

Spring 2018

Times Square Advertising Report

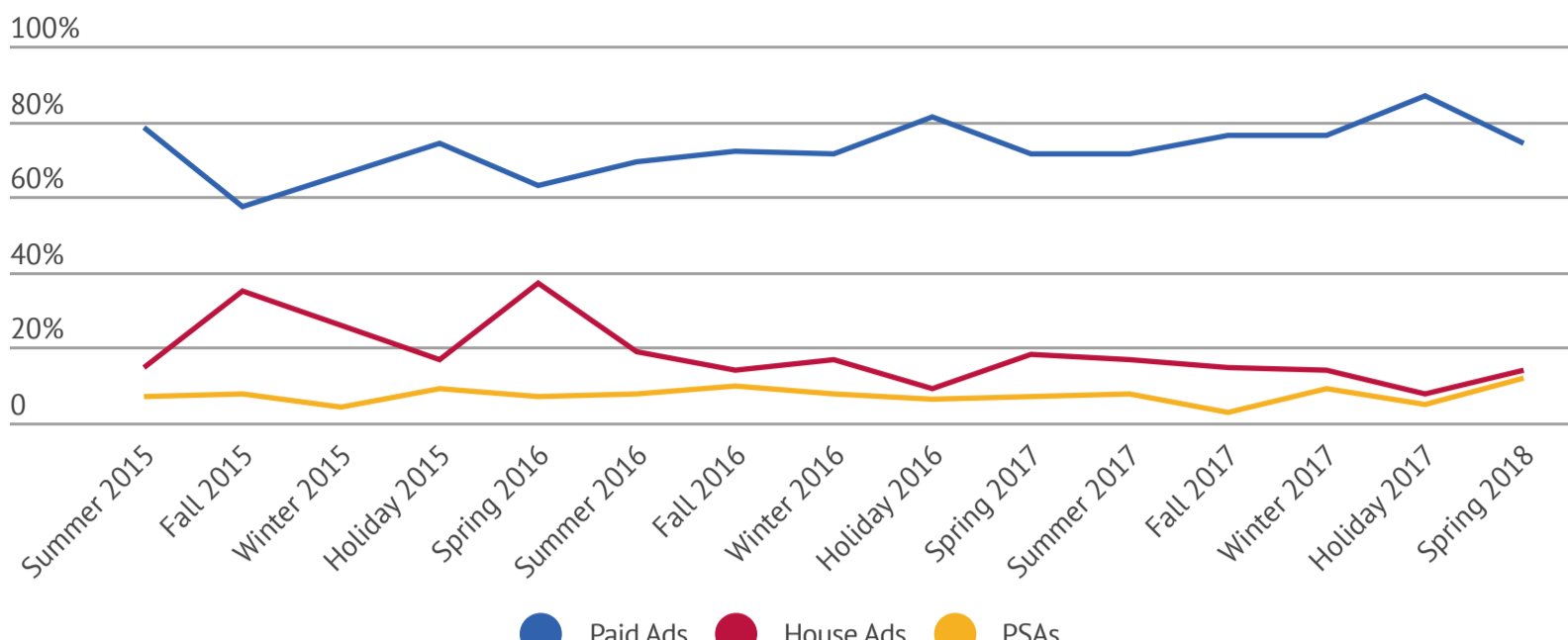
Prepared by [Sensory Interactive](#)

Sensory Interactive's Times Square Advertising Report tracks advertising and sponsorship activity on large-format digital displays in New York's Times Square.

The survey covers major displays in the area bounded by 49th Street on the north, 33rd Street on the south, 6th Avenue on the east, and 8th Avenue on the west. Sensory Interactive team members conduct the survey one time each in the spring, summer, fall, and winter, and once again in December during the holiday shopping season.

Paid Advertising Activity

As a Percentage of Available Inventory

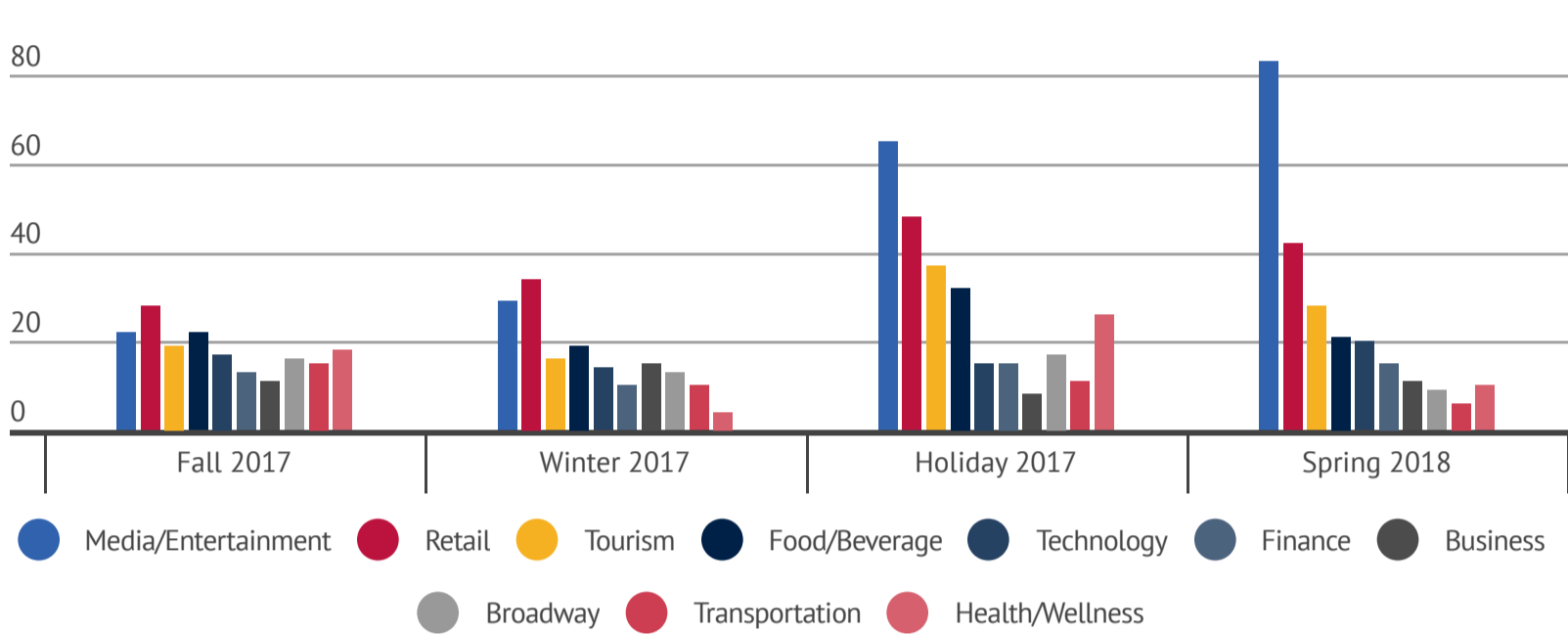


The paid advertising activity metric separates the display inventory used for paid advertising from inventory used for unpaid "house" ads and public service announcements. A higher percentage of paid ads indicates stronger market demand from advertisers and sponsors.

Based on this measure, the demand for display space in the district took its traditional spring dip from the high of the holiday shopping season, when brands are making a push to reach holiday consumers. The percentage of paid ads fell from 87% to 74%, which is comparable to the 76% seen before the holidays. It is an increase over the 71% seen in the same period one year ago, and it continues the general upward trajectory we have observed during the past three years.

Top Advertising Categories

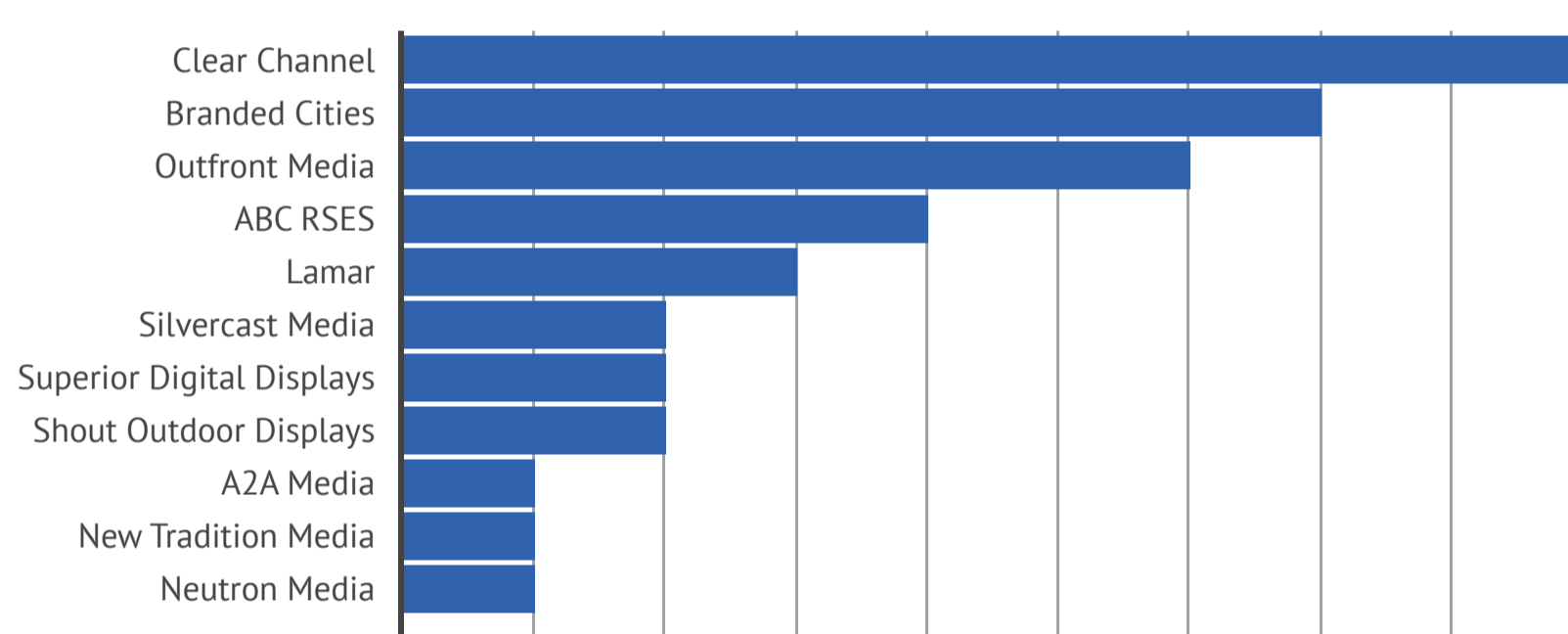
By Number of Advertisers per Category



Our analysis of Times Square's top advertising categories looks at the number of advertisers in each of the most common industries represented on Times Square's digital displays. Spring 2018 saw a big jump in the media and entertainment category, due in part to a significant campaign for the Tidal music streaming service.

Most Active Media Sales Companies

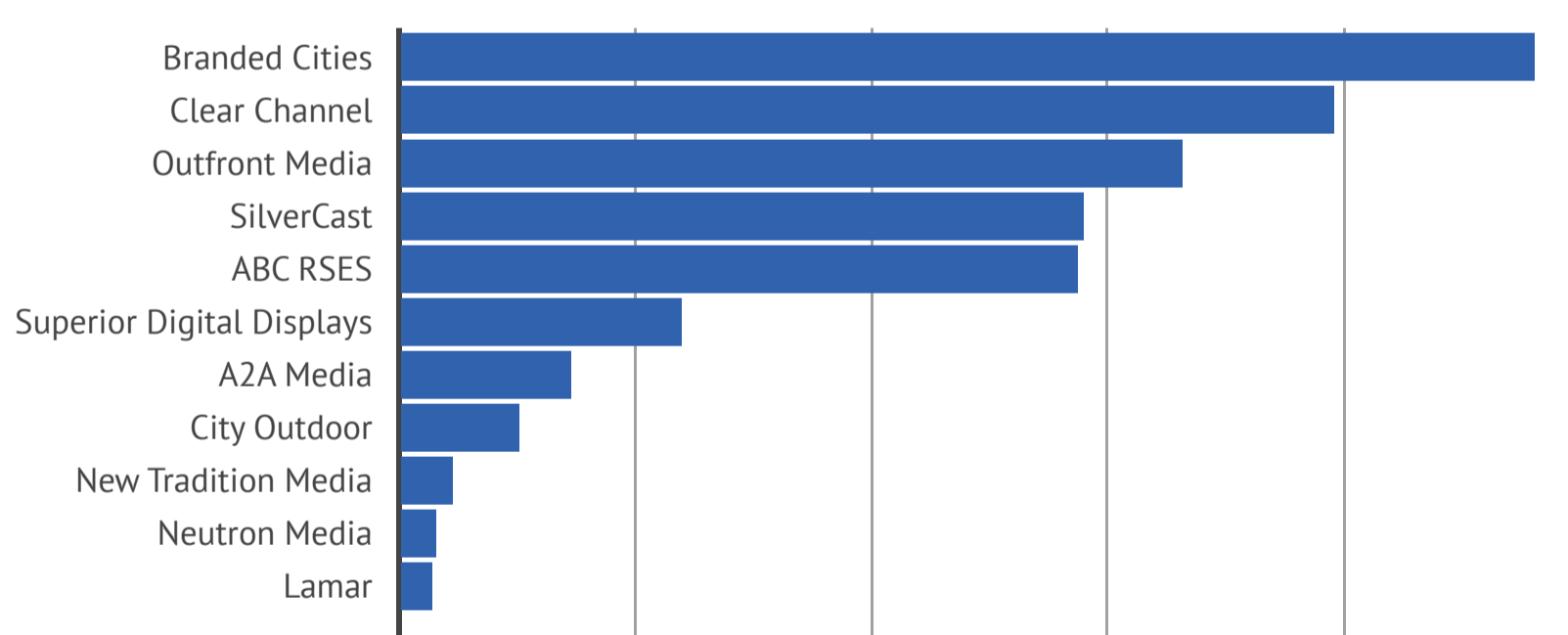
By Number of Digital Displays Represented



We rank Times Square's most active media sales companies using two metrics. The first is by total number of digital displays they represent. Using this measure, Clear Channel is the most active participant, with nine displays. They are followed by Branded Cities with seven displays and Outfront Media with six. ABC RSES and Lamar have four and three displays, respectively, and then there are several additional organizations who represent one or two displays.

Most Active Media Sales Companies

By Total Square Footage Represented



When we rank media sales companies by the total square footage of the digital displays they represent, the picture changes slightly. Branded Cities' 48,000 square feet of display space – boosted by its representation of the large Nasdaq, Reuters, and Walgreens displays – moves it to the top of the list. Silvercast Media also moves up in the rankings, thanks largely to its work with the display installation at 1535 Broadway.

Top Five Advertised Brands

Based on Number of Displays

Spring 2017	Summer 2017	Fall 2017	Winter 2017	Holiday 2017	Spring 2018
Verizon	The Beatles	NYCWFF.org	NYCWFF.org	T-Mobile	Tidal
Facebook	Samsung	T-Mobile	T-Mobile	The Lion King	Unsane
Naples Florida	T-Mobile	Global Citizen Festival	The Lion King	Bright	MGM Resorts
Sneaky Pete	Alzheimer's Foundation	New York Yankees	Riverdale	Torden Brands	T-Mobile
Palm Beach Florida	Bryson Tiller	XQ Super School Live	Queens of the Stone Age	Final Word App	Royal Caribbean

Music streaming service Tidal made its first appearance on our rankings and earned the number-one spot based on number of displays its ads ran on during our survey period. The movie *Unsane* was the second most common brand, while T-Mobile continued the heavy presence it has maintained for the past year. Two travel-related brands – MGM Resorts and Royal Caribbean – rounded out the list with their first appearances in the top five.

Methodology

The survey uses data collected through on-site observation of 71 Times Square display installations over a period of two days. Sensory Interactive staff members observe each display through one complete content cycle and record the nature and duration of each content item. The results are then cataloged, categorized, and totaled to create the information presented here.

About Sensory Interactive

Sensory Interactive designs, implements, and operates digital experiences in the built environment. The company has served as the guiding force on some of Times Square's largest digital media installations and has also worked on other large-format display installations at retail, cultural, sports, and public facilities across the United States.

In addition to providing planning, design, project management, content development, and operational services, Sensory Interactive offers revenue strategy consulting and media sales brokerage services for property owners considering the deployment of a signage program, or owners that currently operate a program and want to evaluate and execute changes to maximize its value.

For more information about Sensory Interactive, call 443.451.5198, or visit sensoryinteractive.net.