

FOURCAST

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Insights from Four's media & strategy teams



FT AND OPENAI IN LANDMARK UK DEAL

The Financial Times has become the first major UK-based news publisher to announce a content licensing deal with ChatGPT owner OpenAI. The FT follows in the footsteps of Politico, Business Insider and Bild owner Axel Springer which signed a deal to provide current content and training data to OpenAI in December. Last week, Axel Springer chief executive Mathias Dopfner said the most important part of their deal "is the content delivery of stories we create and remuneration for that, because that is always based on new and original content".

Others to have signed deals with OpenAI so far include the Associated Press and the French and Spanish publishers of Le Monde and El País. News Corp has said it is pursuing a deal with AI companies but nothing has yet been signed. For UK brand marketers this means that they can create impactful and relevant content through partnerships with the publishers, alongside providing valuable insights to tailor the content to create more engaging campaigns.

Four expects this space to grow - with AI making a significant contribution to content production within the publishing industry over the next 3 years.



META TO SURPASS LINEAR TV AD REVENUES

Despite early 2024 signs of recovery in TV revenues, WARC research indicates that social media will eclipse linear TV gains within a year. Meta is projected to surpass all global linear TV ad revenues in 2025, with Facebook and Instagram maintaining their advertising dominance.

Social media is the largest ad investment channel globally, with a predicted 14.3% YoY increase in 2024, totalling \$247.3 billion. Meta is expected to claim 63% of this, generating \$155.6 billion in ad revenues. The rise in social spending is partly due to the continued high usage levels of social media platforms. GWI data reveals a 50% increase in time spent on social platforms since 2014, from an average daily consumption of 95 minutes to 152 minutes in 2024.

However, signs of slowing user growth, particularly on Facebook, suggest other factors driving Meta's ad investment acceleration. For example, Chinese advertisers, who now account for 10% of its annual revenues, have significantly increased their spending. Additionally, Meta's AI tools, such as its automated planning solution Advantage+, have attracted more ad spend. While Meta will continue to dominate social budgets, other companies like Snapchat, Pinterest, and TikTok are also expected to grow their ad revenues this year. However, TikTok's growth is slowing down significantly from last year's 87.8% rate due to the potential US ban threat.

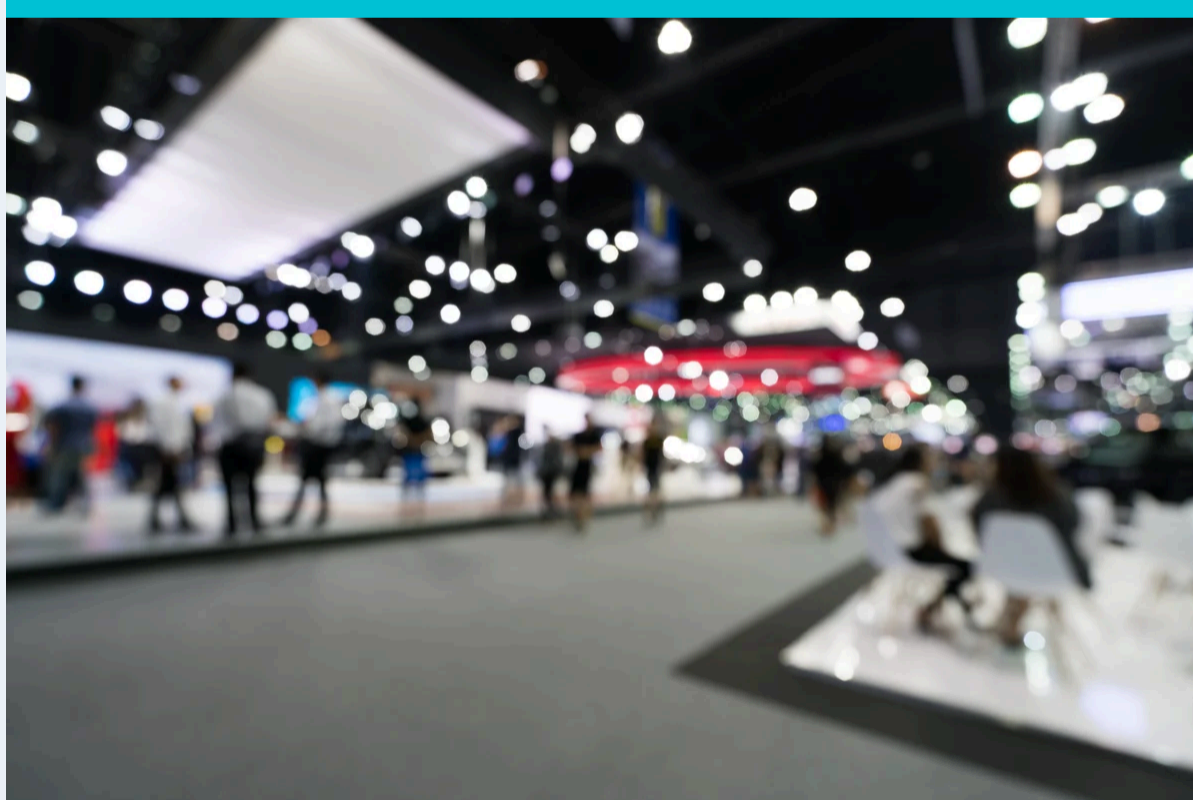
Social media platforms are becoming increasingly similar in their products and ad offerings. For instance, TikTok is introducing a photo-sharing app called Notes to compete with Instagram, while Meta has launched Threads to take share from X. This convergence of ad formats between social platforms offers more advertising opportunities and commerce functionality for brands.



AV'S EMOTIONAL EDGE

A major new study from ThinkBox has recently been released and demonstrates the continued power of AV to build emotional connections with a range of UK audiences. Linear viewing has seen a 6% drop in time spent between 2022 and 2023 but still accounts for over 2 hours and 30 minutes of a UK adult's media day according to the study. BVOD has seen the highest gains across the period (the channel seeing a 23% increase) along with SVOD suppliers, YouTube and TikTok. The study also shows how the rapid decline of broadcaster viewing, took a less dramatic shape in 2023. This coincided with marginal reduction in SVOD packages showing that a base level of linear AV viewing has been reached when studying all adult viewing.

As we would expect, younger viewing patterns are dominated by YouTube, SVOD and TikTok but again broadcaster TV has its place when trying to reach and engage this audience. The key for brands and advertisers is to understand that AV remains a critical weapon to drive brand standout, emotional appeal and proven ROI. Investing in the right balance of linear, BVOD, SVOD and video is therefore key to success across all age groups. The full ThinkBox study can be found here: <https://trendsintv.thinkbox.tv/trends-intv/viewing-trends>



CONFERENCE360: OUR NEW EVENT MEDIA SOLUTION

April saw the launch of Four's new bespoke media solution **Conference360** at the INTERPHEX life science conference in New York. Designed to provide clients with cost-effective holistic pre-, peri- and post-event amplification around key physical conferences, our media team delivered a coordinated campaign integrating programmatic digital out-of-home, taxi, Uber and geo-fenced advertising with specific time and location filtering. This enabled us to virtually wrap the conference venue and nearby surrounding area in client messaging, alongside conference specific media placements in key professional print and online media and social media channels.

The **Conference360** solution is tailored to address both unbranded and branded messaging needs across a range of sectors.

For more information please contact us at groupmarketing@four.agency.

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