

ECI Media Management's

Top 10

predictions

for 2022

The pandemic has had a profound impact on society, consumer behavior and the business landscape. Living with Covid-19 is the new reality; the advertising industry will have to continue to adapt, evolve and innovate at breakneck speeds to satisfy the demands of consumers in a hyper-connected, on-demand world. Our expert researchers and analysts from around the globe have shared their predictions for 2022, so marketers have the insights and intelligence they need to prepare for what will undoubtedly be another challenging year.

1. Global inflation for both linear TV and online media will rise in 2022.

TV inflation will be driven by falling audiences, increased demand from advertisers as the global economy opens up, the FIFA World Cup, the US mid-term elections and increased spend from emerging industries such as cryptocurrencies. Online inflation will be fueled by audience fragmentation and smaller TV audiences. Monitoring and scrutinizing TV and online budget allocation for maximum efficiency will be business-critical. Discover more detail and context in our annual inflation report, which will be released in February.

2. Investments into CTV will start to plateau, but AVOD services will grow in reach.

CTV CPMs are high due to increased demand in the marketplace and limited ad inventory: advertisers will be forced to identify alternative options as they allocate their media budgets. Go-to-market timing will be key. Meanwhile, growth for AVOD services will offset some of the constriction in ad supply. AVOD ad sellers will benefit from CTV's high CPMs and improved frequency capping capabilities, and are unlikely to offer significant inventory options and client exclusivities, at least in the near term.

3. The ad industry will re-evaluate measurement sources, particularly in the US.

As CTV and AVOD are given more space on media plans, the advertising industry needs to secure a common currency for all video channels in order to maximize efficiency.

4. Advertisers will pay more attention to the communication strength of different platforms and formats.

Cost per unit means nothing if you do not have a real understanding of what the unit is. Advertisers will need to consider factors such as exposure length, ad size and quality.

5. Accelerated consumer uptake of technology will require increased agility and the leveraging of first-party data to create more seamless customer-first, cross-channel experiences and data-tracking across the sales funnel.

Many marketers will use 2022 as a test-and-learn year to determine their post-cookie data strategies in advance of the phasing out of third-party cookies in 2023. Machine-learning and AI technology will be key tools for data measurement and creative personalization.

6. Meta will lose ground to TikTok in media plans.

While TikTok is unlikely to surpass Meta in terms of active users, it is the top social platform for teens and will play a key role in media plans in 2022 and beyond. Meanwhile, Meta will continue to face headwinds and increased scrutiny from government regulatory bodies and privacy groups.

7. Contextual targeting will mature and become increasingly important, particularly with the death of the cookie.

Audience segmentation will still be available, but its effectiveness will decrease. On the other hand, contextual targeting is relatively cheap, easy to execute, privacy-compliant, safe and aligns with traditional media planning practices. Tools to do it at scale are evolving and likely to gain traction in 2022.

8. Retail media will evolve and will become a staple of many media plans as more consumers expect high-quality retail experiences from the comfort of their homes.

Ecommerce experiences and customer interaction will be more personalized and sophisticated with real-time, AI-driven data, shoppable links, QR codes and AR.

9. 2022 will be a record-breaking year for advertising M&A activities and transactions, as sectors such as streaming TV, analytics and performance measurement enjoy higher revenues than ever.

In what we anticipate will be the first of many similar transactions in 2022, UTA - Hollywood's preeminent talent, entertainment and sports agency - announced in early January that it is acquiring MediaLink, a marketing and consultancy company.

10. Many global and regional marketers will conduct comprehensive agency reviews as they seek to optimize their agency relationships.

Driving improved operational and financial efficiencies across multiple marketing services, including media, digital, analytics, creative, production and PR will be the holy grail. We envisage more dedicated full-service agency set-ups which will better align with the current business and marketing landscapes.



ECI Media Management's experts can help advertisers navigate this increasingly complex and fragmented landscape to optimize reach and frequency, and drive higher media value. Please get in touch if you would like to discuss how we can support you: savings@ecimm.com

About ECI Media Management

ECI Media Management: Higher Media Value

Technology is transforming the media landscape at an unprecedented pace. But in the right hands, change can be a force for good. ECI, the market's fastest growing global media management company, leverages these changes to help you drive **higher media value** from your advertising investment.

A modern, forensic approach

Ever since our formation we have championed a modern approach to media and financial auditing. As pioneers in the field of digital auditing, we include sophisticated analysis of programmatic activity in our audit model, and we pride ourselves on a forensic, fact-based approach which harnesses the power of our world-class talent and proprietary technology. Along with our innovative benchmarking capabilities, we are confident in our ability to empower our clients to drive **higher media value** and media-led impact on business performance.

Cutting-edge services

Capitalizing on today's dynamic, fast-paced media landscape to drive **higher media value** requires data-driven decision-making, global experience and a deep understanding of the latest technologies. At ECI we are proud to be able to offer these and so much more, including TV auditing, financial compliance auditing, pitch management, KPI setting and management and contract consultancy.

Global experience, local expertise

We are proud of our client portfolio, which contains some of the world's largest and leading advertisers. Our network of owned offices and leading affiliates supports them where they need us, across the Americas, Europe and Asia Pacific. We offer them high-level media intelligence and rigorous benchmarking and, ultimately, the insight, experience and savvy to ensure that their advertising investment and agency relationships drive **higher media value**.

CONTACTS

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