

## **The Writer's strike is impacting broadcast media.**

*May, 2023*

### Overview:

The immediate consequence of the strike is that almost all major scripted TV shows halted production. This will result in significantly delayed (or cancelled) Fall 2023 TV season and perhaps even the Winter/Spring 2024 TV season.

Additionally, there will be an increased pressure on the remaining fresh inventory: reality TV, news, sports, specialty or Canadian content (i.e.: CBC). Those who delay approvals of TV campaigns for Fall, might find drastically depleted inventory and increased pricing on the programs that are still available.

Looking back at the historical data from the 2007/2008 (Nov – Feb) WGA strike, there was a decrease in viewership that continued long after the strike ended and viewers flocked to alternative forms of entertainment.

In challenging times ahead for linear television, media strategy becomes even more important to identify which other channels (such as OTT & radio) can play a critical complementary role and help you achieve your marketing ambitions at such a crucial time of year.