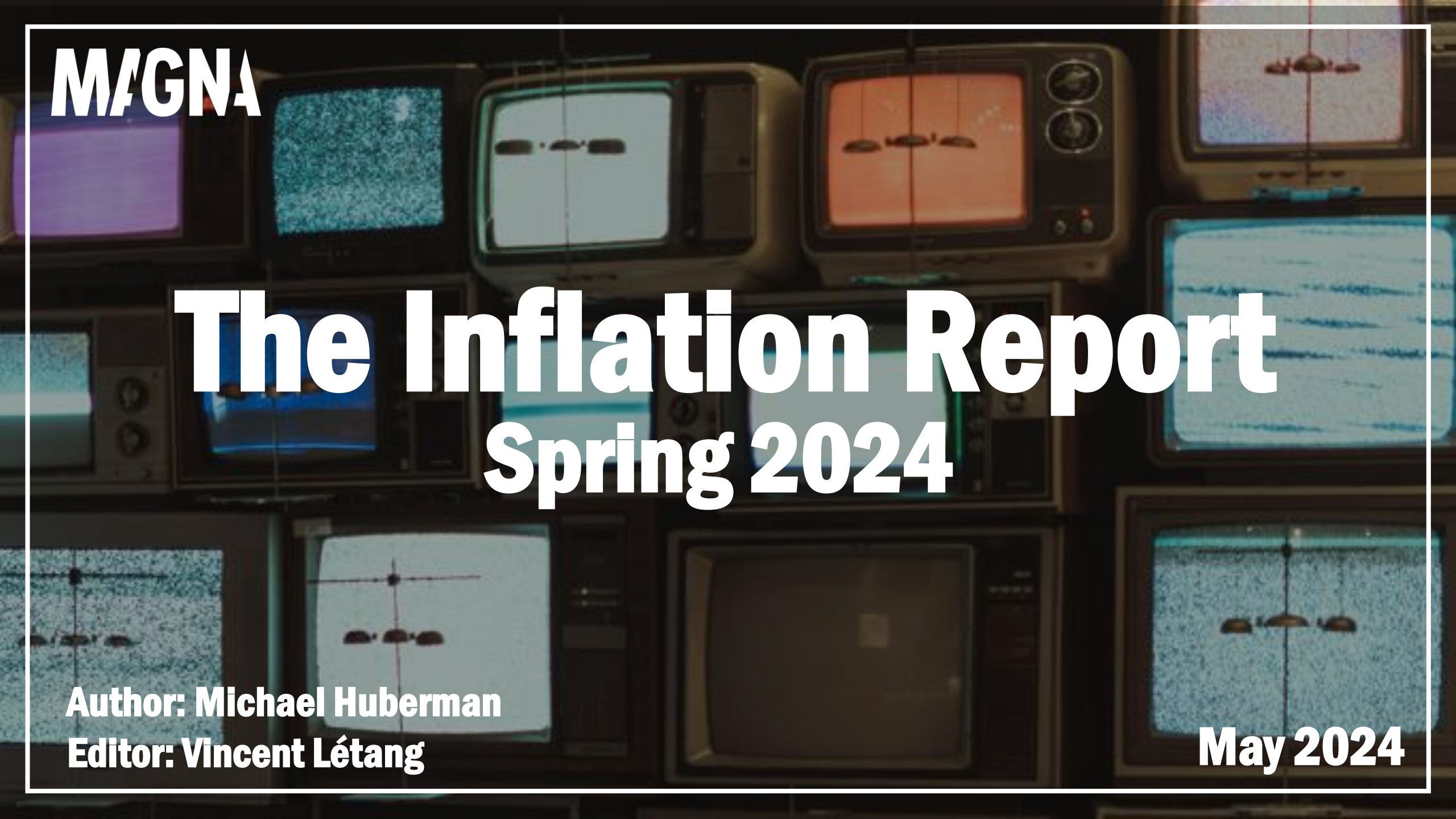




MAGNA

The Inflation Report

Spring 2024

Author: Michael Huberman
Editor: Vincent Létang

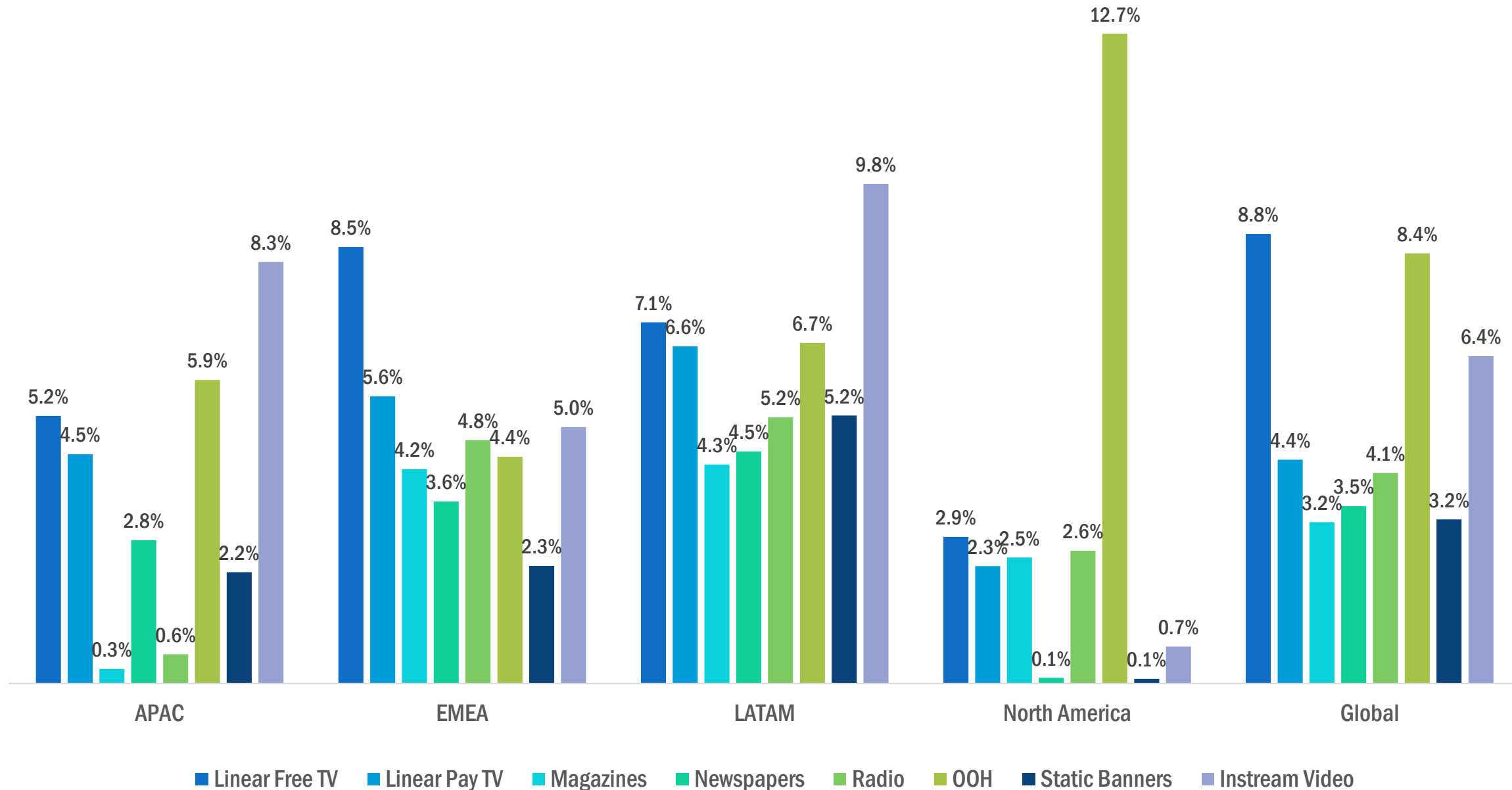
May 2024

Inflation Report – May 2024

Key Findings

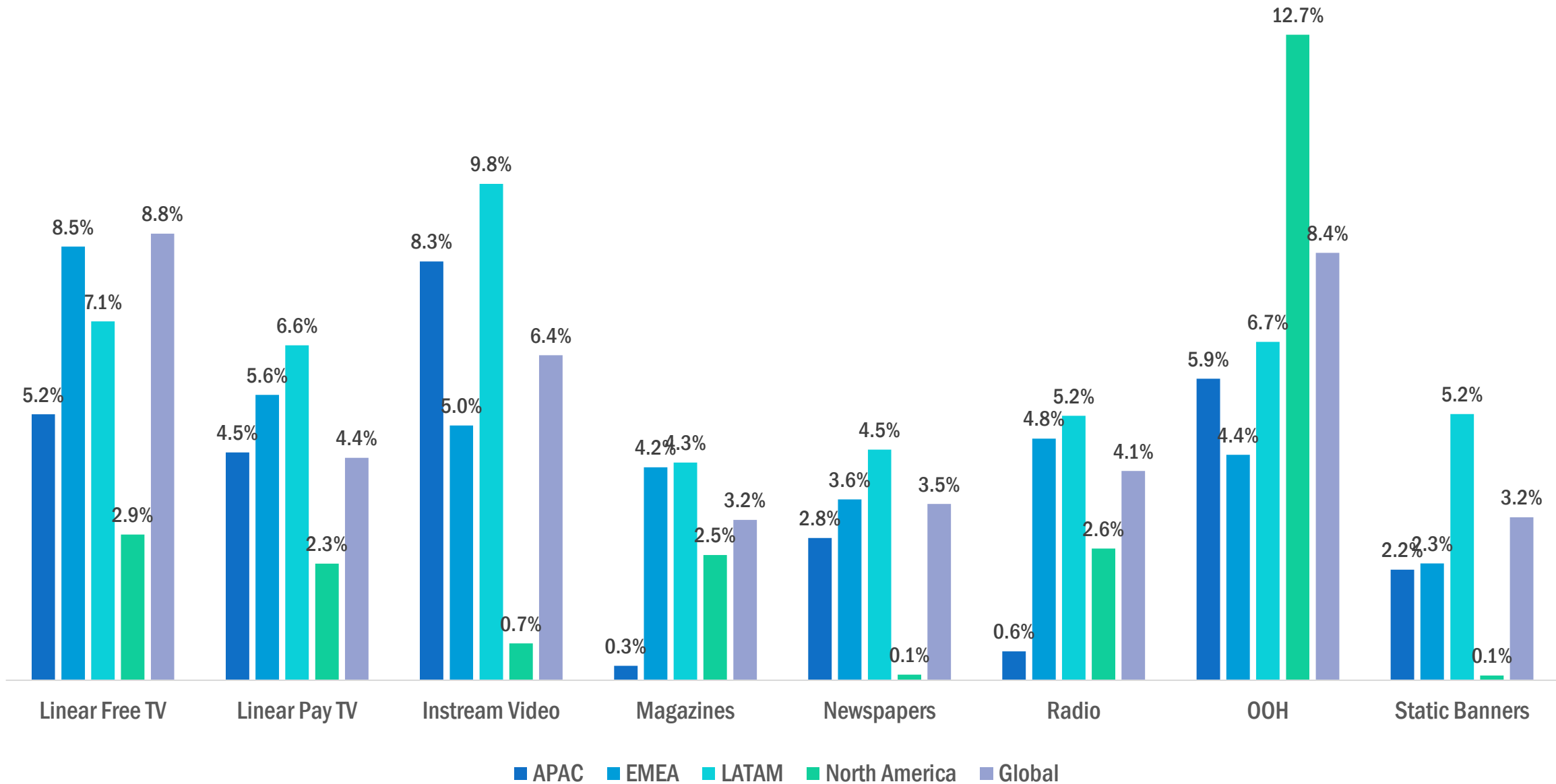
- Free Linear TV CPMs are expected to grow by +8.8% in 2024 as a global average, with significant variations across regions: North America +2.9%, APAC +5.2%, EMEA +8.5%.
- Other media types show less of an inflationary trend this year: OOH +8.4%, Instream Video +6.5%, Radio +4.1%, Print: +3% to +4%.
- In the US, MAGNA anticipates low CPM inflation for linear TV networks this year (+2% to +2.5%).
- US media inflation is also low for radio (+2.5%) and essentially flat for instream video and newspapers. OOH is the only medium to show high inflation in the US this year (+13%).
- Important reminder: because of the averaging approach, the actual cost inflation experienced on a specific campaign, by a specific brand, on a specific target, or season, or property, may be VERY different from the calendar year averages collected and published by MAGNA USA in this report.
- Please check the “data companion” excel file on the MAGNA Intelligence portal (atlas.magnaglobal.com) for detailed data in 50+ markets, and full methodology notes.

2024: Net CPM Inflation by Region

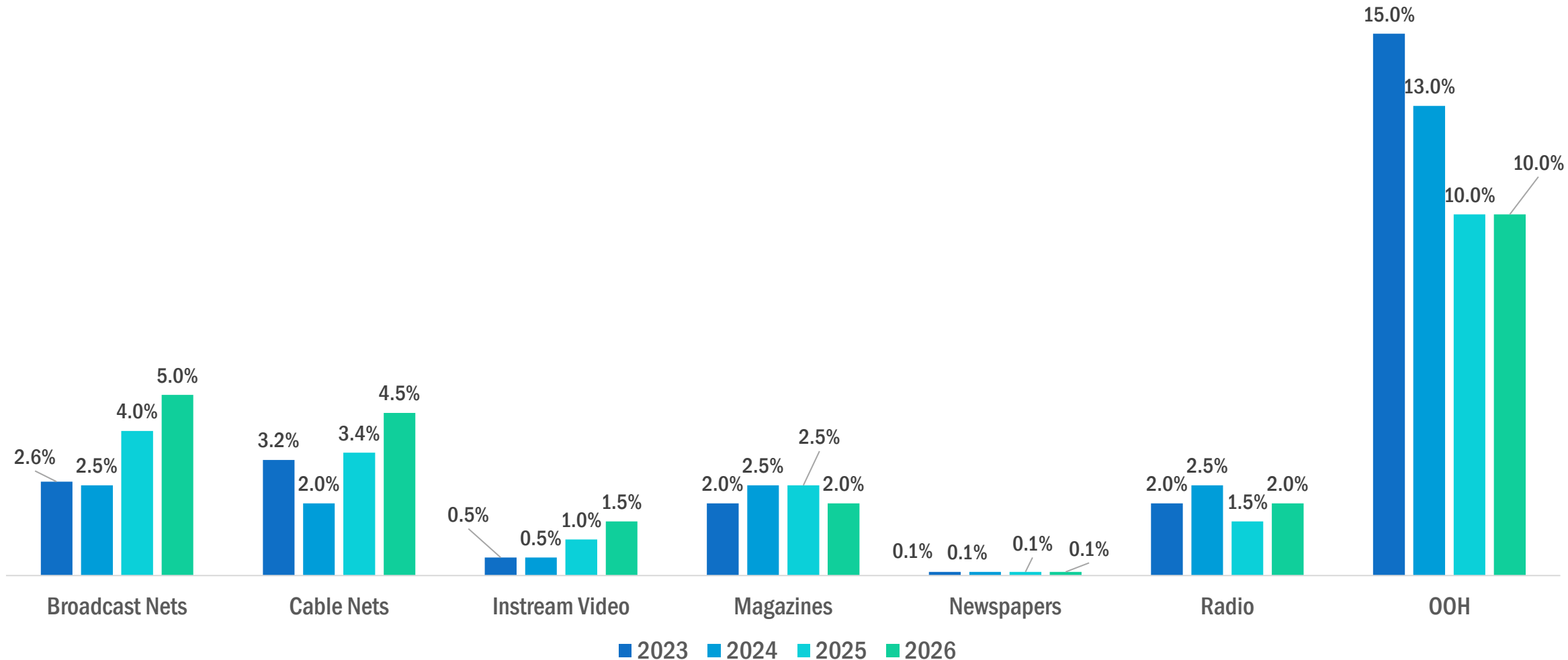


2024: Net CPM Inflation by Media

The Inflation Report - May 2024



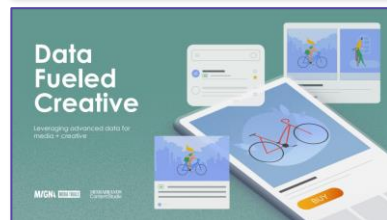
US Market: 2023-2026 Estimates



Notes: Broadcast & Cable Networks: calendar year average, adults 18-49, Prime 30" linear commercials (averaging upfront and scatter). Instream video: 30" Premium platforms. Magazines: Full Color Page. Radio: 30" morning drive, adults 25-54. OOH: average of all formats, all adults.

Latest Reports

MEDIA CONSUMPTION



ADVERTISING MARKET



Publication Calendar

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JANUARY	FEBRUARY	MARCH	APRIL
• MT: Matched Audiences (SXM) • MT: Keyword Exclusions (IAS) • MT: Digital Video (TikTok) • CES 2024 (IPG ML) • Social Media Report • MT: Eyes on Screen (Screenvision)	• 2024 Outlook (IPG ML) • ML: EMEA • MT: Pharma Messaging (PatientPoint) • Global TV Inflation • US Video Update • Time Spent with Media • ML: Brazil • MT: Unleashing Influence (with Snap)	• US National TV Advertising • The Black Consumer (with Identity) • MT: Data-Fueled Creative (With MBCS) • US Ad Forecast: Spring Update	• US Industry Verticals • US Media Landscape • MT: Ads In Misinformation (with Zefr) • SR: Sustainability & Purpose
MAY	JUNE	JULY	AUGUST
• Time With Media: Generations • Digital Media Update 1Q24 • Political Advertising • Retail Media: Going Offsite • Special Report: Travel Vertical • Podcasting Update: 2024 Upfronts • Inflation Report (All Media)	• Global + US Ad Forecasts • US Media Landscape • MT: Streamers Journey (Roku) • MT: Driving Brand Trust (Vevo) • MT: How to be in Podcast (Spotify) • Programmatic Report: Cookieless • Asian Americans (with Identity)	• US Video Update • Event: Subscriber Briefing	• Time with Media • US Ad market: First Half • Global TV Inflation
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
• US Video Update • US Ad Forecast • US Media Landscape • Global Ad Market: First Half • SR: Global OOH Landscape	• Hispanic Americans (with Identity) • Programmatic Report • Retail Media Report • Time with Media • Global Industry Verticals • US Industry Verticals • US Sports Report	• Global Digital Update • Search Report • US National TV Update	• Global Ad Forecast • US Ad Forecast • Global Media Inflation • US Media Landscape • Event: Subscriber Briefing