

Fall 2018

# Times Square Advertising Report

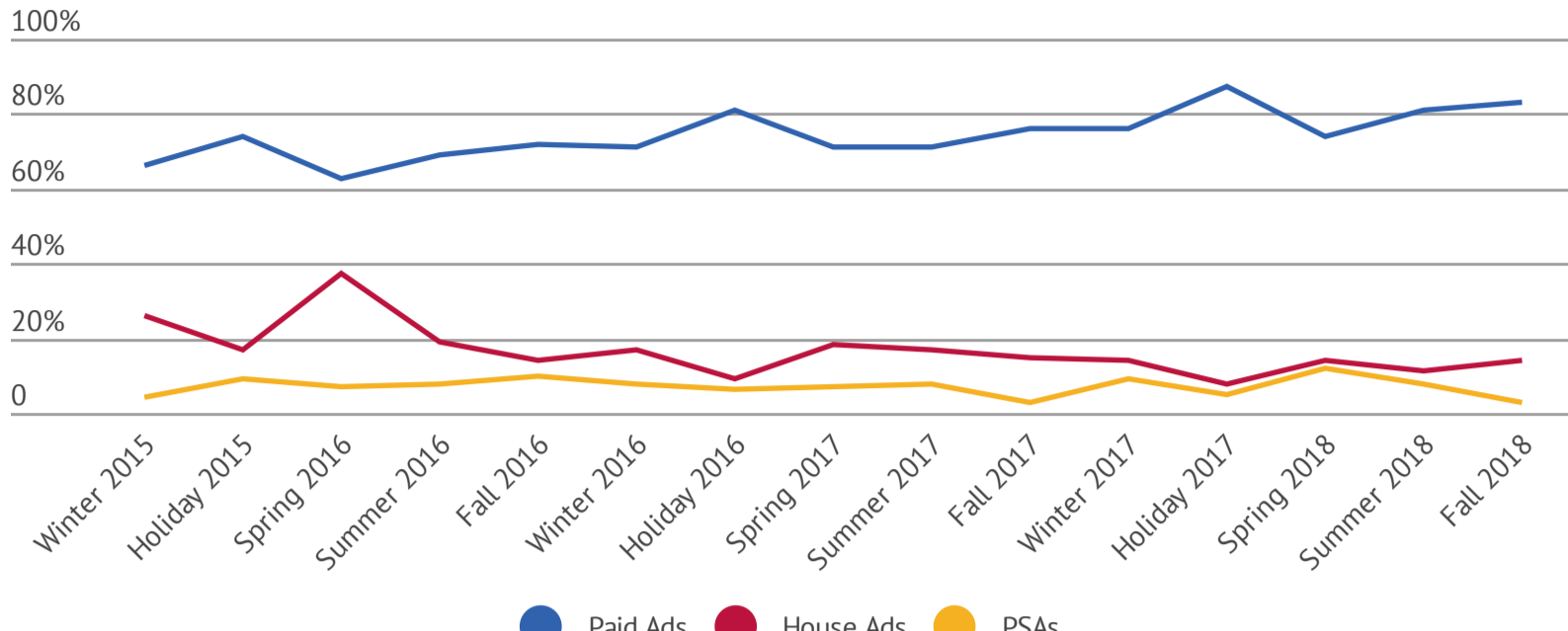
Prepared by [Sensory Interactive](#)

## 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

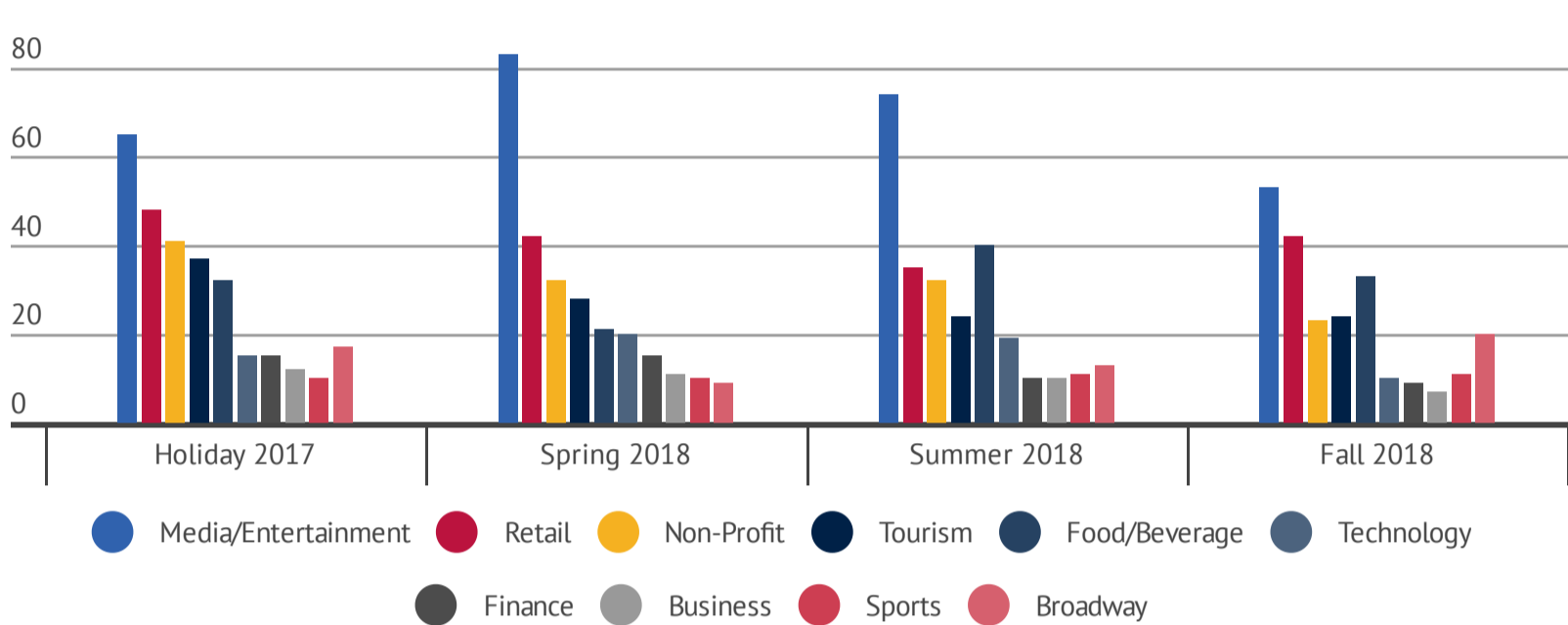


The paid advertising activity metric separates the display inventory used for paid advertising from inventory used for unpaid "house" ads and public service announcements. A higher percentage of paid ads indicates stronger market demand from advertisers and sponsors.

Based on this measure, the demand for display space in the district grew for the third straight quarter, reaching 84%. This surpasses last month's 81% to set a new benchmark for the highest non-holiday level since we began conducting the survey in 2015. The increase in paid advertising reduced the display time devoted to PSAs, while there was a slight increase in the volume of unpaid house ads that promoted the displays' owners or media sales groups.

### Top Advertising Categories

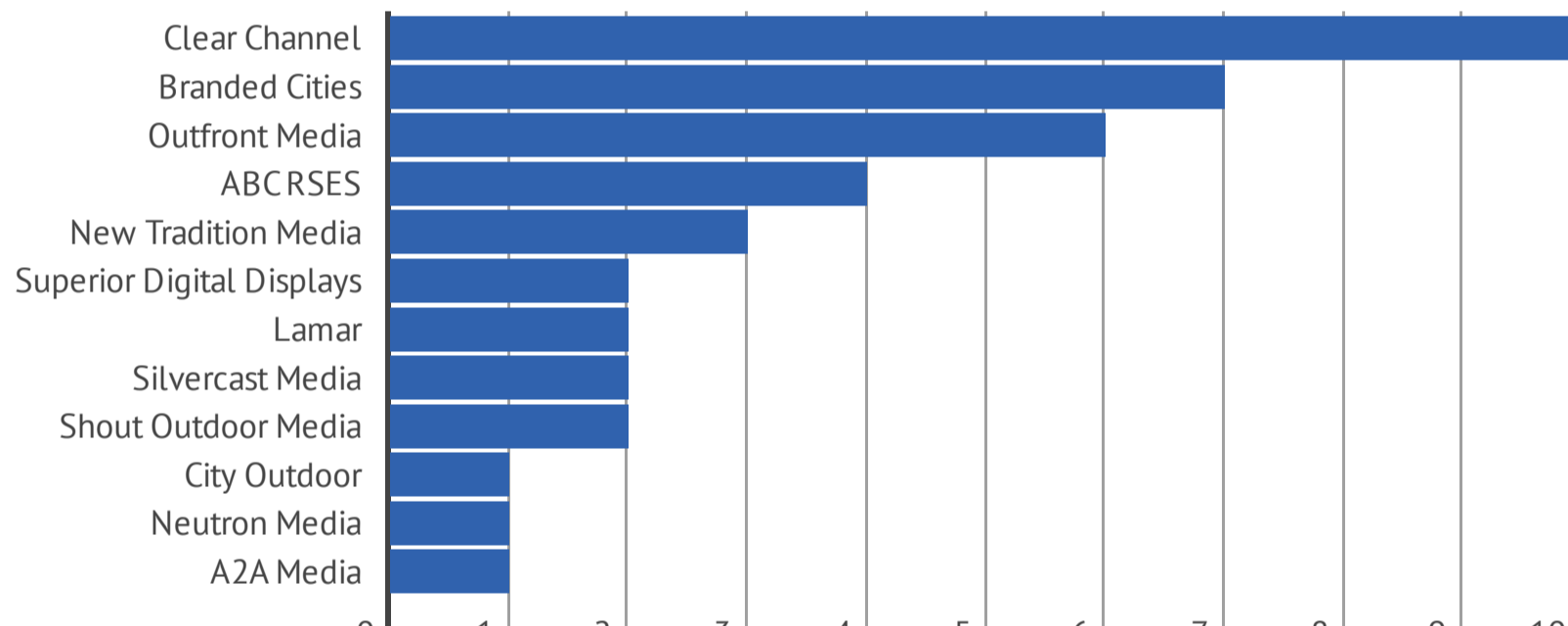
By Number of Advertisers per Category



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. Fall 2018 saw a growth in the retail category as we move closer to the holiday shopping season, along with an increase in advertising for Broadway performances.

### Most Active Media Sales Companies

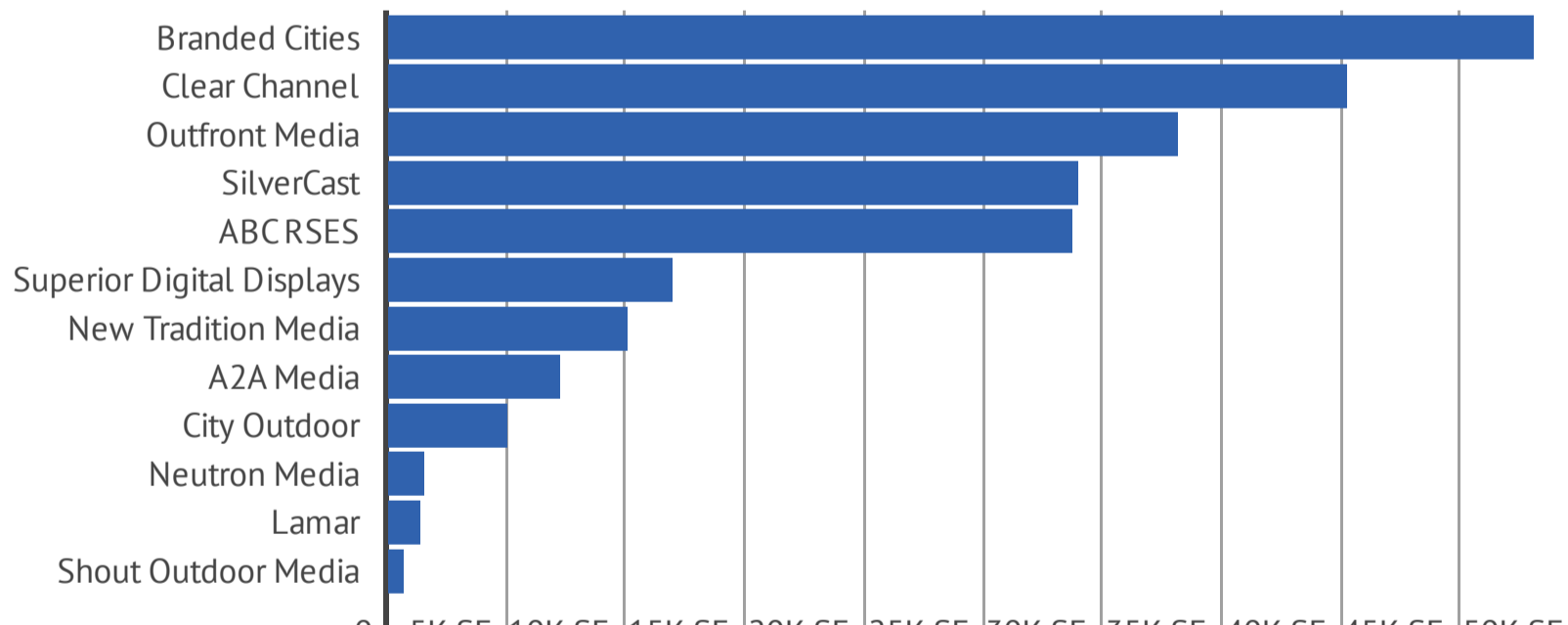
By Number of Digital Displays Represented



We rank Times Square's most active media sales companies using two metrics. The first is by the number of digital displays they represent. Using this measure, Clear Channel remains the most active participant, with ten displays. This is up from nine displays after we added the Macy's display to our estimate of their current inventory. New Tradition Media moved up into the number five spot after we added the former Toshiba display to their estimated inventory.

### Most Active Media Sales Companies

By Total Square Footage



Our second ranking of media sales companies – by total square footage of the digital displays they represent – also remained relatively stable this quarter. Even with addition of the Macy's display to Clear Channel's inventory, Branded Cities' still remained in the top spot thanks to their representation of the large Nasdaq, Reuters, and Walgreens displays. The additional square footage of the Toshiba display did move New Traditions Media up one spot to number seven.

### Top Five Advertised Brands

Based on Number of Displays

Fall 2017	Winter 2017	Holiday 2017	Spring 2018	Summer 2018	Fall 2018
NYCWFF.org	NYCWFF.org	T-Mobile	Tidal	T-Mobile	Orange Is the New Black
T-Mobile	T-Mobile	The Lion King	Unsane	Canada Dry	T-Mobile
Global Citizen Festival	The Lion King	Bright	MGM Resorts	13 Reasons Why	Jockey Underwear
New York Yankees	Riverdale	Torden Brands	T-Mobile	New York Yankees	New York Music Festival
XQ Super School Live	Queens of the Stone Age	Final Word App	Royal Caribbean	Best Buy	Canada Dry

Our list of the most-advertised brands is based on the number of displays each brand's ads ran on during the survey period. This quarter, a robust campaign for the Netflix series *Orange Is the New Black* allowed it to knock T-Mobile from the top spot in the rankings. At number three, Jockey was one of the retail brands with a significant presence in advance of the holiday shopping season, while the New York Music Festival and Canada Dry rounded out 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](http://sensoryinteractive.net).