MEDIA I INDUSTRY SURVEY

HIGHLIGHTS

OCTOBER 2022

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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

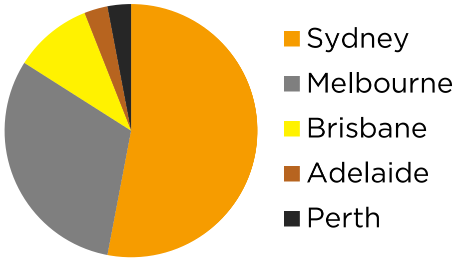
SURVEY COMPOSITION

Source: Media i Industry Survey 10th October – 21st October 2022

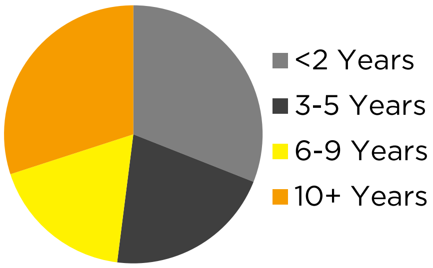
MEDIA AGENCY COMPOSITION

2,623 media agency professionals participated in the Media i October-22 survey, representing a 15% increase on participation from October-21. Being ***80% of the media owner facing agency market*** the survey composition is representative of the industry across all filters.

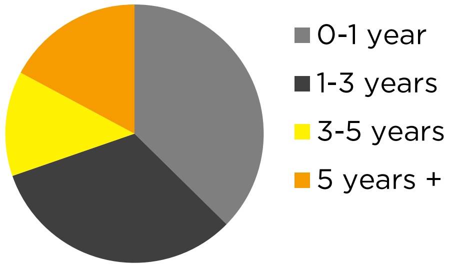
By Market



By Experience



By Tenure

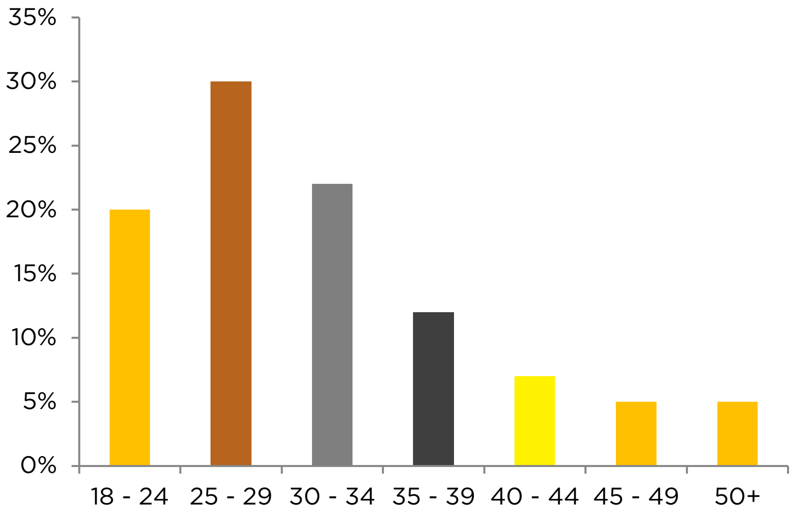


By Position

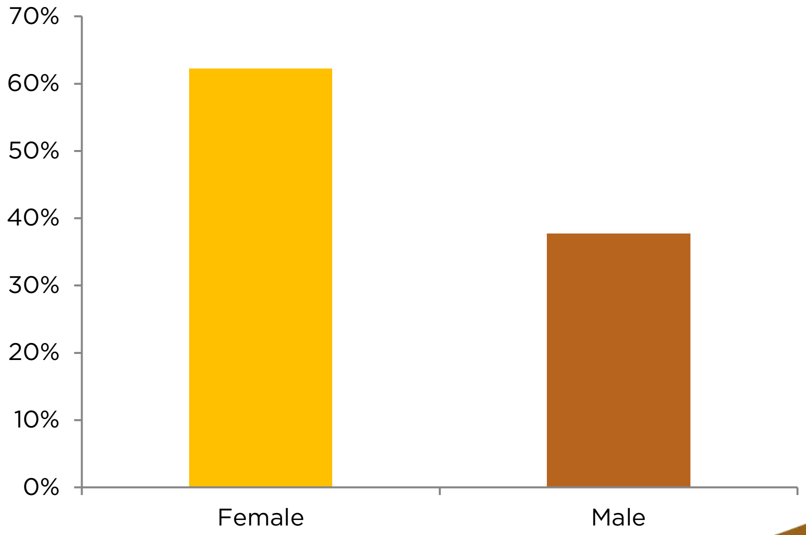
MEDIA AGENCY COMPOSITION

72% of respondents were aged under 34 years with a strong female skew [62%].

By Age



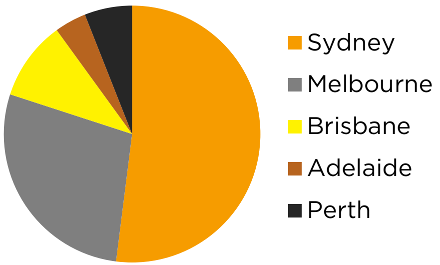
By Gender



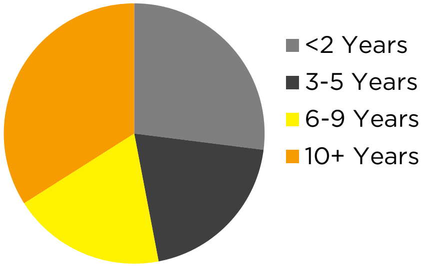
MEDIA OWNER COMPOSITION

2,143 media owner **sales professionals** participated in the Media i October-22 survey, representing a 5% increase on October-21. Given its sample size [**over 80% of media agency facing sales roles**] it is representative of the industry across all filters.

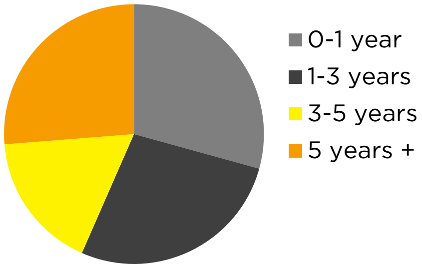
By Market



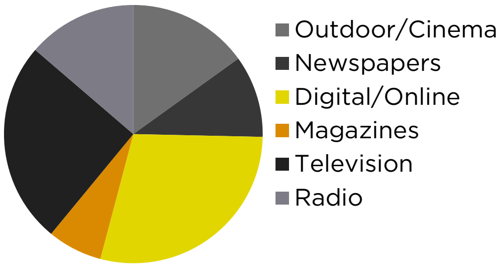
By Experience



By Tenure



By Channel

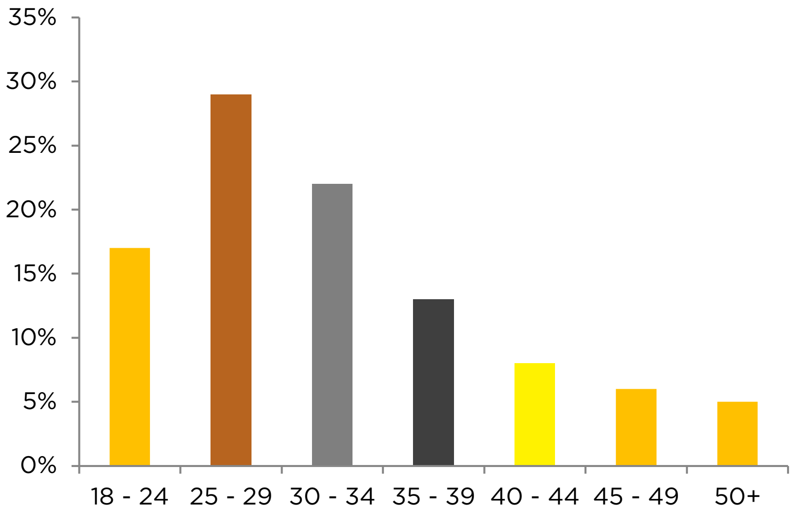


Media i

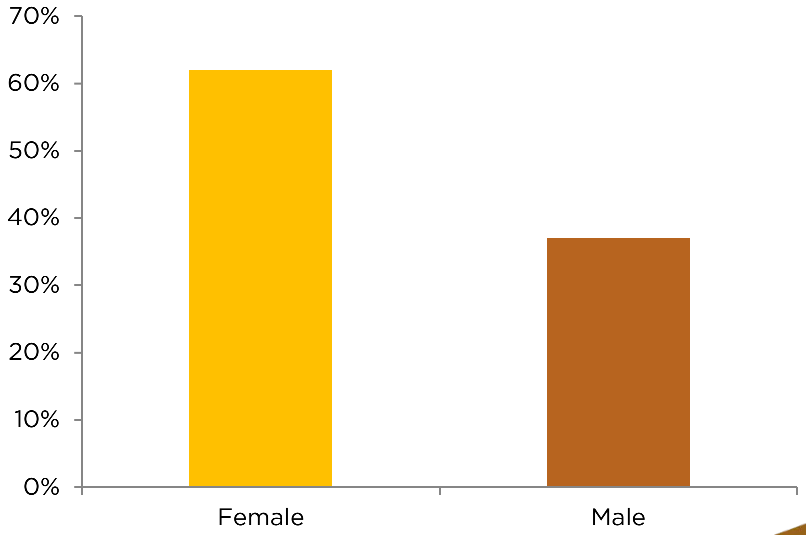
MEDIA OWNER COMPOSITION

68% of respondents were aged under 34 years with a strong female skew [62%].

By Age



By Gender

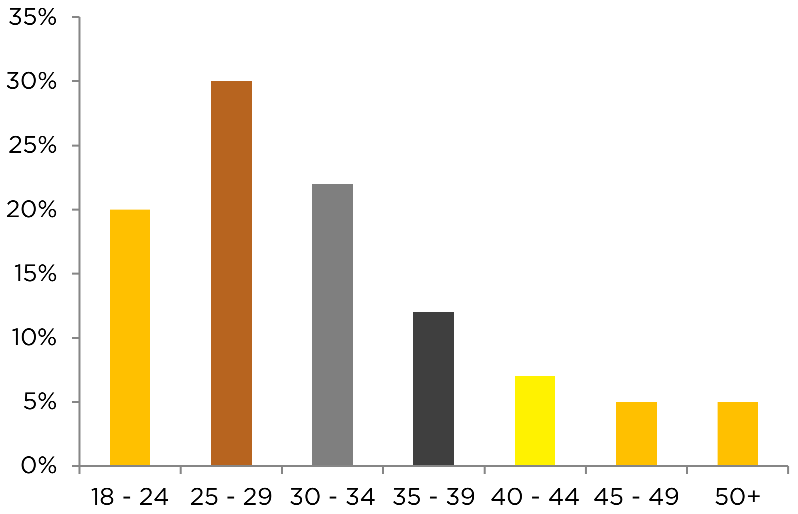


Media i

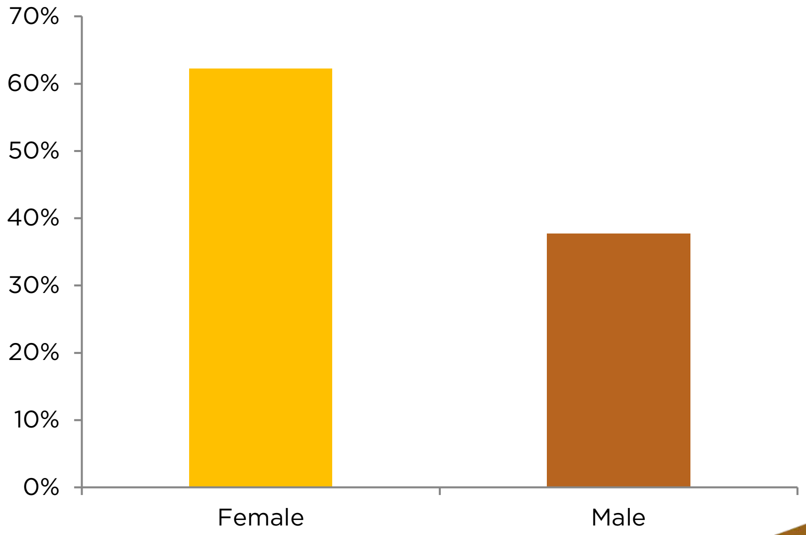
MEDIA AGENCY COMPOSITION

72% of respondents were aged under 34 years with a strong female skew [62%].

By Age



By Gender



Media i

The industry continues its return to office with 69% of staff frequenting 3 or more days per week. As noted in previous reporting, happiness levels are seen to increase with greater workplace visitation/more time spent together.

RETURN TO OFFICE

Source: Media i Industry Survey 10th October – 21st October 2022

DAYS SPENT IN OFFICE – INDUSTRY

The industry continues its return to office with 69% of staff frequenting the office 3 or more days per week. This is up significantly on May-22.

AUSTRALIAN MEDIA INDUSTRY STATEMENTS	May-22	Nov-22
Total	4,482	4,766
0 days	4%	2%
1 day	10%	5%
2 days	31%	25%
3 days	35%	43%
4 days	11%	15%
5 days	8%	11%

Q: Currently, excluding holiday periods, how many days on average per week are you visiting your office?

There is significant positivity heading into 2023 with strong workplace sentiment demonstrated across a range of key metrics

MEDIA AGENCY STATEMENTS

Source: Media i Industry Survey 10th October – 21st October 2022

MEDIA AGENCY STATEMENTS

Work Aspects Summary: Agree	Nov-22
Total	2,623
I Am Adequately Resourced to Perform My Job	72%
I Will Be Actively Looking For A Job In The Next 6 Months	20%
My Agency Recognises & Rewards My Efforts	82%
This Year Has Been Tougher Than Last Year	52%
Media Spend Will Increase Next Year	73%
I Am Proud Of The Work My Agency Produces	94%
I Feel I Am Adequately Remunerated For My Role	58%
My Agency Is Getting The Most Out Of My Skill Set	71%
I Enjoy My Organisation's Culture	93%
My Manager Inspires, Motivates & Supports Me	88%
I receive enough training to learn, grow, and prepare for the next opportunity	80%
I spend more time solving problems/generating ideas/developing solutions than 12 months ago	82%
I feel empowered to make small or big changes, which make a difference	88%
I believe what I do is important to driving business & economic growth	91%

There is significant positive sentiment heading into 2023.

Resourcing continues to build whilst *reward & recognition* [82%], *manager support* [88%] *remuneration* [58%], *pride* [94%] *employee utilisation* [71%] all remain high, ensuring *actively looking for a job* [20%] stays at its lowest levels.

Alongside this, there have been further improvements in 5 metrics including *culture* [90%] and *training* [80%] which both sit at record highs.

73% of agency respondents see *media spend growing* in 2023.

MEDIA AGENCY STATEMENTS - YOY

Work Aspects Summary: Agree	Nov-19	May-20	Nov-20	May-21	Nov-21	May-22	Nov-22
Total	2,146	2,218	2,002	2,010	2,203	2,405	2,623
I Am Adequately Resourced to Perform My Job	71%	79%	65%	66%	69%	71%	72%
I Will Be Actively Looking For A Job In The Next 6 Months	29%	23%	30%	31%	20%	20%	20%
My Agency Recognises & Rewards My Efforts	74%	72%	67%	71%	83%	84%	82%
This Year Has Been Tougher Than Last Year	63%	-	93%	-	69%	-	52%
Media Spend Will Increase Next Year	45%	-	72%	-	89%	-	73%
I Am Proud Of The Work My Agency Produces	90%	-	91%	-	95%	-	94%
I Feel I Am Adequately Remunerated For My Role	53%	-	43%	-	60%	-	58%
My Agency Is Getting The Most Out Of My Skill Set	65%	-	66%	-	72%	-	71%
I Enjoy My Organisation’s Culture	88%	-	85%	-	91%	-	93%
My Manager Inspires, Motivates & Supports Me	79%	-	78%	-	89%	-	88%
I receive enough training to learn, grow, and prepare for the next opportunity	-	73%	-	72%	79%	78%	80%
I spend more time solving problems/generating ideas/developing solutions than 12 months ago	-	-	-	-	78%	-	82%
I feel empowered to make small or big changes, which make a difference	-	-	-	-	86%	-	88%
I believe what I do is important to driving business & economic growth	-	-	-	-	91%	-	91%

MEDIA OWNER STATEMENTS

Source: Media i Industry Survey 10th October – 21st October 2022

MEDIA OWNER STATEMENTS

AUSTRALIAN MEDIA INDUSTRY STATEMENTS	Agree
Total	2143
This Year Has Been Tougher Than Last Year	46%
Media Spend Will Increase Next Year	59%
I Am Adequately Resourced to Perform My Job	78%
I Will Be Actively Looking For A Job In The Next 6 Months	22%
My Organisation Recognises & Rewards My Efforts	82%
Media Agencies Budgets Match Their Expectations	38%
The Organisation I Work For Is Getting The Most Out Of My Skill Set	74%
I Enjoy My Organisation's Culture	90%
Media Agencies Are Increasingly Appreciative Of Our Efforts	61%
I Feel I Am Adequately Remunerated For My Role	61%
My Manager Inspires, Motivates And Supports Me	88%
I receive enough training to learn, grow, and prepare for the next opportunity	81%

Despite a tempered view on media spend growth, there is significant positive sentiment heading into 2023

Resourcing [78%], *reward & recognition* [82%], and *inspiration & motivation* [88%] all remain high which is delivering a low number of respondents *actively looking for a job* [22%].

This is sits alongside improvements in both *culture* [90%] and *getting the most out of my skill set* [74%] both of which are at record levels.

Furthermore, there is continued evidence of strong collaboration in driving client outcomes.

MEDIA OWNER STATEMENTS YEAR ON YEAR

With many metrics remaining positive, further improvements can be seen across budget expectations, employee utilisation, culture and potential churn many of which sit at/or near record levels.

AUSTRALIAN MEDIA INDUSTRY STATEMENTS	Nov-18	May-19	Nov-19	May-20	Nov-20	May-21	Nov-21	May-22	Nov-22
Total	1,781	1,967	2,022	2,107	2,008	1,892	2,054	2,077	2143
This Year Has Been Tougher Than Last Year	64%	-	73%	-	94%	-	66%	-	46%
Media Spend Will Increase Next Year	55%	-	45%	-	71%	-	86%	-	59%
I Am Adequately Resourced to Perform My Job	79%	78%	75%	85%	75%	73%	75%	80%	78%
I Will Be Actively Looking For A Job In The Next 6 Months	27%	31%	27%	20%	25%	29%	20%	23%	22%
My Organisation Recognises & Rewards My Efforts	79%	76%	74%	76%	70%	72%	82%	83%	82%
Media Agencies Budgets Match Their Expectations	28%		28%	-	26%	-	37%	-	38%
The Organisation I Work For Is Getting The Most Out Of My Skill Set	66%	-	67%	-	67%	-	72%	-	74%
I Enjoy My Organisation's Culture	87%	-	84%	-	82%	-	87%	-	90%
Media Agencies Are Increasingly Appreciative Of Our Efforts	51%	-	53%	-	58%	-	63%	-	61%
I Feel I Am Adequately Remunerated For My Role	63%	-	58%	-	50%	-	63%	-	61%
My Manager Inspires, Motivates And Supports Me	81%	-	79%	-	79%	-	88%	-	88%
I receive enough training to learn, grow, and prepare for the next opportunity	-	-	-	-	-	-	-	-	81%

MEDIA OWNER STATEMENTS BY CHANNEL

Small variations exist by channel. Of note, respondents from outdoor/cinema are the most positive across the range of metrics. .

AUSTRALIAN MEDIA INDUSTRY STATEMENTS	Total	Outdoor/ Cinema	Newspaper	Digital/ Online	Magazine	TV	Radio
TOTAL	2143	472	311	908	207	783	433
This Year Has Been Tougher Than Last Year	46%	29%	56%	53%	56%	50%	45%
Media Spend Will Increase Next Year	59%	75%	45%	53%	47%	48%	55%
I Am Adequately Resourced to Perform My Job	78%	85%	79%	75%	79%	74%	79%
I Will Be Actively Looking For A Job In The Next 6 Months	22%	16%	23%	22%	24%	24%	20%
My Organisation Recognises & Rewards My Efforts	82%	88%	84%	82%	83%	80%	80%
Media Agencies Budgets Match Their Expectations	38%	41%	34%	34%	34%	35%	41%
The Organisation I Work For Is Getting The Most Out Of My Skill Set	74%	75%	73%	74%	72%	70%	74%
I Enjoy My Organisation's Culture	90%	94%	85%	87%	84%	89%	89%
Media Agencies Are Increasingly Appreciative Of Our Efforts	61%	67%	56%	59%	51%	56%	62%
I Feel I Am Adequately Remunerated For My Role	61%	64%	63%	63%	61%	58%	58%
My Manager Inspires, Motivates And Supports Me	88%	89%	86%	87%	87%	87%	88%
I receive enough training to learn, grow, and prepare for the next opportunity	81%	85%	78%	80%	79%	79%	76%

In line with the positive sentiment demonstrated through industry statements, happiness levels have risen to their highest on record.

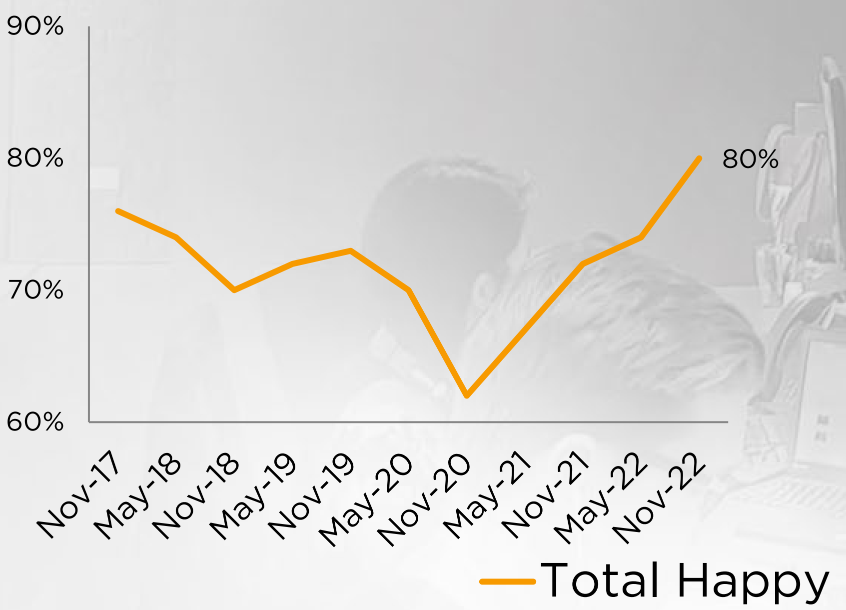
MEDIA AGENCY HAPPINESS

Source: Media i Industry Survey 10th October – 21st October 2022

AGENCY HAPPINESS - NATIONAL

Media agency happiness levels have increased to their highest levels on record.

Level Of Happiness At Work	Total
Total	2,623
NETT: Very Happy (9/10)	28%
NETT: Happy (7/8)	52%
NETT: Unhappy (1/6)	20%
NETT: Total Happy (7/10)	80%

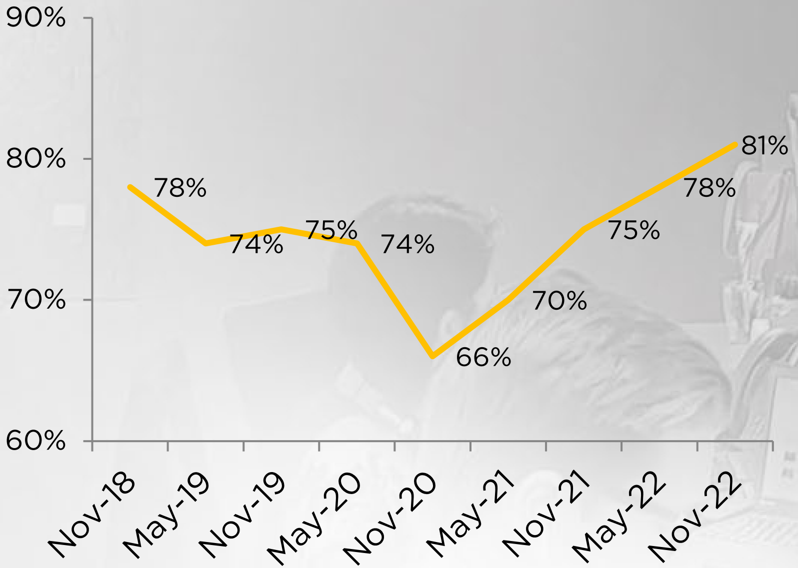


MEDIA OWNER HAPPINESS

MEDIA OWNER HAPPINESS - NATIONAL

Happiness levels have improved by 3% points on May-22 to sit at record levels.

Level Of Happiness At Work	Total
Total	2143
NETT: Very Happy (9/10)	33%
NETT: Happy (7/8)	48%
NETT: Unhappy (1/6)	19%
NETT: Total Happy (7/10)	81%



LEVEL OF HAPPINESS - BY CHANNEL

Outdoor/Cinema remains the happiest channel in market.

Level Of Happiness At Work	Total	Outdoor/Cinema	Newspapers	Digital/Online	Magazines	Television	Radio
Total	2143	472	311	908	207	783	433
NETT: Very Happy (9/10)	33%	41%	27%	31%	26%	29%	32%
NETT: Happy (7/8)	48%	46%	51%	50%	50%	47%	50%
NETT: Unhappy (1/6)	19%	13%	22%	19%	24%	24%	18%
NETT: Total Happy (7/10)	81%	87%	78%	81%	76%	76%	82%

67% of industry respondents expect media spend [excluding search] to grow in 2023.

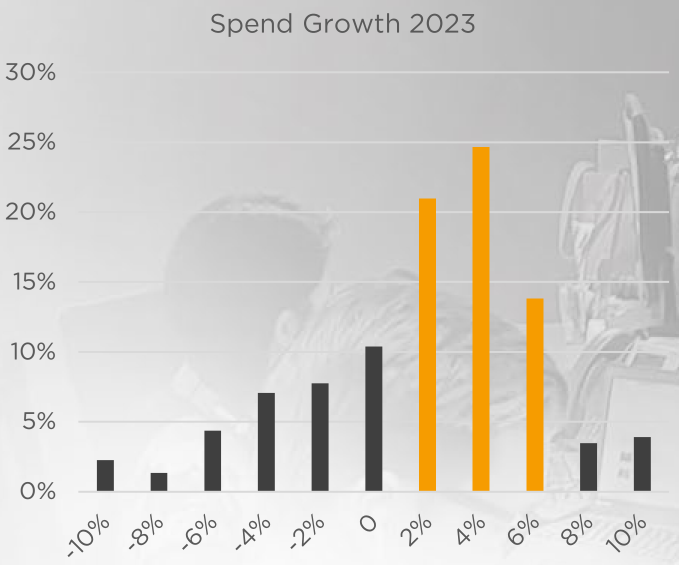
MEDIA INDUSTRY GROWTH

NATIONAL

MEDIA INDUSTRY GROWTH

60% of respondents believe the total media market [excluding search] will grow between 2-6% in 2023.

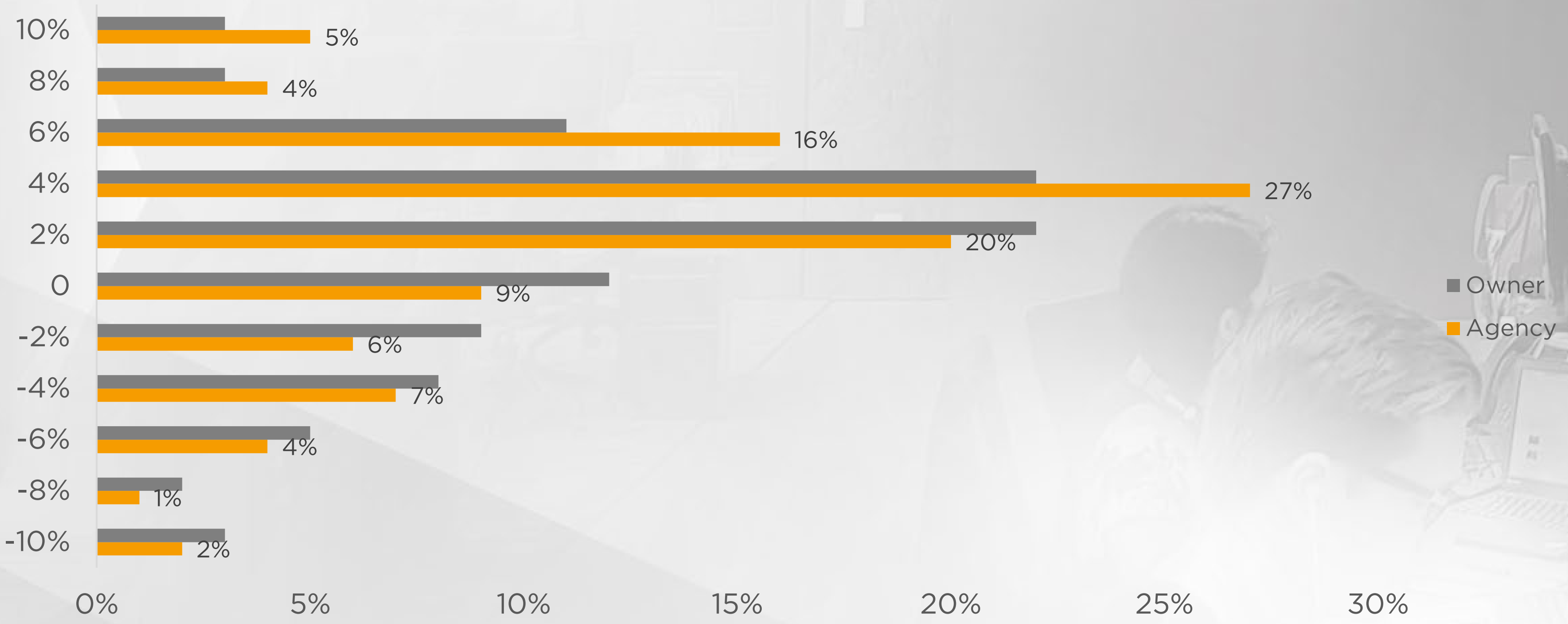
Work Aspects Summary: Agree	Nov-22
Total	2467
-10%	4,610
-8%	2%
-6%	1%
-4%	4%
-2%	7%
0	8%
2%	10%
4%	21%
6%	25%
8%	14%
10%	3%



Q: Please indicate the extent to which the total media market advertising spend [excluding search] will grow or contract in 2023

MEDIA INDUSTRY GROWTH – COMPARED

Agency respondents are more expectant of growth than their media owner counterparts.

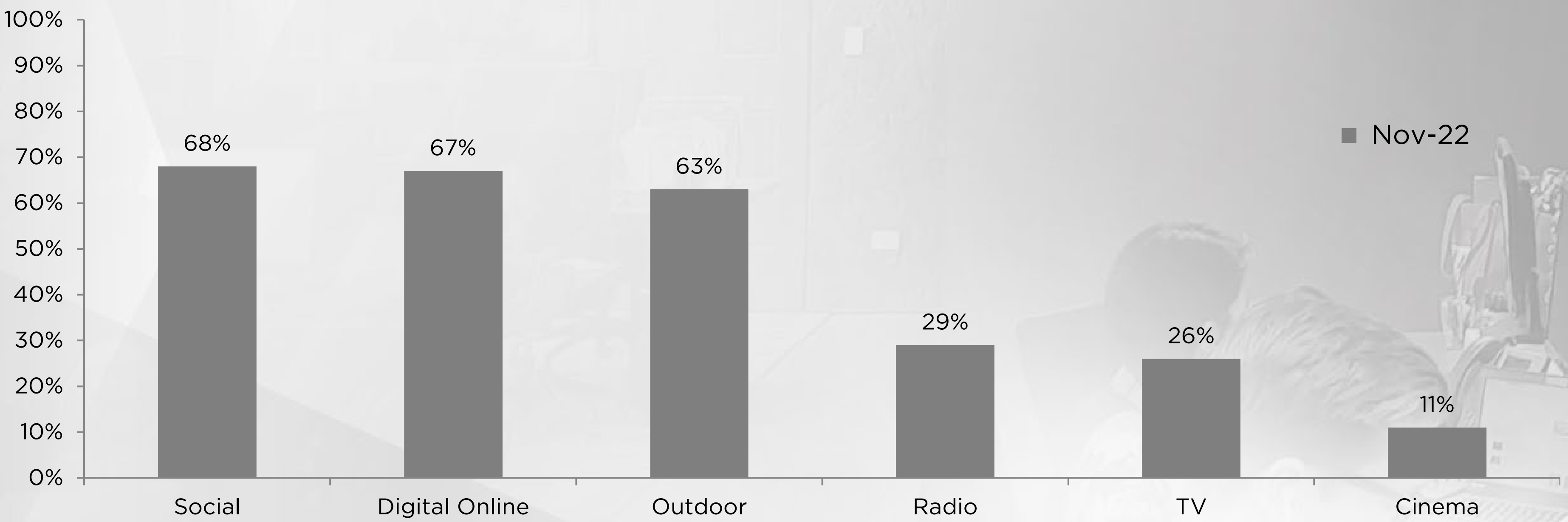


Media Imagery has been altered to reflect the changing media landscape making periodic comparisons challenging. By market data and historical trending can be accessed in the appendices.

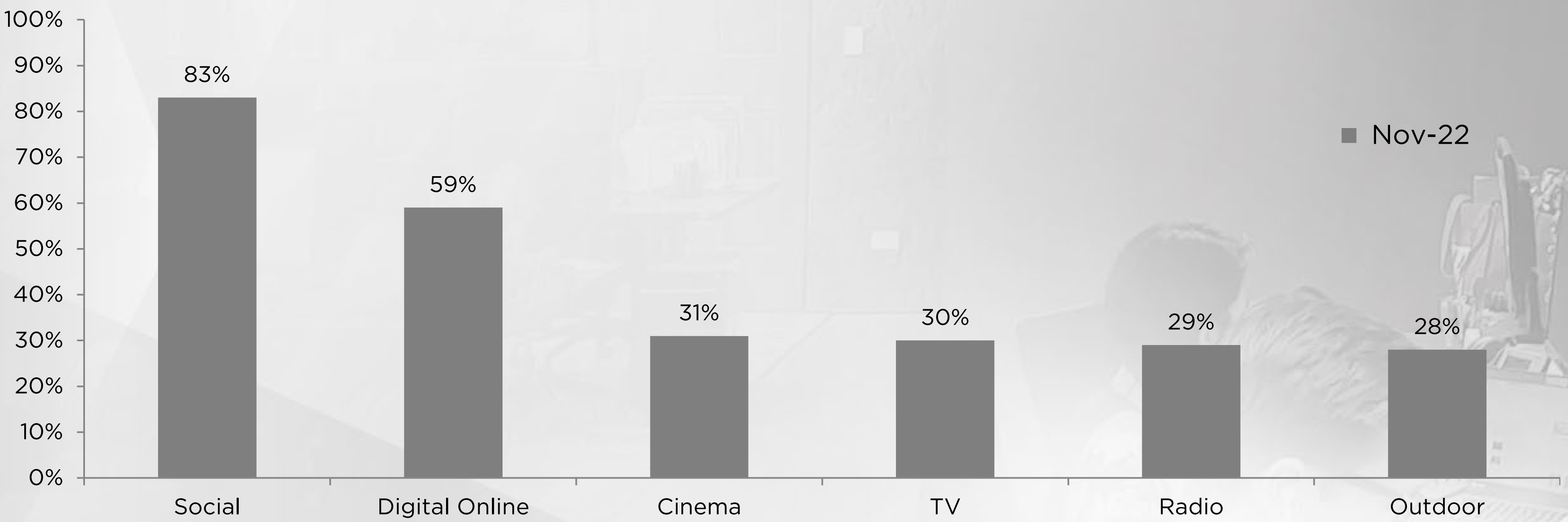
MEDIA IMAGERY
NATIONAL

Source: Media i Industry Survey 10th October – 21st October 2022

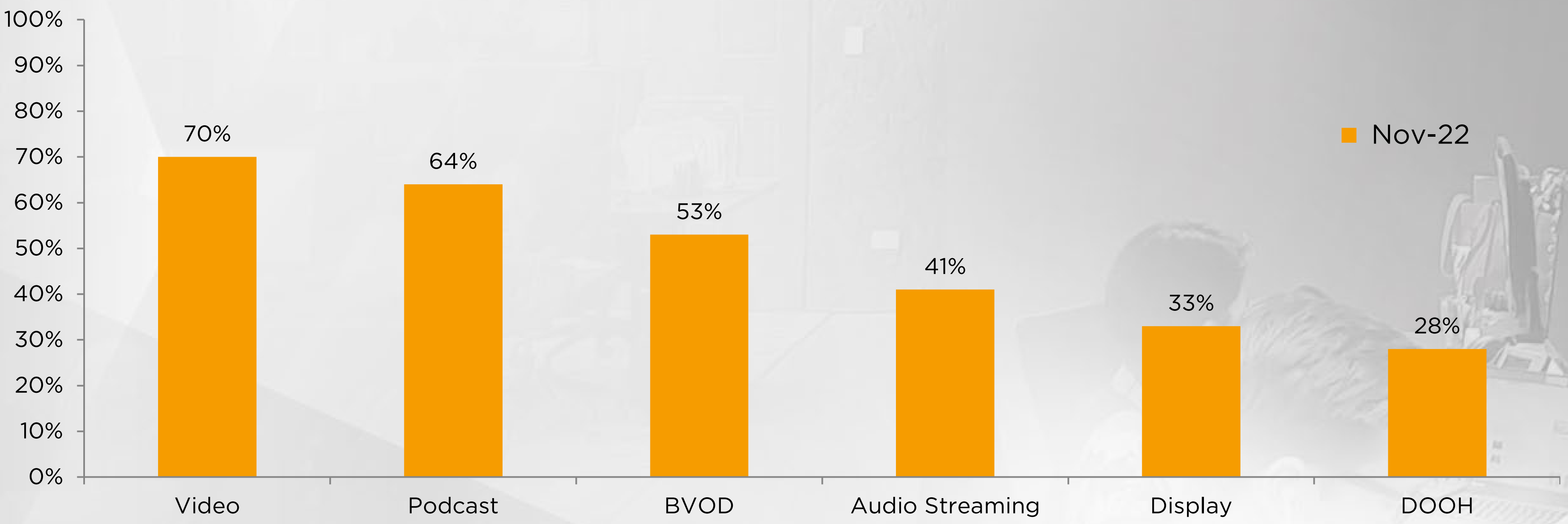
CHANGING WITH THE TIMES



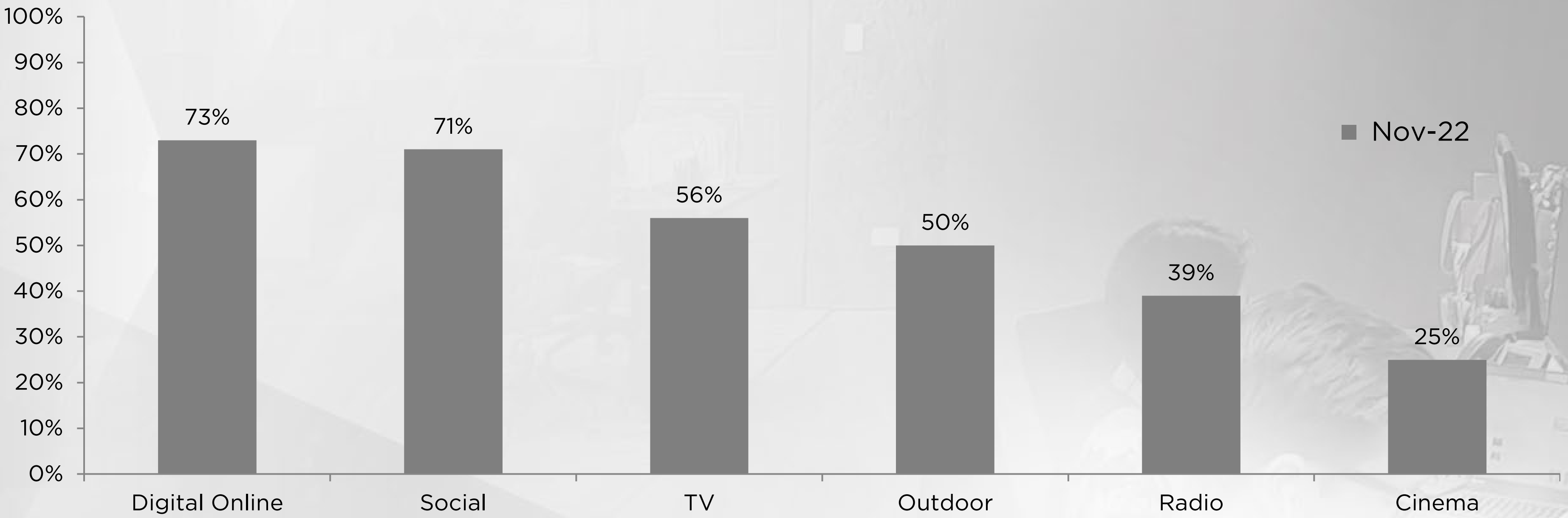
CONSUMERS ENGAGE WITH



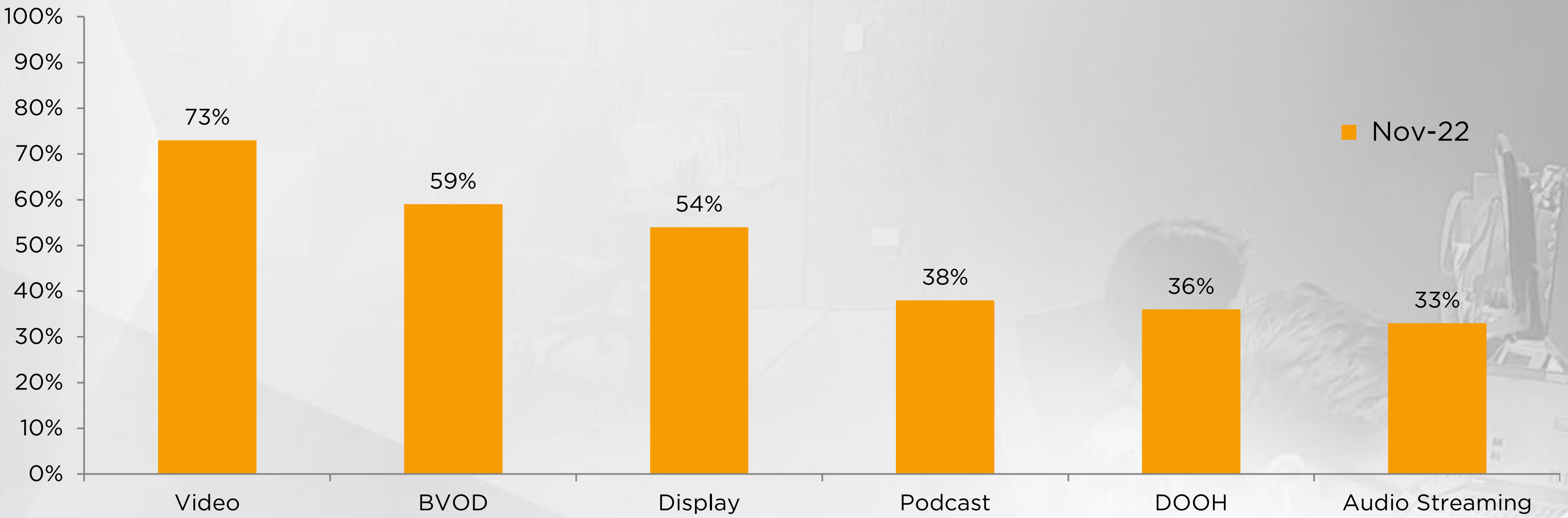
DIGITAL FORMAT: ENGAGES CONSUMERS



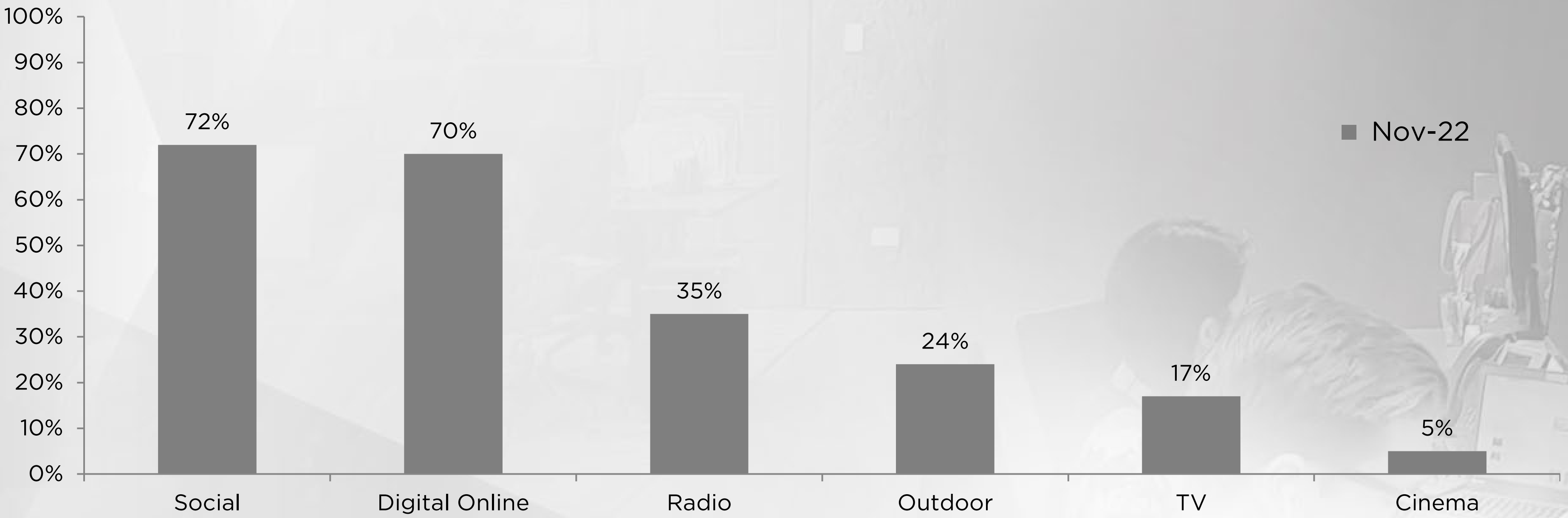
DELIVERS RESULTS



DIGITAL FORMAT: DELIVERS RESULTS



COST EFFECTIVE



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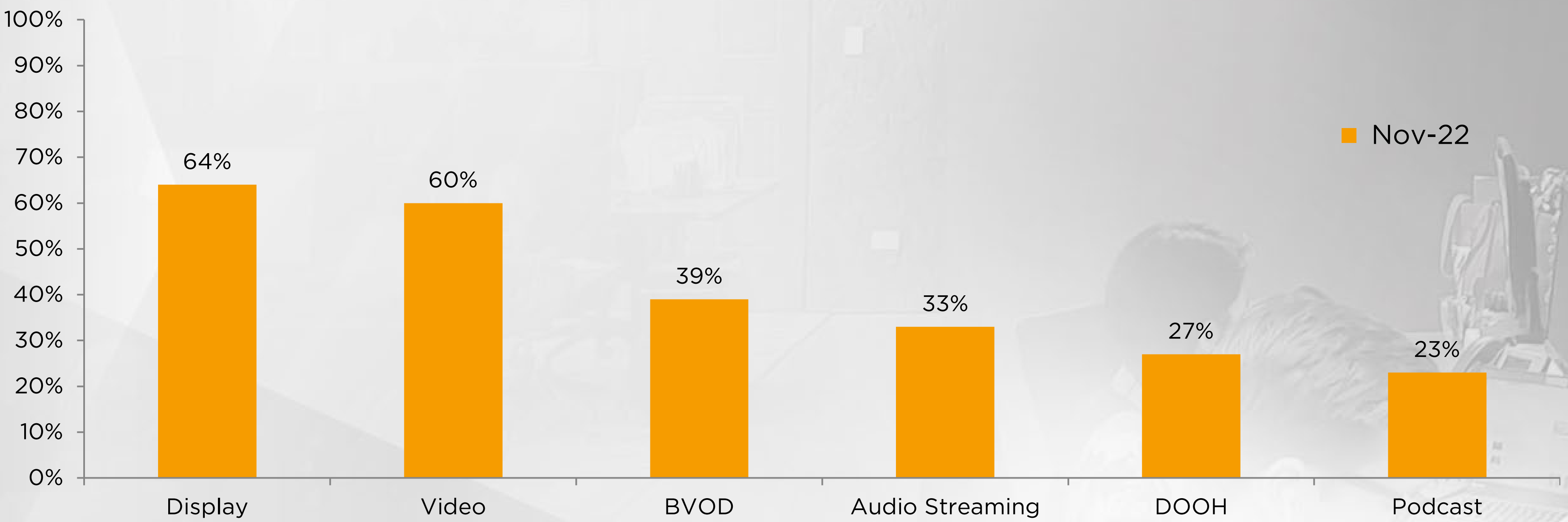
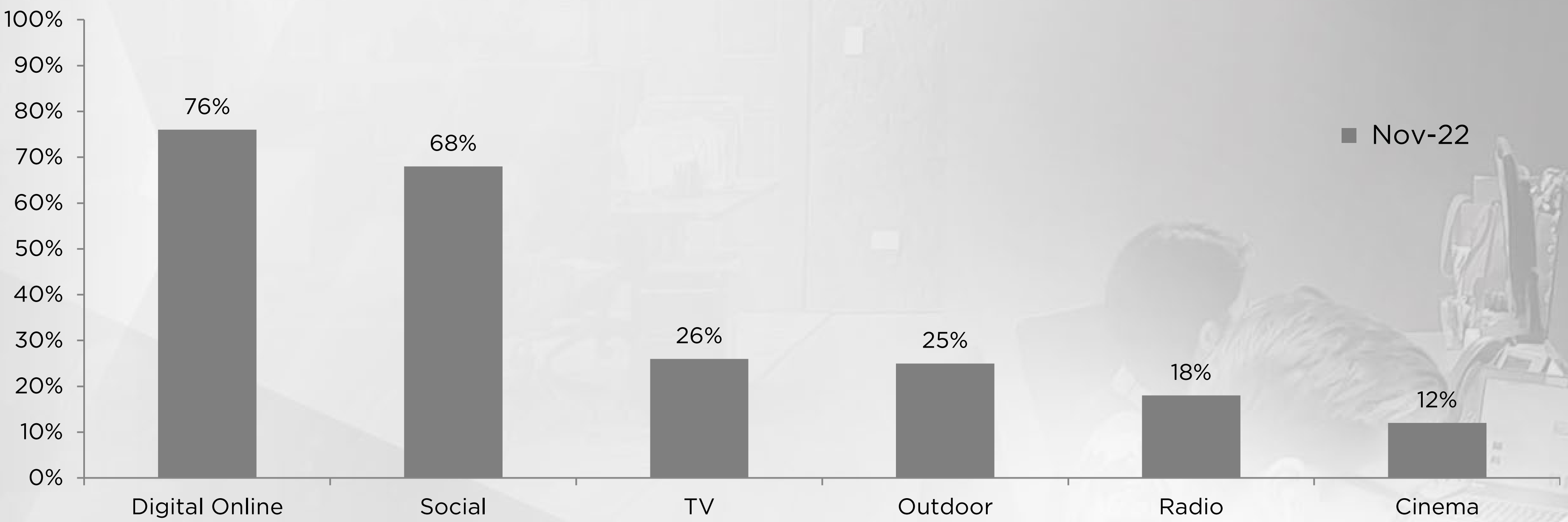
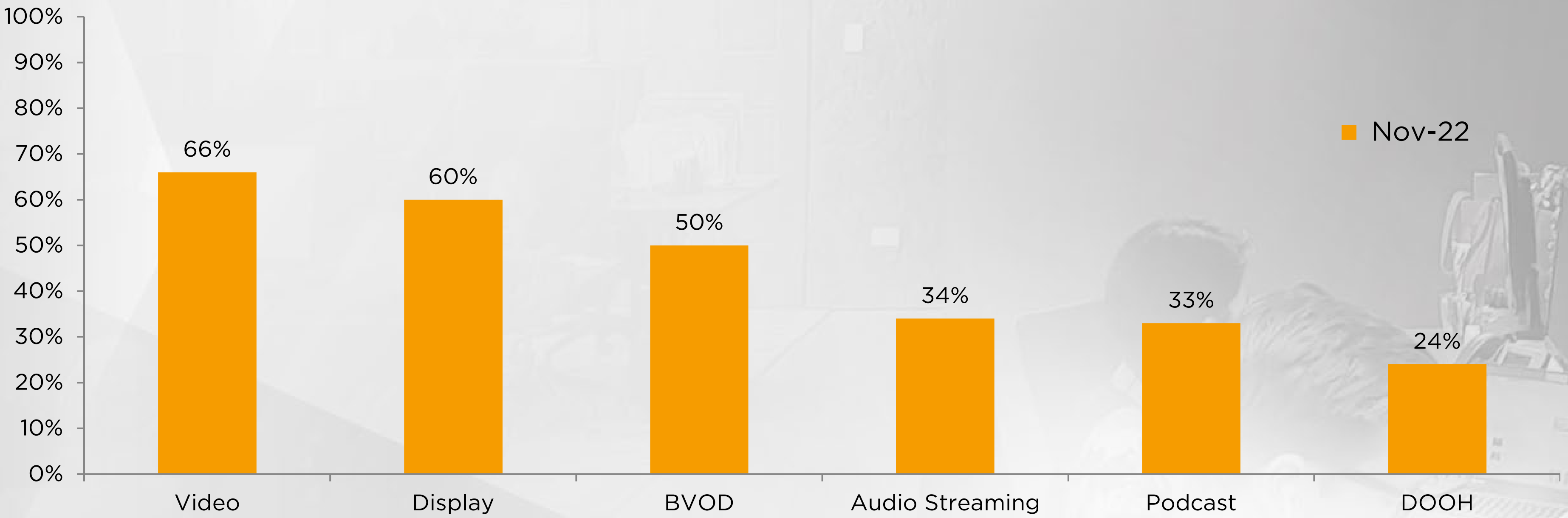
DIGITAL FORMAT: COST EFFECTIVE



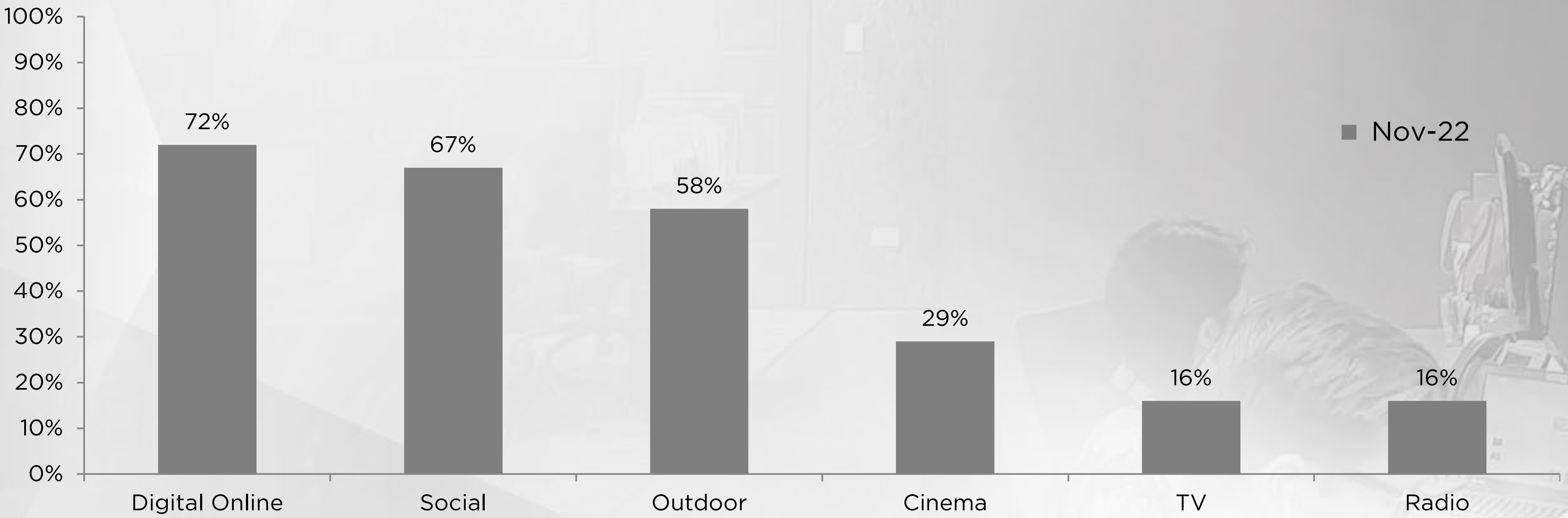
CREDIBLE AUDIENCE INSIGHTS & DATA



DIGITAL FORMAT: CREDIBLE AUDIENCE INSIGHTS & DATA



REVENUE GROWTH IN 2023



Attractiveness of media channels [by media owner respondents] is seeing returning positivity post COVID-19

MEDIA OWNER ATTRACTION

CHANNEL ATTRACTIVENESS

All channels have improved their level of attractiveness amongst media owner respondents, bar cross platform, with the largest shifts present in television and out of home/cinema. Digital remains the most attractive channel.

Media Channel Most Like To Work In	Nov-14	Nov-15	Nov-16	Nov-17	Nov-18	Nov-19	Nov-20	Nov-21	Nov-22
Digital/Online	41%	51%	50%	49%	47%	50%	49%	50%	54%
Television	38%	34%	31%	31%	30%	33%	31%	34%	35%
Out Of Home/Cinema	22%	27%	31%	35%	40%	34%	23%	25%	29%
Radio	15%	18%	18%	22%	21%	21%	20%	21%	23%
Cross Platform	29%	27%	22%	17%	18%	20%	19%	20%	18%

Q: Outside of your current company, please select which of the following media owner channel/brands you would most like to work for

CHANNEL ATTRACTIVENESS BY MARKET

Digital/Online continues to rank #1 in Sydney, Melbourne, Brisbane & Perth. Television continues to rank #1 in Adelaide.

Media Channels Would Most Like To Work In	National	Sydney	Melbourne	Brisbane	Adelaide	Perth
Digital / Online	54%	57%	54%	47%	40%	46%
Television	35%	36%	30%	38%	54%	37%
Out Of Home/Cinema	29%	27%	35%	28%	30%	32%
Radio	23%	17%	26%	29%	29%	41%
Cross Platform	18%	18%	17%	21%	21%	19%

CHANNEL ATTRACTIVENESS BY EXP

Digital/Online continues to rank #1 against all levels of experience. Television is particularly attractive against 0-2yrs respondents whilst, radio and cross platform skews to the more experienced.

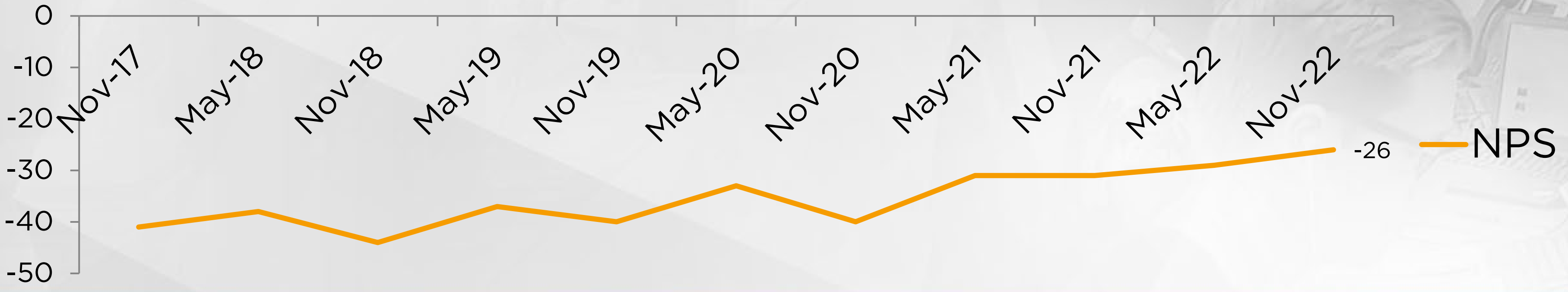
Media Channels Would Most Like To Work In	Total	<2 Years	3-5 Years	6-9 Years	10+ Years
Digital / Online	54%	54%	57%	58%	50%
Television	35%	47%	33%	25%	33%
Out Of Home/Cinema	29%	28%	30%	33%	29%
Radio	23%	21%	20%	24%	25%
Cross Platform	18%	15%	16%	16%	23%

Media agency NPS has improved +3 on May-22 to sit at record levels, whilst media owner NPS has improved +5, driven by increases across all channels, and remains positive.

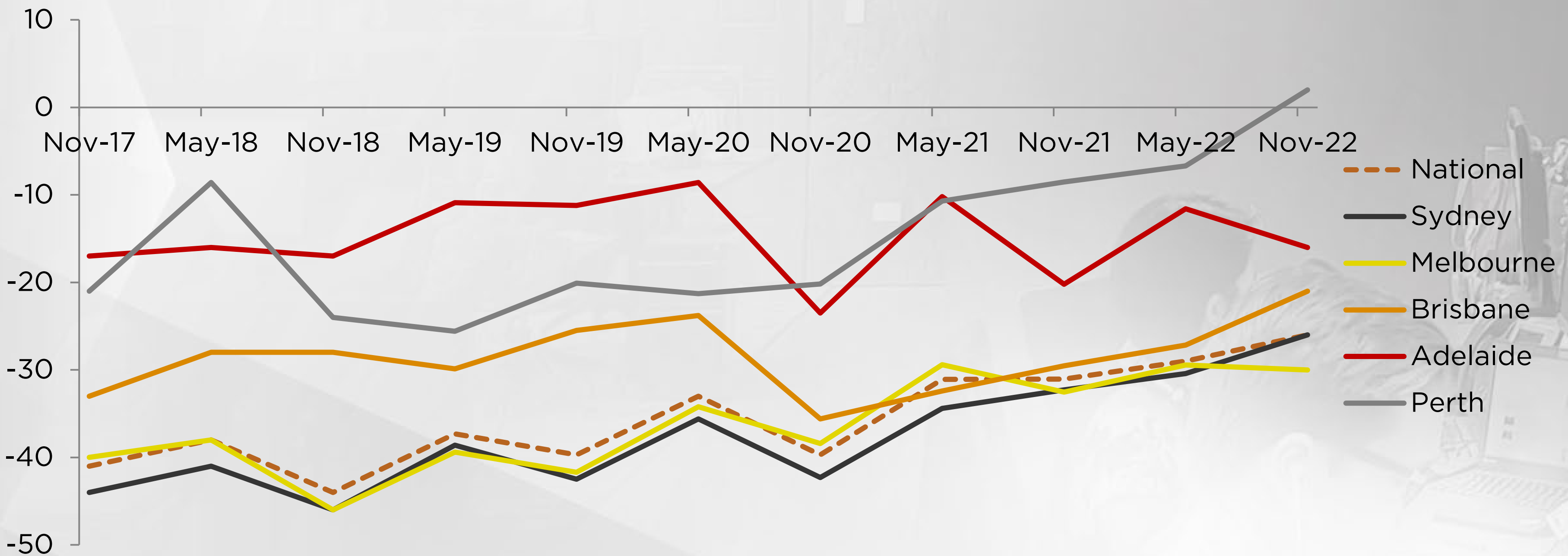
MEDIA AGENCY NPS

AGENCY NATIONAL NPS

NATIONAL NPS	Nov-17	May-18	Nov-18	May-19	Nov-19	May-20	Nov-20	May-21	Nov-21	May-22	Nov-22
PROMOTE	13%	15%	13%	15%	14%	16%	15%	17%	17%	19%	19%
PASSIVE	33%	32%	31%	32%	32%	35%	31%	35%	35%	33%	36%
DETRACT	54%	53%	56%	53%	54%	49%	54%	48%	48%	48%	45%
NPS	-41	-38	-44	-37	-40	-33	-40	-31	-31	-29	-26



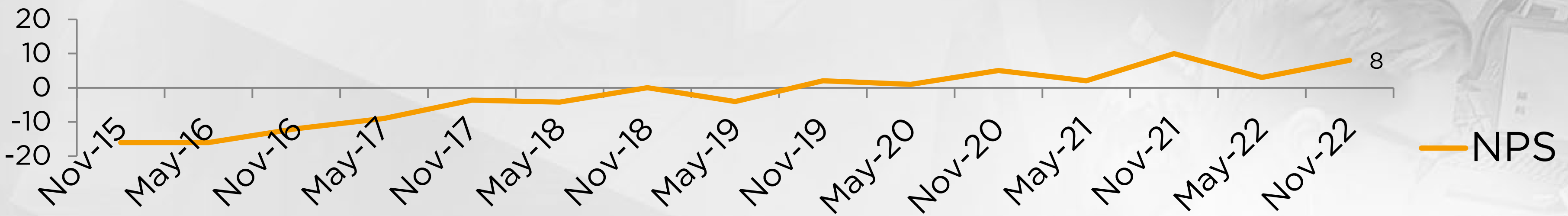
TOTAL NPS TIME SERIES



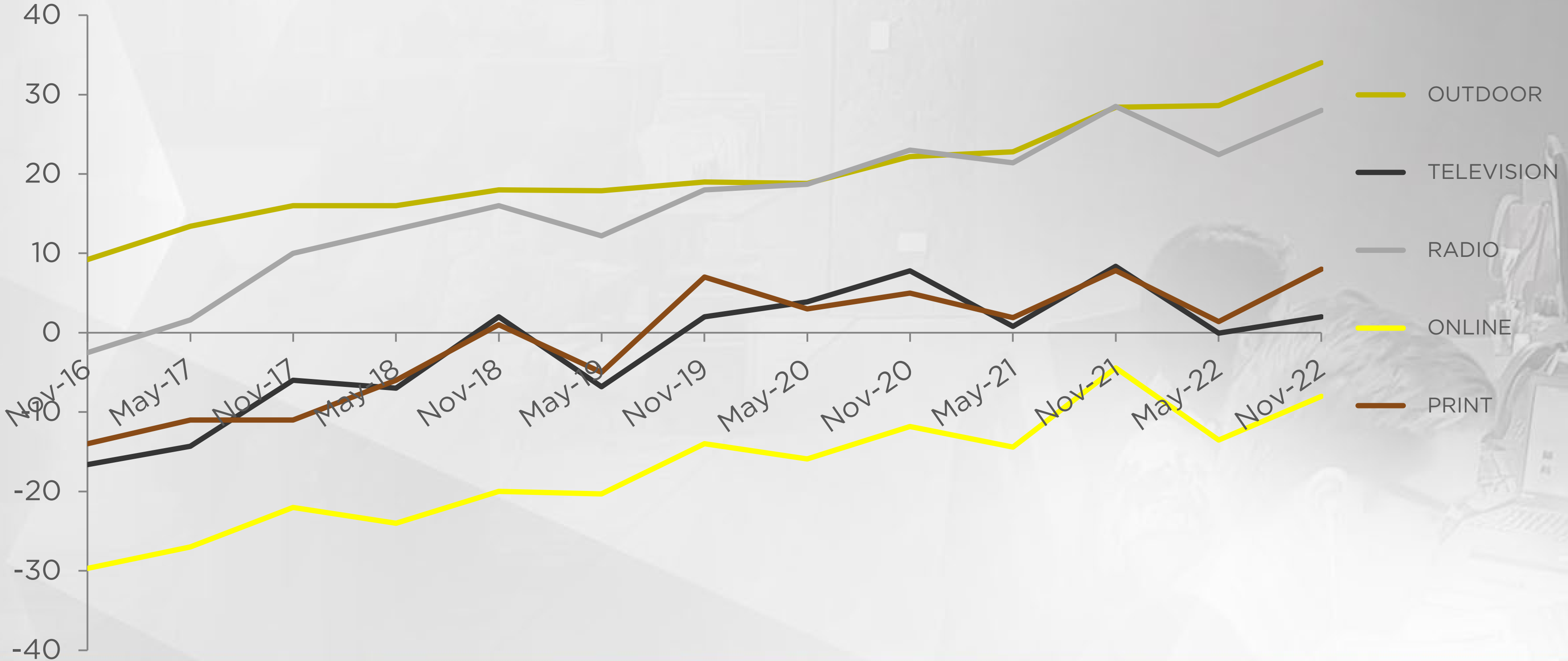
MEDIA OWNER NPS

MEDIA OWNER NATIONAL NPS

NPS	Nov-17	May-18	Nov-18	May-19	Nov-19	May-20	Nov-20	May-21	Nov-21	May-22	Nov-22
PROMOTE	27%	27%	28%	27%	30%	30%	31%	30%	34%	31%	33%
PASSIVE	43%	42%	43%	41%	42%	42%	43%	42%	42%	41%	41%
DETRACT	30%	31%	28%	31%	28%	28%	26%	28%	24%	28%	26%
NPS	-4	-4	0	-4	2	1	5	2	10	3	8



NATIONAL NPS BY CHANNEL



THANK YOU

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