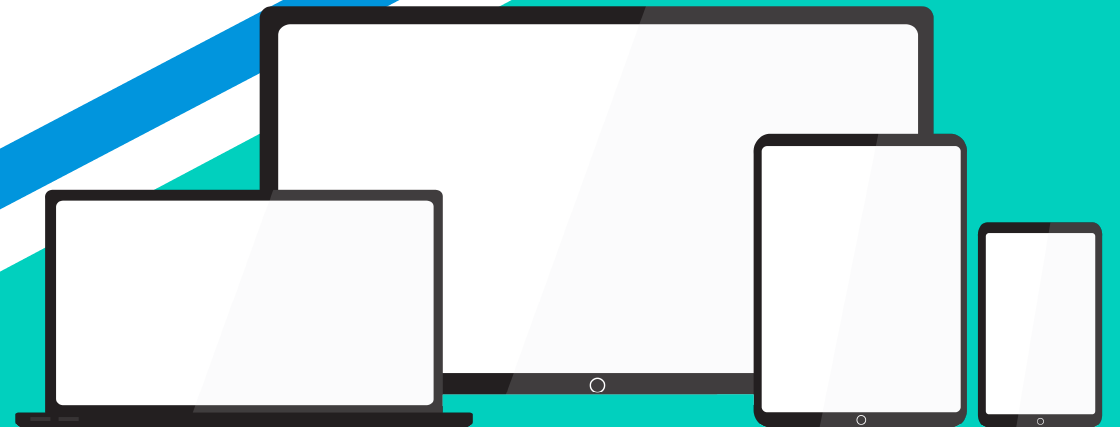


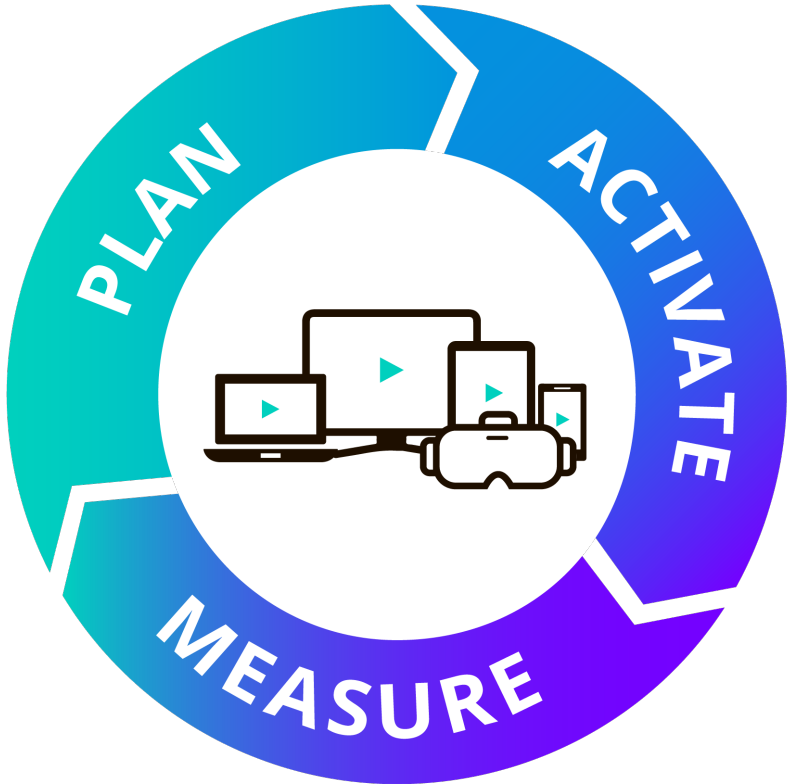
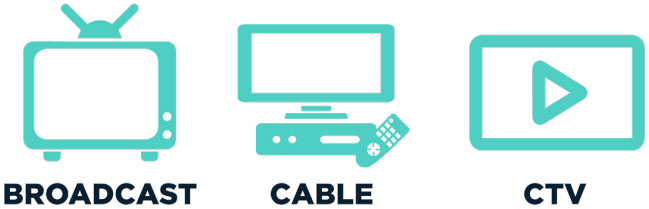
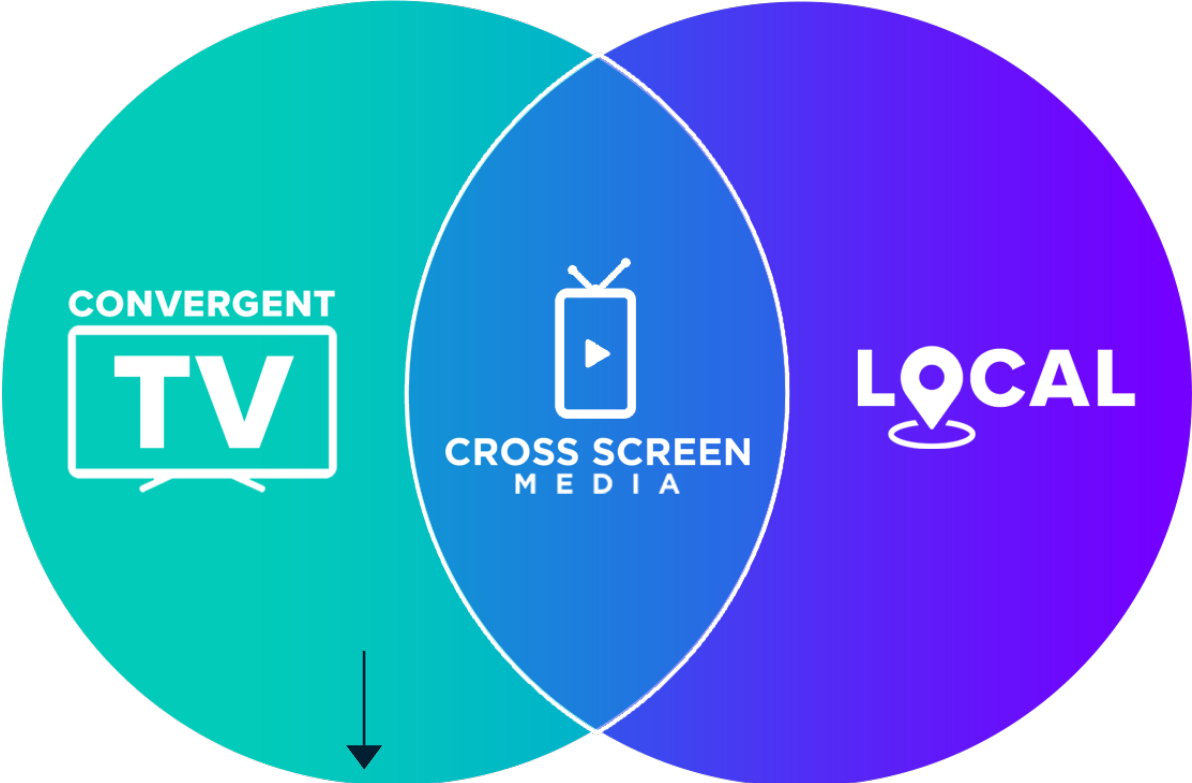


**CROSS SCREEN**  
M E D I A

# Now Streaming: The Future of Local TV is Here



# Where Convergent TV Meets Local



# Housekeeping: Can you take pictures of the slides with your phone?



**@MichaelBeach**

**@XScreenMedia**



**#BorrellMiami2023**

# Four trends for local streaming TV



**Time spent  
soars**



**Local = early  
adopters**



**Better ROI =  
higher CPMs**

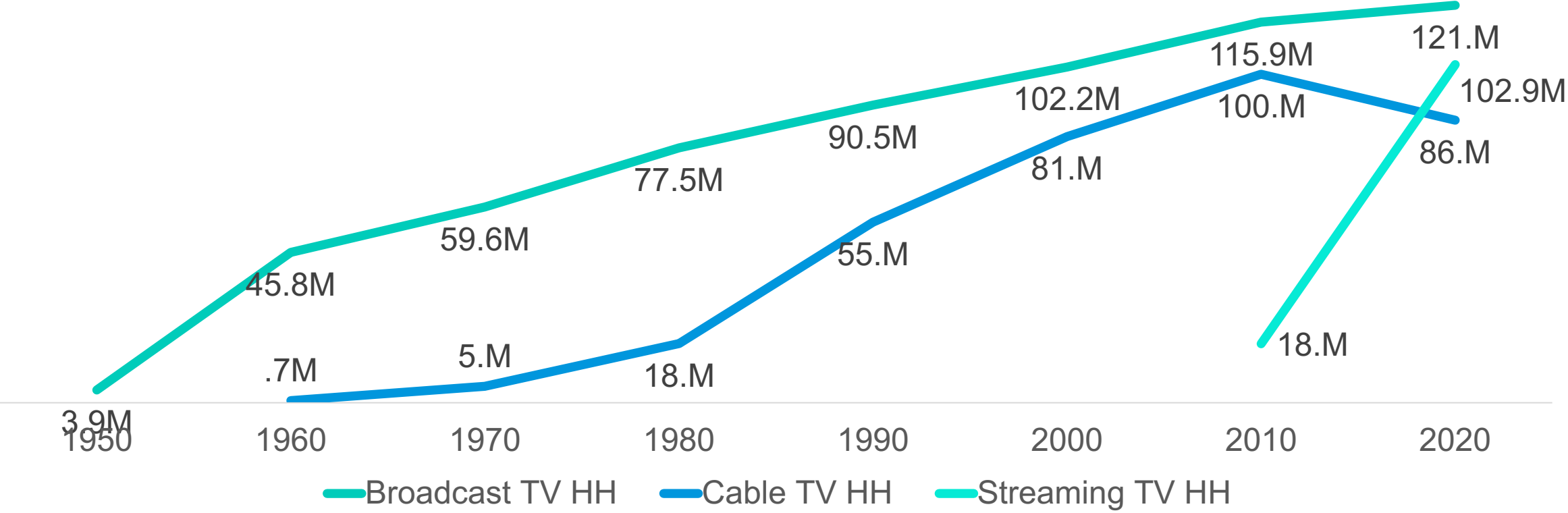


**Fewer ad  
impressions**



**Time spent  
soars**

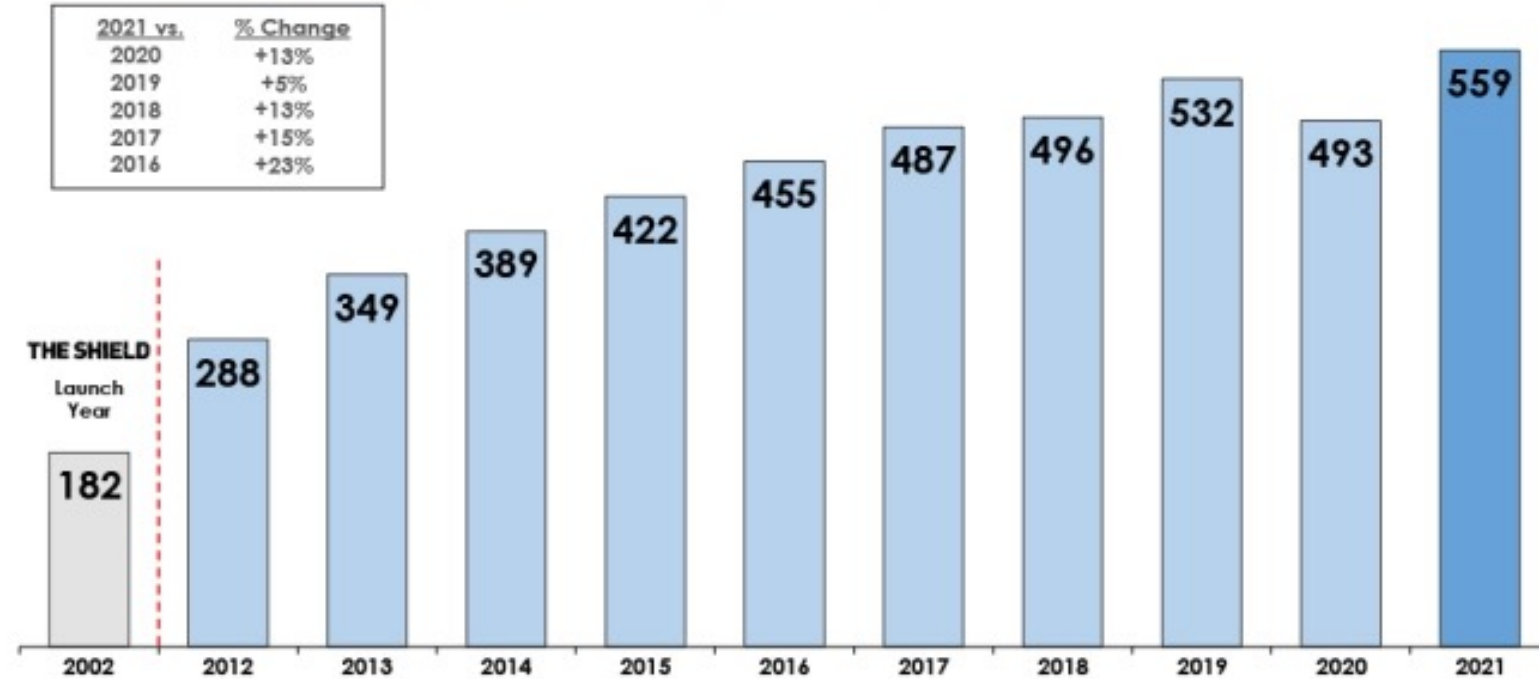
# Streaming grew from 15% of HH to 80% in 10 years!!!



Source: Nielsen, eMarketer

# More content chasing limited time

## ESTIMATED NUMBER OF ADULT SCRIPTED ORIGINAL SERIES BROADCAST, CABLE, AND STREAMING SERVICES



\* COVID lockdown began in March 2020  
 Source: Includes Scripted Series that aired/shipped new episodes in the given calendar year. Excludes library, daytime dramas, one-episode specials, non-English language/English-dubbed, children's programs, and short-form content. Estimated by FX Content Research as of 12/31/21; culled from Nielsen, Streaming Services, The Futon Critic, Wikipedia, Eguides, et al. Broadcast includes PBS. Basic Cable includes Audience Network (DIRECTV) and Spectrum Originals. Current Streaming Services = Acorn TV, Apple TV+, Amazon, AMC+, Apple TV+, BET+, BETX+, Crackle, Disney+, Facebook Watch, HBO Max, Hulu, IMDb-TV, Netflix, Paramount+, Peacock, Roku, Shudder, Sundance Now, Tubi, and YouTube.

Since 2012:

Time spent w/ video  
 ↑ **7%**

# of original shows  
 ↑ **166%**

Time/Show  
 ↓ **60%**

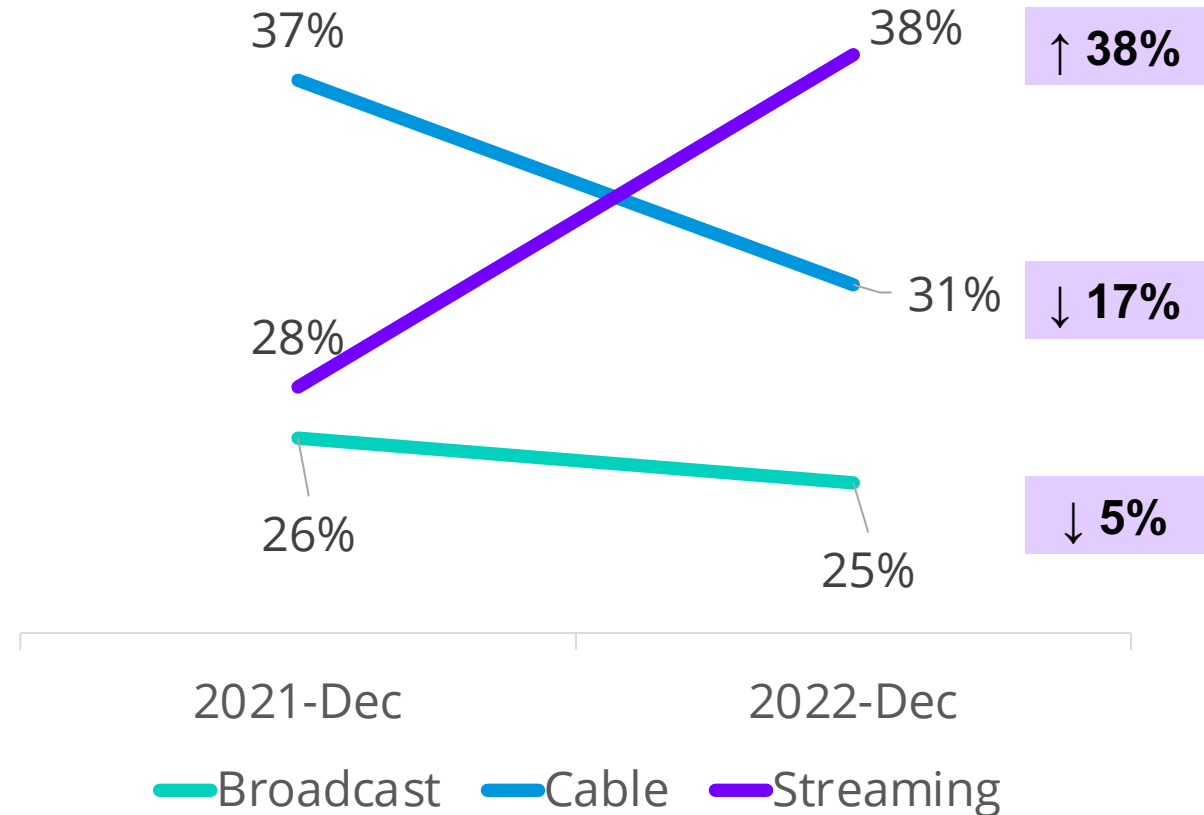
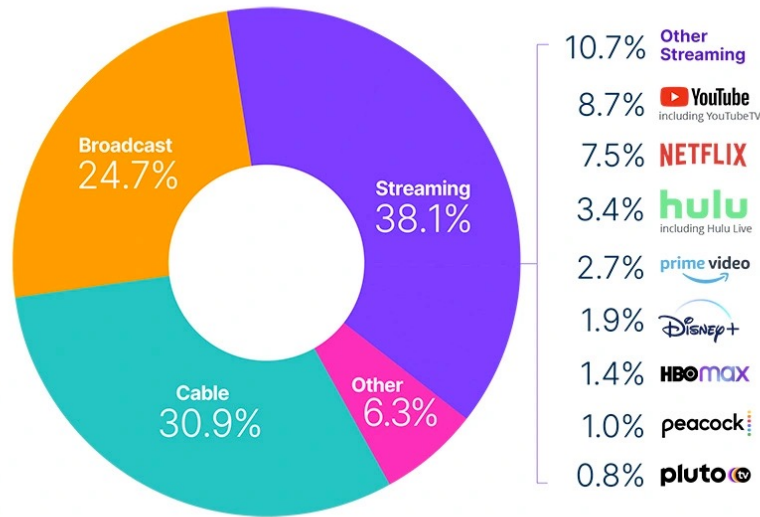
Source: FX Networks, eMarketer, Nielsen, Cross Screen Media

# Cord cutting is catching up to cable

Nielsen

December 2022

Total Day  
Persons 2+

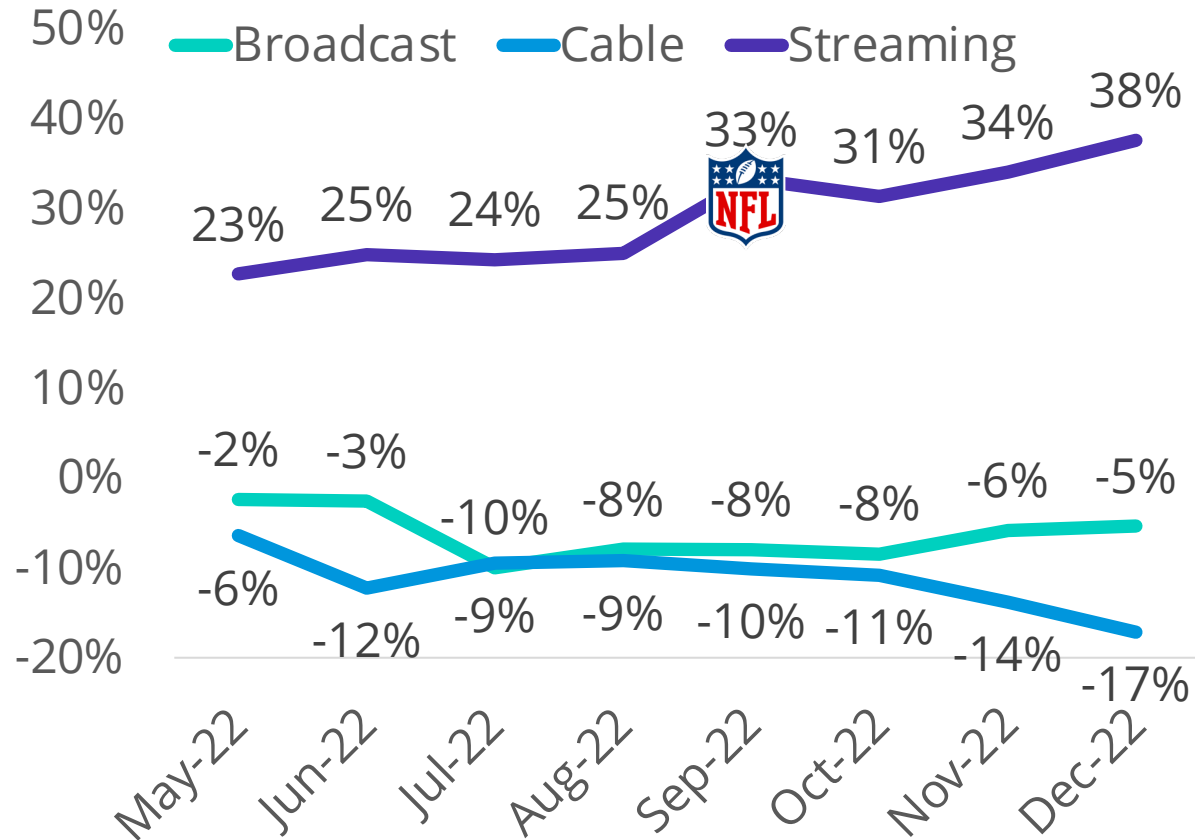


Updated: 2023-Q1  
Source: Nielsen

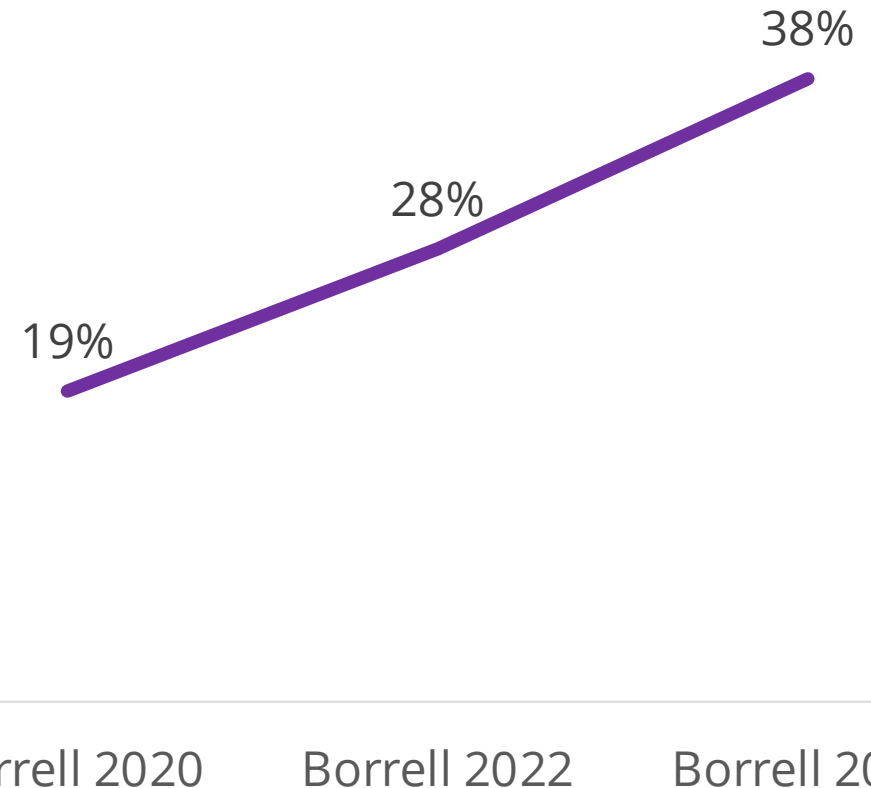


# Growth rate for streaming is increasing

### YoY change in time spent



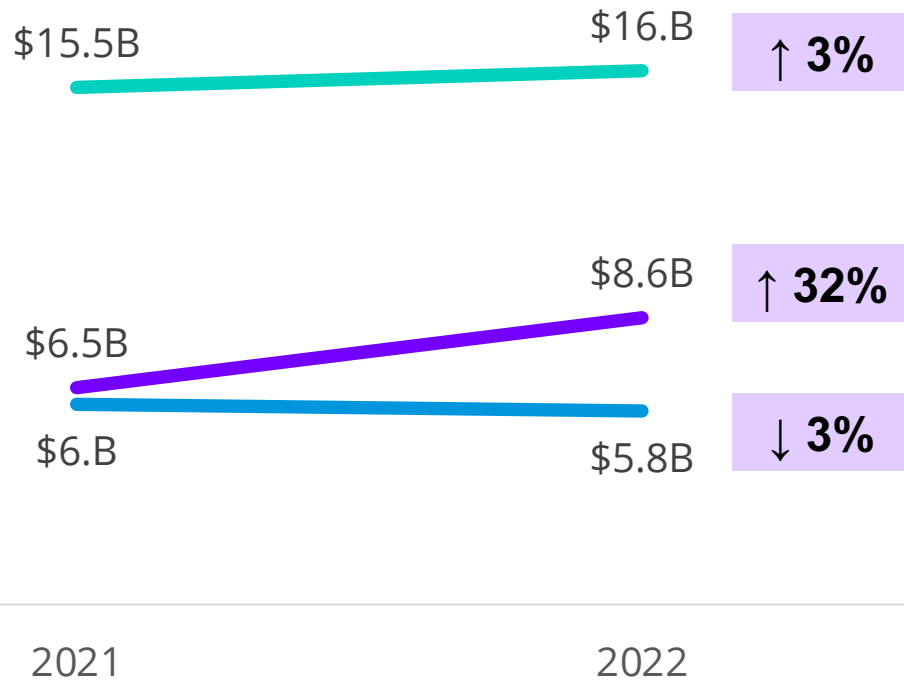
### Streaming share of total TV time



Updated: 2023-Q1  
Source: Nielsen

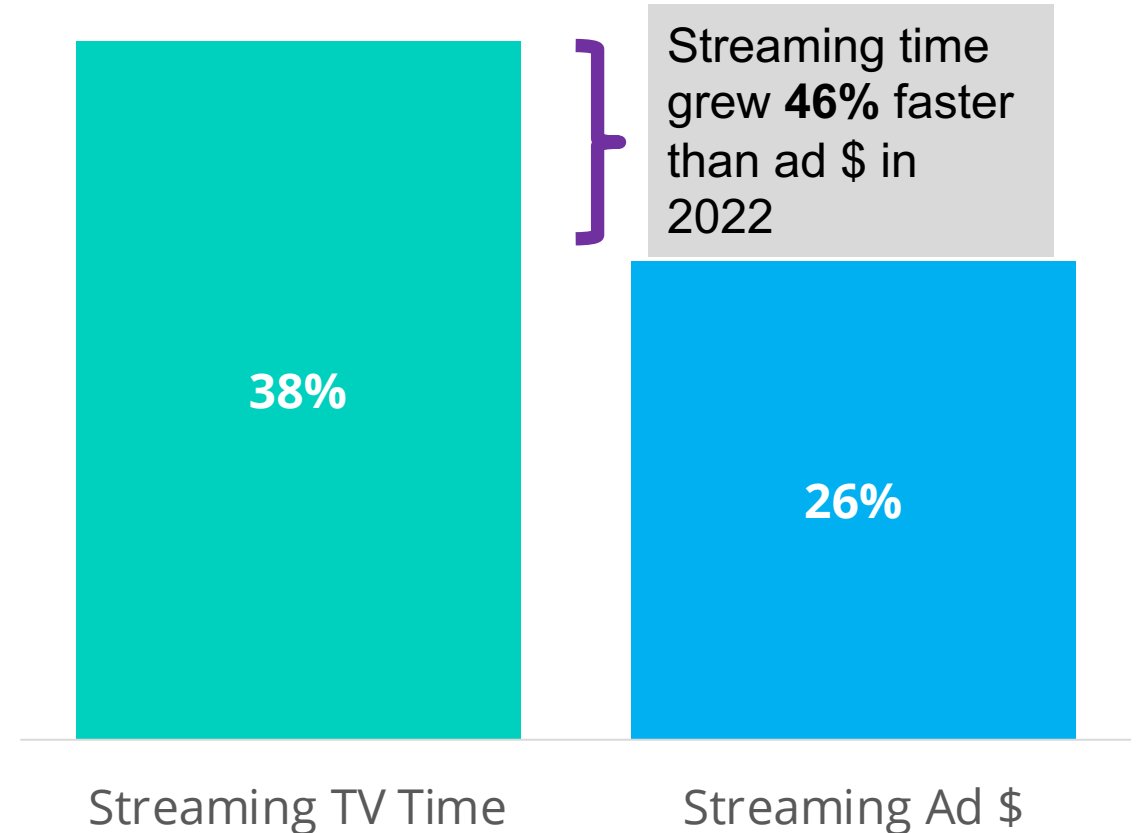
# Change in consumption ≠ change in ad \$

YoY change in local ad \$ (no political)



— Broadcast (Local Ad \$) — Cable (Local Ad \$)  
— Streaming (Local Ad \$)

YoY change in time vs. ad \$



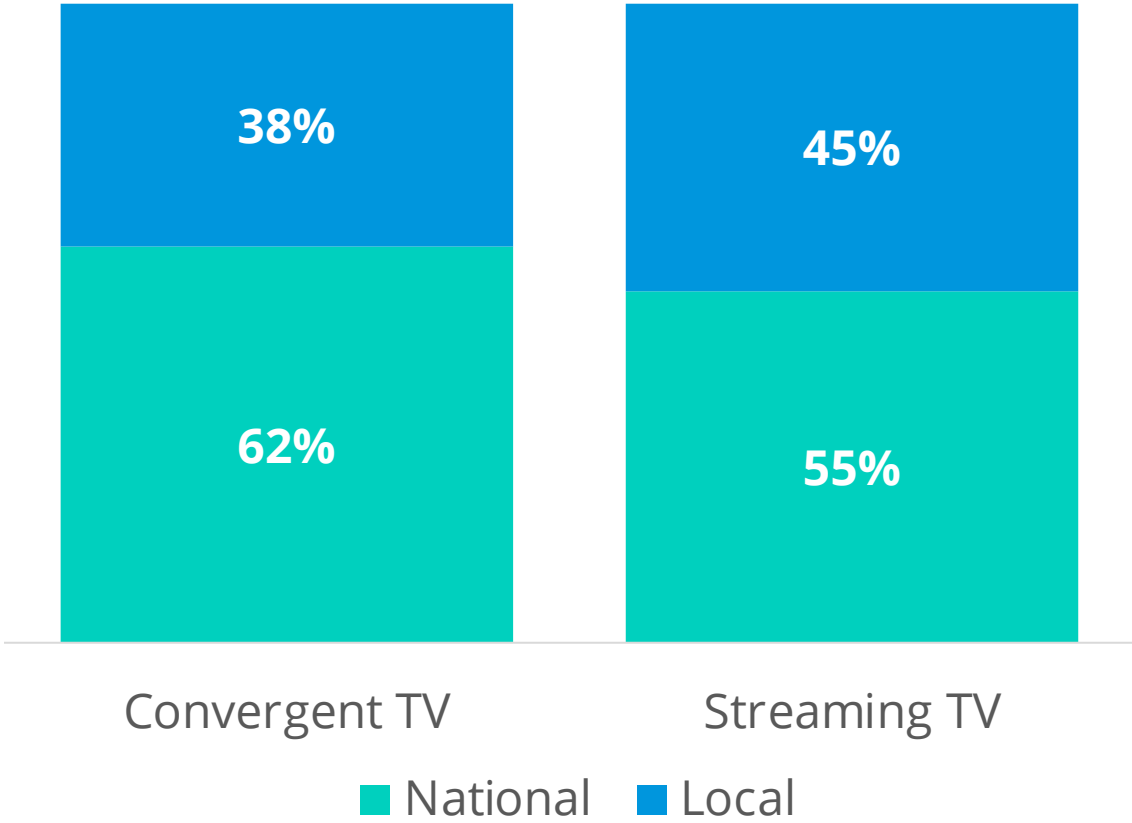
Updated: 2022-Q4  
Source: Nielsen, Borrell, eMarketer and BIA



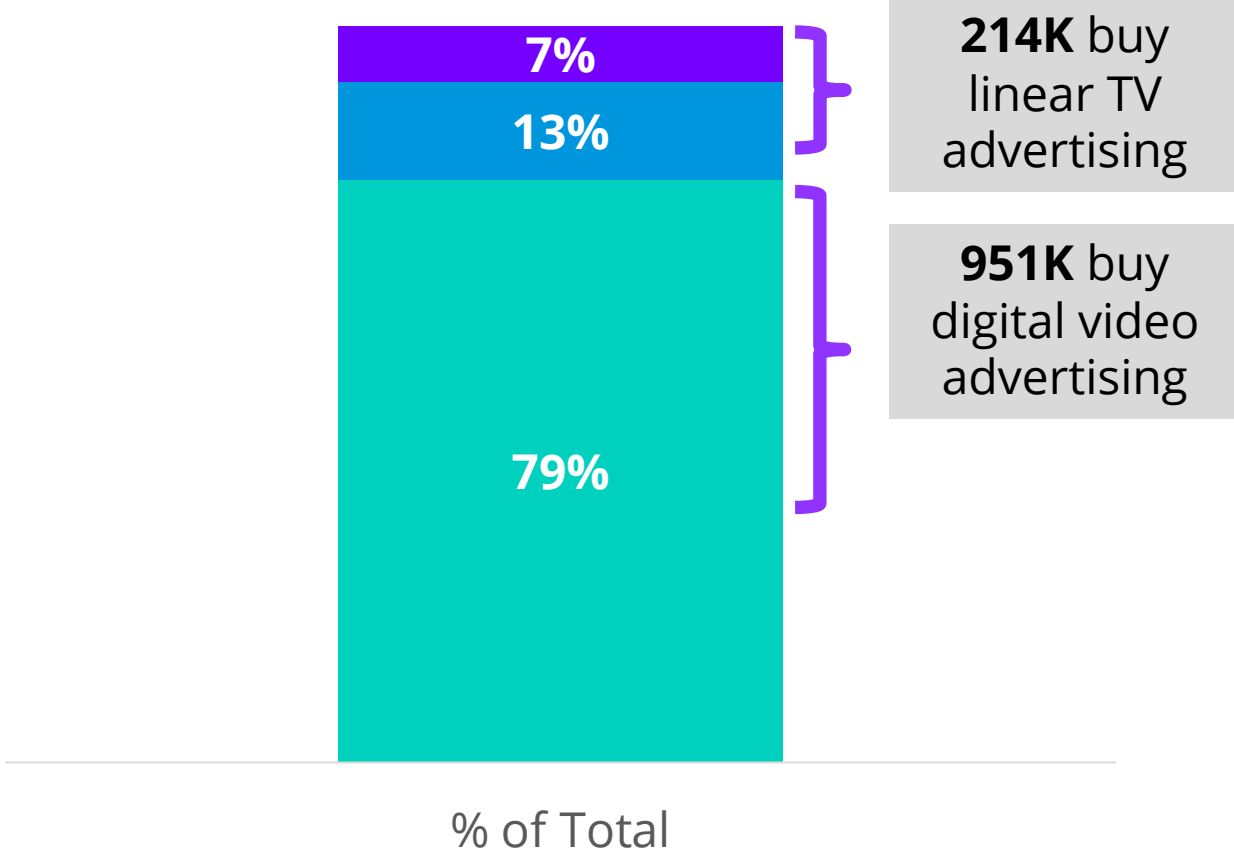
**Local = early  
adopters**

# ≈ 80% of local video advertisers are digital only

Share of TV ad \$



Share of local video advertisers



Updated: 2022-Q1  
Source: Borrell, GroupM, eMarketer and internal

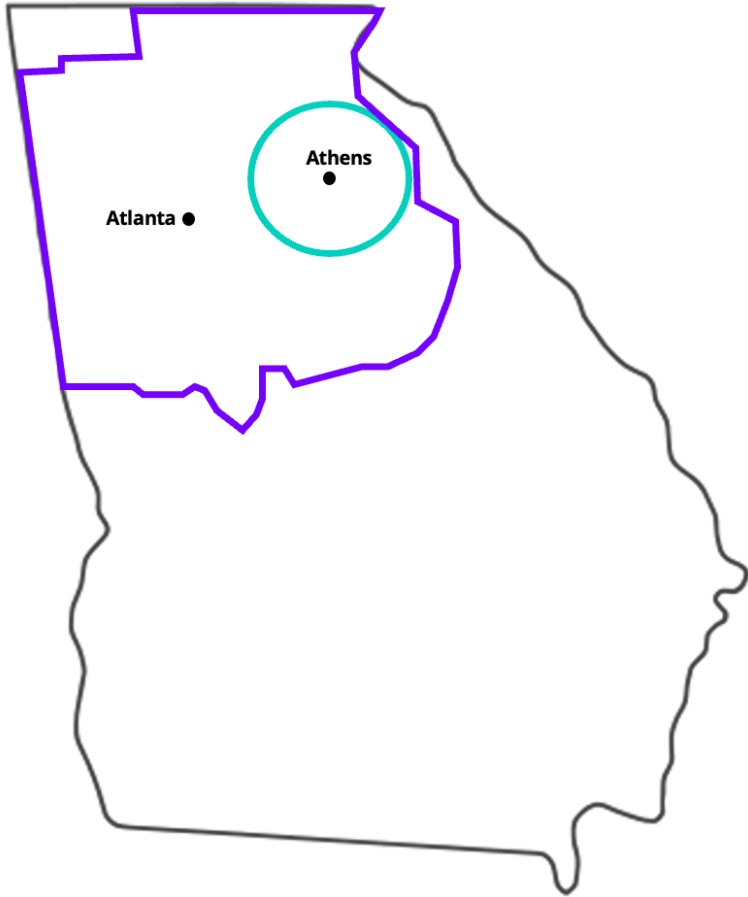


**Better ROI =  
higher CPMs**

# Local + streaming = big win

	Local	National
Zip code targeting	✓	✗
Audience targeting	✓	✓
Low minimums	✓	✗

# Case Study: Car dealership in Athens, GA



eCPM

Audience	HH	% of Market	Linear TV	Streaming TV
Adults in Atlanta Market	2.5M	100%	\$20	\$35
Above + 30 mile radius	206K	8%	\$274	\$55
Above + auto intender	51K	2%	\$813	\$75

Network	CPM	5s View %	eCPM
Streaming TV	\$75	90%	<b>\$83</b>
Facebook	\$18	15%	\$120
Netflix	\$80	95%	\$84

Source: Internal



# Fewer ad impressions



# More streaming TV = fewer TV ads

	Linear TV	Streaming TV	All TV
Ad-Supported %	80%	48%	68%
Ad Load	16	4	9
Ad Minutes/Hour	13	2	6

Year	Streaming Share of Time	CPM #	Total TV Ad \$	CPM \$
2023	35%	13.B	\$84B	\$6
2025P	50%	11.3B	\$93B	\$8
<b>% Change</b>	<b>43%</b>	<b>-13%</b>	<b>11%</b>	<b>28%</b>

Updated: 2022-Q1

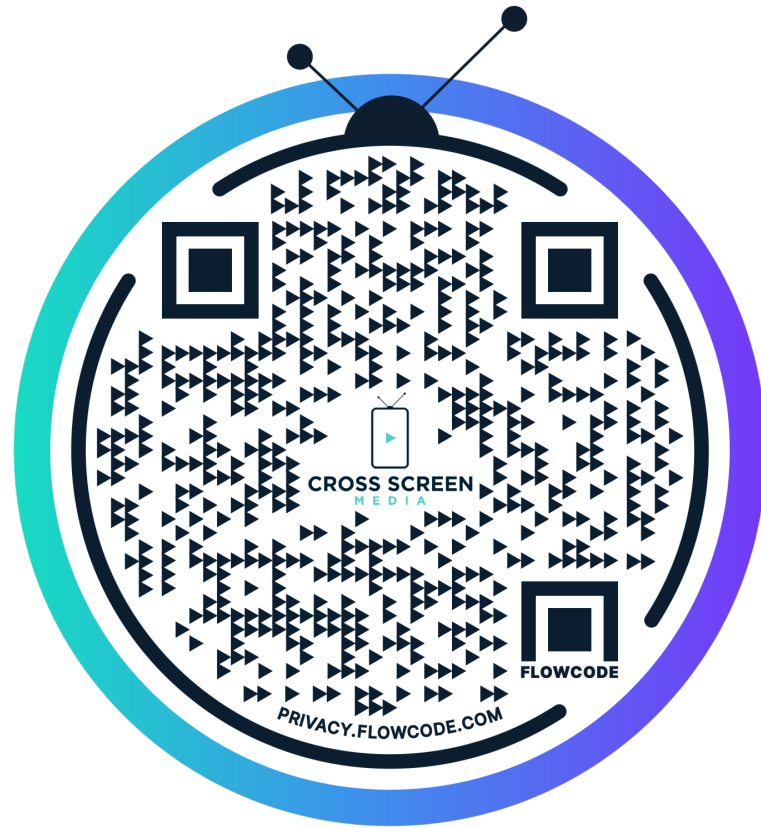
Source: Borrell, GroupM, eMarketer, TVision and internal

# If you remember one thing about this presentation

	Local	National
Zip code targeting	✓	✗
Audience targeting	✓	✓
Low minimums	✓	✗

**Streaming TV should be the first video format that any local advertiser invests in moving forward.**

# Many thanks!!!



**Company:** [CrossScreen.Media](https://CrossScreen.Media)

**Email:**  
[mbeach@crossscreen.media](mailto:mbeach@crossscreen.media)

**Twitter:** @MichaelBeach /  
@xscreenmedia

**Podcast/Newsletter/Blog:**  
[MichaelBeach.com](https://MichaelBeach.com)