- 17.5 TV Station Advertising Revenue
- 17.6 Programmatic TV Advertising

18 TV AD COSTS

- 18.1 Cost For 30-Second Spot Ads
- 18.2 Prime-Time Programs
- 18.3 Super Bowl
- 18.4 Specials

19 INTERNET-CONNECTED TV

- 19.1 Overview
- 19.2 Connected TV Users
- 19.3 Connected TV Advertising

20 OVER-THE-TOP & SUBSCRIPTION VIDEO SERVICES

- 20.1 Overview
- 20.2 Market Assessment
- 20.3 Subscription Video Services
- 20.4 Devices Used For Watching Streaming Video

PART IV: RADIO

21 RADIO LISTENING

- 21.1 Overview
- 21.2 Top Genre
- 21.3 Daypart Listening
- 21.4 Listening By Car Commuters
- 21.5 Public Radio
- 21.6 News Radio
- 21.7 Market Resources

22 RADIO METROS

- 22.1 Top Radio Markets
- 22.2 Market Resources

23 RADIO STATIONS

- 23.1 Station Count
- 23.2 Market Assessment
- 23.3 Transactions
- 23.4 Largest Station Groups
- 23.5 Station Assessment By Genre
- 23.6 News Radio Stations
- 23.7 Market Resources

24 DIGITAL RADIO

- 24.1 Audience Assessment
- 24.2 Internet Radio Stations
- 24.3 Top Digital Radio Companies
- 24.4 Top Internet Radio Groups

- 24.5 Connected Radio
- 24.6 Advertising Costs

25 RADIO ADVERTISING

- 25.1 Market Assessment
- 25.2 Top Radio Advertisers
- 25.3 Measured Ad Spending by Sector
- 25.4 Radio ROI
- 25.5 Market Resources

26 SATELLITE RADIO

- 26.1 Overview
- 26.2 SiriusXM Radio

PART V: PRINT MEDIA

27 MAGAZINES

- 27.1 Readership
- 27.2 Circulation
- 27.3 Advertising
- 27.4 Top Advertisers
- 27.5 News Magazines
- 27.6 Market Resources

28 NEWSPAPERS

- 28.1 Print Circulation
- 28.2 Market Assessment
- 28.3 Market Leaders
- 28.4 Digital Newspapers
- 28.5 Newspaper Ad Spending
- 28.6 Top Advertisers
- 28.7 Classifieds
- 28.8 Market Resources

29 ALTERNATIVE WEEKLIES

- 29.1 Overview
- 29.2 Top Alternative Newspapers
- 29.3 Market Resources

30 BOOKS & EBOOKS

- 30.1 Market Assessment
- 30.2 Adult Reading
- 30.3 Ebooks
- 30.4 Audio Books
- 30.5 Book Clubs
- 30.6 Market Resources

PART VI: DIGITAL MEDIA

31 DIGITAL ADVERTISING

- 31.1 Market Assessment
- 31.2 Market Distribution
- 31.3 Market Leaders
- 31.4 Top Advertisers
- 31.5 Digital Content NewFronts

32 DIGITAL NEWS

- 32.1 Use Of Digital News Sites
- 32.2 Digital Native News Publishers
- 32.3 News From Social Media Sites
- 32.4 Market Resources

33 DIGITAL VIDEO

- 33.1 Digital Video Viewers
- 33.2 Time Spent With Video
- 33.3 Viewer Demographics
- 33.4 Digital Video Ads
- 33.5 Over-the-Top & Subscription Video Services
- 33.6 Digital Video Platforms
- 33.7 User-Generated Video Sites
- 33.8 Video On Social Media
- 33.9 YouTube

34 MOBILE APPS

- 34.1 Market Assessment
- 34.2 App Census
- 34.3 Use Of Apps
- 34.4 Content Categories
- 34.5 Top App Publishers
- 34.6 In-App Ads
- 34.7 Push Notifications
- 34.8 Market Resources

35 PODCASTS

- 35.1 Overview
- 35.2 Podcast Listeners
- 35.3 Podcast Hosts Networks
- 35.4 Most Popular Podcasts
- 35.5 Podcast Ads

36 SMART SPEAKERS

- 36.1 Users
- 36.2 Market Leaders
- 36.3 Activities

37 SOCIAL MEDIA

- 37.1 Use Of Social Networking Sites
- 37.2 Time Spent On Social Sites
- 37.3 Top Sites
- 37.4 Frequency Of Use
- 37.5 Social Network Access By Device

PART VII: ADVERTISING ANALYSES

38 AD BLOCKING

- 38.1 Extent of Ad Blocking
- 38.2 Reasons For Ad Blocking
- 38.3 Ad Blocking Software
- 38.4 Market Resources

39 AD FRAUD

- 39.1 Impact of Ad Fraud
- 39.2 Types Of Ad Fraud
- 39.3 Cost Of Ad Fraud
- 39.4 Blockchain To Prevent Digital Ad Fraud
- 39.5 Ads.txt
- 39.6 Market Resources

40 AWARD-WINNING AGENCIES

- 40.1 Large Agency Recognitions
- 40.2 Best Agencies To Work At

41 BRANDING

- 41.1 Overview
- 41.2 Elements Of Branding
- 41.3 Brand Reputation
- 41.4 Personal Brands

42 CALIFORNIA CONSUMER PRIVACY ACT

- 42.1 Overview
- 42.2 Implementation
- 42.3 Market Resources

43 CONTENT MARKETING

- 43.1 Overview
- 43.2 Content Spending
- 43.3 Use Of Content Marketing
- 43.4 Content Marketing Tactics
- 43.5 Blogs
- 43.6 Assessing ROI
- 43.7 Market Resources

44 COUPONS

- 44.1 Consumer Use Of Coupons
- 44.2 Redemption
- 44.3 Influence On Purchases
- 44.4 Mobile Coupons

45 CUSTOMER ANALYTICS

- 45.1 Overview
- 45.2 Customer Databases
- 45.3 Sharing Customer Data
- 45.4 Data Brokers
- 45.5 Consumer Valuation Scores
- 45.6 Product Use Insight
- 45.7 Data Integration
- 45.8 Regulatory Oversight
- 45.9 Key Players

46 CONSUMER TRACKING ONLINE

- 46.1 Behavioral Targeting
- 46.2 Deterministic And Probabilistic Data
- 46.3 Tracking Cookies
- 46.4 BT Social Media
- 46.5 Retargeting
- 46.6 BT Email
- 46.7 Cross-Device Tracking
- 46.8 'Do Not Track' Options

47 DIGITAL PLACE-BASED VIDEO ADVERTISING

- 47.1 Market Assessment
- 47.2 Video Ads In Public Venues
- 47.3 DPB Video Ad Networks
- 47.4 Market Resources

48 GENERAL DATA PROTECTION REGULATION

- 48.1 Overview
- 48.2 Consumer Response In Europe
- 48.3 Consumer Response In The U.S.
- 48.4 Impact on U.S. Companies

49 GLOBAL MARKETS

- 49.1 Global Ad Spending
- 49.2 Digital Ad Spending
- 49.3 Largest Agencies
- 49.4 Top Advertisers
- 49.5 Ad Spending By Category
- 49.6 Sponsorships
- 49.7 Market Resources

50 INFLUENCER MARKETING

- 50.1 Overview
- 50.2 Market Assessment
- 50.3 Influencer Marketing Tactics
- 50.4 Most Important Platforms
- 50.5 Response To Influencer-Sponsored Posts
- 50.6 FTC Guidelines
- 50.7 Influencer Marketing Management
- 50.8 List Of Influencer Marketing Agencies
- 50.9 List Of Influencer Marketing Platforms

51 LOCAL MARKETING

- 51.1 Market Assessment
- 51.2 Local Online Directories
- 51.3 Local Media Tracking Study
- 51.4 Top Local Search Categories
- 51.5 Local Marketing By National Brands
- 51.6 Market Resources

52 LOCATION-BASED MARKETING

- 52.1 Location-Based Marketing
- 52.2 Location-Targeted Ad Spending
- 52.3 Use Of Location-Based Apps
- 52.4 Barriers To Implementation

53 NAMING RIGHTS

- 53.1 Overview
- 53.2 Sports Stadiums And Arenas
- 53.3 Performing Arts Centers
- 53.4 Transit Systems

54 NATIVE ADVERTISING

- 54.1 Overview
- 54.2 Market Assessment
- 54.3 Print Media
- 54.4 Online

55 OUT-OF-HOME ADVERTISING

- 55.1 Market Assessment
- 55.2 Spending By Format
- 55.3 Digital OOH Advertising
- 55.4 Market Leaders
- 55.5 Measured Ad Spending By Sector
- 55.6 Top Advertisers
- 55.7 High Mileage Drivers
- 55.8 Digital Place-Based Advertising
- 55.9 Market Resources

56 PACKAGING

- 56.1 Overview
- 56.2 Smart Packaging
- 56.3 Market Resources

57 POLITICAL ADVERTISING

- 57.1 Market Assessment
- 57.2 Spending Distribution By Media

58 PRODUCT PLACEMENT

- 58.1 Overview
- 58.2 Market Assessment
- 58.3 Product Placement Agencies
- 58.4 Product Placement In Streaming Shows
- 58.5 Market Resources

59 PROGRAMMATIC ADVERTISING

- 59.1 Overview
- 59.2 Market Assessment
- 59.3 Benefits Of Programmatic Advertising
- 59.4 Challenges For Advertisers
- 59.5 Conversion Rates And Offline Sales
- 59.6 Programmatic Ad Pricing
- 59.7 Outsourcing
- 59.8 Ad Fraud In Programmatic Advertising

60 RESPONSE TO ADVERTISING

- 60.1 Overall Attitude Toward Ads
- 60.2 Preferred Media For Ads
- 60.3 Positive Response To Ads
- 60.4 Negative Response To Ads
- 60.5 Annoying Ads
- 60.6 Response to Irrelevant Ads
- 60.7 Ignoring Ads

61 SPONSORSHIPS

- 61.1 Market Assessment
- 61.2 Spending By Sector
- 61.3 Top Sponsors
- 61.4 Sports Sponsorships
- 61.5 Market Resources

62 SPORTS MARKETING

- 62.1 Market Assessment
- 62.2 Sports TV Ad Spending
- 62.3 Athlete Endorsements
- 62.4 Advertising Agencies in Sports Marketing

- 62.5 Jersey Rights
- 62.6 Backdrop Sponsors
- 62.7 Naming Rights For Stadiums and Arenas
- 62.8 Sports Sponsorships
- 62.9 Market Resources

63 TRUST IN MEDIA & ADVERTISING

- 63.1 Trust In Media
- 63.2 Trusted Forms Of Advertising
- 63.3 Perception of Honesty in Advertising Claims
- 63.4 Trust For Parenting Advice
- 63.5 Trust In Social Networks
- 63.6 Brand Trust On Social Media

PART VIII: ENTERTAINMENT & MEDIA ANALYSES

64 HISPANIC MEDIA

- 64.1 Hispanic Media Ad Spending
- 64.2 Use Of Media
- 64.3 Hispanic Designated Market Areas
- 64.4 Top Hispanic Media
- 64.5 Market Resources

65 IN-FLIGHT ENTERTAINMENT

- 65.1 Overview
- 65.2 Market Assessment
- 65.3 Airline IFE
- 65.4 Connectivity
- 65.5 Paid IFE
- 65.6 In-Flight Magazines
- 65.7 Market Resources

66 SPORTS MEDIA

- 66.1 Sports Television Broadcasting
- 66.2 Sports Radio Stations
- 66.3 Sports Radio Networks
- 66.4 Sports Periodicals
- 66.5 Sports News
- 66.6 Market Resources

67 VIDEO GAMES

- 67.1 Market Assessment
- 67.2 Participation
- 67.3 Types of Games
- 67.4 Game Genres
- 67.5 Casual and Social Games
- 67.6 Mobile Gaming

- 67.7 Gaming Networks
- 67.8 Market Resources

68 VIRTUAL & AUGMENTED REALITY

- 68.1 Overview
- 68.2 Market Assessment
- 68.3 Use Of VR And AR
- 68.4 VR Applications
- 68.5 AR-Enhanced Shopping
- 68.6 Market Resources

PART IX: FILMED ENTERTAINMENT

69 THEATRICAL & HOME ENTERTAINMENT

- 69.1 Market Assessment: U.S.
- 69.2 Market Assessment: Global
- 69.3 Changing Marketplace
- 69.4 Market Resources

70 FILM STUDIOS

- 70.1 Major Studios
- 70.2 Film Releases
- 70.3 Top Films
- 70.4 Film Distribution
- 70.5 Economic Impact
- 70.6 Market Resources

71 MOVIES

- 71.1 Market Assessment
- 71.2 Cinema Patrons
- 71.3 Market Resources

72 IN-CINEMA ADVERTISING

- 72.1 Market Assessment
- 72.2 Characteristics Of In-Cinema Advertising
- 72.3 Key Players
- 72.4 Market Resources

73 HOME ENTERTAINMENT

- 73.1 Market Assessment
- 73.2 Market Distribution
- 73.3 Top-Selling Titles
- 73.4 Market Resources

PART X: MUSIC

74 MUSIC LISTENING

- 74.1 Overview
- 74.2 Time Spent Listening To Music
- 74.3 Spending For Music
- 74.4 How And Where People Listen To Music
- 74.5 Playlists
- 74.6 Music Discovery

75 MUSIC CONCERTS & FESTIVALS

- 75.1 Concert Tours
- 75.2 Music Festivals

76 RECORDED MUSIC

- 76.1 Market Assessment
- 76.2 Demographics
- 76.3 Major Recording Labels
- 76.4 Genres
- 76.5 Best-Selling Recordings
- 76.6 Market Resources

77 STREAMING & SUBSCRIPTION MUSIC SERVICES

- 77.1 Overview
- 77.2 Market Assessment
- 77.3 Market Leaders
- 77.4 Streamer Demographics
- 77.5 Market Resources

APPENDIX A - ACADEMIC PROGRAMS

APPENDIX B - ANALYSTS

APPENDIX C - ASSOCIATIONS

APPENDIX D - ENTERTAINMENT AWARDS & LIVE EVENTS

APPENDIX E - ENTERTAINMENT & MEDIA MUSEUMS

APPENDIX F - INDUSTRY-SPECIFIC PERIODICALS

APPENDIX G - MARKETING BLOGS

APPENDIX H - STATE FILM COMMISSIONS

REFERENCES