

Media Contact: Jon Christens  
Communications Manager  
jchristens@ksmmedia.com  
312.621.9378



## **‘2013 STATE OF MEDIA’ Debunks Industry Myths and Forecasts What’s Next Across Top Formats**

Misconceptions about cord-cutting and print’s decline are  
just some of the angles addressed in the 2013 edition

**CHICAGO (August 12, 2013)** – Kelly Scott Madison today released its annual [STATE OF MEDIA \(SOM\)](#) report, providing analysis on advertising industry trends and how they relate to developments in consumer technologies.

The largest edition to date, this year’s magazine offers 86 pages of editorial-style insight into an array of subjects ranging from TV cord-cutting myths to the sudden rise of mainstream gaming. Aside from detailing the next wave of advancements in media and observations on changing consumer habits, the [2013 SOM](#) also serves as a comprehensive landscape overview for marketers.

“We’re providing a resource for both high-level marketers and curious consumers to help them better understand the trends shaping their media experiences,” said KSM President [Joni Williams](#). “Whether that encompasses topics such as upgrades to search platforms, or why new content models in the video sector might empower consumers, we sought to house both sides of the conversation in one publication. I’m happy to say this was achieved, and the resulting product should provide valuable insights to a wide audience.”

### **Myth Busting**

Since the dawn of [streaming video on-demand](#) (SVOD), certain industry critics have been predicting the “death of traditional TV.” However, findings in the SOM show that while Zero TV households (U.S. consumers who have no access to traditional television aside from antenna-received broadcast channels), are growing, they still represent less than five percent (approximately 5 million) of total U.S. households with television (page 2).

[Nielsen](#) reports that U.S. consumers watch live TV an average of four hours and 39 minutes per day, which still makes it the leader in terms of overall time spent with video. However, according to the SOM “cord-thinning” or canceling pay channels delivered through traditional providers is on the rise, and could signal more changes for [content models](#) in the coming years.

KSM Vice President and Group Media Director [Elizabeth Kalmbach](#) had this to say about the topic: “It is essential to look at the acceleration of digital viewership and shifting demographics of video, but those that claim traditional TV is obsolete are simply wrong. While streaming providers like Netflix, Hulu and even Aereo

supply attractive cable add-ons or alternatives for some, the reality is we still need to see big growth in online properties before their audiences can ever replace those of traditional TV.”

Aside from challenging premonitions against traditional video, the SOM also discussed print’s struggle to remain relevant in a continuously digitizing world (page 22). Findings show that many magazine publishers are addressing consumers’ need for digital content by offering online “extras,” that extend a feature’s reach beyond the printed page.

However, according to multiple sources magazine ad revenues are down across the board, even though overall digital and print subscriptions increased slightly (less than one percent) and fewer titles shuttered at the start of this year when compared with 2102. The SOM’s main takeaway here is that digital subscriptions for both desktop and various tablet apps are on the rise. Publishers who take full advantage of the predicted 15 percent year-over-year uptick in tablet users will be well positioned for future subscription growth.

### **Section Briefs**

Other key focus areas in this year’s edition include:

- **Spot TV, cross-device targeting and SVOD (page 11)**
- **Streaming audio (page 26)**
- **Sports market focus: ESPN’s growing competition (page 34)**
- **Social tactics, measurement and trends (page 43)**
- **Gaming landscape and emerging technology (page 53)**
- **The evolution of “Smart Data” systems (page 68)**
- **Analytics: marketing vs. web and programmatic buying (page 71)**
- **The mobile landscape and consumer usage trends (page 80)**

A digital version of the magazine is available on [KSM’s website](#), or interested parties can request a hard copy by emailing their shipping address to [info@ksmmedia.com](mailto:info@ksmmedia.com) with the subject line "Send 2013 SOM Report."

### **About KELLY SCOTT MADISON**

Kelly Scott Madison is a leading independent media agency that delivers results through original media solutions. Our staff stays attune to the latest industry trends, eager to provide clients with the next business-transforming [insight](#). From experienced professionals to fresh minds, everyone at KSM shares the distinct desire to deliver innovative solutions that go beyond the expected. To find out how KSM helps solve the toughest brand challenges, visit [www.ksmmedia.com](http://www.ksmmedia.com) or connect with us on [Facebook](#), [Twitter](#) and [LinkedIn](#).

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