

2020-2021 TV Inflation

1 March 2021



2020 TV Inflation

$$\frac{\text{Rate change}}{\text{Total 30' GRP change}} = \frac{-9\%}{-12\%} = \frac{91}{88} = \mathbf{3.4\%}$$

All 4+ NW

Rate change : sum of net rate change by channel x % share of spending by channel

2021 TV Inflation

$$\frac{\text{Rate change}}{\text{Total 30' GRP change}} = \frac{1.6\%}{-1\%} = \frac{101.6}{99} = \mathbf{2.6\%}$$

All 4+ NW

Rate change : sum of net rate change by channel x % share of spending by channel
Assuming 4 channels can increase rate on average of 5%

2020-2021 Non-TV Inflation Forecast

Media Inflation Summary

	2016	2017	2018	2019	2020	2021
TV	5%	6%	7%	3%	3.4%	2.6%
Print	0%	0%	0%	0%	0%	0%
Radio	0%	0%	0%	0%	0%	0%
Cinema	0%	0%	0%	0%	0%	0%
OOH	6%	10%	10%	10%	0%	0%