

Winter 2018

Times Square Advertising Report

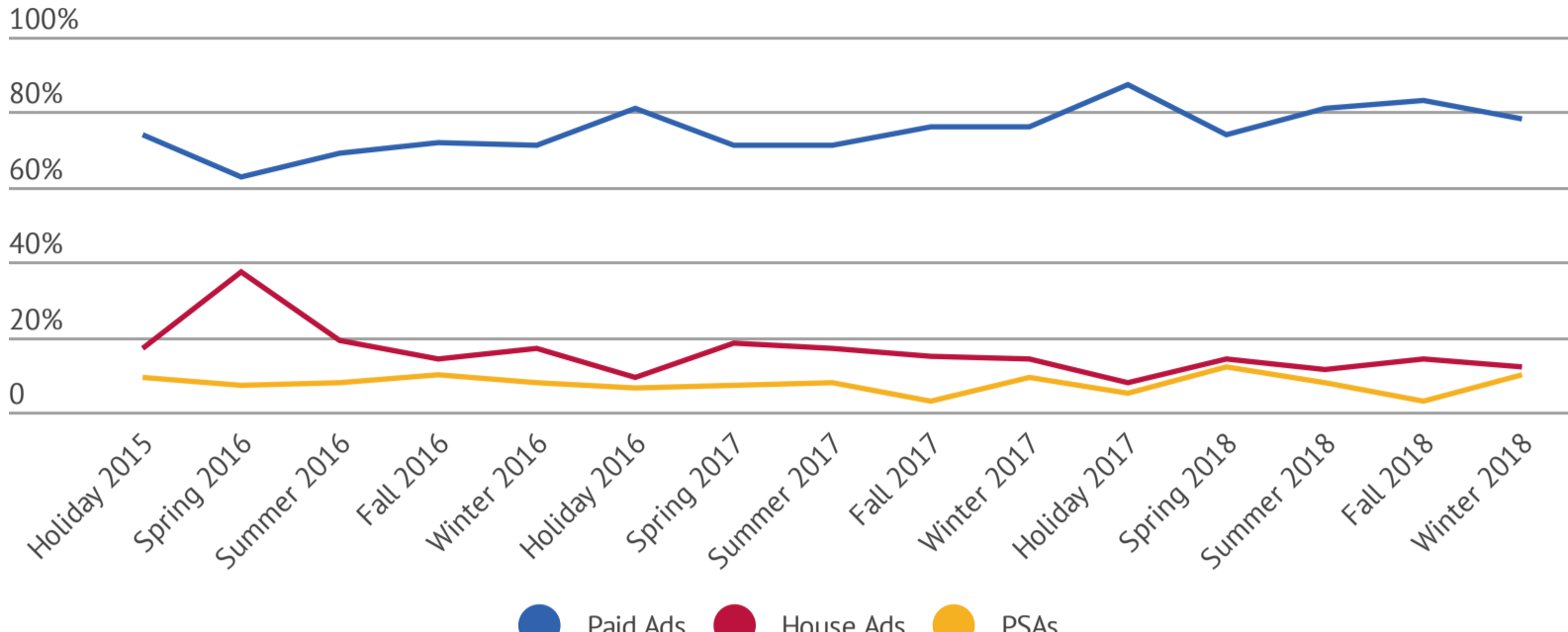
Prepared by [Sensory Interactive](#)

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

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

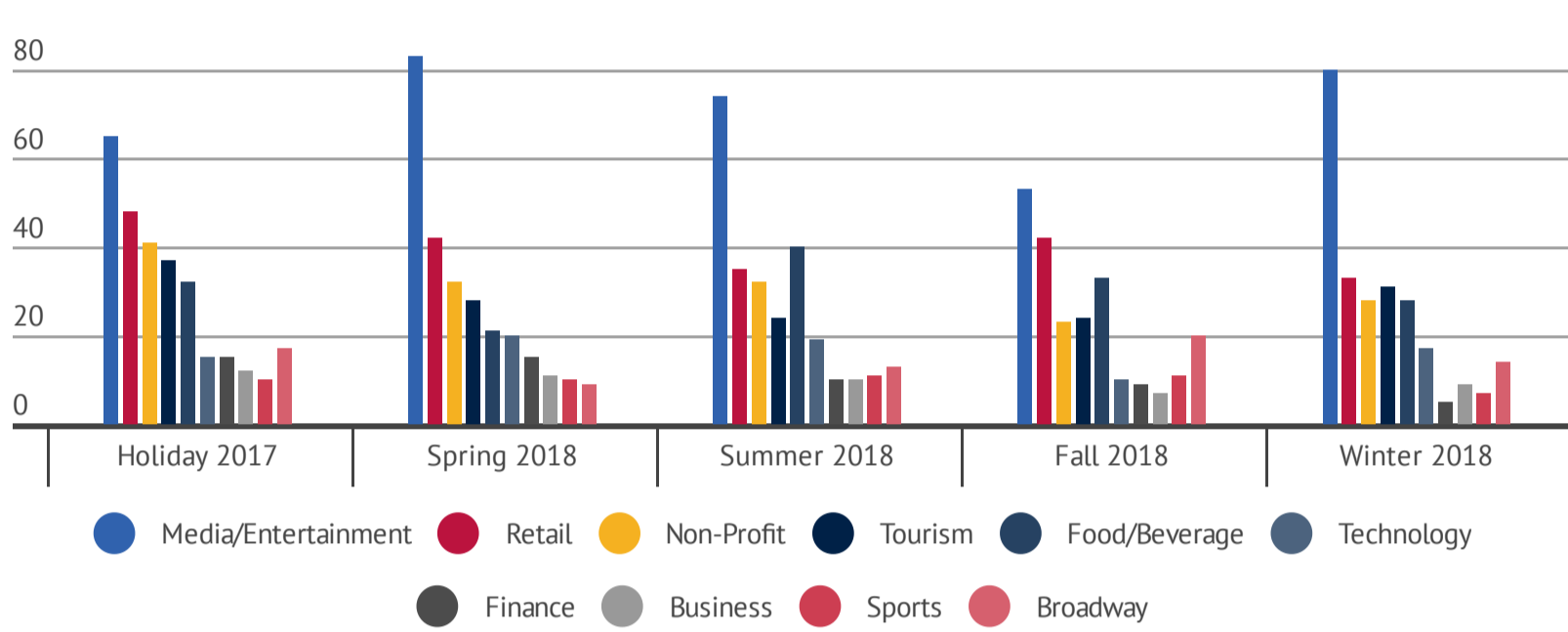


The paid advertising activity metric separates the display inventory used for paid advertising from inventory used for unpaid "house" ads and public service announcements. A higher percentage of paid ads indicates stronger market demand from advertisers and sponsors.

Based on this measure, the demand for display space in the district dipped slightly this survey period, with the space devoted to paid ads falling from 85% to 78%. This is typical for the winter quarter, which regularly sees a small dip in demand as advertisers catch their breath before the peak of the holiday shopping season. This number is still higher than the 76% seen during last year's winter survey period, and we anticipate that we will see a rebound in demand during the holiday survey being completed in the coming weeks.

Top Advertising Categories

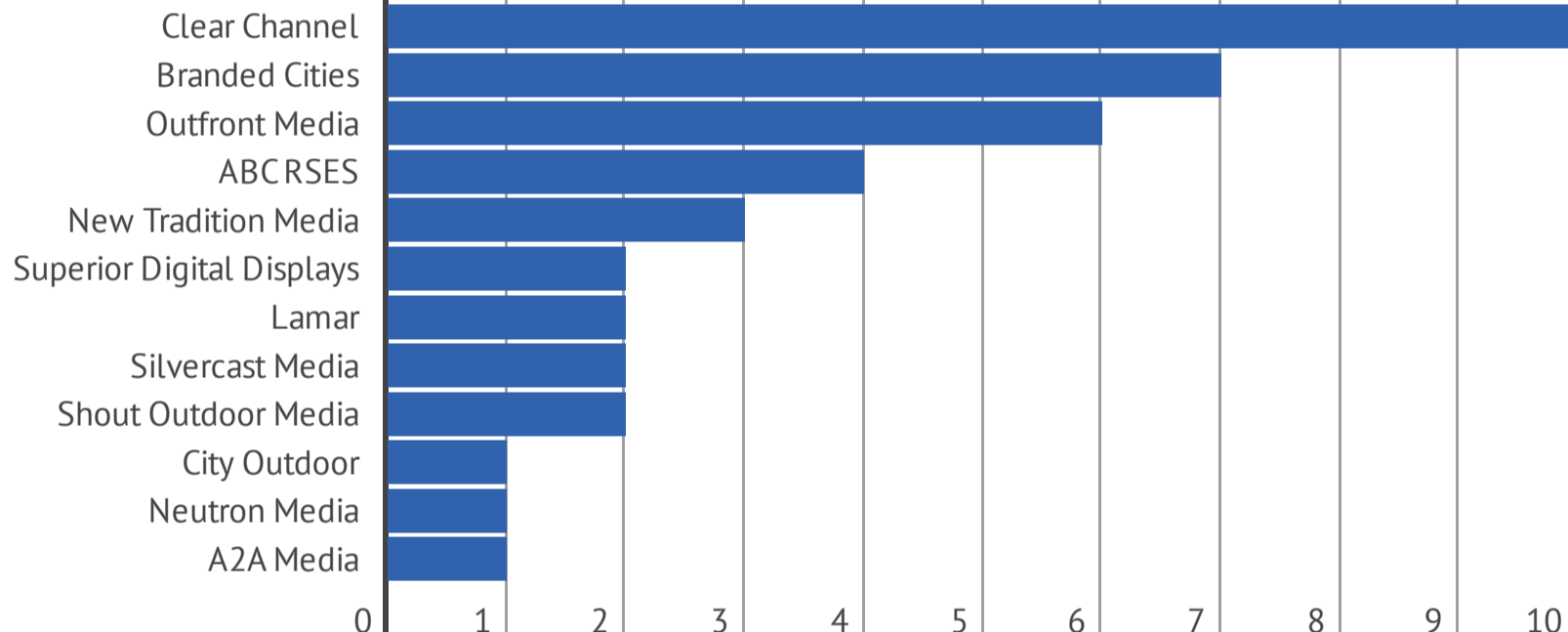
By Number of Advertisers per Category



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. Winter 2018 saw a drop in retail advertising offset by a surge in media and entertainment advertisers, led by spots for YouTube, big-budget movies, and multiple Netflix programs. And, as temperatures dropped in New York City, promotions for warm-weather travel destinations like Orlando, Barbados, and The Bahamas pushed the tourism category higher.

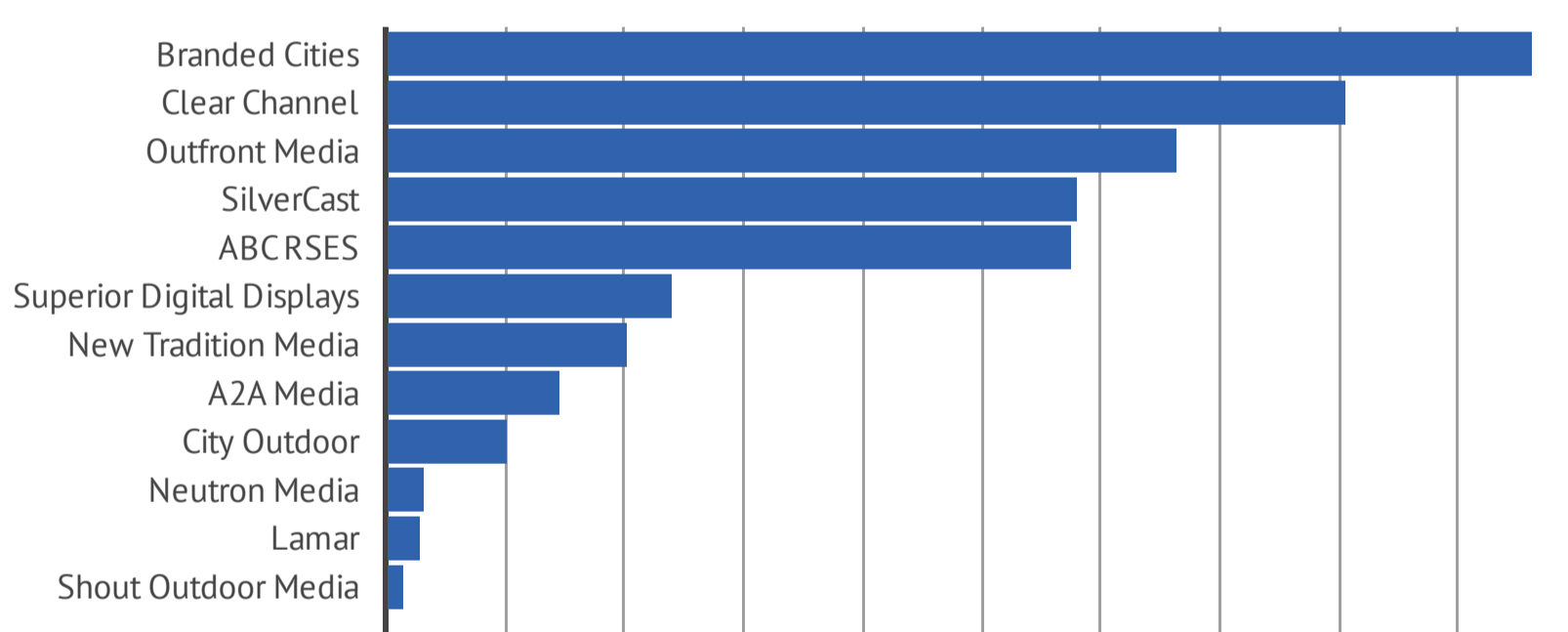
Most Active Media Sales Companies

By Number of Digital Displays Represented



Most Active Media Sales Companies

By Total Square Footage



We rank Times Square's most active media sales companies using two metrics. The first is by the number of digital displays they represent and the second is by the total square footage of these displays. For the first time in several quarters, there was no change in the rankings under either metric. Clear Channel remains the most active participant by total number of displays, with ten, while Branded Cities has the largest inventory based on square footage, thanks to their representation of the large Nasdaq, Reuters, and Walgreens displays.

Top Five Advertised Brands

Based on Number of Displays

Winter 2017	Holiday 2017	Spring 2018	Summer 2018	Fall 2018	Winter 2018
NYCWFF.org	T-Mobile	Tidal	T-Mobile	Orange Is the New Black	Rockefeller Center
T-Mobile	The Lion King	Unsane	Canada Dry	T-Mobile	The Grinch
The Lion King	Bright	MGM Resorts	13 Reasons Why	Jockey Underwear	Chilling Adventures of Sabrina
Riverdale	Torden Brands	T-Mobile	New York Yankees	New York Music Festival	T-Mobile
Queens of the Stone Age	Final Word App	Royal Caribbean	Best Buy	Canada Dry	Adam Sandler: 100% Fresh

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, the top five was made up primarily of brands that are new to our rankings, with promotions for Rockefeller Center (eight displays) narrowly beating the heavy presence of *The Grinch* and Netflix's *Chilling Adventures of Sabrina* (both on six displays). T-Mobile, the only recurring brand in this quarter's rankings, showed up on five displays, tying it with Adam Sandler's *100% Fresh* Netflix special for the fifth spot in the rankings.

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.