

TV Media Movement

DYNAMIC CAREERS IN A DIGITAL AGE

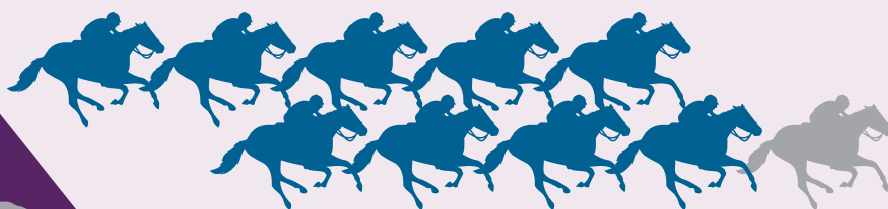
Advertising and marketing executives give insight into what's needed to move agencies and advertisers forward

Set in motion by

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And they're off!

9 out of 10 leaders agree adaptability is needed to help media buyers keep the pace



94%

say the TV buying process has changed rapidly in last 2 years

53%

The budget's electric. Boogie woogie, woogie!

More than half say they have seen dollars slide from digital to TV in light of more automated buying

82%

Sunshine & clear skies

82% of leaders say full transparency would increase their confidence when purchasing TV ads

8 in 10 leaders agree that access to in-flight stewardship and campaign posting would save significant time in their jobs

Smoother sailing

9 in 10 leaders believe automation is important or very important to the efficiency of TV advertising buying

90%

81% of leaders say increased automation helped them meet advertiser demands

81%

Real lifesavers

How automation significantly impacts leaders

Frees up ways they can add value

86% Agree / Somewhat agree

Simplifies their jobs

88% Agree / Somewhat agree

Saves them time

87% Agree / Somewhat agree

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