RETAILERS ARE MORE FEARFUL OF RECESSION

Senior retail leaders are more pessimistic about consumer confidence to spend in the face of inflation than consumers themselves indicate.

More than three-quarters (77%) of retail executives believe consumers are moderately to extremely concerned about recession, while 57% of consumers expressed the same concern in a report conducted by First Insight in partnership with WWD.

The retail executives also think consumers are cutting back more significantly than consumers say they are across multiple categories, potentially creating a more promotionally-driven — and therefore less profitable — holiday season than may be warranted.

The disconnect between retail leaders and consumers is most apparent within the apparel, footwear and accessories categories, according to the report. For example, 66% of retailers think consumers will cut back on jewelry, with only 32% of consumers in agreement.

Similarly, 57% of retail executives believe spending on handbags will be reduced, aligned with just 29% of consumers. And 45% of the executives assume consumers will spend less for formal or more dressy apparel. Only 20% of consumers agree.

The report also found that retail leaders’ top three priorities for 2023 are growth strategies; customer acquisition and retention; and store operations. Although consumers have been returning to in-person shopping, 49% of retail executives will spend more on e-commerce technology investments and less on in-store enhancements.

Increasing prices, reducing inventory and moving excess inventory are the top three ways retailers say they are combatting inflation and increased costs.

Other highlights from the report:

• Retail executives largely believe rising prices have changed consumers’ shopping habits to focus more on promotions, sales and discounts. But that presumption is not supported by the data, the report found, noting that 58% of retail executives think consumers are shopping more for deals, but this is true for only 40% of consumers.

• Forty-three percent of retailers think consumers are buying less overall, yet only 29% of consumers admit that this is the case.

• Forty percent of retail executives think consumers are using more coupons vs. only 24% of consumers.

• Sixty percent of retail executives believe Voice of Customer and assortment/pricing predictive analytics software is important or very important to their business.

ADVERTISER NEWS

Hershey has focused its attention on the U.S. market and reduced its focus overseas to grow company sales and profits. The consumer packaged goods company has also expanded beyond its confectionery business to acquire brands — SkinnyPop, Pirate’s Booty and Dot’s Homestyle Pretzels — and capture a greater share of American’s snacking dollars… McDonald’s reported a 6% gain in same-store sales during Q3 after raising menu prices in the range of 8% to 9%. The fast-food giant credits its Camp McDonald’s promotion that featured deals, merchandise and streaming concerts with driving increased traffic during the quarter… Wingstop continued to benefit from slipping wholesale costs for bone-in chicken wings during Q3, allowing it to hold the line on menu price increases and increase transactions with a new chicken sandwich and expanded delivery platforms, executives said. The Dallas-based fast-casual brand grew domestic same-store sales of 6.9%… Western apparel retailer Boot Barn has grown to 321 stores with the opening of 10 new locations during its fiscal Q2, including its first shops in New Jersey and Delaware. Boot Barn topped $1 billion in sales for the first time in fiscal 2022 and ultimately aims to grow to 500 to 900 stores as it breaks into new markets in Maryland, New York and Connecticut, CEO Jim Conroy said… TravelCenters of America has just opened four new sites and plans to open four more by the end of 2022, including two in California and one each in Missouri and Oklahoma. It also has completed the enhancements of more than 50 locations as part of a site upgrade plan it announced last year. The new locations include Statesboro, Ga.; Riverton, Ill.; Fair Play, S.C.; and Cuba, Mo. TA’s nationwide network of travel centers now totals 280 sites… Walgreens is making a big commitment to having online orders prepared for in-store pickup in 30 minutes or less. At stores across New Mexico, Oklahoma and select Texas markets, the drugstore giant is guaranteeing that online pickup orders made through its

(Continued on Page 3)
NPD SEES MODEST DROP IN Q4 APPAREL SALES

Consumers’ financial concerns and economic uncertainties are expected to put a small dent in Q4 apparel sales, according to The NPD Group. With average prices seen rising 2%, dollar sales are projected to fall by 1%.

The most recent Future of Apparel report from NPD found that consumers increasingly plan to buy apparel tailored to a specific need. Sales of sweatshirts, outerwear and dresses are expected to grow in Q4 vs. last year.

“Wardrobe needs, stemmed from replacement or replenishment purchases and a return to social gatherings, will prompt consumers to invest in certain aspects of their wardrobe this holiday season,” said Maria Rugolo, apparel industry analyst at NPD.

Along with being more selective in their purchases, many consumers are invoking cost-saving measures. Last quarter, 41% of consumers reported that they had to forgo buying apparel to purchase products in another category — an increase of 5 points since the beginning of the year.

Consumers also said “lower prices” were the most important factor for future apparel purchase decisions. Consumers are also exploring alternative buying options. Nearly 45% bought apparel on a resale platform in Q3, rising 2 points since Q1.

NETWORK NEWS

The fourth season of CW drama Nancy Drew, which will premiere in the mid-season, will be the last. The show is currently in production. The series follows the legendary teen detective as she solves mysteries in her haunted hometown of Horseshoe Bay, Maine. Kennedy McMann portrays Nancy. Scott Wolf, Leah Lewis, Maddison Jaizani and Tunji Kasim are also in the cast. The show premiered in 2019... Ravi Patel has been cast as a series regular opposite Joel McHale and Vella Lovell on Fox’s straight-to-series workplace comedy, Animal Control. It’s slated for a mid-season premiere. The series follows a group of local Animal Control workers whose lives are complicated by the fact that animals are simple, but humans are not.

THIS AND THAT

For the first time ever, Google reported a quarterly decline in advertising revenue for YouTube, with sales dropping 1.9% in Q3 to just over $7.07 billion. It’s perhaps the clearest indicator yet that the technology-media-telecom business is in for some choppy economic waters as it gets set to close out 2022. In Q3 2021, YouTube ad revenue grew 43%...

Samba TV OTT and linear television data are being integrated into Havas Media Group North America’s audience and data management platform, Converged. The partnership makes HMG the first major agency holding company to fully integrate Samba TV’s television and gaming viewership data. Samba’s TV viewership insights are sourced from more than 24 television manufacturers...

Daily drops in fuel prices prompted the national average gasoline price to fall 9 cents on the week to $3.79 per gallon. Prices have continually declined since Oct. 11, primarily due to lower oil prices and fewer drivers than usual filling up their tanks, according to AAA.

See your ad here Monday! CLICK HERE for details.

FRNDLY TV SEES GROWTH IN VIEWING, AD SALES

Low-cost, family-oriented streaming TV provider Frndly TV said it posted big gains in viewing and ad revenue during Q3.

Frndly TV said total viewership was up 53% in the quarter vs. Q3 a year ago. Viewing per subscriber was up 9% and weekly active users rose 40%.

On the ad sales side, impressions increased 133% and revenue climbed 129%.

Frndly TV said it has seen growth in every quarter since its launch in October 2019. Q4 is off to a good start with viewership up 55% in October, Frndly TV said.

AVAILS

ACCOUNT EXECUTIVE, Tampa, Fla. — FOX O&O, WTVT. This opening at the top-rated station in Tampa requires the servicing of existing transactional accounts along with the development of new linear and non-linear business. Candidate must be highly motivated and possess strong presentation and prospecting skills. Position requires linear TV, digital video and OTT sales experience, preferably in an LPM market. Excel and Power Point are a must and a working knowledge of WideOrbit, PRIME Lingo and Kantar Media are a plus. College degree is preferred. CLICK HERE to apply. EOE.

WBTV in Charlotte, N.C., is hiring an Account Executive. Candidate must demonstrate a thorough knowledge of agency negotiations, a track record of successful business development and the ability to provide digital solutions across multiple platforms. Candidate must be detail-oriented, a problem solver and have professional presentation skills. Three years of broadcast experience required, and a college degree preferred. Qualified applicants, please APPLY ONLINE. EOE.

Hearst Television’s WMOR-TV Tampa, Fla., one of the country’s top growth markets, is seeking a Digital Client Specialist to work with our Sales Team and clients to ensure successful Digital advertising campaigns. We’re looking for an organized, detail-oriented team player with exceptional written and verbal skills. We are a destination company in a great market that offers a tremendous opportunity for the right person. CLICK HERE to apply.

WESH 2, the Hearst-owned NBC affiliate in sunny Orlando, Fla., is looking for a highly motivated Account Executive to help us round out our A-Team! This Account Executive will manage and grow relationships with existing clients and will be supplied with many resources to develop and generate new business. If you’re ready to elevate your career in a top-tier market, we want to hear from you! CLICK HERE to apply.

See your ad here Monday! CLICK HERE for details.
NBC, CBS DROP 9.5% IN VIEWERS; ‘SNF’ TOPS 19M

Through four weeks of the new TV season, the average broadcast network primetime show is down 6.5% to 4.93 million viewers looking at Nielsen’s measure of live program plus-seven days of time-shifted viewing.

Both NBC and CBS — the two top viewing networks — have dropped 9.5% to 7.31 million and 6.81 million viewers, respectively.

NBC has the highest-rated TV series in Sunday Night Football — 19 million viewers, down 6% from a year ago through four telecasts. Its top-rated non-sport TV programs are Chicago Fire (9.5 million) and Chicago Med (8.7 million). CBS’ highest-rated series are Blue Bloods (9.7 million) and FBI (9.6 million), Television News Daily reports.

ABC is the only major TV network to see a gain from a year ago, up 13% to 5.03 million. ABC has run two Monday Night Football games so far, with one earning 12.9 million and the other 10.2 million. It didn’t have any games a year ago.

On the flip side, Fox is down 24% to 3.86 million. It does not have the Thursday Night Football package this year. Last year, it had two TNF games, averaging 14.6 million viewers. 911 (7.4 million) and The Masked Singer (6.4 million) are Fox best non-sport TV shows.

The CW is down 2% to 680,882 viewers in the Nielsen L7 measure: Walker (1.34 million) and The Winchesters (1.29 million) are its best-rated shows.

DONE DEAL

WBAL-TV 11 veteran journalist and news anchor Stan Stovall will deliver his final newscast Wednesday, Nov. 23, with co-anchor Deborah Weiner. In addition to tributes during his final newscast, Stovall’s career as a local journalist will be celebrated by 11 News in the days and weeks before Nov. 23. Stovall has worked in the Baltimore television market for more than three decades. He worked at WBAL-TV 11 twice, first from 1978-1983, and again beginning in April 2003 until the present. His career as a local journalist will be celebrated with co-anchor Stovall

HBCU GO GETS RIGHTS TO NEW HOOPS LEAGUE

HBCU Go, Allen Media Group’s streaming platform serving the Historically Black Colleges and Universities, has reached a distribution deal with the HBCU Basketball Association, a new pro league starting play in spring 2023.

The agreement gives HBCU Go cable, linear, streaming, broadcast, VOD and pay-per-view rights to HBCU BA events. The HBCU Basketball Association is recruiting athletes who played for HBCU schools or are currently enrolled. It aims to give them “A League of Our Own” where they can play and prepare to try out for the NBA or international leagues.

The HBCU BA plans to start out with six teams based in Alabama, Florida, Louisiana, Mississippi and Texas.

ADVERTISER NEWS

(Continued from Page 1)

e-commerce site or consumer app will be ready in 30 minutes or less, or they will be free... Southeastern Grocers (SEG) is aligning its new proprietary online grocery service with its in-store shopping experience. Jacksonville, Fla.-based SEG said the e-grocery shopping and delivery service, which leverages the DoorDash Drive white-label fulfillment platform from DoorDash, is now live at more than 375 Winn-Dixie and Harveys Supermarket stores in Alabama, Florida, Georgia, Louisiana and Mississippi... Ford Motor narrowed its profit forecast for the year, saying 2022 earnings will come in at the low range of earlier estimates as the automaker deals with parts shortages and higher payments to suppliers. The company, which announced third-quarter results this week, expects to report $11.5 billion in adjusted earnings before interest and taxes for 2022.

WEDNESDAY NIelsen RATINGS - LIVE + SAME DAY

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Despite concerns about inflation, TiVo found that 70% said their video entertainment spending is a moderate to high priority. Only 25% said they reduced entertainment spending.

* Eighty percent said they wish their paid streaming service offered an ad-supported free option, but 24.3% of AVOD users admitted to only spending three months watching a new AVOD service until moving onto a new option.