

For each media channel below, do you expect to increase, decrease, or maintain your spend for the remainder of 2022?

	Increase 25%+	Increase 0-25%	Maintain	Decrease 0-25%	Decrease 25%+
National TV	6%	12%	57%	22%	3%
Local TV	3%	13%	48%	28%	8%
Connected TV	16%	43%	34%	6%	1%
Print	2%	5%	43%	37%	13%
Radio/Audio	3%	22%	49%	22%	4%
OOH/DOOH	8%	28%	53%	9%	2%
Digital Display/Video	24%	46%	26%	3%	1%
Search	22%	40%	35%	3%	0%
Social platforms	27%	45%	25%	2%	1%
E-commerce	27%	32%	38%	2%	1%

Source: TechValidate survey of 618 users of Mediaocean



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