



HOLIDAY 2024

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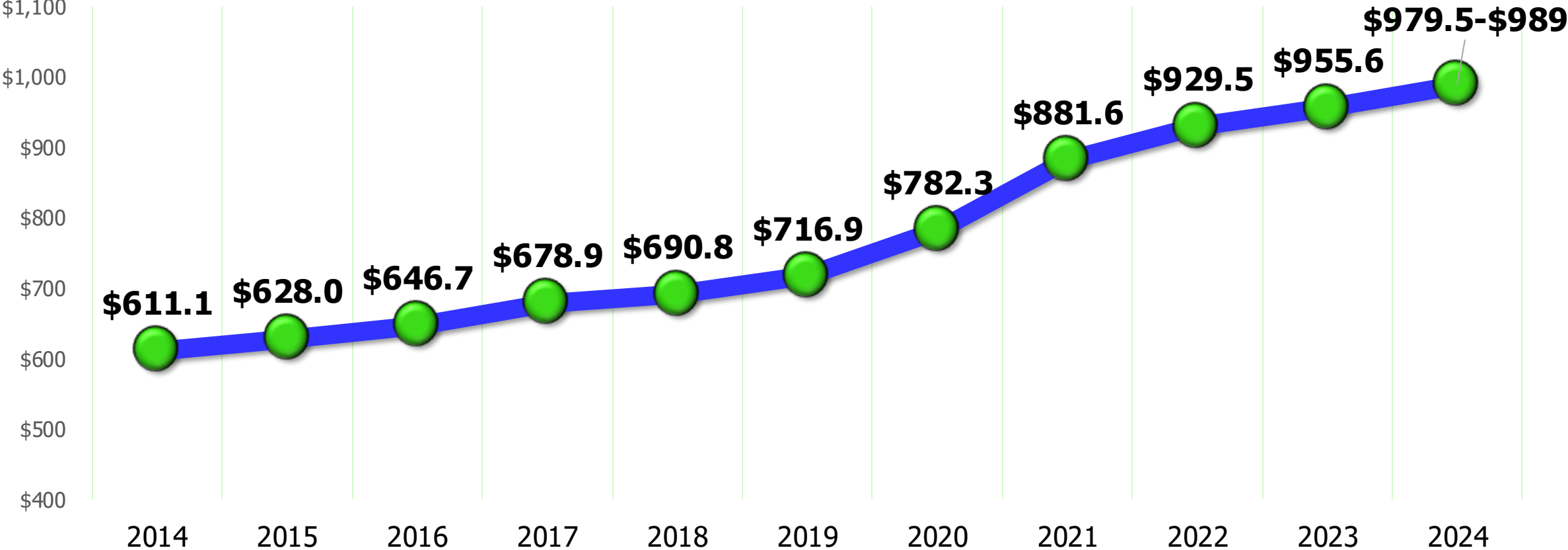
Background

- The TVB has canvassed the industry for available data and projections on Holiday shopping.
- In addition, GfK (Growth from Knowledge) conducted three high profile studies in 2024 for TVB: Media Comparisons, The Purchase Funnel, and The Travel Purchase Funnel.
 - Media Comparisons Study respondents were aligned with U.S. census data to develop a better understanding of media usage in the U.S.
 - The Purchase Funnel Study focused on consumers in key advertising categories and the influence different media platforms had on their purchase decision process.
 - The Travel Purchase Funnel Study focused on consumers across key demographic groups and the influence different media platforms had on their purchase decision process relevant to travel.
- Studies asked questions about the retail shopper, in-store and online. We have combined the three for an overall retail shopping category outlook and included highlights of the category, as well as insights into the in-store and online shopper in this Holiday 2024 Report.

2024 Winter Holidays Marketing Data/Projections

According to the NRF, 2024 Holiday Sales Are Expected to Exceed 2023's Record Highs between 2.5% and 3.5%

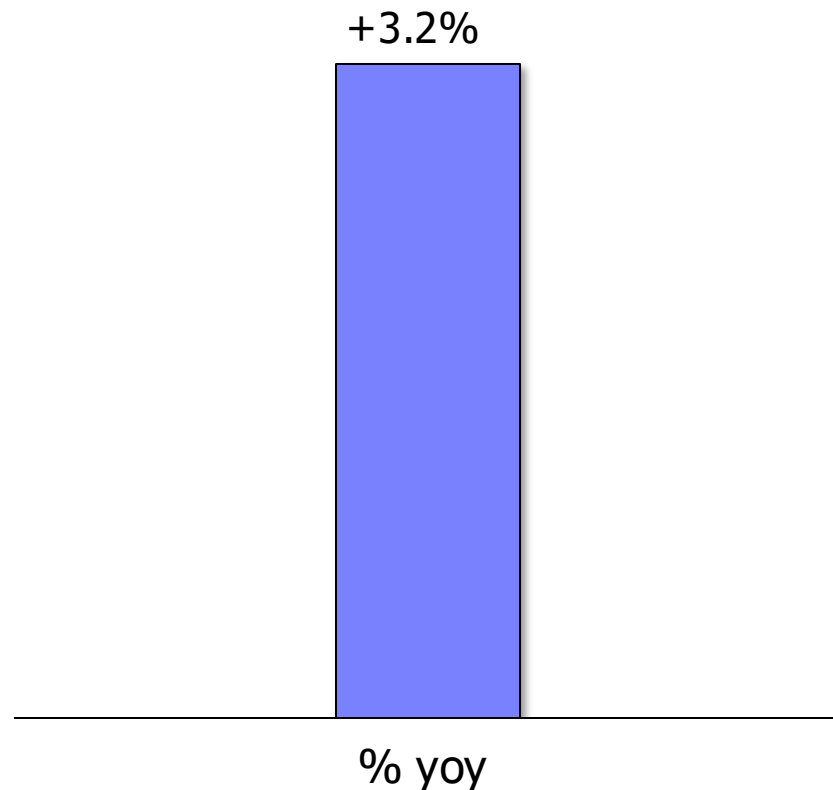
NRF's Historical Holiday Sales/2024 Forecast
In Billions



Source: NRF 2024 Holiday Data. U.S. Census. Non-seasonally adjusted retail sales. NRF holiday spending is defined as the months of November and December. NRF's forecast excludes automobile dealers, gasoline stations and restaurants.

The Mastercard Economics Institute Forecasts +3.2% in Retail Spending This Holiday Season Compared to 2023

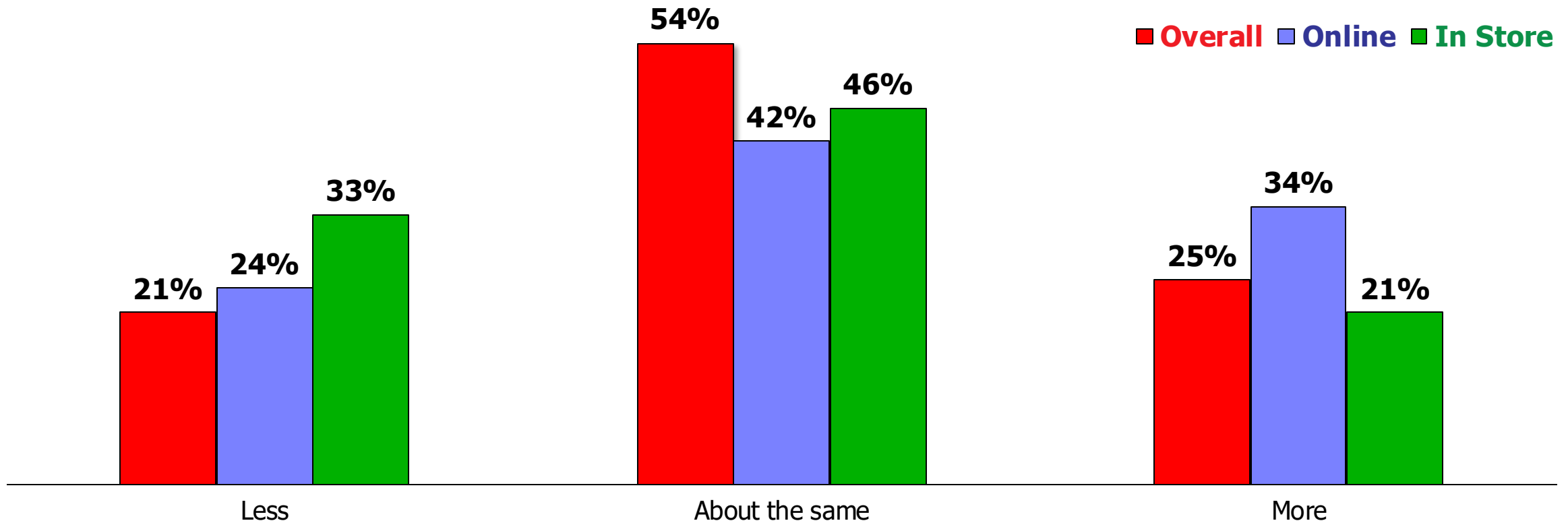
2024 Projected Total Spending Retail (Nov 1st - December 24th, excl. auto)



Significant Categories	2024 vs. 2023
Online Total	+7.1%
Electronics	+6.7%
Online Apparel	+4.5%
In-Store Apparel	+2.0%

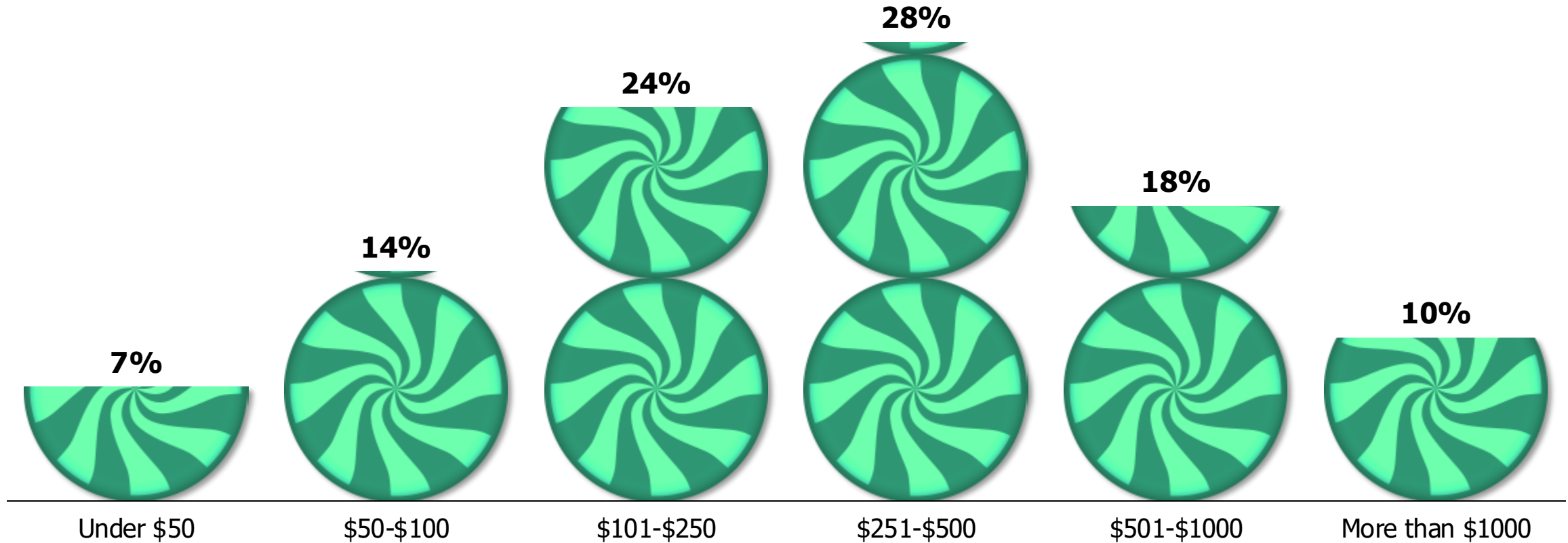
79% of Shoppers Expect Their Holiday Spending to Increase or Stay the Same as 2023

Compared to last year, how much do you plan to spend on holiday gifts overall, online, and in physical stores?



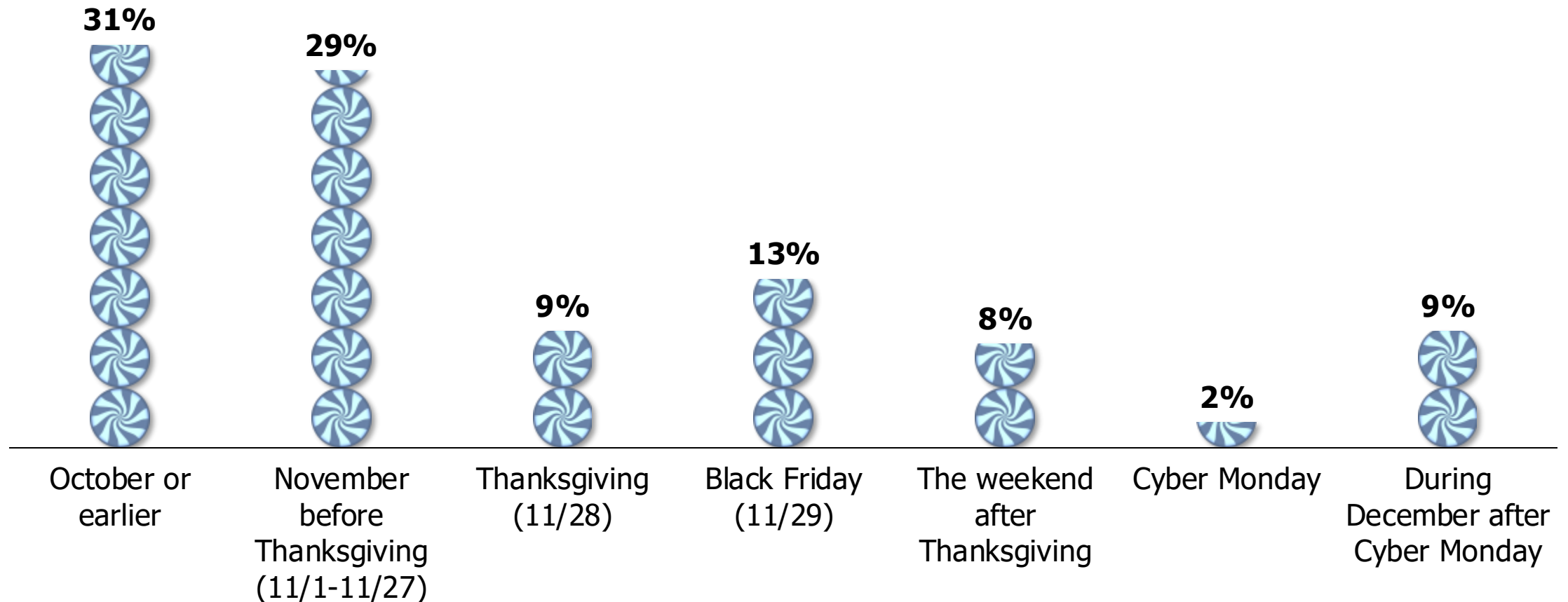
8 Out of 10 Holiday Shoppers Expect to Spend More Than \$100 This Year

What is your budget for holiday gifts this year?



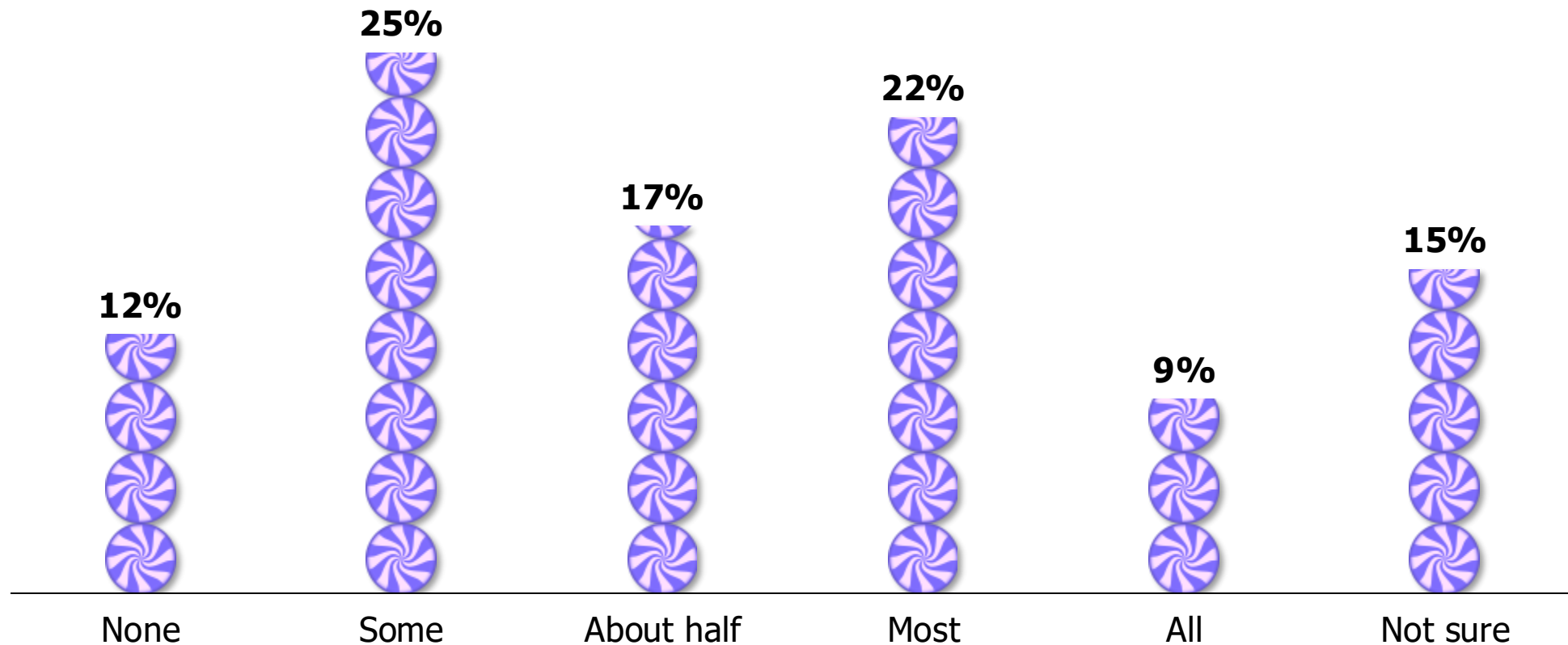
60% of Holiday Shoppers START Shopping Before Thanksgiving

When do you plan to start shopping for holiday gifts this year?



Only 9% of Holiday Shoppers FINISH All of their Shopping Before Thanksgiving

How much of your holiday shopping do you expect to do before Thanksgiving?



Later Black Friday Date Could Lead to More Shopping in December, Especially Online



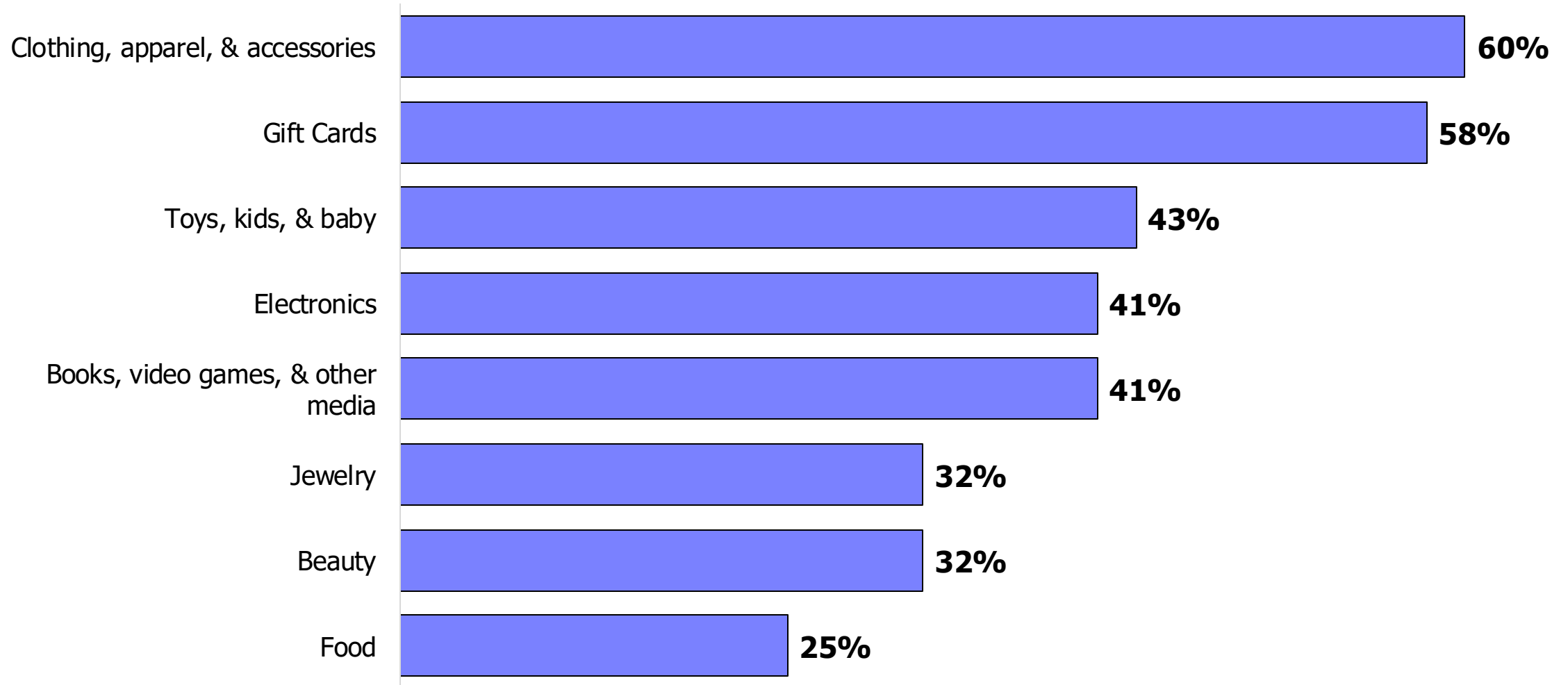
Price, Sales, and Free Shipping are Most Influencing Factors for Shoppers

Which of the following factors has the most and least influence on your holiday purchase decisions?



Most Popular Product Categories This Season

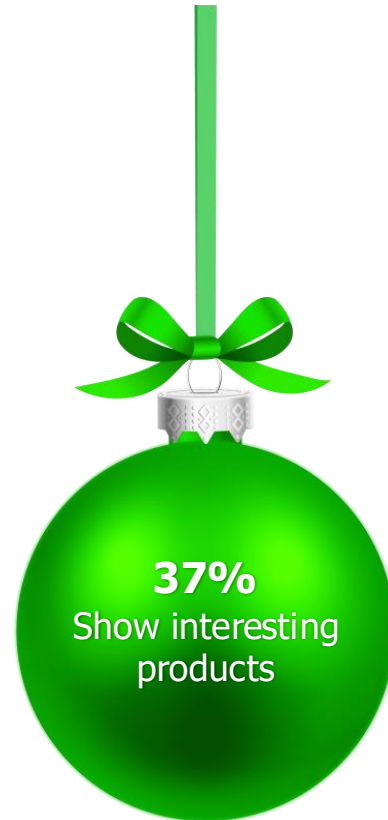
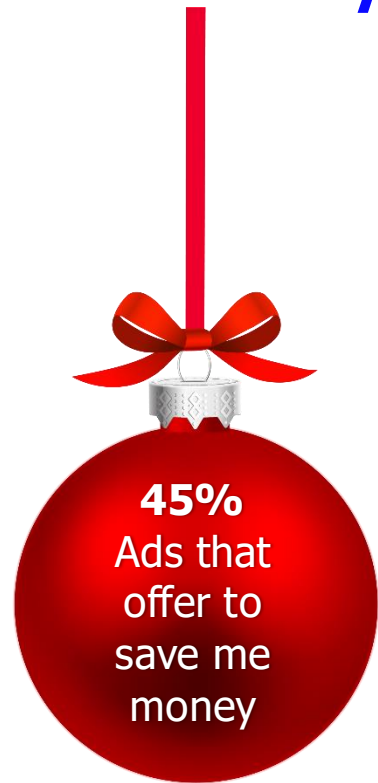
Which product categories do you expect to purchase as gifts this holiday season? Select all that apply. (Top eight overall responses)



Over Half of Holiday Shoppers Say That Their Screen Time or Device Usage Will Increase During the Holidays

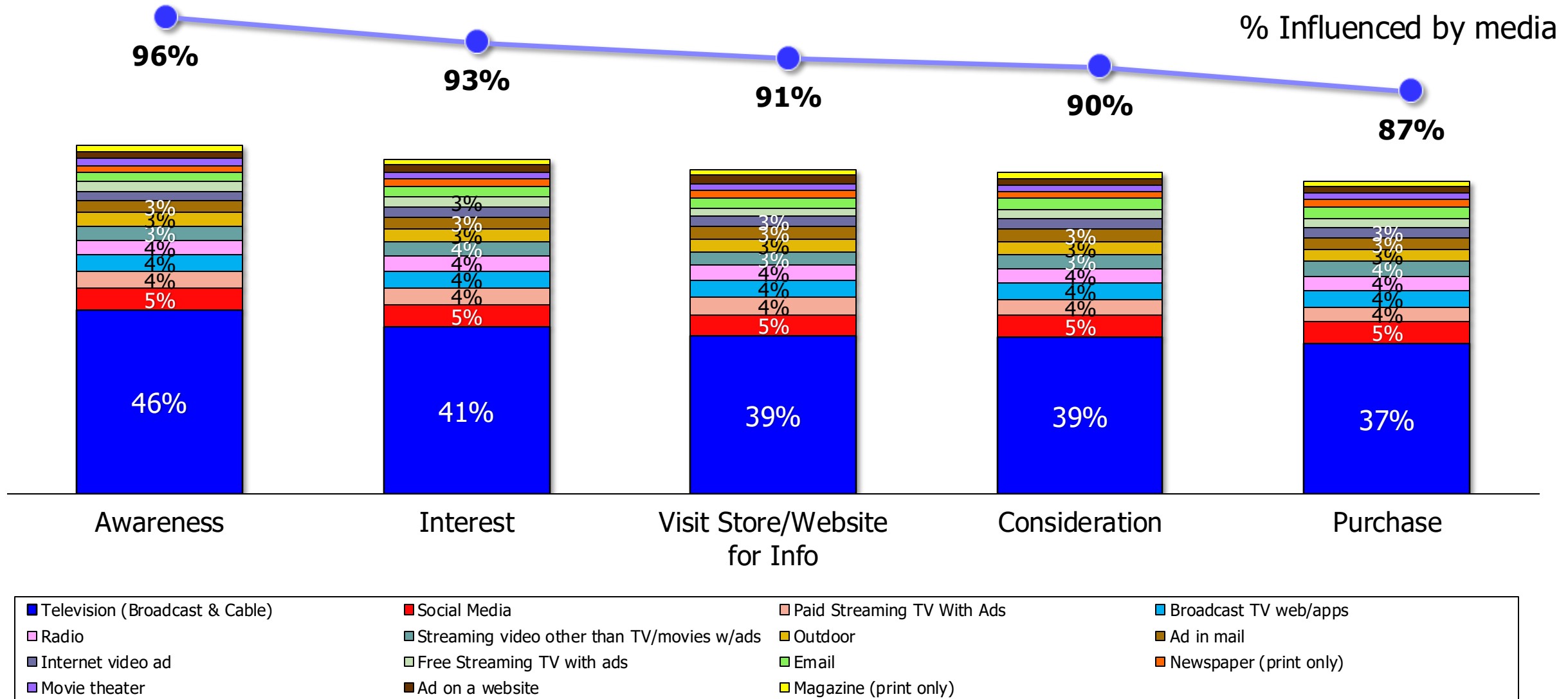


Types of Advertisements Shoppers Will Pay More Attention to this Holiday Season:



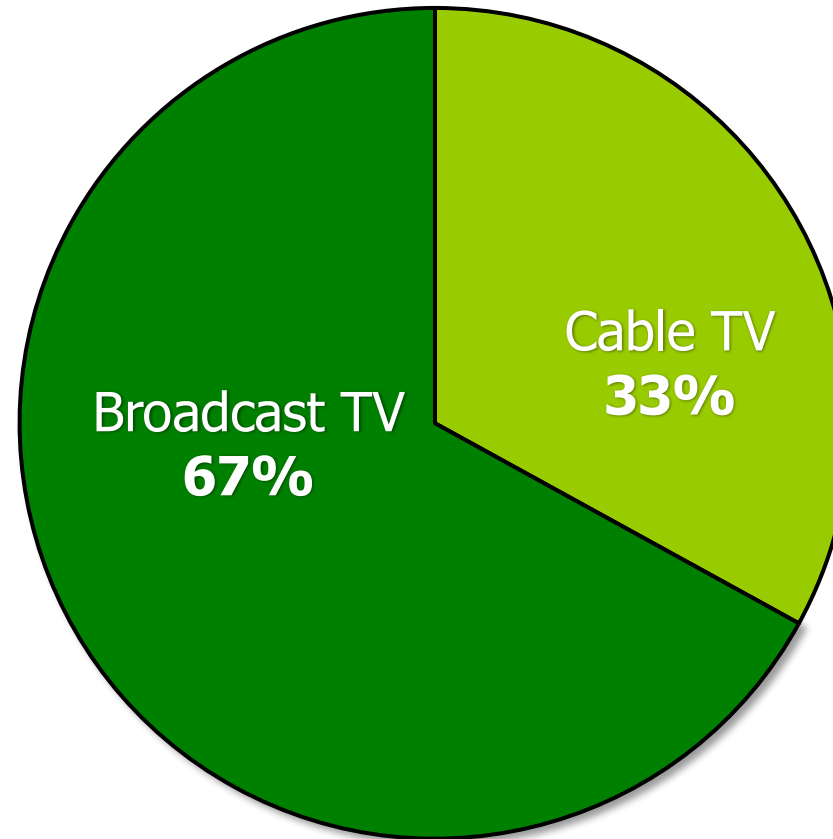
TV Advertising Is Imperative To Influence Holiday Shoppers

What Influenced Consumers Most: Television



Of Those that Cited TV as the Most Important in Awareness Phase, Two-Thirds Picked Broadcast TV

All 8 Categories:



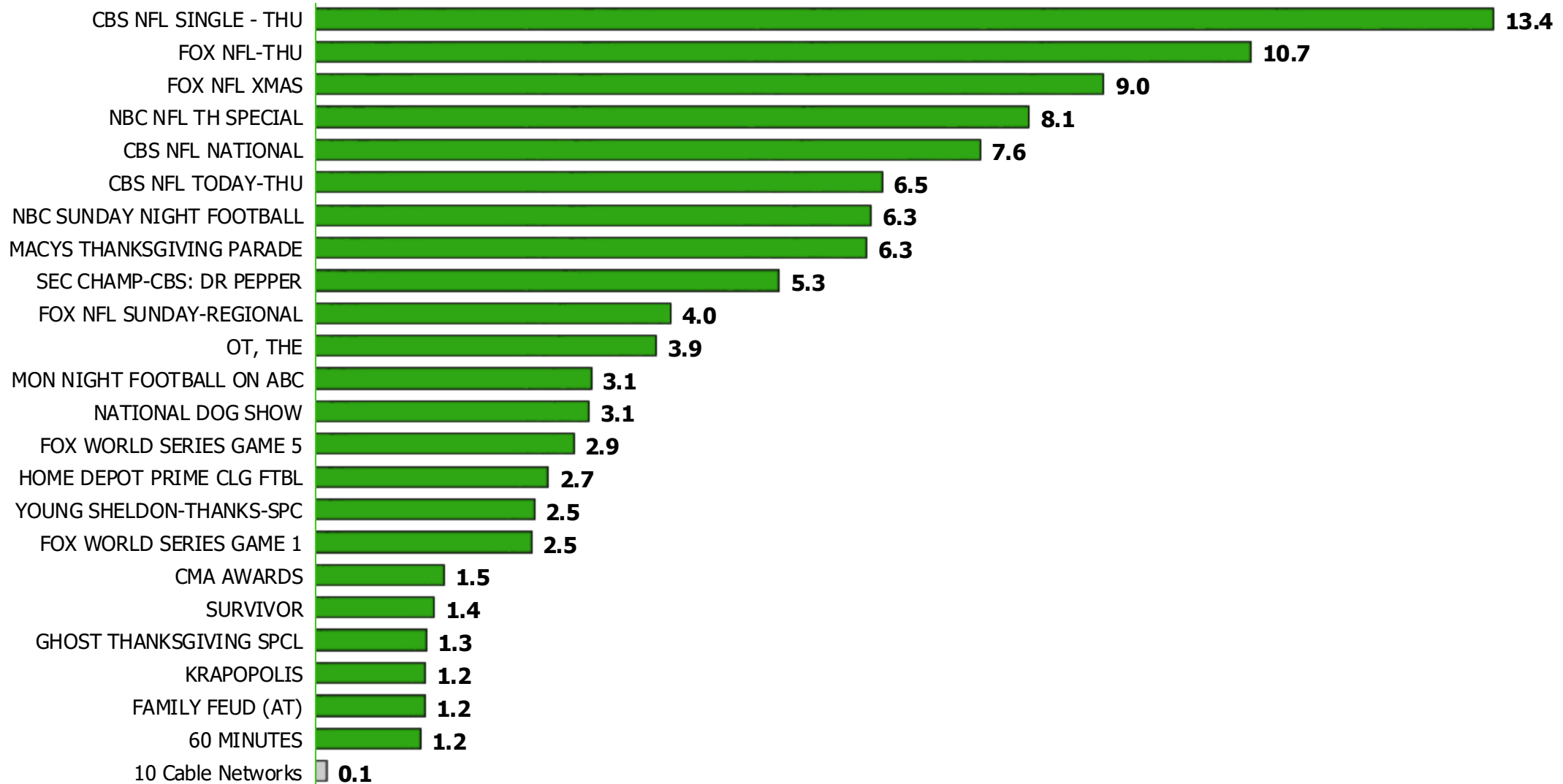
Source: GfK TVB Purchase Funnel 2024 A18+

QA4 "Thinking about the ads you saw/heard for the categories, which advertising media made you most aware of the category?"

How to read: Of the 46% who chose television as most important, 67% chose broadcast TV.

Broadcast: Superior Holiday Season Ratings

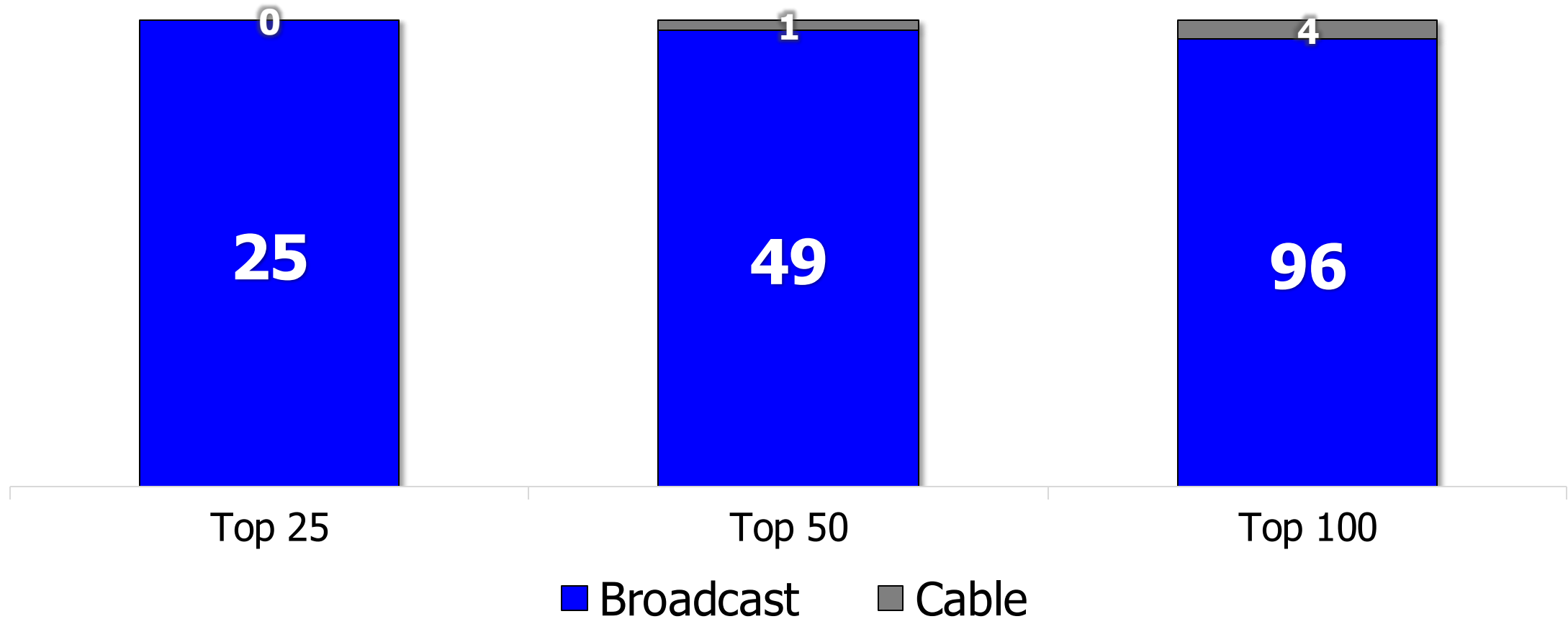
Adults 25-54 Live+1 Ratings



Source: Nielsen 09/25/2023-12/25/2023 Adults 25-54 Live+1 Ratings; Broadcast Includes all Networks and Syndication.
10 Cable Networks based on A25-54 Ratings.

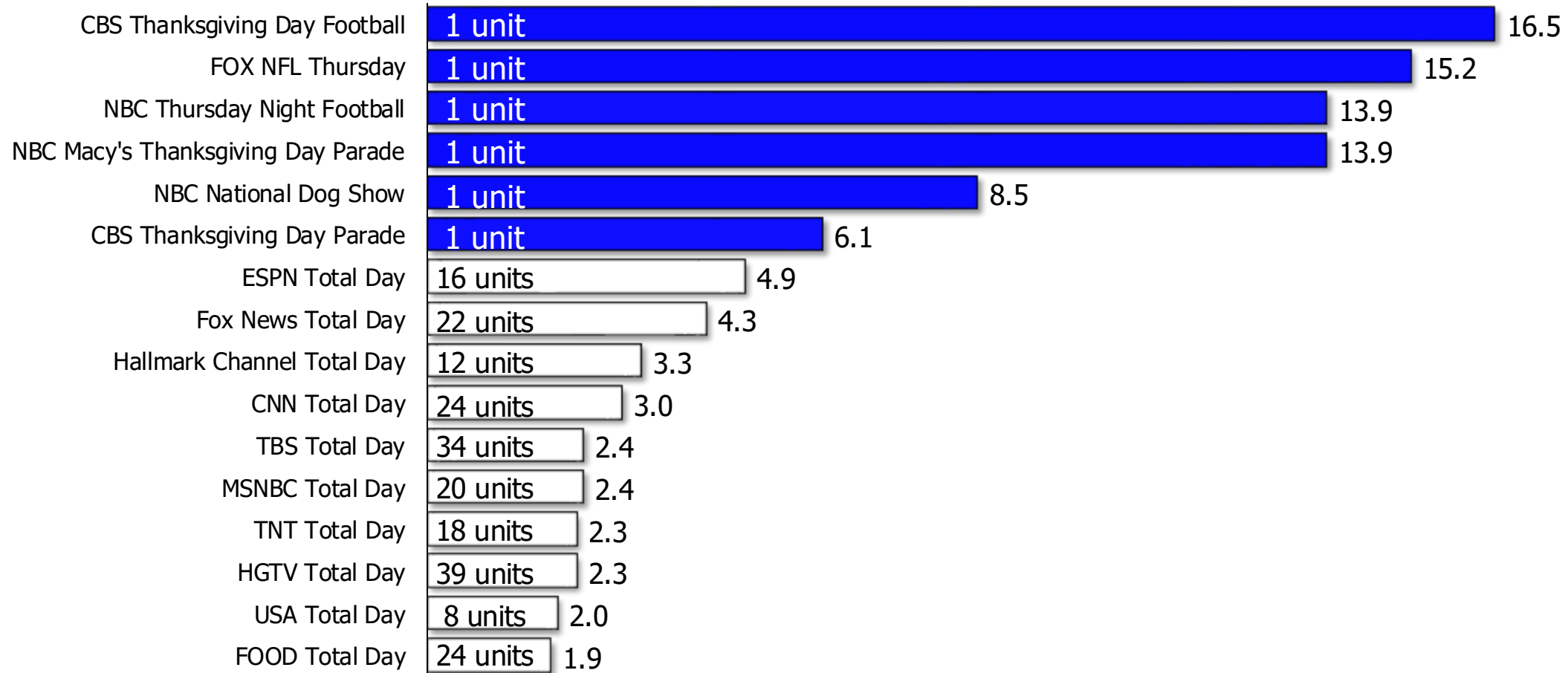
Broadcast TV Dominated the Top Rated Programs During The Holiday Season

Of Top Rated Programs



Great Reach for Thanksgiving Ad Kickoff: One Program Has Up to 8X the Reach of A Full Day on Cable

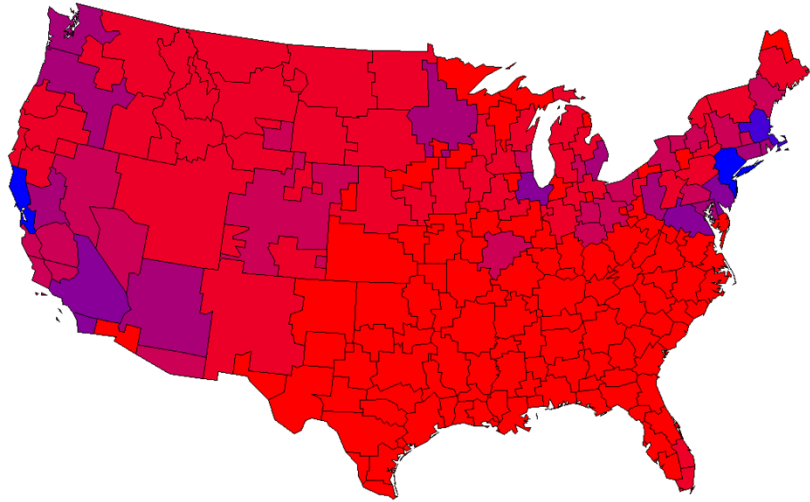
Thanksgiving Day Reach



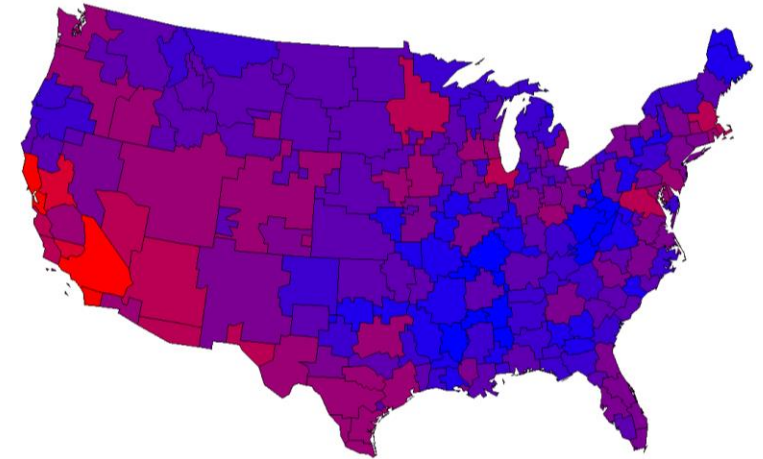
Local TV Allows Advertisers to Target their Message in a Trusted Environment

Cover Each Company's Strong Markets with Local Broadcast

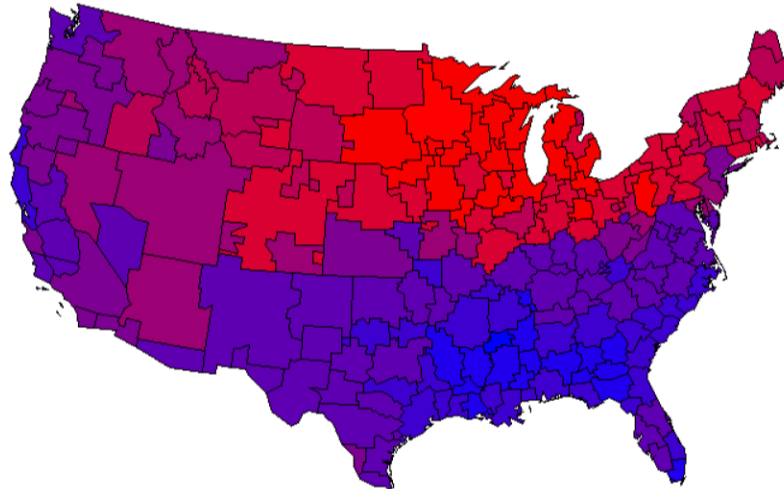
Walmart 



TARGET

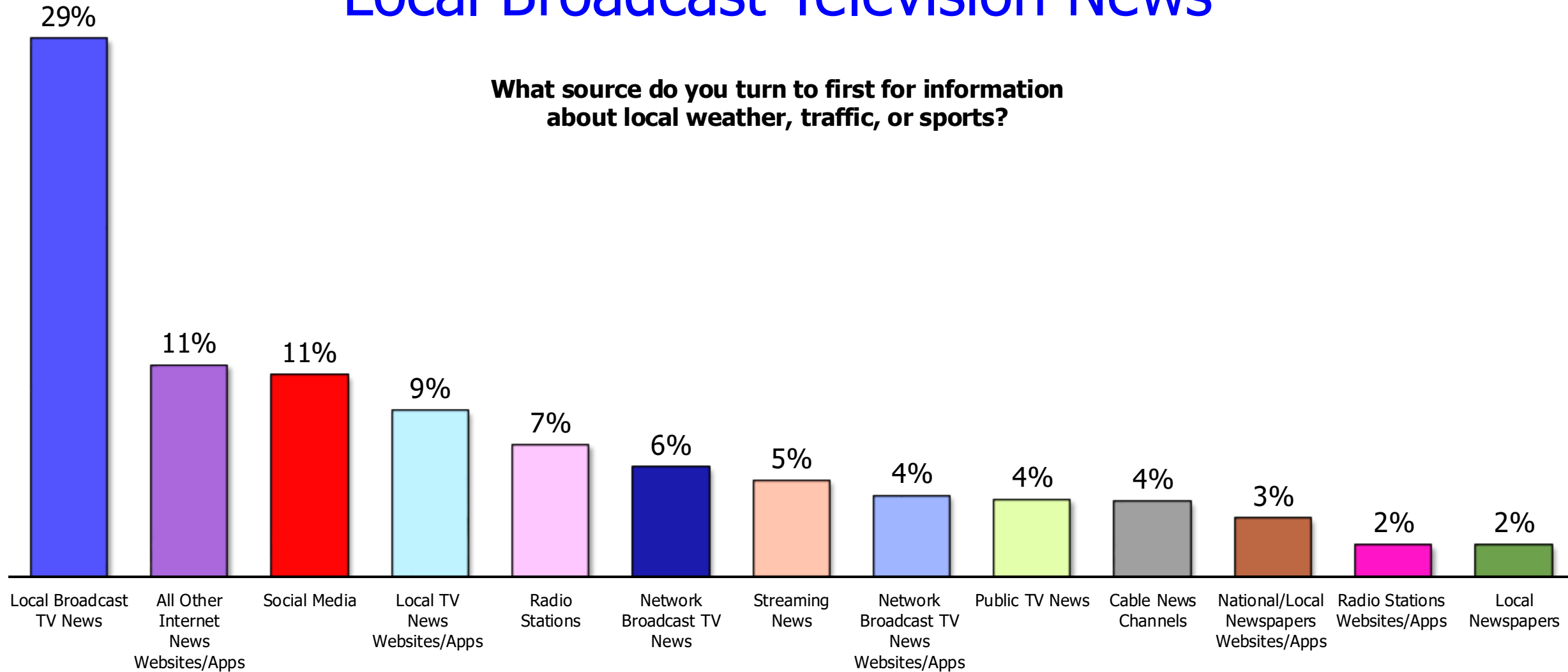


KOHL'S



 The Redder the better- High Index

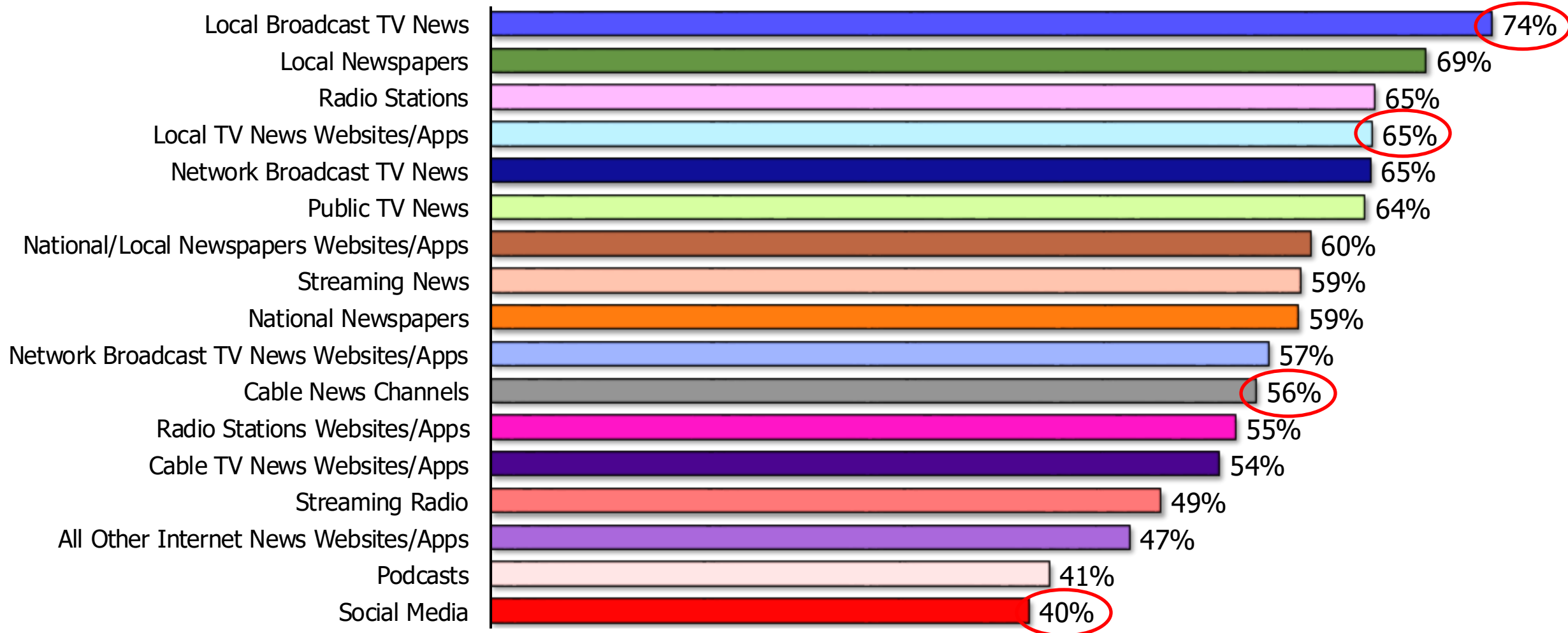
The Primary Source For Local Traffic, Weather & Sports: Local Broadcast Television News



Source: GfK TVB Media Comparisons Study 2024. Persons 18+. Includes only those who chose a media. QO6 - What source do you turn to first for information about local weather, traffic, or sports? Cable News Websites/apps, National Newspapers, Streaming Radio & Podcasts were under 2% each. Streaming news includes programs like ABC News Live, NBC News Now, Live Now from Fox on Roku, Tubi, etc.

Local Broadcast Television News: #1 For Trust

I trust the News that I see/hear on this media source:
Percent Agree



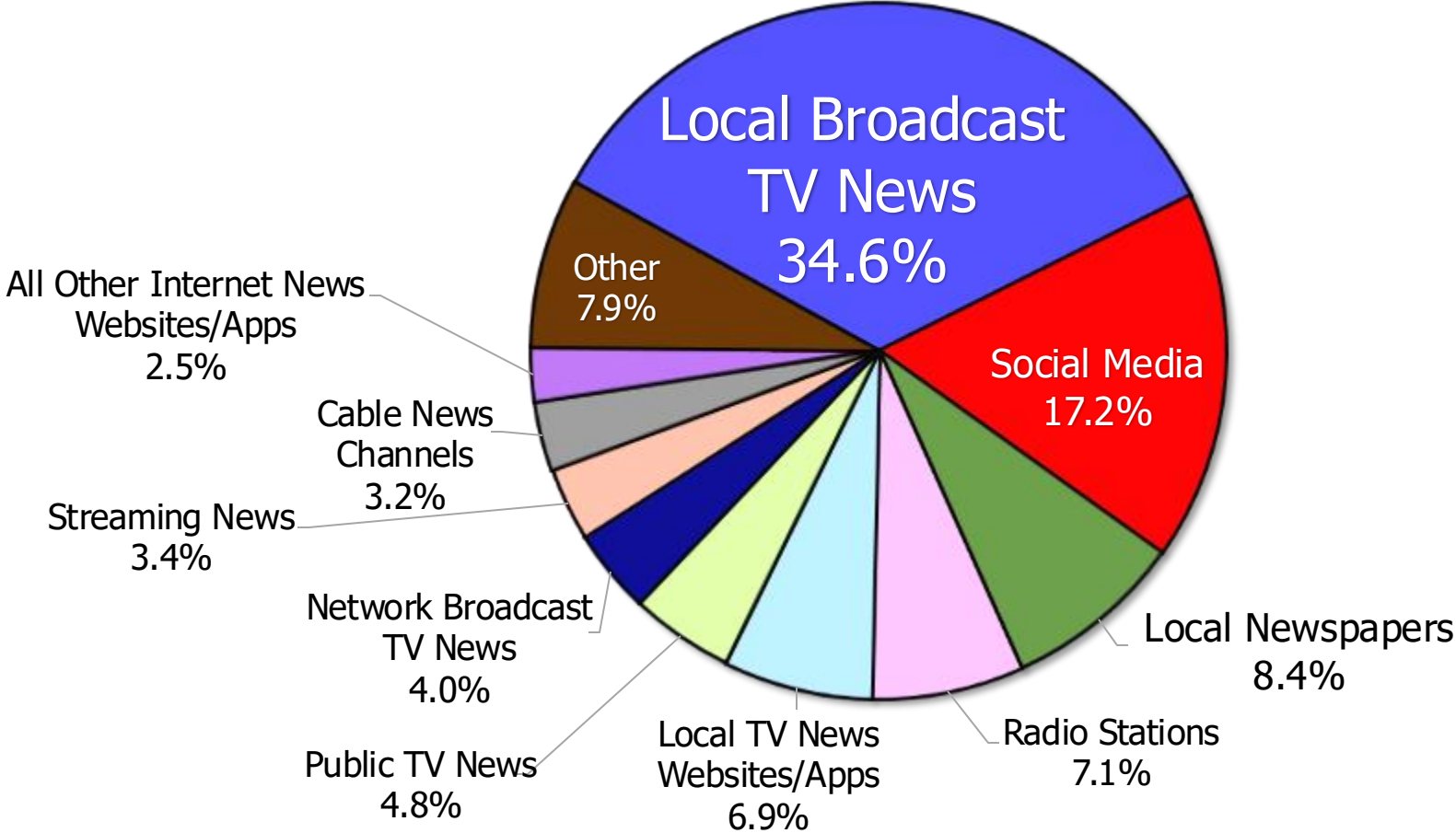
Source: GfK TVB Media Comparisons Study 2024. Persons 18+. Agree Strongly or Agree Somewhat.

Q09 - For each source, please indicate the extent to which you agree or disagree with the following statement: I trust the News that I see/hear on this media source.

Streaming news includes programs like ABC News Live, NBC News Now, Live Now from Fox on Roku, Tubi, etc.

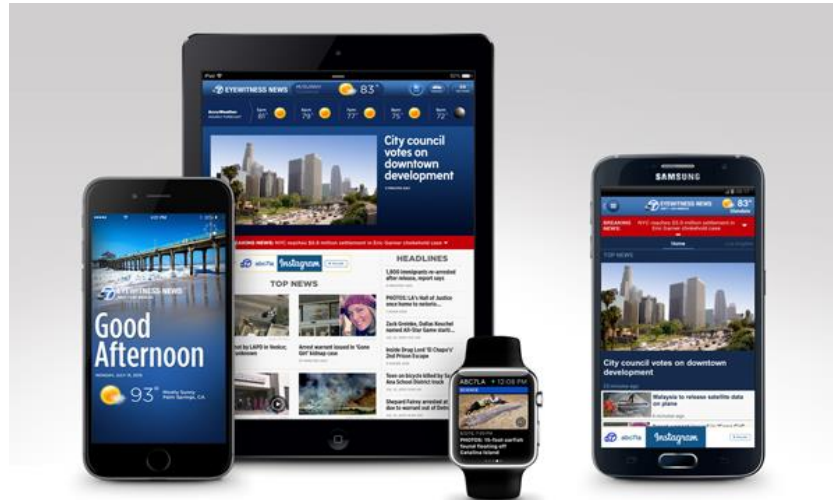
Local Broadcast Television News: Most Involved In Your Community

Which source of news do you feel is the most involved in your community?



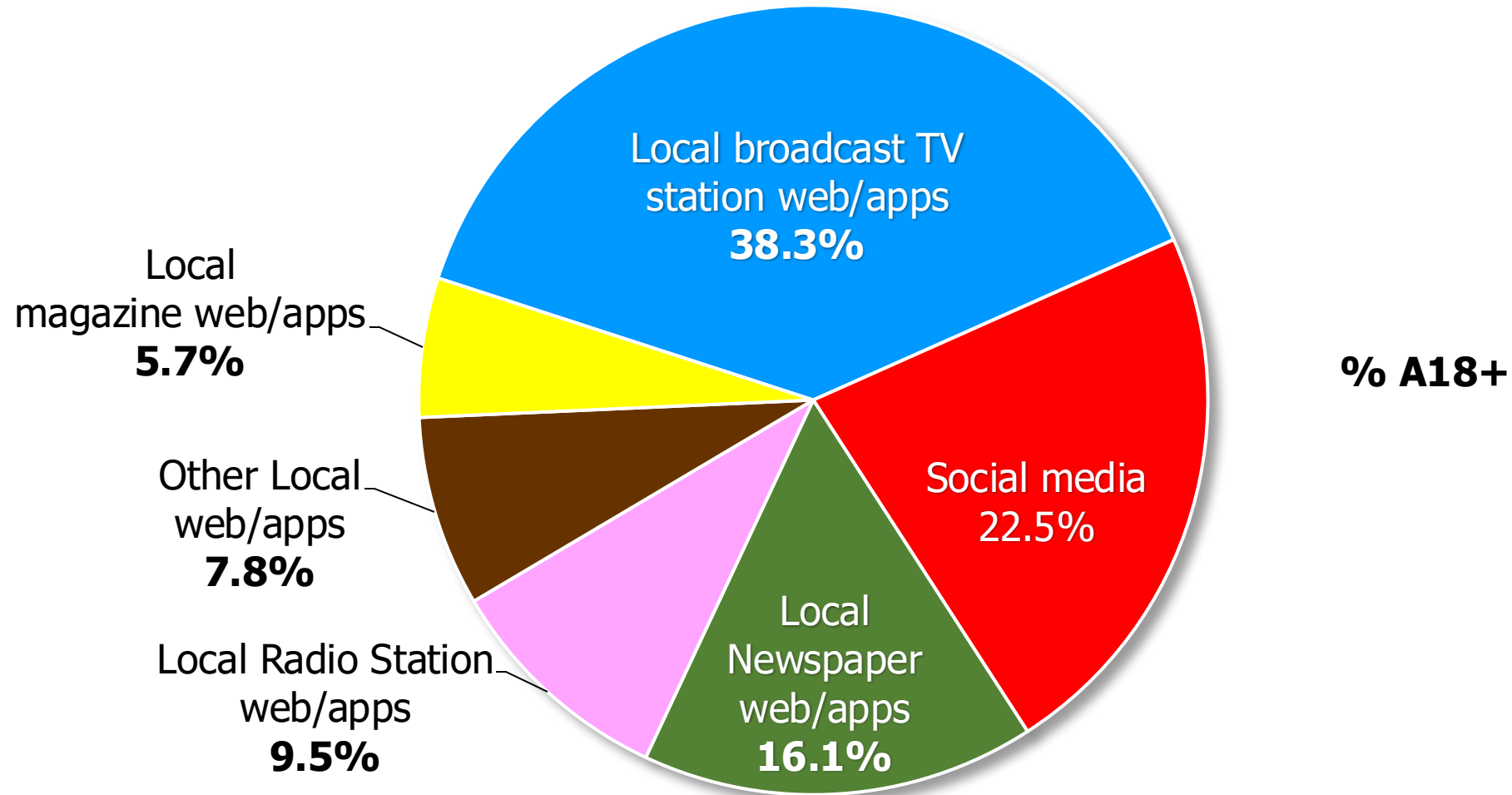
Source: GfK TVB Media Comparisons Study 2024. Persons 18+. Includes only those who chose a media.
Q08 - And, which source of news do you feel is the most involved in your community?
Streaming news includes programs like ABC News Live, NBC News Now, Live Now from Fox on Roku, Tubi, etc.

Broadcast TV Websites/Apps Provide Multi-platform Opportunities

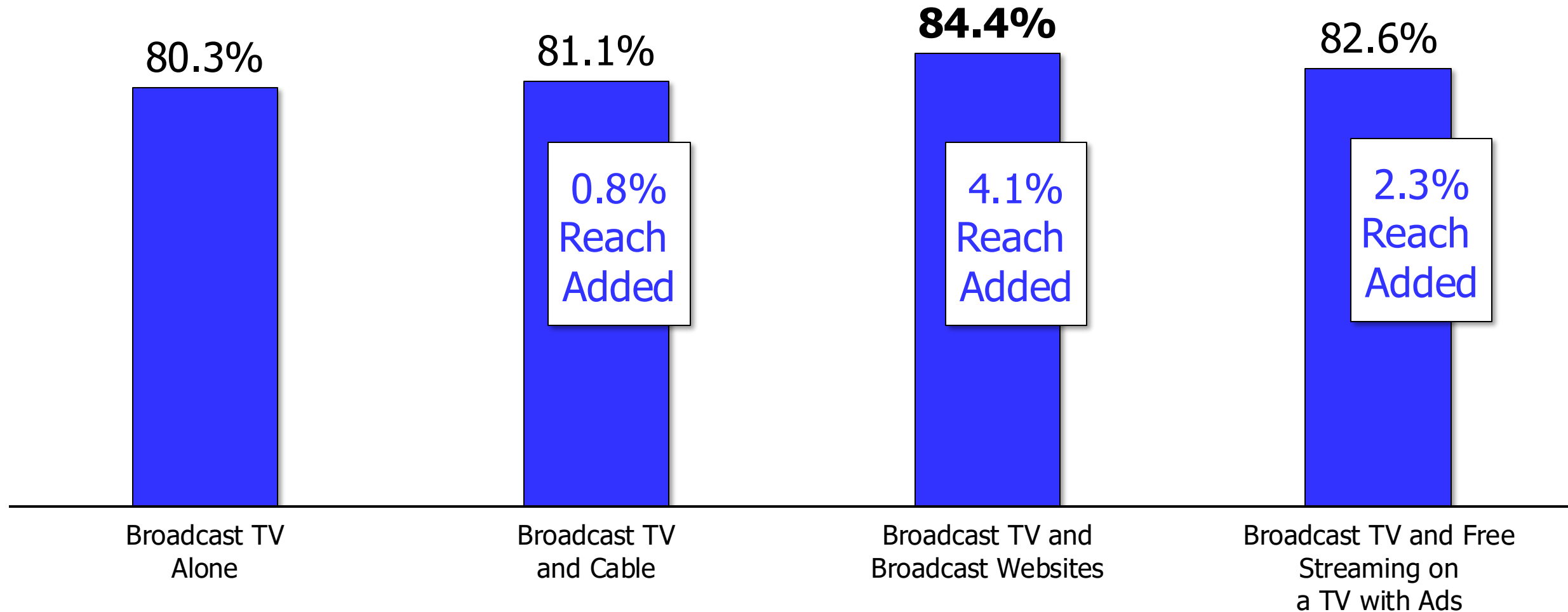


Local Television Websites/Apps Most Preferred

“Which of the following **websites or apps are you most likely to turn to when you need information about local news or events?”**



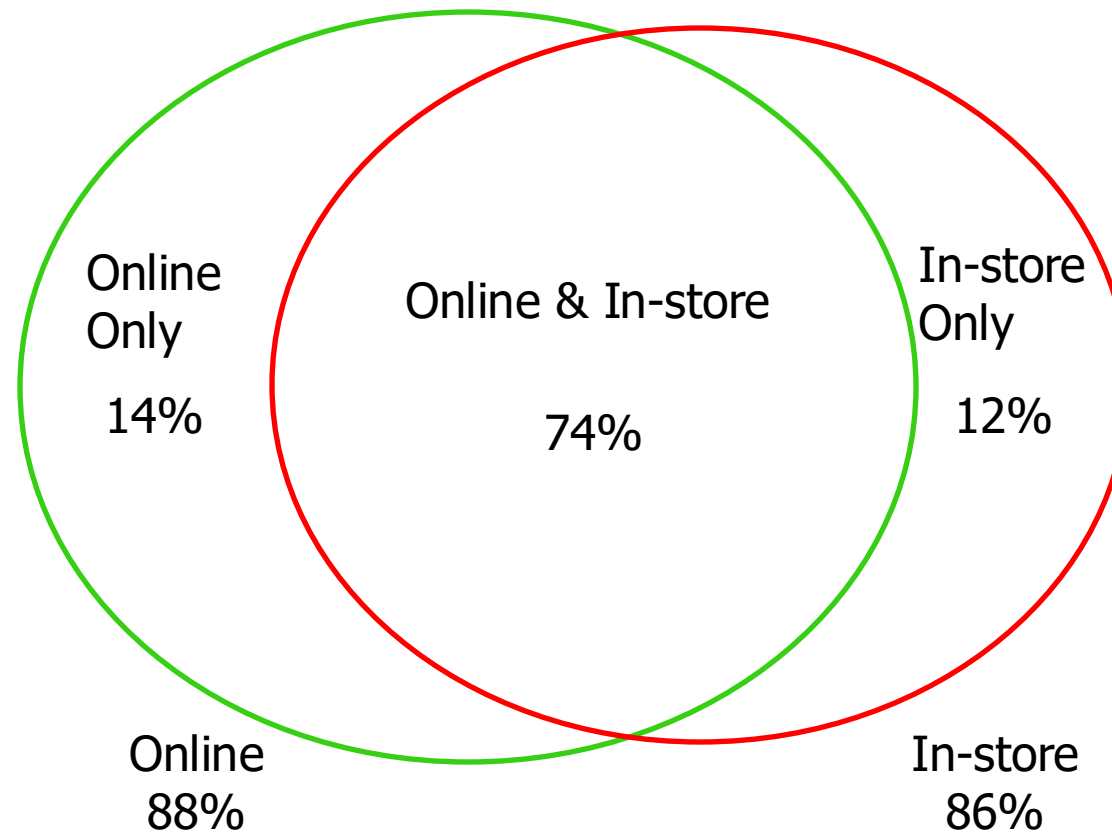
Broadcast Websites Added More Reach to Broadcast TV than Cable



Regardless of how
Consumers Shop,
TV Advertising is Key

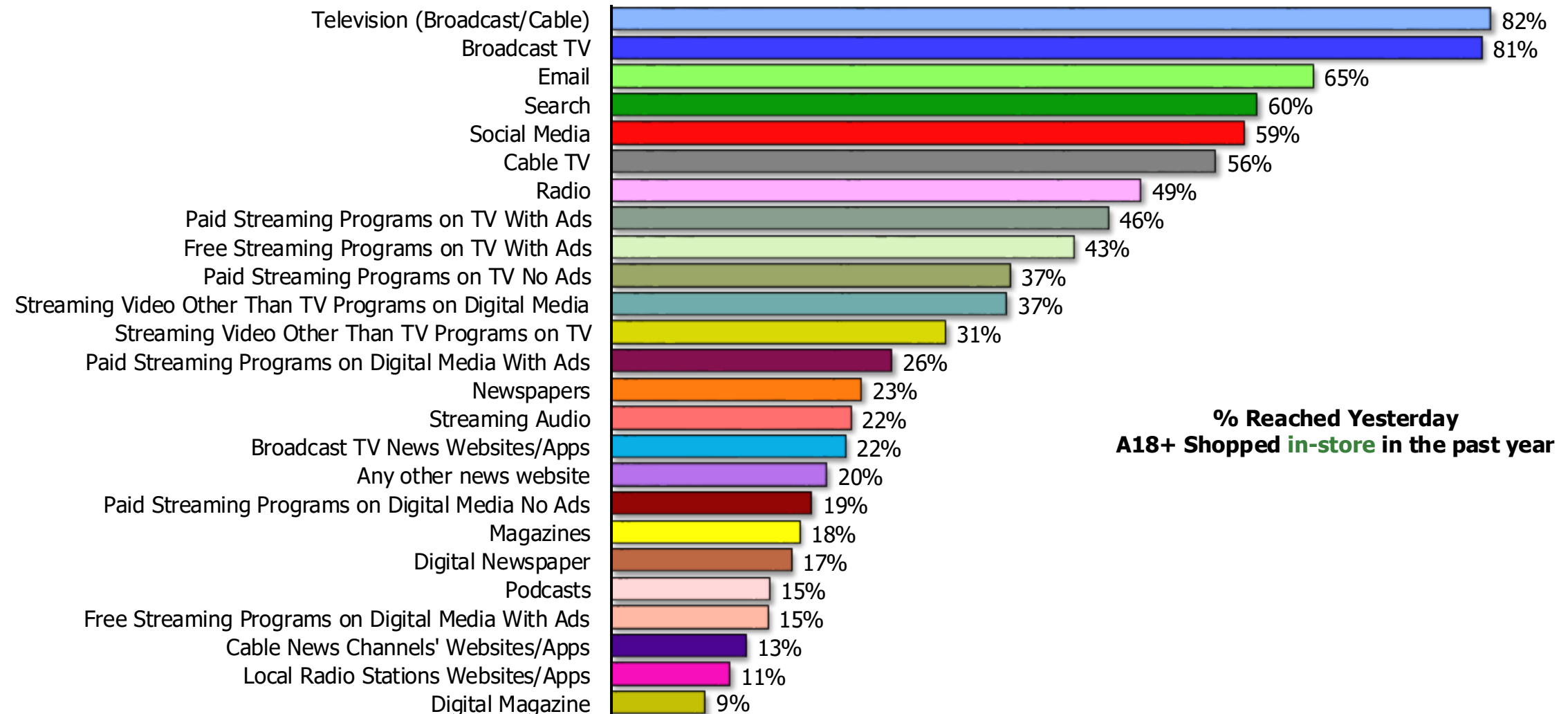
74% of Retail Consumers Shopped Both In-Store & Online During The Holiday Season

Retail Online = Online Only + Online & In-store
Retail In-Store = In-Store Only + Online & In-store



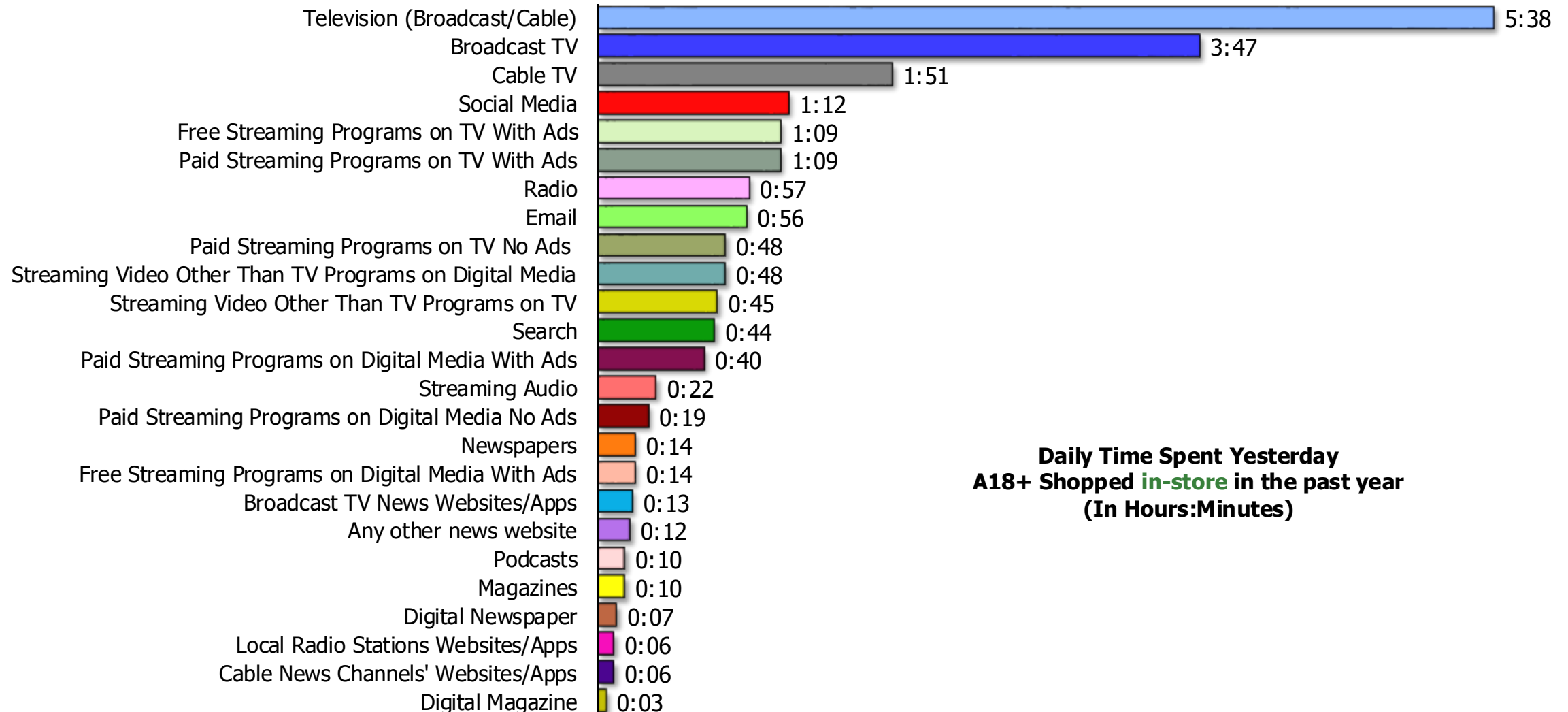
TV Has Highest Reach of Ad Supported Platforms

Broadcast Leads the Way For In-Store Retail Shoppers



Source: GfK TVB Media Comparisons Study 2024 M-S 4A-2A. Persons 18+ Shopped in-store in the past year. Online/internet platforms such as email, social media, internet radio and websites, are totaled for any online device-PC, Smartphone and Tablets. Broadcast TV News Websites/Apps includes local TV station & network websites/apps for news/weather/sports.

In-Store Retail Shoppers Spend the Most Time with Television

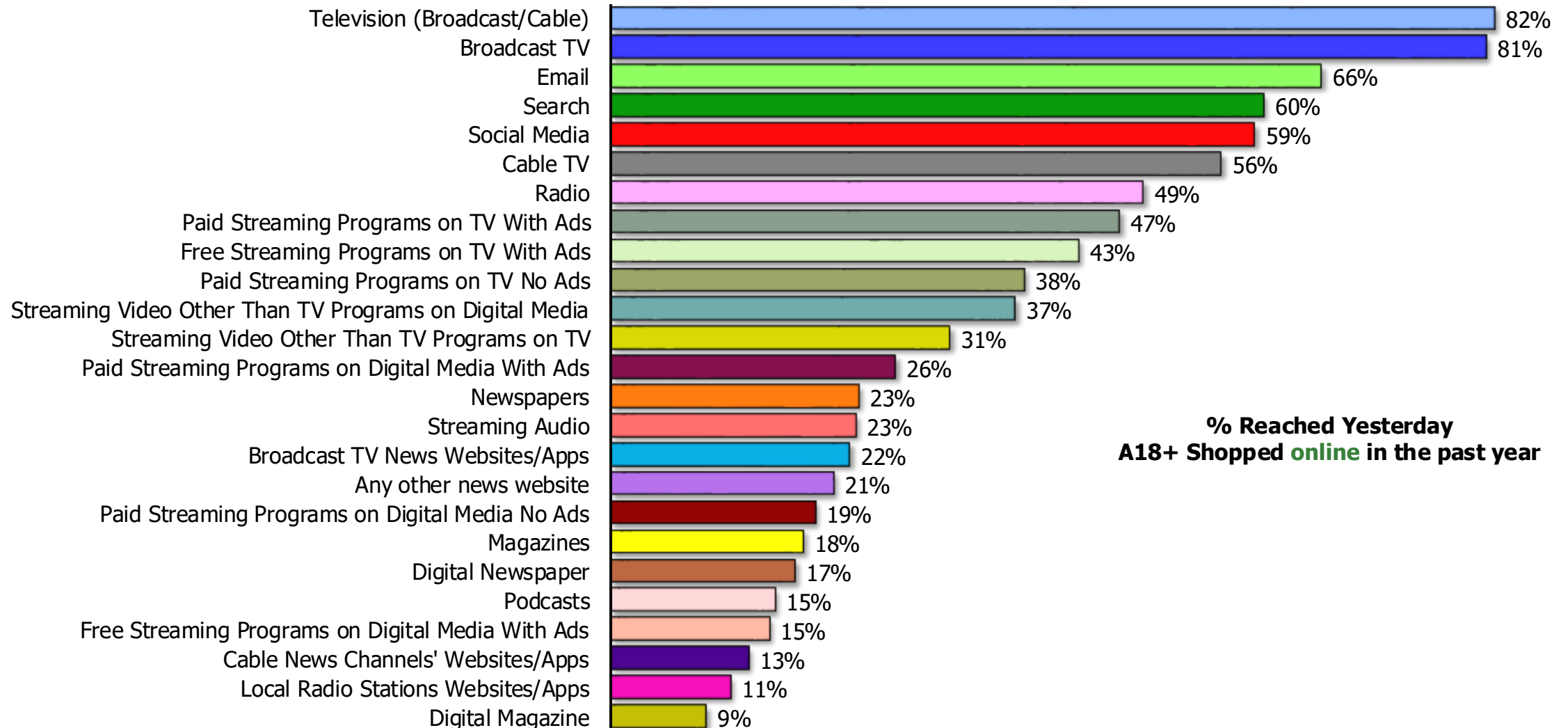


Daily Time Spent Yesterday
A18+ Shopped *in-store* in the past year
(In Hours:Minutes)

Source: GfK TVB Media Comparisons Study 2024 M-S 4A-2A. Persons 18+ Shopped in-store in the past year. Online/internet platforms such as email, social media, internet radio and websites, are totaled for any online device-PC, Smartphone and Tablets. Broadcast TV News Websites/Apps includes local TV station & network websites/apps for news/weather/sports.

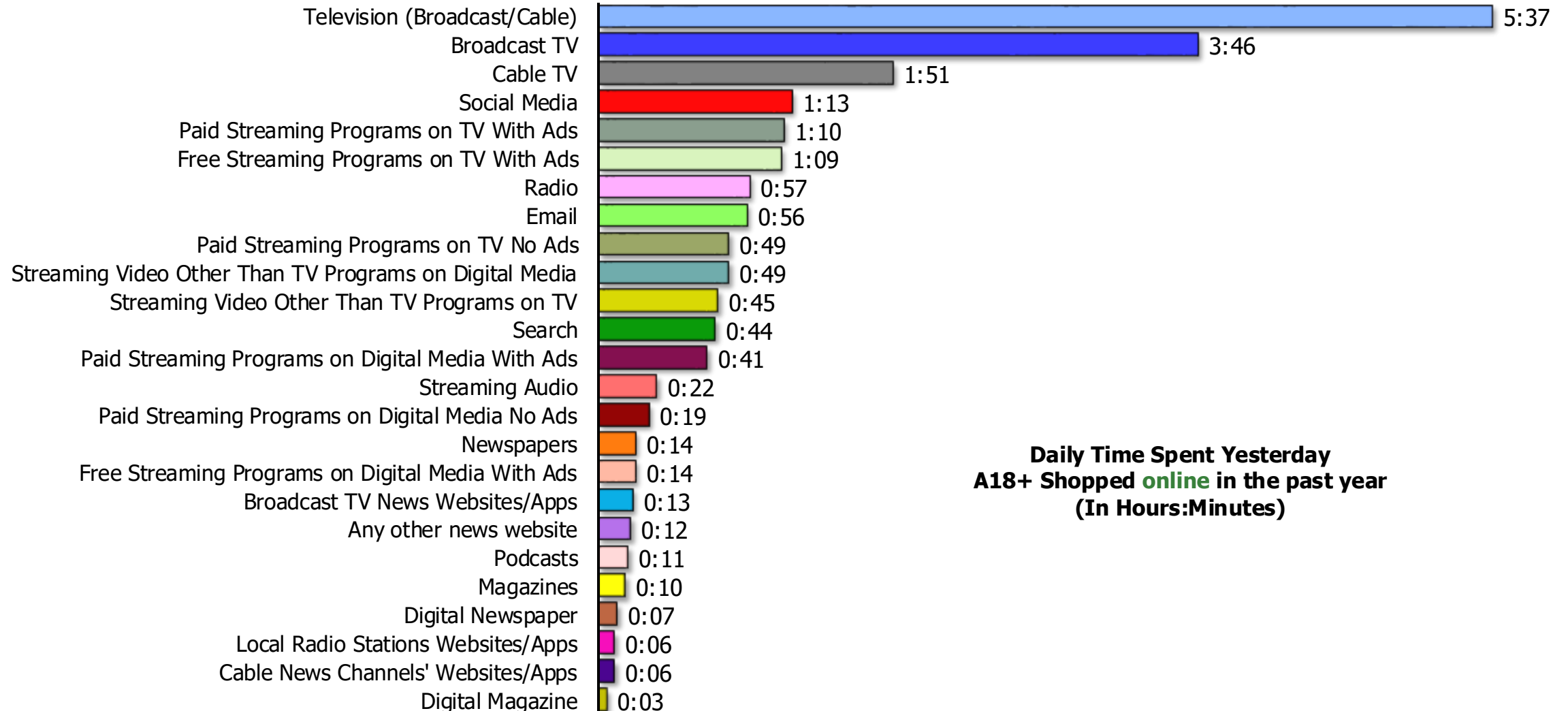
TV Has Highest Reach of Ad Supported Platforms

Broadcast Leads the Way For Online Retail Shoppers



Source: GfK TVB Media Comparisons Study 2024 M-S 4A-2A. Persons 18+ Shopped online in the past year. Online/internet platforms such as email, social media, internet radio and websites, are totaled for any online device-PC, Smartphone and Tablets. Broadcast TV News Websites/Apps includes local TV station & network websites/apps for news/weather/sports.

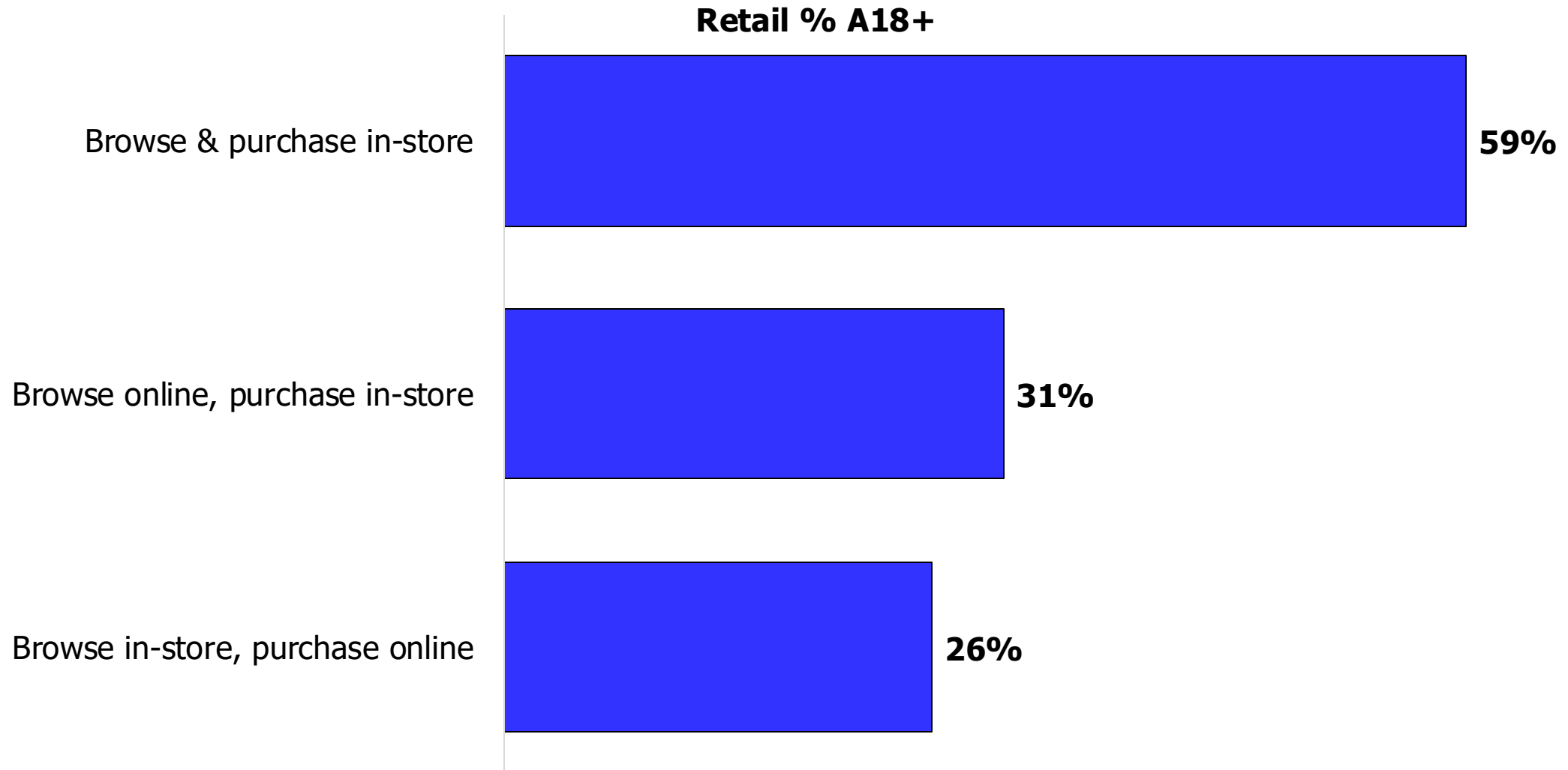
Online Retail Shoppers Spend the Most Time with Television



**Daily Time Spent Yesterday
A18+ Shopped **online** in the past year
(In Hours:Minutes)**

Holiday Season: Shopping Activity At Retail Locations

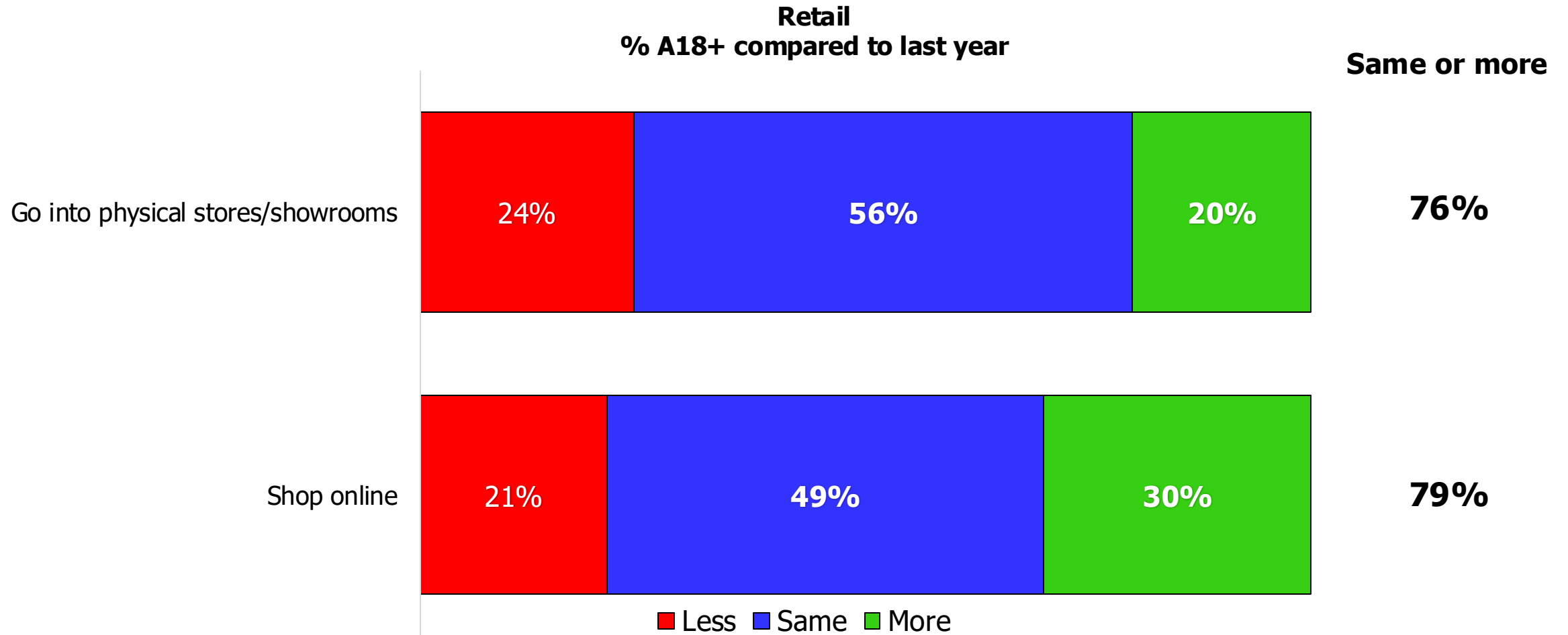
6 out of 10 respondents browsed AND purchased in-store.



Source: GfK TVB Purchase Funnel 2024 In-store retail category, A18+

CI-3: "Now, please think about the holiday season. Have you purchased, or do you plan to purchase from the following?"

"Are You Currently, Or Planning to Do More, Less, or The Same?"

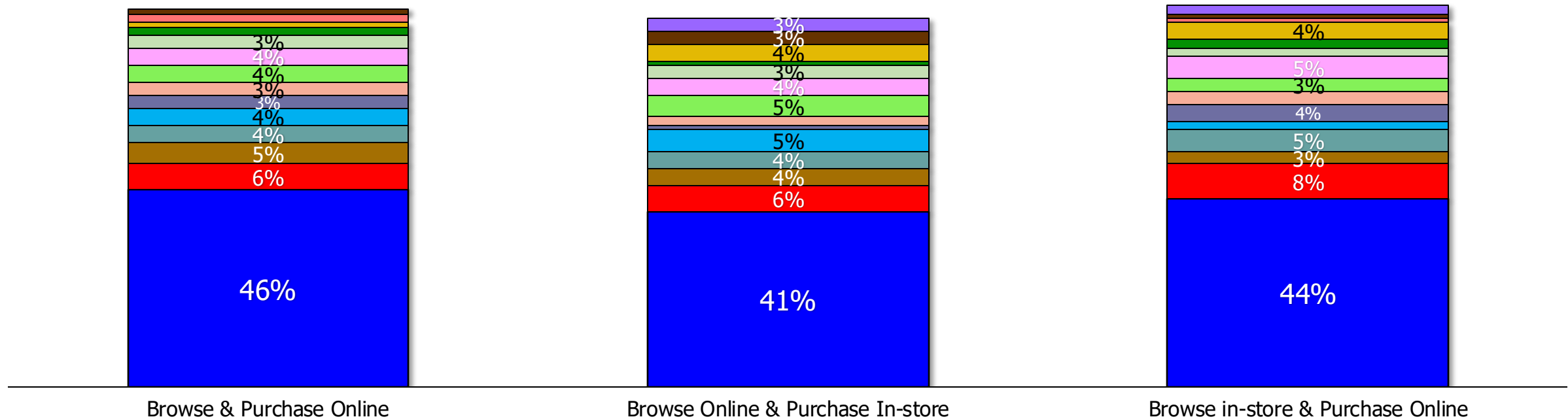


Source: GfK TVB Purchase Funnel 2024 In-store retail category, A18+

CI-1: "For each of the following, are you currently or planning to do more, less or the same compared to what you did a year ago?" Among those for whom the questions were applicable.

What Influenced Consumers Most For Online Retail: Awareness

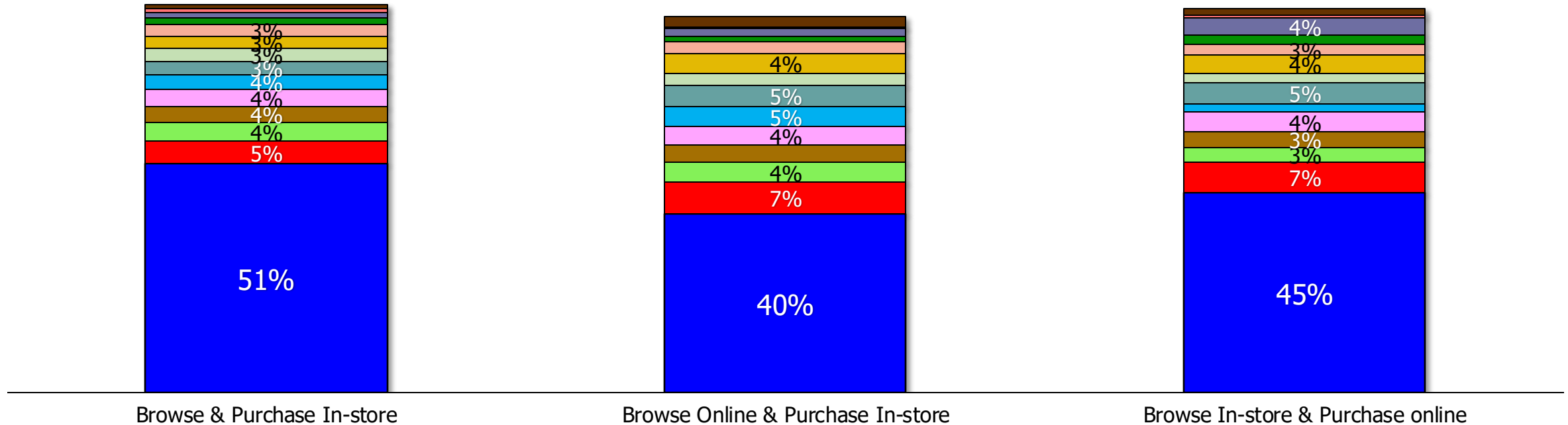
% A18+ Retail



Source: GfK TVB Purchase Funnel 2024 Online retail Category A18+
 QA4 Most important for media with at least 1 funnel stage at 2%+ shown; 2%, 1%, & 0% not shown/labeled.

What Influenced Consumers Most For In-Store Retail: Awareness

% A18+ In-store Retail

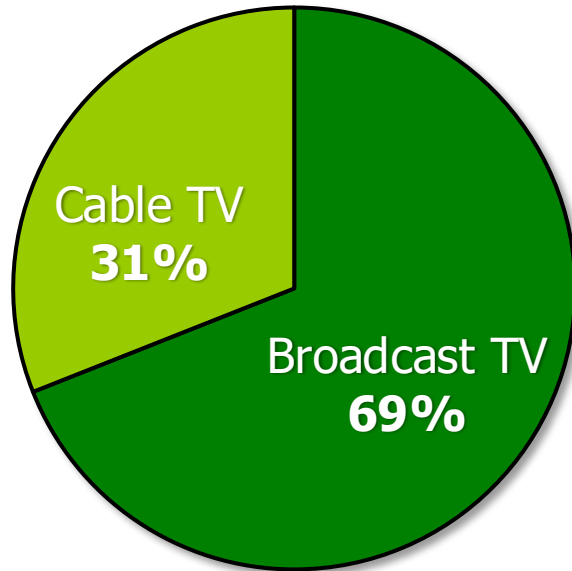


- Television (Broadcast & Cable)
- Ad in mail
- Streaming video other than TV/movies w/ads
- Paid streaming TV w/ads
- Internet display/banner ad
- Social media
- Radio
- Free streaming TV with ads
- Internet search
- Ad on a website
- Email
- Broadcast TV web/apps
- Outdoor
- Internet video ad

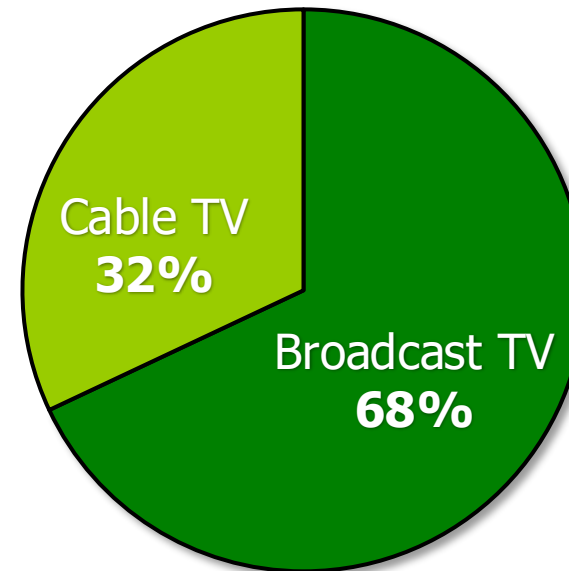
Source: GfK TVB Purchase Funnel 2024 In-store Retail Category;
QA4 Most important for media with at least 1 funnel stage at 2%+ shown; 2%, 1%, & 0% not shown/labeled.

Of Those that Cited TV as the Most Important in Awareness Phase, 7 out of 10 Picked Broadcast TV

In-Store Retail



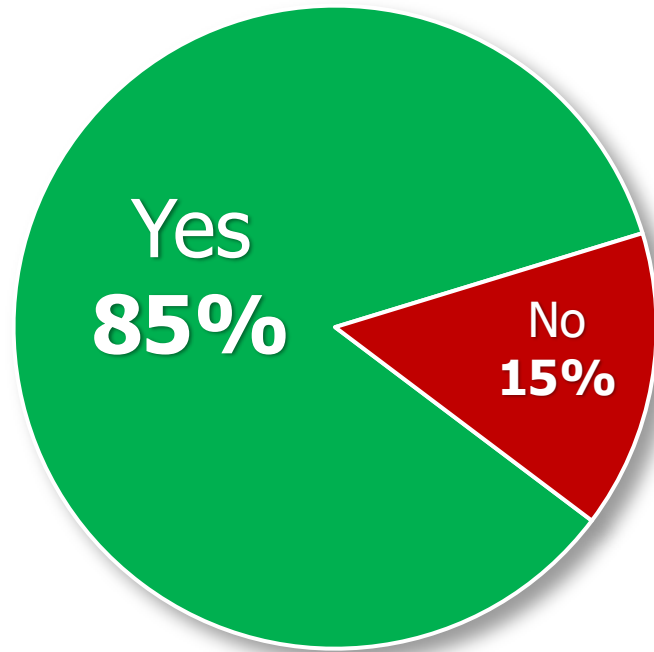
Online Retail



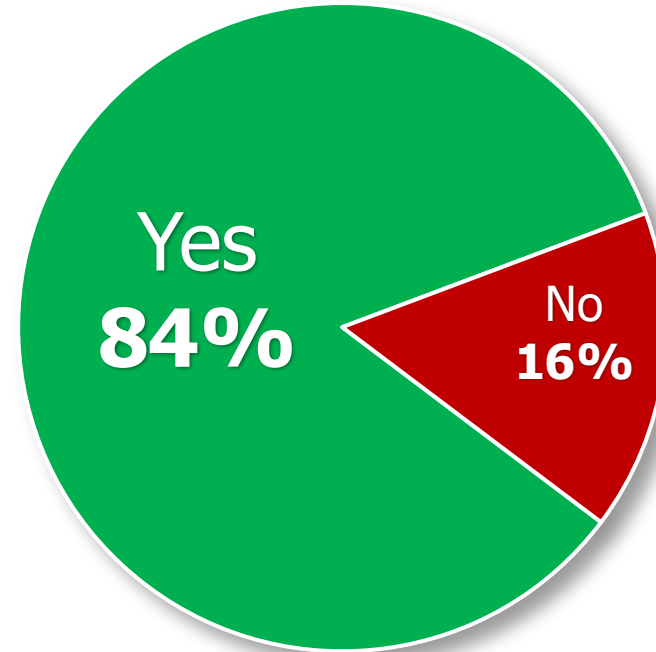
Source: GfK TVB Purchase Funnel 2024 In-store & Online retail category A18+
QA4 "Thinking about the ads you saw/heard for the categories, which advertising media made you most aware of the category?"
How to read: Of those who chose television as most important for awareness, 69% chose broadcast TV.

"Have TV ads influenced your search selections?"

In-store Retail
% A18+ Who do online searches

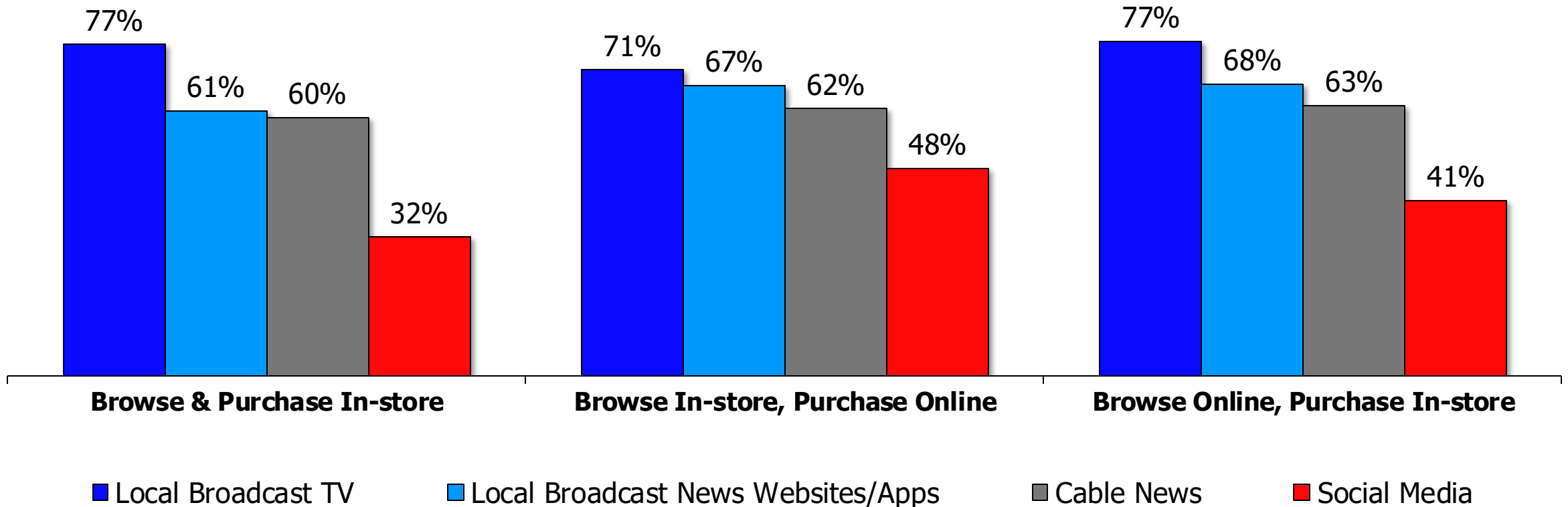


Online Retail
% A18+ Who do online searches



Regardless of Physical Retail Methods, Shoppers Highly Trust Local TV Assets

Retail
% A18+ Agreeing

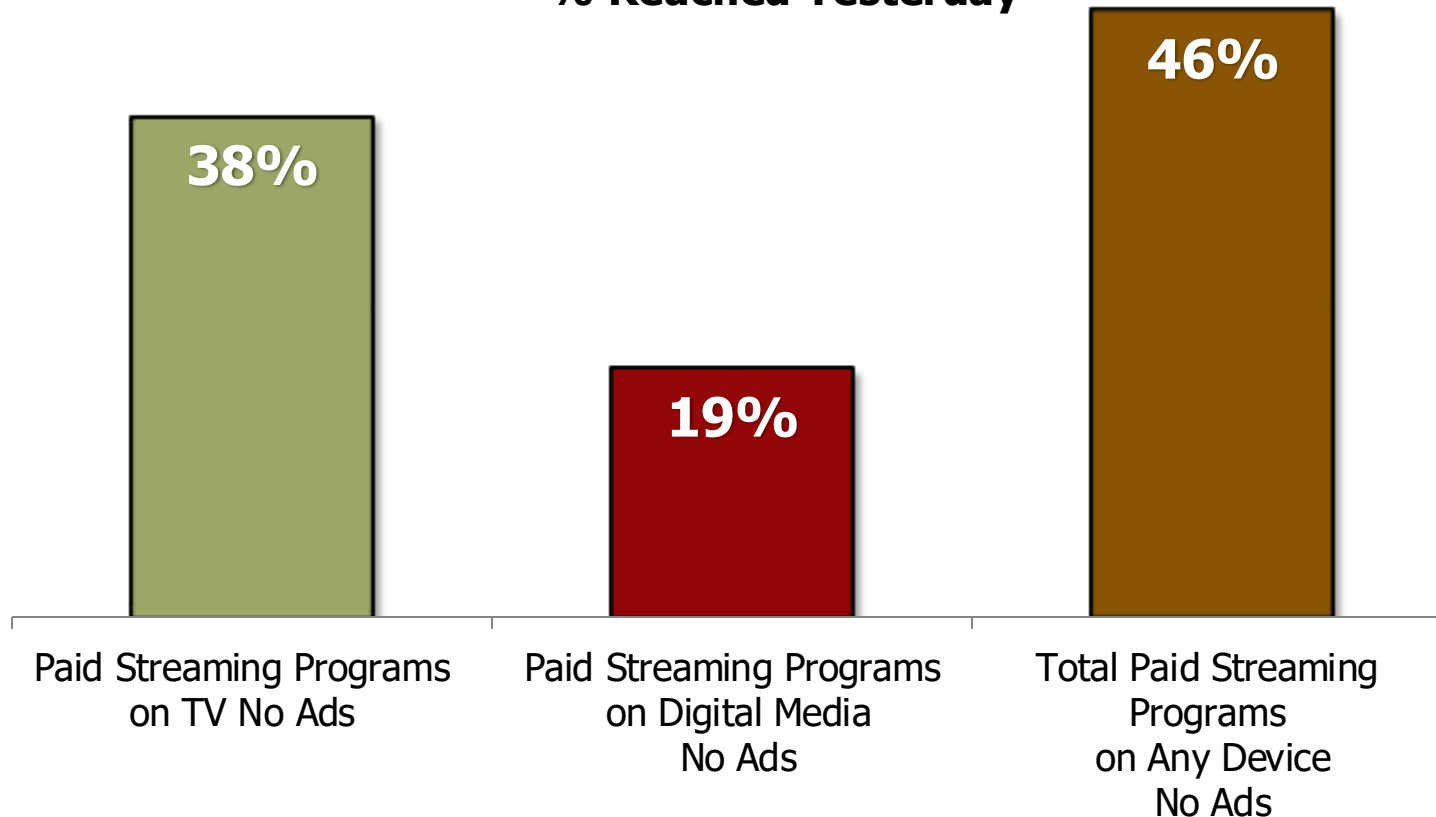


Source: GfK TVB Purchase Funnel 2024 In-store retail category, A18+
B2 "I trust the news I see/hear on this media source." (Agree Strongly + Agree Somewhat).

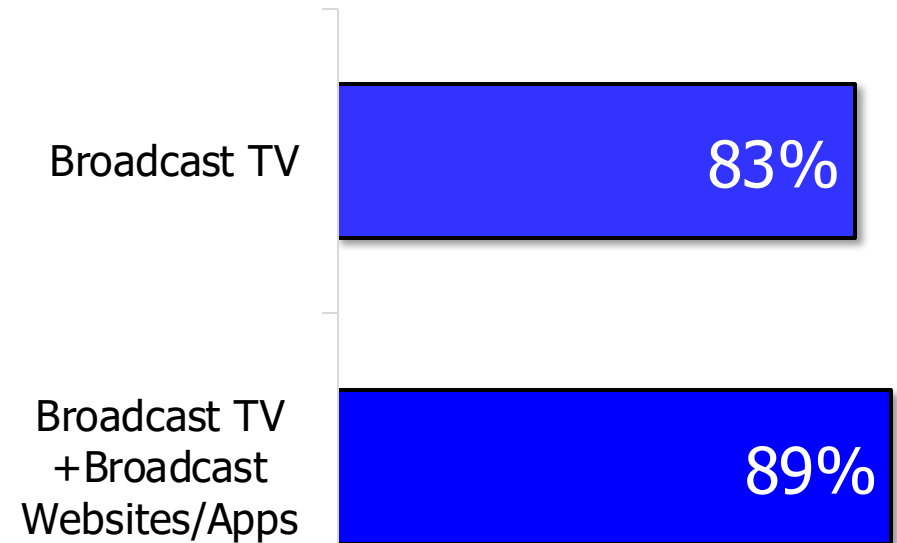
Broadcast TV Assets Can Reach Those Who Stream Programming on Ad-Free Platforms

Streaming with NO Advertising: Advertisers Cannot Reach these Viewers But Broadcast Assets **Can** Reach Most of Them

**In-Store Retail Shoppers
% Reached Yesterday**

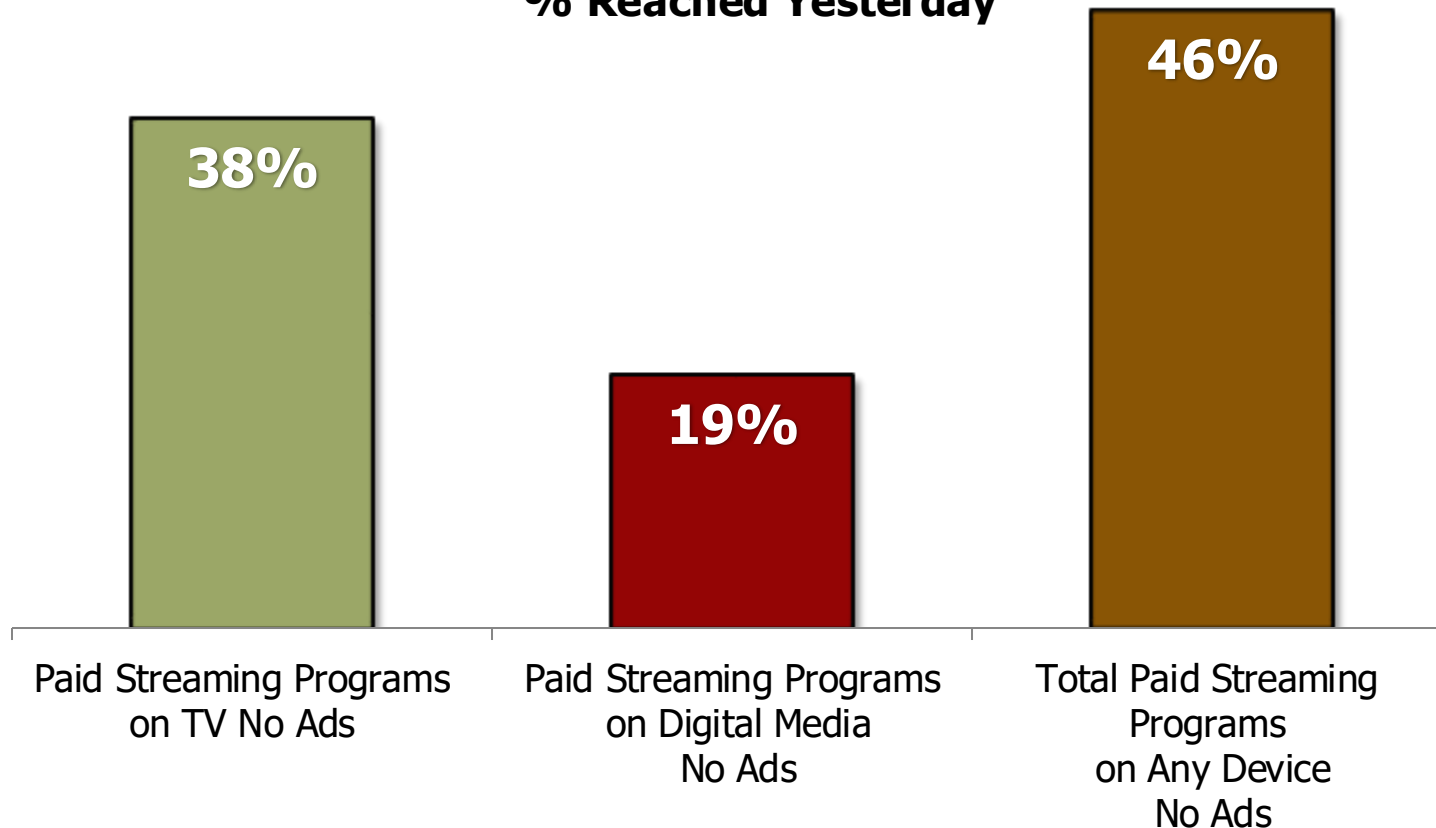


**In-Store Retail Shoppers
% Reach of Streamers with No Advertising**

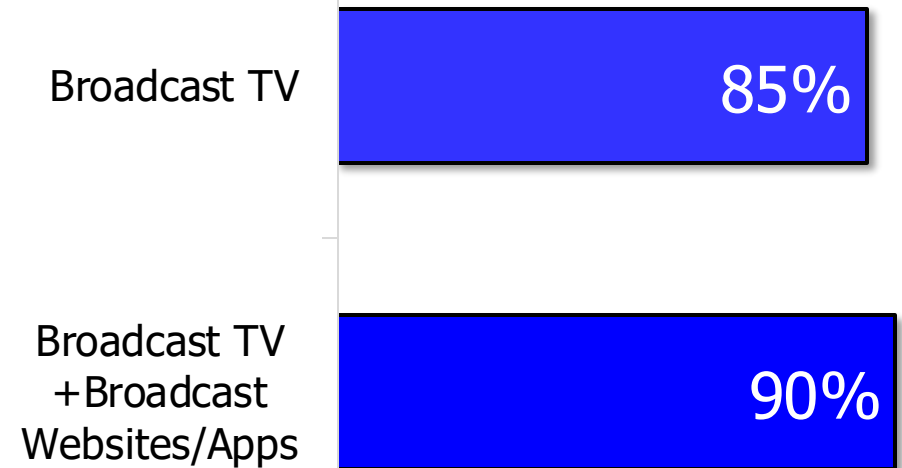


Streaming with NO Advertising: Advertisers Cannot Reach these Viewers But Broadcast Assets **Can** Reach Most of Them

**Online Retail Shoppers
% Reached Yesterday**



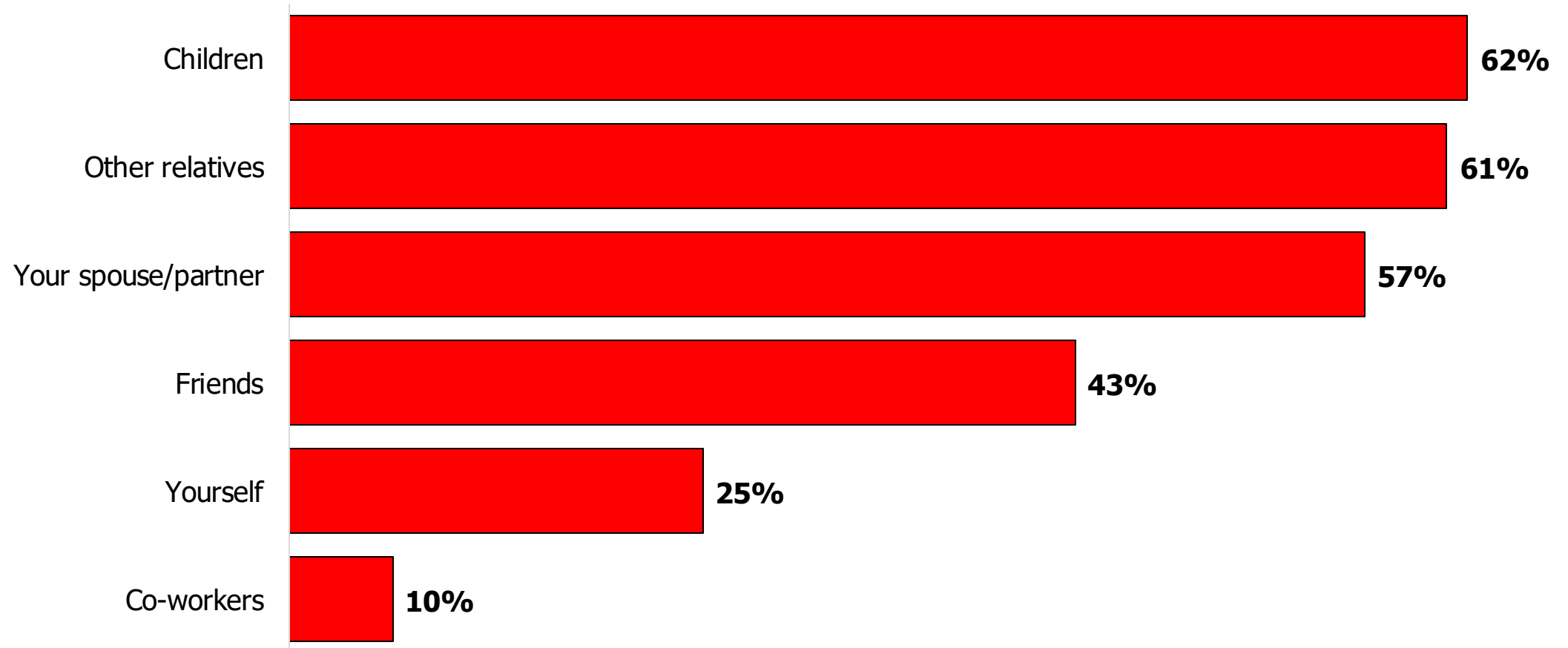
**Online Retail Shoppers
% Reach of Streamers with No
Advertising**



Parents

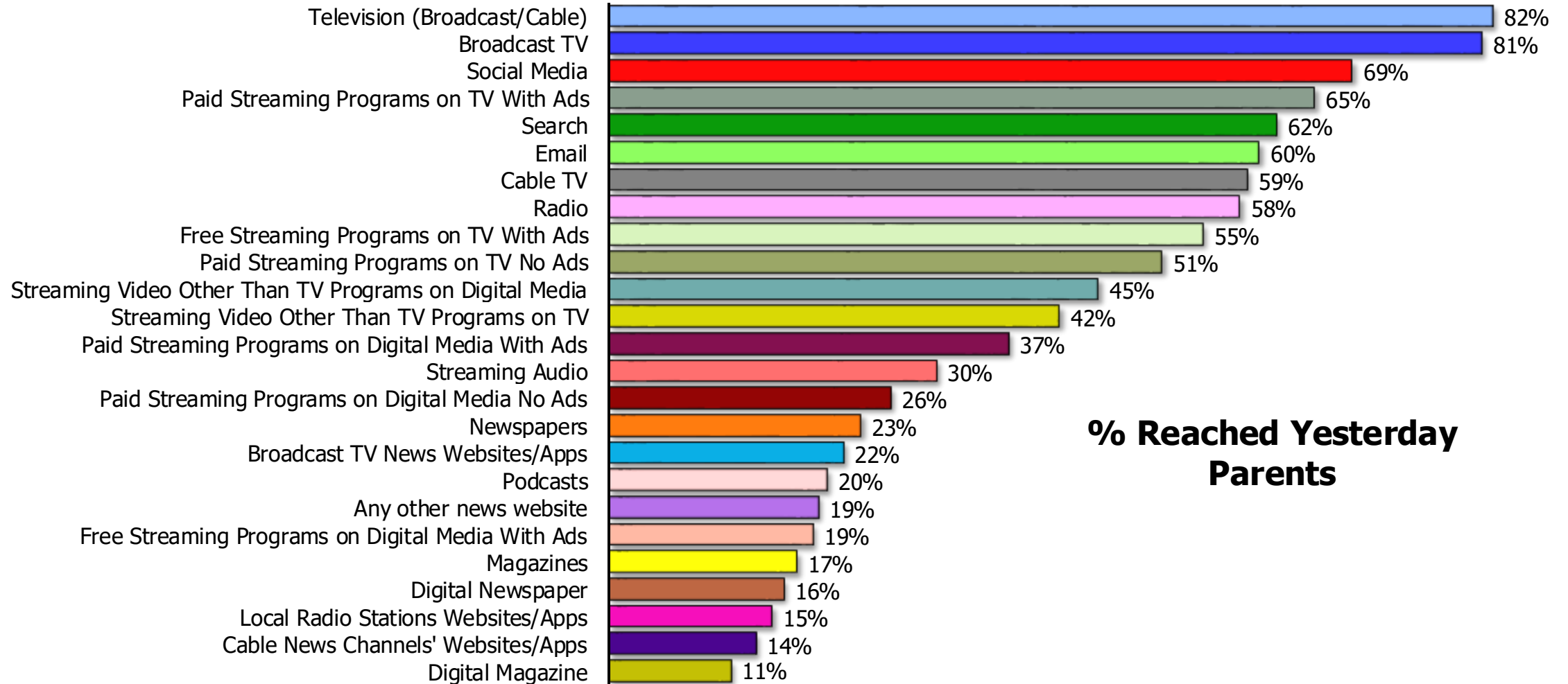
Shoppers Plan to Spend The Most on Children This Holiday Season

Which of the following types of people will you be buying holiday gifts for this year? Select all that apply.



TV Has Highest Reach of All Platforms Measured

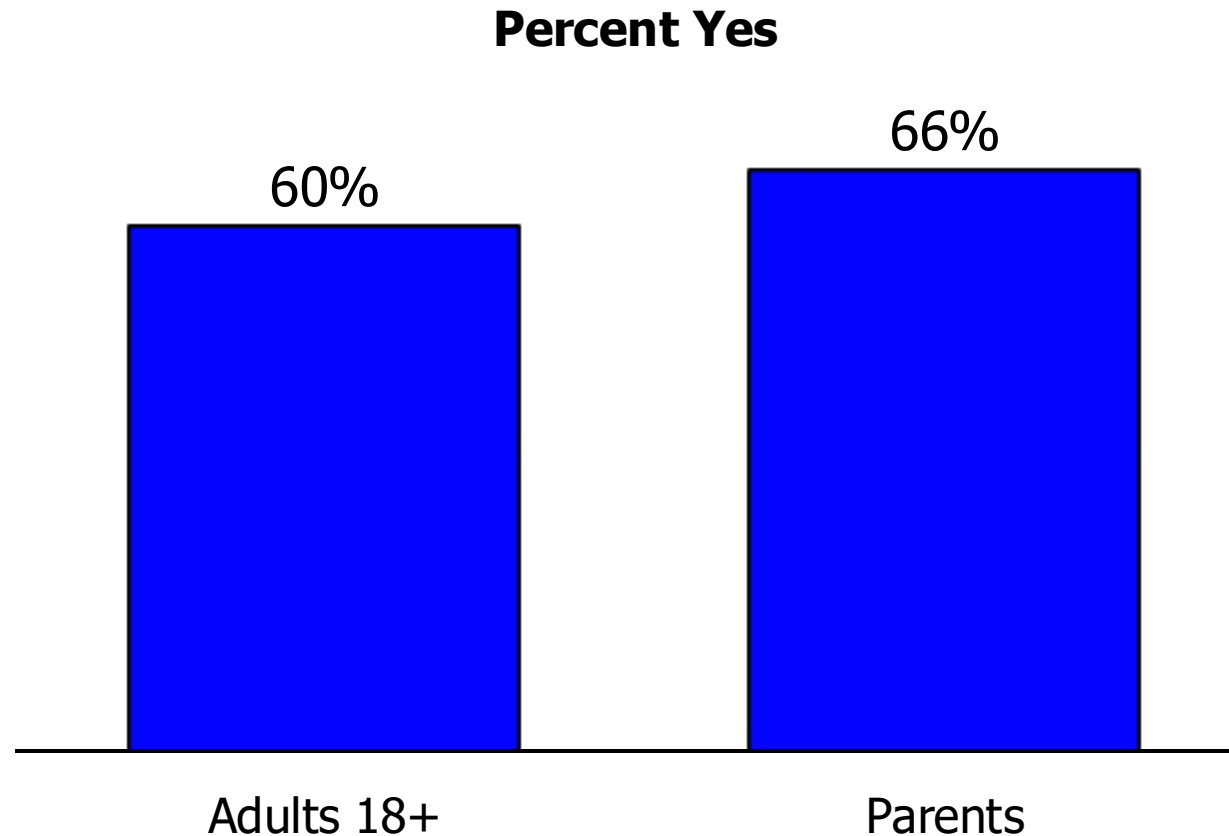
Broadcast Leads the Way For Parents



Source: GfK TVB Media Comparisons Study 2024. M-S 4A-2A. Adults 18+: parent or legal guardian of any children in the household. Online/internet platforms such as email, social media, internet radio and websites, are totaled for any online device-PC, Smartphone and Tablets. Broadcast TV News Websites/Apps includes local TV station & network websites/apps for news/weather/sports.

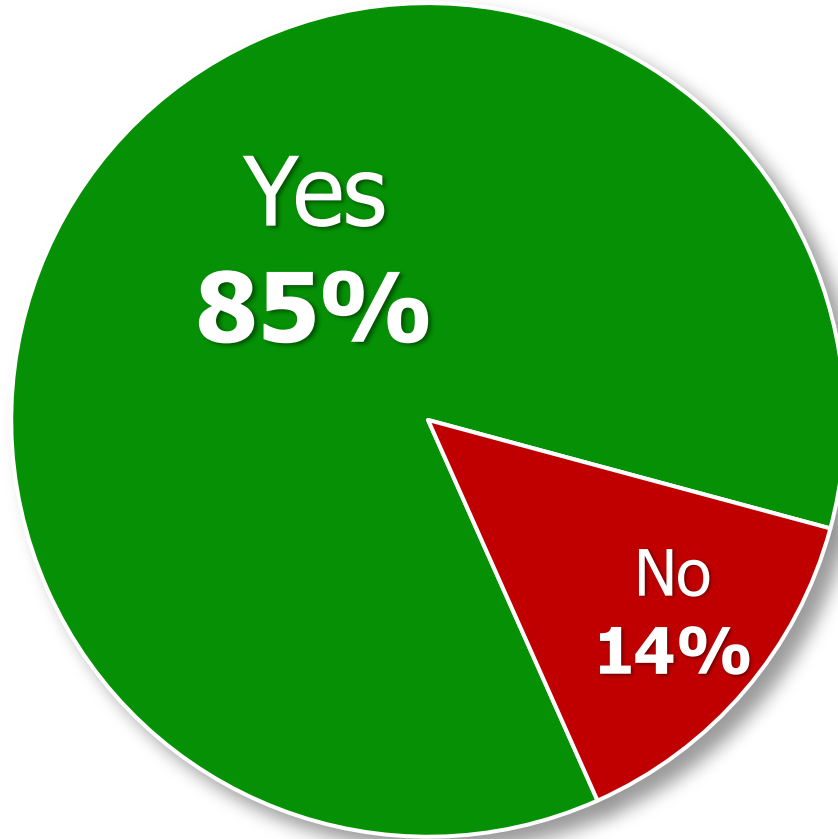
For Adults 18+ and Even More So For Parents, Television Ads Are Motivation To Do Further Research Online

Has an advertisement on television motivated you to go the Internet to find out more information about that product or service?

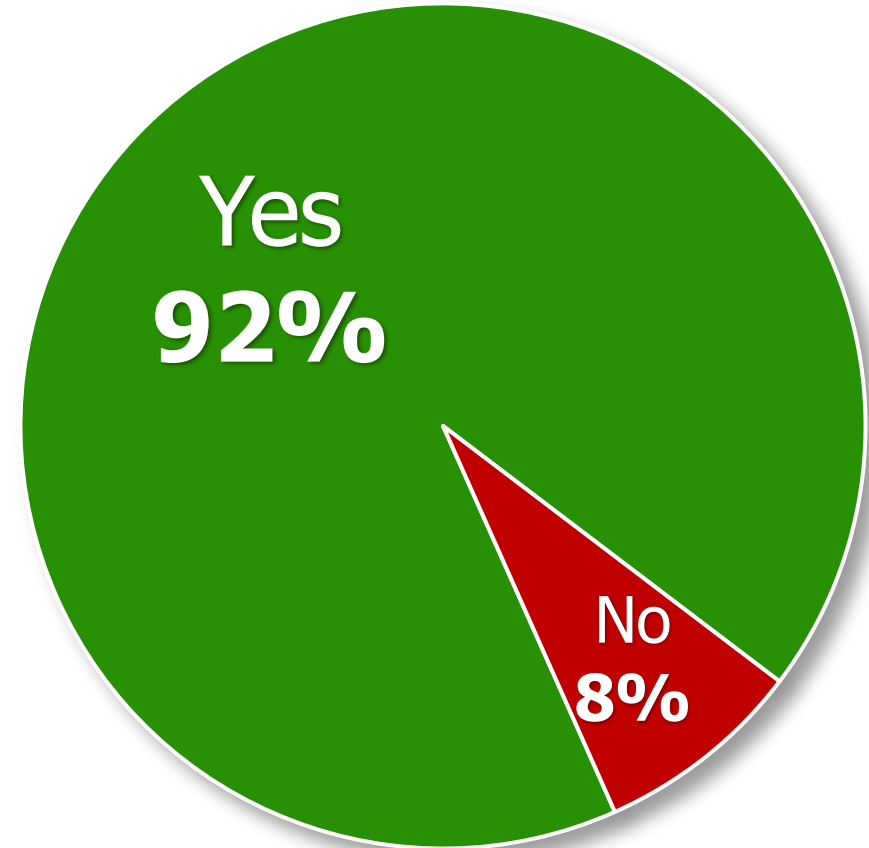


"Have TV ads influenced your search selections?"

% A18+



% Parents



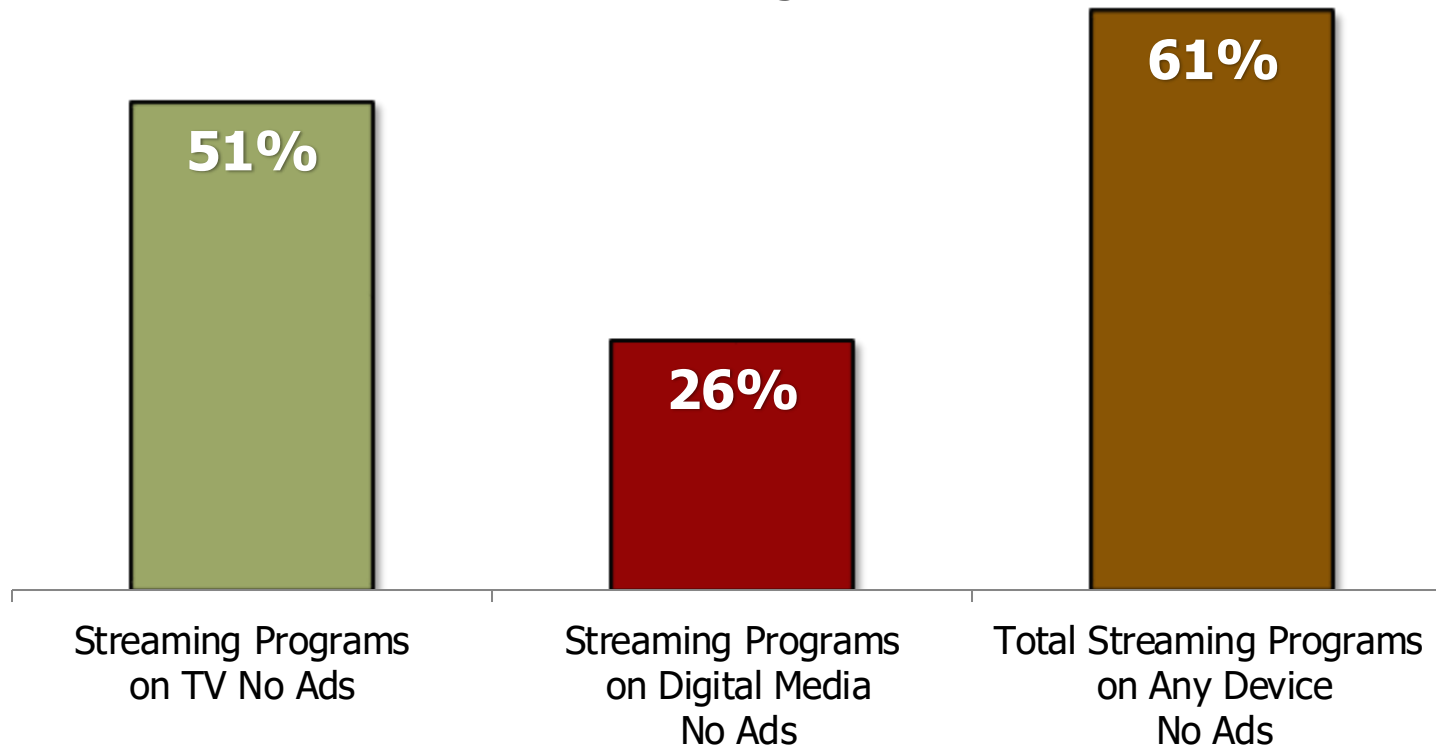
Source: GfK TVB Purchase Funnel 2024 A18+, Parents.

QA10 "When doing an online search, how often, if at all, have TV ads you have seen influenced you in some ways in your search?"

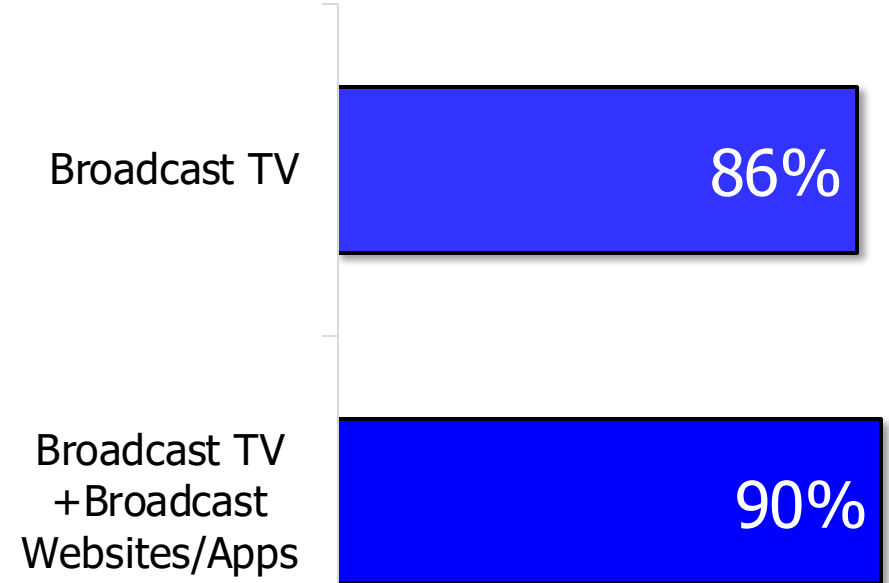
(Yes = combination of Every time, Most of the time & Sometimes) Among those who do online searches

61% of Parents Stream Programs with No ads, Advertisers Cannot Reach them on those Platforms But Broadcast Assets Can Reach Most of Them

**Parents
% Streaming Ad-Free**



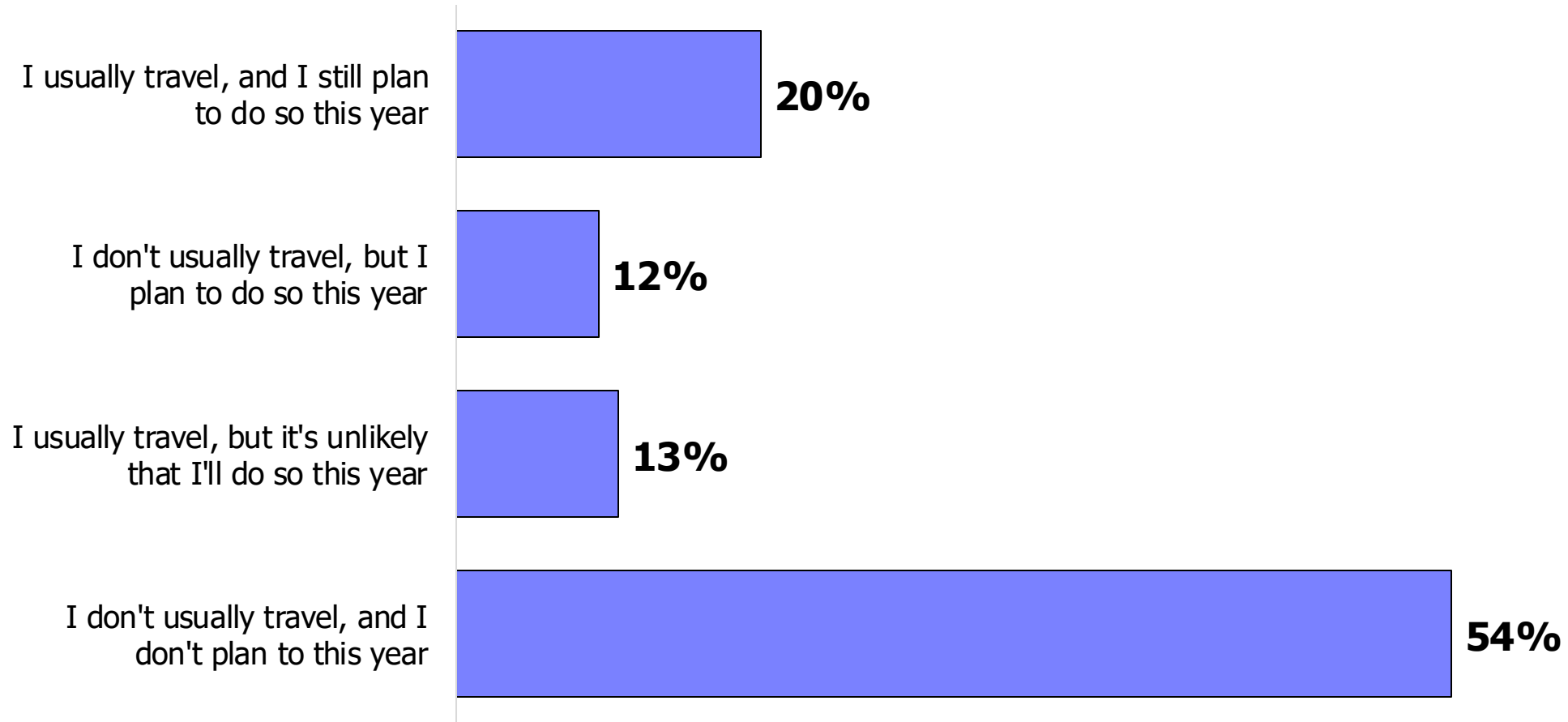
**Parents
% Reach of Ad-Free Streamers**



Holiday Travelers

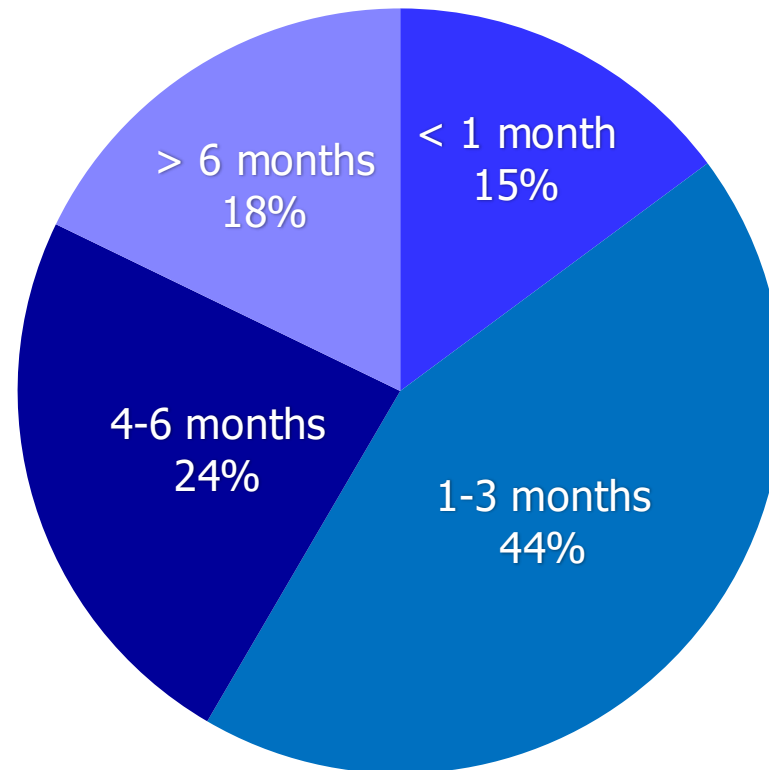
1/3rd of Americans Will Be Traveling This Holiday Season

Do you typically travel for the holidays, and if so, do you still plan to do so this year?

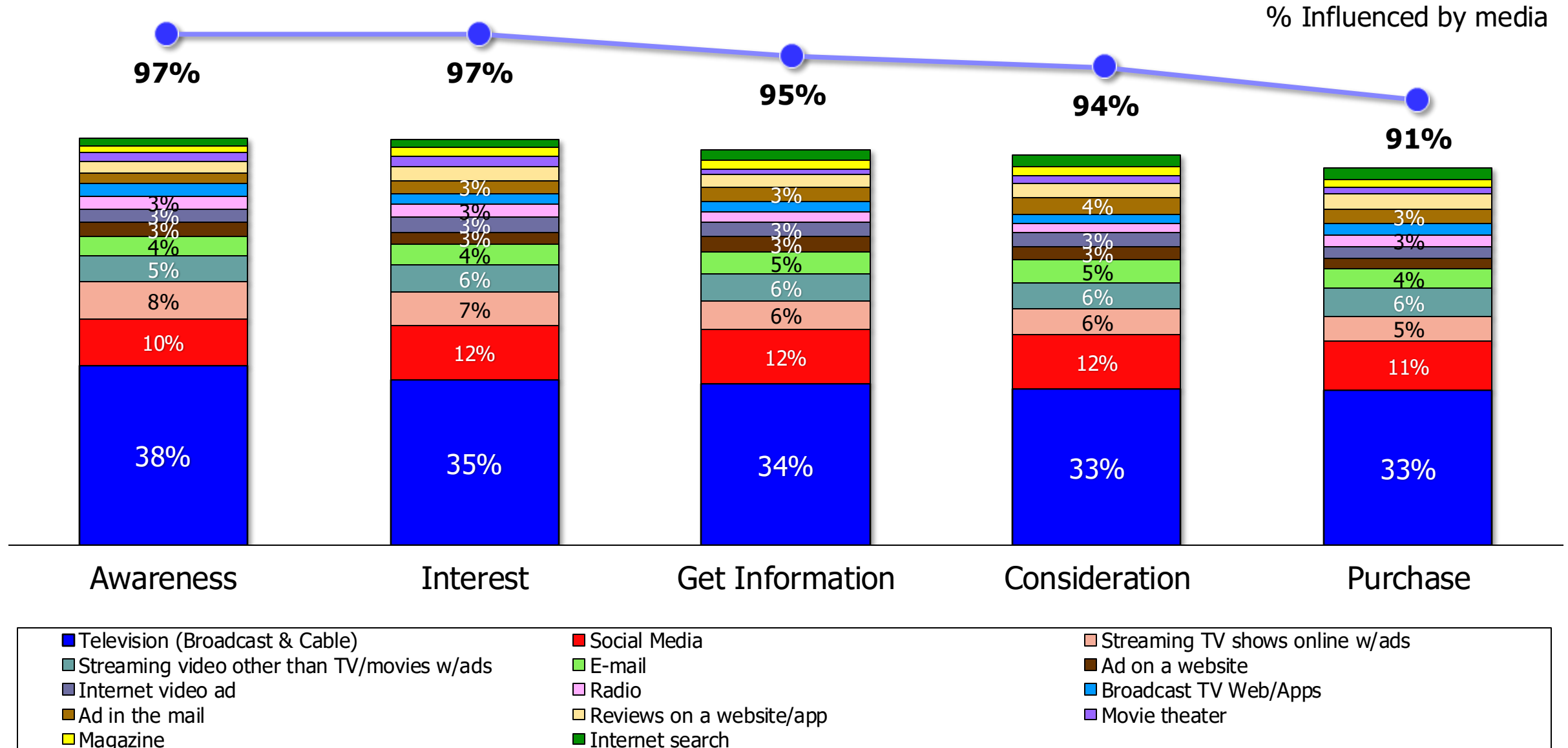


Nearly 60% of Holiday Travel Plans are Made Within 3 Months

How far in advance consumers will make their holiday travel plans:



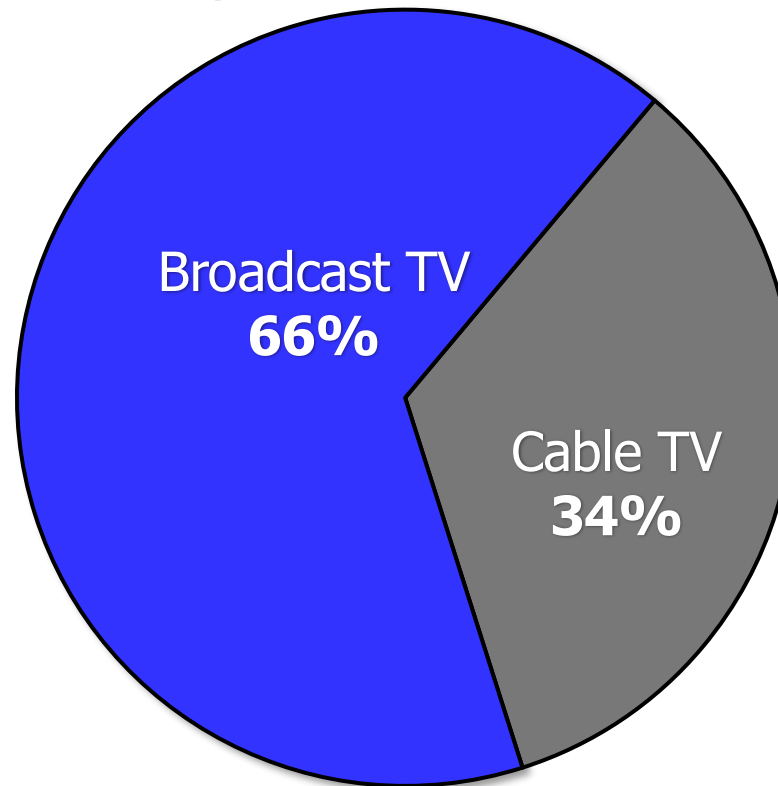
What Influenced Travel Consumers Most



Source: GfK TVB Travel Purchase Funnel 2024 A18+
QA4/QA5/QA6/QA7/QA8 Most important for media that registered 3% or higher.

Of Those that Cited TV as the Most Important in Awareness Phase, 7 Out of 10 Picked Broadcast TV

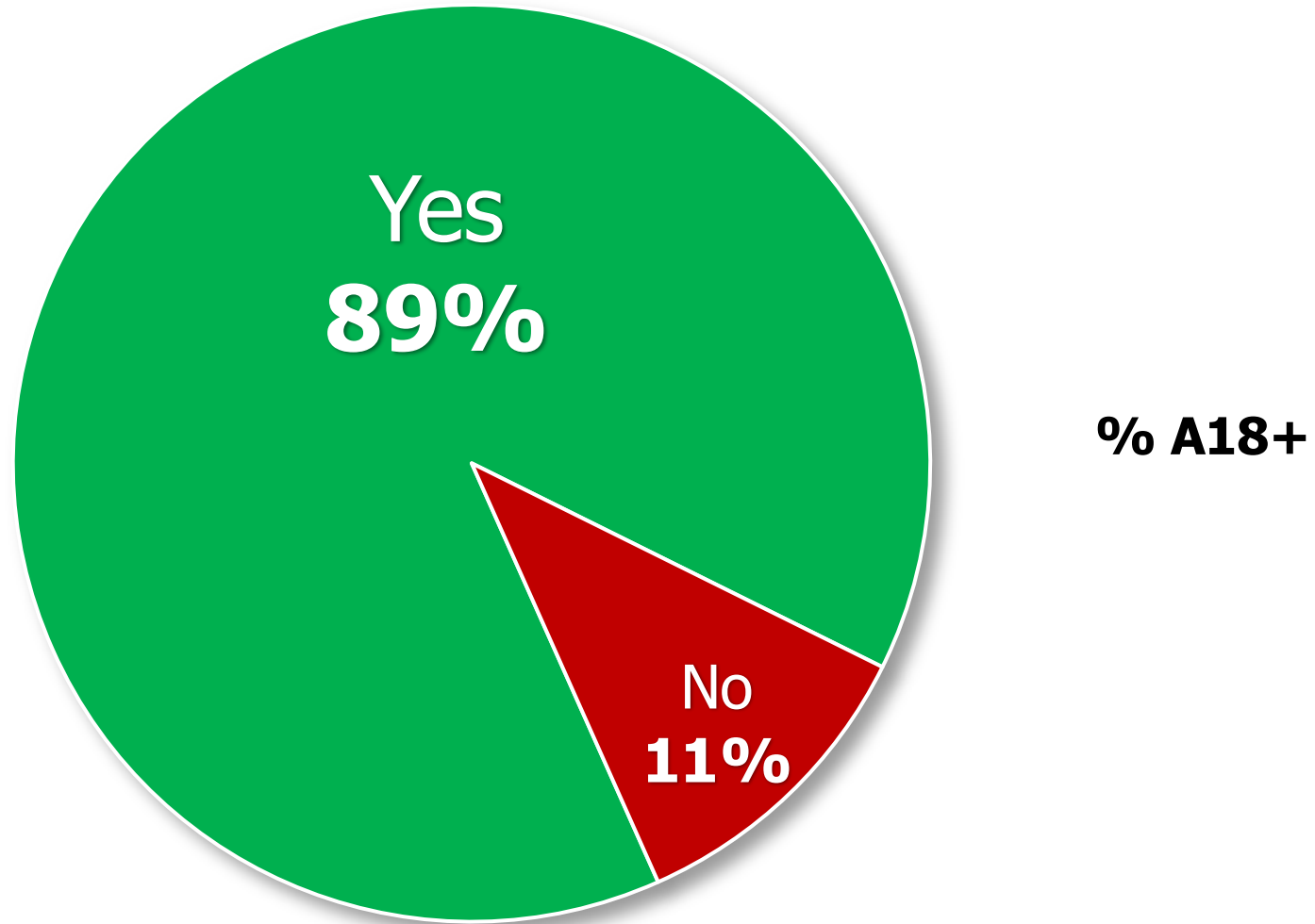
% A18+
Most Important for Awareness:



Source: GfK TVB Travel Purchase Funnel 2024 A18+

QA4 How to read: Of the 38% that said TV was most important for awareness, 66% of them cited Broadcast TV as the most important.

"Have TV ads influenced your travel search selections?"

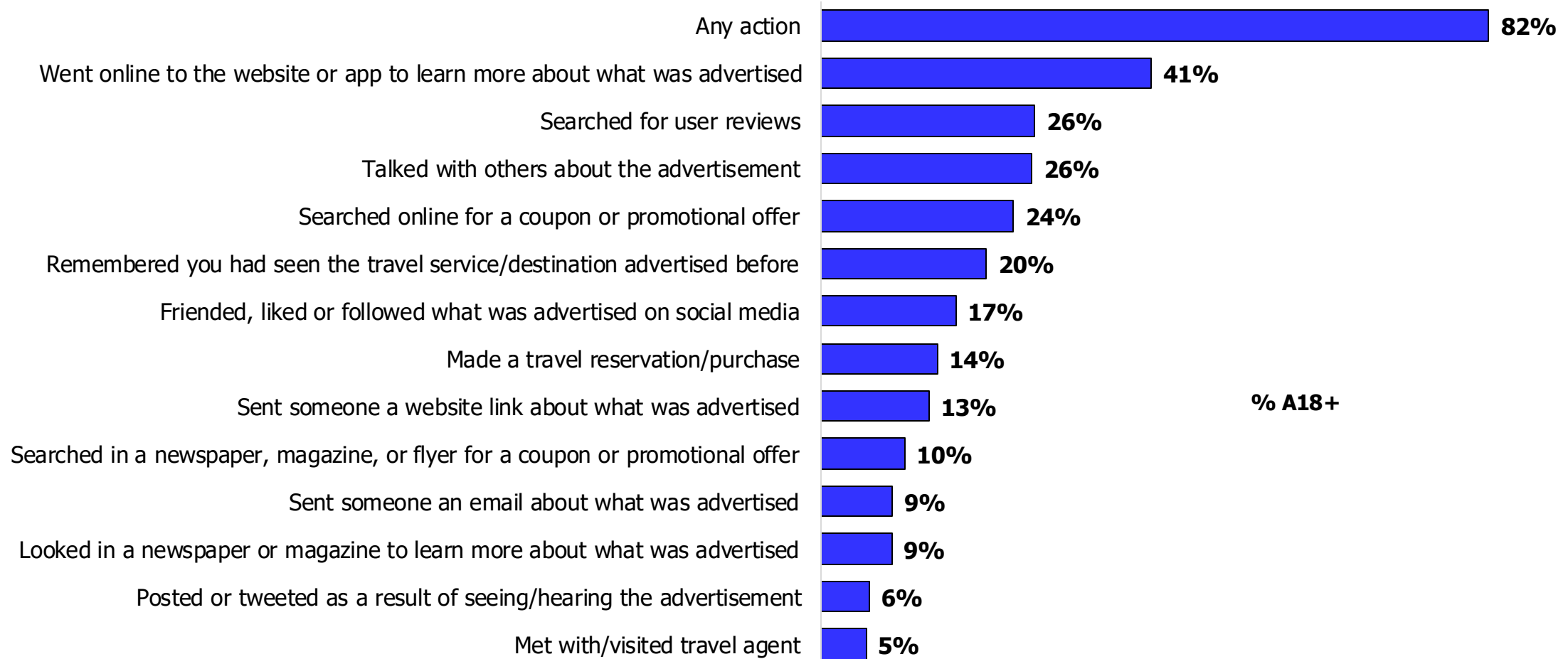


Source: GfK TVB Travel Purchase Funnel 2024 A18+

QA10 "When doing an online search for travel services, how often, if at all, have TV ads you have seen influenced you in some ways in your search?"

(Yes = combination of Every time, Most of the time & Sometimes) Among those who do online searches.

“Which of the following did you do after seeing/hearing ads for travel on television?”



Key Holiday Takeaways

- NRF predicts 2024 will exceed 2023's record high retail sales, with projected sales expected to reach between \$979.5-\$989 billion.
- 79% of shoppers expect their holiday spending to increase or stay the same as 2023.
- Only 9% of holiday shoppers will be done with all their purchases before Thanksgiving.
- More than half of shoppers think inflation will affect their holiday shopping.
- TV advertising is imperative to influence holiday shoppers.
 - 9 out of 10 respondents said television influenced their search selections.
 - Broadcast TV delivers top holiday ratings and reach.
 - Local TV allows advertisers to target their message in a trusted environment.
 - Broadcast TV delivers parents, holiday travelers, and both in-store and online shoppers.
 - Online shoppers and in-store shoppers selected television as the most important influence for making a purchase.
 - Broadcast TV assets can reach those who stream programming on ad-free platforms.



Happy Holidays!

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