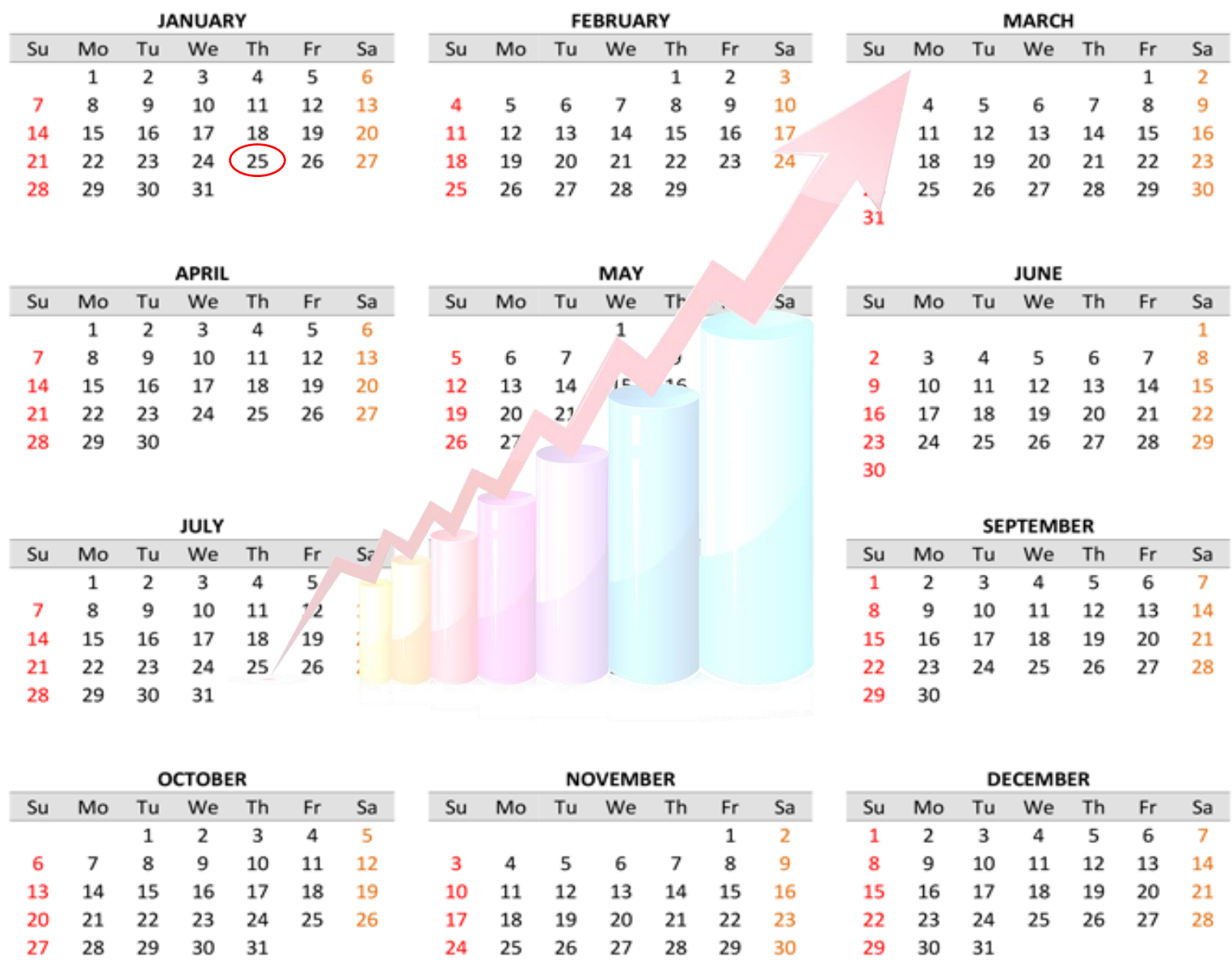




EMPOWERING MEDIA PEOPLE

‘The year ahead’

Adspend predictions 2024



*“Nobody knows what's gonna happen tomorrow
We try not to show how frightened we are”*

Which one would you believe ?



ChatGPT



Let's try



ChatGPT

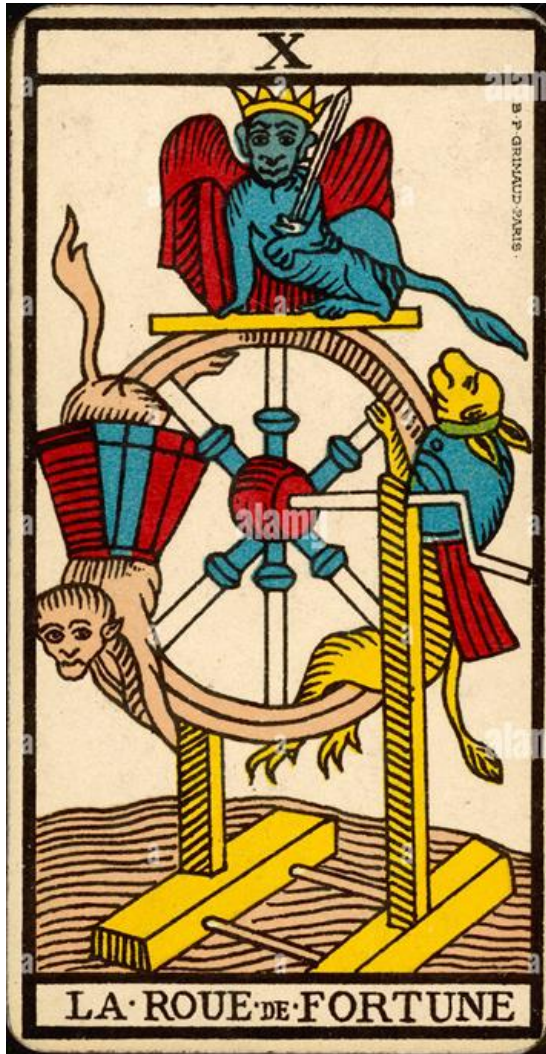
I'm sorry, but I'm not in a position to provide specific forecasts of advertising spend in Belgium for the year 2024, broken down by channel (Digital, TV, Radio, Out of home, Press). Financial forecasts, especially at such a granular level, require real-time data and in-depth market analysis, which I cannot provide.

However, you can consult market research reports, sector studies and economic analyses from bodies such as Statbel (the Belgian Institute of Statistics), advertising agencies, market research companies, and other specialist sources for up-to-date information and forecasts on advertising expenditure in Belgium in 2024, broken down by channel. These sources are generally better equipped to provide specific and up-to-date information on the Belgian advertising market.

OK then ????

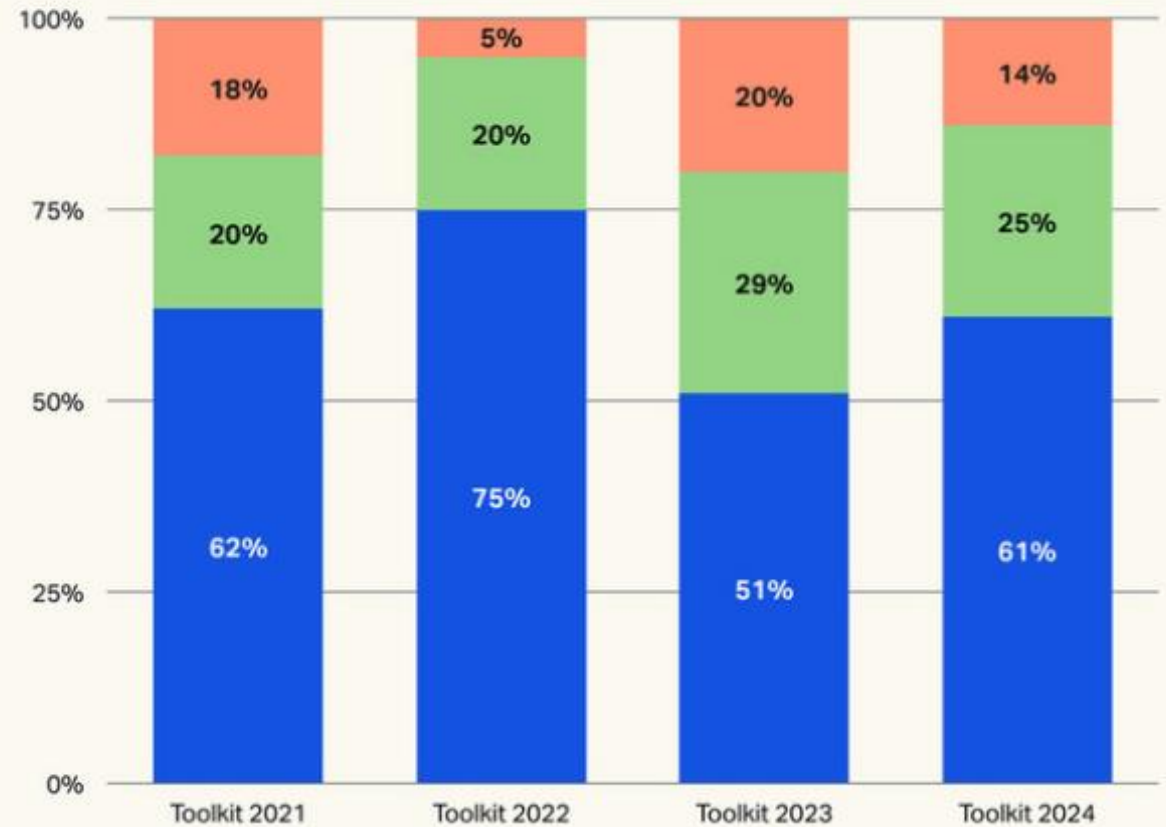


Global: optimistic marketers

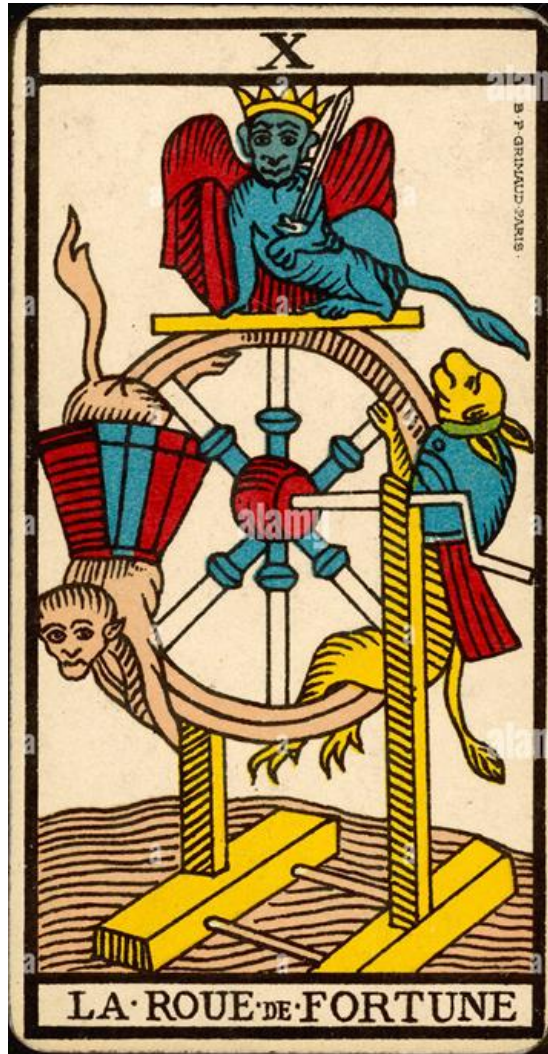


Which of the below best describes your business expectations for next year?

■ Better than this year ■ The same as this year ■ Worse than this year



Global: optimistic adspend forecasts



INTELLIGENCE

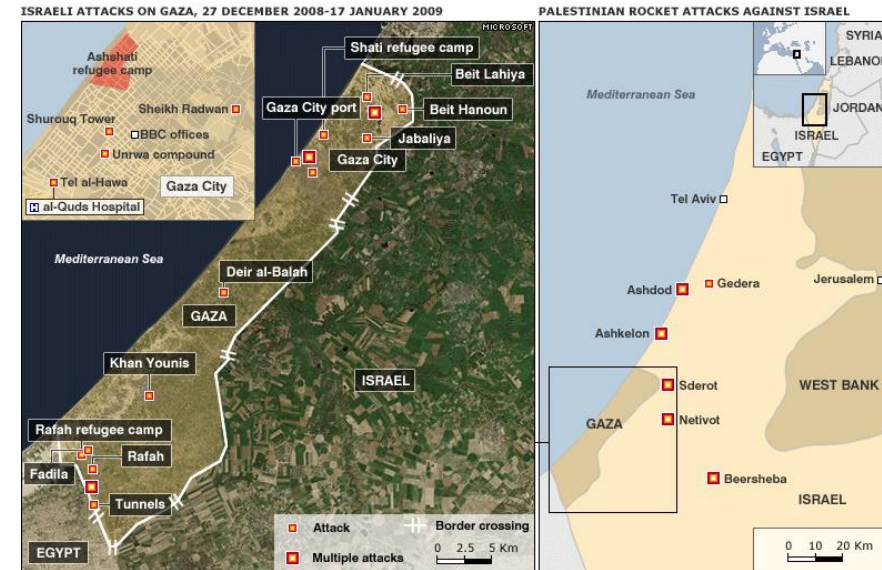
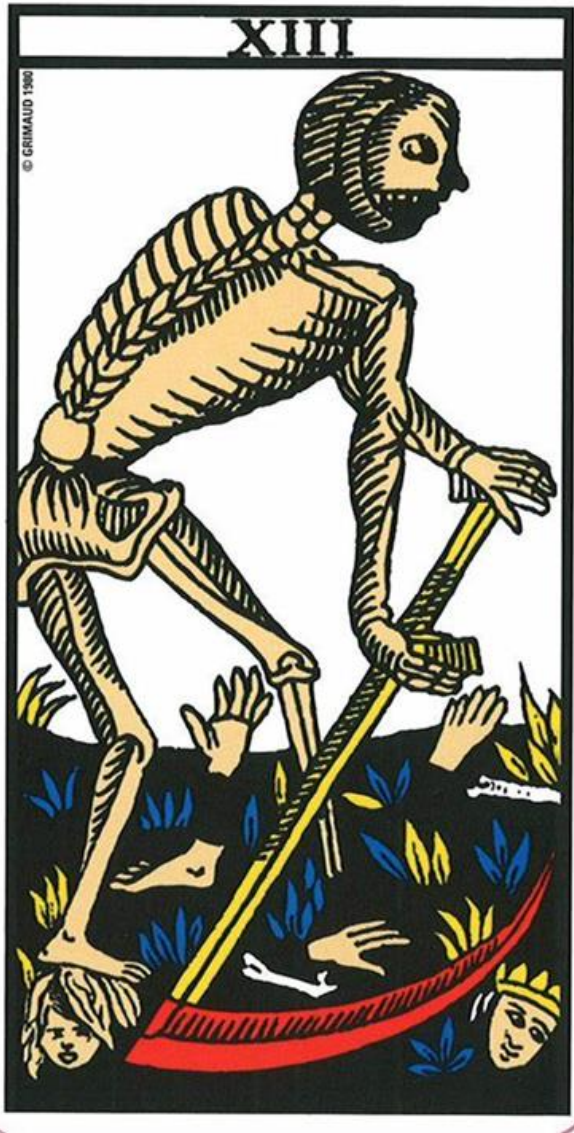
+5 tot +7%: de groeivoorspellingen voor 2024

Dinsdag 5 December 2023



Na WPP (GroupM) hebben ook Publicis Groupe (Zenith) en IPG Mediabrands (Magna) hun groeivoorspellingen voor 2024 bekendgemaakt. De eerste twee zijn het eens over +5% - de Franse groep is iets pessimistischer (+4,8%) -, terwijl de Amerikaanse groep +7,2% voorspelt, na +5,5% dit jaar (versus +4,4% voor Zenith en +5,8% voor GroupM). Voor Magna zal de hefboom voor groei opnieuw van digitale zijde komen (pure play), waar de investeringen naar verwachting met 9,4% zullen stijgen tegenover 2,2% voor traditionele media.

In the meantime: the 'permacrisis' ...



OK, what about Belgium ?

Back one year ago



Max +4% in 2023 vs 2022

Current: +5%

Meaning a recession in constant (media inflation forecast $\pm 7\%$) Constant: +0,4%

Possibly less for Belgian media:
growth goes to digital, with >60%
of it going to GAFAM...

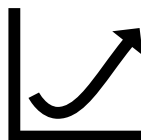
More than anywhere else, THE year of elections



Sociale
verkiezingen
2024



In context, what the experts say about 2024



Consumer price index: +3,2%
[2023: +4,1%]



GDP: +1,3%
[2023: +1,0%]



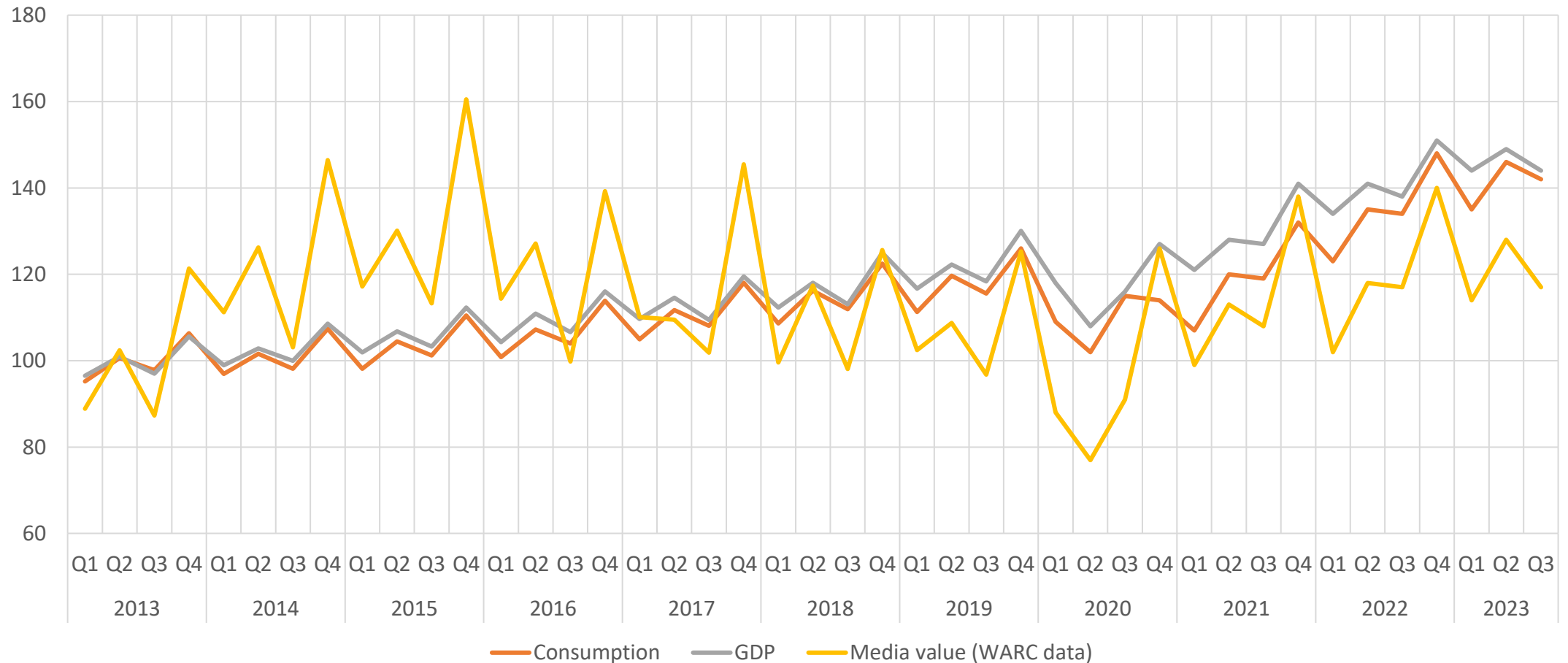
Private consumption: +1,4%
[2023: +2,6%]



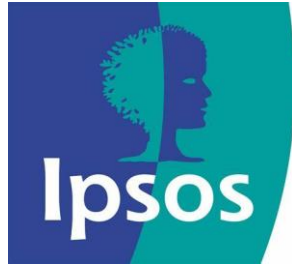
Employment: +40,300
[2023: +49,700]

Media & adspend far more volatile than the economy



Index GDP, private final consumption & paid media value (2013=100)



Sources: Statbel, Eurostat, WARC

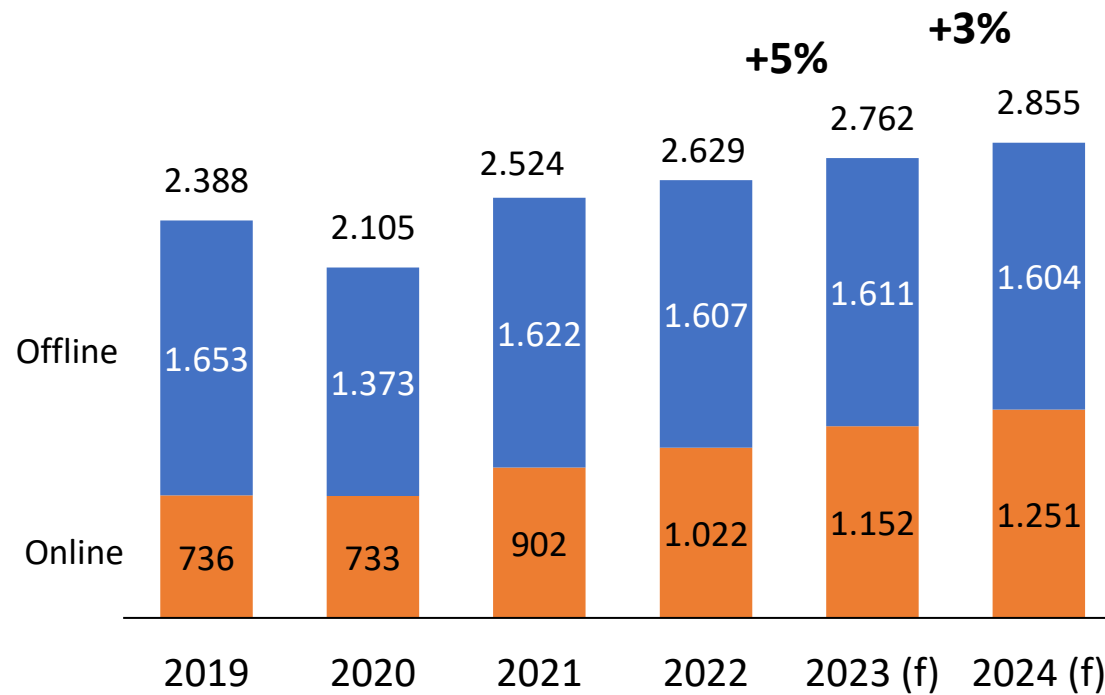


Snapshots of consumer sentiment

	% agree		
I am optimistic that 2024 will be a better year for me than in 2023		52%	70%
Prices in my country will increase faster than people's incomes		84%	79%
Inflation in my country will be higher in 2024 than in 2023		62%	70%
I will use social media less		41%	41%
My personal data will be leaked on the internet		47%	55%

WARC estimates for Belgium

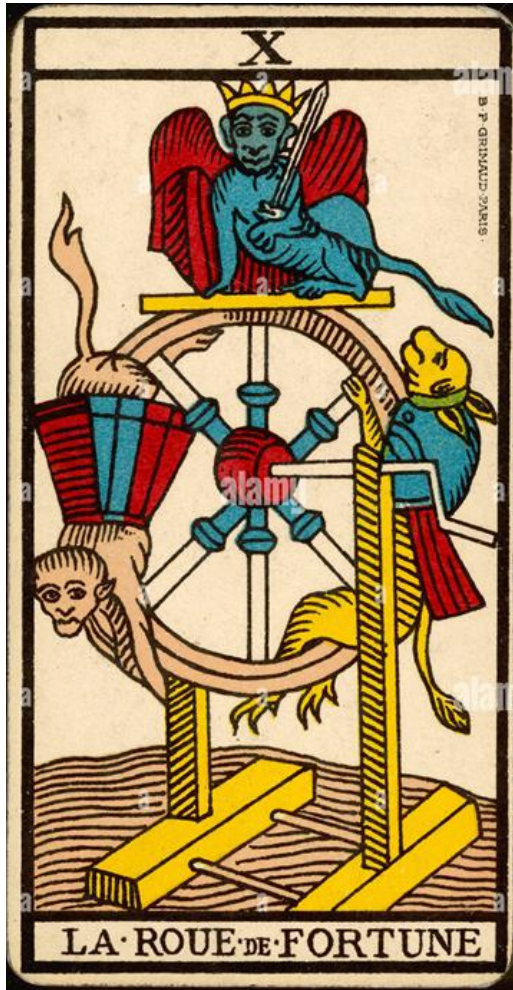
Net Inv., Mio €



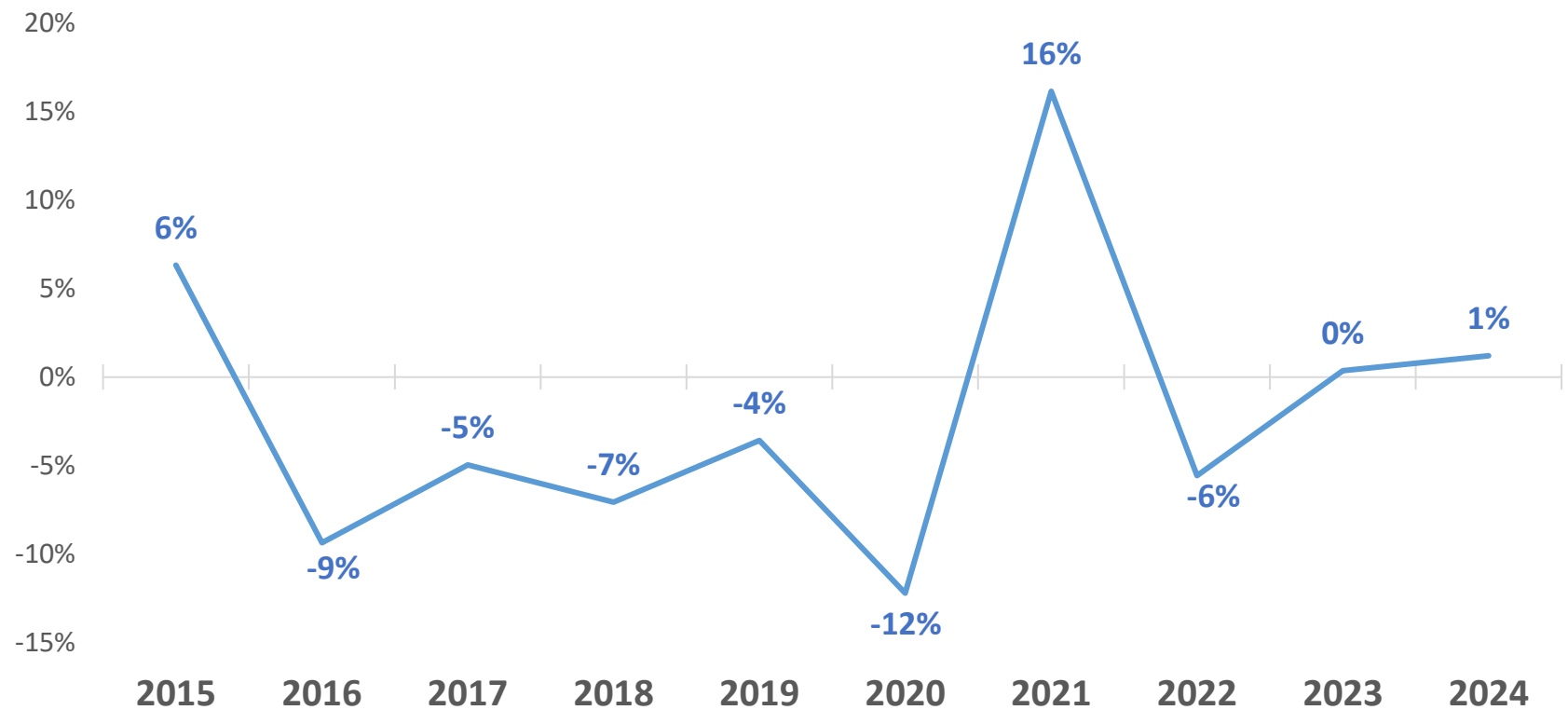
Realistic ? Remember this is current !

Consistent dichotomy **online** (+8,6%)
vs offline (-0,4%)

WARC view on constant evolution

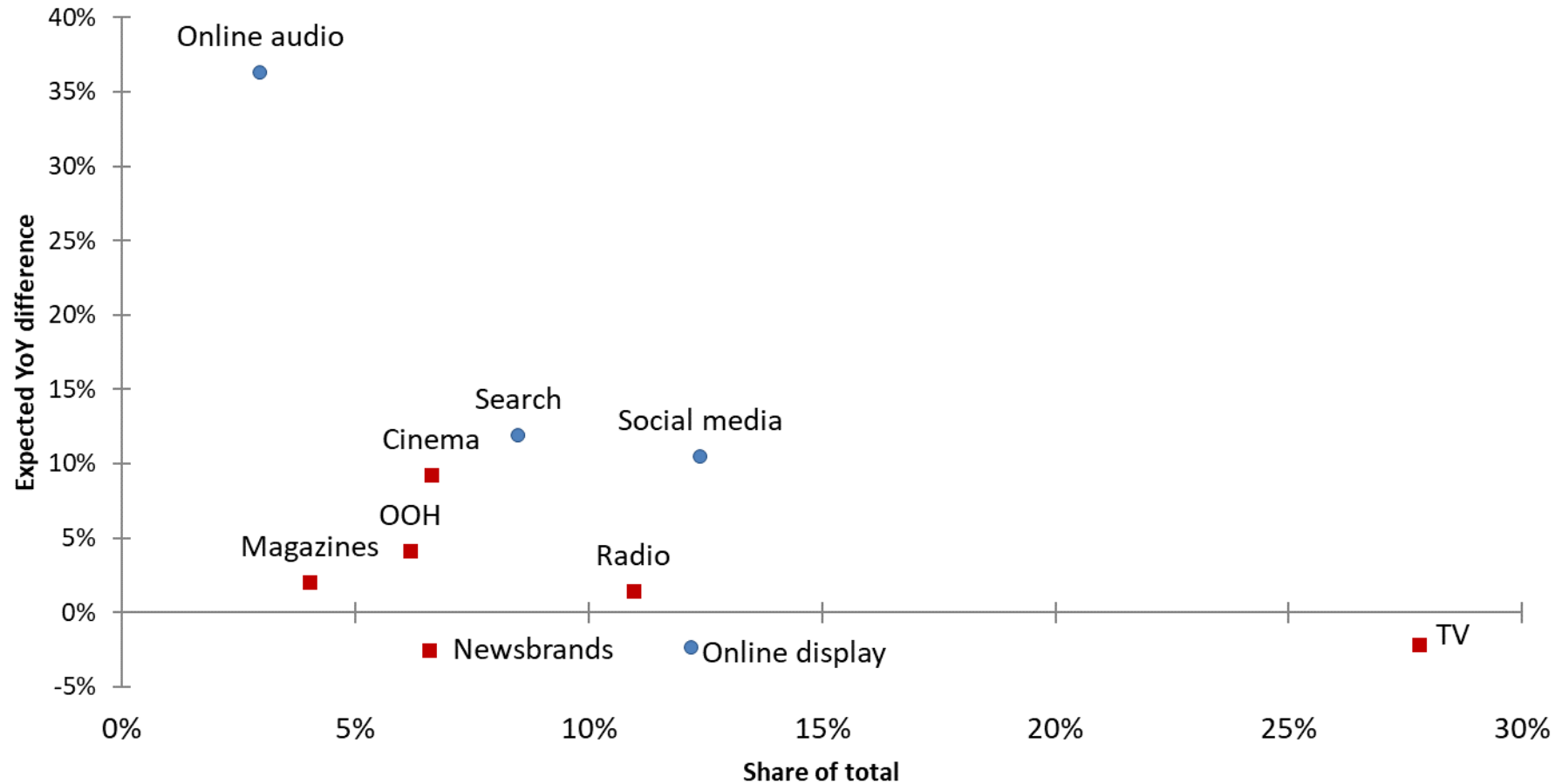


Year on year difference on total paid media value





A more granular view: media invest 2024

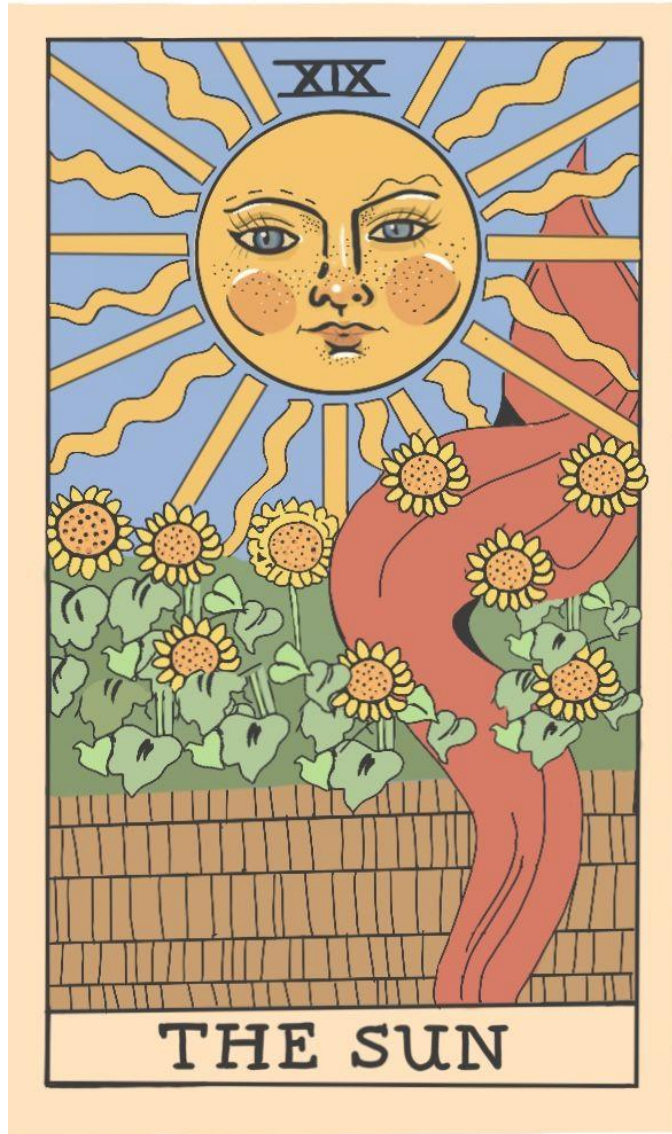


But beware of is not followed/reported



Top priorities for marketing budgets per country over the next 12 months - differences per country

	Total	BE/NL	GE	SE	UK
Paid social media marketing or advertising	9,7	7,9	11,9	10,9	7,9
Above the line advertising (ie. TV, radio, outdoor and print)	8,4	6,5	5,1	13,0	7,6
Organic social media marketing or advertising	8,3	7,2	9,6	8,7	7,5
Sponsorships, exhibitions and events	7,6	9,6	6,3	7,7	7,0
Paid online advertising (ie. display)	6,7	6,6	6,8	5,4	8,3
Market research or intelligence	6,7	6,3	6,8	6,4	7,4
Search engine advertising (paid)	6,3	6,0	5,8	5,5	8,0
Email marketing	6,1	4,3	6,1	3,9	10,1
Search engine optimisation (SEO)	5,0	5,8	5,3	3,1	6,1
Insert marketing	4,6	7,2	5,5	3,2	2,6
Real-time marketing insights	4,5	5,2	4,1	3,4	5,4
Telemarketing	3,5	3,2	3,2	3,5	4,3
Affiliate marketing	3,5	3,9	4,5	2,5	3,2
PR and thought leadership	3,5	2,9	3,7	3,0	4,4
Retargeting	2,5	3,1	2,9	2,4	1,7
Check-out marketing	2,4	3,0	1,7	3,2	1,6
Other	10,7	11,4	9,6	14,4	7,0



*“Nobody knows what's gonna happen tomorrow
We try not to show how frightened we are
[...]
You've got to believe **it'll be alright in the end**”*



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What do YOU think ?

Adspend predictions 2024

