



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

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





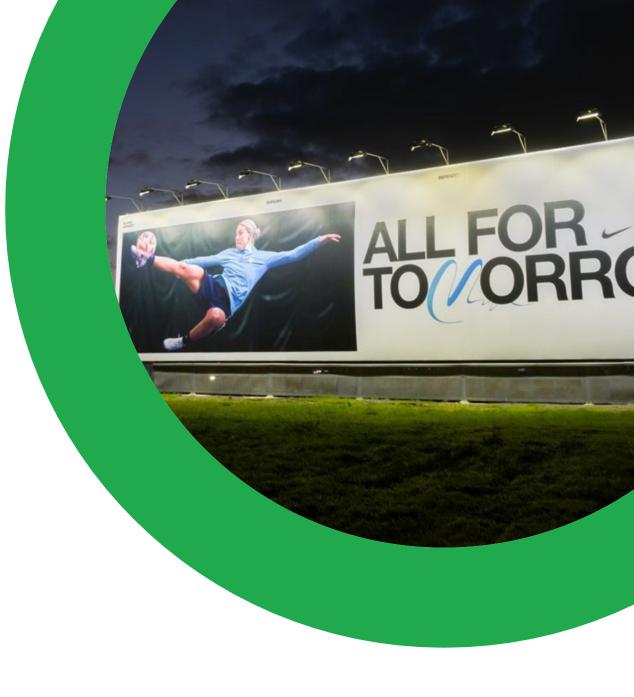
Global consumers like OOH

#3

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

People pay more attention to channels they like

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



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



More research and insights may be found at Anatomy of Out of Home