



The rise of national brands





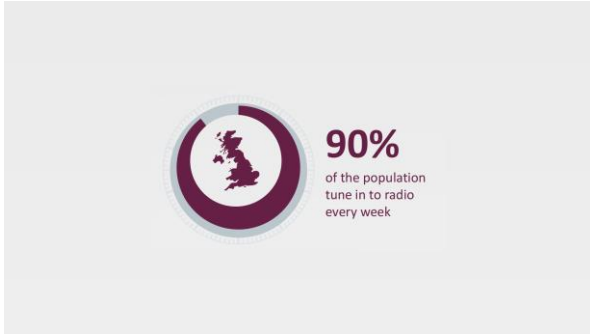
'Against many pundits' expectations, **the oldest form of mass-communication has held up well** amid the din of TV, streaming, video-gaming and all the other entertainments of modern life'



Inside Global's big bet on outdoor: the money, the strategy, the digital opportunity

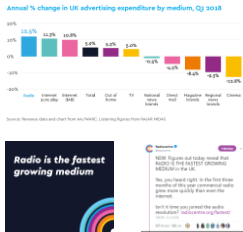
Campaign takes a closer look at the ambitious leap by Global's Stephen Miran and Ashley Tabor into the out-of-home industry.





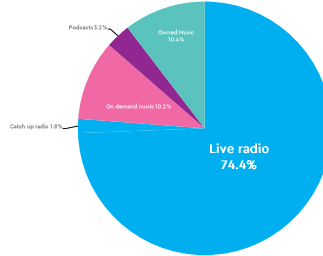
+12.5%

Commercial radio is the fastest growing medium
Isn't it time you joined the audio revolution?
@BBCRADIO





Live radio remains the most consumed audio format



Source: RAJAR HD43 Summer 2018



Most important attributes of an advertising medium

- Targets the right people, in the right place, at the right time
 - Increases campaign ROI
 - Triggers a positive emotional response
 - Increases brand salience
 - Maximises campaign reach
- Gets your ads noticed
 - Low cost audience delivery
 - Builds campaign frequency
 - Guarantees safe environment
 - Short term sales response
 - Transparent third party audience measurement
 - Low production cost

campaign November 13, 2017

A view from Jonathan Davies

Brand safety is not a department, it's a mission

Brands that started out in TV have a different attitude towards advertising, argues Discovery International's head of advertiser partnerships.

FINANCIAL TIMES

Advertisers urge Facebook and Google to set up standards body

Companies say not enough to encourage action on their respective content

Photo: Shutterstock / iStock.com / JIMMY G. SMITH

- What the evidencesays**
- 1 TV
 - 2 Radio
 - 3 Newspapers
 - 4 Magazines
 - 5 Out of home
 - 6 Directmail
 - 7 Social media
 - 8 Cinema
 - 9 Online video
 - 10 Online display

RE-EVALUATING MEDIA **ebiquity**

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RE-EVALUATING MEDIA **ebiquity**

[Mark Ritson]
 Chief Executive, Advertising Standards Authority

"Here's how media really rank on delivering value"

Advertising Standards Authority (ASA) has published its annual 'Value of Advertising' report, which ranks media channels based on their ability to deliver value to advertisers. The report shows that TV remains the most valuable channel, followed by radio and newspapers. Online video and social media are also highly valued, while direct mail and online display are ranked lower.

The report also highlights the importance of brand safety and the need for advertisers to be more discerning in their media buying decisions. It notes that while some channels may offer high reach, they may not always deliver the most significant impact on brand perception and sales.

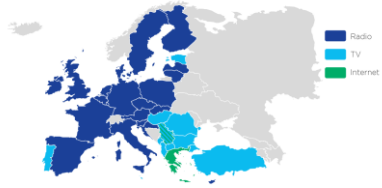
medial newswire LIVES BY UPSCALE

Introducing the fourth video s

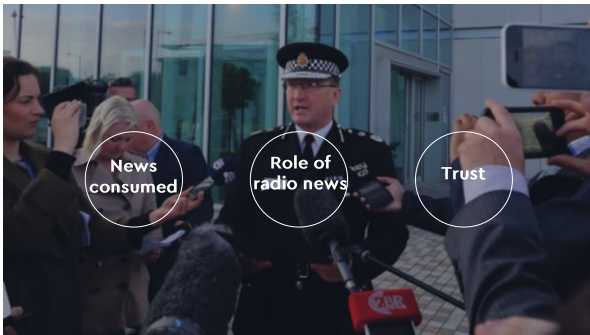
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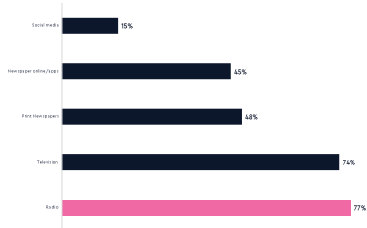
Most trusted medium



Source: Eurobarometer



Most trusted medium for news



audio
content
fund

RADIO AUDIO WEEK

14-19 May 2018



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Mental Health Minute



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