

Product Placement Spending in Media 2005

Executive Summary



A Special Report By:



March 2005

<u><i>Table of Contents</i></u>	<u><i>Page</i></u>
1. Introduction, Summary & Forecast of Product Placement in Media	7-20
Introduction & Summary of Product Placement Spending in Media	8-10
Overall Media Industry Trends	10-12
History of Product Placement in Media	11-16
Summary of Product Placement Spending by Medium	16-17
Summary of Product Placement Spending by Marketing Category	18
Projected Product Placement Spending in Media	18-20
2. Product Placement Spending in Television	21-33
Summary of Product Placement Spending in Television	22-23
Overall Trends in Television	23-24
History of Product Placement in Television	24-26
Product Placement in Television Spending Trends	26-27
Product Placement Spending in Television by Medium	27-28
Product Placement Spending in Television by Genre	29-31
Product Placement Spending in Television, by Marketing Category	31-32
Projected Product Placement Spending in Television	32-33
3. Product Placement Spending in Films	34-46
Summary of Product Placement Spending in Films	35-36
Overall Trends in Film	36-38
History of Product Placement in Films	38
Product Placement Trends in Films	38-40
Product Placement Spending by Film Gross	40-41
Product Placement Spending in Films by Genre	42-43
Product Placement Spending in Films by Marketing Category	43-44
Projected Product Placement Spending in Films	45-46
4. Product Placement Spending in Other Media	47-66
Summary of Product Placement Spending in Other Media	48-50
History of Product Placement in Other Media	50-54
Product Placement Spending in Other Media by Medium	54-62
Product Placement Spending in Other Media by Marketing Category	63-65
Projected Growth of Product Placement Spending in Other Media	65-66
5. Product Placement Spending by Marketing Category	67-84
Summary of Product Placement Spending by Marketing Category	68-69
History of Product Placement by Marketing Category	69-74
Product Placement Spending by Marketing Category	74-83
Projected Product Placement Spending by Marketing Category	83-84
Appendices	85-100
Appendix I: Definitions, Methodology & Sources	86-90
Appendix II: Leading Product Placement Agencies	91-93
Appendix III: Additional Product Placement Spending Tables	94-100

<u><i>Table of Tables & Charts</i></u>		<u><i>Page</i></u>
1. Introduction, Summary & Forecast of Product Placement in Media		7-20
Chart 1.1: Product Placement Spending in Media		9
<i>Table 1.1: Compound Annual Growth of Product Placement Spending</i>		10
Chart 1.2: Shares of Product Placement Spending in 2004, by Type		11
<i>Table 1.2: Spending & Growth on Product Placement Spending in Media</i>		12
Chart 1.3: Growth Index: Product Placement vs. Advertising & Marketing vs. GDP		13
Chart 1.4: Shares of Product Placement Spending in 2004, by Marketing Category		18
Chart 1.5: Projected Product Placement Spending in Media		19
<i>Table 1.3: Projected Growth of Product Placement Spending in Media, 2004 to 2009</i>		20
2. Product Placement Spending in Television		21-33
Chart 2.1: Product Placement Spending in Television		22
<i>Table 2.1: Compound Annual Growth of Product Placement Spending in Television</i>		23
Chart 2.2: Total Day Share, 1984 to 2004		24
Chart 2.3: PVR Penetration, 1999 to 2004		25
Chart 2.4: Shares of Product Placement Spending in TV, 2004		26
<i>Table 2.2: Spending & Growth on Product Placement in TV, by Medium</i>		27
Chart 2.5: Shares of Product Placement Spending in TV in 2004, by Medium		27
Chart 2.6: Shares of Product Placement Spending in TV in 2004, by Type		28
Chart 2.7: Estimated Value of Product Placement, per Person on Oprah's "My Favorite Things"		29
<i>Table 2.3: Product Placement Spending in Television in 2004, by Genre</i>		30
<i>Table 2.4: Product Placement Spending in Television in 2004, by Category</i>		31
Chart 2.8: Projected Product Placement Spending in TV		32
<i>Table 2.5: Projected Growth of Product Placement Spending in TV, 2004 to 2009</i>		33
3. Product Placement Spending in Films		34-46
Chart 3.1: Product Placement Spending in Films		35
<i>Table 3.1: Compound Annual Growth of Product Placement in Films</i>		36
Chart 3.2: Movie Attendance Trends, 1983 to 2004		36
Chart 3.3: Film Production & Marketing Costs, 1941 to 2004		37
Chart 3.4: Shares of Product Placement Spending in Films in 2004, by Type		39
<i>Table 3.2: Spending & Growth on Product Placement in Films</i>		40
<i>Table 3.3: Shares of Films Released vs. Product Placement Spending in 2004, by Film Gross</i>		41
Chart 3.5: Shares of Product Placement Spending in Films in 2004, by Genre		42
<i>Table 3.4: Shares of Product Placement Spending in Films in 2004, by Type</i>		43
<i>Table 3.5: Product Placement Spending in Films in 2004, by Category</i>		44
Chart 3.6: Projected Product Placement Spending in Films		45
<i>Table 3.6: Projected Growth of Product Placement Spending in Films, 2004 to 2009</i>		46
4. Product Placement Spending in Other Media		47-66
Chart 4.1: Product Placement Spending in Other Media		48
Chart 4.2: Shares of Product Placement Spending in Other Media in 2004		49
<i>Table 4.1: Compound Annual Growth of Product Placement Spending in Other Media</i>		50
Chart 4.3: Shares of Product Placement Spending in Other Media in 2004, by Type		51
<i>Table 4.2: Spending & Growth on Product Placement in Other Media</i>		52
<i>Table 4.3: Product Placement Spending in Other Media, by Marketing Category</i>		53

<u><i>Table of Tables & Charts</i></u>	<u><i>Page</i></u>
4. Product Placement Spending in Other Media (cont.)	
Chart 4.4: Product Placement Spending in Magazines	54
Chart 4.5: Shares of Product Placement Spending in Magazines, 2004	55
Chart 4.6: Product Placement Spending in Newspapers	56
Chart 4.7: Shares of Product Placement Spending in Newspapers, 2004	56
Chart 4.8: Product Placement Spending in Videogames	57
Chart 4.9: Product Placement Spending in Internet	58
Chart 4.10: Shares of Product Placement Spending in the Internet, 2004	59
Chart 4.11: Product Placement Spending in Record Music	59
Chart 4.12: Shares of Product Placement Spending in Music, 2004	60
Chart 4.13: Product Placement Spending in Books	60
Chart 4.14: Shares of Product Placement Spending in Books, 2004	61
Chart 4.15: Product Placement Spending in Radio	62
Chart 4.16: Shares of Product Placement Spending in Radio, 2004	62
Chart 4.17: Shares of Product Placement Spending in Other Media in 2004, by Category	63
<i>Table 4.4: Shares of Product Placement Spending in Other Media in 2004, by Category</i>	65
Chart 4.18: Projected Product Placement Spending in Other Media	65
<i>Table 4.5: Projected Growth of Product Placement Spending in Other Media, 2004 to 2009</i>	66
5. Product Placement Spending by Marketing Category	
67-84	
<i>Table 5.1: Product Placement Spending by Marketing Category</i>	68
Chart 5.1: Unit Share of Product Placement in 2004, by Category	69
Chart 5.2: Shares of Product Placement Spending in 2004, by Category	70
<i>Table 5.2: Compound Annual Growth of Product Placement Spending, by Category</i>	71
Chart 5.3: Shares of Product Placement Spending in Category in 2004, by Type	72
Chart 5.4: Shares of Product Placement Spending in Category in 2004, by Medium	73
<i>Table 5.3: Spending & Growth on Product Placement in Transportation & Parts</i>	74
<i>Table 5.4: Spending & Growth on Product Placement in Apparel & Accessories</i>	75
<i>Table 5.5: Spending & Growth on Product Placement in Food & Beverage</i>	76
<i>Table 5.6: Spending & Growth on Product Placement in Travel & Leisure</i>	77
<i>Table 5.7: Spending & Growth on Product Placement in Health & Beauty</i>	78
<i>Table 5.8: Spending & Growth on Product Placement in House & Home</i>	79
<i>Table 5.9: Spending & Growth on Product Placement in Toys & Sporting Goods</i>	80
<i>Table 5.10: Spending & Growth on Product Placement in Media & Entertainment</i>	81
<i>Table 5.11: Spending & Growth on Product Placement in Electronics & Technology</i>	82
<i>Table 5.12: Spending & Growth on Product Placement in Other</i>	83
<i>Table 5.13: Projected Growth of Product Placement Spending, by Category, 2004 to 2009</i>	83
Chart 5.5: Projected Product Placement Spending, by Marketing Category	84
Appendices	
85-99	
List of Sources	89-90
<i>Leading Product Placement Agencies</i>	92-93
<i>Table A.1 Product Placement Spending, Growth & Share, by Medium: 1974 to 2009</i>	95
<i>Table A.2 Product Placement Spending, Growth & Share, by Type: 1974 to 2009</i>	96
<i>Table A.3 Product Placement Spending, Growth and Share, by Category: 1974 to 2009</i>	97
<i>Table A.4 Product Placement Spending, Growth & Share in Television, 1974 to 2009</i>	98
<i>Table A.5 Product Placement Spending, Growth & Share in Other Media, 1974 to 2009</i>	99
<i>Table A.6 Shares of Spending in Select Other Media in 2004, by Medium</i>	100

A Letter from the President & Publisher

Dear valued client:


You are about to review the first-ever detailed analysis of the growing market for product placement spending in media. This exclusive report is the culmination of more than six months of exhaustive primary research conducted by PQ Media's team of expert media analysts. We commenced work on this publication after receiving dozens of requests from clients for information on the burgeoning practice of product placement in media, which is a direct result of crucial changes taking place in the media industry, such as the emergence of personal video recorders, accelerating audience fragmentation and growing skepticism among marketers about their return on investment in traditional advertising.

Taking into account these requests, we conducted a market survey that revealed a dearth of quality information and data on this growing method of alternative marketing. As a result, we launched a comprehensive research project in which we performed dozens of interviews with executives and account managers at advertising and marketing agencies, consumer products companies, and media and entertainment corporations. In addition, we analyzed thousands of public and private documents related to product placement and branded entertainment. Based on all of the information and data gleaned from these activities, we created a massive database that served as the foundation of *Product Placement Spending in Media 2005*.

We believe that this report for the first time sizes and structures the product placement market, while providing 30 years of history and five years of forecasts for spending in all nine media used for this purpose. In addition, we have decided to use the vast amount of data we have collected through this enormous research project to begin publishing a newsletter titled *Alternative Media Monthly* later this spring. This newsletter, which will provide cutting-edge research on alternative media branding strategies, will be made available to subscribers at no cost once they sign up for it through our Web site at www.pqmedia.com. Meanwhile, *Product Placement Spending in Media 2005* will be made available solely through our Web site so that we may deliver this critical information to our clients at a reasonable rate.

We hope you find our new publications engaging, informative and vital to your business, and we look forward to working with you again in the future.

Best regards,



Patrick Quinn
President & Publisher
PQ Media LLC

Summary of Product Placement Spending in Media

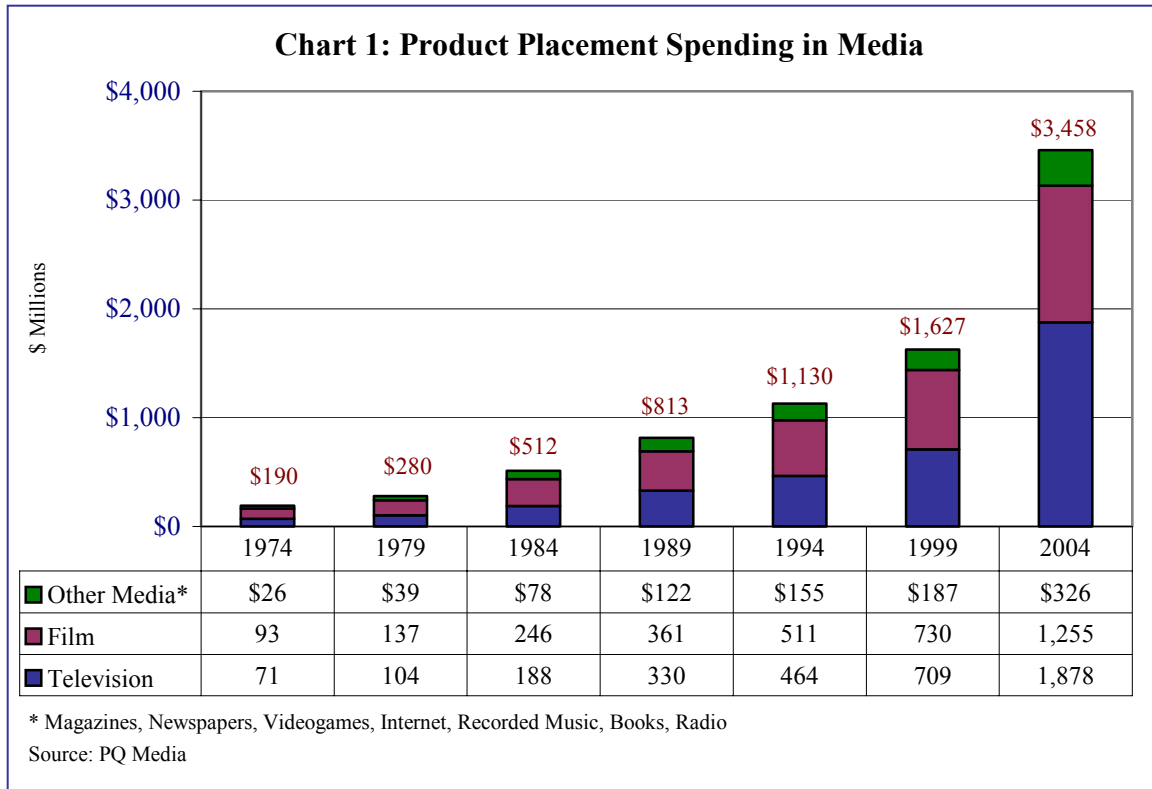
While product placement has been a marketing tactic used in media for more than 100 years, particularly in films, its role in television and the buzz surrounding this alternative marketing method have only begun to gain significant momentum during the last five years. The reasons behind this development are rather simple, but critical to a media industry undergoing rapid change in an era of ad-skipping technologies and accelerating audience fragmentation. Technological advances, most notably personal video recorders (PVRs), and continued audience fragmentation, due to the growing popularity of new media such as the Internet and videogames, have led major marketers – already skeptical of their return on investment in traditional advertising vehicles – to become even more dispirited with the old means of reaching target audiences.

As a result, leading advertisers are more than ever questioning the relevance of the 30-second television spot, as their messages become scattered in the increasing advertising clutter or omitted altogether by a more empowered consumer who can skip them with the touch of a button. To compensate for this perception of diminished advertising returns, marketers have substantially ratcheted up the role of product placement in their buying strategies. In short, product placement is becoming an integral part of a larger marketing package for many advertisers that includes traditional advertising and alternative marketing such as product placement. And this is a trend we expect to continue in the foreseeable future.

Meanwhile in films, for many years the primary medium in which product placement was used, the value of placements has continued to increase at a strong rate even though films' share of the overall product placement market has declined. Spending in films has continued an upward trend because marketers covet the elusive 18- to 34-year-old demographic that constitutes half of the movie-going audience. Product placement spending in other media, such as videogames and the Internet, is growing faster than films in part due to the same reason, accentuated by the trend of more time being spent by consumers on these forms of media. And we also expect this trend to continue going forward.

To understand where product placement fits into the broader media industry, it is important to take a closer look at this burgeoning form of alternative marketing. Product placement is part of a larger segment of marketing services called branded entertainment that also includes spending on event sponsorships, licensing and other alternative marketing strategies. The financial value of barter and gratis product placement is estimated by the duration and prominence of the product's placement in the medium equivalent to the value of time and placement of advertising in that medium.

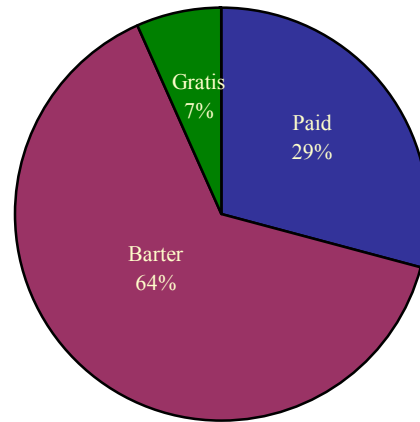
Defining this marketing method, product placement is the process that integrates an advertiser's product into selected media, most often television and films, for clear visibility. Although the product is visible, it is often not the focus, as it needs to fit almost seamlessly into the context of a scene or story. Product integration is a special type of product placement in which the advertiser's product is central to the program's plot line. Product placement can



be audio, visual or print based. There are three major types of product placement: paid, in which the product placement is arranged and there is financial compensation; barter, which is also arranged, but the product serves as compensation; and gratis, in which the placement simply happens, often to strengthen a character’s profile, or add richness to the plot, audio or printed text.

The value of the overall product placement market increased 30.5% to \$3.46 billion in 2004, and grew at a compound annual rate of 16.3% from 1999 to 2004. Since 1974, the value of the overall product placement market climbed at a compound annual rate of 10.5%. Growth in 2004 and in the 1999-2004 period was driven primarily by the strong growth in the television segment. The value of television product placements increased 46.4% to \$1.88 billion in 2004, and grew at a compound annual rate of 21.5% from 1999 to 2004. Meanwhile, the value of product placements in films rose 14.6% to \$1.26 billion in 2004, and grew at a compound annual rate of 11.4% in the 1999-2004 period.

The market’s growth has coincided with the recent trend of marketing dollars migrating away from traditional advertising to alternative marketing methods, especially product placement. And due to the large share of barter arrangements, product placement growth has not been hampered as severely as advertising by economic downturns. Since 1974, the value of product placement expenditures has outperformed the economy almost threefold, driven by significant gains in product placement on television. The share of product placement spending on television has risen from 37.1% in 1974 to 54.3% in 2004, with a 10-point surge coming in just three years from 2001 to 2004. In addition, marketers are turning to

Chart 2: Shares of Product Placement Spending in 2004, by Type

Source: PQ Media

other media, such as videogames and the Internet, which attract the desirable 18- to 34-year-old demographic. This demographic is one of the most coveted by advertisers because of the lack of brand loyalty. Product placement spending in other media increased 19.9% to \$325.8 million in 2004, and grew at a compound annual rate of 11.7% from 1999 to 2004.

Another key trend in product placement is the growth of paid integrations compared with barter and gratis placements. The share of paid placements increased from 18% in 1974 to 29.2% in 2004. Competing marketers are willing to pay for placements on programs, films or media that are extremely targeted and considered to be hot properties by their niche consumers. As a result of the increased pressure to control costs and grow revenue, gratis placements, which accounted for 24.3% of the market's value in 1974, have become much less frequent, accounting for only 6.6% of total spending in 2004.

Marketers in the food & beverage, house & home, and health & beauty categories account for more than half of all the physical product placements. These placements, however, don't necessarily generate as much integration value as do other categories with products that have higher price points, such as transportation & parts. Over half of product placement spending is found in four of the 10 marketing categories: transportation & parts, apparel & accessories, food & beverage, and travel & leisure.

Overall Media Industry Trends

The rise of product placement is perhaps better understood when examined against the backdrop of overall media industry trends over the past three decades. Marketers are giving more prominence to product placement and other branded entertainment strategies in their overall media buying plans because of a number of major media developments. Foremost among them is the influx of new media choices during the past several decades, such as cable and satellite television, videogames and the Internet. The share of consumer time spent with traditional, or advertising-based, media has been declining for many years, although overall use of media has increased, driven by the growing use of media supported by consumer

<i>(\$ Millions)</i>	<i>1999</i>	<i>2003</i>	<i>2004</i>	<i>2003-04 Growth</i>	<i>1999-2004 CAGR</i>
Television	\$709.1	\$1,282.8	\$1,877.8	46.4%	21.5%
Film	730.2	1,094.5	1,254.6	14.6	11.4
Other Media*	187.2	271.7	325.8	19.9	11.7
Total	1,626.5	2,649.0	3,458.1	30.5	16.3

Source: PQ Media
*Magazines, Newspapers, Videogames, Internet, Recorded Music, Books, Radio

spending. While advertising and marketing spending growth has outperformed the economy during the past 30 years, consumer usage of advertising-based media has waned. During the same period, consumers have consistently migrated to those media that they pay for, such as cable and satellite television and the Internet.

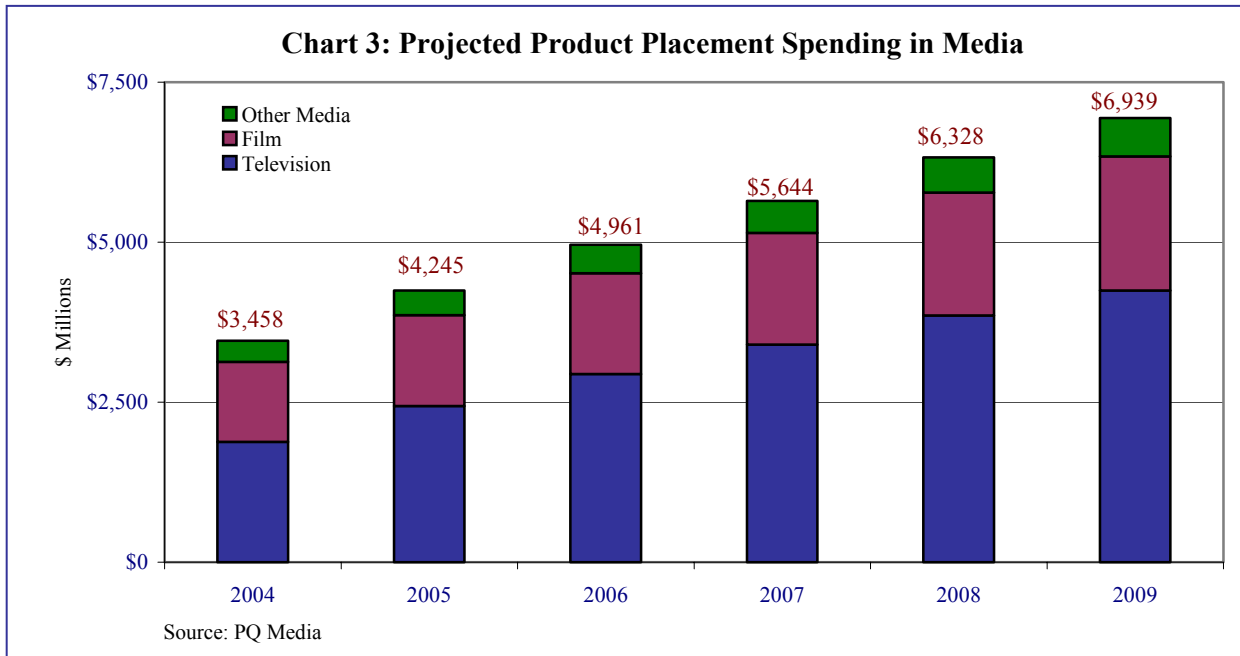
At the same time, the amount of media multitasking has grown substantially, and consumers have become increasingly sophisticated in using multiple media simultaneously, such as television and the Internet. Concurrently, consumers are being bombarded with numerous messages from a single medium, such as sports programs that simultaneously scroll visual scores and statistics while a consumer listens to the audio play-by-play description. As a result of this multitasking, marketers are searching for media that engage consumers. Some media, such as radio, are often used as background while other media, like books, require concentration. Product placement tends to be utilized most often in electronic or print media that have high consumer response and loyalty.

Technological advances have also impacted marketing decisions, and have had a positive effect on the growing momentum of product placement. One such development has been the launch of consumer products that allow individuals to forgo marketing messages, such as the PVR. Another has been the introduction of technologies like interactive television, which make product placements easier to integrate into programs and editorial content.

As a result of these trends, the growth of product placement spending has far outpaced that of advertising and marketing services over the past 30 years, particularly during the last five years. While the value of the overall product placement market increased 30.5% to \$3.46 billion in 2004, as mentioned previously, spending on advertising and marketing services rose only 7% to approximately \$339 billion. In addition, product placement expenditures grew at a compound annual rate of 16.3% from 1999 to 2004 and 10.5% since 1974, compared with 3% and 8%, respectively, for advertising and marketing services.

Projected Product Placement Spending in Media

The value of product placement spending in all media is projected to increase 22.7% to \$4.24 billion in 2005, driven by strong growth in each of the three macro media segments, an increase in paid placements, the expectation of larger placement deals and the expansion of PVR penetration. Television placement spending, the largest media segment, will rise 30% to



\$2.44 billion in 2005, while film placement expenditures will escalate 13% to \$1.42 billion and other media will increase 18.1% to \$384.9 million. Television placements will account for 57.5% of the total value of the product placement market in 2005, followed by films at 33.4% and other media at 9.1%.

We estimate that the value of the product placement market will grow at a compound annual rate of 14.9% from 2004 to 2009, reaching \$6.94 billion. Television will increase its share of total product placement spending by more than three percentage points in the 2004-2009 period to 61.2%. Meanwhile, films will lose three points in the period, hitting 30.2% in 2009 and other media will lose one-half point to 8.6%, although there will be increased paid placements in videogames and on the Internet.

The share of paid placements will rise from 29.2% in 2004 to 37.5% in 2009, as television producers provide more opportunities for marketers and increase their rates to coincide with strengthening demand. In addition, we anticipate an increase in longer term, multi-million dollar agreements in the 2004-2009 period, and many of these arrangements will include packages of advertising, product placements and branded entertainment at other venues like theme parks. Barter arrangements will still account for the majority of the product placement market in 2009 at 58.5%.

Transportation & parts, apparel & accessories, food & beverage, and travel & leisure will continue to be the leading marketing categories throughout the next five years, and will account for more than half of all product placement spending in 2009. The fastest-growing marketing categories will be electronics & technology, toys & sporting goods, and media & entertainment.