

# The Provocateur



Why TV advertising is the perfect platform to shake up culture

**Wavemaker**



# 01

## **TV advertising is an opportunity for innovation**

COVID isn't just a public health and economic crisis, it is deeply harming the TV industry and robbing people all over the world of opportunities to tell their story.

This is a call to arms on how TV advertising can not only make TV better, but also ensure a new generation of diverse, innovative voices are heard.

# 02

## **Pioneering pop culture**

TV advertising isn't just important for brands, it is the seed capital of popular culture and future stars behind and in-front of the camera.

Advertising funds broadcasters to produce programming and gives breaks to new talent and ideas. Without it, there would be no Clooney, no Olivia Colman, Donald Glover, Joss Whedon, Stefani Robinson. Advertisers have done more for launching talent than they think.



# 03

## The impact of declining TV advertising revenue

GroupM research shows TV advertising revenue is down 13% in the US, 15% in Germany and the UK and 17% in China – even as TV viewing is going up 20% YoY in markets like the US.

This declining revenue has serious impact, *Deadline* has reported that commercial broadcasters have cut production /commissioning budgets by 30-45%.

As one broadcast controller said: *“We can only afford to commission sure-fire hits. Writers, stars and ideas that are known. This is the most risk-averse broadcasters have ever been.”*



# 04

## TV today and marketing tomorrow

When the world needs diversity, the industry is contracting. Without funding for new talent and new ideas, TV becomes less important for consumers and less important for advertisers. What hurts TV today, hurts marketing even more tomorrow.



# 5

## A contract for change

Here's how we can all be creators of change and opportunity:

- Cherry-pick pilots and progressive new programming for spot advertising like they were sports. Giving a % of total budgets over to programming innovation and diversity.
- Work with broadcasters to support first-time writers through advertising or partnerships, funding diversity and inclusion initiatives.
- Celebrate and respect our roles as venture capitalists of popular culture.

It takes all of us to ensure that TV advertising isn't just growing brands, but growing careers and opportunity for everyone.



# 06

## **Sports broadcasting will be the star of 2021**

If Fiction and Factual are suffering, Sport in 2021 will be a winner. Olympics/Paralympics, European Soccer Championships, NBA/MLB returning, Ryder Cup and more. Broadcasters with these expensive rights will fill programming gaps and attempt to reverse 2020 losses.

With a starved audience, there has been no greater opportunity for new global breakout stars, and athletes are now more committed to using that global platform beyond their athletic ability. They have power, real power.



# 07

## **Be a true partner**

‘Shut up and play’ won’t wash any more. Brands who want to work with sports stars should embrace not just their sporting talent but what they stand for, what they believe in and how they use their platform. Here’s how:

- Partner with sporting talent in everything they say, do and stand-for; be a true partner.
- Judge those partnerships not just on medals but on change and cultural impact.
- If all you want is a logo and their image on a pack shot, you’re doing 2021 sport wrong.



Advertise in the shows that change culture. Support the broadcasters and producers committed to creating opportunity. Partner with the sporting talent that isn't happy to just 'shut up and play'. Audiences and culture will be richer because of it.



Any questions? We're here to help.  
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