NRF: RECORD 197M SHOPPERS FOR HOLIDAY WEEKEND

FIVE-DAY PURCHASE TOTAL UP 9% VS. LAST YEAR

The long Thanksgiving weekend brought out a record number of shoppers — with a noticeable in-store uptick.

A record 196.7 million Americans shopped in stores and online during the five-day holiday shopping period from Thanksgiving Day through Cyber Monday, according to the annual survey released by the National Retail Federation and Prosper Insights & Analytics.

The total number of shoppers grew nearly 17 million from 2021 and is the highest figure since NRF first started tracking this data in 2017.

According to the survey, 76% of consumers say they shopped over the Thanksgiving holiday weekend, up from 70% in 2021. The numbers shattered NRF’s initial expectations by more than 30 million.

Retailers saw a sizable uptick of in-store shoppers. More than 122.7 million people visited bricks-and-mortar stores over the weekend, up 17% from 2021. The number of online shoppers also grew, albeit at a slower pace. This year saw 130.2 million online shoppers, a 2% increase over 2021.

Black Friday continues to reign as the most favored day for in-store shopping. Approximately 72.9 million consumers opted for a more traditional in-person shopping experience, up from 66.5 million in 2021.

The Saturday after Thanksgiving followed suit, with 63.4 million in-store shoppers, up from 51 million last year. A majority (77%) of Saturday shoppers indicated they shopped specifically for Small Business Saturday.

Black Friday was also the most popular day for online shopping, continuing a trend that started in 2019. Roughly 87.2 million consumers shopped online during Black Friday this year, in line with 2021. Similar to last year, 77 million people shopped online on Cyber Monday. A record 59% of online Cyber Monday shoppers used their mobile device, up from 52% in 2021. In other findings:

- **The top gifts purchased** were clothing and accessories (bought by 50% of those surveyed), toys (31%), gift cards (27%), books/video games/other media (24%), food and candy (23%) and electronics (23%).

- **The top destinations** for Thanksgiving weekend shoppers were online (42%), department stores (42%), grocery stores and supermarkets (40%), clothing and accessories stores (36%) and discount stores (32%).

- **The vast majority** of Thanksgiving weekend shoppers (90%) felt the deals were the same or better than last year.

NRF defines the holiday season as Nov. 1 through Dec. 31 and has forecast that retail sales will grow 6% to 8% over 2021 to $942.6 billion to $960.4 billion.

ADVERTISER NEWS

Macy’s said it is bringing outposts of Claire’s, a fashion-and-accessories store, to 21 of its locations as the department-store operator bets bigger on the store-in-store concept. Claire’s has long been popular with girls in their tween and teenage years, and Macy’s hopes that hosting these stores will bring more business from this demographic going into the holiday season. The partnership is part of the Macy’s strategy for broadening its customer base and shaking up the traditional department-store model, executives said. The move follows a rapid rollout of Toys “R” Us store-in-stores to all of the retailer’s roughly 400 locations...

Toyota Motor reported a 23% rise in October global vehicle output, beating its own target for a third month in a row, as the industry strives to get past persistent chip shortages that have hobbled production. The Japanese automaker produced 771,382 vehicles globally in October, above a downgraded target of 750,000 and up 23% from the same month a year earlier, Reuters reports...

Romacorp, the parent of barbecue chain Tony Roma's, has created a smaller format prototype and is preparing to launch a fast-casual concept called Bones & Burgers in Tampa, Fla., next month. The company aims to open about 200 new locations over the next 10 years, and the new formats are designed to reduce startup costs for franchisees and make the brand fit into more non-traditional venues like college campuses and airports, according to Restaurant Business... American Eagle Outfitters is launching a new men’s sub-brand. The new line will bring “innovation and newness to our men’s business,” the company said, adding that the launch is in the American Eagle brand and will debut in the spring of next year...

Walmart will net $2.22 billion in U.S. digital ad revenues this year, per a forecast from Insider Intelligence. This makes it the only retail media ad business outside of Amazon to net more than $1 billion, ranking second among all retail media networks with a 5.9% share of retail media ad spend this year. Insider Intelligence expects Walmart’s U.S. net ad
ANALYSIS: BALLOT INITIATIVE AD SPEND SURGES

AdImpact estimates $894 million was spent on ballot initiatives across America this year as voters were asked to approve Election Day proposals covering issues like abortion rights, legalization of marijuana, expanded alcohol sales, and legalized gambling.

A preliminary analysis of the 2022 spending totals shows spending jumped 55% from two years ago when $577 million was spent trying to convince Americans to vote for and against ballot measures. It is also a more than eleven-fold increase from five years ago when AdImpact says $77 million was spent in 2019 on issue campaigns.

Like candidates, the advocates and opponents of state ballot measures spent the biggest portion of their budgets on broadcast television. This year, AdImpact estimates local TV stations pocketed at least $422 million from ballot initiatives. Digital ads ranked second, at $240 million.

California for years has put issues for voters on the ballot and this year was no different. As a result, AdImpact says it had more spending on ballot issues this election cycle than 45 other states combined, totaling $379 million. The majority of that came from Proposition 27 with $271 million spent on the measure tied to legalized online sports betting. AdImpact says four of the five most expensive ballot initiatives it tracked were in California.

STUDY: CONSUMERS PICK COMFORT OVER STYLE

Rather than dress to impress, the easy to wear look has become the biggest trend in fashion, a new study for lifestyle marketplace Unbound finds.

More than eight in ten (81%) make comfort their top priority, ahead of cost or style. Just one in eight (13%) regards following the latest trend as essential; displaying a status symbol logo trails at the bottom of a league table of what people now want in their wardrobes.

The research carried out for Unbound reveals how fashion on the high street and in the office has dramatically changed. Comfort has become the biggest influence in deciding everyday chic, not just in what we wear at home.

The study questioned more than 2,000 respondents.

NETWORK NEWS

The CW has set its midseason premiere dates. The Winchesters is on the move to a new permanent timeslot, returning at 9 PM Tuesday, Jan. 24, and will be preceded by an encore episode at 8. The third season of Kung Fu returns at 9 PM Wednesday, Feb. 8. Its 8 PM lead-in is still TBD. Return dates for The Flash, Superman & Lois and the fourth and final season of Nancy Drew are TBD as well. The network’s hit drama Walker will premiere its third season at 8 PM Thursday, Jan. 12, followed at 9 with the midseason premiere of spinoff Walker Independence. All American resumes its fifth season at 8 PM Monday, Jan. 23, followed by All American: Homecoming at 9 PM. The CW’s most-watched alternative series of the fall, Penn & Teller: Fool Us, continues its ninth season at 8 PM Friday, Jan. 20, followed by new episodes of Whose Line Is It Anyway? at 9 PM.

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.

Lockwood Broadcast Group is seeking an experienced Multi-Platform Local Sales Manager candidate to lead our broadcast and digital sales marketing team for WTNZ and WKNX TV in Knoxville, Tenn. This position will be responsible for helping to manage and grow transactional business as well focus on prospecting and closing new business through positive leadership, training, experience and motivation. Ideal candidate has demonstrated success in leading both television and digital sales teams. Resume to: WTNZ GSM Liz Schutt: Lschutt@wtnzfox43.com, EOE.

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.

THIS AND THAT

The jury is still out on how November fared in the overall used-car and certified pre-owned markets, but recent industry analyses paint a clear picture of how Q4 has started. Beginning with CPO, there have been 2.04 million certified pre-owned vehicle sales through 10 months of the year, according to an analysis of Motor Intelligence data in the latest Kontos Kommentary from ADESA chief economist Tom Kontos. That’s a 14.1% drop from the same period of 2021 and even 6.8% slower than 2020 figures. Compared to pre-pandemic 2019, year-to-date CPO sales are off 12.6%, Kontos said, citing Motor Intelligence... Gray Television said it has reached agreements with Disney to renew and extend affiliation agreements for all of Gray’s ABC affiliates. The new deals affect stations in 25 markets and run through Dec. 31, 2024... Private label sales are up overall in 2022, but growth has lagged in the drug store channel, according to IRI. For the 52 weeks through Sept. 4, dollar sales of store brands in the drug store channel were up 4.3% vs. a year ago. That’s vs. 6.6% sales growth across all products.
STREAMING SERVICE CANCELLATIONS RISE IN Q3
Streaming services “churn” — the act of canceling subscriptions — continues to grow, now at a 5.8% rate in September, according to a new report from Antenna, a subscription data and analytics company.

Churn was just under 5% in June, and around 4.2% in October 2021. Looking at the broader picture, churn was 3.5% in Q3, 3.4% in Q2 and 2% in 2021.

Antenna says there were 32 million cancellations in Q3 this year, up from 28 million in Q2 and the same number as in Q1. For Q3 a year ago, the total was 25.2 million.

Competition for consumers through more premium streaming services has increased the market’s entropy in terms of subscribers changing platforms — and canceling subscriptions — analysts say.

At the same time, the data company says net additions of subscribers is still rising but more slowly, adding 5.2 million in Q3, down from 11.4 million a year ago. Overall there were 37.2 million gross additions for new services in the current period.

Services that see the lowest overall churn include Netflix, now at a 3.3% average monthly churn rate so far for 2022, up from 1.9% a year ago. Next best is Disney+, now at a 4.1% churn rate. Hulu comes in at 4.7%.

The highest churn rate is with Showtime and Starz, each around 7.2%. Peacock is at 7%; Apple TV+, 6.6%; Paramount at 6.4%; and HBO Max, 5.9%.

REPORT: ‘ORIGINAL’ CONTENT OFTEN HAS ROOTS
Streaming video services frequently tout new programming to subscribers as original content when in fact the shows are often based on pre-existing intellectual property, according to a new report.

New data from Ampere Analysis found that “original” content based on adaptations, franchises and other forms of pre-existing intellectual property (IP) accounted for 64% of top SVOD services’ new scripted programming in the U.S. in the first half of 2022.

When including unscripted reality-based content, 42% of new movies and first-run originals was based on pre-existing IP, while 28% of international content was based on pre-existing programming. Ampere said North American SVOD services have increased their share of IP-based commissions by seven percentage points over the past two years.

The report found that 53% of Apple TV+ original programming through the first half of 2022 was based on pre-existing IP — tops among seven platforms that include Paramount+, Disney+, HBO Max, Discovery+, Prime Video and Netflix.

ADVERTISER NEWS
(Continued from Page 1)
revenues to nearly triple between 2021 and 2024 to $4.52 billion, accounting for 8.2% share of U.S. retail media digital ad spending... Amtrak said ridership jumped by more than 10 million riders in the latest fiscal year and has nearly returned to pre-pandemic levels. Amtrak said ridership rose 89% over 2021 levels to 22.9 million riders — up 10.8 million passengers over the prior year. Overall ridership hit about 85% of pre-pandemic levels in the last six months of the 2022 budget year, Amtrak said.

SINCLAIR’S RSNs DOWN 5% IN Q3 AD REVENUE
Sinclair Broadcast Group’s Diamond Sports Group witnessed a 5% decline in advertising revenue in Q3 to $112 million, as well as more subscriber cancellations — a 10% “churn” rate for the quarter.

Overall revenues were 10% $684 million in Q3. There was “slightly lower than expected advertising revenue due to fewer games in the quarter than forecasted,” said Rob Weisbord, president of broadcast/COO of Sinclair.

Going forward, the company says, there are positive signs of an improving ad market that is slowly taking shape — including stronger automotive advertising. “Our advertising per game continues to go up at Diamond, and that’s despite some macro weakness that we’ve seen,” said Chris Ripley, president and CEO of Sinclair.

Sinclair says Diamond Sports Group’s transitioning to streaming direct-to-consumer business from legacy cable TV networks has been making progress — where the conversion rate after the free trial period is “70%, consistent with what it saw after our June soft launch.”

Diamond operates the 19 regional sports networks (RSNs) branded as Bally Sports.

HOME PRICES SEE THIRD STRAIGHT FALL IN SEPT.
Home prices declined in September from the prior month as higher interest rates made buyers more cautious.

The S&P CoreLogic Case-Shiller National Home Price Index, which measures average home prices in major metro areas across the U.S., fell 1% in September from August, the third straight month-over-month decline.

On a year-over-year basis, the index rose 10.6% in September, down from a 12.9% annual rate the prior month.

The pandemic-driven housing-market boom reversed abruptly this year due to a rapid surge in mortgage rates, which made home-buying far less affordable and pushed many buyers out of the market. Existing-home sales fell for nine straight months through October.

Many economists expect prices to continue to slide from their spring peaks, with some calling for year-over-year price declines in 2023.

MONDAY NIELSEN RATINGS - LIVE + SAME DAY

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