

THEMES IN MEDIA 2025



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driven
consumer
sustainability and

by advancements in technology, changes in
behaviour, and a growing emphasis
transparency.

In this document, I aim to shed light on the key trends and developments that will dominate the media industry in 2025. We will explore the rise of Advanced TV; a technology that is revolutionizing the way we consume and interact with television content. By leveraging data and advanced analytics, Advanced TV allows for more targeted and personalized advertising, enhancing the viewer experience while driving better results for advertisers. We will delve into the implications of this technology for both consumers and marketers and discuss the opportunities and challenges it presents.

We examine the growing influence of Influencer Marketing, a powerful strategy that has gained significant traction in recent years. As social media platforms continue to dominate the digital landscape, influencers have emerged as trusted voices and powerful advocates for brands. We will explore the strategies and best practices for leveraging influencer partnerships, as well as the ethical considerations and potential pitfalls associated with this form of marketing.

Cross Media Measurement is another critical topic that demands our attention, so perhaps we will pick this up? In an increasingly fragmented media landscape, accurately measuring the effectiveness and reach of campaigns across multiple channels has become a complex challenge. We will discuss the advancements in cross media measurement techniques, the importance of data integration, and the role of technology in providing comprehensive and actionable insights.

Sustainability and transparency have also emerged as crucial considerations for the media industry. As consumers become more conscious of the environmental and social impact of their choices, brands are under increasing pressure to demonstrate their commitment to sustainability. We will explore the initiatives and practices that media companies are adopting to promote sustainability, as well as the challenges they face in achieving transparency and accountability.

Throughout this document, I encourage you to share your thoughts, experiences, and perspectives with me in the comments on my social media channels (Linkedin or blog). There is also a handy glossary at the end where I think I believe I have gathered all the jargon and decoded it for you. Do let me know if I have missed anything. Together, we can gain a deeper understanding of these topics and collectively shape the future of the media industry. So, lets kick off with a subject in the news on many a website across the UK and the global media industry at this time.

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Welcome, esteemed colleagues and media experts. My name is Dan Hills, and I am delighted to bring you a selection of pivotal topics that will shape the media landscape in 2025. As we delve into the intricacies and emerging trends of Advanced TV, Influencer Marketing, Cross Media Measurement, Sustainability, Transparency, and many more, my goal is to provide you with valuable insights and foster an engaging discussion on these pressing matters. IO deliberately have avoided AI in creative production, as every other post on Linkedin talks about that. Also, I could have shortlisted 50 but that would just be silly. I digress.

With a wealth of experience in the media industry, I have had the privilege of witnessing firsthand the rapid evolution and transformation of our field. From the early days of traditional media to the current digital age, the media landscape has continuously evolved to meet the ever-changing demands of consumers and technology. Today, we stand at the precipice of yet another significant

SIX HOT TOPICS



Advanced TV

Advanced TV leverages data and technology to deliver highly targeted and personalized ads to viewers.

Retail Media Strategies

By leveraging the vast amount of shopper data available from retailers, brands can deliver highly relevant ads to consumers both in-store and online

Cost Transparency: Agencies + platforms

Brands increasingly demand clear and detailed breakdowns of their media costs.

Voice Search + Audio Ads

With the proliferation of smart speakers and voice assistants, consumers are increasingly using voice commands to search for information and make purchases.

Sustainability in Media

Media companies are adopting eco-friendly practices to reduce their carbon footprint and promote environmental responsibility.

Data Strategy

Privacy-first advertising ensures compliance with regulations + builds trust with consumers by demonstrating a commitment to protecting their data.

A hand holding a black remote control with various buttons like 'MENU', a TV icon, a microphone icon, a plus sign, a play/pause icon, and a minus sign. The background is a blurred screen showing a grid of video thumbnails.

ANOTHER SIX

Omnichannel

Omnichannel advertising has become a cornerstone of modern marketing strategies, seamlessly integrating various channels to provide a cohesive customer experience.

Cross-Channel Measurement

Tracking user behavior across different channels, devices, and platforms allows for more accurate data analysis.

Beyonde Google:

Who are the search contenders vying for a piece of the market from the giant, and how are they different?

Short-Form Video Content

bite-sized videos capture attention quickly and are highly shareable, making them an effective way for brands to engage with younger audiences.

Made-For-Advertising

MFA refers to content specifically designed with the primary purpose of being monetized through advertising channels, engineered to attract viewers and maximize advertising revenue.

Evolution of Influencer Marketing

The influencer marketing landscape continues to evolve, offering unparalleled opportunities for brands to reach target audiences authentically and effectively.



ADVANCED TV

UK

reached around £3.94 billion in 2022. This market includes revenues from both domestic and international sources, with digital commissioning (streaming) being a significant driver of growth

Global

Projected to generate revenues of around 97 billion USD in 2024, with a steady growth expected in the coming years. Advanced technologies like smart TVs, improved displays, and higher resolutions are key factors driving this growth².



With its extensive portfolio of content and platforms like Disney+, Disney is a major player in the Advanced TV space.



Apple TV+ and its ecosystem of devices make Apple a significant force in the industry.



HBO's offerings, including HBO Max, position it as a key player in the Advanced TV landscape



As a pioneer in streaming services, Netflix continues to be a dominant player in Advanced TV.



Through Amazon Prime Video and its other services, Amazon is a major contender in the Advanced TV market.



As a leading manufacturer of smart TVs, LG plays a crucial role in the Advanced TV ecosystem

Key Components

Time-shifting

This capability allows viewers to control when they watch their favorite programs, thanks to technologies such as DVRs and video on demand (VOD). No longer confined to traditional broadcast schedules, viewers can watch content at their convenience, enhancing the overall viewing experience.

Addressability

By leveraging data and analytics, advertisers can deliver personalized content to viewers based on their preferences and behaviors. This targeted approach not only improves advertising effectiveness but also ensures that viewers receive more relevant and engaging content.

Interactivity

Whether through interactive ads, on-screen prompts, or the ability to choose different viewing angles, interactivity enriches the viewing experience and fosters a deeper connection between the audience and the content. Viewers can actively participate rather than passively consume media.

Interoperability

content can be accessed across multiple platforms, This seamless integration allows viewers to enjoy their favourite shows and movies regardless of the device they are using. It enhances the flexibility and accessibility of content, making it easier for viewers to stay connected to their preferred media.

2025 Look-outs

The continued growth of AVOD and BVOD services,

Rise of connected TV (CTV) and over-the-top (OTT) devices More sophisticated data-driven advertising,

Push towards more contextual and intent-based advertising solutions due to privacy regulations and identifier deprecation.

UK

advertisers are pushing for more stringent transparency regulations to ensure that every pound spent on media is effectively utilized.

Global

brands in major markets such as the United States, Europe, and Asia are demanding detailed explanations and justifications for every cost incurred, changing how advertisers interact with media agencies and creating a more accountable and efficient media ecosystem.

2025 Look-outs

Data Privacy: Advertisers must handle data responsibly and comply with data privacy regulations to protect sensitive information.

Technology Integration: Technology like blockchain and AI can enhance transparency but requires significant investment.

Evolving Regulations: Advertisers and media agencies must stay updated with evolving regulations to ensure compliance and avoid legal issues.

Agency Relationships: Transparency can strain advertiser-agency relationships; clear communication and mutual understanding are essential for a positive partnership.

ROCK

ISBA

Incorporated Society of British Advertisers: Leading the charge in the UK MRC with initiatives like the Programmatic Supply Chain Transparency Study.

iabUK

Interactive Advertising Bureau UK: Advocating for transparency and best practices in digital advertising.

pwc

PricewaterhouseCoopers: Conducting audits and studies to improve transparency in the advertising supply chain.

WFA

World Federation of Advertisers: Working globally to enhance transparency and accountability in advertising.

ANA

Association of National Advertisers: Media Rating Council: Ensuring Focusing on transparency and measurement standards and accountability in the US and globally.transparency in media ratings globally.

Media Rating Council

Key Components

Cost-breakdown

Advertisers seek comprehensive breakdowns of media costs, including clear itemization of fees, markups, production costs, and other expenses. Eliminating hidden costs and excessive markups is vital. Advertisers need assurance that they are not overpaying or facing undisclosed charges.

Fee structure

Transparent fee structures are crucial, including clear information on agency fees, commissions, and performance-based incentives. Advertisers want to ensure fair and consistent charges.

Hidden costs

Eliminating hidden costs and excessive markups is vital. Advertisers need assurance that they are not overpaying or facing undisclosed charges.

Metrics

access to performance metrics and data analytics is needed to measure the effectiveness of media buys and make informed decisions. Making sure advertisers are focusing on the correct metrics to prove or disprove advertising effectiveness is vital. Buying metrics versus effectiveness.

TRANSPARENCY

media companies are at the forefront of the sustainability movement, integrating eco-friendly practices into their operations. The push for sustainability is driven by both regulatory requirements and consumer demand, with ambitious government targets for carbon reduction.

the media industry is recognizing the urgent need to address environmental challenges. There is a collective effort to reduce carbon emissions and promote sustainable practices. International collaborations, such as the United Nations' Sustainable Development Goals (SDGs), are guiding the industry's efforts to create a more sustainable future.

Staying abreast of evolving regulatory sustainability standards to ensure compliance and avoid legal and reputational risks.

Balance innovation with sustainability, manage the energy consumption of emerging technologies, whilst meeting high consumer expectations.

By adopting eco-friendly practices and focusing on transparency, the media industry can pave the way for a greener future as we look ahead to 2025.



Working towards reducing its carbon emissions and promoting sustainable advertising solutions.



Known for its Sustainable Living Plan, Unilever is committed to reducing its environmental impact and supporting sustainable initiatives in the advertising industry.



Dedicated to reducing its environmental impact and environmental footprint and promoting sustainable practices. initiatives in the advertising industry.



AdGreen focuses on reducing the environmental impact of advertising production. They provide tools like a carbon calculator and sustainability training to help the industry measure and reduce its carbon footprint



GreenBid uses AI-powered solutions to reduce carbon emissions in digital advertising. Their technology optimizes media performance while minimizing environmental impact.



AdNetZero is a global initiative aimed at helping the advertising industry achieve net-zero carbon emissions. They provide resources and a five-point action plan to guide businesses in reducing their carbon footprint

Renewables

Media companies are increasingly investing in solar, wind, and hydroelectric power to reduce their reliance on fossil fuels. This shift not only lowers carbon emissions but also demonstrates a commitment to environmental stewardship.

Waste reduction

Media companies are implementing strategies to minimize waste throughout their operations, from production to distribution. This includes reducing single-use plastics, recycling materials, and opting for digital over print media when possible. By adopting a zero-waste approach, media companies can conserve resources and mitigate their environmental impact.

Sustainable production

This involves using energy-efficient equipment, sourcing materials responsibly, and adopting green filming techniques. Media companies are taking steps to address their carbon emissions, including reforestation projects or support carbon-neutral projects and offset programs.

Sustainability alignment

By aligning their values with those of environmentally-conscious consumers, brands can drive positive change and enhance their reputation. Campaigns that highlight eco-friendly products, encourage



SUSTAINABILITY

Global

RMNs are also making a significant impact by revolutionizing the connection between brands and consumers. As we move through 2025, RMNs on the global stage provide brands with the ability to deliver highly targeted ads across various platforms, further enhancing the overall advertising ecosystem. .

RETAIL MEDIA



Providing comprehensive media solutions across in-store and digital channels.



Offering a wide range of advertising formats to reach a large audience.



Utilizing its vast physical and online presence to offer robust advertising solutions.



Providing a range of advertising formats to reach a large audience.



Leveraging customer loyalty data to provide targeted and personalized ads.

In-store + Online

RMNs bridge the gap between in-store and online advertising, delivering consistent messaging across multiple touchpoints. This includes digital displays, shelf placements, point-of-sale promotions in-store, and display ads, sponsored product listings, and personalized email campaigns online.

Precision targeting

One of the key advantages of Retail Media Networks is their ability to offer precise targeting. Brands can reach consumers based on shopping behaviour, demographics, and preferences, ensuring that ads are relevant and timely, increasing the likelihood of conversion.

Measurable ROI

Retail Media Networks provide robust analytics and reporting tools that allow brands to track the performance of their ads in real-time. By analyzing metrics such as click-through rates, conversion rates, and sales data, brands can assess the effectiveness of their campaigns and make data-driven decisions to optimize their advertising strategies.

2025 Look-outs

Integration with Emerging Technologies:
Adoption of AI and machine learning to enhance targeting and personalization.

Privacy and Data Security: Compliance with data protection regulations and robust security measures to build consumer trust.

Expansion Beyond Traditional Retail:

Growth of RMNs in e-commerce, grocery, and convenience stores, creating new brand opportunities.

Enhanced Customer Engagement:

Delivering personalized ads to foster loyalty and drive repeat purchases.



AUDIO/VOCAL

UK

Audio search adoption in the UK is steadily increasing, with a growing number of people using voice-activated devices and online streaming services for music and podcasts. This trend is particularly popular among younger demographics who appreciate the convenience and accessibility of voice search

Global

Globally, voice search is becoming increasingly prevalent, with around 20% of internet users engaging in voice search and an estimated 8.4 billion voice assistants in circulation. The ease and speed of voice search are driving its adoption across various regions and demographics



Leading the smart speaker market with its Echo devices.



Popular for its integration with Google Assistant.



Focusing on productivity and enterprise solutions



SoundHound



Specializes in music search through singing or humming, or detecting encoded sonic notes.



Uses audio ads to support content creators.



Integrates ads within audiobooks and podcasts.

Content Creation

content creation landscape for audio and vocal media is thriving, with a significant increase in podcast production and digital audio content. Initiatives like the Audio Content Fund have supported independent producers, fostering innovation and diversity in audio content¹. The growing popularity of smart speakers and streaming services continues to drive demand for high-quality audio content

Target Audiences

Understanding the target audience's demographics, preferences, and behaviors is critical for creating tailored audio content and advertisements. As younger demographics increasingly adopt voice-activated devices and streaming services, advertisers and content creators are leveraging this data to craft personalized and engaging audio experiences. This enhances listener engagement.

Distribution Targets

Utilizing various platforms such as smart speakers, streaming services, podcasts, and traditional radio to reach a wider audience. Each channel has its unique advantages and audience.

Advertising Strategies:

Implementing effective advertising techniques like sponsored content, host-read ads, and interactive audio ads. These strategies help in promoting brands and products seamlessly within audio content.

2025 Look-outs

Immersive Audio Experiences: Advancements in virtual and augmented reality technologies will lead to more immersive audio experiences, enhancing the sense of presence for users.

AI-Driven Personalization : Artificial Intelligence will revolutionize ad creation, placement, and measurement, offering -personalized hyperexperiences that deeply resonate with target audiences.

Interactive and Gamified Content: Increasing demand for interactive and gamified content will drive the rise of formats incorporating polls, mini-games, and augmented reality filters.

UK

Global

marketers are adopting zero, first, and second-party data strategies to build personalized, privacy-compliant marketing while phasing out third-party data reliance. Brands are projected to spend millions on advanced data analytics and consent management solutions to comply with data privacy regulations and enhance customer targeting

Globally, brands are shifting towards direct data collection and strategic data partnerships to enhance targeting capabilities and maintain consumer trust in a cookieless future..

0,1,2,3PD



Known for their interactive demos and customer experience solutions, Xtremepush helps brands collect zero-party data through direct consumer interactions.



This company specializes in zero-party data collection through quizzes, website pop-ups, and social media engagements.



By transitioning to a subscription-based model, they have amassed a wealth of first-party data from their subscribers.



With its subscription-only model, Netflix collects extensive first-party data to personalize recommendations and content.



They facilitate second-party data partnerships, helping brands share and leverage each other's first-party data



- This platform enables companies to securely share and receive partner data, enhancing audience targeting and marketing strategies.

Collection

Implement robust systems to gather data from various touchpoints such as websites, mobile apps, and in-store interactions. This ensures that brands can capture valuable insights about customer behavior and preferences across different channels.

Management

Invest in advanced data management platforms (DMPs) to store, organize, and analyze data, creating comprehensive customer profiles. These platforms enable effective segmentation and targeting, enhancing the overall marketing strategy.

Consent + Privacy

Ensure compliance with data privacy regulations by implementing consent management solutions to obtain explicit customer consent for data collection and use. This fosters trust and transparency, which are essential for maintaining positive customer relationships.

Analytics

Utilize data analytics tools to extract actionable insights, understand customer behaviour, and make data-driven decisions to optimize marketing strategies. By leveraging analytics, brands can identify trends, measure campaign effectiveness, and continuously improve their marketing efforts.

2025 Look-outs

Data Privacy Regulations: Marketers must stay updated on evolving data privacy laws to ensure compliance and avoid legal repercussions.

Data Quality: Ensuring the accuracy and reliability of first-party data is crucial for effective targeting and personalization.

Technology Integration: Implementing and integrating advanced data management and analytics tools can be challenging but is essential for harnessing first-party data effectively.

A cornerstone of modern marketing strategies, seamlessly integrating various channels to provide a cohesive customer experience. UK businesses have been adapting to the increasing importance of digital platforms and navigating the complexities of data privacy regulations

Evolving rapidly, driven by technological advancements and changing consumer behaviours, Omnichannel strategies in major markets around the world have embraced the integration of digital channels, AI, and machine learning to enhance their marketing efforts.

2025 Look-outs

Privacy Concerns: Increasing regulations like GDPR and CCPA will demand robust data privacy and compliance measures.

Technological Advancements: Staying competitive will require embracing new tools and platforms, including generative AI and automation.

Consumer Expectations: Meeting rising consumer expectations for personalized and seamless experiences will necessitate continuous innovation.

Market Saturation: Differentiating your brand in a crowded market will require innovative approaches and unique value propositions.



Known for its foundational role in omnichannel advertising, MediaOcean provides a comprehensive platform for managing advertising across multiple channels.



Adobe Experience Cloud

Offers a suite of tools for managing customer experiences across various channels, making it a key player in the omnichannel space.



An e-commerce platform that integrates online and offline sales channels, helping businesses create a seamless customer journey



Specializes in omnichannel marketing automation for e-commerce businesses, making it a go-to platform for many retailers



Helps automate and optimize omnichannel advertising campaigns, ensuring efficient and effective marketing efforts.



Focuses on automating customer support interactions across various channels, enhancing the overall customer experience.

Consistent Branding

This involves maintaining a unified brand voice, message, and visual identity across all marketing channels to enhance recognition. By ensuring consistency, customers can easily identify and relate to the brand regardless of the platform they encounter it on. Consistent branding helps build trust and reliability among customers, reinforcing your brand's presence in their minds.

Addressability

By leveraging customer data, businesses can create tailored content and experiences that resonate with individual preferences and behaviors. Personalization allows companies to connect with their audience on a more personal level, making customers feel understood and valued. This approach fosters a deeper connection with customers, increasing engagement and loyalty.

Interactivity interoperability

This means connecting online and offline touchpoints to ensure a smooth and cohesive customer journey. Whether a customer shops in-store, online, or via a mobile app, they should experience the same level of service and convenience. Seamless integration helps in providing a unified experience that enhances customer satisfaction and retention.

Real-time data

Utilizing real-time data allows marketers to adapt their strategies promptly in response to customer interactions and behaviors. This capability ensures that marketing efforts are always relevant, timely, and effective. By responding quickly to real-time data, businesses can stay ahead of trends and meet customer expectations.



MEASUREMENT

The UK advertising and marketing industry is experiencing significant growth, driven by increased budgets for digital and event marketing. Brands are focusing on enhancing customer experiences through advanced analytics and personalized advertising efforts.

Globally, the advertising and marketing industry is rapidly evolving with the rise of generative AI and automation. Marketers are prioritizing digital channels like social media and Connected TV, and investing in technologies to improve campaign measurement and consumer engagement.



Display & Video 360

powerful DSP that utilizes data and algorithms for better ad positioning



Supply-Side Platforms (SSPs) that help publishers manage, sell, and improve their available ad spaces



Provides comprehensive qualitative and quantitative research solutions for advertising effectiveness.



Offers solutions for marketing effectiveness, data science, and brand fandom tracking



Measures advertising effectiveness across every channel, breaking through silos to gauge true impact.



Author and thought leader in marketing measurement, known for his insights on performance marketing and ROI.

Economic Growth: The UK economy projected modest growth, However, there are concerns about a potential brief recession before growth resumes. Inflation: Predictions that inflation could rise to 3% rising operational costs.

AI and automation continue to reshape industries, technological advancements.

Sustainability: Neccesary rather than a buzzword, with government regulations and finance lenders incorporating sustainability into their requirements. by increasingly adopting green practices are likely to gain favor with consumers.

Attribution

This component determines how to assign credit to different touchpoints in a customer's journey. Effective attribution models help marketers understand which channels and tactics are driving conversions and ROI.

Data Integration and Management

Integrating data from multiple sources (e.g., online, offline, CRM, social media) ensures a holistic view of marketing performance. Proper data management allows for accurate and comprehensive analysis.

Real-time analytics

Utilizing real-time data allows marketers to make timely decisions and adjustments to campaigns based on current performance. Real-time analytics provide up-to-date insights that are crucial for optimizing marketing efforts.

KPIs + Metrics

Defining and tracking KPIs and metrics that align with business objectives is essential for measuring success. Common KPIs include conversion rates, customer lifetime value, and return on ad spend (ROAS).

UK

Global

Global Market Share

89.7% 3.5
billion searches p/d 105
billion searches p/m

AI and Machine Learning: Utilizing advanced AI for personalized user interactions, content creation, and customer segmentation.

Voice Search and Voice Commerce: Optimizing for voice search with long-tail keywords and natural language to cater to the growing audience of smart speaker users.

Privacy and Data Security: Prioritizing user privacy and ensuring transparency in data collection practices.

Zero-Click Searches: Adapting to the trend of zero-click searches where users get answers directly on the search engine results page without clicking through to a website.

2025 Look-outs



4.0%

Yandex

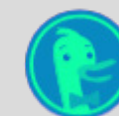
2.6%

yahoo!

1.3%

Baidu 百度

0.8%



DuckDuckGo

0.7%



brave

0.5%

Dominance

Google's overwhelming market share, exceeding 90% globally, poses significant challenges for competitors. This dominance impacts competition and innovation within the search engine landscape

Privacy

Users are increasingly concerned about their privacy and data security¹. Search engines like DuckDuckGo and Brave Search have gained popularity by prioritizing user privacy and not tracking search activities

Algorithm transparency

There is a growing demand for transparency in how search algorithms work. Users and regulators want to understand how search results are generated to address concerns about bias and fairness

Regulatory Scrutiny

Governments and regulatory bodies worldwide are scrutinizing major search engines for potential anticompetitive practices. This includes antitrust investigations and potential penalties to ensure fair competition and protect consumer interest

BEYOND GOOGLE



the rise of influencer marketing has led to increased brand trust and significant reach across diverse demographics, with an emphasis on authenticity and regulatory compliance; this trend is currently at a growth stage (7/10).

Globally, influencer marketing has revolutionized advertising strategies by expanding brand visibility, fostering longterm partnerships, and leveraging video content, positioning itself as a mature and integral part of digital marketing (9/10)..

LinkedIn Video Marketing: Brands are leveraging LinkedIn's new short-form video feature to position their leaders as thought leaders and experts, creating a personable face for their business.

Longer-Form Content: There's a shift towards longer-form, serialized content as consumers crave more substantive social content, moving away from short, disconnected videos.

Enhanced Interactive Elements: Incorporating clickable hotspots, polls, and other interactive features within short-form videos to boost viewer engagement and interaction



YouTube's entry into the short-form video market, leveraging its massive user base



Instagram Reels: Instagram's answer to short-form video, integrated within its existing ecosystem



TikTok: The trailblazer in the short-form video space, known for its viral dance videos and creative challenges



E-commerce Businesses
platforms like Shopify and Amazon use short-form videos to showcase products and drive sales.



Tracks website traffic and conversions from influencer links



Platform

Optimization:

Tailoring content to fit the specifications and audience preferences of different platforms like short, engaging videos (under 60 seconds) optimized for mobile viewing. This includes understanding the unique features and algorithms of popular music and trending audio each platform to maximize reach viewing. These videos leverage and to boost discoverability and foster engagement.

high engagement rates.

New Short Formats

Platforms like TikTok, Instagram

Integrated Marketing Strategy:

Combining influencer marketing with short-form video content allows brands to diversify their content themes, from entertainment to educational and promotional videos. This integrated approach ensures cohesive messaging, maximizes brand presence, and appeals to a broad audience. ether

Data-Driven Insights:

Utilizing analytics to track performance, understand audience behavior, and refine content strategies for better results. This helps in making informed decisions and continually improving the effectiveness of video campaigns.

SHORT-FORM

Made for Advertising (MFA) content and Audience Networks are revolutionizing digital advertising by enhancing audience engagement through targeted, data-driven strategies. By leveraging programmatic advertising and broad distribution channels, UK brands can effectively reach and captivate their target demographics, driving increased conversion rates and monetization opportunities.

Made for Advertising (MFA) content and Audience Networks are instrumental in capturing audience engagement and increasing ad revenues through targeted, data-driven strategies. This approach enables brands to connect effectively with diverse demographics, creating impactful and profitable consumer interactions. As a result, global digital advertising spend is projected to reach over \$600 billion by 2025, further highlighting the scale and significance of these innovations.

MFA + AUDIENCE NETWORKS



With its extensive ad network and platforms like YouTube, Google is a major player in MFA content distribution.



Through Facebook, Instagram, and WhatsApp, Meta offers robust advertising solutions and MFA content opportunities.



Taboola and Outbrain As a professional networking platform, LinkedIn offers targeted advertising solutions for B2B marketing.



Ruben Schreurs
Chief Strategy Officer
ebiquity

Chumbox's in monetizing MFA content by displaying high volumes of ads. They often use clickbait headlines



Content discovery and native advertising, helping MFA content reach a broader audience through recommendations and sponsored content.



Tools such as Spider AF help identify and mitigate ad fraud associated with MFA websites, ensuring advertisers get genuine engagement.

2025 Look-outs

Embrace AI and Short-Form Video: Use AI for personalized campaigns while staying genuine. Focus on short-form videos like TikTok and Instagram Reels to engage audiences.

Prioritize Data Privacy and Customer Experience: Be transparent and ethical with data. Deliver a seamless customer experience to build trust and loyalty.

Align with Purpose and Build Relationships: Support social causes and build strong relationships with customers. Engaging brand communities is key to long-term success.

Shareability + Engagement

MFA content captivates audiences with attention-grabbing headlines, visuals, and storytelling, while optimizing for high engagement and visibility. This approach ensures that the content reaches a wider audience and sustains their interest.

Programmatic + Targeted Ads

Audience Networks automate ad buying and placement, using precise targeting based on demographics, interests, and behaviours. This automation allows for efficient and cost-effective ad campaigns that are more likely to convert.

Brand Collaborations and Monetization:

MFA content integrates promotional messages through brand partnerships and leverages diverse ad formats for monetization. These collaborations create seamless and authentic advertising experiences that resonate with viewers.

Data-Driven Insights and Optimization:

Both MFA content and Audience Networks rely on real-time performance tracking and audience data to inform and adjust strategies for maximum effectiveness. This continuous optimization leads to higher engagement and better ROI for advertisers.



UK

The UK influencer market is experiencing significant growth, driven by the rise of platforms like TikTok and Instagram. Short-form video content is particularly popular, leading to higher engagement rates and more authentic connections between influencers and their audiences.

Global

Globally, the influencer marketing industry is projected to reach \$22.2 billion by 2025. The creator economy is also expanding rapidly, with a projected growth to \$528.39 billion by 2030.



Joe Wicks
5M reach



Influencer
Database: Access to
over 3 million
influencers.



Influencer Database: Over
70 million profiles.



Monitors social media
performance and
engagement.



Tracks website traffic and
conversions from
influencer links

Influencer Marketing and Partnerships:

Collaborations between brands and influencers focus on creating authentic, relatable content to build trust and effectively reach specific demographics. Performance metrics and regulatory compliance are crucial for measuring campaign success and maintaining transparency in influencer endorsements.

Data-Driven Decisions:

Utilizing data and analytics helps brands personalize influencer campaigns, predict future performance, and optimize strategies in real-time. AI and machine learning technologies enhance decision-making by identifying patterns and delivering actionable insights.

Talent and Influencers:

Identifying and partnering with the right influencers who align with the brand's values and target audience. This requires thorough research and vetting to ensure the influencer's audience, content style, and engagement levels match the brand's goals. Strong relationships with influencers foster authenticity and trust among their followers.

Reach and Engagement:

Expanding brand visibility and fostering meaningful interactions with the audience through influencer content. Leveraging influencers' follower bases helps brands tap into new and diverse audiences. Engaging content encourages likes, comments, shares, and direct interactions, enhancing overall brand presence.

2025 Look-outs

TikTok Live Shopping: Live shopping events on TikTok are engaging audiences by allowing influencers to showcase and sell products in real-time, creating excitement and urgency.

Faceless Content Creators: The rise of faceless influencers, focusing on content without showing their faces, is gaining popularity, especially in niches like cooking, as people rethink digital privacy.

data privacy concerns, particularly with platforms like TikTok. Ongoing debates and legislative actions regarding how TikTok handles user data, which could impact its popularity and usage.

THANKS FOR READING!

As we conclude our exploration of the media landscape, it is evident that the industry is on the brink of transformative changes. The trends discussed—Advanced TV, Influencer Marketing, Cross Media Measurement, Sustainability, and Transparency—are not just fleeting phenomena, but pivotal forces shaping the future of media. Embracing these trends requires not only understanding their potential but also being ready to adapt and innovate continuously. It is a thrilling time for media professionals, as the opportunities to redefine audience engagement and drive meaningful impact are boundless.

However, with great opportunity comes great responsibility. As media practitioners, we must be vigilant stewards of ethical standards and transparency. The rise of technology and data-driven strategies, while promising, also brings challenges that need careful navigation. The importance of maintaining trust with our audiences cannot be overstated. Striking a balance between

innovation and integrity will be crucial in maintaining credibility and fostering long-term success.

In closing, I invite you to continue this journey of discovery and dialogue beyond the pages of this document. Feel free to share your insights, questions, and experiences through my social media channels, as we collectively shape the future of media. By staying

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engaged and informed, we can not only anticipate the trends of tomorrow but also lead the charge toward a more dynamic and responsible media landscape. Let us embrace the future with confidence, curiosity, and unwavering commitment to excellence.

