BLACK FRIDAY SHOPPERS PLAN TO HIT STORES

Deals are expected to bring out a record number of shoppers over the long Thanksgiving weekend.

An estimated 166.3 million people are planning to shop from Thanksgiving Day through Cyber Monday this year, according to the annual survey by the National Retail Federation and Prosper Insights & Analytics. The total is the highest estimate since NRF began tracking the data in 2017 and is almost 8 million more people than last year.

According to the survey, 69% of holiday shoppers plan to shop during Thanksgiving weekend this year. Black Friday continues to be the most popular day to shop, with 69% (114.9 million) planning to shop then, followed by 38% (63.9 million) on Cyber Monday. Among the 114.9 million Black Friday shoppers, 67% say they expect to head to stores, up from 64% in 2021.

The top reasons consumers plan to shop are because the deals are too good to pass up (59%), because of tradition (27%) or because it is something to do (22%) over the holiday.

Similar to 2020 and 2021, this year, 60% of holiday shoppers had started browsing and buying for the season as of early November. This consumer trend of earlier shopping was accelerated by the pandemic. In 2019, 56% of holiday shoppers had started their shopping around this time.

"While consumers continue to save the bulk of their holiday shopping for later in November and December, some of that spending has shifted into October," stated Phil Rist, executive VP of strategy, Prosper. "This year, 18% of holiday shoppers have completed at least half of their holiday shopping. While this is on par with last year, it is up from only 11% a decade ago."

- **Online search** (43%) remains the most popular source of gift inspiration, followed by friends and family (35%) and within a retail store (31%). The top five gift categories consumers plan to give are clothing (55%), followed by gift cards (45%), toys (37%), books/music/movies/video games (33%) and food/candy (31%).
- **Gift cards** remain a favorite gift item, with total spending

ADVERTISER NEWS

The pandemic may have prompted at least one permanent change: Many major chains that have traditionally been open on Thanksgiving Day are now closed for the third year in a row. Best Buy, Home Depot, JC Penney, Kohl’s and Macy’s will be closed on Thanksgiving this year. Target last year announced that from 2021 on, the store will be closed on Thanksgiving Day...

General Motors said it will invest $45 million at a parts plant in Indiana to expand production of drive unit castings for the forthcoming electric versions of the Chevrolet Silverado and GMC Sierra full-size pickups. The automaker said last week the investment at its aluminum die casting plant in Bedford, Ind., will add capacity to support what GM anticipates will be strong demand for the electric trucks...

Ford has recalled more than 450,000 F-150 pickup trucks from the 2021 and 2022 model years because their windshield wipers may stop working. This is the expansion of an existing recall of more than 157,000 F-150 pickup trucks from the 2021 model year. The problem is due to a faulty batch of windshield wiper motors...

Gap’s Q3 sales and earnings beat analysts’ expectations and represented a turnaround from last year as the retailer benefited from strength at its Athleta and Banana Republic banners. Gap also reported progress in reducing surplus inventory, and rebalancing assortments will continue to be a top priority going forward, the company said...

Southeastern Grocers is reportedly in talks to potentially sell its operations, which include the Winn-Dixie and Harveys banners. The company is in charge of around 420 stores, more than 200 pharmacies and 140 liquor stores, mainly in the South...

Publix Super Markets in Florida has expanded the stores in which it serves wine and beer to cities including Orlando, Naples and St. Augustine. Customers can drink while shopping or sitting at the Publix Pours bars, the first of which opened in 2018 in Tallahassee...

Kum & Go is adding a new market to its expansion plans. The convenience store operator plans to welcome customers at a set of Detroit-area stores in 2024, with plans to open more than 50 stores in the...
NIELSEN: NFL FLAT VS. 2021; ‘TNF’ DOWN 23%
Although legacy TV networks have seen a general uptick in their respective NFL’s average game viewership through ten weeks of the season, overall viewing of NFL games on all networks is virtually flat vs. a year ago — largely due to lower Thursday Night Football viewing on Amazon Prime Video.

Amazon Prime Video’s TNF results have declined 23% to 9.4 million average viewers on season-to-date basis vs. results on Fox and NFL Network a year ago. That’s according to Nielsen’s measurement of live program-plus-same day viewing. Last season, TNF averaged 12.2 million viewers through week ten.

For its part, Amazon claims viewing is higher — especially when adding on TNF direct viewing — first- and third-party data — from millions of devices and accounts. For example, in the first TNF game this season, Amazon said there were 15.3 million viewers vs. 13 million measured by Nielsen.

Nielsen results showed in weeks 9 and 10 Amazon posted two of the lowest results of the season so far — at 7.9 million and 6.8 million, respectively.

But there were single-digit percentage gains on four traditional TV networks through Nov. 14. All this placed overall NFL average viewership per game so far this season at 15.8 million, virtually flat — down 1% from a year ago.

Looking at individual TV networks, Fox is averaging 18.1 million through all its NFL games, up 4% (17.4 million a year ago), followed by NBC at 18.8 million, also gaining 4% (18.0 million); CBS, 17.7 million, 6% higher (16.7 million, a year ago) and ESPN/ABC, 13.9 million, also up 6% (13.1 million in 2021).

NETWORK NEWS

Fox Sports’s live 2022 FIFA World Cup coverage kicked off yesterday with a heavy emphasis on linear television for the 64-game tournament despite an unprecedented fall start, heavy competition from other North American major sports leagues and an unfriendly time difference between the U.S. and World Cup host country Qatar. Still, Fox executives are confident the World Cup will attract both the hard-core sports fan and casual viewers with its coverage of the premiere soccer tournament. The Fox broadcast network will air 35 matches throughout the tournament, including the semi-final round games and the World Cup final, according to the network. FS1 will air the remaining 29 games live. Most Fox televised matches will air between 10 AM and 2 PM (ET).

ABC has reversed course on the drama series Avalon, opting not to move forward with the show despite giving it a straight-to-series order in February. Avalon was based on a short story written by Michael Connelly. Neve Campbell was set to star in the lead role. Other cast members included Demetrius Grosse, Alexa Mansour, Steven Pasquale and Roslyn Ruff... Vicki Lawrence (Mama’s Family, The Carol Burnett Show) is set to guest star in an upcoming episode of Fox’s Call Me Kat’s third season. After the death of series regular Leslie Jordan, with whom Lawrence co-starred in Fox’s The Cool Kids, she will portray his character Phil’s mother Lurlene Crumpler.

AVAILS

Hearst Media Production Group (HMPG) seeks a Research Director to support their internal teams, platform partners and sponsors with audience and consumer information related to our national programming. This highly visible role will compile and analyze linear, digital and OTT cross-platform viewership for the purposes of strategic planning and to create actionable internal insights and client presentations. The position is based in their new state-of-the-art Hearst facility in Charlotte, N.C. For more details or to apply now, please follow THIS LINK.

WCCB Charlotte / Bahakel Digital is searching for a Multi-Platform Account Executive. WCCB Charlotte / Bahakel Digital is searching for a Multi-Platform Account Executive. Are you an experienced digital seller who wants to make your mark at a family-owned company where you’re more than just a number? We’re looking to grow our already successful sales team. The ideal candidate has 3-5 years of experience in digital media sales with an emphasis on new business development. Please email your resume to Carol Mangin: carol.mangin@wccbcharlotte.com. No phone calls, please.

Northeast Michigan’s WNEM-TV seeks a Multimedia Marketing Consultant with a winning attitude to work in a competitive, collaborative and fast-paced marketing environment. The successful candidate solicits new advertisers, assesses the market potential for prospective accounts, and achieves assigned revenue goals through the sale of airtime, digital advertising and other products and services to new and existing clients. Bachelor's degree highly preferred. CLICK HERE for a full job description or to apply now. WNEM-TV/Gray Television Group, Inc. is a drug-free company.

See your ad here tomorrow! CLICK HERE for details.

RECORD CROWDS TO SHOP OVER THANKSGIVING
(Continued from Page 1)
...expected to reach $28.6 billion vs. $28.1 billion in 2021. Similar to last year, holiday shoppers plan to purchase three to four gift cards and spend an average of $51.47 per card ($165.87 per person).

• Consumers are most likely to purchase a gift card for a restaurant (27%), department store (26%) or bank-issued gift card (25%). Another 10% plan to purchase a food delivery service gift card such as DoorDash or Uber Eats.

• For those buying for children, the top five toys for boys this year are Lego, Hot Wheels, cars/trucks, PlayStation and video games. For girls, the top toys are Barbie dolls, L.O.L. dolls, Lego and makeup.

NRF forecast earlier this month that holiday sales during November and December will grow 6% to 8% over 2021 to $942.6 billion to $960.4 billion.

Last year’s holiday sales grew 13.5% vs. 2020 to $889.3 billion, shattering records. Holiday retail sales have averaged an increase of 4.9% over the past 10 years.
ONLINE HOLIDAY SHOPPERS AWAIT CYBER WEEK

A game of “discount chicken” by retailers may be delaying early online holiday purchases. Early (Oct. 1–Nov. 14) online holiday sales softened vs. the same period in 2021, according to new Salesforce Shopping Index digital commerce data. This occurred even as digital traffic rose 3% in the U.S. and 1% globally year-over-year (YoY) as consumers began looking for holiday gifts.

Salesforce cites consumers holding out for online holiday discounts, which they assume will reach their peak during Cyber Week, as driving this mediocre sales performance. So far, 2022 online holiday sales are meeting Salesforce’s pre-season forecast for flat YoY performance.

Other Salesforce Shopping Index early holiday indicators include:
• **Average Selling Price (ASP)** rose 14% in the U.S. and 8% globally vs. 2020. Even with discounts, Salesforce says consumers are still paying more than they did two years ago.
• **The biggest discounts** were found in: home appliances (26%); general, handbags and luggage (24%); general, apparel (22%); beauty, makeup and beauty, skincare (21%); and customer service chatbot sessions increased 44% YoY.

35% OF ADVERTISERS HAVE CUT ’22 SPENDING

In another sign of the toll that macroeconomic disruption has been taking on the ad economy, 35% say they have reduced 2022 advertising budgets due to increasing inflation and/or disruptions in their supply chain.

While most of the executives who have cut ad budgets said they have reduced them by less than 20%, the median was 15% among all of them.

The findings are part of a just-published report — **Macroeconomic Effects and Perceptions Study** — from Advertiser Perceptions and are based on interviews conducted in October with 300 advertisers directly responsible for media-buying decisions.

The good news, MediaPost reports, is the percentage saying they have reduced 2022 ad budgets due to the economic factors is down from 40% who said so in July and August.

Despite having had a material negative impact on 2022 advertising budgets, 60% of those who have cut their ad spending said they plan to reinstate “some or all” of it during the holiday marketing season.

IN A STUNNER, IGER RETURNS AS DISNEY’S CEO

In a shocking announcement yesterday, Disney said it had re-appointed Bob Iger as CEO, effective immediately, after Iger’s handpicked successor Bob Chapek came under fire for his management of the entertainment giant.

The dramatic upheaval comes 11 months after Iger left Disney, and days after Chapek said he planned to cut costs at the company, which had been burdened by swelling costs at its streaming service, Disney+. Earlier this month, the company’s earnings vastly underperformed Wall Street’s expectations.

IAB: CTV AD SPEND EXPECTED TO RISE 14% IN ’23

Ad spending growth is expected to slow down in 2023, but buyer investment in connected TV is still projected to see double-digit increases vs. 2022, according to the Interactive Advertising Bureau (IAB).

Overall spend for the ad market is projected to grow 5.9% year-over-year, based on an IAB survey conducted Oct. 18-Nov. 7 of buy-side ad investment decision makers at brands and agencies. That’s slower than the 9% year-over-year growth seen in 2022.

The results come amid a downturn in the ad market in the face of macroeconomic challenges.

Still, buyers expect to focus more investment through connected TV channels in 2023. Media investment via CTV is expected to tick up 14.4% next year, alongside increased spending in all other digital channels. But buyers expect to spend less on traditional cable and broadcast ad channels, with IAB projecting a decline of 6.3% for linear TV.

The spending shift comes as viewership changes. July saw streaming’s share of total TV time top cable’s for the first time in the U.S.

Across ad channels, digital video, inclusive of CTV, is poised to again capture the biggest share in 2023 — accounting for 22.4% (up from 19.3% in 2022), according to IAB.

ADVERTISER NEWS (Continued from Page 1)

market over the next several years. The family-owned convenience retail chain will open in Grand Rapids, Mich., Salt Lake City, and Boise, Idaho, over the next year, bringing its footprint to 14 states... Taco Bell, which found success in Q3 with the return of its beloved Mexican Pizza, could have a new comeback kid in Q4: the Enchirito, which is back on menus nationwide for the first time in nearly 10 years. The Enchirito has been around since 1970 and includes beef, beans, diced onions, red sauce, melted cheddar cheese served on a soft flour tortilla. It is available until Nov. 30...

Foot Locker reported better-than-expected Q3 results as it diversifies its assortment of footwear brands. Comparable-store sales increased 0.8% against record sales levels last year. The increase was driven by strong demand, brand diversification efforts and improved access to high-quality inventory, the company said.

SATURDAY NIELSEN RATINGS - LIVE + SAME DAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Net</th>
<th>Program</th>
<th>Adults 18-49 Share</th>
<th>Viewers in Millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>FOX</td>
<td>UCLA vs USC</td>
<td>0.9</td>
<td>3.21M</td>
</tr>
<tr>
<td>9:00</td>
<td>CBS</td>
<td>48 Hours</td>
<td>0.2</td>
<td>1.97M</td>
</tr>
<tr>
<td>9:30</td>
<td>CW</td>
<td>World’s Funniest Animals</td>
<td>0</td>
<td>0.45M</td>
</tr>
<tr>
<td>10:00</td>
<td>CBS</td>
<td>48 Hours</td>
<td>0.2</td>
<td>2.49M</td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>Saturday Night Live</td>
<td>0.2</td>
<td>1.28M</td>
</tr>
</tbody>
</table>