Ebiquity

“When we speak to our many clients and stakeholders about the 2025 outlook, we get a strange sense that much of the business world is in a holding pattern awaiting the US Presidential Election. Until that outcome, and the ensuing impact on economic and foreign policy is known, many are stuck in neutral, with no overriding sentiment informing global markets.

Regardless we expect the cost pressure on Linear TV to further ease, as advertising dollars flow to streaming alternatives (and / or retail media). We will focus on ensuring the same transparency and accountability in new channels as we are accustomed to in the old.

Local opportunities will abound, and those who win market by market will do so informed by the very best local data, intelligence, and expertise."

Nick Waters, CEO, Ebiquity

OMG

“When we look at 2024 a mixed picture emerges among the two biggest drivers of global growth, US and China. The US, buoyed by recent macroeconomic good news on inflation and interest rate decreases; alongside the impending US election, looks strong and above the worldwide average. Conversely China, with domestic demand catching a cold and international demand return sluggish, is below. We also see a lower than average market growth rate for linear TV, which is beaten by Digital and OOH for global spend % growth.

Looking ahead to 2025 our bearish view on demand growth in linear TV continues, currently dropping to low single digits. This has a relatively minor effect on projected TV prices for 2025 however, as continued audience declines from linear into streaming services support moderate inflation. That said we do see higher inflation in Digital and OOH this coming year.”

Tim Howett, SVP Global Investment

Cortex (Americas only)

"We believe there is a correlation between the growth of inventory buying and the high media inflation seen over the last few years. Vendors have been asked by agencies to discount media for resale while they try to maintain or grow revenues and margins. Therefore, it is likely that a portion of the media inflation we have experienced is driven by higher prices on pass-through buys to make up the revenue shortfall created by inventory buying.

The second is the likelihood of a slowdown in retail media growth. Many advertisers are seeing diminishing returns from increased investment and new vendors are popping up on every corner. While it will continue to grow, it most likely will be at a slower rate and with lower prices."

Manuel Reyes, CEO and Founder