

THE COSTS OF MEDIA PICHES

UMA Survey sample N=9

Period = January – December 2023

9 Media Agencies member of UMA participated in the UMA Survey, the specialized agencies Billups and iO did not fill in the questionnaire.

We distinguished 4 kinds of “lead generation”

- Self initiated prospectings: the participating agencies reported 42 prospectings; the hours spent on this kind of lead generation to new business are not included in the following analyses
- Local pitches: pitches for clients on the Belgian Market
- International pitches of 2 very different kinds:
 - International pitches managed on international level that require few input
 - International pitches that are co-managed locally

Number of participations in pitches of UMA members (n=9)

| Lead Generations | Nb of Participations in Pitches | % |
|---|---------------------------------|-------------|
| Self initiated | 42 | |
| International Pitches | 102 | 44% |
| Int. pitches from Group (minimal input) | 36 | |
| Int. Pitches comanaged locally | 66 | |
| Local Pitches | 130 | 56% |
| Total Pitches | 232 | 100% |

The 9 media agencies reported 232 participations (*) in pitches during 2023.

Total amount of working time spent to pitches: 43.714 hours.

| Lead Generations | Nb of Participations in Pitches (*) | % | Total 2023 Hours BE | % |
|---|-------------------------------------|-------------|---------------------|-------------|
| International Pitches | 102 | 44% | 19.593 | 45% |
| Int. pitches from Group (minimal input) | 36 | | 1.945 | |
| Int. Pitches co-managed locally | 66 | | 17.647 | |
| Local Pitches | 130 | 56% | 24.121 | 55% |
| Total | 232 | 100% | 43.714 | 100% |

43.714 hours were spent to pitches 2023 by 9 agencies. Based on a yearly FTE of 1705 hours, this means that 25,6 FTE worked on Pitches for 9 agencies - on average 2,85 persons full time per agency.

(*) This number of Pitch participations is not the number of Pitches in 2023 but the addition (sum) of the participations of each agency in a pitch (e.g. PITCH X: 4 agencies taking part = 4 participations)

Conversion rate

| Lead Generations | Nb of Participations in Pitches (*) | NB of Pitches Won | % of Wins vs Participation |
|---|-------------------------------------|-------------------|----------------------------|
| International Pitches | 102 | 35 | 34% |
| Int. pitches from Group (minimal input) | 36 | 16 | 44% |
| Int. Pitches comanaged locally | 66 | 19 | 29% |
| Local Pitches | 130 | 55 | 42% |
| Total | 232 | 90 | 39% |

Based on the total number of pitches won by the 9 agencies, we can conclude that in total 90 media pitches were organised in 2023: 55 local and 35 international pitches.

The cost per pitch

The total cost of the participations in pitches for the year 2023 is 5.187.069€. The average cost per hour spent is **118,6€**

| Lead Generations | Nb of Participations in Pitches (*) | Total 2023 Hours BE | 2023 Pitches Total Yearly Cost | Cost per Pitch (All part. agencies) |
|---|-------------------------------------|---------------------|--------------------------------|-------------------------------------|
| International Pitches | 102 | 19.593 | 2.324.850 € | 22.793 € |
| Int. pitches from Group (minimal input) | 36 | 1.945 | 230.823 € | 6.412 € |
| Int. Pitches comanaged locally | 66 | 17.647 | 2.094.027 € | 31.728 € |
| Local Pitches | 130 | 24.121 | 2.862.219 € | 22.017 € |
| Total | 232 | 43.714 | 5.187.069 € | 22.358 € |

Focus on the 7 largest pitches in 2023

The above figures naturally reflect averages of all the 90 pitches in 2023. But of course, one pitch is not like another.

Focusing on the 7 largest media competitions in 2023 in terms of hours spent, the following conclusions can be observed:

- Average number of participating agencies per pitch: 4
- Total number of hours spent in 2023 by all participating agencies in those 7 pitches: 15.320h; this means +/- 2.200 hours per pitch for each participating agency. On average 4 media agencies participate to these top 7 pitches: we conclude that per agency 550 hours were spent last year on those 7 big pitches.
- Total cost for all agencies in these 7 pitches: 1.817K€. This means that 8% of the total number of pitches represent 35% of the total cost of pitches for the media agencies industry
- Investment per agency on average per major pitch: 67K€ (567 hours, or 0.33 FTE)

Among these 7 pitches:

- Average investment per agency for the most time-consuming pitch: 99K€ (832 hours, or 0.49 FTE)
- Average investment per agency for the least time-consuming pitch: 38K€ (321 hours, or 0.19 FTE)