



**MEDIA
ADVISORY
BOARD**

Driving Action To Fuel Change

September 24, 2020

Media Transformation and Reform

Media Transformation and Reform is a major effort by the ANA and is square in the middle of our Global Growth Council Leadership Agenda.

ANA Growth Agenda



The Media Advisory Board

Co-Chairs

Video Upfront Project
Leader



Jennifer Gardner
Unilever



Ben Jankowski
Mastercard



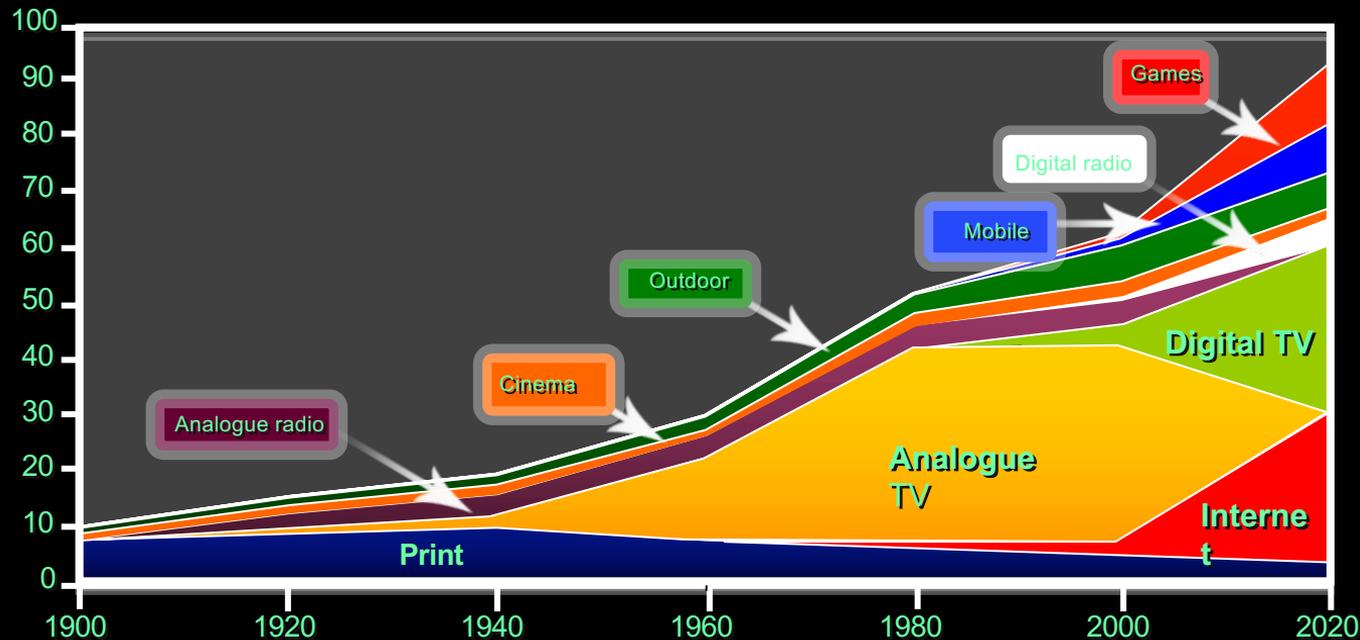
Karen Crawford
Nestlé

The Media Advisory Board was created in 2019 by the ANA. The purpose is to drive strategies and actions in some of the core issues facing marketers managing the largest A&M expense ... media.

The group consists of 14 media professionals at ANA member institutions



Global Media Consumption-Hours Per Week



Source: Microsoft

You've Seen All the Statistics

15

new streaming
services in the
last 2 years

\$↑

Addressable
ad spend is
rising

123

BILLION
minutes in
streaming
weekly

25%

of TV usage
from streaming

210

OTT
subscriptions
by 2024

Opportunity and Risk

- How can I use **data** to deliver a more engaging consumer experience?
- How can I drive productivity through better **measurement**?
- How do I make sure consumers' **privacy** is upheld?
- How do I keep the brand **safe**?



Actions speak louder than words



ANA

It takes a village



ANA

On a Journey of Successful Action



Media Reform Workstream



Upfront

How can we evolve the legacy and outdated practices?



Equality

How can we help tackle society issues?



Transparency

How can we create more transparency and have common information available to everyone?



KPI

How can we create common measurement systems that optimize performance and simplify processes?



Commercial Load

How can we use commercialization to create a better consumer experience?

Some examples



Timing

The broadcast year construct works for few advertisers, most have CY



Financial Flexibility

We have options but a fixed amount of 90 days prior to the start of a quarter isn't ideal. Digital and Spot TV are 2 weeks.



Realistic Ratings

Today we're a slave to exaggerated ratings and constant change

- 15% of inventory bought in an upfront moves



Evolve Ratings

Align all parties of the industry to evolve ratings technology



Still buying on antiquated measures

- CPMs
- Age and gender targets

We Need Your Help!

Scaling this message is difficult – we need marketers to spread the word

**Work with
us**

**With the
media –
sellers and
reporters**

**With the
agencies**

Reach out to Marni Gordon, Bill Duggan or myself to volunteer



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Thank You

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[#bjankow](#)