Advertising equity for media channels

POS		30	
Sponsored events		29	
Cinema		23	
Digital OOH		22	
OOH		20	
Magazines		20	
Newspaper		16	
TV sponsorship		12	
TV product placement		4	
Radio		1	
Influencers content	-2 💻		
Ecommerce	-9		
Podcasts	-9		
TV	-10		
TV streaming	-11		
Display	-12		
SM stories	-18		
OLV	-19		
SM news feeds	-19		
Video streaming	-19		
Music streaming	-20		
Online/mobile games	-28		



Above averageAverageBelow average

Advertising Equity: Average of 1) Net positive Ad receptivity (from 5 point scale) and 2) Net positive Ad attitudes. Base: exposed to advertising on channel. Ad receptivity: Q. How would you describe your attitude towards the advertising you see in each of the following places? Very positive, Somewhat positive, Neutral, Somewhat negative, Very negative Ad attitudes: Q. Still thinking about all the different ads you see there, which of these places do you think feature ads which?