

Fall 2019

Times Square Advertising Report

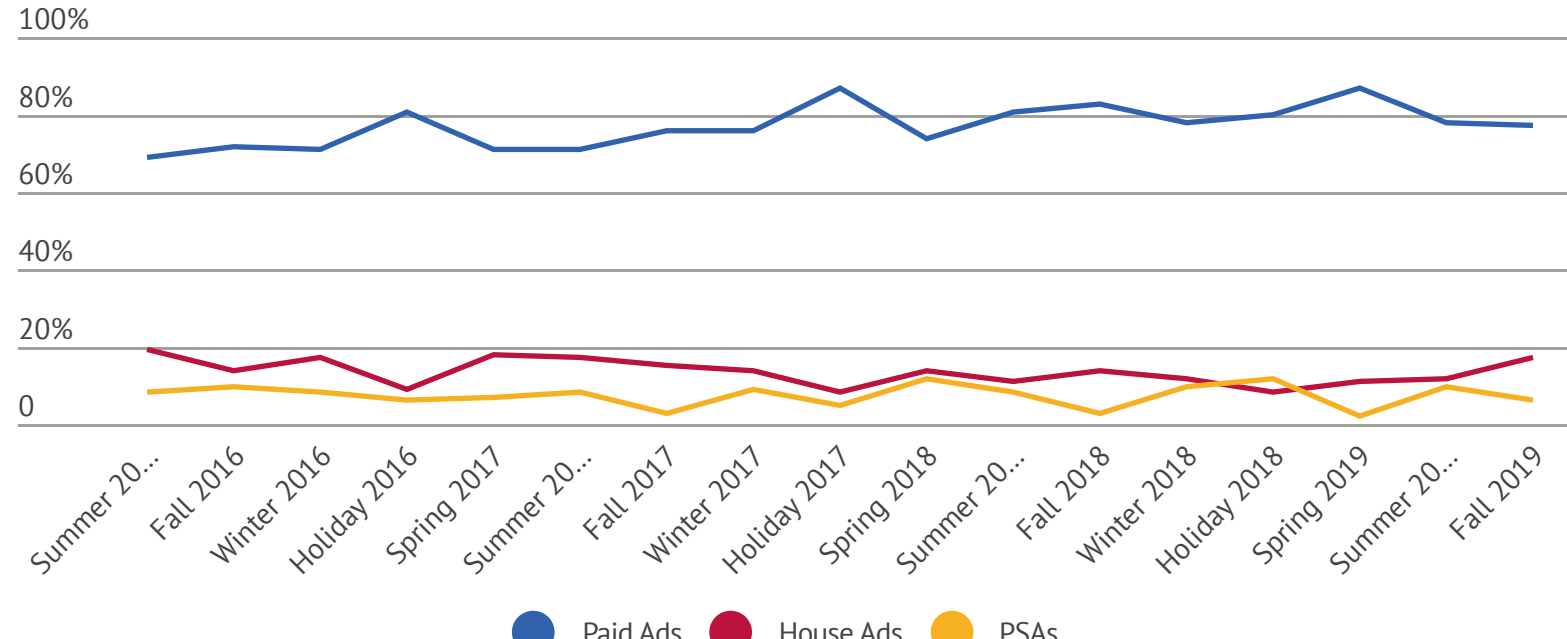
Prepared by [Sensory Interactive](#)

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

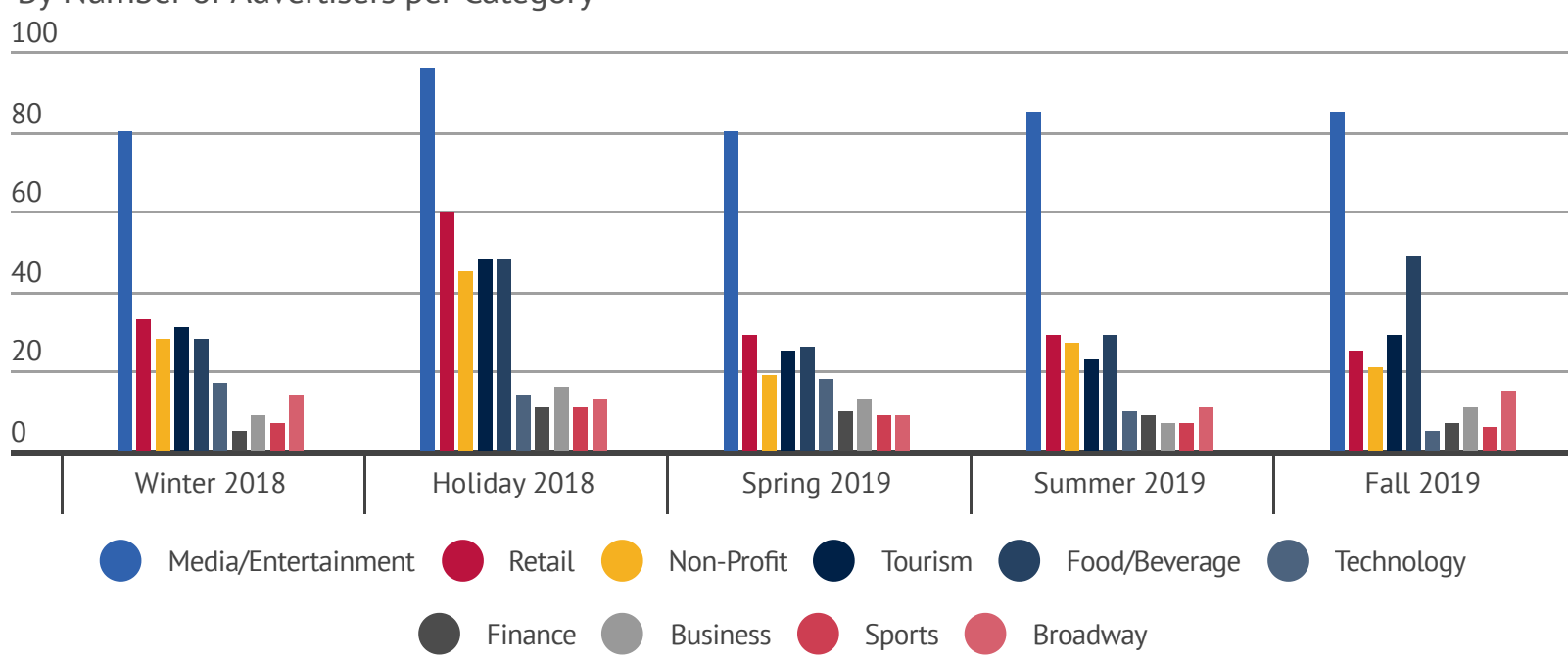


The paid advertising activity metric separates the display inventory used for paid advertising from inventory used for unpaid "house" ads and public service announcements. The percentage of paid ads provides a rough barometer of market demand from advertisers and sponsors.

While the percentage of paid ads has declined slightly in the past two periods, this is due primarily to a change in the composition of the displays covered by our survey. Several large installations in high-visibility locations have recently consolidated multiple display faces into single displays. This has reduced the total number of ads shown in the most desirable locations and allowed lower-performing second-tier displays to have a larger impact on the index. We are currently developing a new methodology for future reports that will account for these factors.

Top Advertising Categories

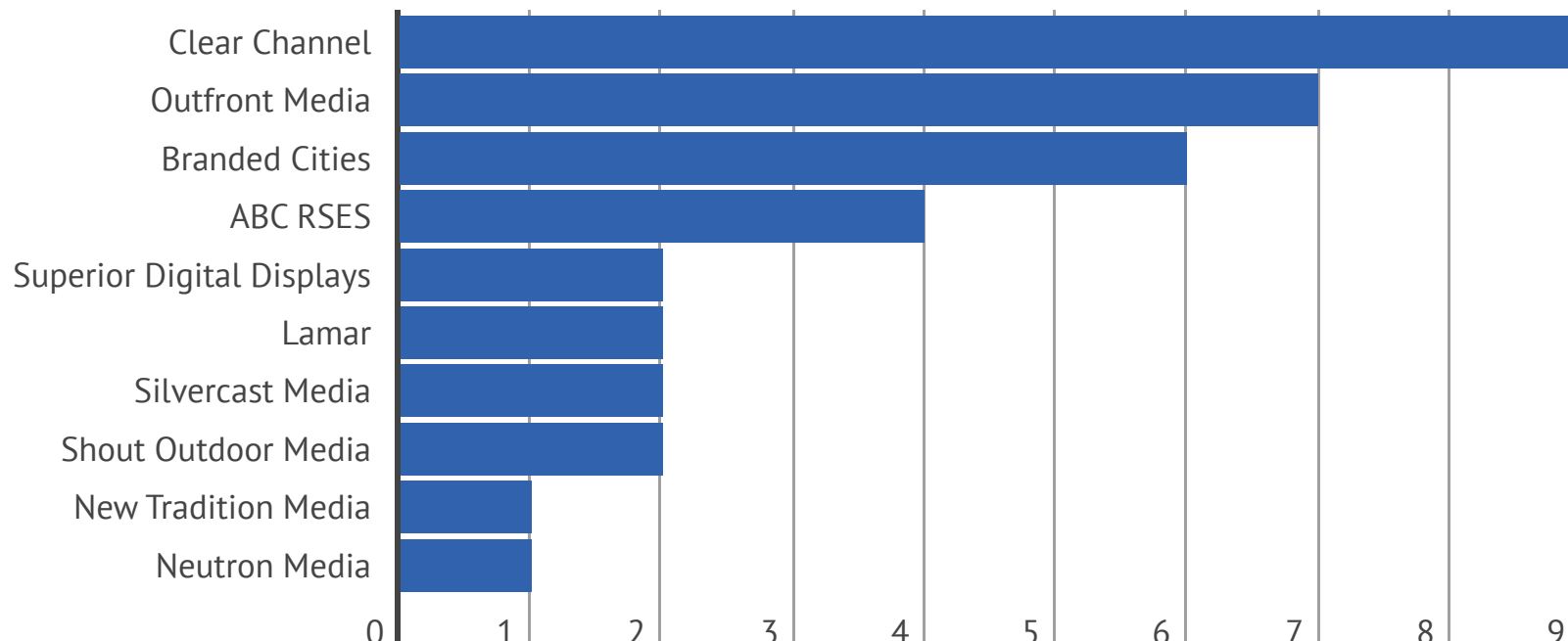
By Number of Advertisers per Category



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 2019 saw a big jump in the food and beverage category, with most other categories staying relatively stable. Strength in the food and beverage category was driven by spots for fast-food restaurants like McDonald's, beverage manufacturers such as Coca Cola and Flow Water, and meal replacement drink Soylent.

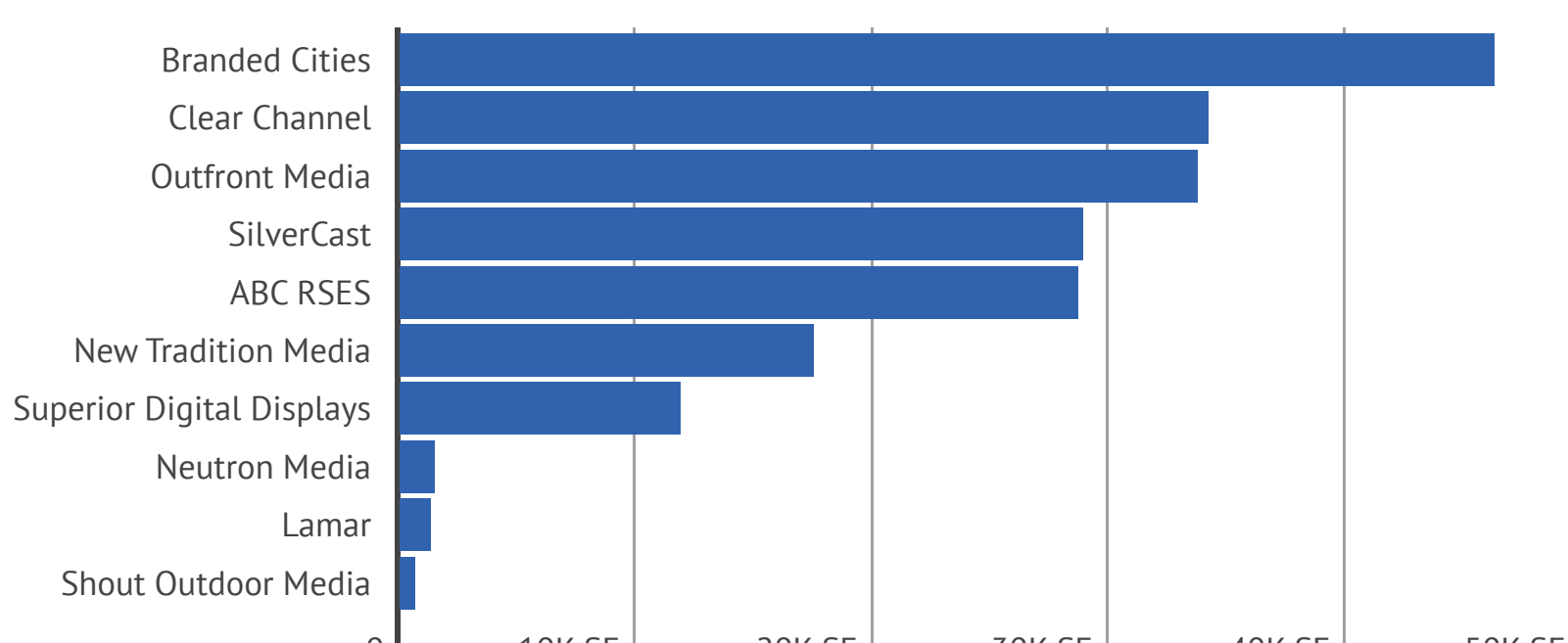
Most Active Media Sales Companies

By Number of Digital Displays Represented



Most Active Media Sales Companies

By Total Square Footage 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 and the second is by the total square footage of these displays. Clear Channel remains the most active participant by total number of displays, with nine, while Branded Cities has the largest inventory based on square footage. Outfront Media has moved into the second spot on the number of displays ranking, thanks to being responsible for a new display that we added to the survey this period.

Top Five Advertised Brands

Based on Number of Displays

Fall 2018	Winter 2018	Holiday 2018	Spring 2019	Summer 2019	Fall 2019
Orange Is the New Black	Rockefeller Center	Youtube Music	Netflix	Longines Watches	Global Citizen Festival
T-Mobile	The Grinch	Hugo Boss	MSG Boxing	DJ Khaled	NYP Hospital
Jockey Underwear	Chilling Adventures of Sabrina	T-Mobile	National Law Enforcement Museum	Stand Up to Cancer	T-Mobile
New York Music Festival	T-Mobile	Coach	Hulu	T-Mobile	National Law Enforcement Museum
Canada Dry	Adam Sandler: 100% Fresh	Hilton Hotels	South Beach Wine & Food	Amazon Prime Video	Samsung

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 saw some new additions to our rankings, along with a few regulars. Central Park's Global Citizen Festival showed up for the first time, appearing on seven displays. Another newcomer, NewYork-Presbyterian Hospital had ads on six displays. That was followed by regularly appearing advertisers T-Mobile and the Nation Law Enforcement Museum and newcomer to the list Samsung.

Methodology

The survey uses data collected through on-site observation of approximately 70 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.