



# **Working Group**

# **Commercial communication**

# **2.0**

**Spring session:**  
**Mapping changes**

# 2018 objectives of the WG

- To know more about new advertising techniques and the future of commercial communications
- To see how stakeholders cope with (and react to) the changes brought by new technologies and changing consumption patterns
- To hear about their expectations from regulators
- *(in Bratislava) To address the role of regulators and self-regulators, especially regarding the new AVMSD*

# Panel

- **Conor Murray**, Director of Regulatory and Public Affairs



- **Heiko Zysk**, Vice President Governmental Relations and Head of European Affairs



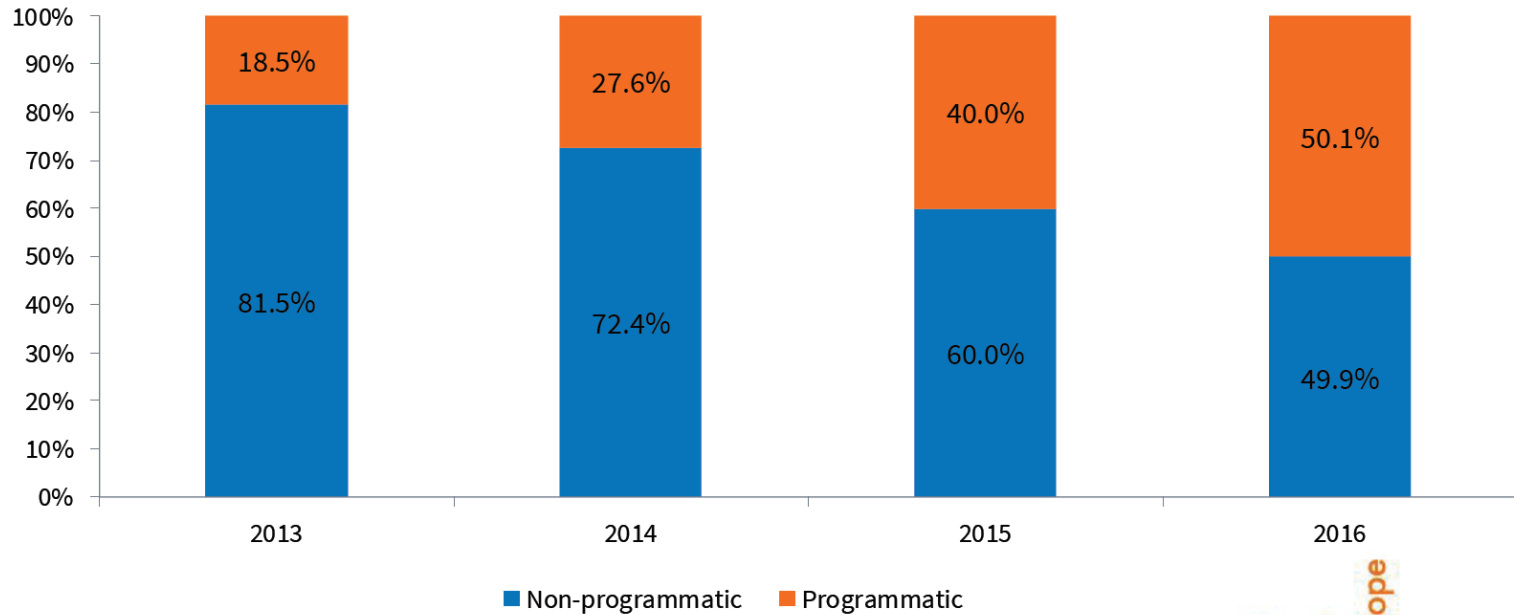
- **Bruno Martins**, lawyer - Union luxembourgeoise des consommateurs



# Mapping changes



## Traditional v programmatic



Source: IHS Markit and IAB Europe

# Mapping changes

[Proximus homepage](#) > [Discover](#) > [All News](#) > [Be the first to know](#) > Personalized advertisement

## Personalized advertisement? Don't panic!

by [Peter](#) [Be the first to know](#) 19/08/2016



News filtering by :

Be the first to know



Authors



### Other news



Showtime!

Discover exciting movies  
and series on Be tv this

# Mapping changes

The background image shows a man in a white t-shirt and glasses walking on a city street. Overlaid on his face and upper body is a complex network of white lines connecting various brand names and terms, illustrating the concept of 'mapping changes' or digital footprint analysis. Brands visible include BOSS, Ferrari, Saks Fifth Avenue, Ray-Ban, Microsoft, Samsung, and others.

**captify**

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WORKING WITH CAPTIFY

## SEARCH INTELLIGENCE REVEALS 'THE REAL YOU'

POWERING INSIGHTS AND MEDIA ACROSS ALL CHANNELS AND DEVICES.

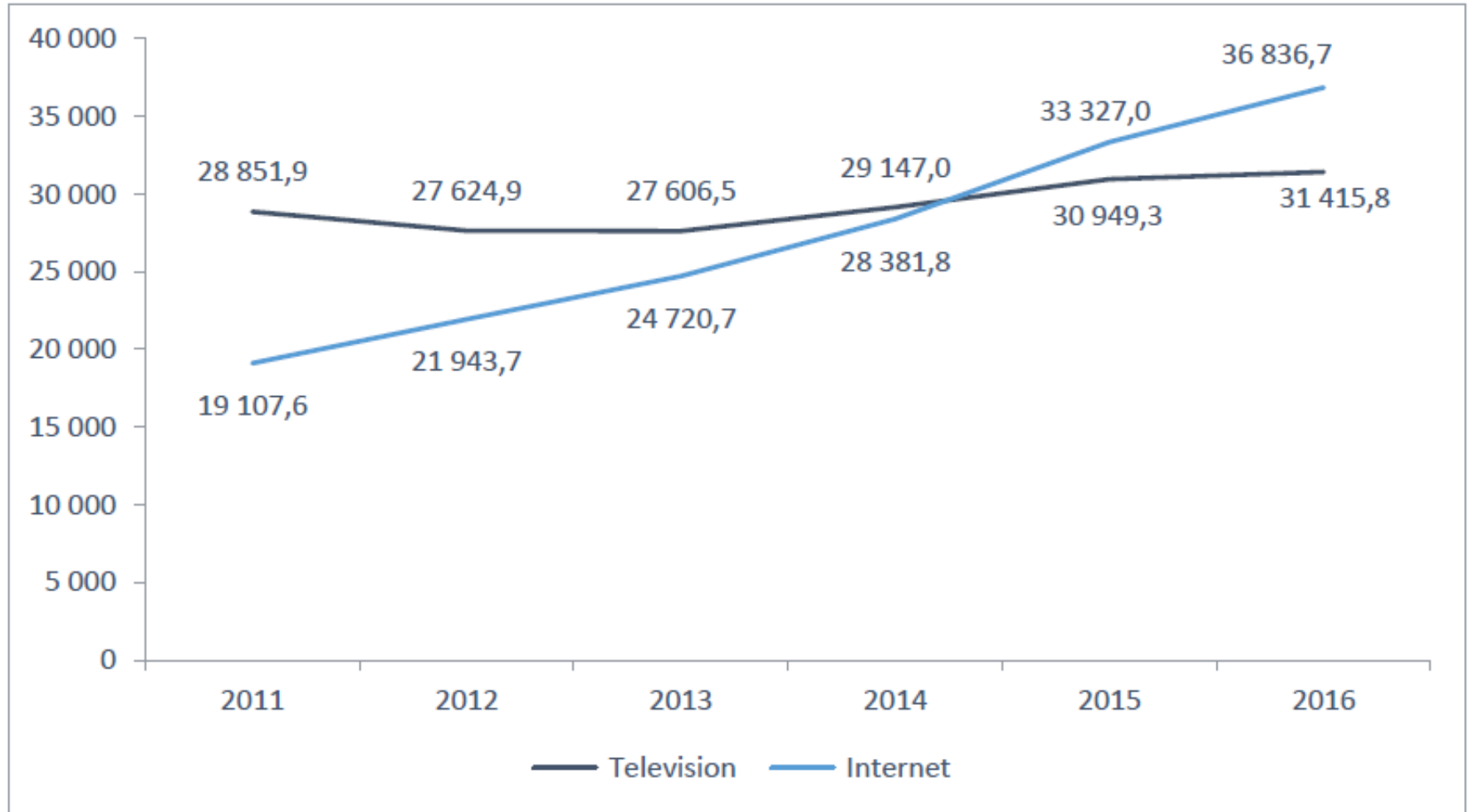
**FIND OUT MORE**

**MORE FROM CAPTIFY**

- CAPTIFY@CANNES POOL PARTY & BBQ
- INSIGHTS: LOWDOWN ON LUXURY
- MEDIA ACTIVATIONS GALLERY

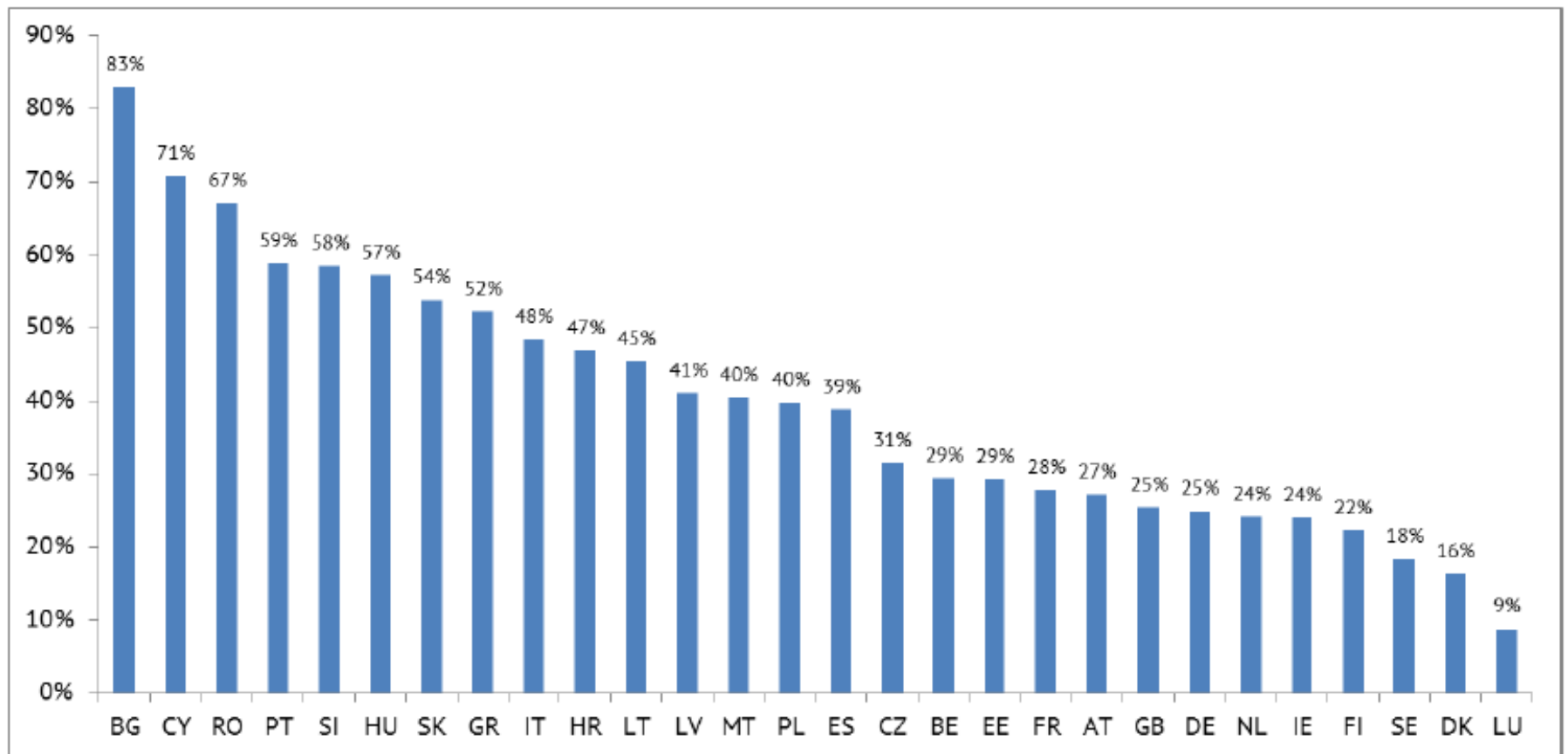
# Mapping changes

Figure 5 – TV and online advertising in the EU 2011-2016, in EUR million



# Mapping changes

Map 7 – Share of TV advertising out of total advertising by country in 2016, in %



Source: Warc



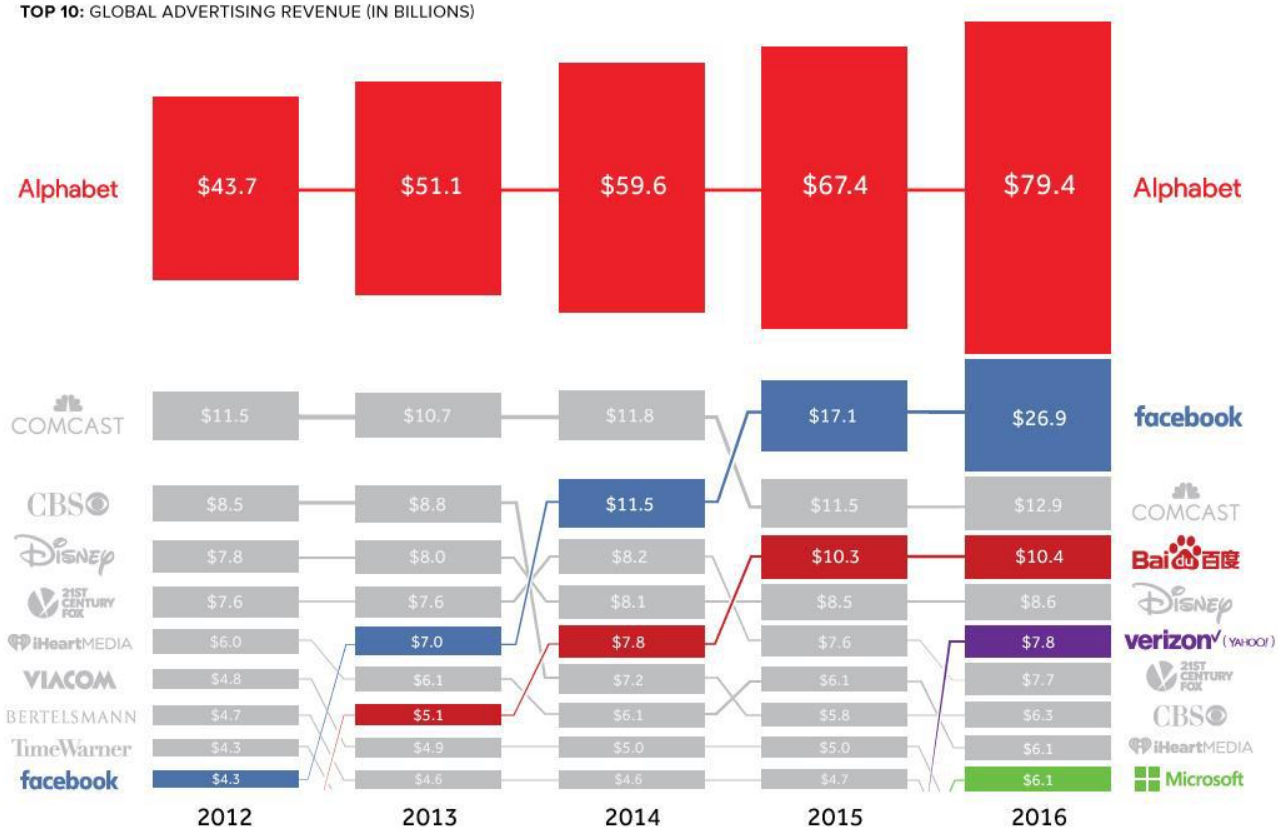
# Mapping changes

Chart of the Week

## THE TECH TAKEOVER OF ADVERTISING

Legacy media brands are falling hard and fast

TOP 10: GLOBAL ADVERTISING REVENUE (IN BILLIONS)



SOURCE: Bloomberg, Zenith Media

visualcapitalist.com



# Mapping changes

what a difference a year makes at adidas

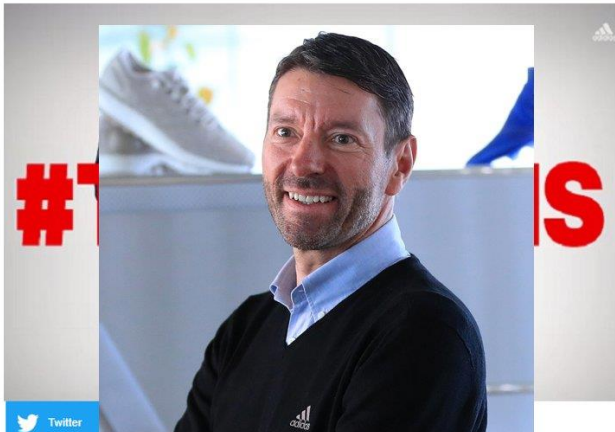
2017

2018

Home	Ads	Content	E-commerce	Mobile	Regulation	Search	Social	V
Apple	Amazon	Facebook	Google	Twitter	WhatsApp	You Tube		

Adidas to shift TV budget to digital: “You don’t see any TV advertising anymore”

March 21, 2017



DIGIDAY									
NEWS	DIGIDAY +	IP	PODCASTS	EVENTS	AWARDS	CAREERS			

Sources say Adidas has paused its video ads on Facebook while it reviews their efficacy



# Mapping changes

- AVMS providers are under pressure in terms of business models :
  - Difficulty to shift business model
  - Highly competitive environment
  
- *And at the same time they are also “under pressure” in terms of consumer expectations:*
  - *High level of expectations from the consumers*
  - *Low level of advertising literacy (users believe they are literate but...)*

# Mapping changes

- AVMS providers also under legal pressure, with a n incredibly complex and fragmented regulatory framework:
  - *AVMS D*
  - *E-Commerce D*
  - *Unfair Commercial Practices D*
  - *Misleading and Comparative Advertising D*
  - *Tobacco Advertising D*
  - *Medicinal Products D*
  - *GDP Regulation*
  - *E-privacy Regulation*

# Debate

- Market perspective:
  - *Even if duopoly, importance for AVMS providers to continue to engage with advertisers to show their value/reliability + not to expect the failures of the platforms*
  - *Importance of diversification : advertising now represent less than 50% of the revenues of ProSiebenSat1*
  - *The fast pace of evolution requires more + more agile self- and co-regulation*
  - *Some criticism on how detailed advertising regulation remains. Is that really so important for society/democracy?*
  - *Beware of harming the EU industry : if TV cannot deliver to advertisers, Google will (Q1 2018 : 18 B \$ of revenues)*

# Debate

- Consumer/public interest perspective:
  - *Importance to always keep in mind the consent of the consumer*
  - *Risks on sustainability of small broadcasters / small markets : advertising money might shift in such a way as to jeopardize media plurality + difficulty to keep up the pace with technology / new advertising techniques*
  - *What will platform regulation look like?*
  - *What will the “Union codes of conduct” imply?*

# Debate

- **Wishlist:**
  - *For lawmakers: “light touch” transposition*
  - *For regulators (1): be as agile as AVMS providers are trying to be*
  - *For regulators (2): go back to common sense and be consistent*
  - *For regulators (3): put yourself in the shoes of consumer*
  - *Generally: transparency / knowledge*