

AdBUZZ

University of Illinois at Urbana-Champaign

Magazines' Newsstand Recession May Be Lightening Up

Declines Still Common but Lessening, According to New Circulation Reports. Magazine plunges are not as steep for the latter part of 2009 as they were for the beginning of the 09 year. Some titles experienced a reduce in competition, but the economic downturn is the main reason for the single copy sells. The truth will come out with the release of the semi-circulation report on February 8th.
-Nat Ives



Media

Media Companies Still Hurting But Having A Positive Outlook

According to Martin Sorrell, chief executive of WPP, the recession in the ad world is not over just yet; however, things are looking up. Media owners are celebrating because instead of being down by over 20% or 30% they are now starting to see growth and are only down by around 5%-10%. Growth is unfortunately not occurring as fast as some would hope due to the shift in business to faster growing companies and new media. The United States is experiencing faster recovery compared to other markets including most of Western Europe and Japan. Watch the full interview with Martin Sorrell in the link above.
-Laura Miller

Global

Agency Movements

1. Four-year old indie shop Toy, New York, is winding down its operations and plans to shutter its doors by late March. As explained by CEO Bologna: "We still haven't reached the scale we'd hoped for."

2. PepsiCo, looking for a partner to elevate its presence in the online world and enhance Gatorade's relevance for a new generation of athletes, has shifted digital duties for its Gatorade brand from Omnicom Group's TBWA/Chiat/Day to WPP interactive agency

3. Interpublic Group of Cos.' Deutsch, New York, has lost another key account: ad duties for Novartis' heartburn medication brand Prevacid. The Prevacid work will be turned over to Euro RSCG Adrena-

4. ArnoldNYC beat out Omnicom's Energy BBDO and Cutwater and won the creative advertising account of Mike's Hard Lemonade.

5. Alberto-Culver Co. is launching its first global creative and media review in a decade without the involvement of Wieden & Kennedy, New York.
-Wen Deng

Agency

For Some Consumers, Online Video Ads Still Grate

TubeMogul, an online analytics firm, reported that on average 16% of online video viewers click away from a pre-roll advertisement. Newspaper and magazine websites have an even higher click away rate at 25%. These figures show that online video advertisements are unpopular, but for web sites such as YouTube, the completion of pre-roll ads was at 85% in November 2009--even though viewers were allowed to skip the ad and go straight to the video. This shows to TubeMogul that the click away rate



should not be decreasing much more, especially when advertisers are working to create pre-roll specific advertising.

- Emily Luty

Digital