

Programmatic media-buying surge

 By [John Bowles](#)

5 Feb 2015

"More channels and less reach for media buyers."

John Bowles, joint-MD, of the Newspaper Advertising Bureau (NAB), predicts more private ad exchanges playing a role in the market.

Q: Your 'game changer' trend in 2014?

A: The convergence of digital and traditional in the media landscape. For too long these two worlds were separate silos for agencies, marketers and media owners.

Q: What do you hope to see less of going into a New Year?

A: Poor consumer confidence, political instability, recessionary talk, negativity, negativity, negativity!

Q: What do you hope to see more of in 2015?

A: Change in attitude and renewed passion. Love to see a clearing of the slate and a back to basics approach on marketing strategy. No jargon, no uninformed self-opinion, just a revisit of what businesses want to achieve out of their marketing investments.

Q: What advice do you have for your peers for the next year?

A: Forget the past, worry less about the future - LIVE IN IT NOW!

Q: What would you like to tell your clients?

A: Let's try and understand the path to purchase better. Let me help you reach buyers where they live and tap into their multichannel lives. Help them help shoppers shop!

Q: Your most significant industry trends for 2015?

A:

1. Local, local, local. 2015 will be the year that there is less fuss about pure play e-commerce and a focus on the nuts and bolts for retail and brand custodians. Brick and mortar stores will be accepted as the primary destination for shopping and marketers need to drive market share or sales, area by area, to win the battle. Therefore national brands will get more scientific about local battles.
2. Fragmentation overload - more channels and less reach for media buyers. This year will see a move to more relevant sites than simply to big numbers.

3. Customised video serving will grow.
4. Mobile search and display will continue to grow but emphasis will be serving for local call to action.
5. Programmatic buying will continue to evolve. We see more private ad exchanges playing a role in the market.
6. Daily and weekend circulation will continue to decline, with ad revenues following suit. Local newspapers should remain relevant and stable, catering for local communities while rolling out their digital assets.

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ABOUT JOHN BOWLES

John Bowles is the joint managing director of the Newspaper Advertising Bureau (NAB). With a combined newspaper print order of over 3.4 million copies freely distributed/sold across South Africa, and over 1.3 million copies distributed weekly across Southern Africa, NAB enables advertisers to communicate with the critical mass and economically active in Southern Africa.

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