



NEWS FROM TAB

Traffic Audit Bureau for Media Measurement, Inc.
March 17, 2003

NEWS OF INTEREST TO PLANNERS, BUYERS AND SELLERS OF OUT-OF-HOME ADVERTISING

TAB Brief #3: Highlights of the AAAA Conference & Trade Show

Having just returned from the AAAA Media Conference & Trade Show which took place in New Orleans, this TAB brief highlights several of the conference's major themes.

In her opening remarks, Renetta McCann, CEO of Starcom and Chairman of the AAAA Media Policy Committee, highlighted four major areas impacting media and the advertising industry today: (1) consolidation, (2) fragmentation, (3) digitalization, and (4) consumer control, which is leading to personalization of media.

She also pointed out that when people are online, consumers spend less time watching TV or with other in home media. In commenting on the program, Tommy Teepell of Lamar Advertising observed that while we focus on the issues facing out of home media, the media conference provided insight into the immense issues facing in-home media in the year of the consumer

Changing gears, Dr. Robert Pepper of the FCC in Washington stated that prior policy decisions of the FCC did not anticipate that in 2003 over 85% of American households would be paying for their TV, that there would be more mobile phones than household phones, and that 17% of households have a broadband connection to the internet.

In a technology session, Marc Mc Laughlin of FCBi stressed that today's media world requires integrated marketing strategies. Furthermore, GM O'Connell of Modern Medium stated that the only marketers who are winning on the web are keenly aware of the consumer's value proposition.

Clearly one of TAB's challenges will be to develop an application that helps agencies better leverage out of home media to reach today's dynamic consumers.

Wally Kelly, CEO of Viacom Outdoor participated in a panel, "Are Agencies Getting the Most Out of Local Opportunities?" He stressed the importance of strong client relationships. In order to get out of home in many local buys, media companies need to be flexible. They need to listen to what the agency is communicating and apply that information to create successful strategies and great concepts for advertising campaigns. Charlie Rahilly, SVP, West Coast, Clear Channel Communications noted that for cross platform selling to work, media companies need to look to where their clients are going and look beyond the short-term deal.

Andrea MacDonald, President, MacDonald Media & Chairman of TAB, moderated a Event, Sports and Grass-Roots Marketing panel. Wally Hayward, CEO, Relay Sports & Event Marketing and John Osborn, EVP, Director of Integrated Marketing, BBDO NA, both stressed that five years ago, 80% of the decision to buy an event marketing program was based on the gut-reaction of the relationship of the event and the brand. Today, 50% of the decision is based on the gut-reaction; the other 50% is now based on numbers.

Renetta McCann and the AAAA Media Policy committee see media verification --the discrepancy between what is purchased and what actually ran and the difference between what ran and what was billed--as the major issue facing the industry today. She announced the formation of a industry-wide program that



(L. to R.) Ari Noe - On the Road Advertising, Tommy Teepell - Lamar Advertising, Susan Berkman - Noble BBDS, Sherri Rosenberg - Noble BBDS, Joe Philport - TAB

will be headed by Charlie Rutman, President, Carat NA and a member of the TAB Board of Directors. Media that is properly positioned to provide measurement and verification will stave off what Steve Forbes referred to as, "the crisis of confidence" that is currently plaguing other media in the industry.

One of the conclusions that I drew from a Measurement/Return on Investment panel chaired by Jim Spaeth of The Advertising Research Foundation (ARF) is that when it comes to national advertisers, out of home media are being hurt by not having developed the Return on Investment tools being utilized by other media.

Andrea MacDonald believes that one of the reasons out of home receives limited visibility at the AAAA's Media Conference is because there is only a small turnout from our industry. She hopes that more support from the out of home industry will lead to expanded discussions of out of home media at future AAAA's Media Conferences. Looking at the issues ad agencies face today, out of home media is well positioned to be an important part of most advertisers' media mix. However, more credible tools and systems must be developed to move the industry forward. To that end, I am very excited about the first joint OAAA/TAB National Convention that will be held, June 8-10 in Washington, DC and the Advertising Research Foundation's Worldwide Audience Measurement Conference June 15-20, 2003 in Los Angeles. Each conference will have a significant portion of their agenda devoted to out of home measurement issues.

Joe Philport

You can check out the details for these conferences by clicking on the hot links below:

OAAA/TAB National Convention June 8-10, 2002
www.oaaa.org/calendar/detail

The ARF Worldwide Audience Measurement Conference June 15-20
www.esomar.nl/seminar_progs/WAM2003.htm