

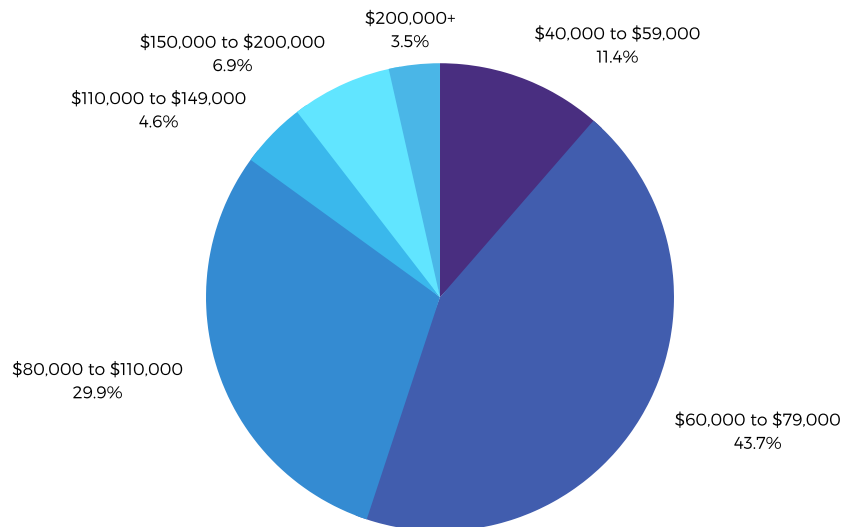
# 2021 TELEVISION SALES COMPENSATION STUDY

We are proud to release our **2nd annual TV Sales Compensation Study**. As we continue to add more years of data, we can track trends and provide television station owners and managers with valuable insights so they can budget accordingly. This year brought a new area to investigate. Our survey was conducted over the summer when we were well into the COVID-19 pandemic. Covid triggered many changes in our business and impacted how we employ and compensate people. We added more questions, and as situations arise in the future, we will continue to adjust accordingly by including questions that are relevant to current market conditions. We always probe for information that is critical to decision-making, and we accommodate as many requests for new questions as possible.

## SURVEY RESULTS

**What is the current income of your average seller at your station?**

**THE AVERAGE TV  
SELLER EARNS  
\$60,000 TO \$79,000**



**MSN INSIGHT:** We are seeing an increase in the \$80K-\$110K range from last year.

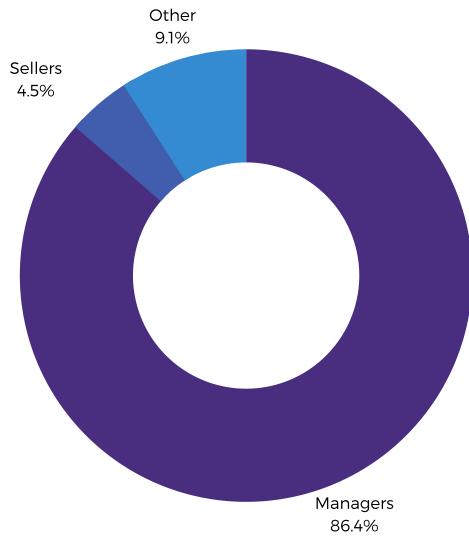
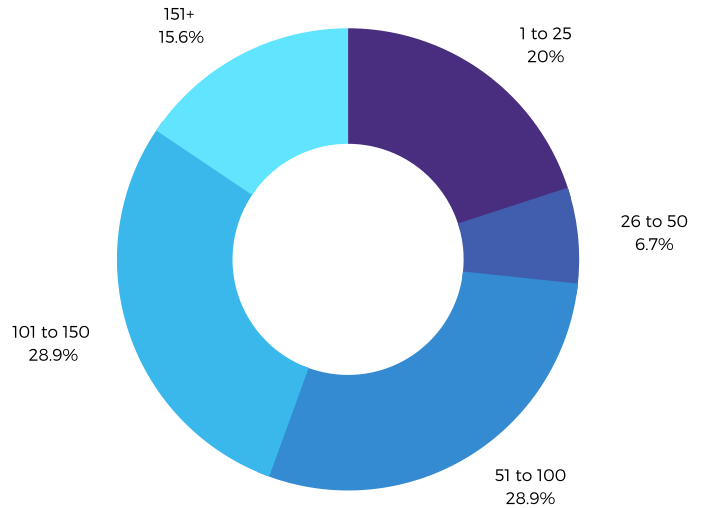
## Survey Demographics

### Market Ranking

# 57.8%

MARKET RANKING BETWEEN 51 TO 150

MSN INSIGHT: This is a great response so we can average all market sizes!



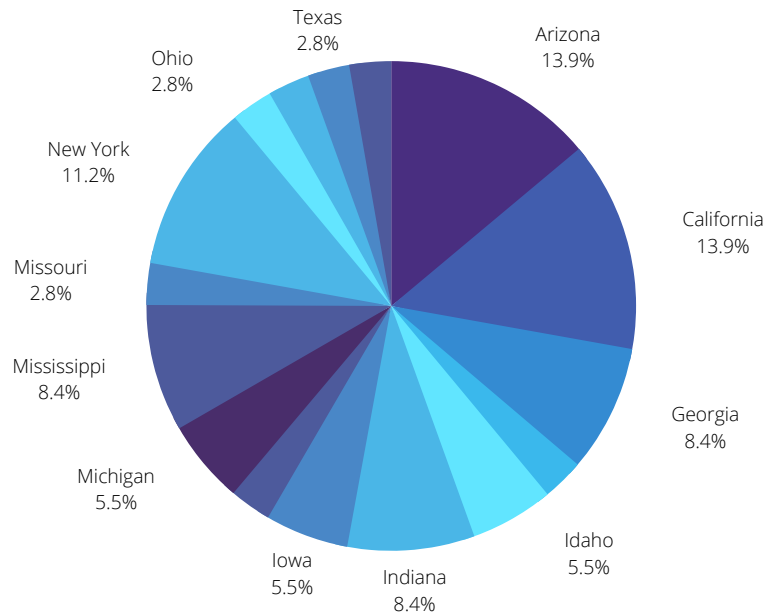
### Who took the survey?

# 86.4%

MANAGERS

# 20

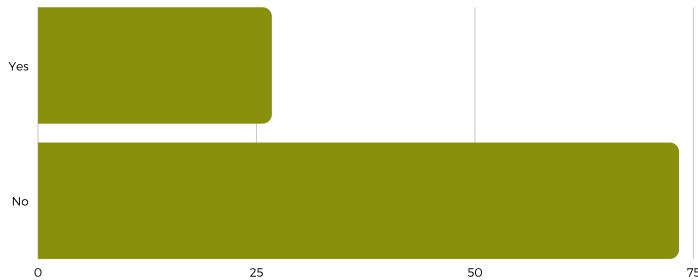
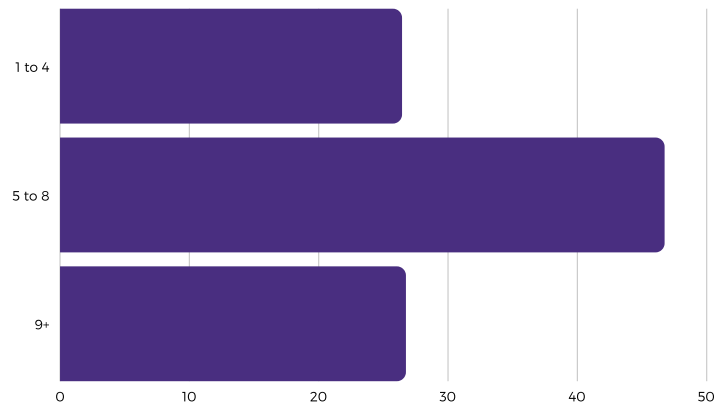
STATES PARTICIPATED



How many sellers on your team?

46.7%

5 TO 8 SELLERS



How many are part-time?

26.7%

WORK AS PART-TIME EMPLOYEES

**MSN INSIGHT:** TV stations can build their sales teams by adding more part time sellers.

How does this differ from pre-Covid?

62.2%

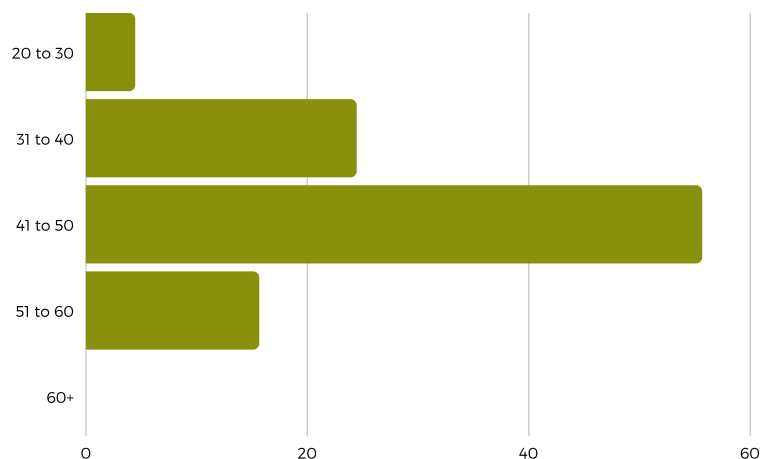
HAVE THE SAME AMOUNT OF SELLERS AS PRE-COVID

- 31.1% We have fewer full-time sellers
- 6.7% We have more full-time sellers
- 62.2% We have the same amount of sellers as pre-Covid

Our salesteam average age is:

41 to 50

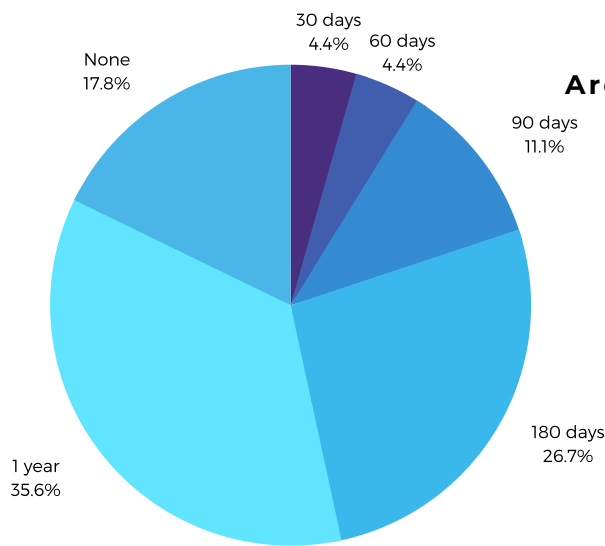
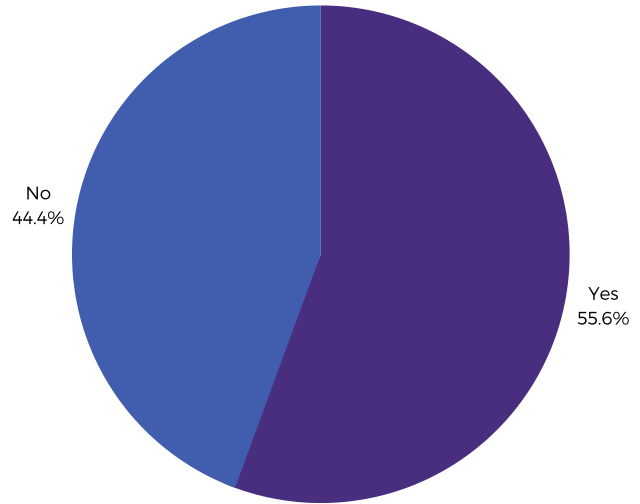
**MSN INSIGHT:** A stronger effort should be made to recruit younger sellers. We see a concern with such a high % of sellers in higher age groups and fear that with them aging out, there are not enough younger generations to fill in the gap.



Is there a different compensation plan for new hires vs. established sellers?

55.6%

COMPENSATE DIFFERENTLY



Are new hires paid a guarantee for an initial period?

35.6%

OFFER 1-YEAR COMPENSATION TO HELP NEW HIRES

**MSN INSIGHT:** A big jump for those offering a 1 year security period, which is so needed in recruitment.

Does management consider non-revenue activity/ accomplishments/ goals as part of the new hire compensation plan?

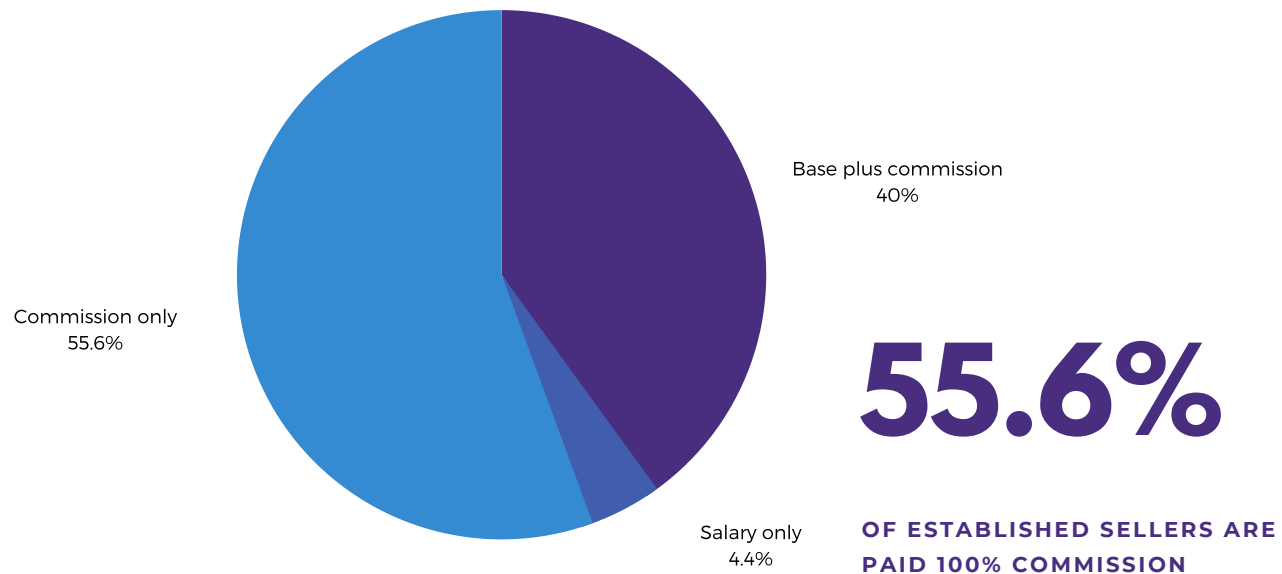
42.2%

DO CONSIDER NON-REVENUE ACTIVITY AS PART OF NEW HIRE COMPENSATION

**MSN INSIGHT:** There is a slight growth in this category, which could be tied to trying to keep top performers during COVID.

## For established sellers do you pay:

Base Plus Commission \* Salary Only \* Commission Only \* Other



**MSN INSIGHT:** This figure has been very consistent with previous year. We did see a slight increase in those being paid 100% salary which could have been a factor of the pandemic.

## The compensation plan for established sellers has changed since pre-Covid:



## Our company pays a premium or higher commission for new business:

# 80%

OF RESPONDENTS SAID THEY PAY A PREMIUM OR COMMISSION ON NEW BUSINESS

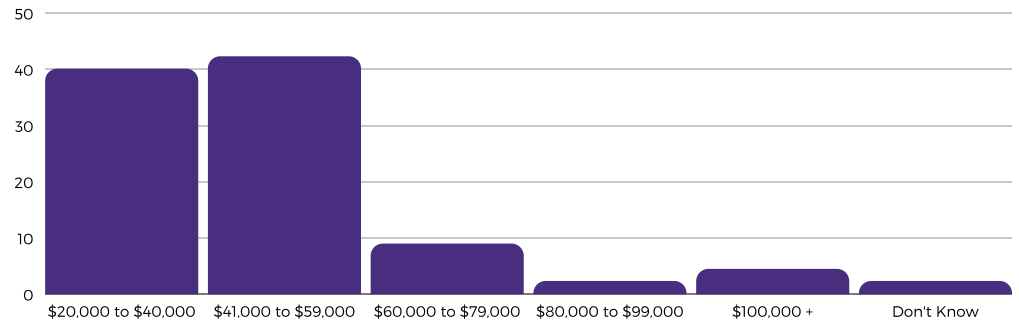
### MSN INSIGHT:

This is a strong figure which shows that the industry is serious about encouraging sellers to go after new business. It is much higher than radio.

Select the amount closest to the current annual income of your entry seller:

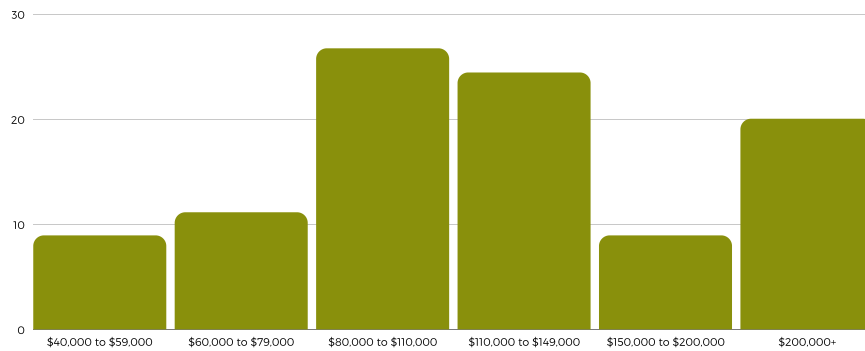
42.2%

% OF ENTRY-LEVEL TV SELLERS EARNING ON AVERAGE \$41K TO \$59K A YEAR



**MSN INSIGHT:** While across the board we are seeing increases in the \$40k to \$59K range, we would like to see TV move some of those below that option to be more competitive in hiring. This is an area we will watch as stations start to add more sellers back. It would be expected that with fewer sellers they would earn more with fewer players.

Select the amount closest to the current annual income of your entry seller:



24.4%

OF TOP TV SELLERS EARNING ON AVERAGE \$110K TO \$149K A YEAR

**MSN INSIGHT:** Pay in the \$110 to \$149K range is down .6% from last year.

Our sellers earned more or less in 2020 than in previous years:

20%

% EARNED MORE IN 2020

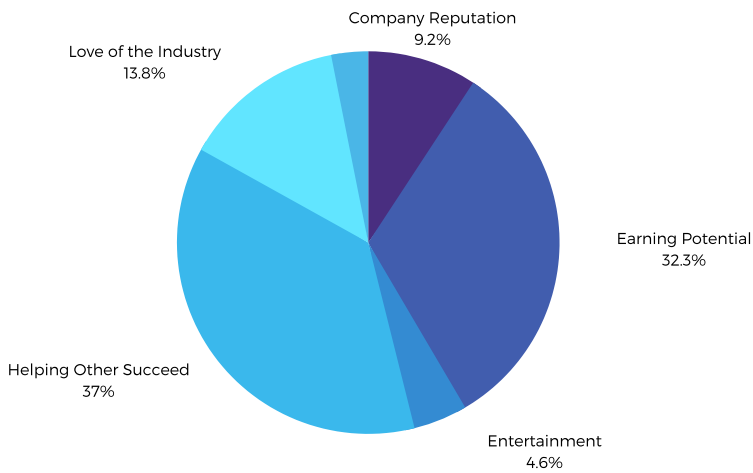


8.9%

OF THOSE WHO SAID THEY EARNED MORE STATED IT WAS DUE TO HAVING A REDUCED STAFF AND TAKING ON MORE ACCOUNTS

**MSN INSIGHT:** This is an area we will watch as stations start to add more sellers back. It would be expected that with fewer sellers they would earn more with fewer players.

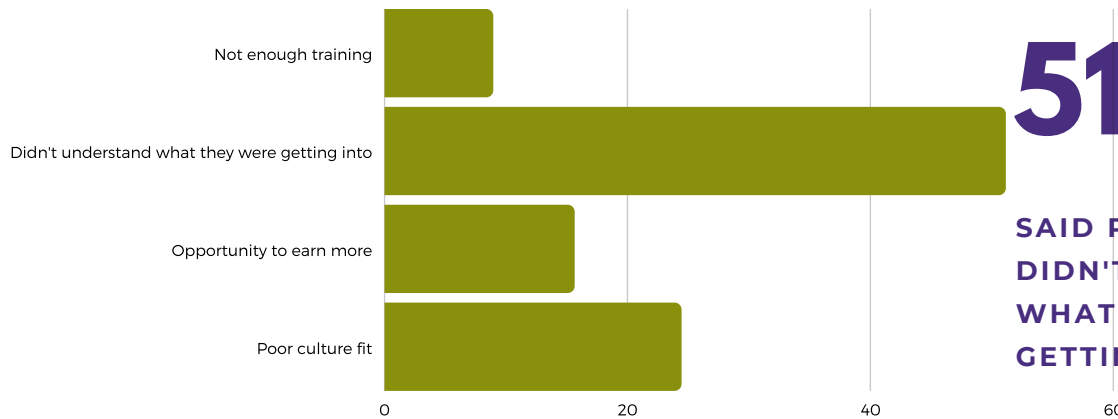
**What do your sellers feel is their motivation for working in television?  
Select the answer that best describes your overall team:**



**35.6%**

**ARE MOTIVATED BY HELPING OTHERS SUCCEED**

**If you have turnover, it is usually due to:**

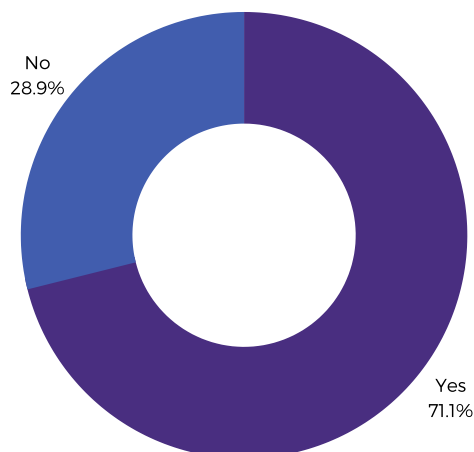


**51.1%**

**SAID REASON IS THEY DIDN'T UNDERSTAND WHAT THEY WERE GETTING INTO**

**MSN INSIGHT:** Too many people say they didn't understand what they were getting into! This proves that correct onboarding, transparency, and more detailed interviews are crucial!

**Do you have a program in place to promote Diversity?**

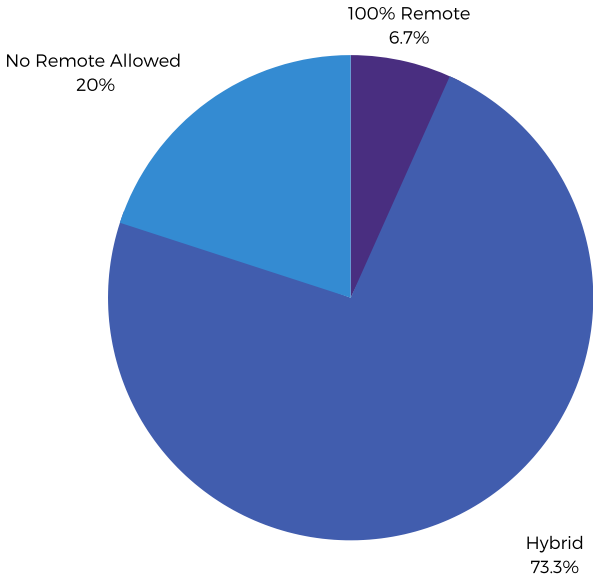


**MSN INSIGHT:** Of the 3 media studied this is was the highest number. But there is still room for growth.

**When asked "What are the most successful platforms to encourage diversity in your workforce?" Here are the results ranked 1 to 6:**

- 1** JOB POSTING ON WEBSITE
- 2** REFERRAL PROGRAMS
- 3** ADVERTISING IN MINORITY ORGANIZATIONS
- 4** JOB FAIRS
- 5** SOCIAL MEDIA
- 6** COLLEGE RECRUITMENT

**We plan to bring back our sales team:**



**73.3%**

**PLAN TO KEEP THE SALES TEAM HYBRID**

**Top Reasons for Turnover**

**MSN INSIGHT:** . Those that offer a 'hybrid' may benefit from more interested job applicants.

**We have one sales staff that sells all products:**

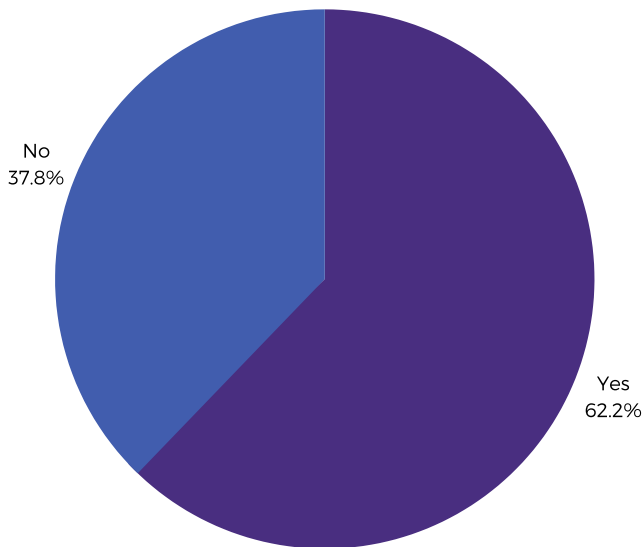
**88.9%**

**SAID YES**





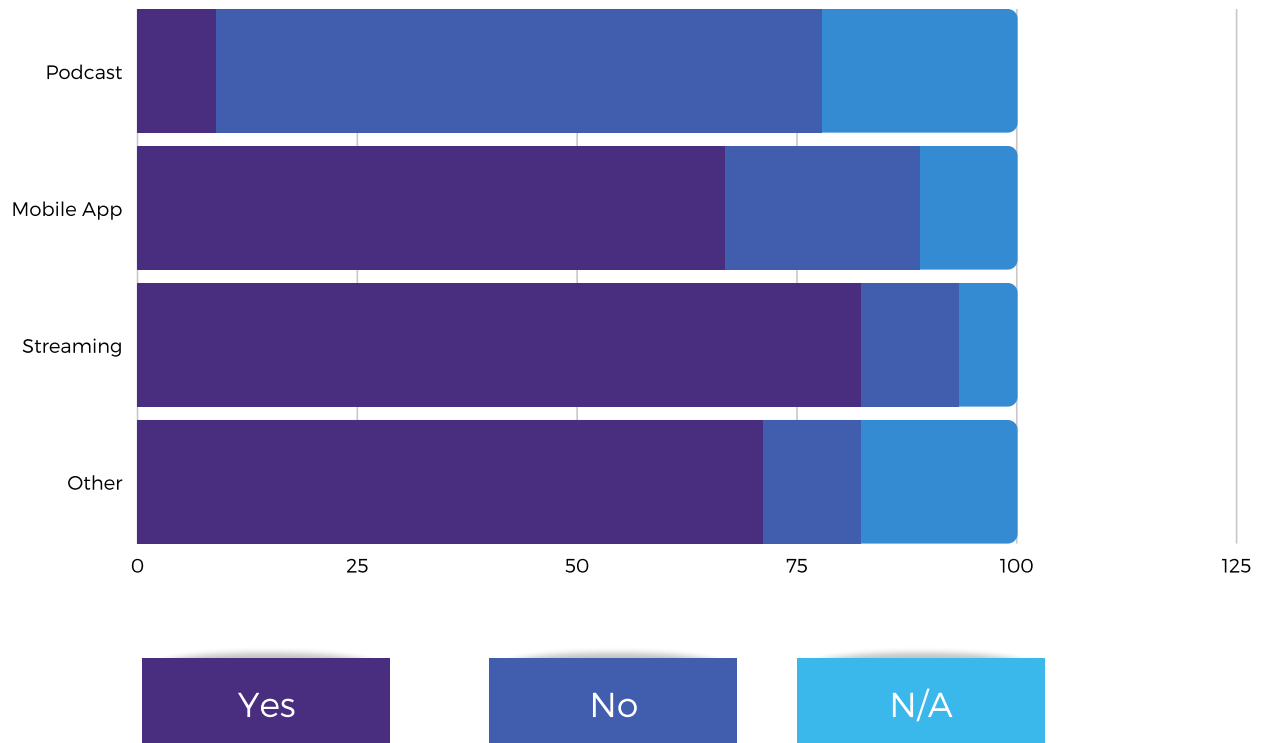
**We have a digital specialist to drive all of our new products:**



**62.2%**

**SAID THEY DO HAVE A DIGITAL SPECIALIST ON STAFF**

**Does Your Sales Team Actively Sell Opportunities in:**



## **SURVEY DETAILS**

The 2021 TV Sales Compensation Study consisted of 19 questions and promised confidentiality to all who participated.

From our unique responses, 86.4% were in a managerial role. The study was conducted over a four-week period between late June and mid-July via email to RBR+TVBR subscribers and to Media Staffing Networks' confidential database, as well as on social media.

MSN offers similar studies in television and newspaper, to provide owners and operators a better understanding of compensation models across media platforms. All results can be found on [mediastaffingnetwork.com](https://mediastaffingnetwork.com).

### **FOR MORE INFORMATION**

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**480-306-8930**