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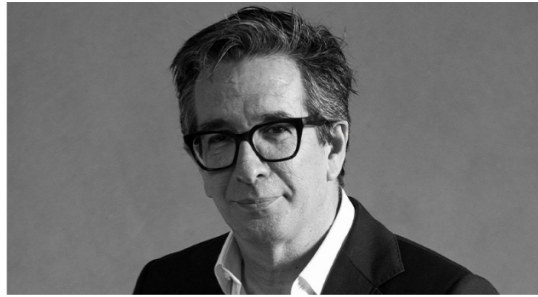
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Is the pitch broken? TrinityP3 study to uncover reality of modern pitching

MW by Mediaweek
Posted on 11 December 2023



Woolley: "Not all pitches are equal. We need to start identifying where the problems are."

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Marketers are creating in-depth pitches for small projects, rather than long-term commercial arrangements, according to a study aiming to provide an "accurate and quantified view" of the pitch process.

The State of the Pitch study by consultancy TrinityP3, is collecting anonymous data from pitches held between 1 July to 31 December this year, to reveal the current landscape for both media and creative pitches in Australia.

Darren Woolley, global CEO of TrinityP3 told *Mediaweek* "What we hope to show the industry, is that not all pitches are equal. We need to start identifying where the problems are."

Early data from the survey, which is open until 31 December, suggests there has been an increase in pitches across the market this year, however, these were predominantly for smaller, project-based work, rather than long-term contracts.

"The survey is showing that coming off the back of Covid, which for two years meant a lot of clients postponed pitches, there has been an increase in the number of marketers going to a full creative pitch or a full media pitch for a very small project," said Woolley.

"While the traditional model was to appoint an agency for three years, now they're going to pitch and appointing an agency for three to six months to do a project. Yet the amount of work involved in winning this piece of work is the same as winning a three year project."

"We're seeing there are quite a number of pitches, where the proposed fee is under \$200,000 a year."

"There are a lot of comments about poor practice, however, this is it's not about finger pointing. It's really about trying to inform the market about the opportunities for improvement, based on feedback from the agencies."

The study aims to provide transparency around pitching activity, which is often hidden behind non-disclosure and confidentiality agreements, in a bid to identify issues and initiative action to solve them. Woolley said TrinityP3 would reach out to industry bodies such as AANA, MFA and ACA depending on the outcomes of the data.

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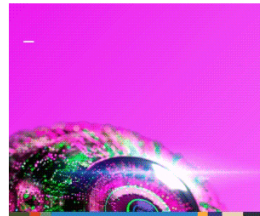
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TV Ratings December 10, 2023: Fans got festive with a Christmas special of The Hundred with Andy Lee, topping prime-time entertainment

By [Anita Anabel](#)
Posted on 11 December 2023



Big Bash draws to a halt

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- *1M tune in to Annika on ABC in Total TV*
- *469K watch The Hundred with Andy Lee Christmas Special*

Overnight TV Ratings, December 10

SUNDAY METRO									
	ABC	Seven	Nine	10	SBS				
ABC	15.8%	7	16%	9	19.5%	10	6.7%	SBS	4.7%
ABC KIDS/ABC TV PLUS	2.6%	7TWO	3.5%	GO!	2.3%	10 Bold	3.3%	VICELAND	1%
ABC ME	0.5%	7mate	4.5%	GEM	4.7%	10 Peach	2.6%	Food Net	1.2%
ABC NEWS	1.8%	7flix	1.8%	9Life	1.5%	Nickelodeon	1.3%	NITV	1.1%
		7bravo	1.3%	9Rush	1.6%			SBS World Movies	0.8%
								SBS WorldWatch	0.3%
TOTAL	20.7%		27.1%		29.7%		13.6%		9%

SUNDAY REGIONAL											
	ABC	Seven Affiliates	Nine Affiliates	10 Affiliates	SBS	Sky Regional					
ABC	15%	7	14.6%	9	16.9%	10	5.1%	SBS	4.2%	Sky News Regional	3.2%
ABC KIDS/ABC TV PLUS	2.7%	7TWO	3.3%	GO!	2.3%	10Bold	3.7%	VICELAND	1.5%		
ABC ME	0.3%	7mate	5.8%	GEM	5.3%	10Peach	2%	Food Net	1.4%		
ABC NEWS	2.2%	7flix (Excl. Tas/WA)	3.4%	9Life	1.9%	Nickelodeon	1.4%	SBS World Movies	1.3%		
		7bravo	1.6%					SBS WorldWatch	0.0%		
								NITV	1.4%		
TOTAL	20.2%		28.7%		26.4%		12.2%		9.8%		3.2%

SUNDAY METRO ALL TV	
FTA	STV
88.4%	11.6%

Primetime News
 Seven News 223,000 (5:00 pm) / 752,000 (6:00 pm)
 Nine News 146,000 (5:00 pm) / 656,000 (6:00 pm)
 ABC News 556,000
 10 News First 180,000 (5:00 pm) / 138,000 (6:00 pm)
 SBS World News 106,000 (6:30 pm) / 84,000 (7:00 pm)

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FUTURE LEADER AWARDS

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2024

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FUTURE LEADER AWARDS

2024

60 Minutes 356,000
The Sunday Project 150,000 (6:30pm) / 202,000 (7pm)
Insiders 291,000

Breakfast TV

Weekend Sunrise 216,000
Weekend Today 133,000
Weekend Breakfast 145,000

Nine has won the night with a primary share of 19.5% and a network share of 29.7%.

9Gem has won multi channels with a 4.7% share.

Seven received a primary share of 16.0% and a network share of 27.1%.

10 took a primary share of 6.7% and a network share of 13.6%.

Nine

On **Nine**, 469,000 saw a special Christmas edition of *The Hundred with Andy Lee*. During the episode, **Andy Lee** was joined by special guests **Sophie Monk**, **Anne Edmonds** and **Tommy Little**, along with 100 regular Aussies via Zoom, as they unwrapped what Australians love most about the festive season.

Then on *60 Minutes*, 356,000 watched how survivors of the Sea World helicopter tragedy described the horror of the mid-air collision. Plus the program looked at how to make ageing cool.

212,000 also saw *Forged in Fire*, a documentary that uncovered the profound connection between Australia and Ukraine during the ongoing war.

#textmewhenyougethome followed for 115,000.

SEE ALSO: Ho ho ho! Andy Lee is gifting us a very special edition of The Hundred just in time for the festive season

Seven

182,000 began their evening with **Seven's Big Bash!** The Renegades clashed with the Scorchers, live from GMHBA Stadium. Thanks to an unsafe pitch, the game came to a halt. "The wicket's absolutely drenched," skipper **Nic Maddison** fumed before the first ball was even bowled. The match went ahead; however, players grew concerned. The umpires then took to the pitch to make a decision and after a lengthy delay, it was decided the game would end.

127,000 then watched *7NEWS Spotlight* where the program took us inside the international sting to catch out the scammers targeting innocent Australians.

10

On **10**, *The Sunday Project* (150,000 (6:30pm) / 202,000 (7pm)) welcomed *Greenday* via satellite while also looking at how Australian tobacco product prices continue to rise year by year and Border Force are seizing a record number of illegal tobacco, with officials fearing the impacts of a booming black market.

Then, on *The Bachelors Australia*, 165,000 tuned into see **Ellie** finally tell **Ben** that she was only interested in **Luke**. During the rose ceremony, Ben called her name, only to ask Luke to come over and hand her his rose. Meanwhile, **Lisa** — who is proving to be controversial — gatecrashed the group date while also admitting in a confessional that she would be the one "to take **Wes'** virginity".

A repeat of *NCIS: Hawaii* followed for 81,000.

ABC

438,000 watched a repeat of **ABC's** *Joanna Lumley's Britain*. During the episode, host **Joana Lumley's** most personal journey came to an end as she travelled from North Wales to St Michael's Mount and the West Country, landing in her hometown of London.

