

METHODOLOGY

Jack Myers' Marketplace Assessment Surveys have been conducted since 1984 and are the industry standard for measuring brand and agency executives' perceptions of media value and sales organization performance.

This report includes rankings and ratings for television sales organizations based on the perceptions of agency management and client executives.

Respondents were first asked to rate the importance of 8 performance attributes based on their relevance and contribution their television/video media planning and buying decision-making.

- Quality Sales Team & Customer Service
- Delivers Large Audience Reach
- Engaging Content Justifies Premium Pricing
- Offers Valuable Multplatform Extensions
- Provides Innovative Promotional Marketing Opportunities
- Provides Relevant Branded Content Opportunities
- Provides Valuable Research & Data Intelligence
- Quality of Audience Demos Justifies Premium Pricing

Respondents were then shown a list of companies and asked which they personally do business with. For those companies selected, they were asked to rate each on the above attributes on a 1 to 5 scale from Market Loser to Leader.

- 5 = Market Leader (Best-in-Class)
- 4 = Market Achiever (Above Average Performance)
- 3 = Market Average (Average Performance)
- 2 = Market Laggard (Below Average Performance)
- 1 = Market Loser (Very Poor Performance)

If respondents were unaware of how a company performed against a certain criterion, they were instructed to select "Don't Know."

The top two box percentage (Market Achiever/Leader) is reported for each sales organization for each attribute as well as an overall Market Achiever/Leader score. The overall performance score is the weighted average of the 8 performance attributes where each attribute reflects its importance to the media planning/buying decision-making process.

Respondents were obtained from MyersBizNet's in-house database as well as client submissions. All were identified and qualified by MyersBizNet as influential members of the television/digital video media buying and marketing communities. They were invited via e-mail to participate in an online survey. As an incentive, an Amazon gift card was given.

Counts between 11-14 respondents are reported but are unstable. Caution should be used when interpreting data for small base sizes. Results should be considered directional rather than projectable in nature.

The survey was conducted online in October, 2016. In total, 515 professionals participated in the study.

COMPANIES INCLUDED

and reported in the competitive sets shown:

Broadcast/Cable/Entertainment

A&E/History
ABC-TV Media Sales
AMC Networks
(AMC, WE, IFC, Sundance, BBC America)
BET
CBS-TV
Crown Media Family Network
(Hallmark Channel & Hallmark Movies & Mysteries)
Discovery Communications
Disney Media
(Disney Channel, Disney XD,
Disney Jr, Disney Interactive, Radio Disney)
Fox Networks
Freeform(formerly ABC Family)
ION Media Networks
Lifetime/FYI
National CineMedia (NCM)
NBCU Entertainment(NBC-TV, USA, Syfy)
NBCU Hispanic
NBCU Lifestyle(Bravo, E!, Oxygen, Esquire, Sprout)
PBS
Screenvision
Scripps(Food Network & Cooking Channel)
Scripps(HGTV & DIY)
Scripps(Travel Channel & GAC)
The CW
The Weather Channel
Turner Emerging Consumers
(truTV, Adult Swim, Cartoon Network)
Turner Entertainment Sales(TBS, TNT)
Univision Communications
Viacom Media Network Ad Sales(VMN Ad Sales)
Viceland

Digital Video

Amazon
AOL
BuzzFeed
Facebook
Hulu
Snapchat
Twitter
Yahoo!
(including O&O,
Yahoo Gemini
and BrightRoll DSP)
YouTube

Sports Networks

CBS Sports
ESPN Customer Marketing
& Sales
Fox Networks (Sports)
NBCU Live Sports
Turner Sports

News Networks

ABC News
CBS News
CNN
Fox News
NBCU Live News
(Today Show, Nightly News,
Meet the Press, MSNBC, CNBC
Prime, CNBC Business Day)