

Digital Media Owners Survey
Spring 2019

Background, Research Methodology and Survey Response

Methodology and Survey Response

- Fieldwork for the survey was undertaken between 26th February and 2nd April 2019
- Digital planners, strategists and buyers in media agencies and digital specialists were invited to take part in the online survey by email.
- Respondents were selected by an intermediary within selected agencies according to their perceived knowledge of the sector – 256 survey responses were received from individuals having a working relationship with Digital Media Owners.
- In this latest edition of the research, respondents were first asked to indicate which of media owners they had a trading relationship with. They were then asked to rate only those owners against a set of 12 or 13 image attributes on a 7 point scale from strongly agree to strongly disagree.
- In the analysis that follows [Don't know](#) and [Not applicable](#) responses have been removed so that a fair comparison between media owners can be made.

Media Owners Covered by the 2019 Survey

DTSG Brand Safety Signatories have signed up to JICWEBS to be independently verified.

DTSG Certified means the business has had their brand safety policies and processes independently verified, and have received a seal of approval. Each of the suppliers DTSG status is shown in the table below.

	DTSG Signatory	DTSG Certified	Featured in 2018 Survey
Amazon	✓		✓
AutoTrader	✓	✓	
Blis	✓	✓	✓
Captify	✓	✓	✓
Dennis Publishing			✓
Facebook	✓		✓
Google (Display)/YouTube	✓	✓	✓
Hearst	✓	✓	
Mail Online/Associated	✓	✓	✓
MiQ	✓	✓	✓
News UK	✓	✓	✓
Oath	✓	✓	✓
Quantcast	✓	✓	✓
Reach	✓	✓	
Snap			✓
Spotify	✓	✓	✓
Teads	✓	✓	✓
Telegraph.co.uk	✓	✓	✓
The Guardian	✓	✓	✓
TI Media	✓	✓	
Twitter			✓
Unruly	✓	✓	

Key Findings

Main Findings

- With a top-two box score of 88.0% TI Media (formerly Time Inc) leads the Spring 2019 Online Media Owner overall "Grand Prix" ranking. In addition to the overall "Grand Prix" TI Media also leads the Quality of Response to Brief ranking.
- Five other media owners, MiQ (87.5%), Quantcast (82.5%), Blis (81.0%), MailOnline/Associated (80.0%) and Teads (80.0%) have a top two box score for this overall "Grand Prix" of 80% or more.
- MiQ leads the rankings for Ad Networks/Exchanges, DSP and Sales Houses, AutoTrader (69.4%) leads Online Pure Plays.
- Three media owners Google (Display / YouTube (45.9%), Amazon (42.0%) and Facebook (41.8%) have top-two box overall "Grand Prix" ranking below 50%.

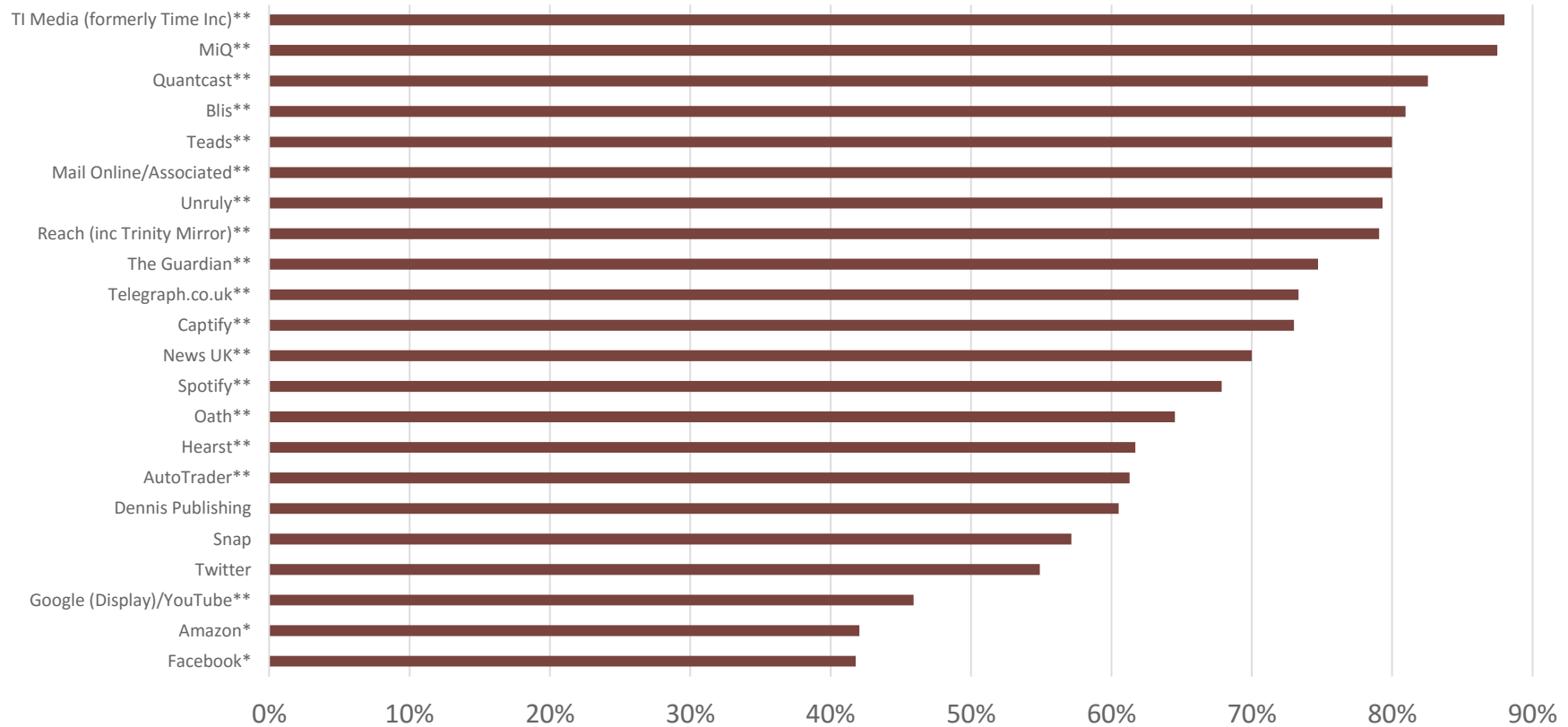
Main Findings

- MiQ leads five rankings (Understanding of Client Objectives, Dispute Resolution, Ease of Contact, Frequency of Contact and Media Agency / Media Owner Partnership). Teads leads two rankings (Provision of Creative Solutions and Communication of New Opportunities) while Unruly (Understanding of Own Products), Captify (Communication of Direct Client Contact) and News UK (Understanding of Cross-Media Exploitation) lead one ranking each.
- Of the 17 media owners that appeared in the Autumn 2018 edition of the survey, MiQ, News UK and Teads have each seen increases of 10 percentages or more across seven rankings. Blis and Captify show a similar level of improvement across four rankings and Oath, Quantcast and Spotify across three rankings.
- Amazon has seen the biggest drop off in performance since the Autumn 2018 survey, with their top-two box scores declining by 10 percentage points or more across five rankings.

Rankings by Variable
% strongly agree/agree

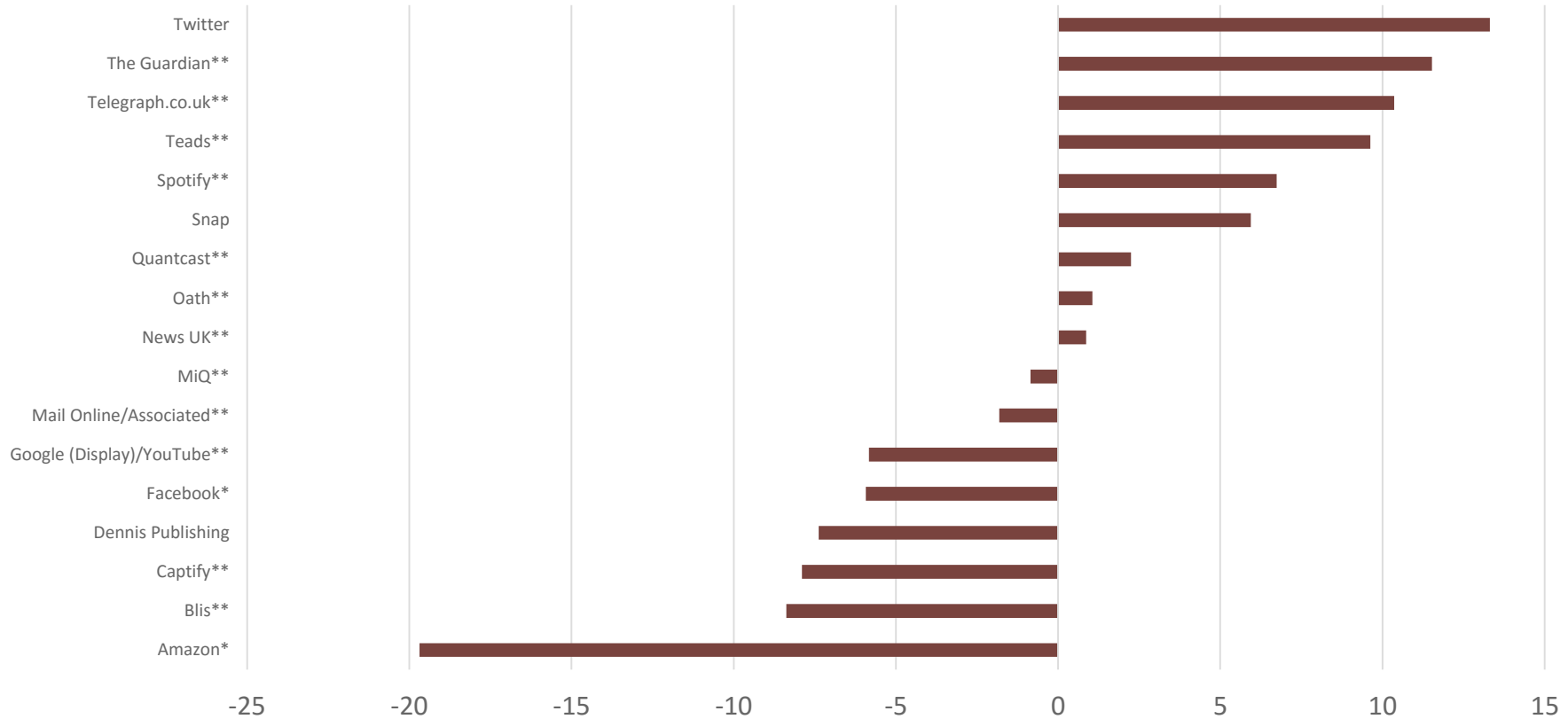
My overall experience of dealing with this supplier is a good one Spring 2019

% agree strongly/agree



My overall experience of dealing with this supplier is a good one Spring 2019 vs Autumn 2018

% point change



My overall experience of dealing with this supplier is a good one

Ad Networks/Exchanges, DSP and Sales Houses

	Autumn '15	Spring '16	Autumn '16	Spring '17	Autumn '17	Spring '18	Autumn '18	Spring '19
	%	%	%	%	%	%	%	%
MiQ**						84.5	74.2	87.5
QUANTCAST**	82.4	78.8	81.7	71.3	78.4	79.2	75.8	82.5
BLIS**				72.5	74.3	70.2	70.6	81.0
TEADS**				70.2	75.0	75.0	68.5	80.0
UNRULY**								79.3
CAPTIFY**						73.5	78.9	73.0

*DTSG Signatory, ** DTSG Signatory & Certified

My overall experience of dealing with this supplier is a good one

Online Pure Plays

	Spring '15	Autumn '15	Spring '16	Autumn '16	Spring '17	Autumn '17	Spring '18	Autumn '18	Spring '19
	%	%	%	%	%	%	%	%	%
AUTOTRADER**									69.4
SPOTIFY**			74.3	75.7	65.7	72.3	70.6	58.2	67.9
OATH**							72.3	66.3	64.5
SNAP					62.3	55.6	71.7	65.5	57.1
TWITTER	71.1	68.6	65.8	59.7	53.3	48.7	55.0	53.8	54.9
GOOGLE /YOUTUBE**	56.0	63.8	61.6	60.7	59.5	63.6	60.0	53.3	45.9
AMAZON*	52.1	58.2	46.3	46.2	49.1	57.6	47.6	61.7	42.0
FACEBOOK*	47.2	53.0	52.5	50.5	46.0	35.2	41.7	40.9	41.8

My overall experience of dealing with this supplier is a good one

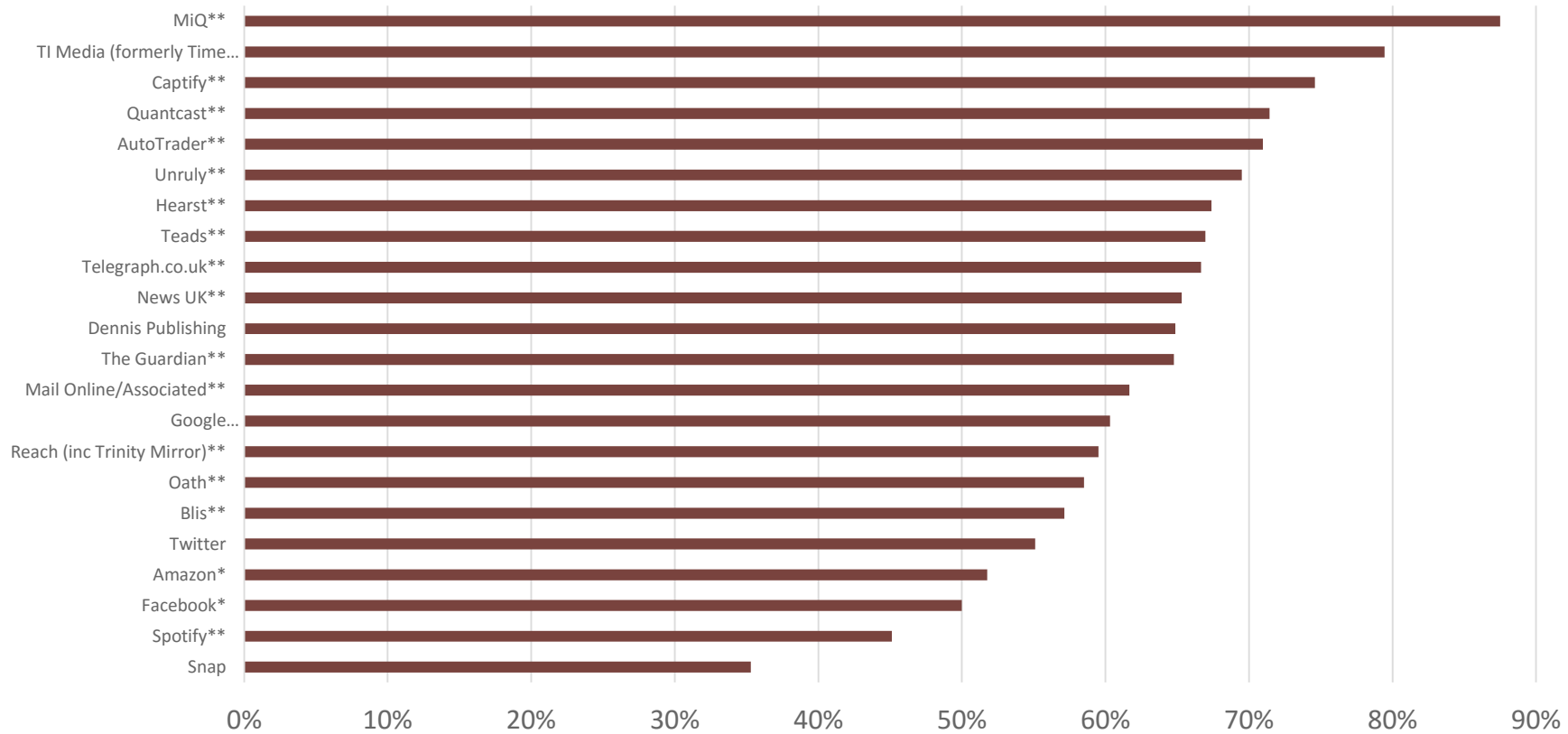
Crossover Media

	Spring '15	Autumn '15	Spring '16	Autumn '16	Spring '17	Autumn '17	Spring '18	Autumn '18	Spring '19
	%	%	%	%	%	%	%	%	%
TI MEDIA**									88.0
MAILONLINE/ASSOCIATED**	71.9	77.7	67.3	68.5	61.9	46.6	71.8	80.9	80.0
REACH (inc TRINITY MIRROR)**									79.0
THE GUARDIAN**	73.4	71.0	59.3	70.1	61.7	65.3	62.1	72.5	74.7
TELEGRAPH.CO.UK**	66.0	70.5	71.1	72.5	60.8	62.4	67.8	79.2	73.3
NEWS UK**							61.7	64.1	70.0
HEARST**									61.7
DENNIS PUBLISHING	68.2	76.7	72.6	81.5	55.7	73.3	54.8	68.4	60.5

The sales team understand my client strategies/objectives

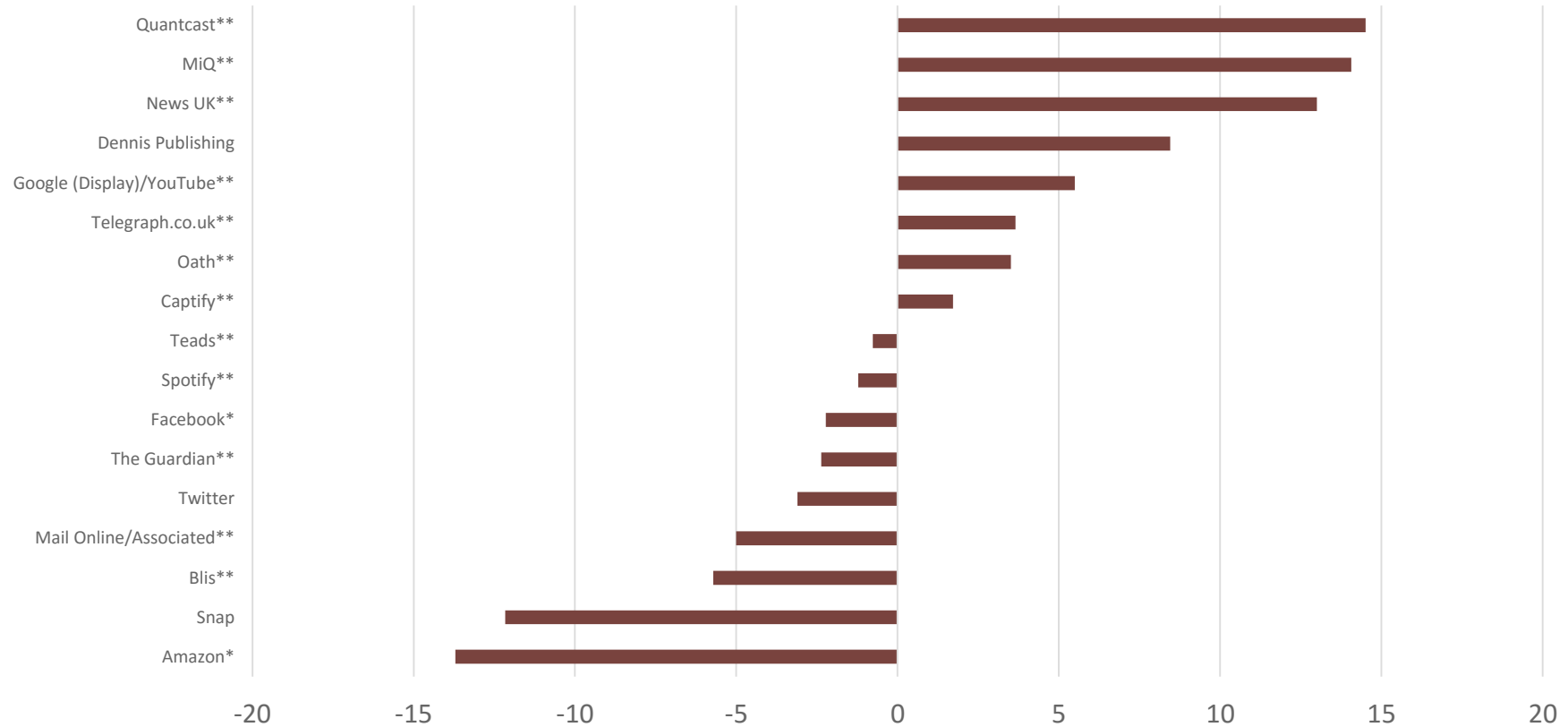
Spring 2019

% agree strongly/agree



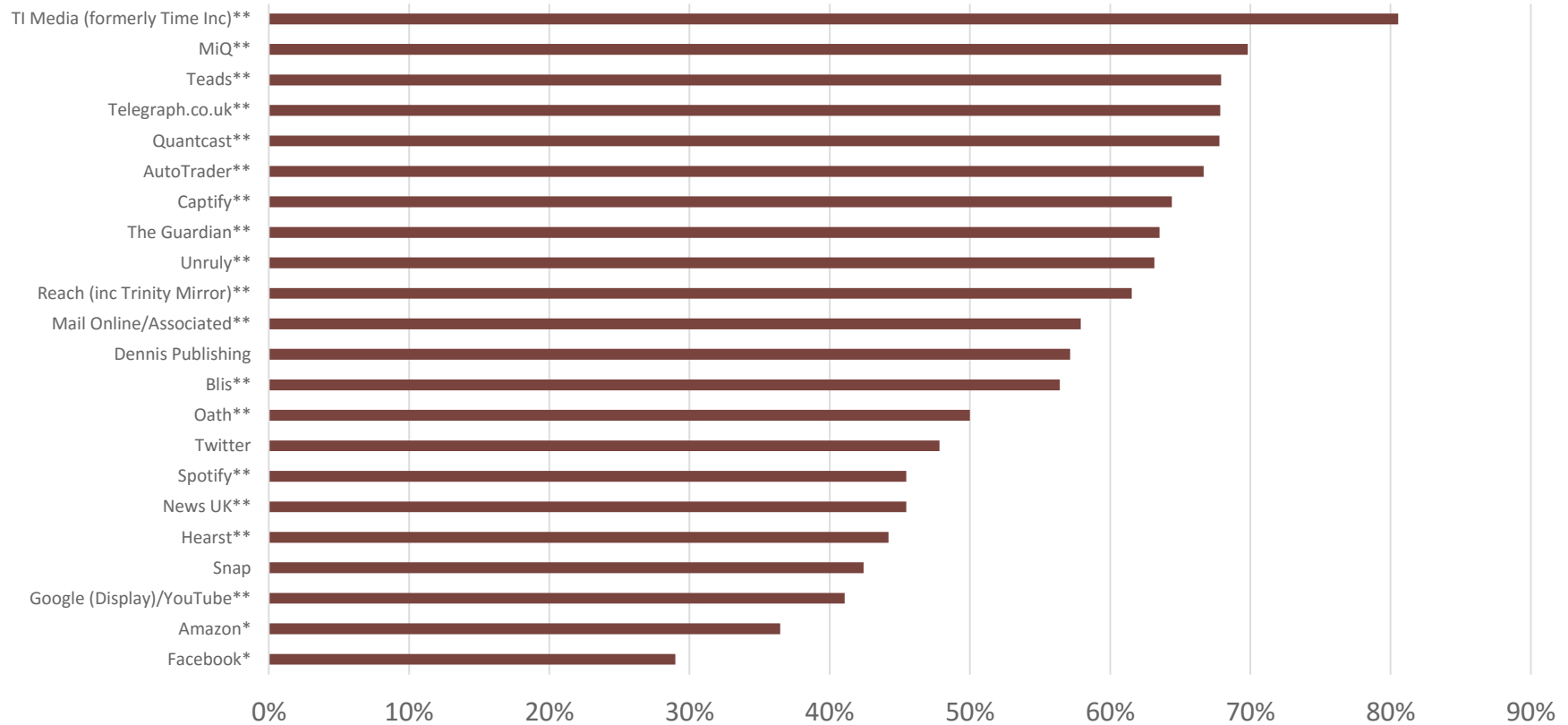
The sales team understand my client strategies/objectives Spring 2019 vs Autumn 2018

% points change



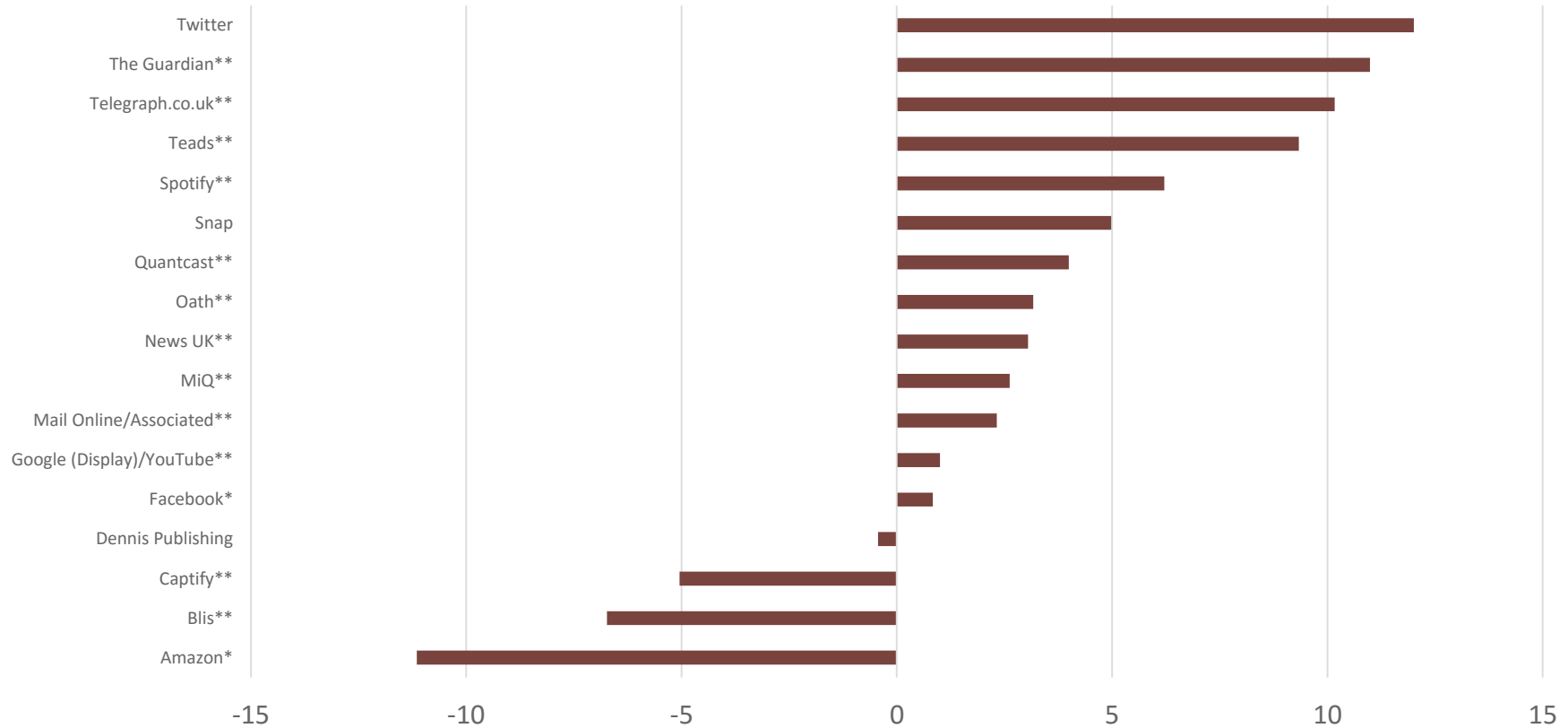
The quality of responses to brief are high Spring 2019

% agree strongly/agree



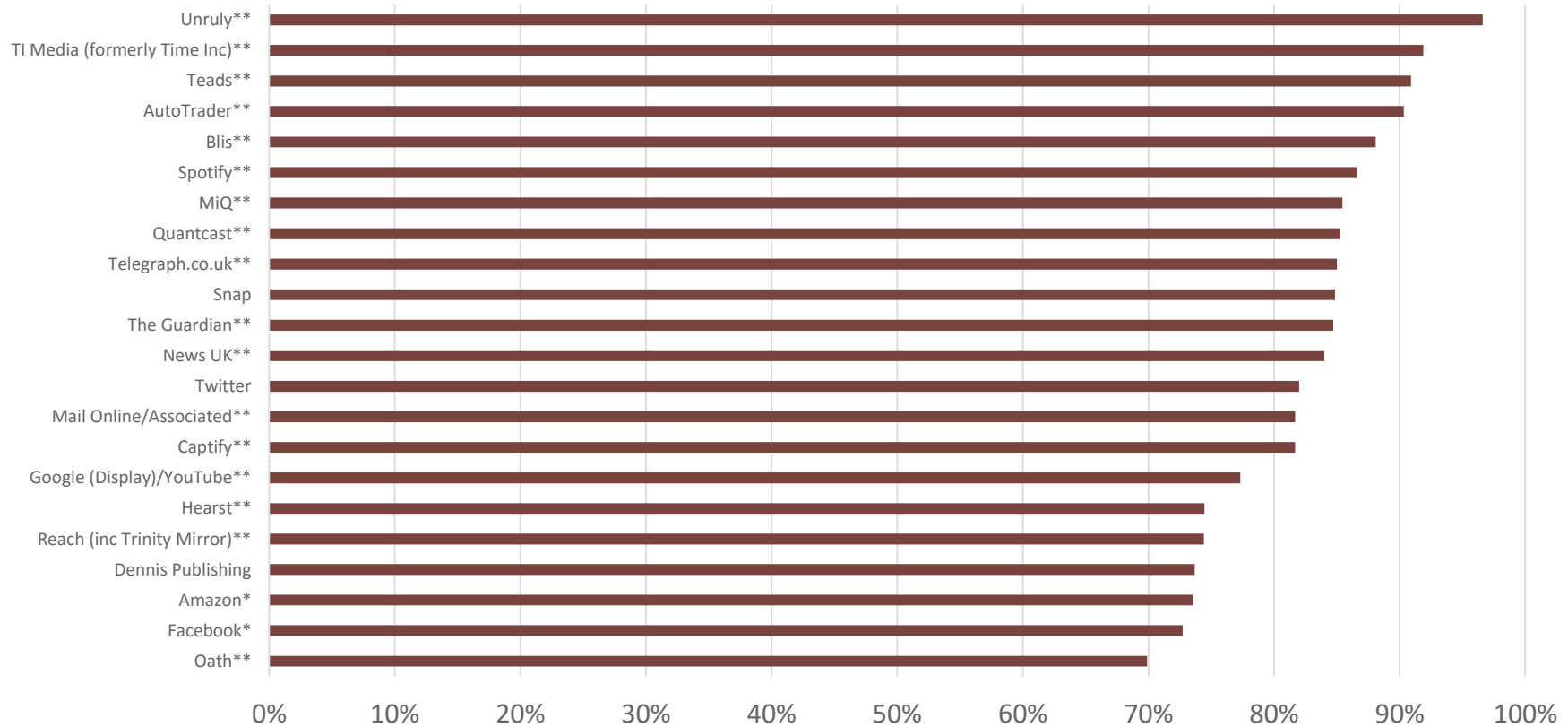
The quality of responses to brief are high Spring 2019 vs Autumn 2018

% points change

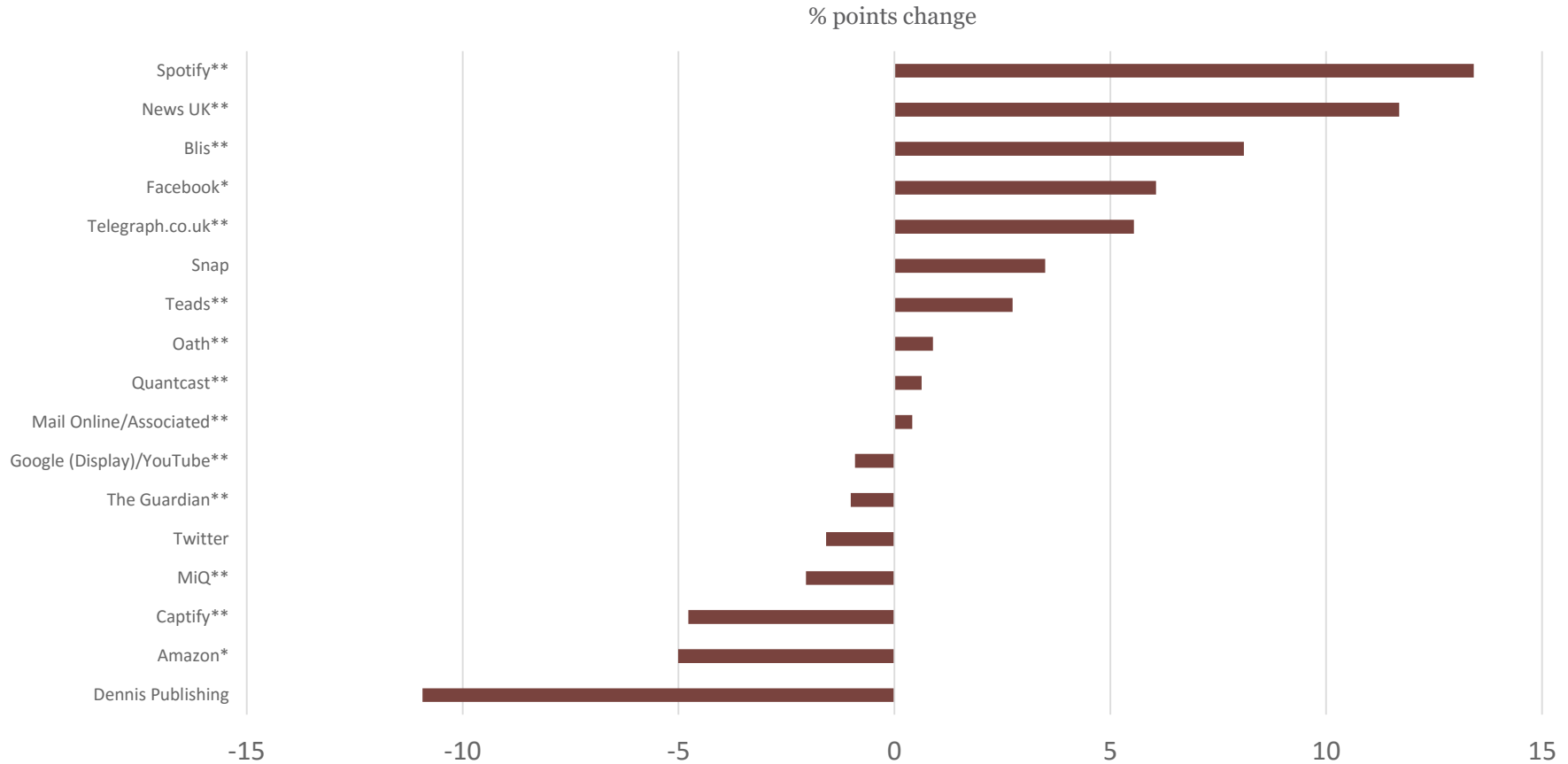


The sales team demonstrates an excellent understanding of their own products Spring 2019

% agree strongly/agree

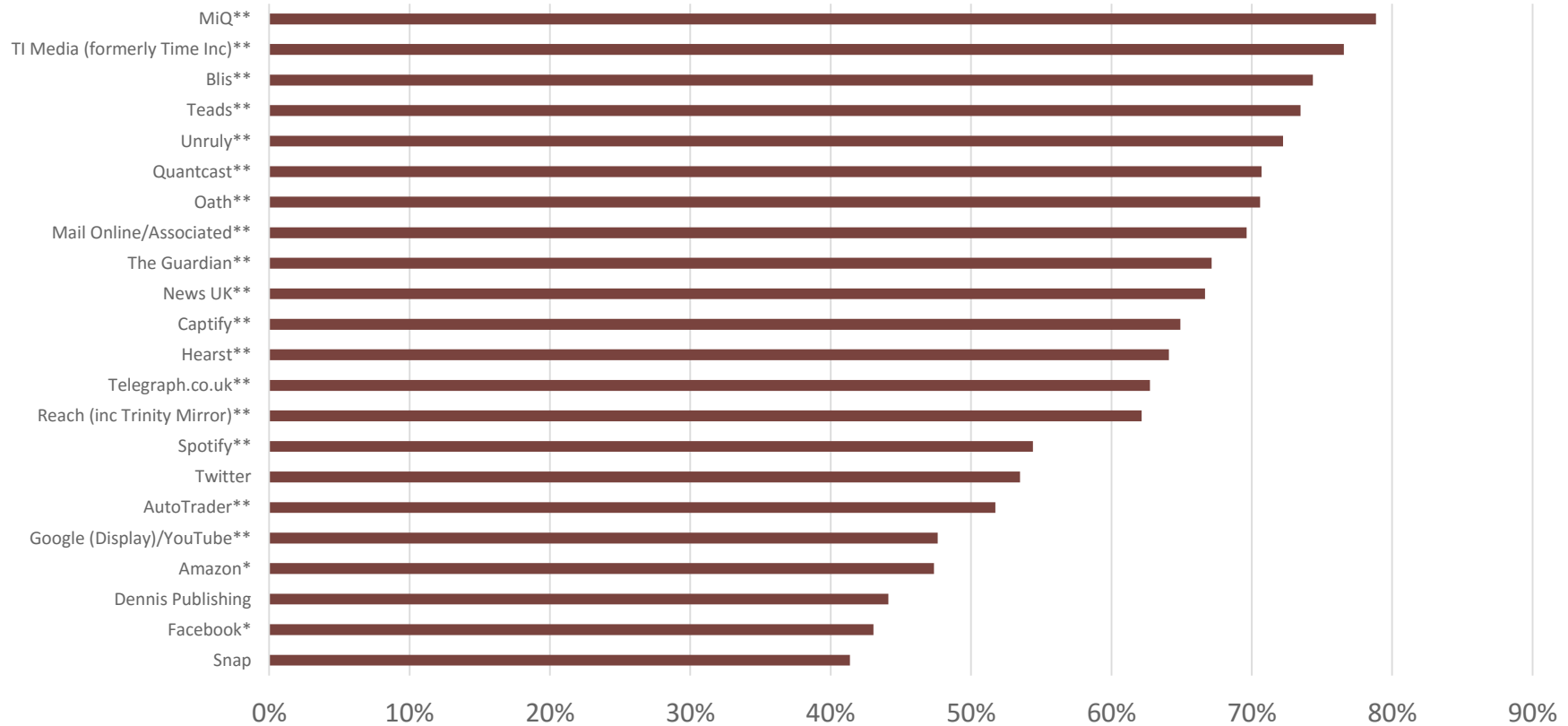


The sales team demonstrates an excellent understanding of their own products Spring 2019 vs Autumn 2018



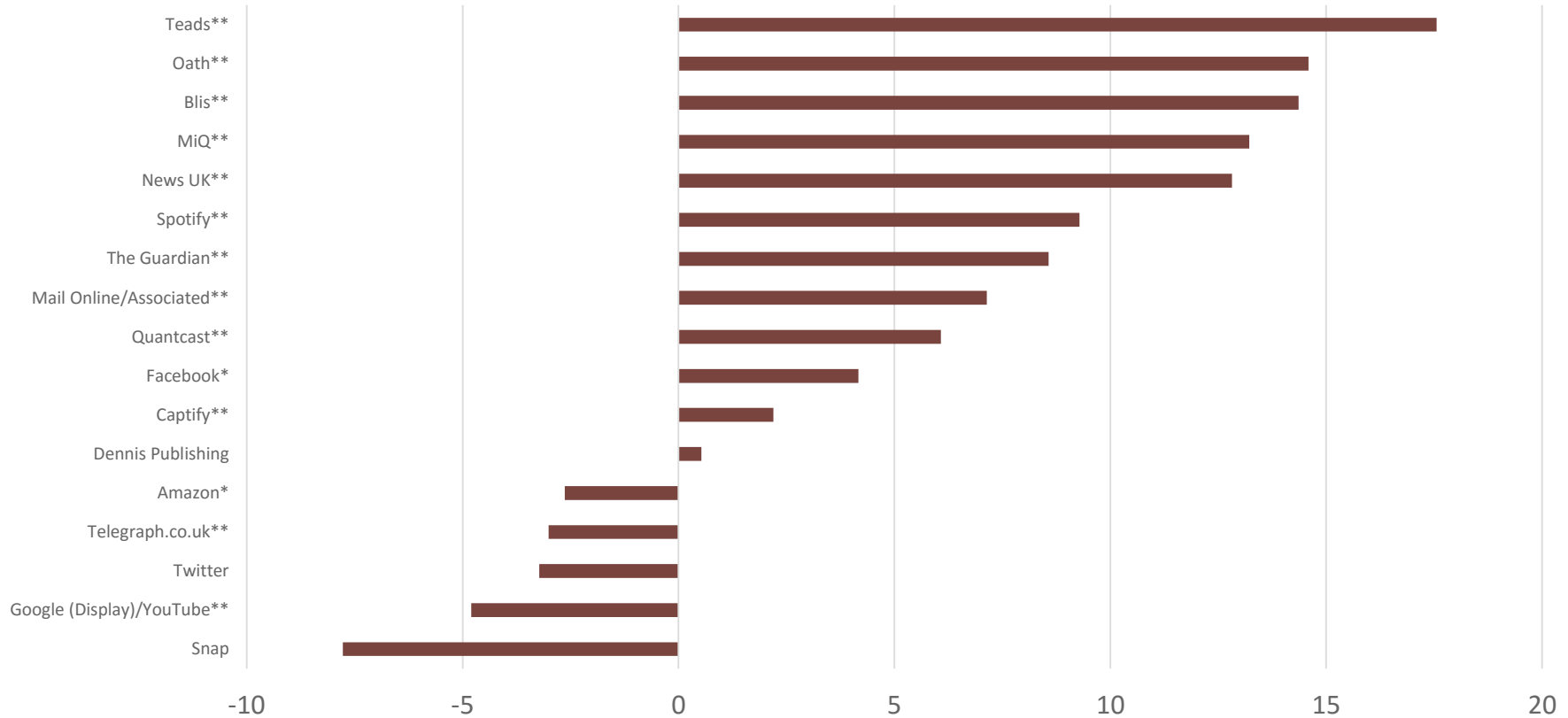
The sales team are professional in dealing with dispute resolution Spring 2019

% agree strongly/agree



The sales team are professional in dealing with dispute resolution Spring 2019 vs Autumn 2018

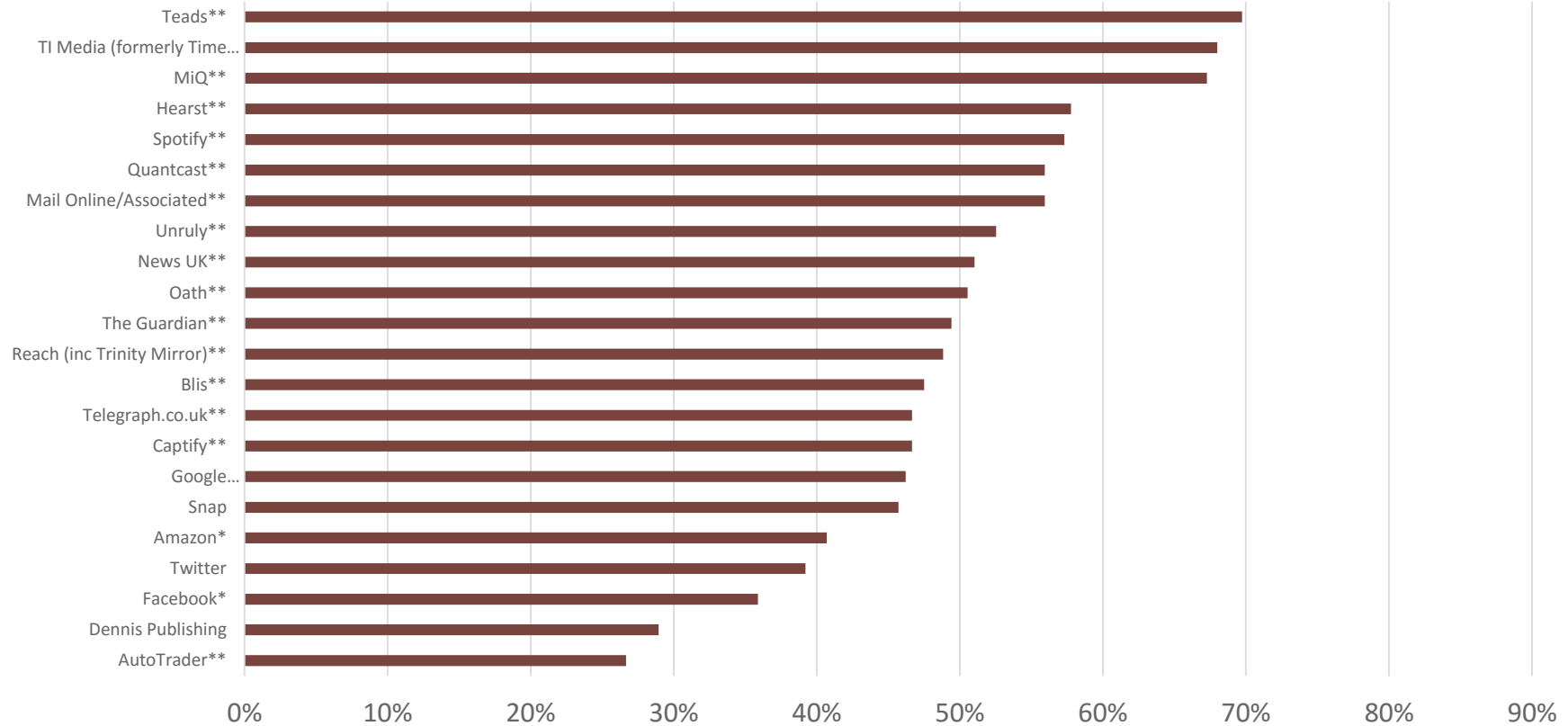
% points change



The media owner delivers innovative, creative solutions

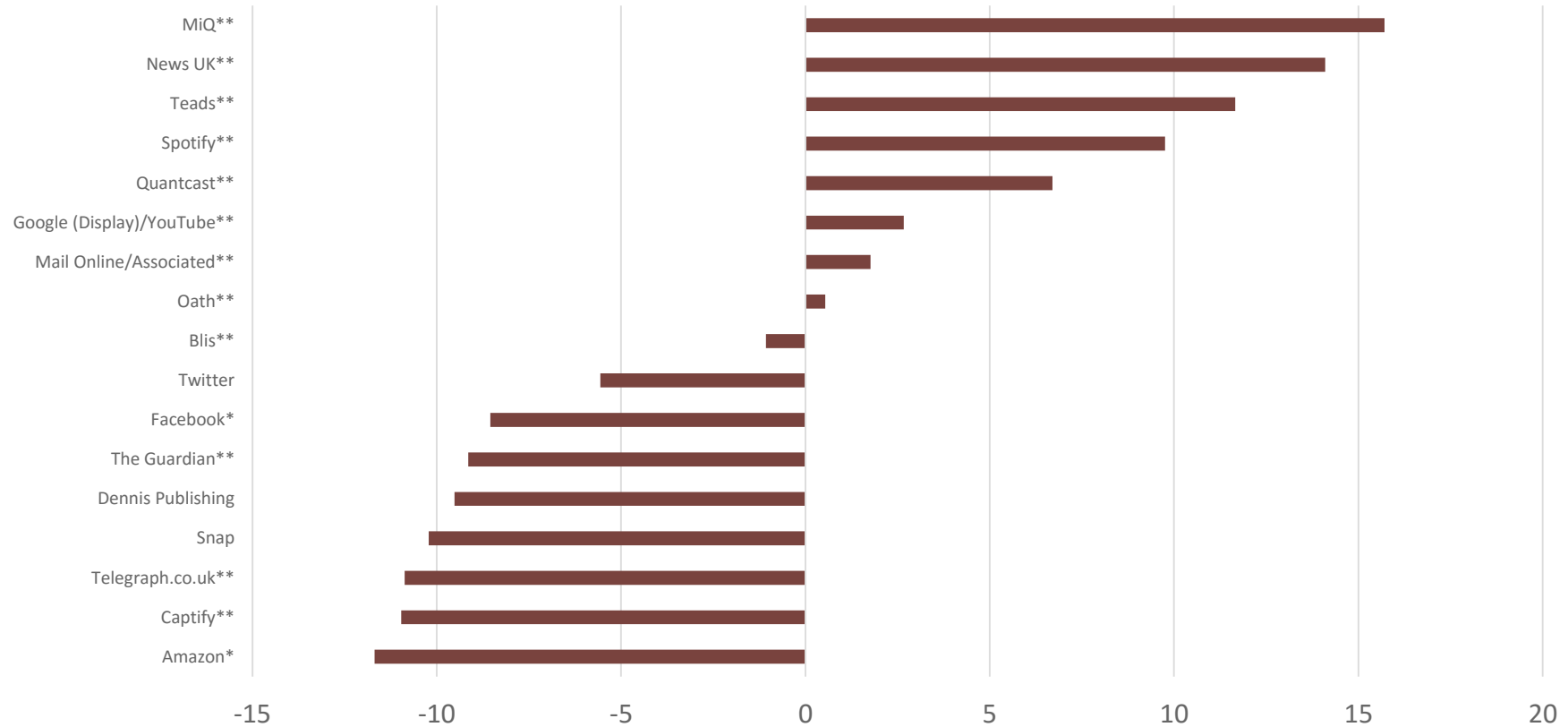
Spring 2019

% agree strongly/agree



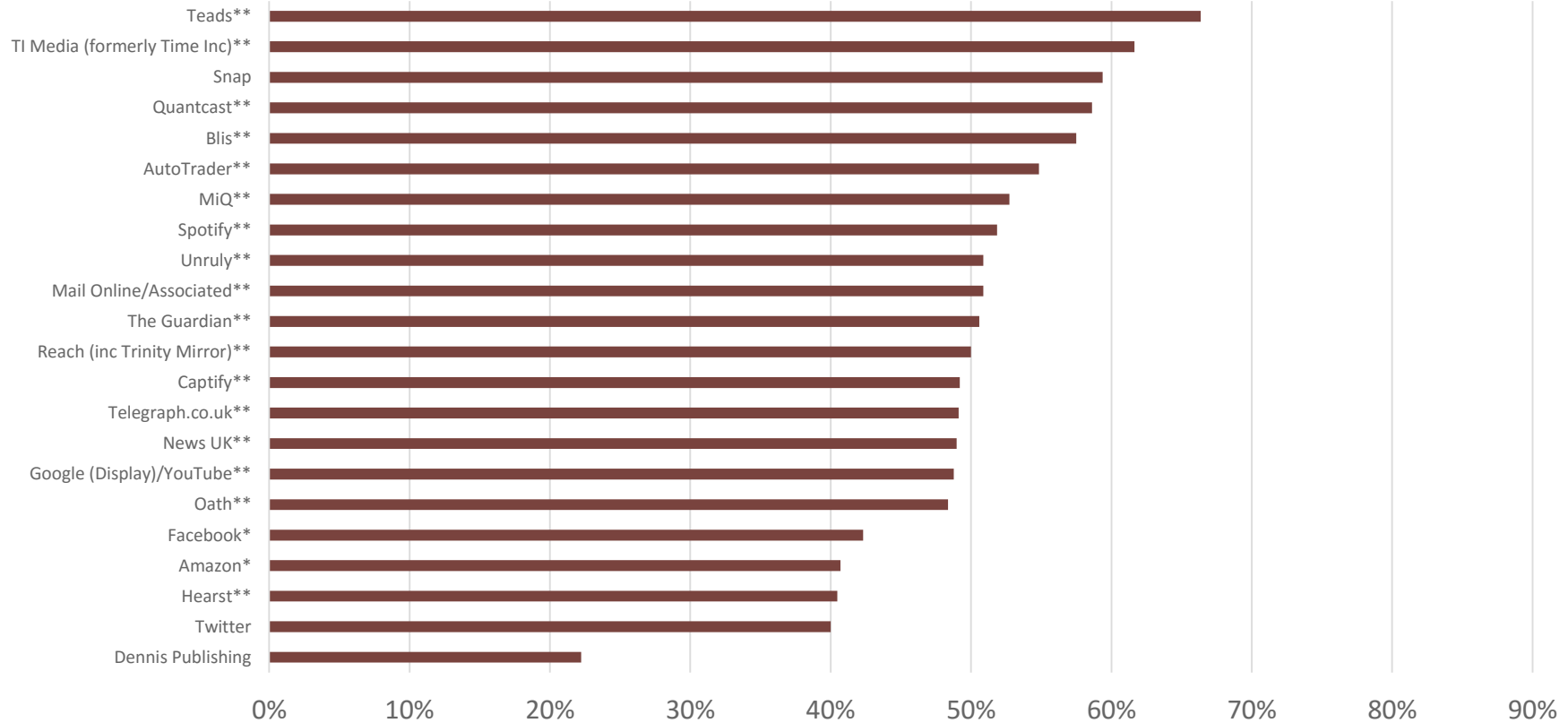
The media owner delivers innovative, creative solutions Spring 2019 vs Autumn 2018

% points change



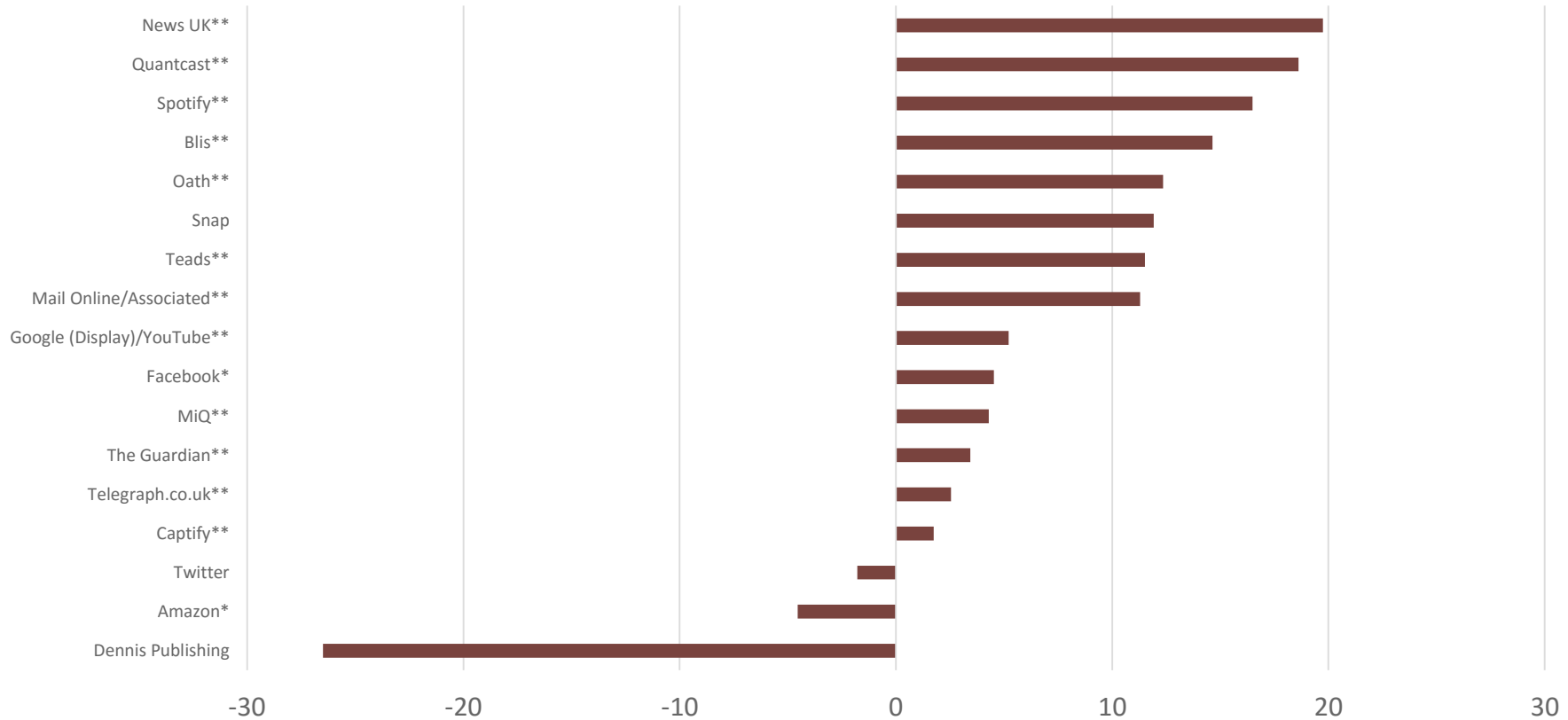
The sales team pro-actively communicate relevant new opportunities Spring 2019

% agree strongly/agree



The sales team pro-actively communicate relevant new opportunities Spring 2019 vs Autumn 2018

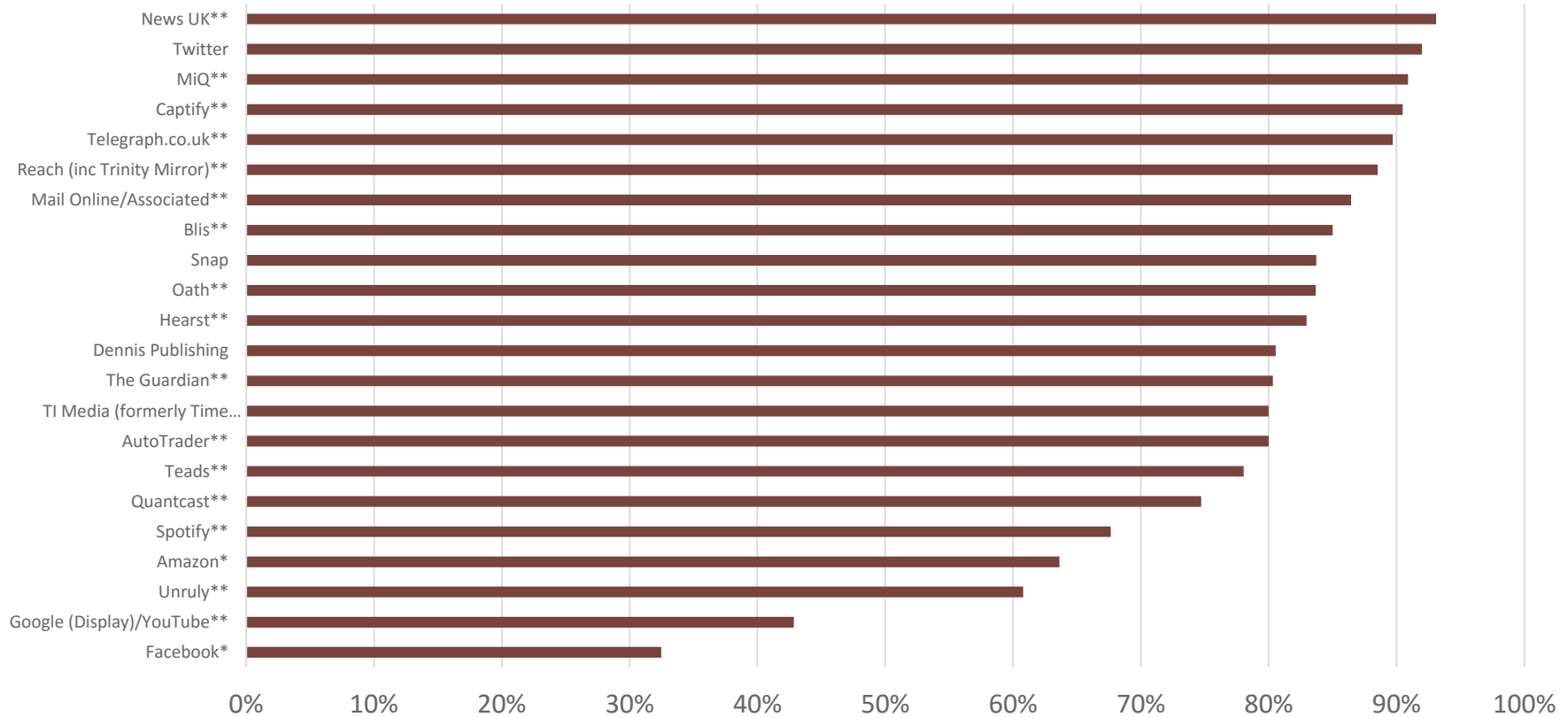
% points change



It's easy to contact the sales team

Spring 2019

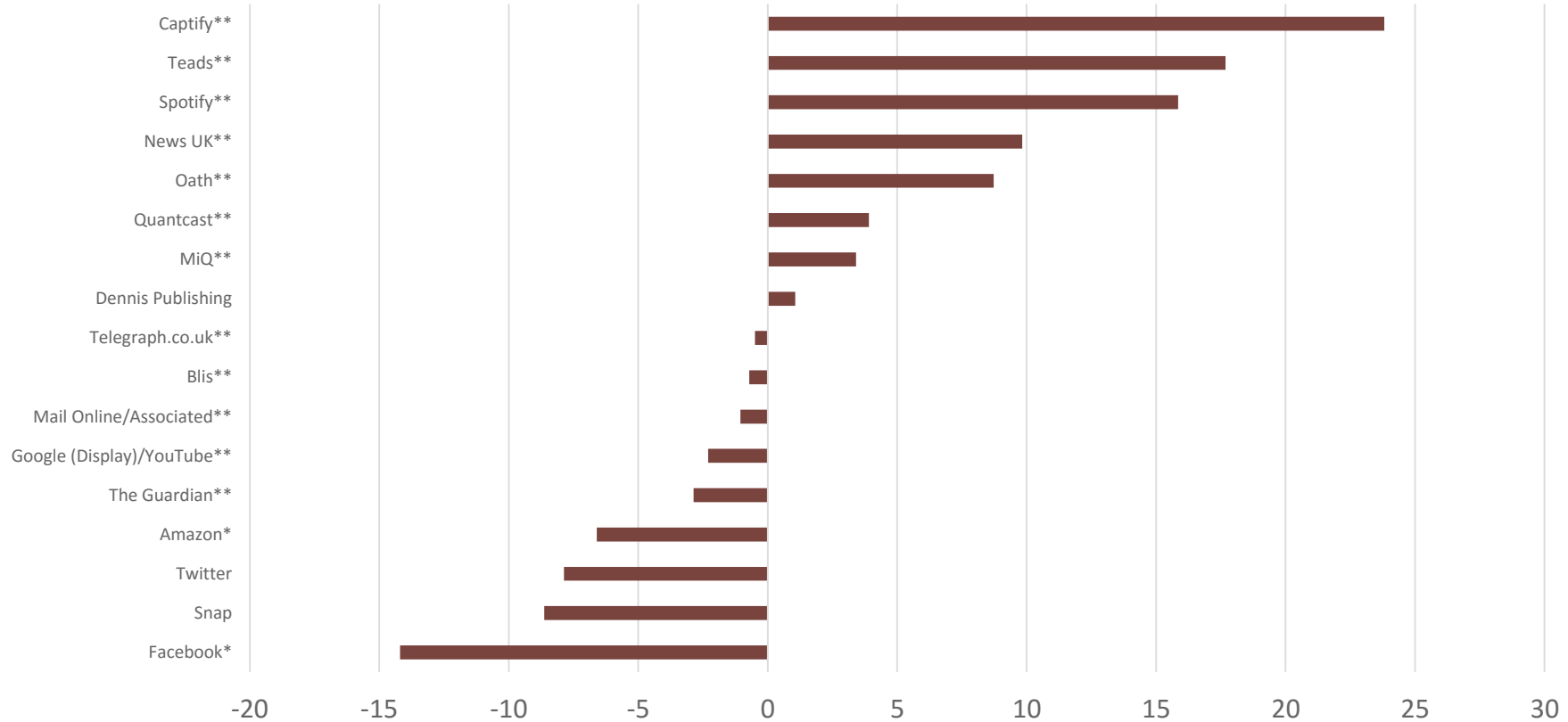
% agree strongly/agree



It's easy to contact the sales team

Spring 2019 vs Autumn 2018

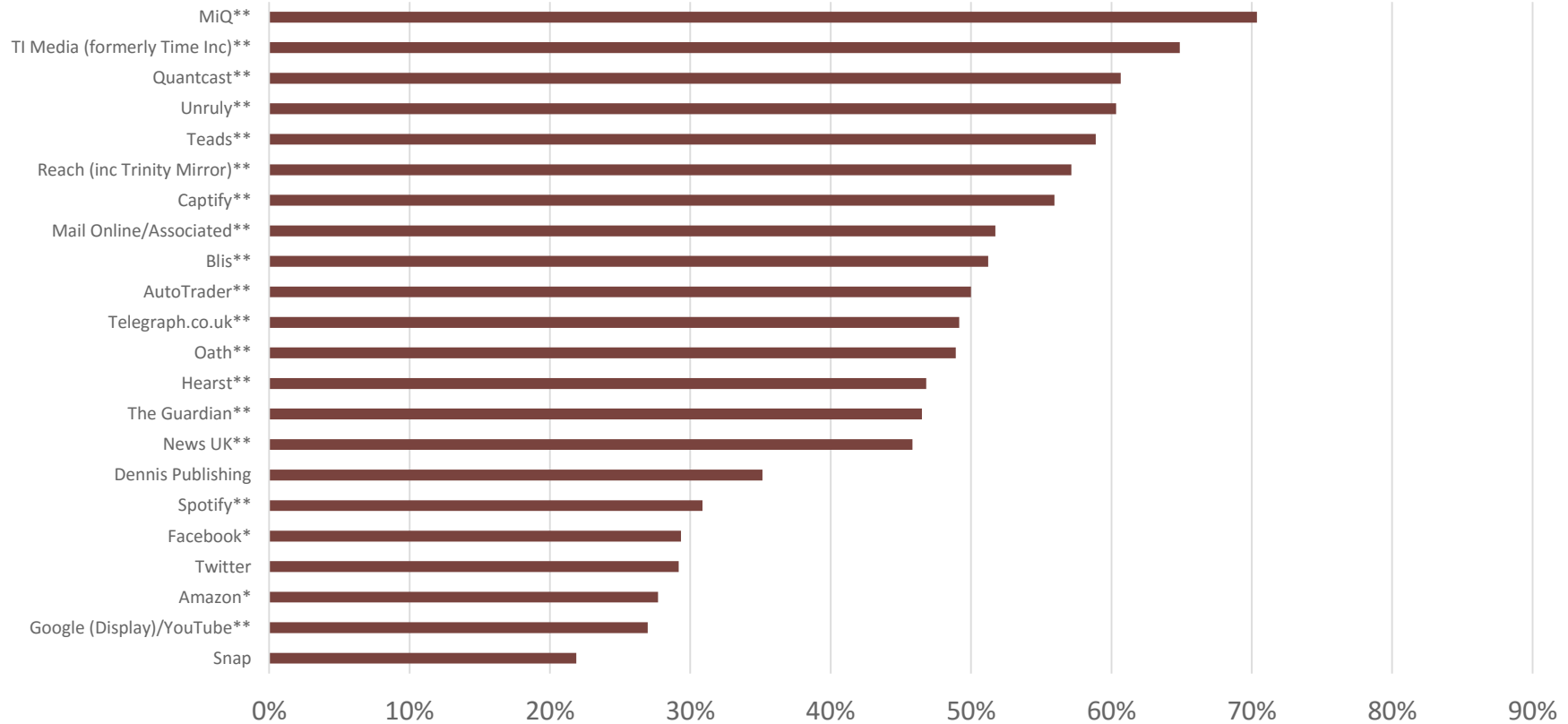
% points change



I have regular constructive face-to-face or telephone contact with the sales team

Spring 2019

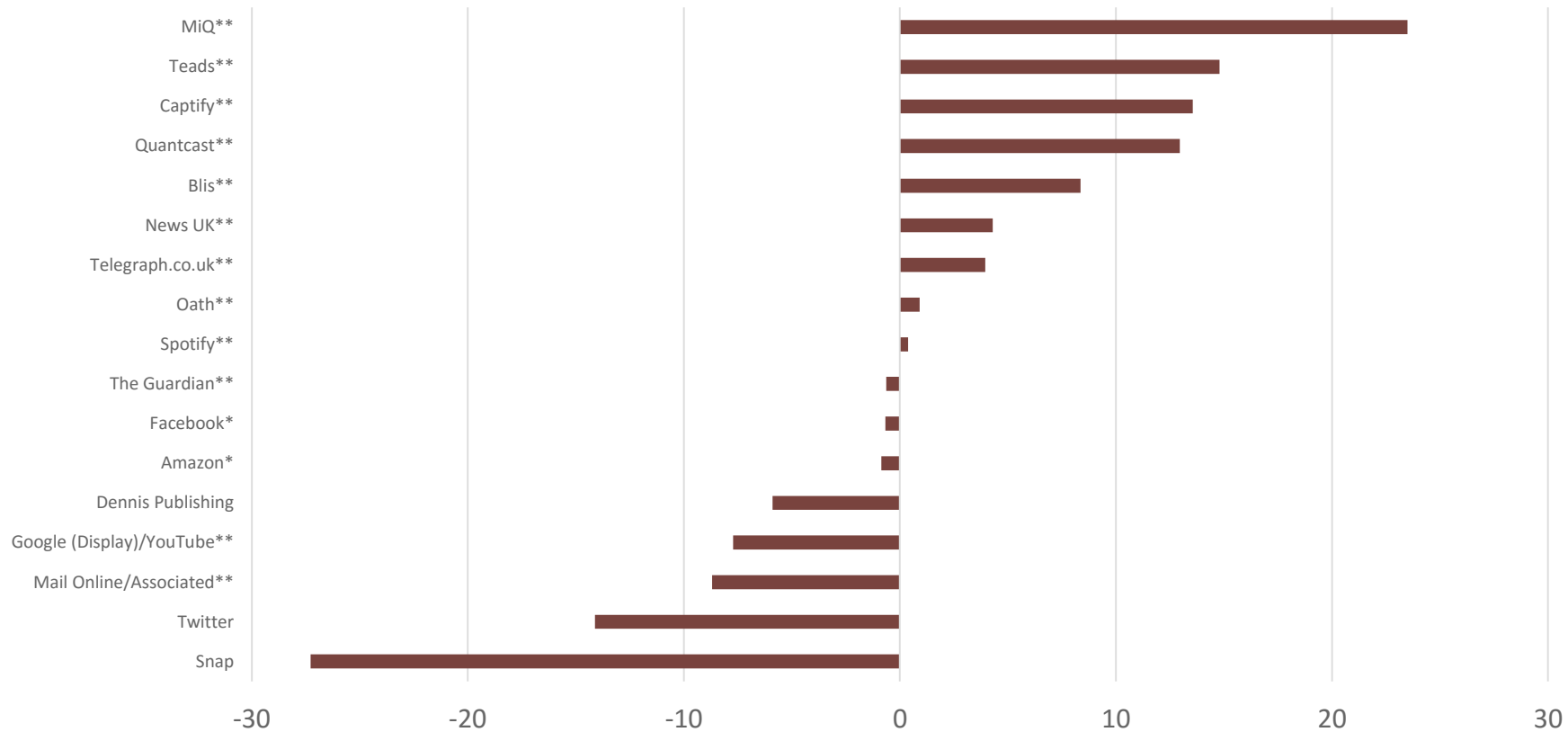
% agree strongly/agree



I have regular constructive face-to-face or telephone contact with the sales team

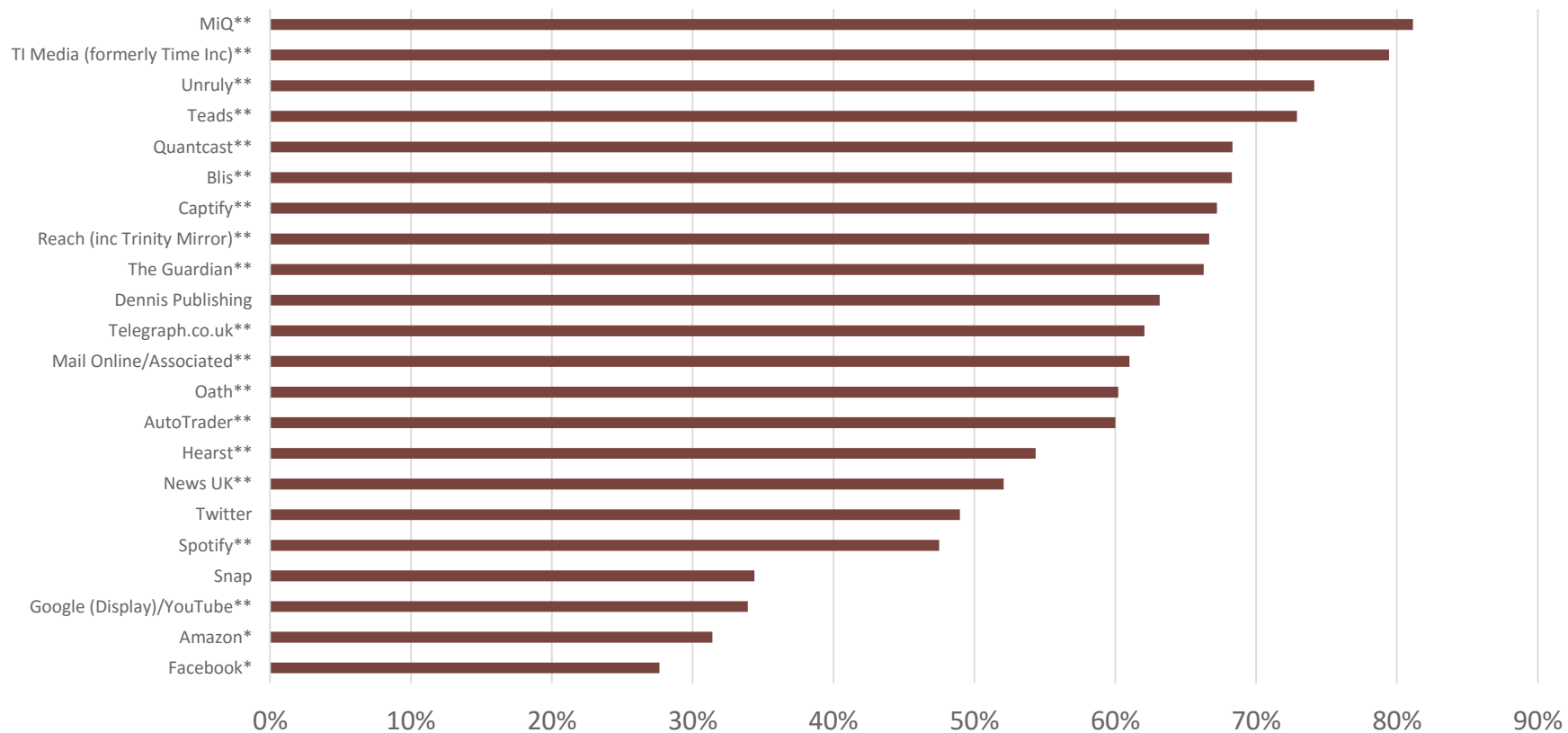
Spring 2019 vs Autumn 2018

% points change



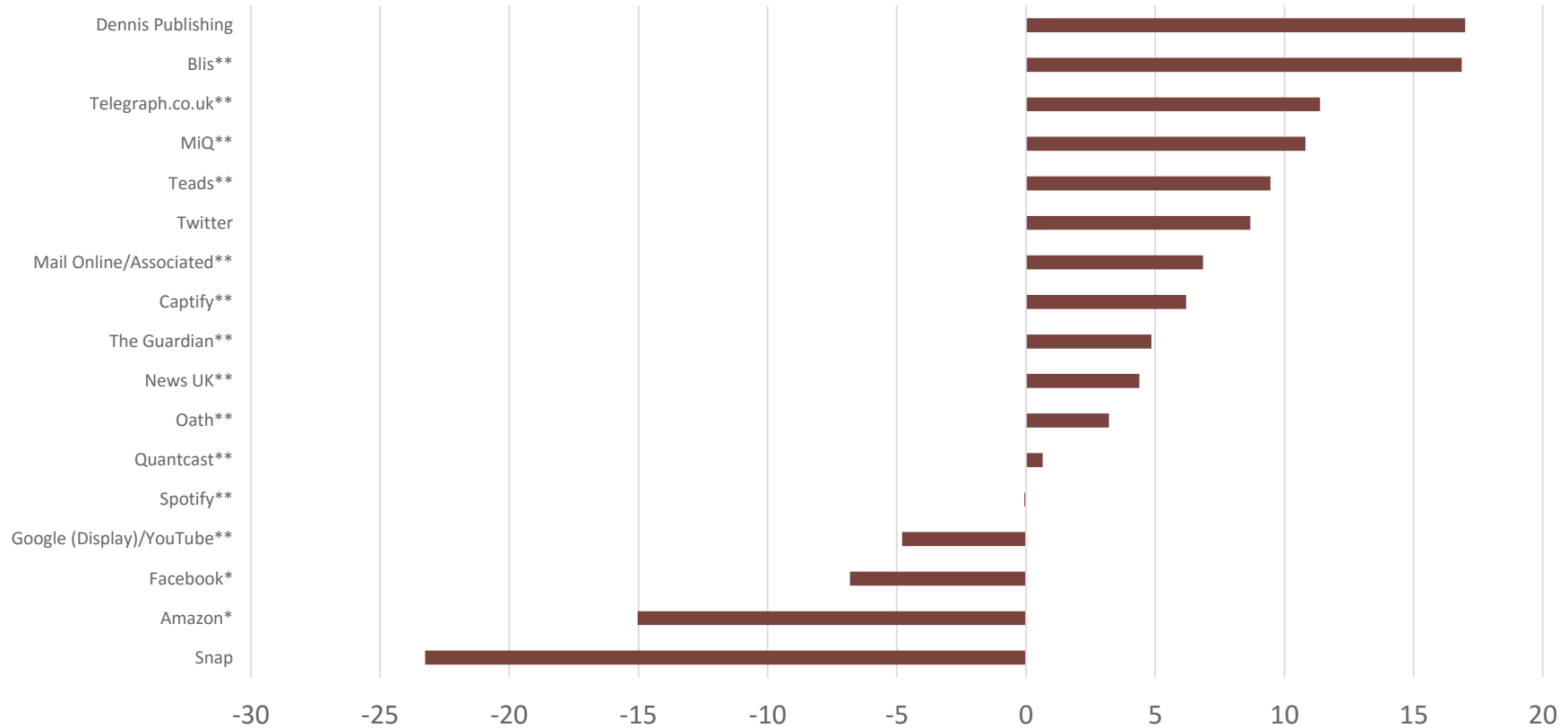
The sales team engenders a real sense of an agency/media owner partnership Spring 2019

% agree strongly/agree



The sales team engenders a real sense of an agency/media owner partnership Spring 2019 vs Autumn 2018

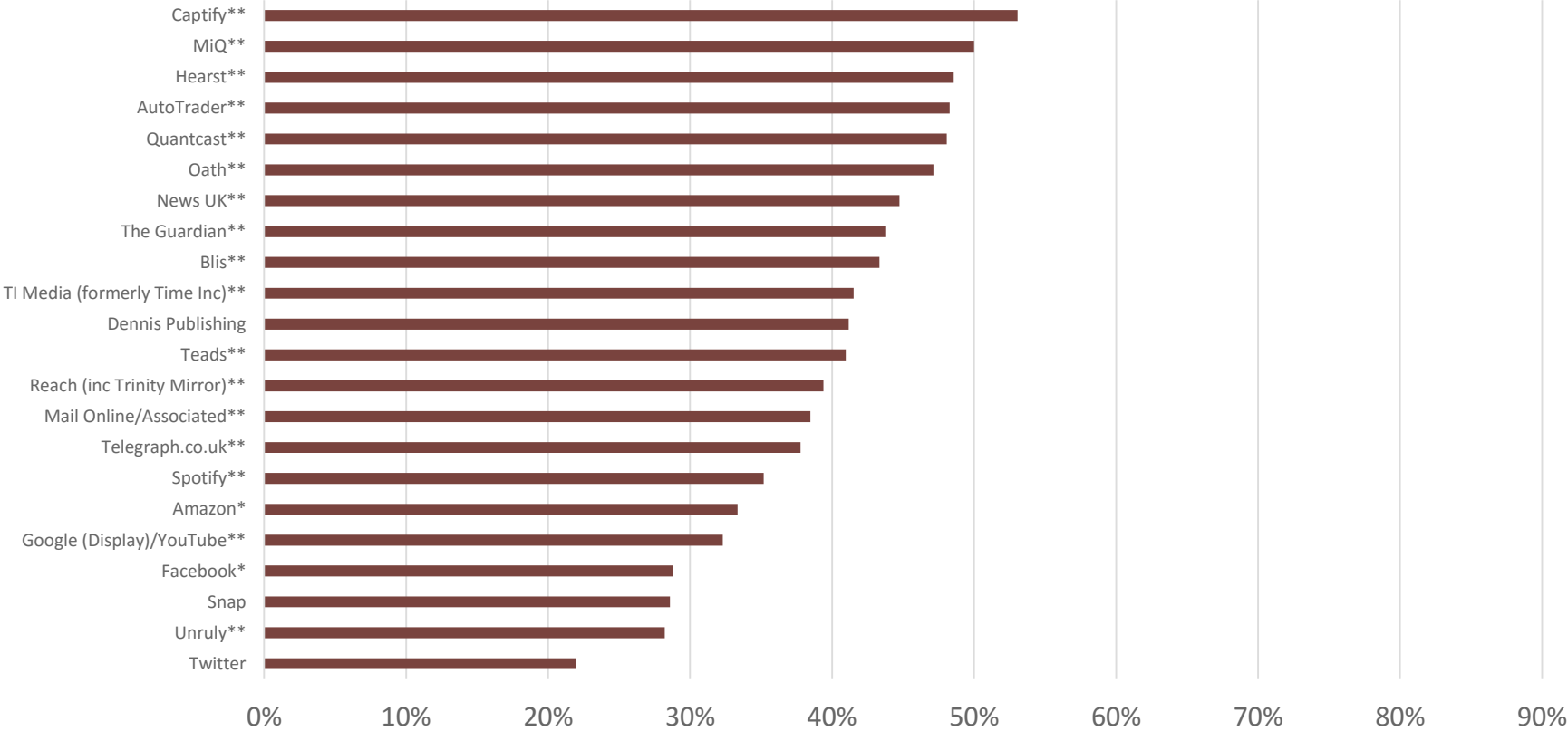
% points change



The media owner successfully communicates direct contact they have with clients

Spring 2019

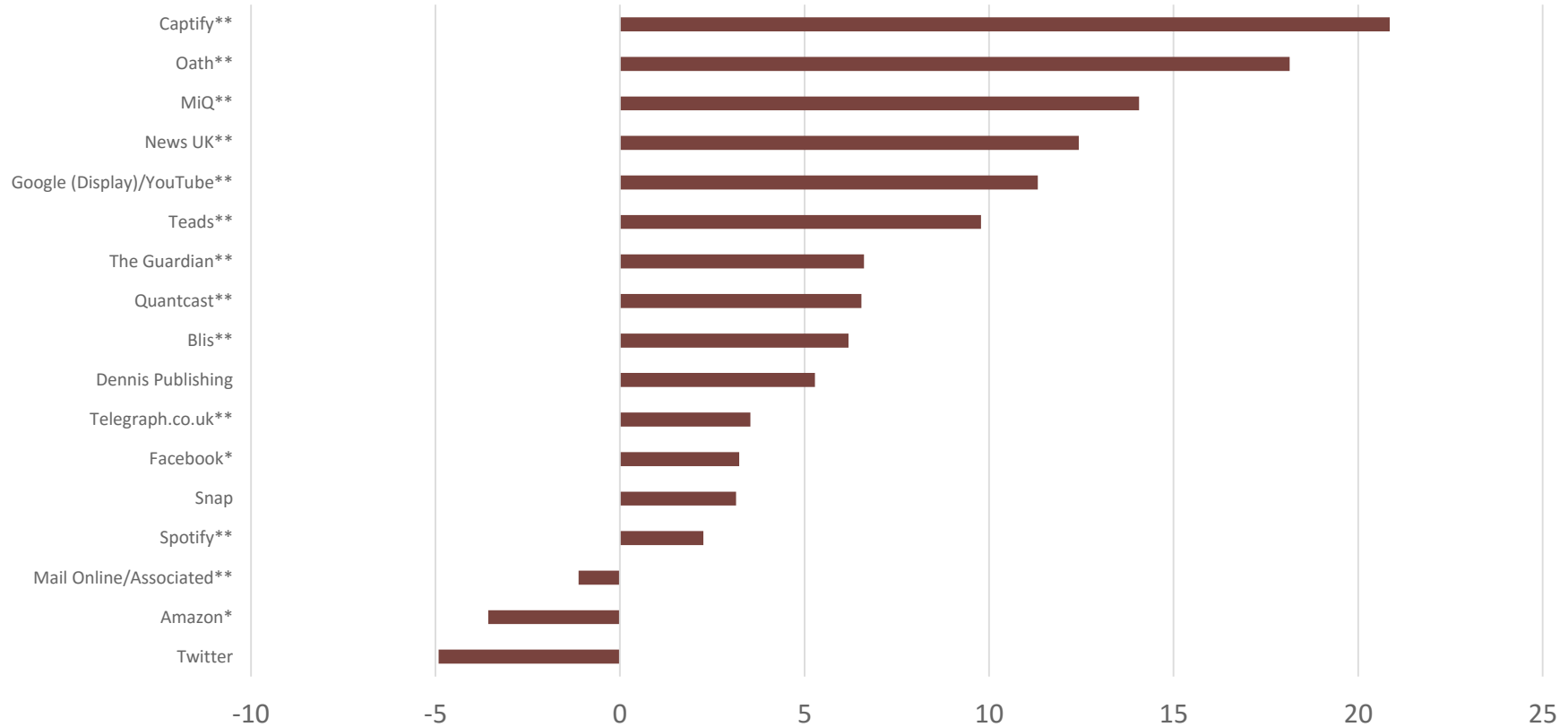
% agree strongly/agree



*DTSG Signatory, ** DTSG Signatory & Certified

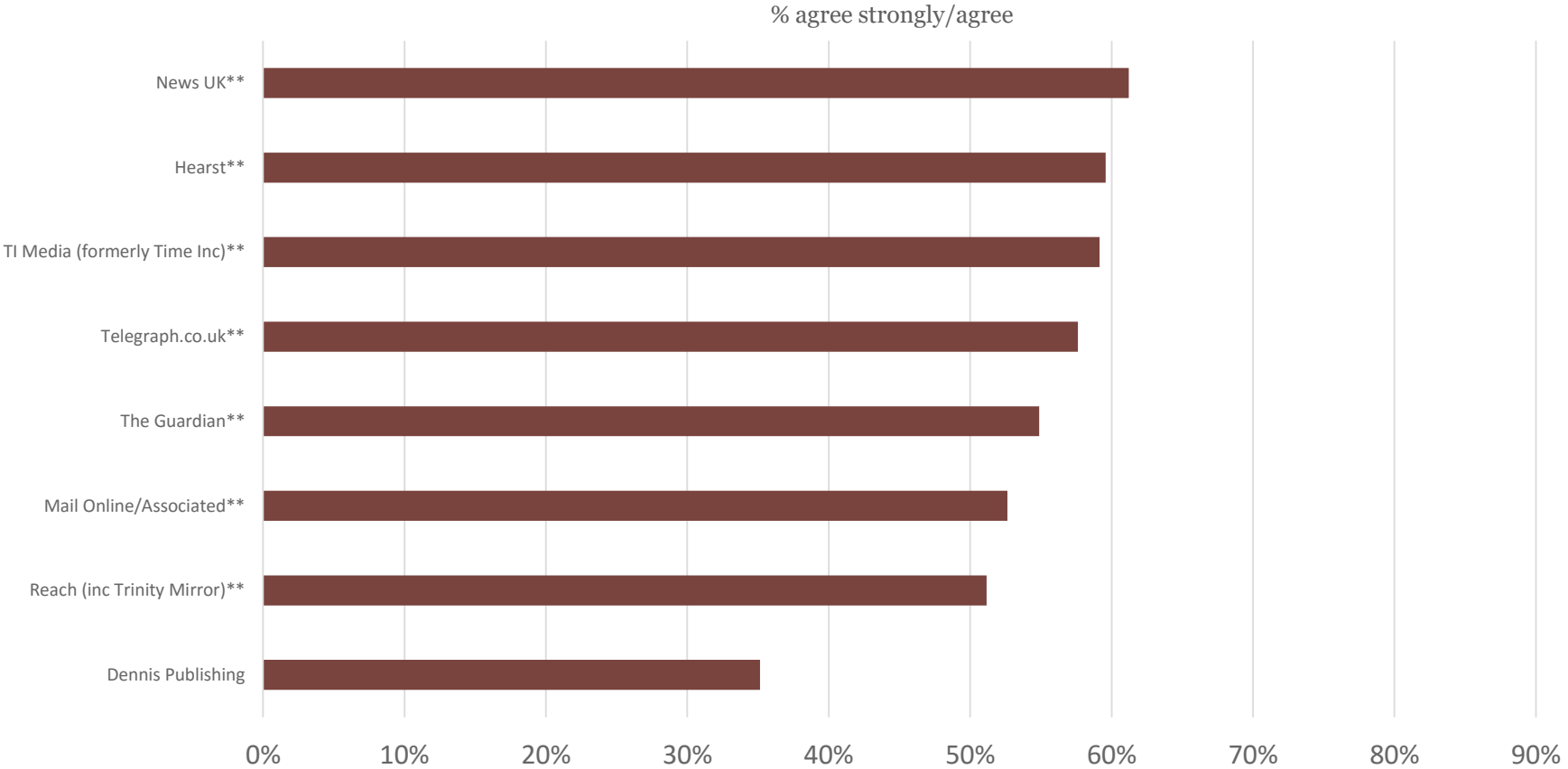
The media owner successfully communicates direct contact they have with clients Spring 2019 vs Autumn 2018

% points change



The media owner demonstrates a good understanding of how cross-media opportunities can be exploited

Spring 2019

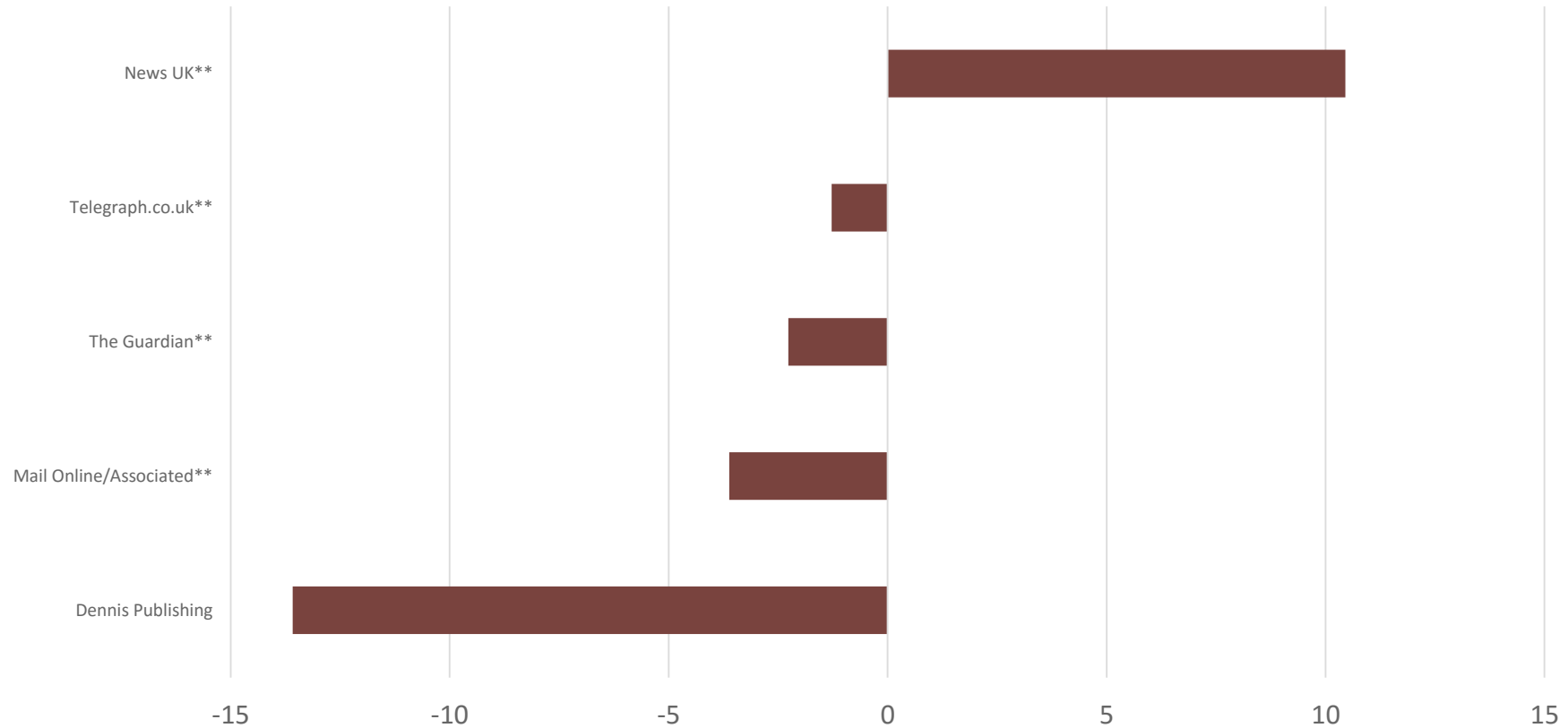


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The media owner demonstrates a good understanding of how cross-media opportunities can be exploited

Spring 2019 vs Autumn 2018

% point change

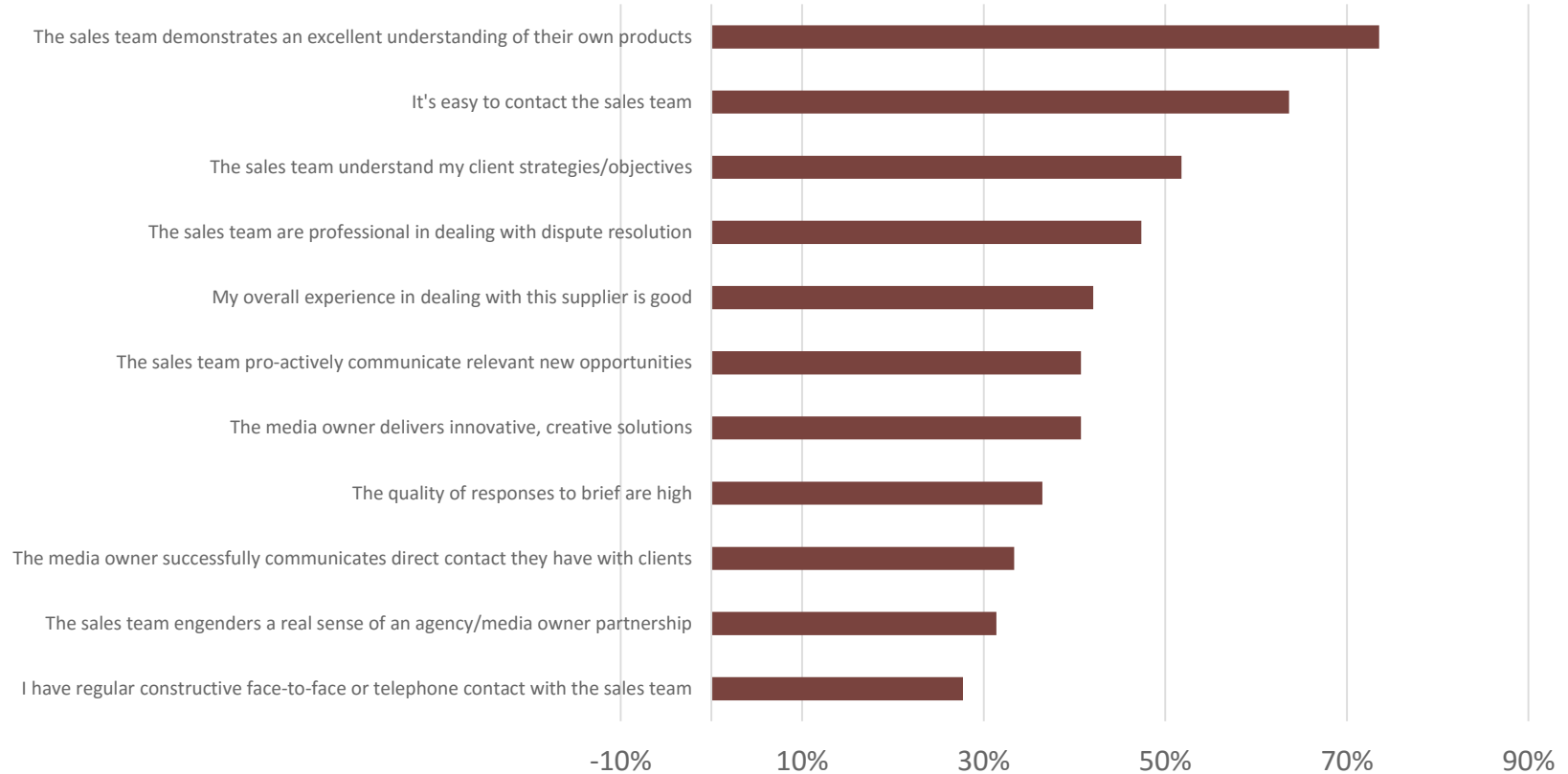


Rankings by Supplier
% strongly agree/agree

Amazon*

Spring 2019

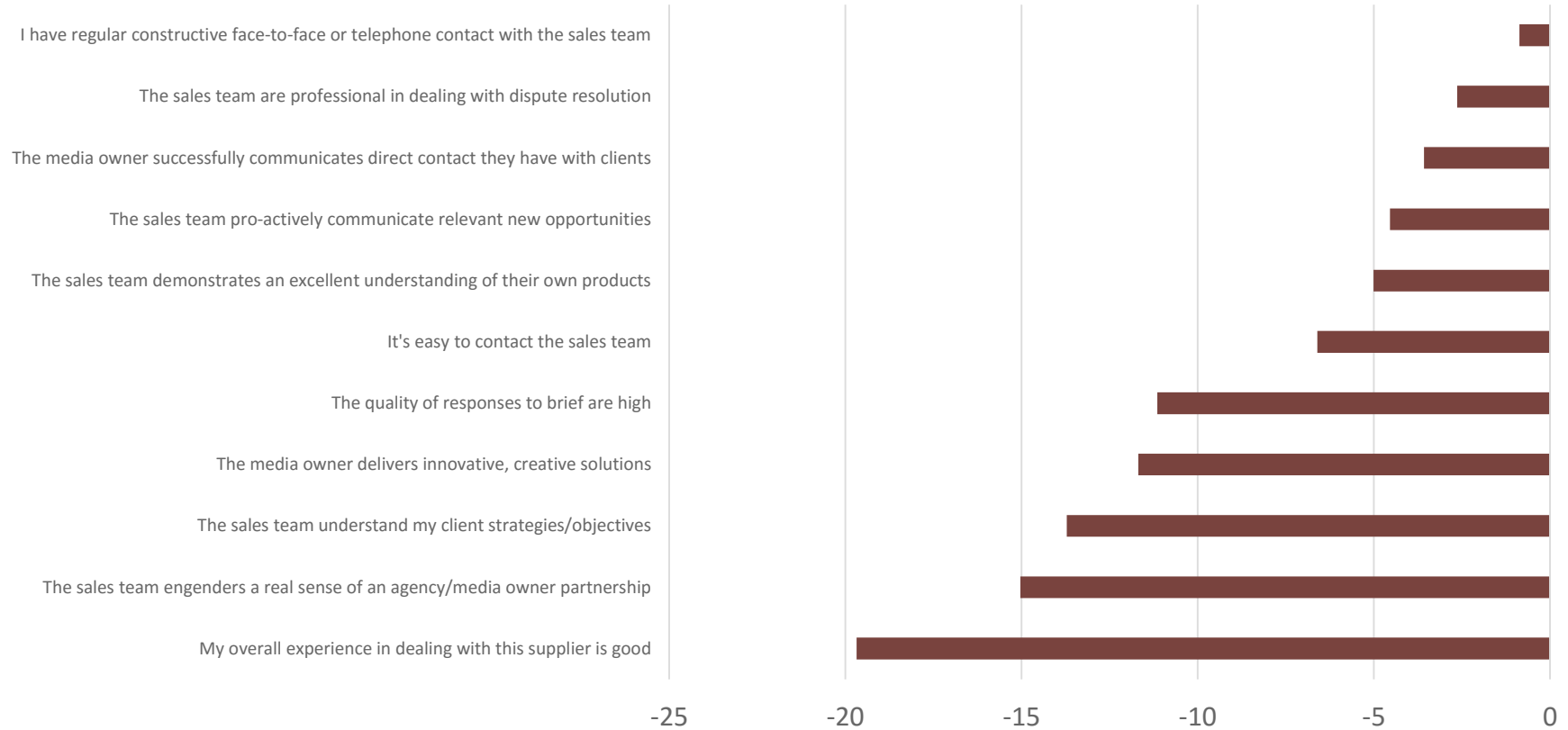
% agree strongly/agree



Amazon*

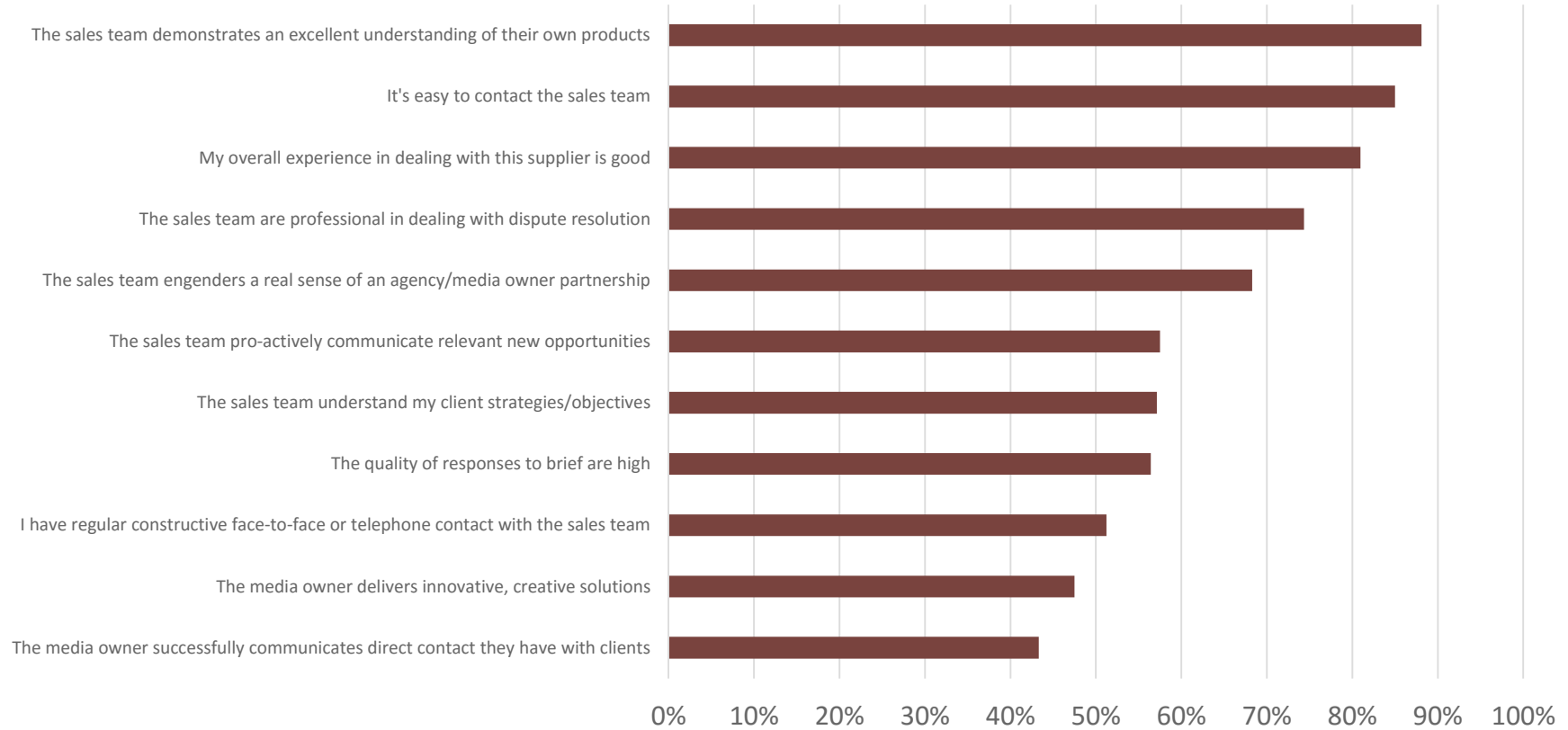
Spring 2019 vs Autumn 2018

% points change



Blis** Spring 2019

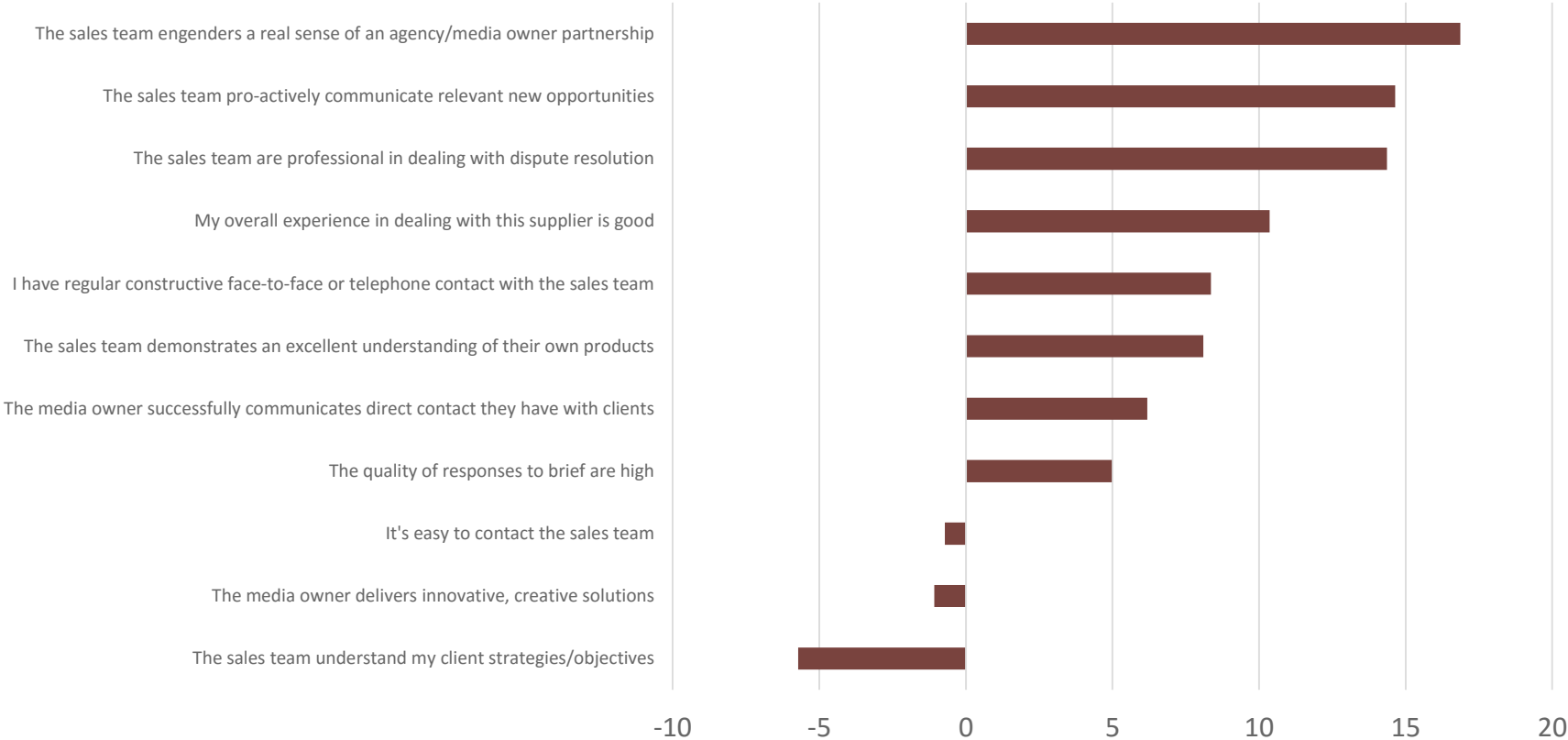
% agree strongly/agree



Blis**

Spring 2019 vs Autumn 2018

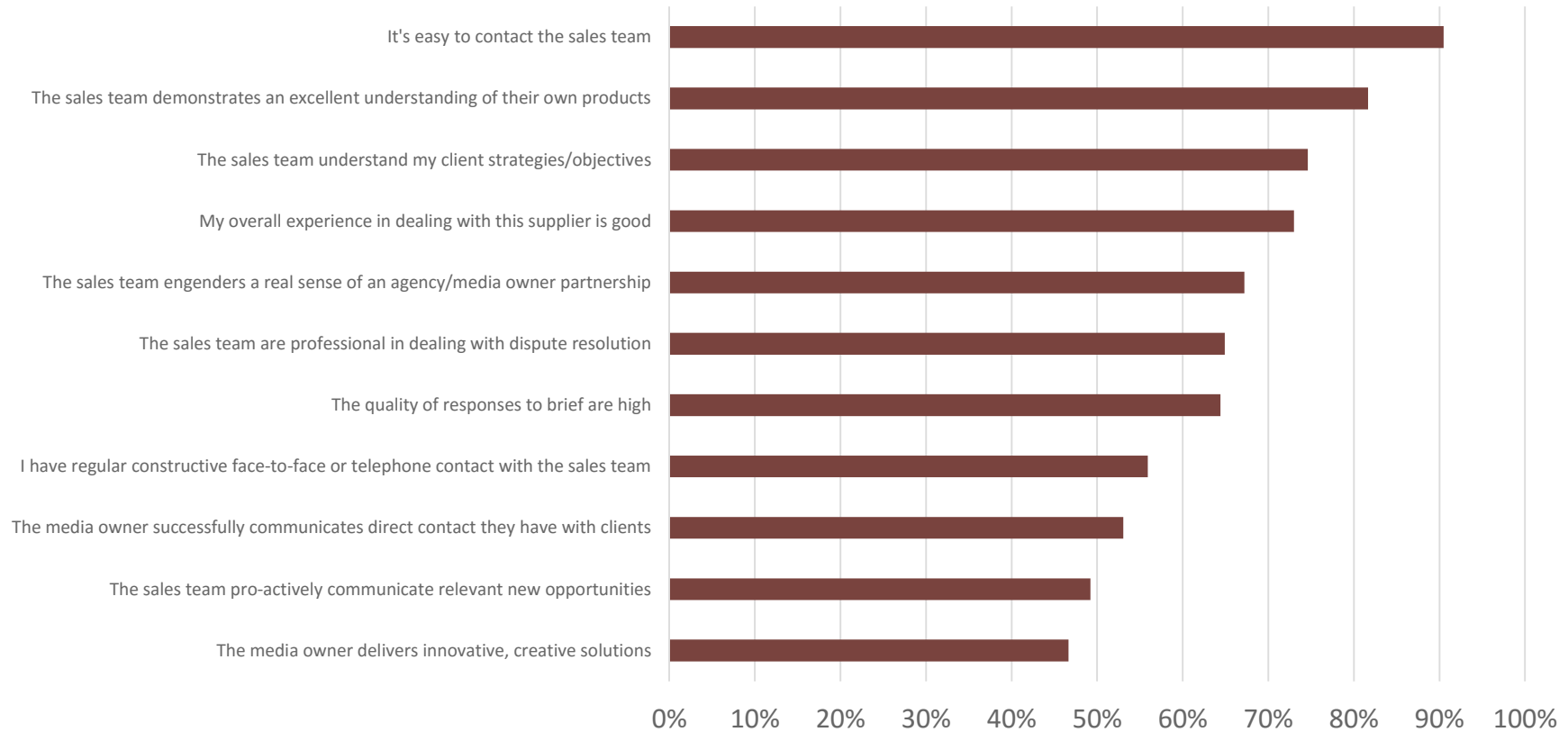
% points change



*DTSG Signatory, ** DTSG Signatory & Certified

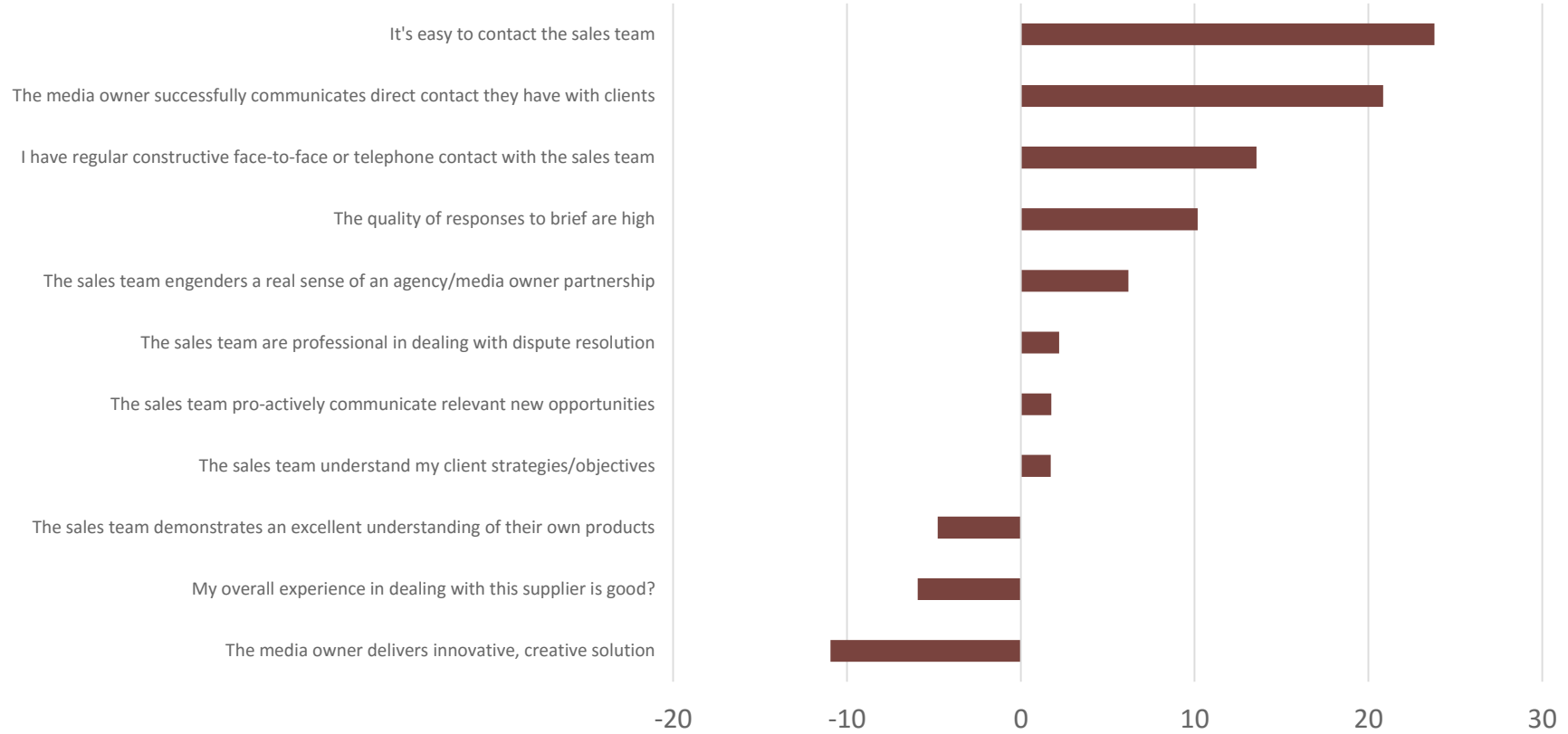
Captify** Spring 2019

% agree strongly/agree



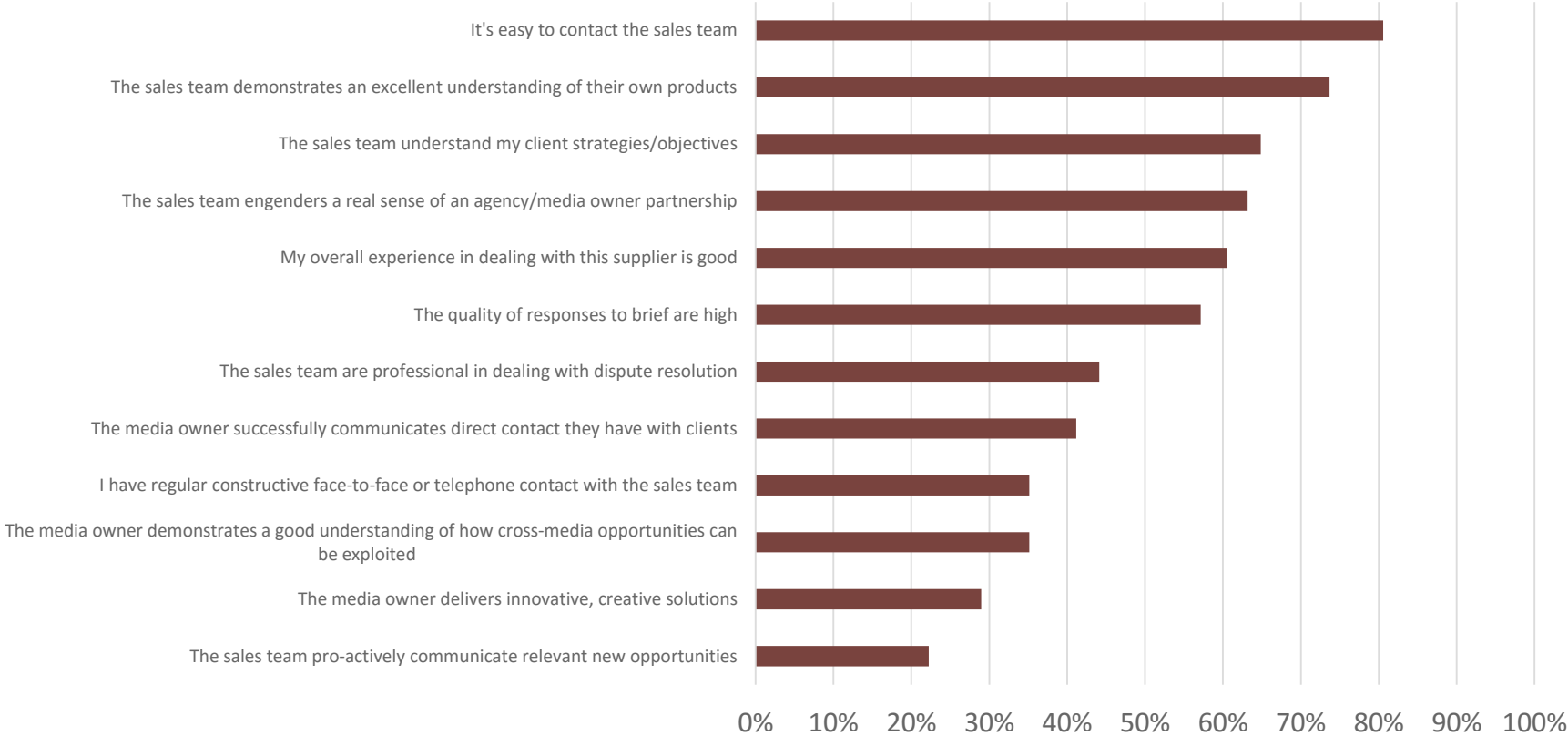
Captify** Spring 2019 vs Autumn 2018

% points change



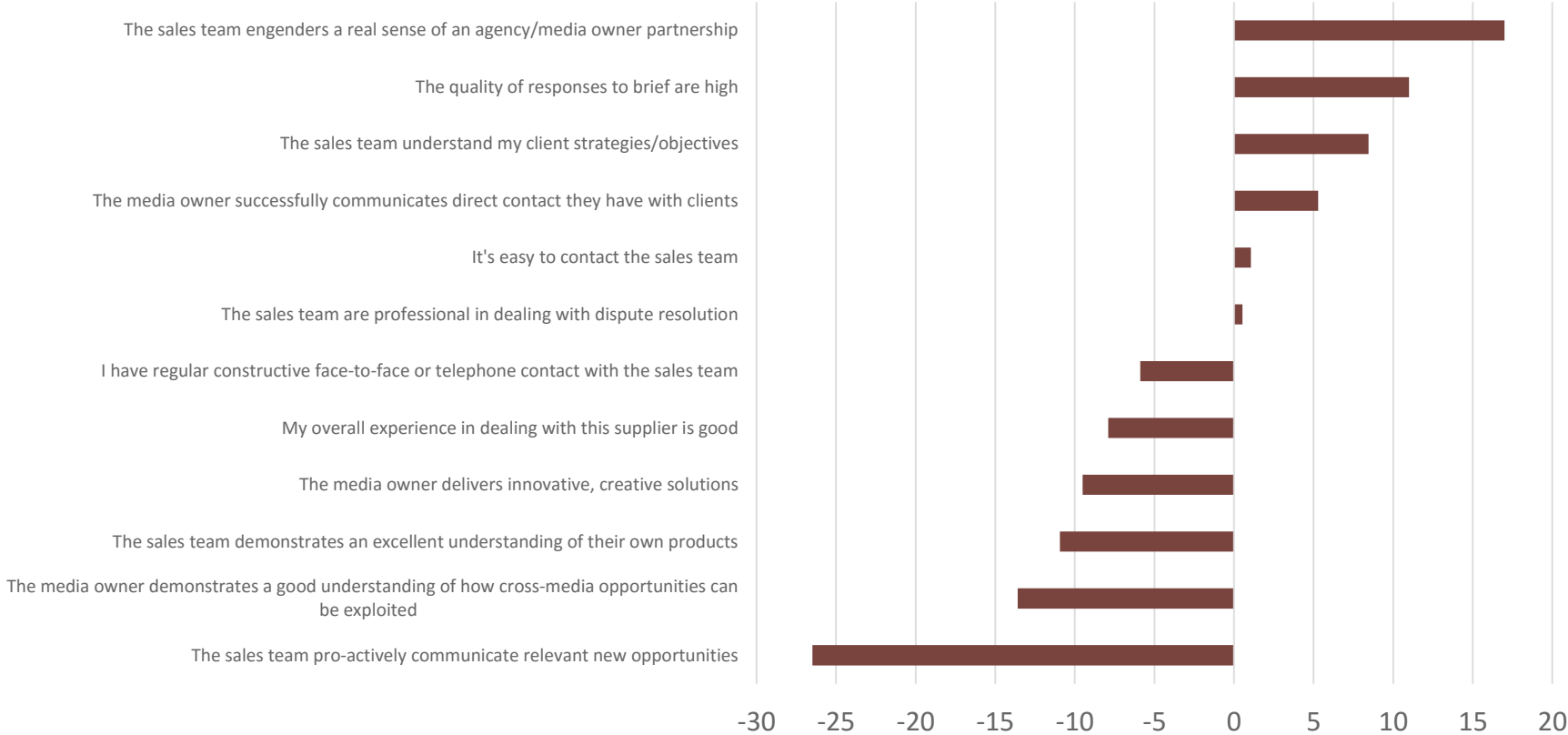
Dennis Publishing Spring 2019

% agree strongly/agree



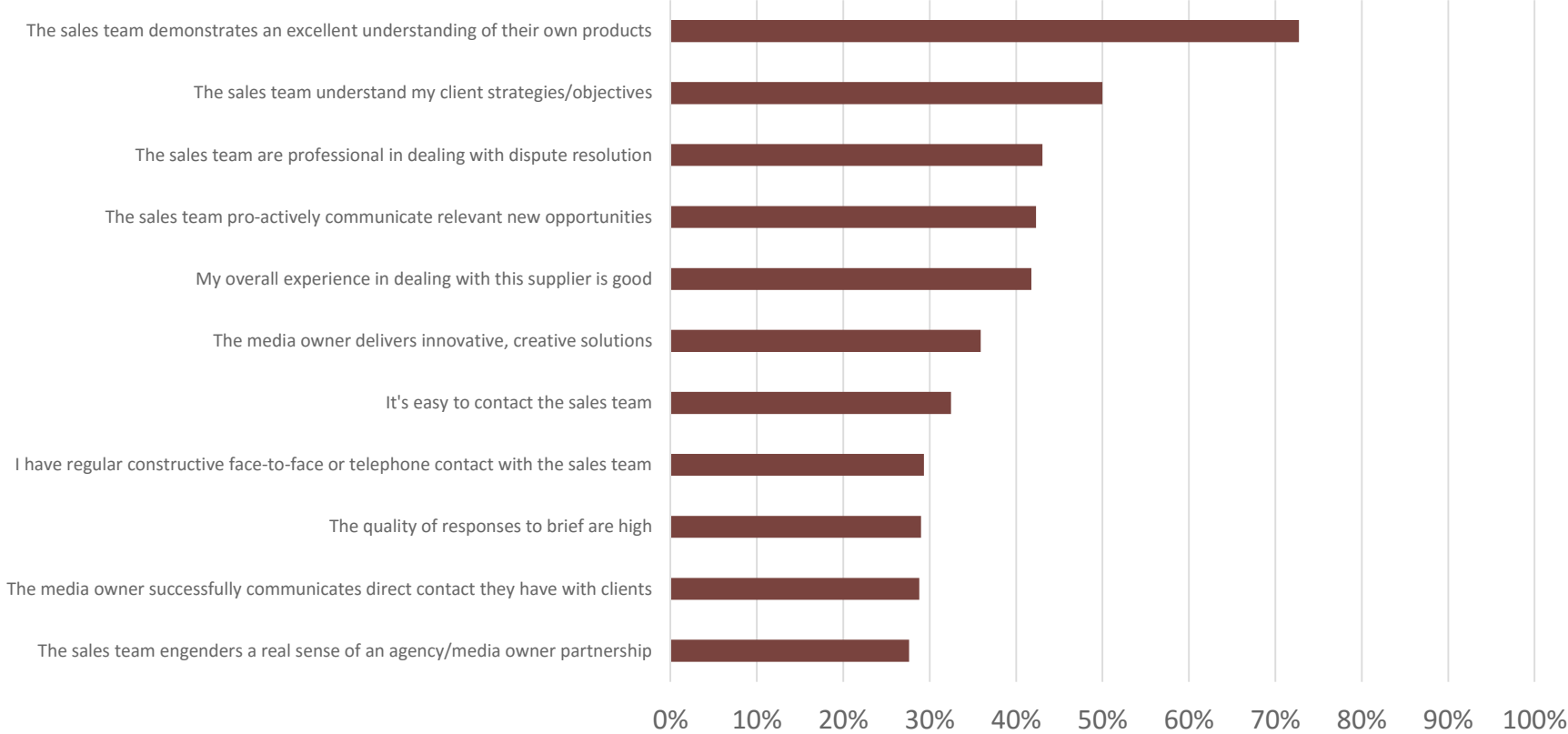
Dennis Publishing Spring 2019 vs Autumn 2018

% points change



Facebook* Spring 2019

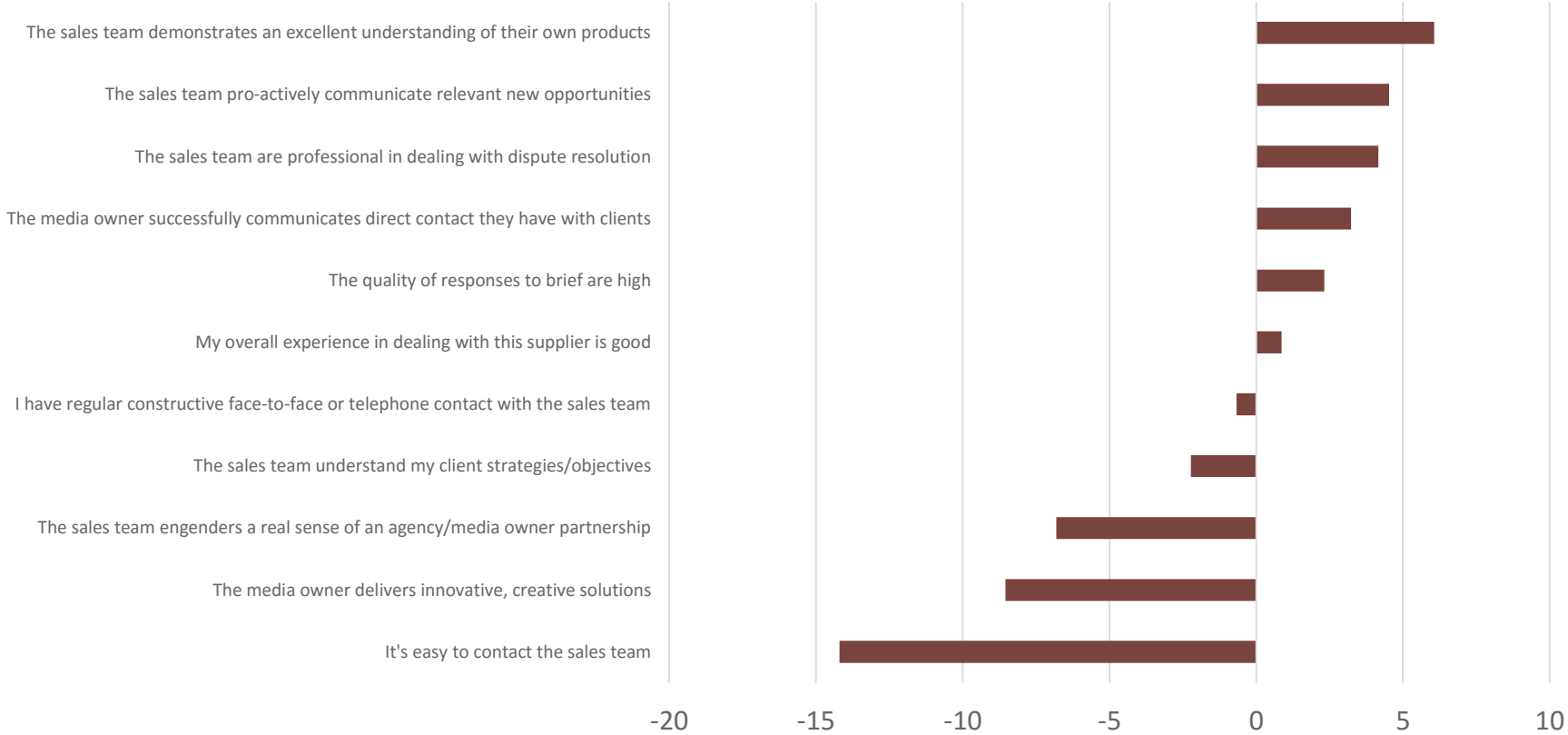
% agree strongly/agree



Facebook*

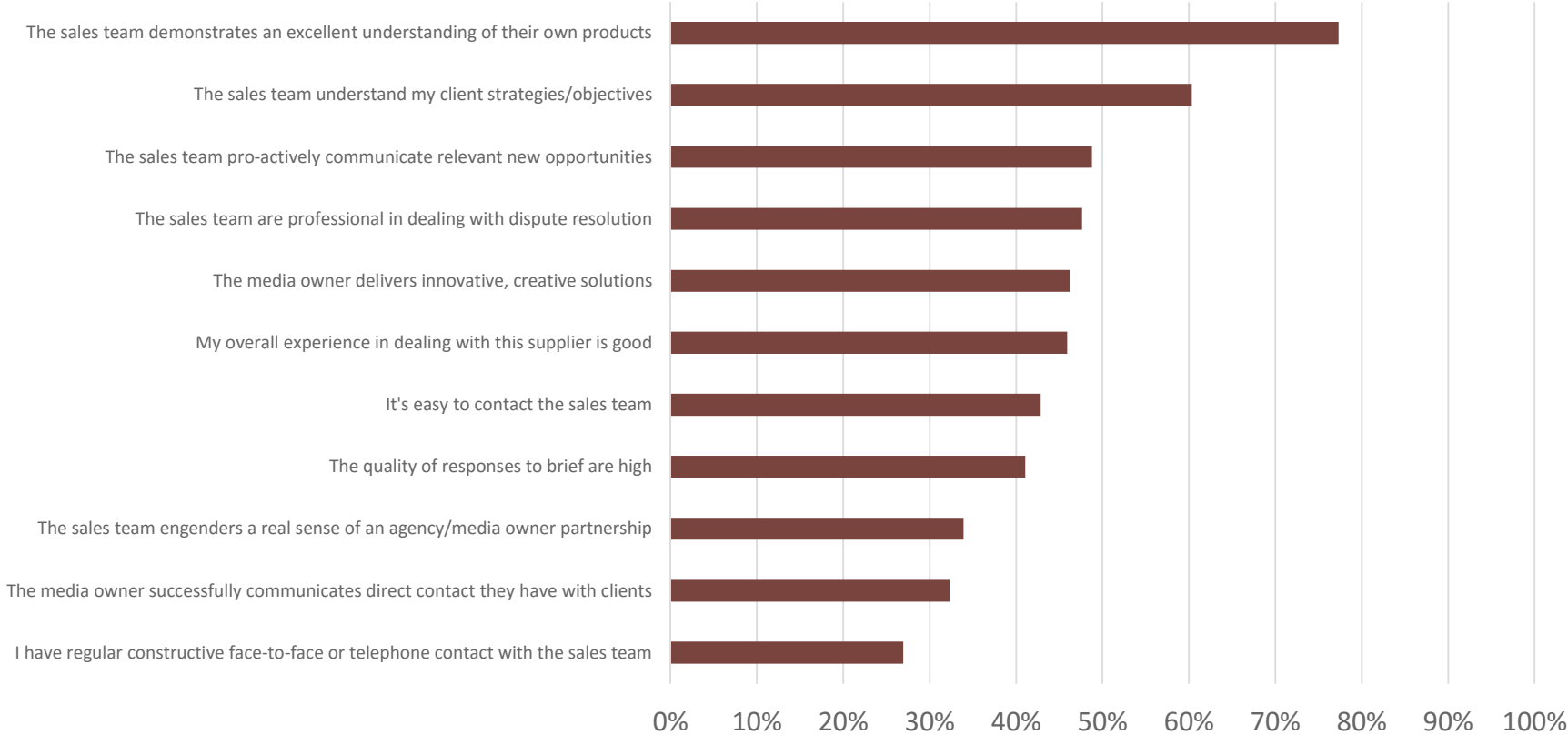
Spring 2019 vs Autumn 2018

% points change



Google (Display)/YouTube** Spring 2019

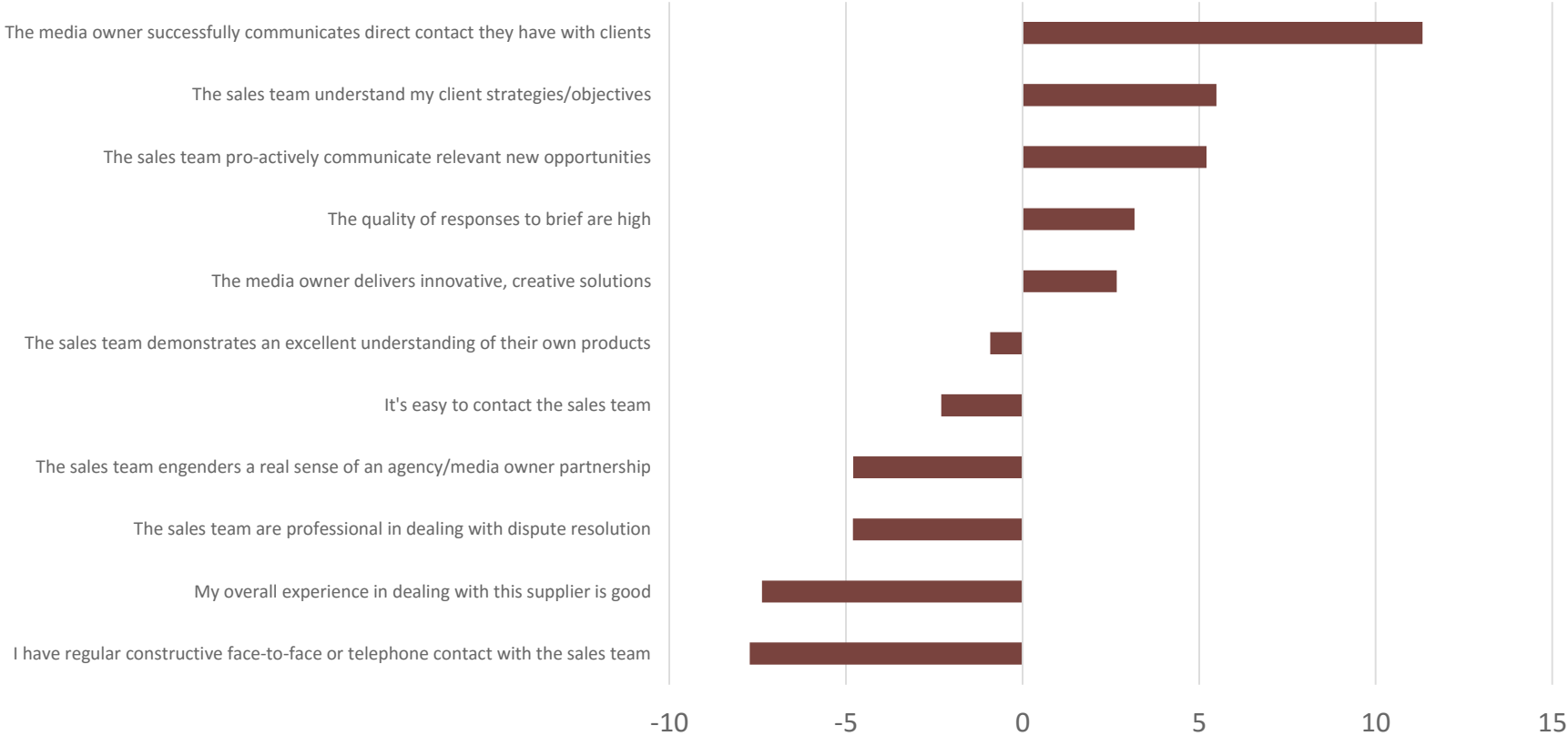
% agree strongly/agree



*DTSG Signatory. ** DTSG Signatory & Certified

Google (Display)/YouTube** Spring 2019 vs Autumn 2018

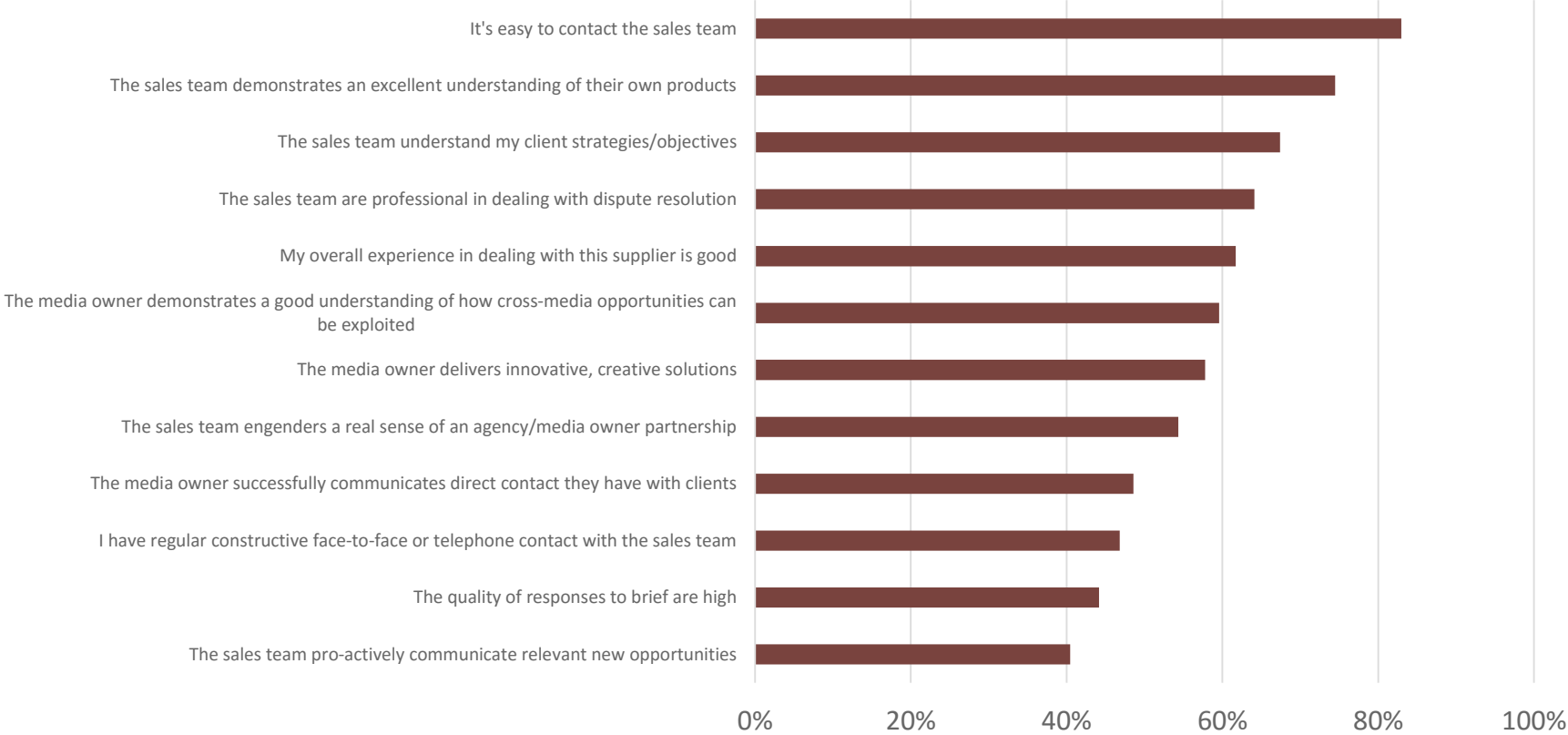
% points change



*DTSG Signatory, ** DTSG Signatory & Certified

Hearst** Spring 2019

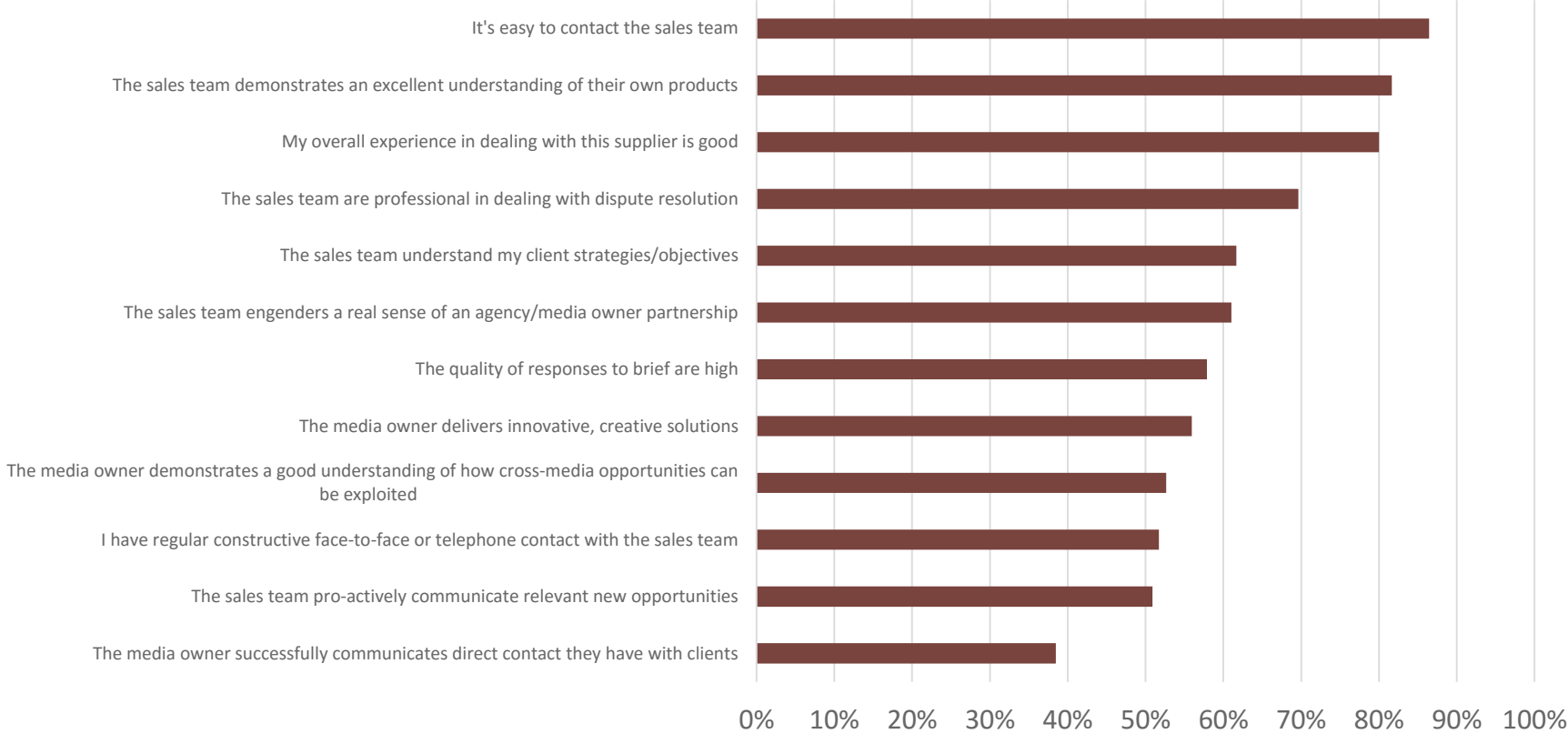
% agree strongly/agree



*DTSG Signatory, ** DTSG Signatory & Certified

Mail Online/Associated** Spring 2019

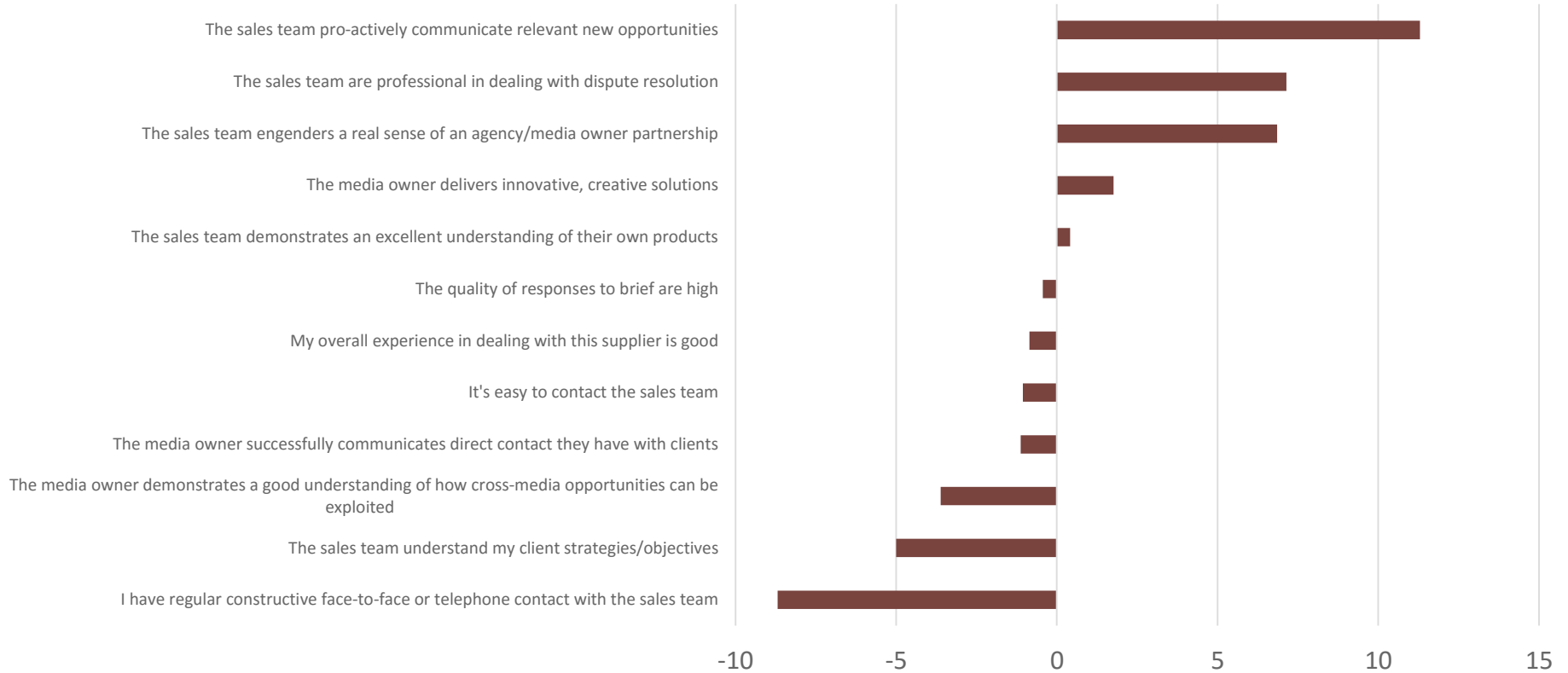
% agree strongly/agree



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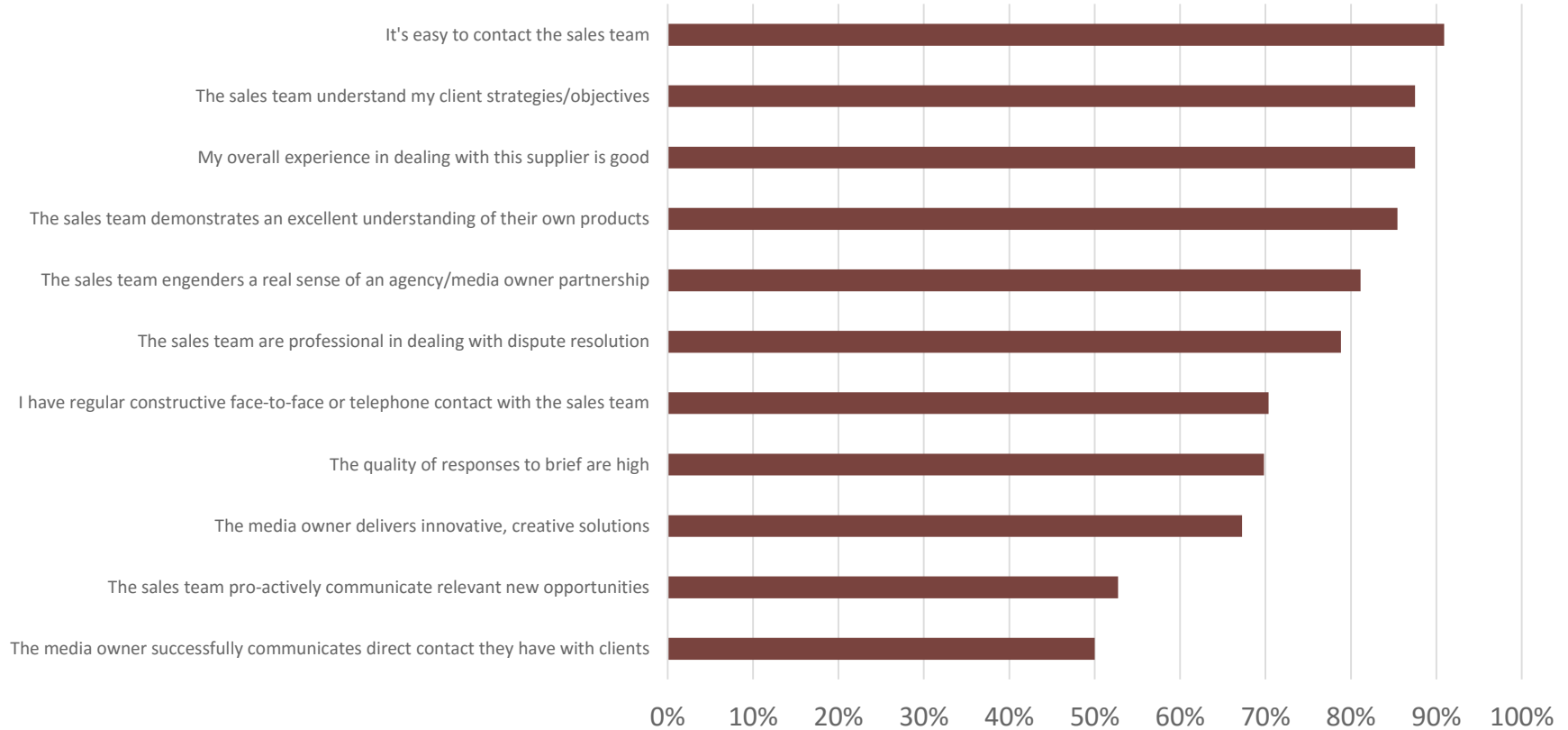
Mail Online/Associated** Spring 2019 vs Autumn 2018

% points change



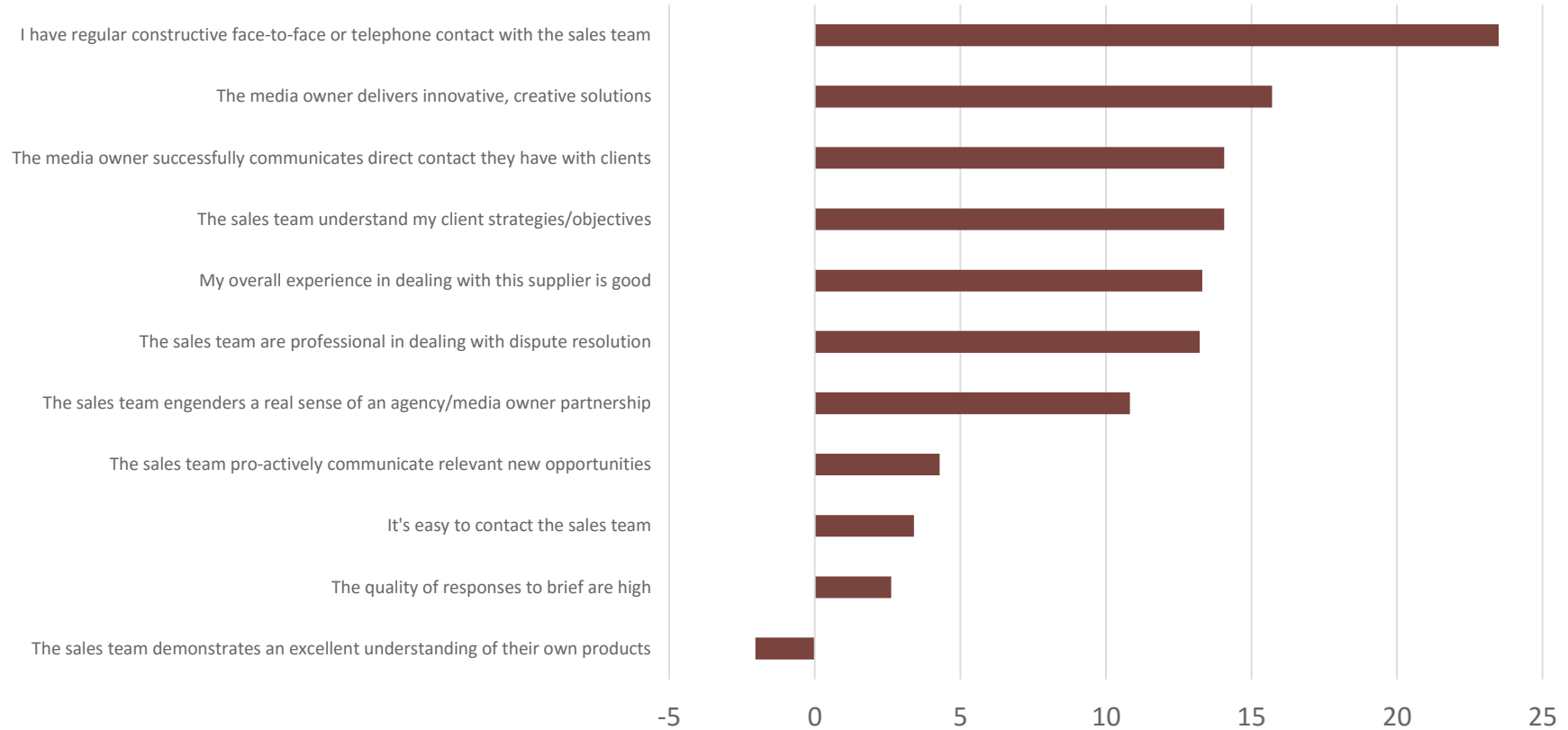
MiQ** Spring 2019

% agree strongly/agree



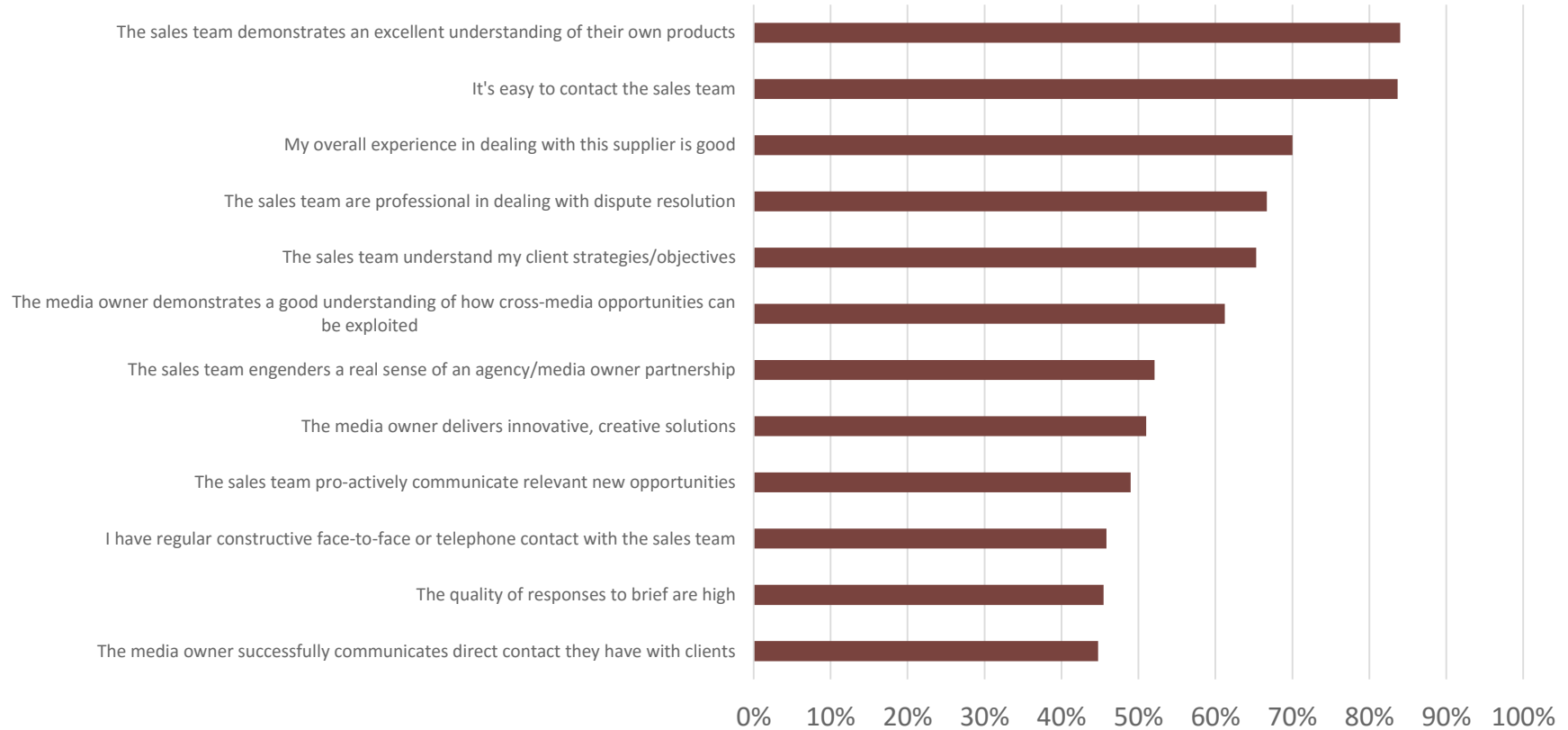
MiQ** Spring 2019 vs Autumn 2018

% points change



News UK** Spring 2019

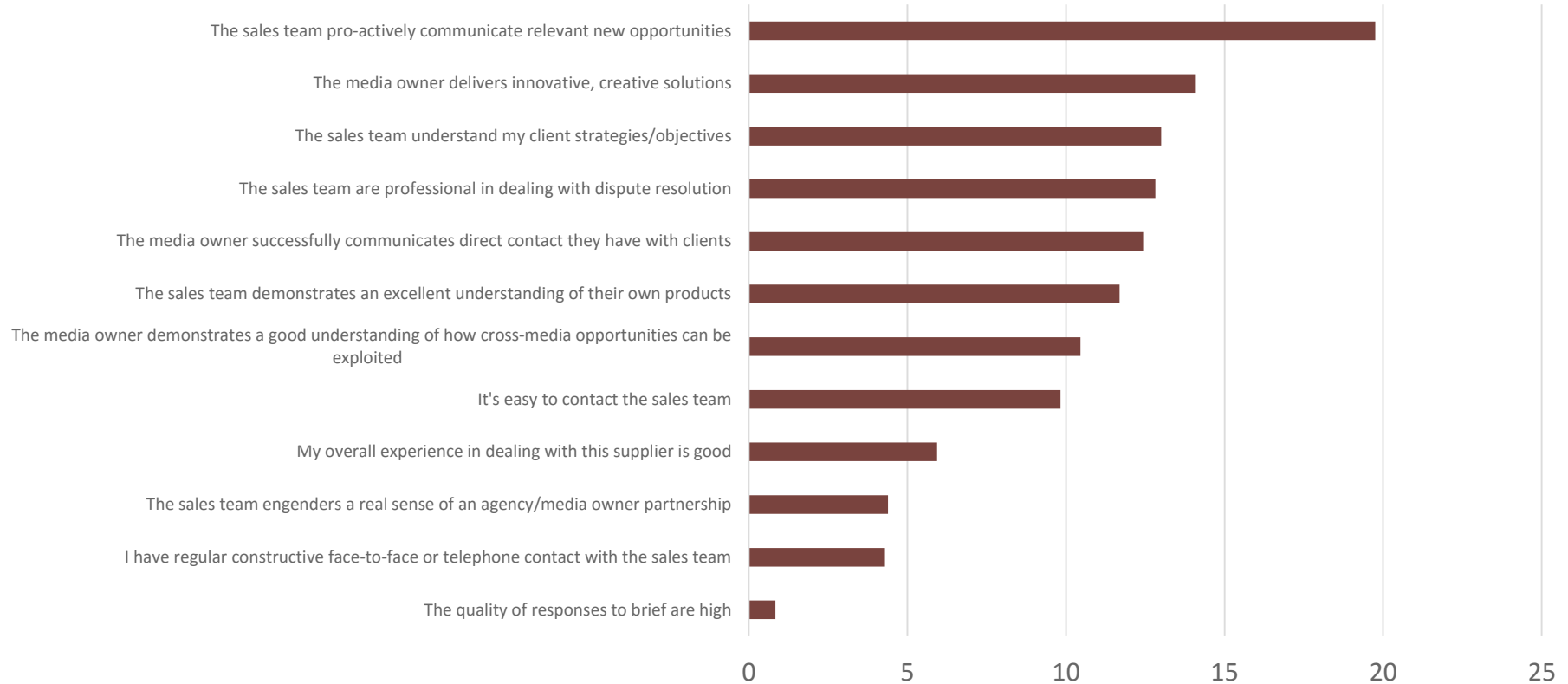
% agree strongly/agree



News UK**

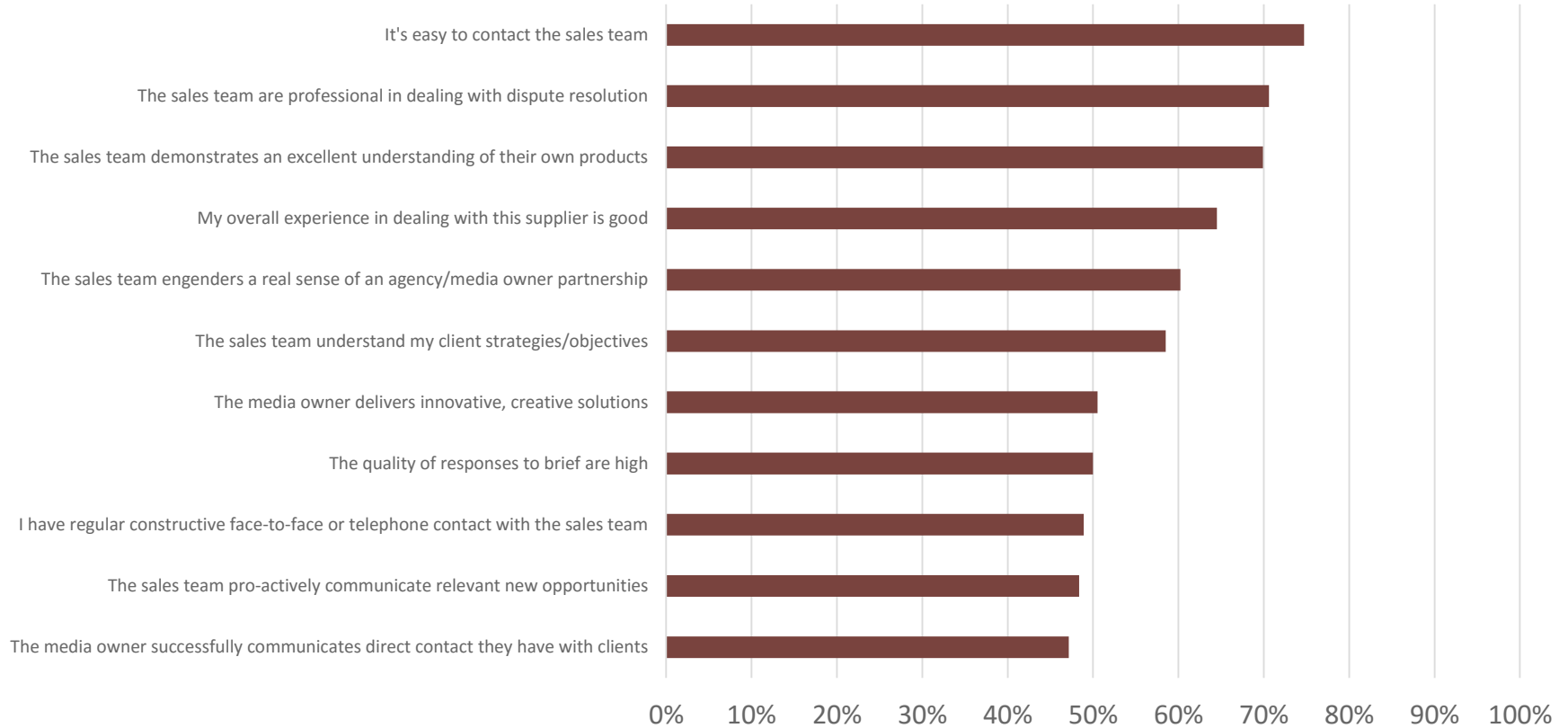
Spring 2019 vs Autumn 2018

% points change



Oath** Spring 2019

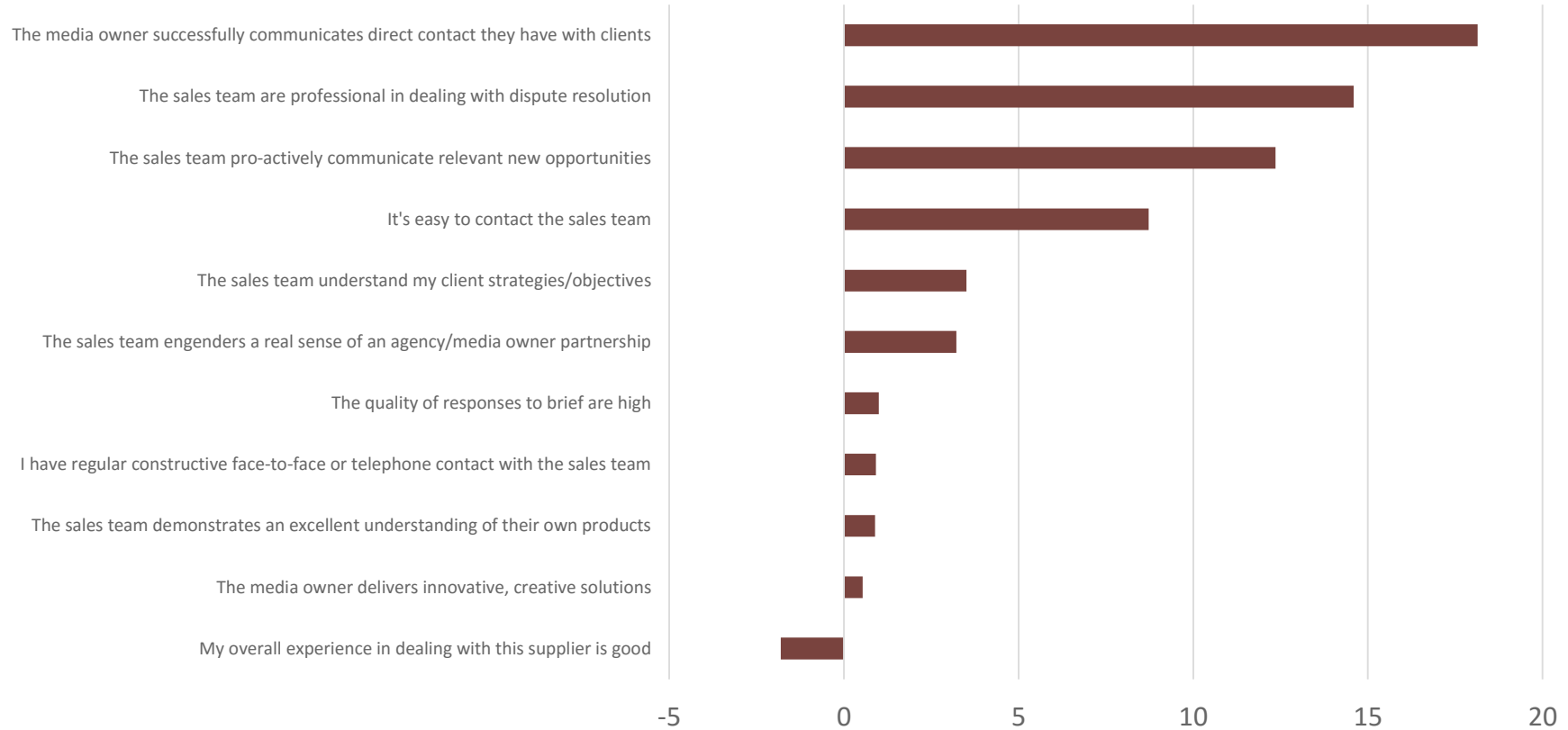
% agree strongly/agree



Oath**

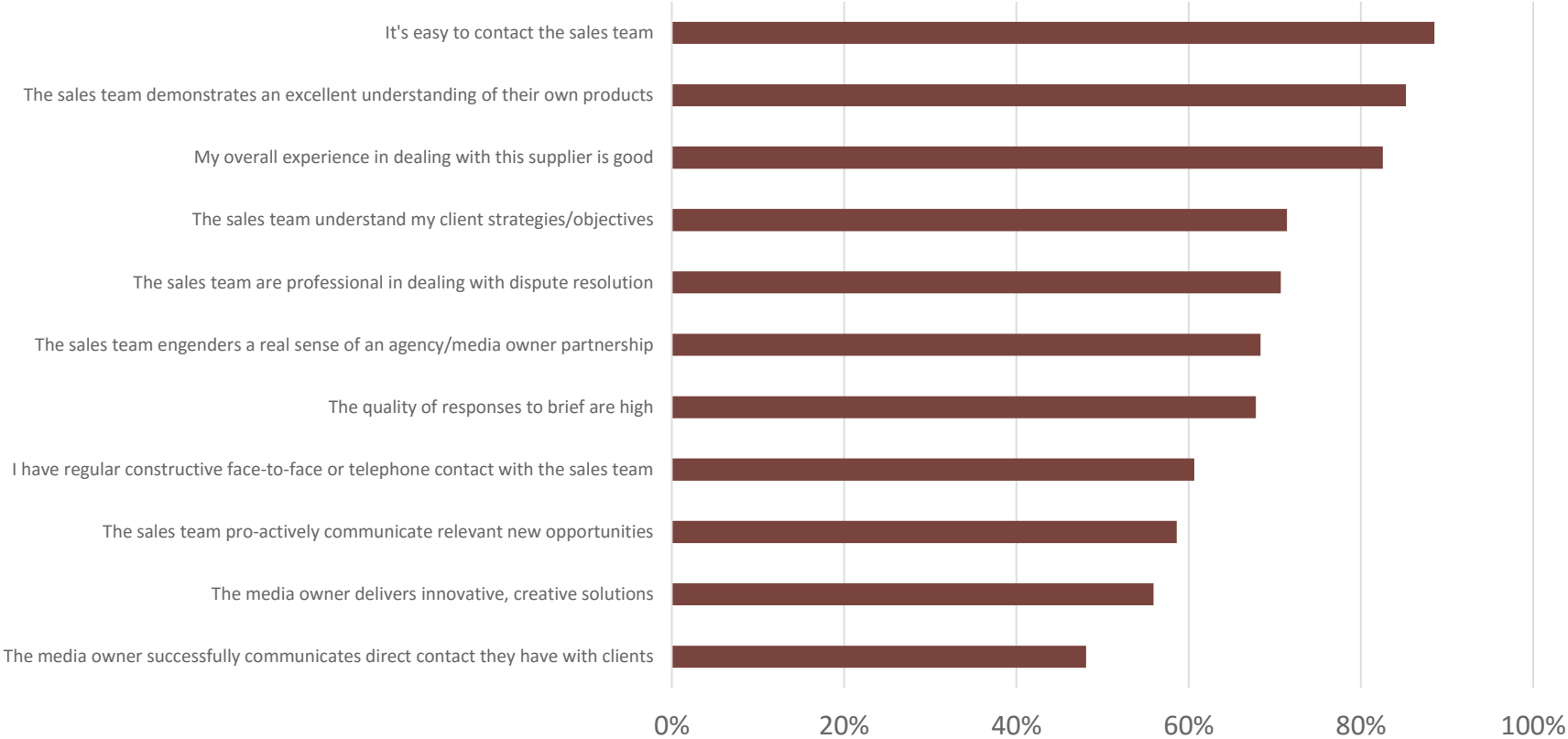
Spring 2019 vs Autumn 2018

% points change



Quantcast** Spring 2019

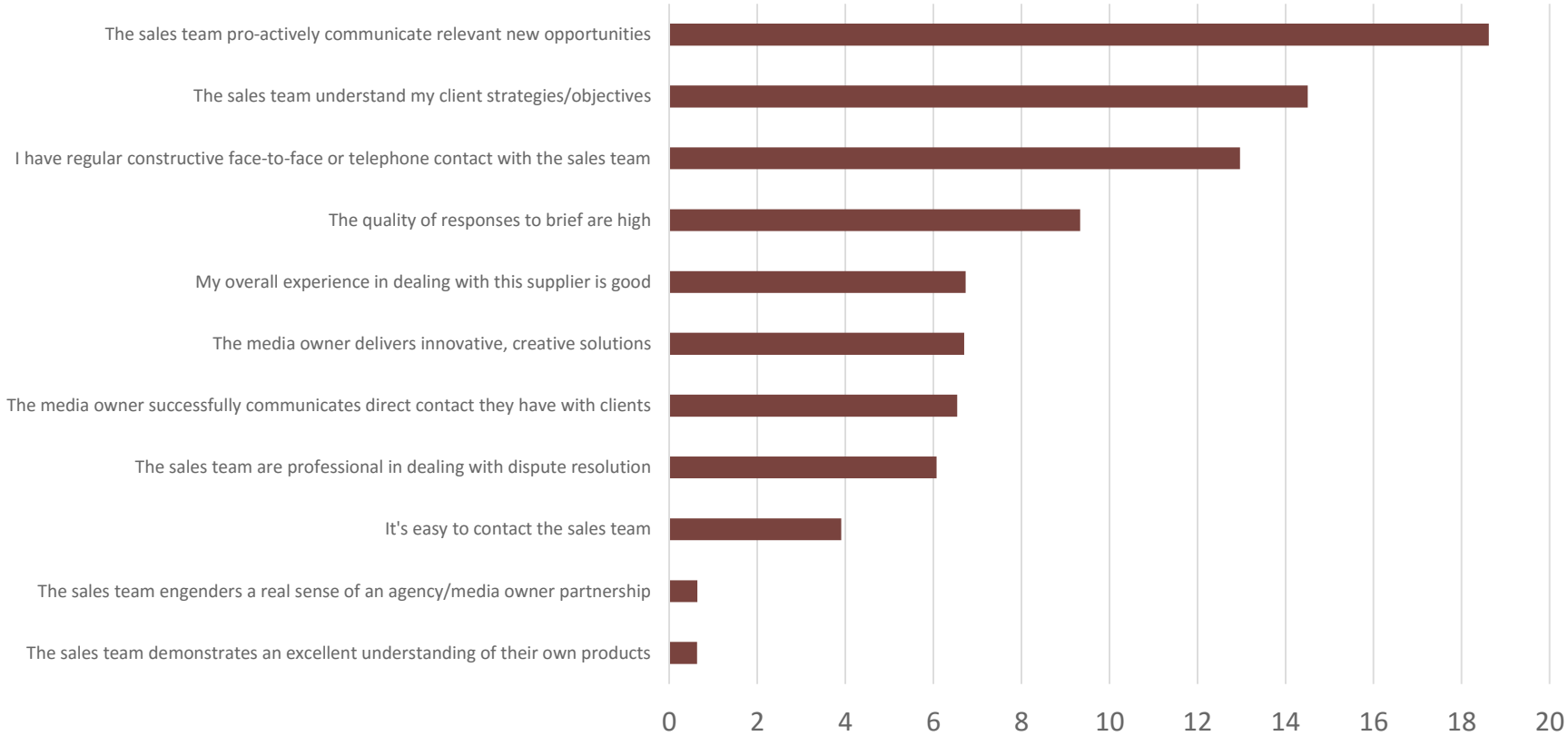
% agree strongly/agree



*DTSG Signatory. ** DTSG Signatory & Certified

Quantcast** Spring 2019 vs Autumn 2018

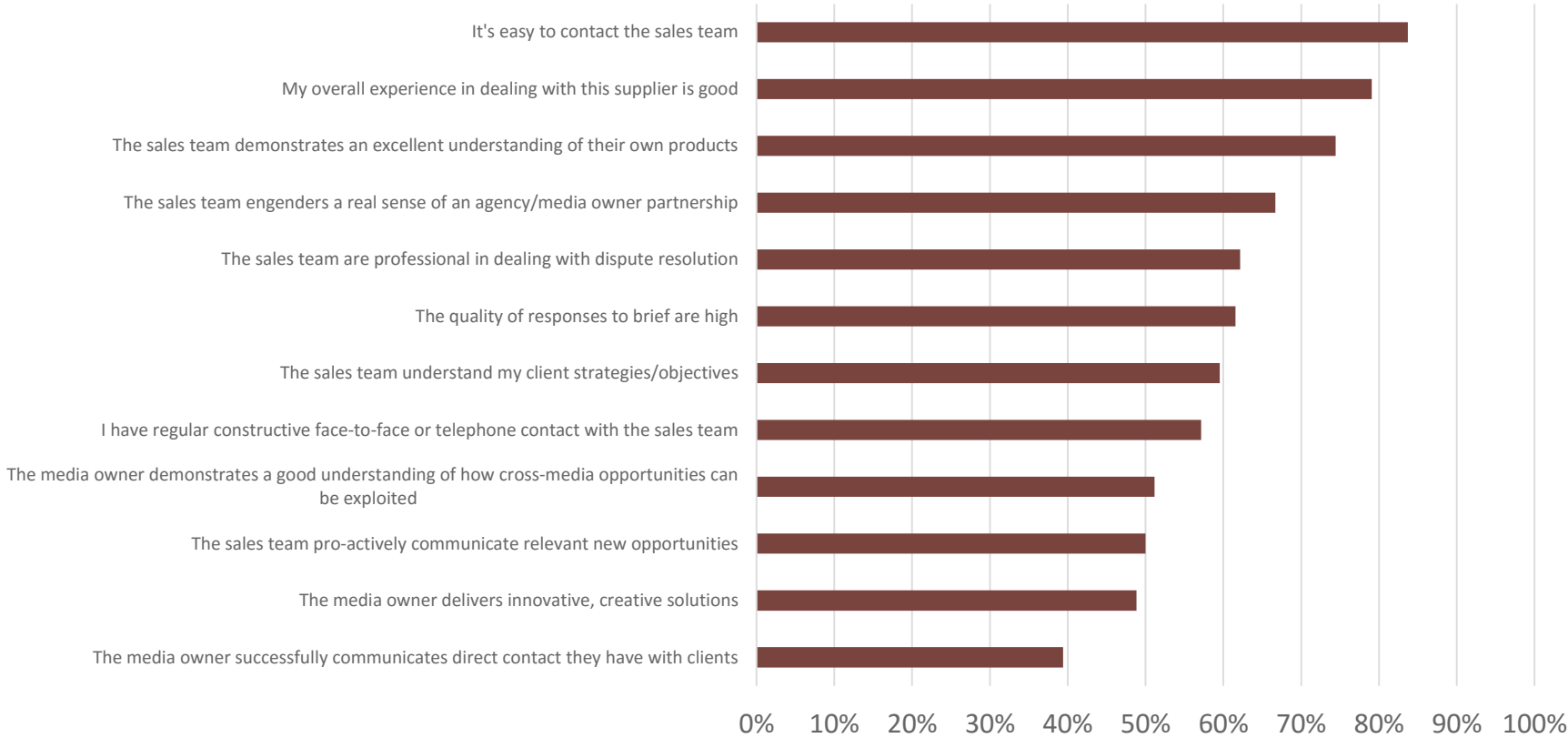
% points change



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Reach (Inc Trinity Mirror)** Spring 2019

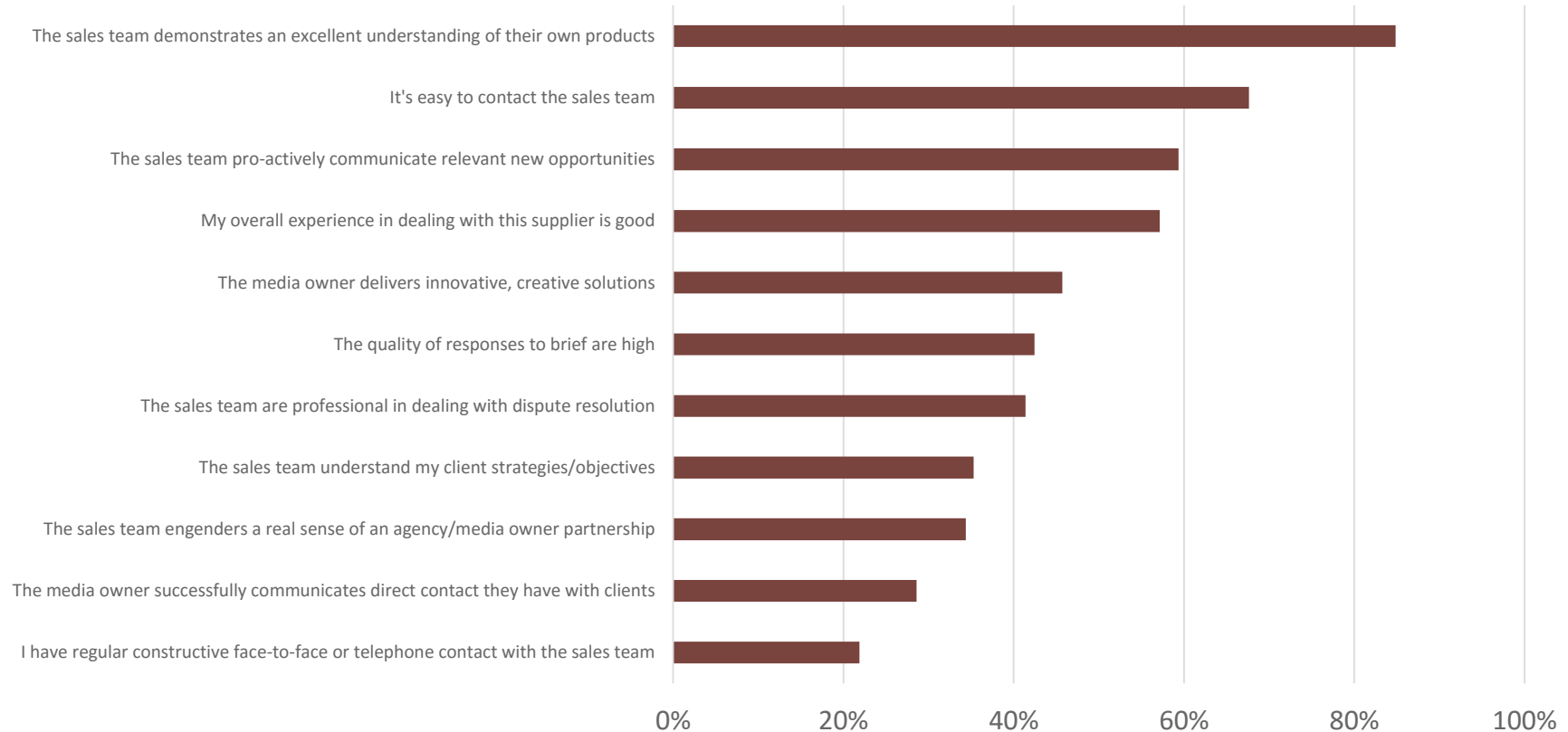
% agree strongly/agree



*DTSG Signatory, ** DTSG Signatory & Certified

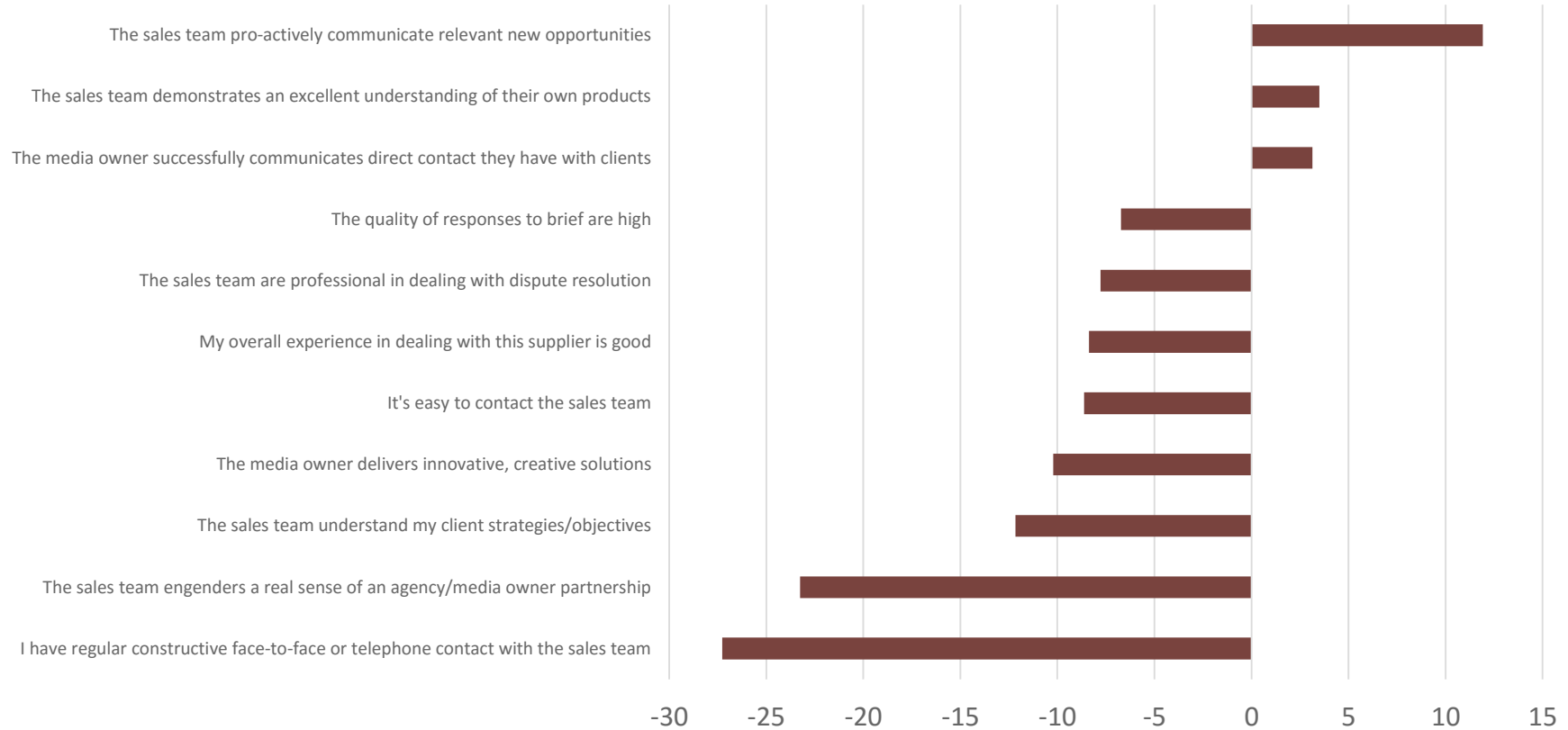
Snap Spring 2019

% agree strongly/agree



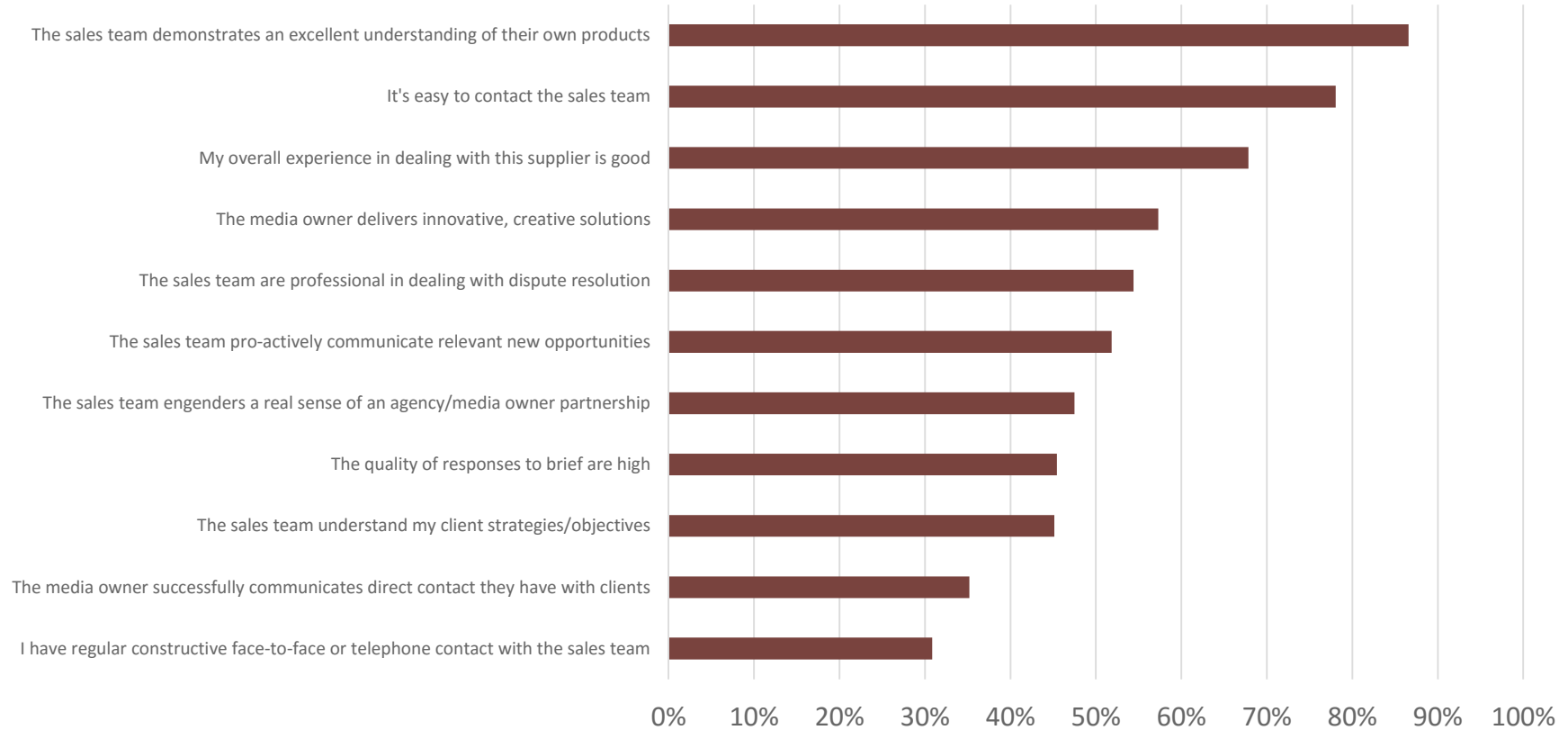
Snap Spring 2019 vs Autumn 2018

% points change



Spotify** Spring 2019

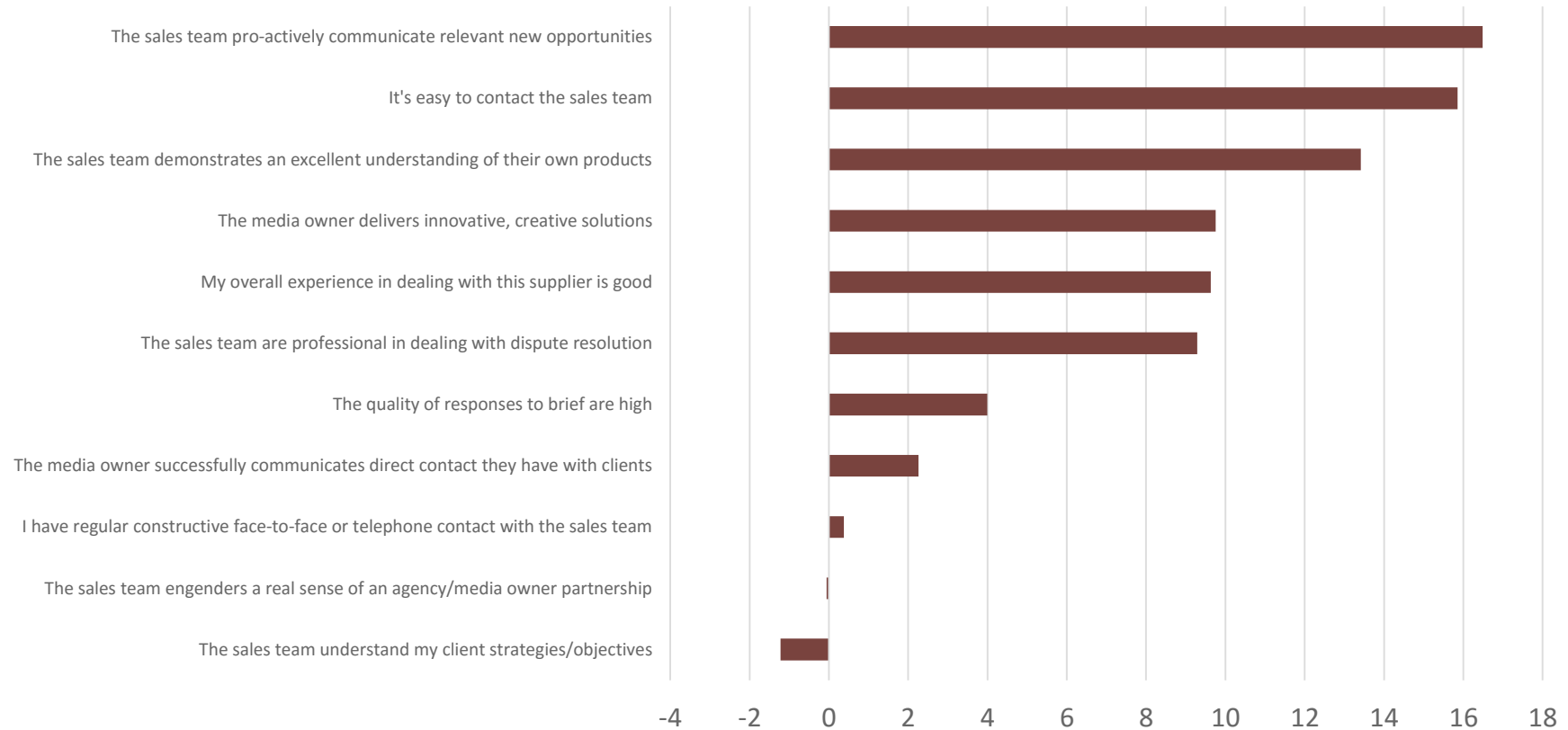
% agree strongly/agree



Spotify**

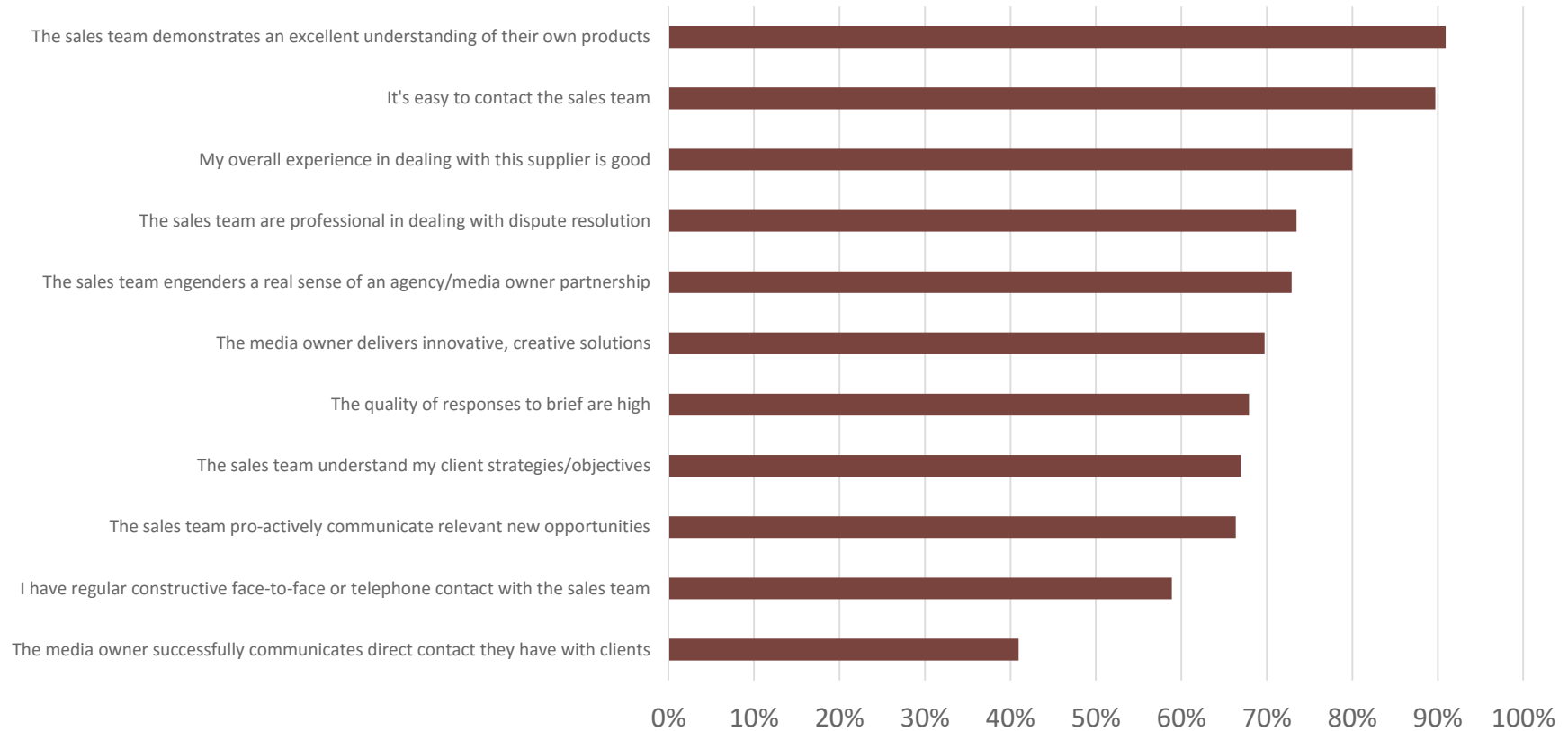
Spring 2019 vs Autumn 2018

% points change



Teads** Spring 2019

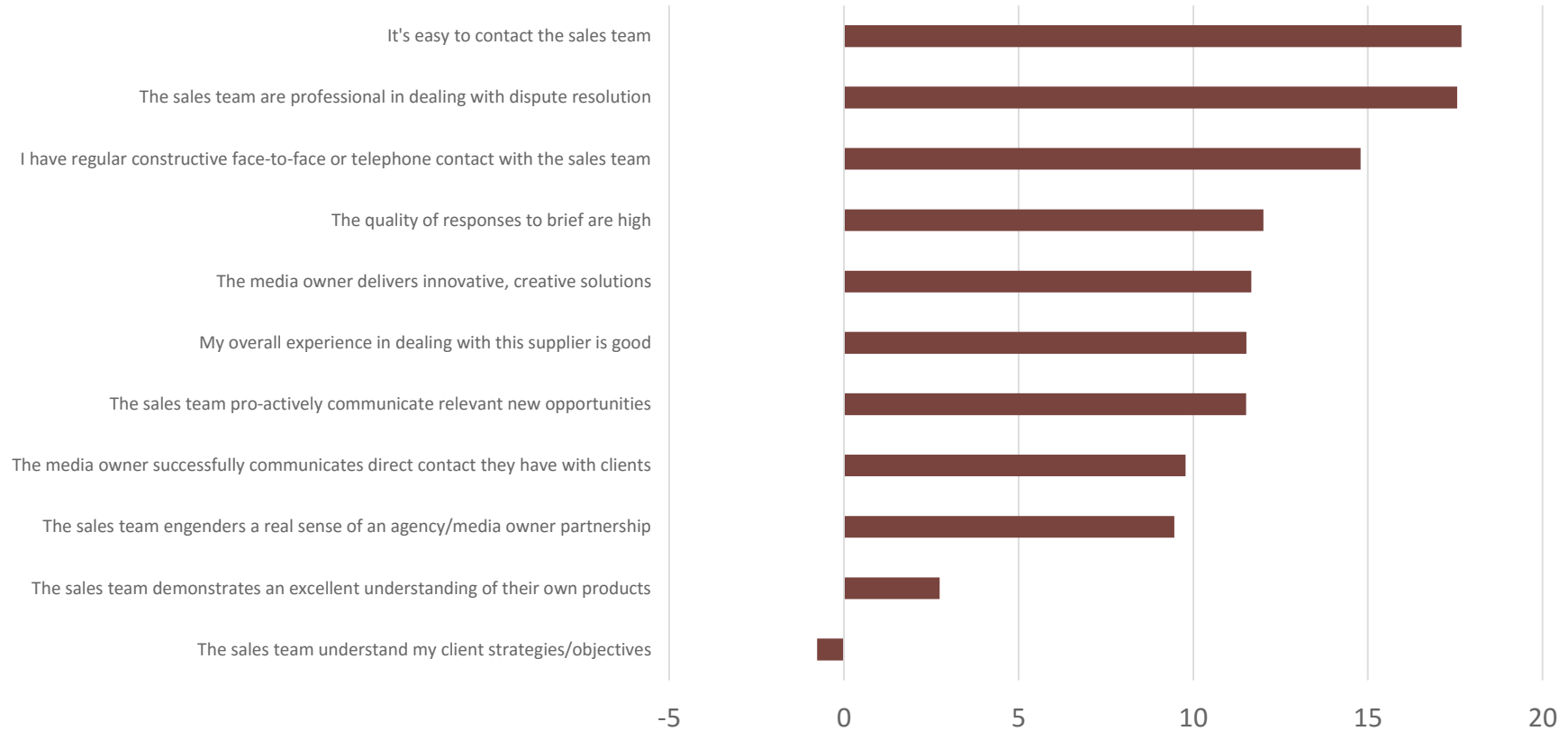
% agree strongly/agree



Teads**

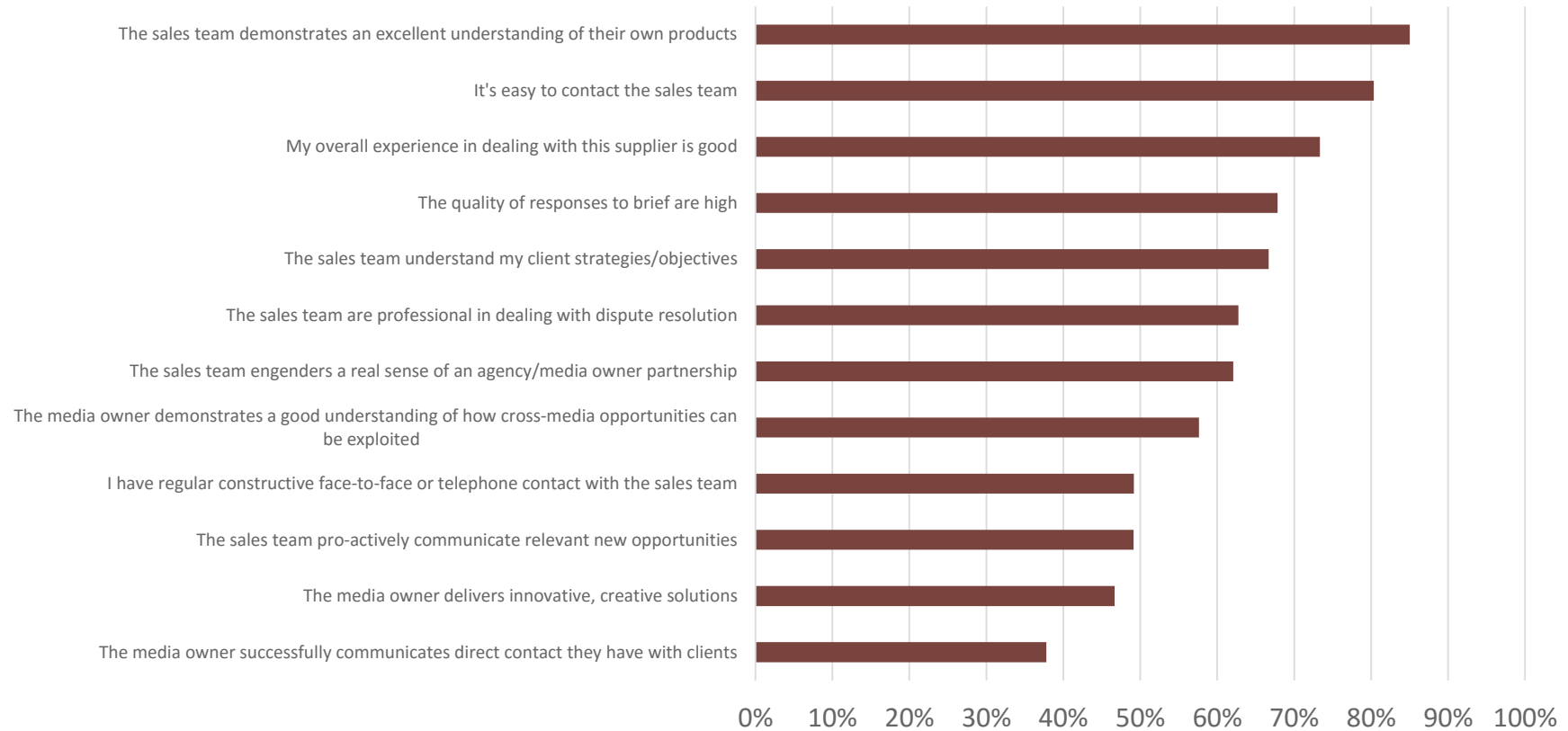
Spring 2019 vs Autumn 2018

% points change



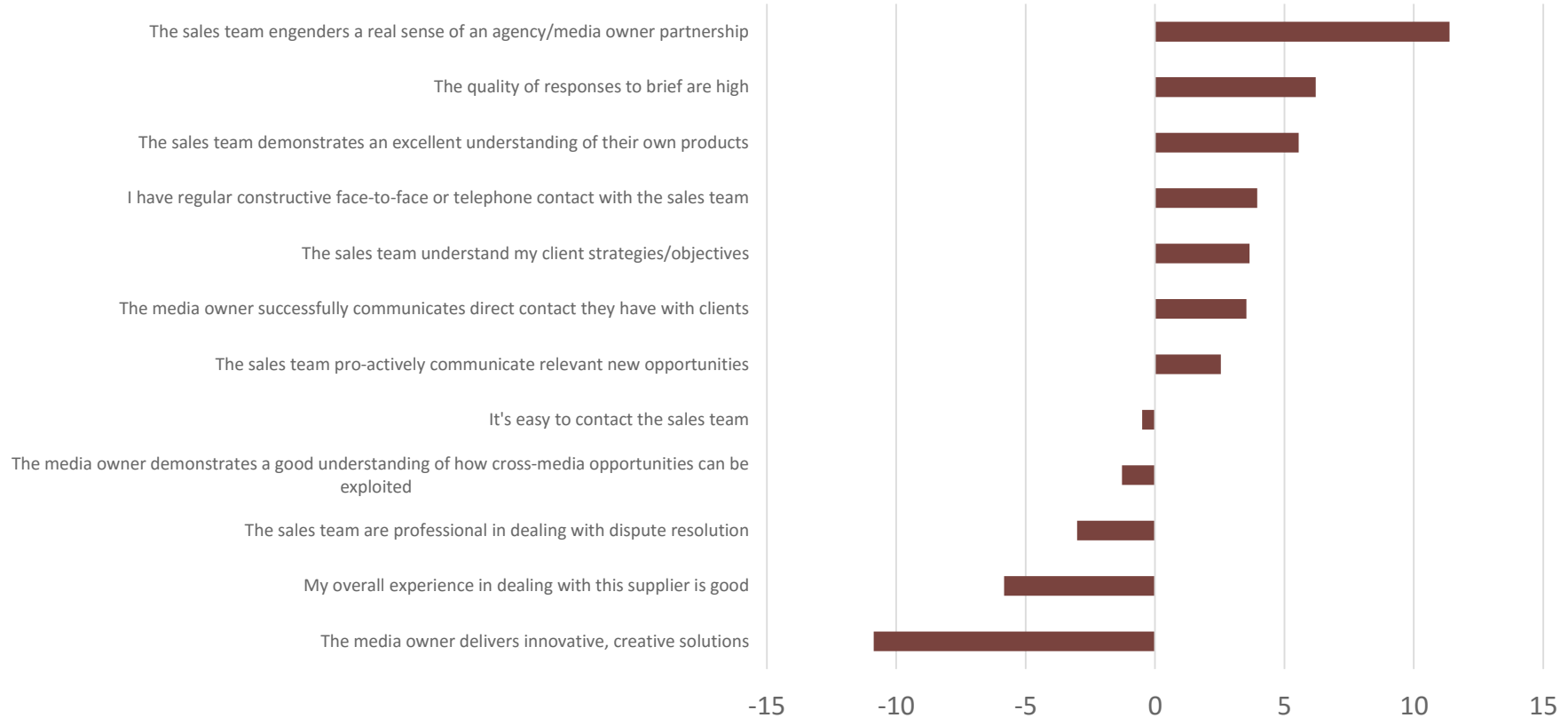
Telegraph.co.uk** Spring 2019

% agree strongly/agree



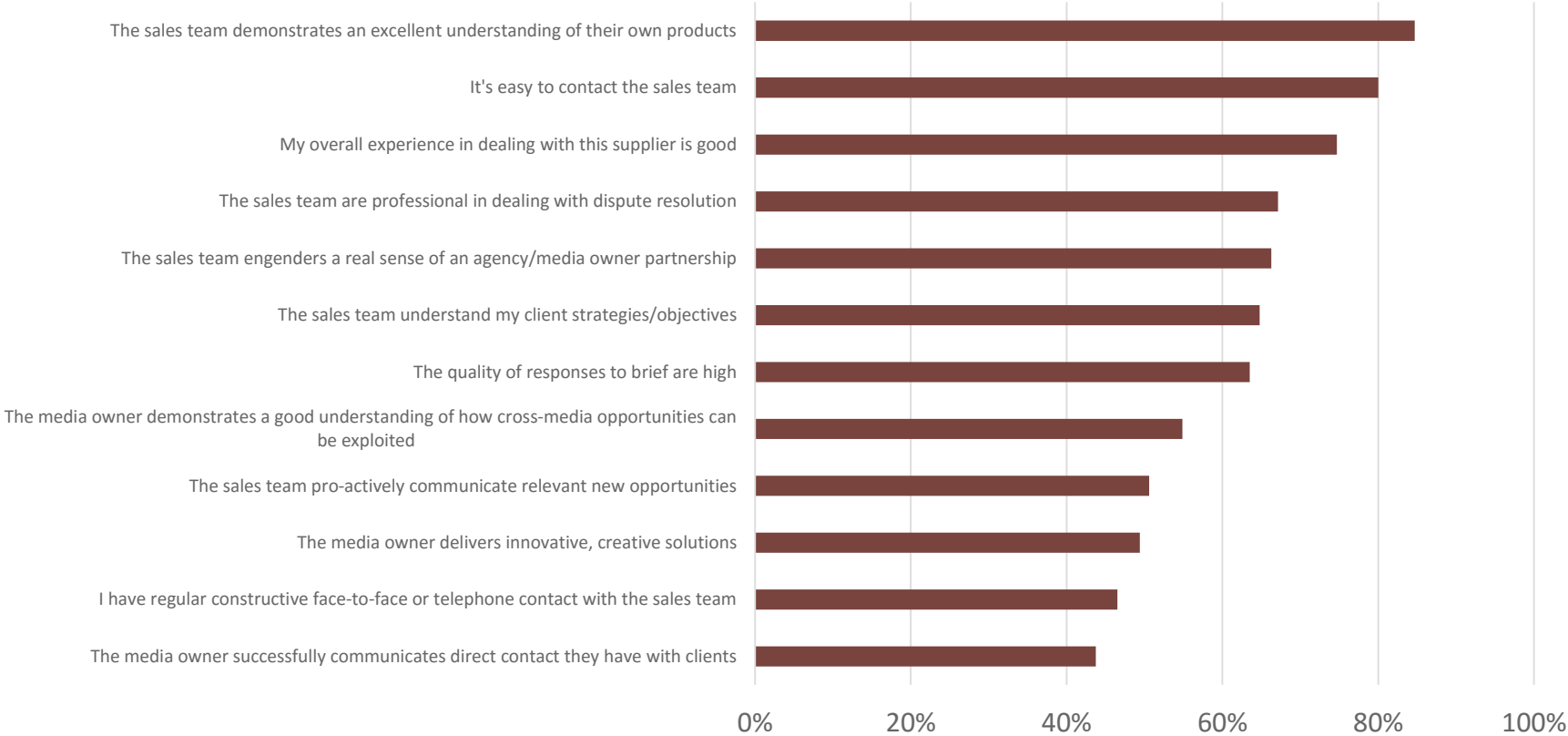
Telegraph.co.uk** Spring 2019 vs Autumn 2018

% points change



The Guardian** Spring 2019

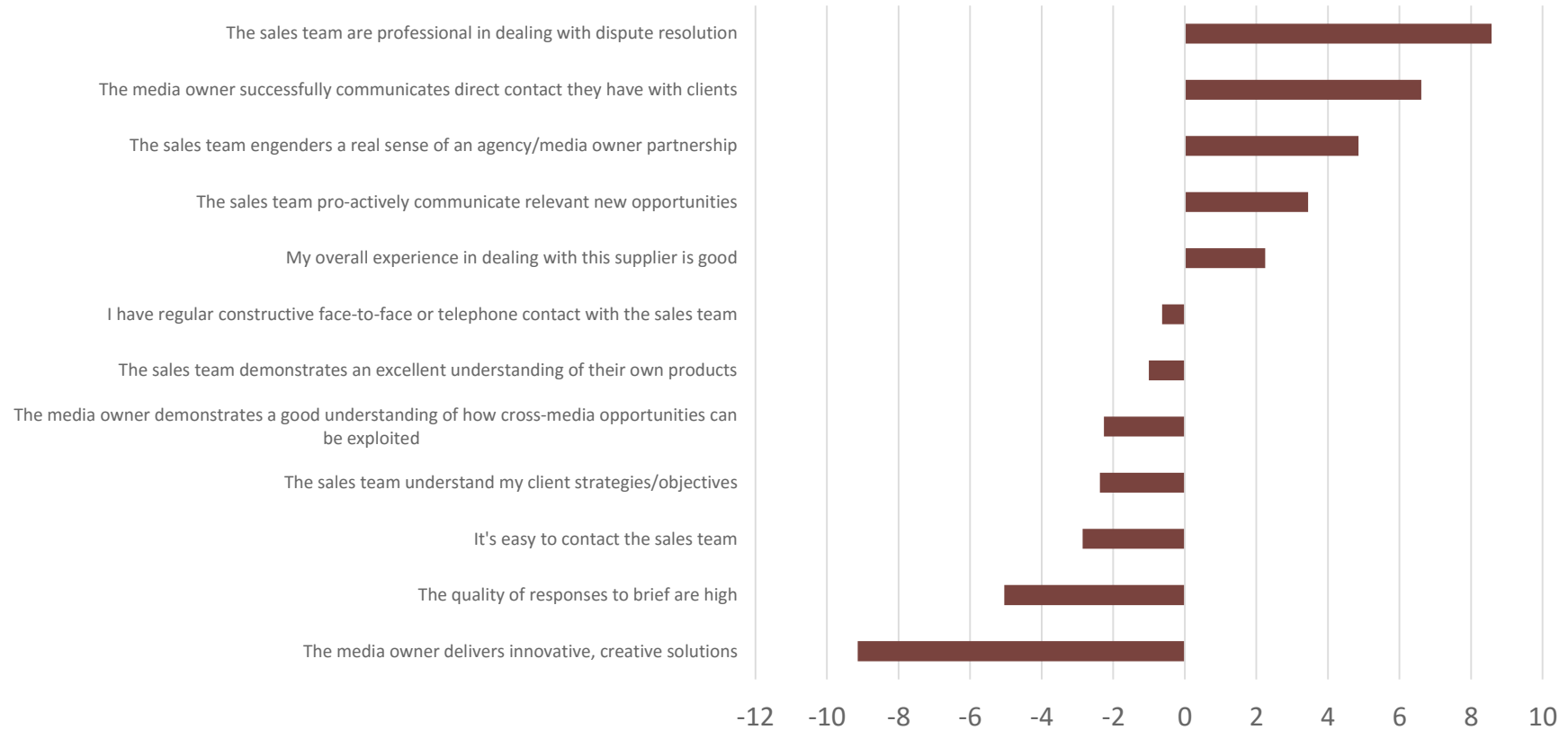
% agree strongly/agree



*DTSG Signatory, ** DTSG Signatory & Certified

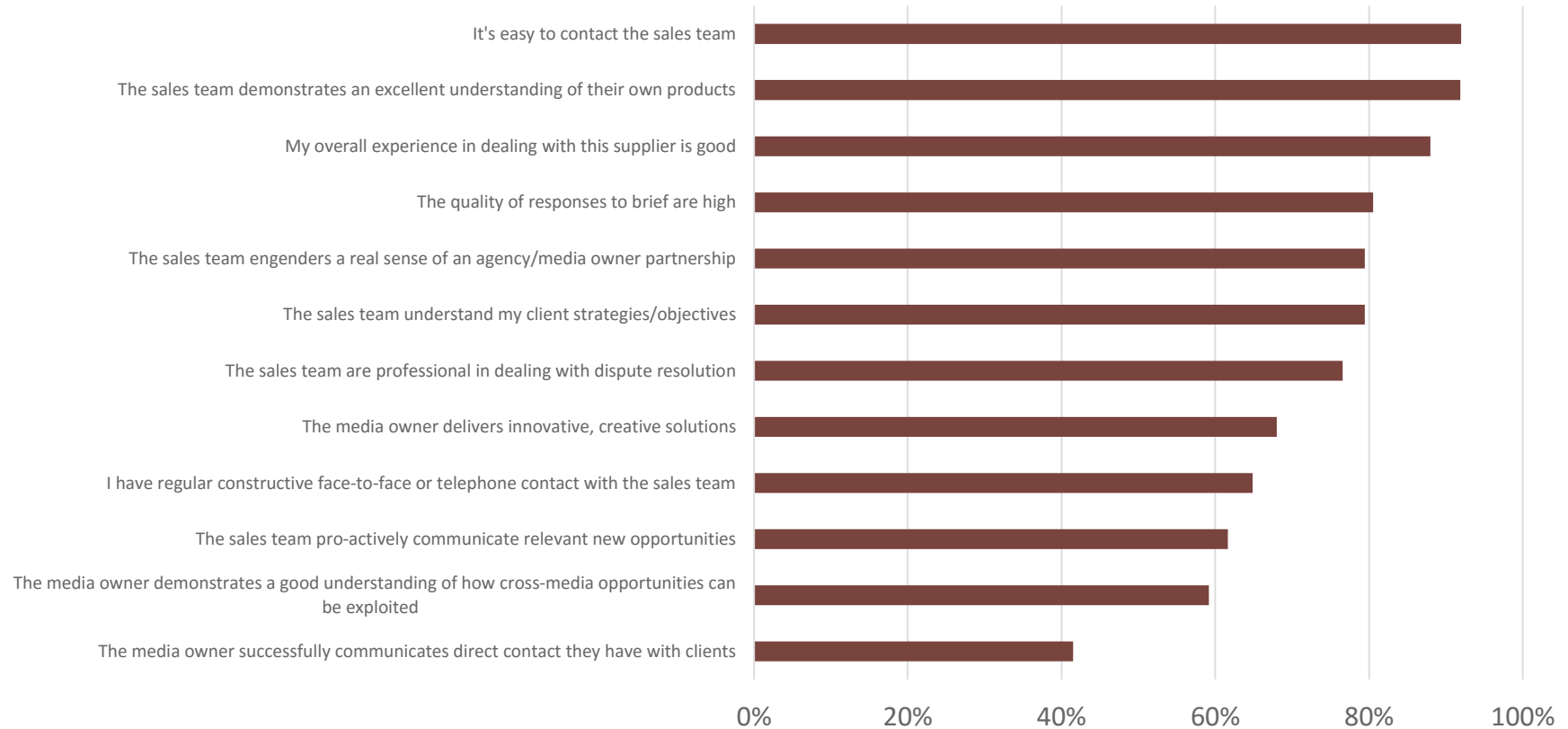
The Guardian** Spring 2019 vs Autumn 2018

% points change



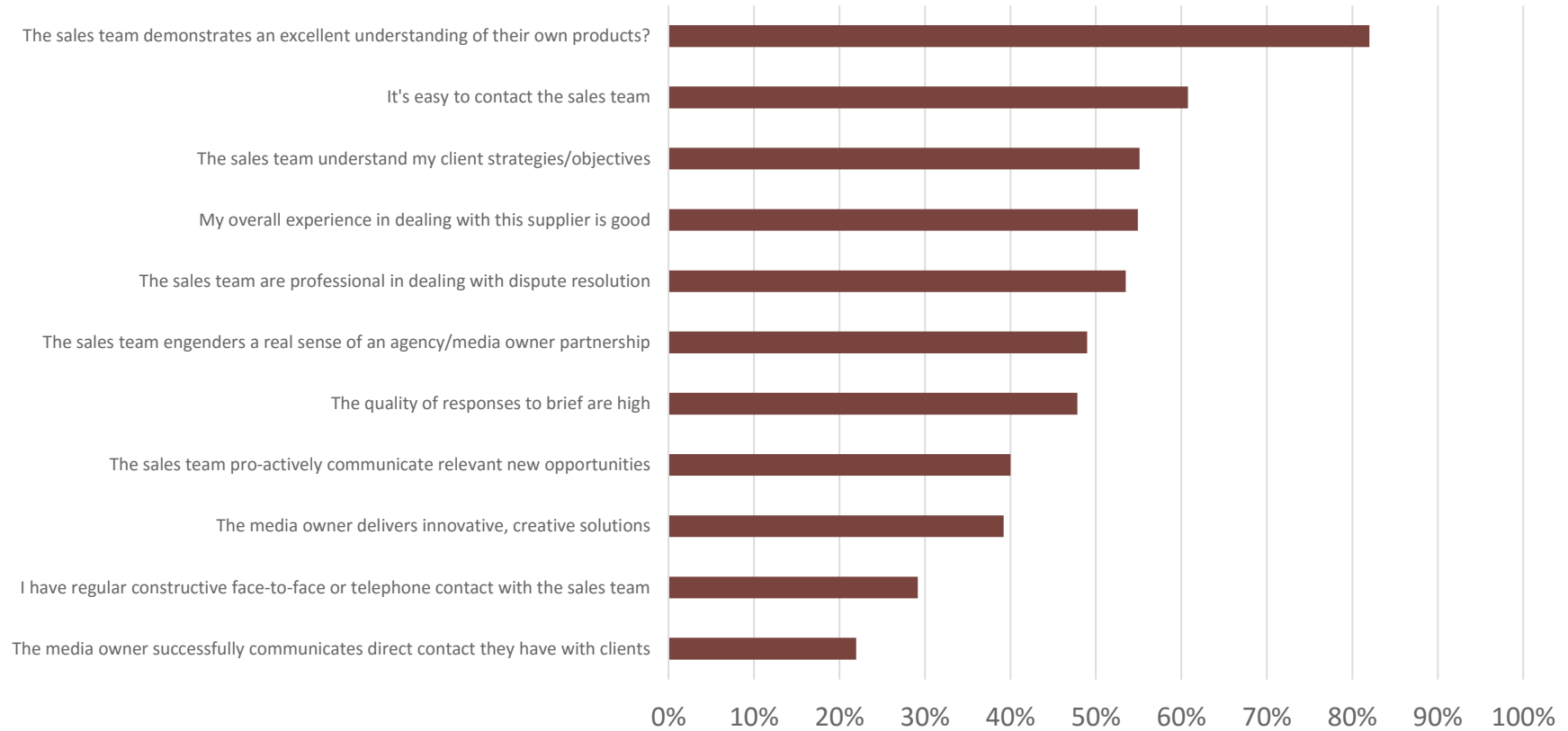
TI Media** Spring 2019

% agree strongly/agree



Twitter Spring 2019

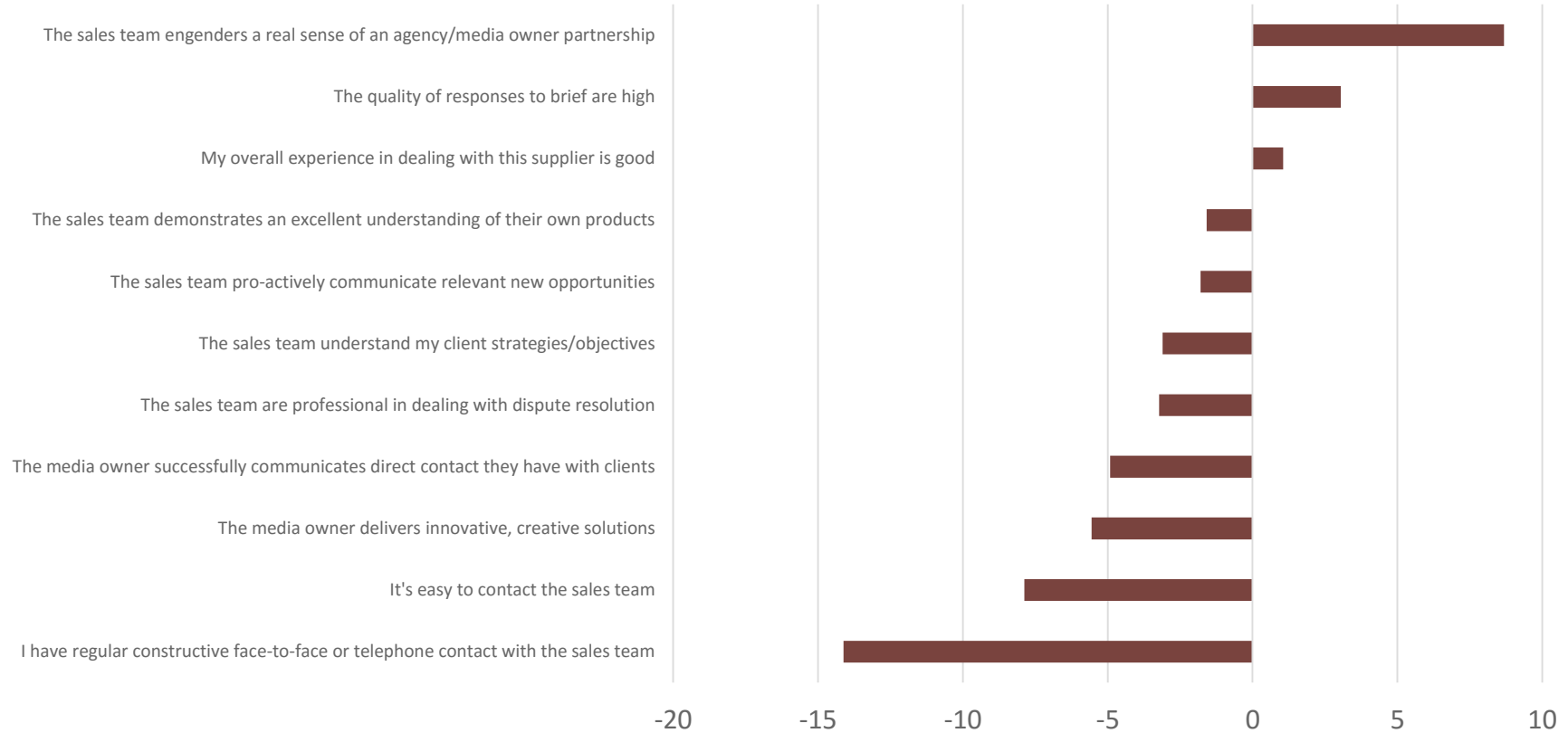
% agree strongly/agree



Twitter

Spring 2019 vs Autumn 2018

% points change



Unruly** Spring 2019

% agree strongly/agree

