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Advertiser Perceptions' Report:
2016 Upfront/NewFronts Have Renewed Influence On Advertiser Spending

DIGITAL CONTENT
NEW FRONT

By Randy Cohen, President and COO, Perceptions Group

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Spotlight



Centriply Begins Licensing Its Proprietary Big Data: Retains Venture Development Center to Lead Effort
Centriply, a demand-side targeted TV platform for advertisers, announced that it will begin licensing its proprietary Big Data sets for ... [more...](#)

Going Native: What Makes It Work, What Makes It Fail



An Adotas Q&A with Bryan DeLuca, Director of Content and Publishing for IEEE GlobalSpec, explores native advertising, content creation, and the pitfalls and pinnacles of moving from traditional to native advertising. Q: What are the benefits and obstacles of traditional versus native advertising? A: Both of these platforms have their merits. Traditional advertising, such as display ads, offer ... [More...](#)

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24 Sep

Advertiser Perceptions Report: 2016 Upfront/NewFronts Have Renewed Influence On Advertiser Spending

Sep 26, 2016 | Randy Cohen

Advertiser Perceptions finds new priority on live presentations, heightened interest in where networks go next with content, data, and addressability.

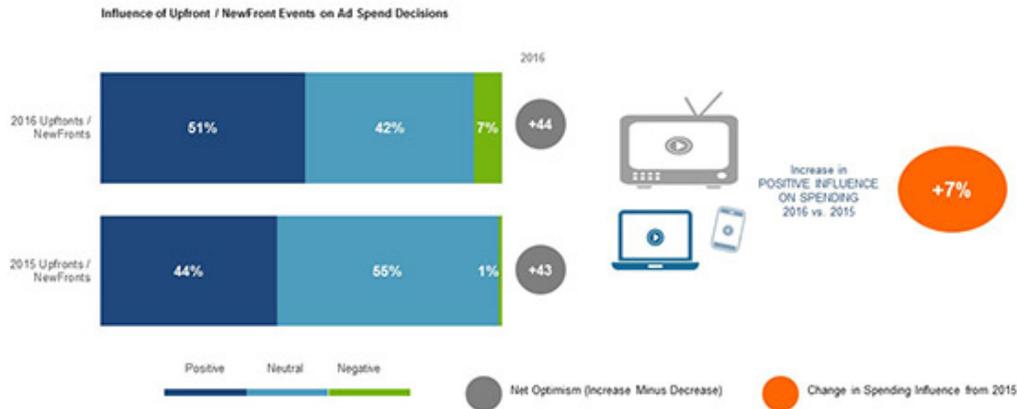


A new study by [Advertiser Perceptions](#) finds the 2016 Upfront/NewFronts presentations and supporting pre-event communications made a significantly greater impact on advertisers compared to 2015. One-third of advertisers are committing more money in upfront spending this year, with most others maintaining commitment levels in-line with last year. Fully 51% cited upfront events' influence on their spending decisions, vs. 44% last year. What's more, the overwhelming majority (84% of advertisers and 67% of agencies) plan to expand the number of network brands they advertise with. The key factors driving these increases are attractive CPMs, reach, analytics, programming and addressability.

"The report reaffirms the importance of the Upfront event" said Randy Cohen, president of Advertiser Perceptions (pictured top left). "The big presentation is coming back because of unprecedented noise and fragmentation of our marketplace. Advertisers not only want to hear about the big opportunities, but a networks' vision for improving the advertising environment and delivery, live and in person. They came for the big picture, and they got it."

Rising Impact of Upfront / NewFront Events

Advertisers Say Upfront and NewFronts Influence Their Spending Decisions 7% More Than Last Year.



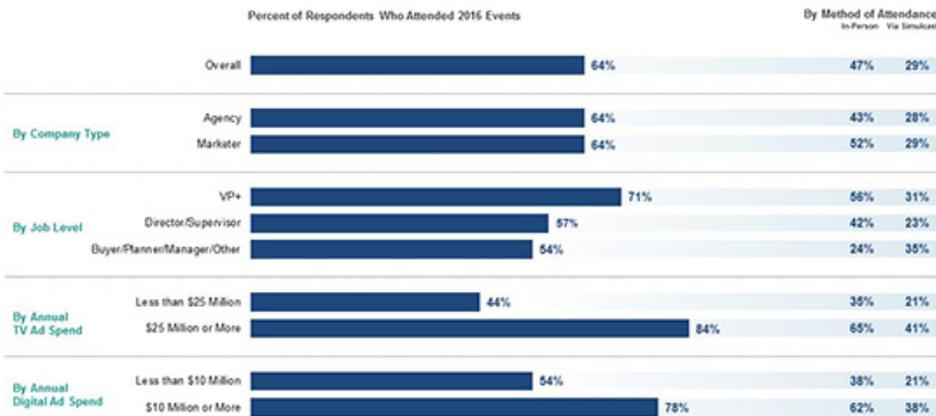
Source: © Advertiser Perceptions | Upfront / NewFronts Report, Wave 4

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Overall, the Upfront/NewFronts events created a positive impact on advertisers. More 37% of this year's attendees attested that live attendance was the best way for them to discover and experience new programming opportunities (vs. 28% last year and 26% two years ago). Of special importance is talent onstage, according to 63% of advertisers. Beyond programming, attendees said they want to hear more about networks' efforts to provide data to make better advertising decisions and measure advertising effectiveness, especially across platforms.

In-Person Presentations Preferred by Advertisers

Face to Face Meetings Are the Most Preferred Method for Hearing New Programming Opportunities and Information at Upfront/NewFronts.



Source: © Advertiser Perceptions | Upfront / NewFronts Report, Wave 4

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Digital and mobile video continue to garner more attention and dollars from advertisers. Fully 62% expect to increase spending levels while 34% maintain current levels on digital/mobile video.

Advertiser Perceptions interviewed 310 advertiser and agency executives over the May-June timeframe for the Digital NewFronts and TV Upfront. Two-thirds of the advertiser and agency executives attended presentations, with roughly equal numbers attending each type. And 84% of attendees represented companies spending more than \$25 million/year in TV advertising, while 78% represented companies spending more than \$10 million in digital/mobile video advertising.