



# Kantar's 2023 Media Reactions

September 2023



# Consumers prefer in-person advertising

Kantar's 2023 Global Media Reactions report presents the preferences of media channels by consumers and marketers.

The top five channels for consumers are entirely in-person rather than online: Sponsored events, Cinema, Out of Home, Point of Sale and Digital Out of Home.

The top three channels for consumer **attention** are Cinema, Out of Home and Digital Out of Home. Read on for more of the findings.



# DOOH is the most innovative channel

# #1

Both global consumers and marketers agree that DOOH is the most innovative media channel.



# Global consumers like OOH

# #3

Out of Home (OOH) ranked 3<sup>rd</sup> in global consumer's top media channels, followed closely by Digital Out of Home (DOOH) in 5<sup>th</sup> place.



People pay more attention  
to channels they like

90%

There is a 90% correlation between media channels that consumers claim capture their attention and those in which they prefer seeing advertising.



Global consumers believe both classic and digital OOH capture attention

#2

Classic OOH ads ranked 2<sup>nd</sup> and DOOH ads 3<sup>rd</sup> in capturing attention by global consumers.



 **MOVE**

Measurement of Outdoor Visibility and Exposure

More research and insights may be found at  
**[Anatomy of Out of Home](#)**