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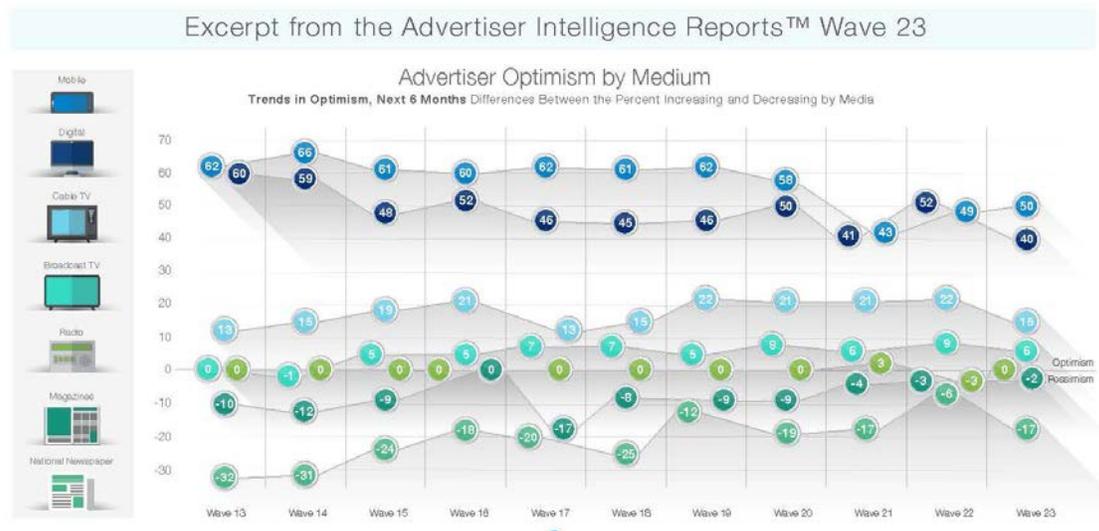
Advertisers Optimistic Overall about Spending in the Next Six Months

Mobile and Digital Advertising Continue to Outpace the Rest of the Media Marketplace.

NEW YORK – March 2, 2016 – More advertisers overall are planning to increase than decrease their advertising in the next six months. That's according to the Advertiser Intelligence Reports (AIR) Wave 23, which confirms that advertiser optimism is primarily being driven by mobile and all forms of digital media including social, video and programmatic advertising.

Details from the report indicate Advertiser Optimism, the difference between the percent increasing and decreasing ad spending in the medium, is somewhat higher compared with six months ago (see chart below). Mobile and Digital advertising continue to outpace the rest of the media marketplace. And while optimism remains positive for Cable Television and Broadcast TV, National Magazine and Radio advertisers' spending plans remain neutral to slightly negative. Advertisers are most pessimistic about their Newspaper ad spending in the next 6 months.

When it comes to digital media brands, AIR Wave 23 concludes that Facebook and Google continue their dominance in favorability, Twitter and YouTube have more advertiser advocacy than ever, Pinterest, Instagram, Snapchat and Vine are enjoying early advertiser enthusiasm, with Pandora and Hulu continuing to climb in optimistic perceptions.



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Additional report findings are available to the press by contacting Frank Papsadore, Vice President, Marketing, at 508-888-1208 or Frank.Papsadore@PerceptionsGroup.com.

About The Advertiser Intelligence Reports

The Advertiser Intelligence Reports (AIR) is the largest and most comprehensive tracking study of media decision makers in the world. Currently in its 23rd wave, AIR provides media company executives with the plans and opinions of thousands of marketers and agencies every six months about more than 400 leading and emerging media brands — digital, mobile, television, print and radio.

The AIR Advertiser Optimism Index reflects the advertising spending plans of media decision makers, agencies and marketers, representing the largest advertisers in the United States. It is derived from an essential question: *In the next six months, do you plan to increase, decrease, or maintain your advertising expenditures?* The percent planning to increase minus the percent planning to decrease represents the measure of optimism.

About Advertiser Perceptions

When it comes to gaining knowledge and clarity about what advertisers think, nothing compares to what Advertiser Perceptions delivers. We are the world leader in providing media company executives with the research-based advertiser insight and guidance necessary for producing superior advertiser experiences, strengthening media brands, improving advertiser satisfaction and increasing advertising sales. We specialize in determining, analyzing, communicating and applying what advertisers think — their plans, opinions and motivations. Our proprietary database and panels of media decision makers are large and responsive. The advertiser survey and questionnaire development process that we employ is proven and ensures optimal response. Focus and media industry expertise enables us to effectively analyze and accurately interpret the research that we conduct on behalf of our clients, who represent most of the largest media companies in the world.

FOLLOW US... to get immediate delivery of important, timely facts and information regarding the media marketplace.

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