



# CAREER PORTAL REBOOTED!

YOUR PROFILE = YOUR SUCCESS



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VOL 4: 2021



3311 Swede Road, Suite A  
East Norriton, PA 19401  
T: 610.279.5229

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## More:

For advertising opportunities, please contact

**Andrea Simpson** -  
[andrea@adagp.com](mailto:andrea@adagp.com) or 610-279-5229.

For past issues of The Driving Force, please visit  
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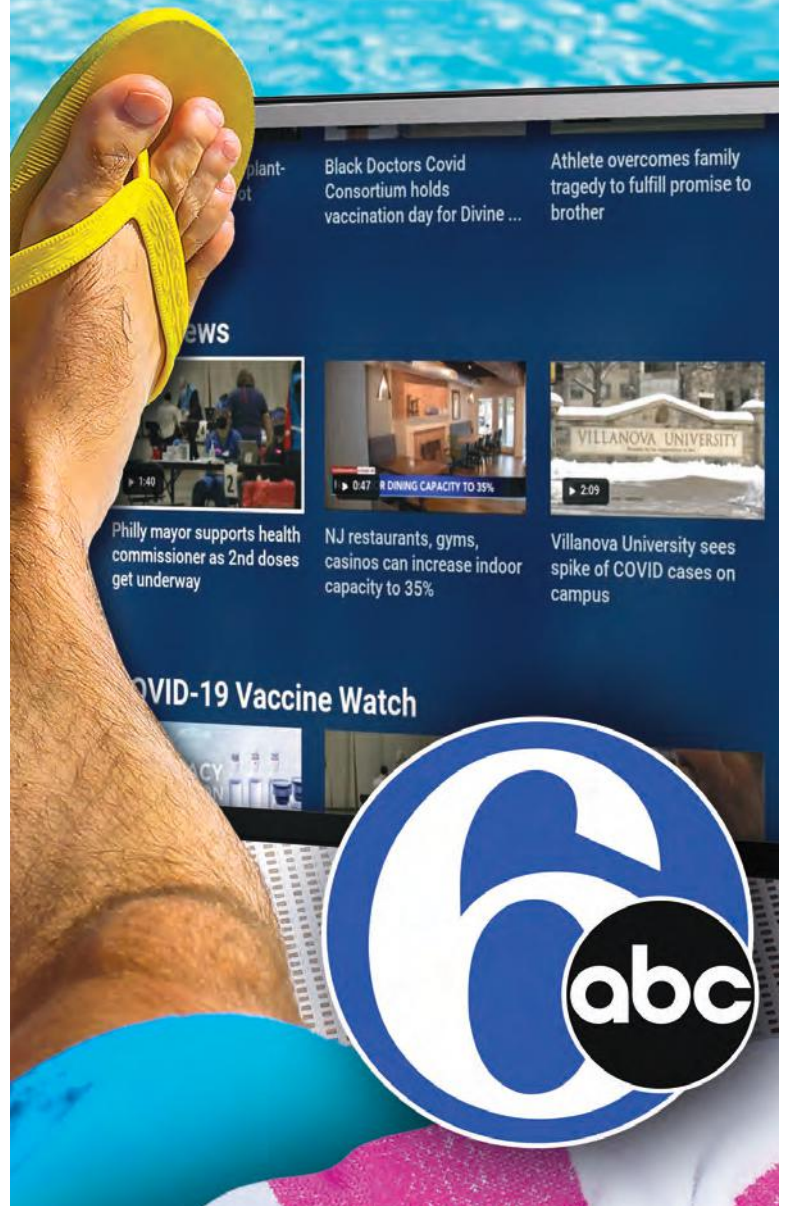
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Black Doctors Covid Consortium holds vaccination day for Divine ...

Athlete overcomes family tragedy to fulfill promise to brother

NEWS



Philly mayor supports health commissioner as 2nd doses get underway



NJ restaurants, gyms, casinos can increase indoor capacity to 35%



Villanova University sees spike of COVID cases on campus

COVID-19 Vaccine Watch



# FROM THE EXECUTIVE DIRECTOR

---

**Howdy,**

As we continue the recovery and turn the tide against COVID-19 and its effect on our everyday lives, it's hard to imagine so much happening in 15 months. Most would be hard pressed to think of a time span that has been so impactful to the country and to the world. Yet here we are. We are persevering with resiliency.

On an automotive level, those words have always been part of the picture. Who would have imagined how 2020 ended when we went 34 days in April and part of May where we couldn't legally sell a motor vehicle at all. Sorry Mr. Scotch, you can't sell any tape! All the while during part of that period, all six states that are contiguous to Pennsylvania (New York, New Jersey, Delaware, Maryland, West Virginia and Ohio) could and did.

And then what happened? Many of you, including dealers that have been around for decades, had one of the most profitable years you have ever had for a variety of reasons...and it continues. Volume is not the lead while transaction prices are at record levels well over \$40K. Used vehicles continue to burn hot.

Yet inventory will get worse for many before it gets better, inflation is rearing its head, and there is a transition towards electric that can't be denied while manufacturers, dealers, and consumers are weaving their way through the landscape. Two things I know, we will be resilient and persevere.

Yes, I remember when we didn't have a 2021 Philadelphia Auto Show. We will make sure it stops there. After moving the show dates several times, your Board of Directors made the correct call in cancelling the 2021 event. With our January 2022 dates looming, we decided to focus on our bounce back year. The consumers will be raring to set records when they get their iconic event back. The Board will be meeting this summer to review new features for the upcoming show making it more engaging than ever. Mike Gempp and I will be having discussions with manufacturers and ad groups throughout the summer. The 2022 show will be my 25th as your Executive Director. I'm more bullish than ever...more to come, I promise.

I have to give a shoutout to the golfers and companies that supported our recent annual golf outings. Because of COVID-19, we had two Foundation Golf Tournaments in 7 months. What happened? A record in dealer participation and money raised at Aronimink in October of 2020. Then that was blown away in May of this year at the Union League's Liberty Hill. Close to \$140,000 was netted for the Foundation and its Driving Away the Cold efforts. Outstanding. Bravo to the dealers and company sponsors.

Speaking of iconic, the Foundation's 2021 Driving Away the Cold new coat program is about ready to be unleashed. We will surpass over 500,000th brand-new winter coat this year since its inception thanks to our dealers. Nothing so warm is so cool. More Coats, More Smiles indeed.



# ardex

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■ **DETAIL**

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# YOUR PROFILE = YOUR SUCCESS

*All dealer members are invited and encouraged to schedule a meeting with ADAGP Field Director Hector Guzman to discuss your portal profile, ways to enhance it and so much more.*

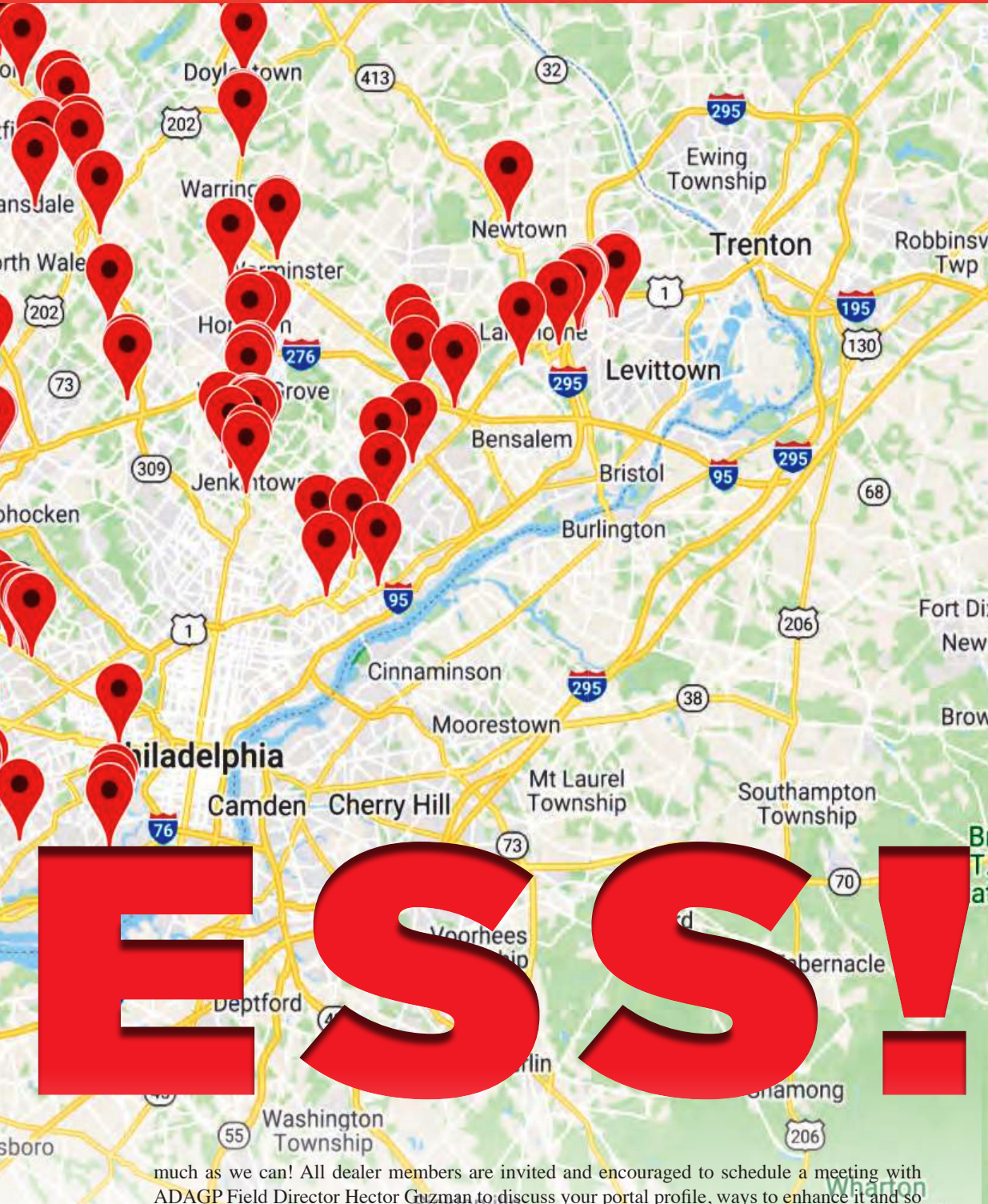
As you may have heard, we have relaunched efforts surrounding our inaugural Career Portal. With the return of normalcy inching closer every day and the need for technicians ever present, it's the perfect time for us to shift things back into the right gear.

We have made some key changes to the portal over the last year that will be beneficial to all. To remind you, the purpose of the Career Portal is to bridge the gap between dealerships' hiring departments and the placement departments of the respective post-secondary schools. As we continue to try to make this portal the best it can be, we believe it is vital for students to be able to

view dealership profiles directly. With that said, students will now be able to create their own login and do their own research by viewing dealership profiles and what job openings are available as well as apply filters such as zip code limits and more to help with their search. Now, imagine if a student logs in and finds dated information or barely any information is posted. Just like your social media channels, it is not a good look if jobs are already filled or no longer available or your profile isn't kept up to date. So, if you are as hungry as we believe you are to find qualified technicians, we know you'll understand the importance and "power of the profile." And, remember, we are here to help as

# AUTO DEALERS CAREERS

## FIND A DEALERSHIP



much as we can! All dealer members are invited and encouraged to schedule a meeting with ADAGP Field Director Hector Guzman to discuss your portal profile, ways to enhance it and so much more. Just give him a shout at [hector@adagp.com](mailto:hector@adagp.com) to schedule your meeting. He will be doing the same with the respective post-secondary schools so they can do their part. Trust us, it will be time well spent because if anyone has a pulse on what is needed to make this work for all parties involved, it's Hector. Now, if you have not signed up yet to have a dealership profile, it is never too late, and we encourage you to do that sooner than later before our public rollout of the portal. If you have already signed up—fantastic. But, as mentioned, like your social media profile, it's an ongoing process, you should be checking and updating your profile and jobs on a regular basis. All dealer members, regardless if you've signed up yet or not, are highly encouraged to spend five minutes checking out the portal at [careers.morethanauto dealers.com](http://careers.morethanauto dealers.com).

As always, if you have any questions at all, you can reach out to Hector directly or give us a call at 610.279.5229. ■

141 Dealerships Found

**KEYSTONE VOLVO BERWYN**  
497 E Lancaster Ave Berwyn, PA 19312



Add to Favorites ☆

⌚ Today's Hours: -

Full Time Positions: 2      Part Time Positions: 1

**KEYSTONE VOLVO DOYLESTOWN**  
235 S Main Street Doylestown, PA 18901



Add to Favorites ☆

⌚ Today's Hours: -

Full Time Positions: 2      Part Time Positions: 1

**PORSCHE WARRINGTON**  
1607 Easton Rd Warrington, PA 18976



Add to Favorites ☆

⌚ Today's Hours: -

Full Time Positions: 1      Part Time Positions: 0

**AUDI WARRINGTON**  
1607 S Easton Rd Warrington, PA 18976

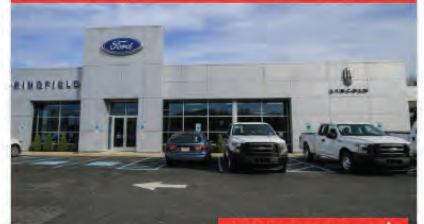


Add to Favorites ☆

⌚ Today's Hours: -

Full Time Positions: 1      Part Time Positions: 0

**SPRINGFIELD FORD LINCOLN**  
50 Baltimore Pike Springfield, PA 19064



Add to Favorites ☆

⌚ Today's Hours: 9:00 AM - 9:00 PM

Full Time Positions: 2      Part Time Positions: 2



# '22 AUTO SHOW: WE CAN'T WAIT

Just because there wasn't a 2021 Philadelphia Auto Show doesn't mean we can't talk about it. In fact, we probably talk about it more now than in a traditional summer setting.

Why? Because we can't wait for the return of it. We can't wait to open our doors again to our faithful fans who have sent us hundreds of messages about how much they miss us. We can't wait for our industry to come back together in Philadelphia to celebrate some of the best and most innovative product to ever hit the streets. We can't wait to fundraise for institutions and programs that help kids living right in our communities. And we even can't wait for the \$5.00 hot dogs. (We're kidding ARAMARK, they are amazing).

You see, for the past 21 years, the Philadelphia Auto Show has employed a professor of Statistics from the Wharton School of Business to conduct an exit survey of Auto Show attendees. The sit-down, hand-written survey covers all aspects of the Show, including buying intentions. In 2012, a new, follow-up survey was added to measure two things: actual purchase behavior and the Show's impact on the purchase decision. The follow-up survey is emailed to all exit survey participants one year after their Show visit. The results from our last event? Pretty darn

impressive. Hence, why we can't wait to bring it back. Nothing excites us more than offering local consumers the chance to see all of their vehicle options under one roof. It's good for them, which makes us happy but it's even better for our dealers and participating manufacturers, which makes us even happier. Take a look to the right at some of these remarkable numbers from the 2020 wrap-up report. (Important note – you can also view this info online at [bit.ly/2UeEBZB](https://bit.ly/2UeEBZB)).

Did you look?! Did we say we can't wait for our 2022 show?! Oh yeah, we did, but hopefully now you can see why (if you didn't know already!) All kidding aside, our 2022 show is incredibly important to all of us. We'll be reaching out to our participating manufacturers and dealers to make sure we give Philadelphia the show they'll have waited 23 months for. Any and all support will be needed and appreciated. To jumpstart any conversations, feel free to reach out to Philadelphia Auto Show Director Mike Gempp at [mike@phillyautoshow.com](mailto:mike@phillyautoshow.com) or 610.733.2800. ■





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The CarLove Recon Advantage Program by Colors on Parade simplifies processes, eliminates risks, and fixes costs for dealerships.

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- Decreases cycle time
- Creates service drive profit center

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- > Wheels
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**AUTO SHOW PHILADELPHIA**  
**WHERE THE BUYERS ARE**

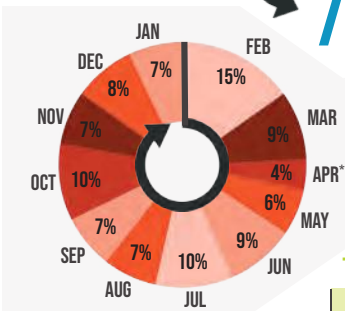
**BACKGROUND:** For the past 21 years, the Philadelphia Auto Show has employed a professor of Statistics from the Wharton School of Business to conduct an exit survey of Auto Show attendees. The sit-down, hand-written survey covers all aspects of the Show, including buying intentions. In 2012, a new, follow-up survey was added to measure two things: actual purchase behavior and the Show's impact on the purchase decision. The follow-up survey is emailed to all exit survey participants one year after their Show visit.

The 2020 Philadelphia Auto Show welcomed 244,912 guests over 11 days.

**45%** of 2020 attendees surveyed while exiting the Show reported that they planned to purchase or lease a new vehicle in the next 12 months

**49%** of exit survey respondents, when surveyed a year later, reported that they actually purchased or leased a vehicle

**77%** of those new vehicle buyers said the 2020 Show influenced their purchase decision



**ATTENDEE PURCHASES BY MONTH**

The auto show's impact isn't limited to the first 30 or 60 days following the show. Attendee purchases boost sales year-round!

\* Dealership sales were shut down in Pennsylvania for most of April 2020

**THE GENERAL POPULATION VS. AUTO SHOW ATTENDEES**

	NATIONAL AVERAGE	2020 PHILLY AUTO SHOW	
Ratio of new to pre-owned purchases	1:2.4	4:3	The Auto Show is <b>3x AS RICH</b> in new vehicle purchasers
Households purchasing new vehicles	11%	27%	The Auto Show is <b>2.5x AS RICH</b> in new vehicle purchasers

**SOURCES:** 2020 Philadelphia Auto Show exit survey (February 2020) and online follow-up survey of exit survey participants (March 2021). All surveys conducted and analyzed by Analytic Business Services, Inc.

Philadelphia Auto Show Director Mike Gempp  
[mike@phillyautoshow.com](mailto:mike@phillyautoshow.com) or 610.733.2800.

LTI-course > Modules > Module 2 - Direct links to some courses > Automatic transmission basics

**Automatic gearbox - basics** ELECTUDE

Home

Assignments

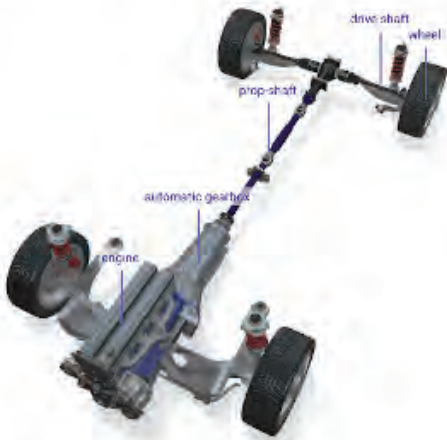
Discussions

Grades

People

Syllabus

Modules



© Electude Beheer B.V. - latest modification: 2019-08-07

**Task**

The automatic gearbox automatically provides various gear ratios as needed between engine and driven wheels, thus increasing the driver's comfort. The control unit of the automatic gearbox determines and selects the correct gear ratio, without driver intervention. This allows the driver to give full attention to the road. An automatic gearbox can be used in any drive configuration.

**Advantages of an automatic gearbox:**

- better use of engine characteristics
- more gradual load take up on the power train
- more comfort: the best gear is selected automatically

**Disadvantages:**

- increased fuel consumption (hydraulic losses)
- size (increased weight)
- cost
- car cannot be towed to start the engine

The increased fuel consumption is mainly true for conventional automatic gearboxes. However further development of the automatic gearbox has minimised these disadvantages.

What is a typical characteristic of an automatic gearbox?

This type of gearbox saves on fuel.

This type of gearbox puts high load on the power train.

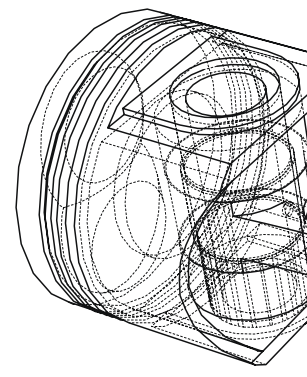
The available gear ratios are selected automatically.



# GREATER PHILADELPHIA TECH COMP

## MAKING IT HAPPEN!

Once your Foundation staff learned that the in-person, hands-on portion of the 2021 Tech Comp couldn't happen like it traditionally does every March, it soon got to work on an alternative version of the event rather than skipping it.





**WE'VE BEEN HOSTING THIS EVENT FOR THE LAST 28 YEARS AND WE WERE DETERMINED TO MAKE IT HAPPEN AGAIN IN '21,**

*Mary Lynn Alvarino,  
director of operations  
for the Foundation &  
Association.*

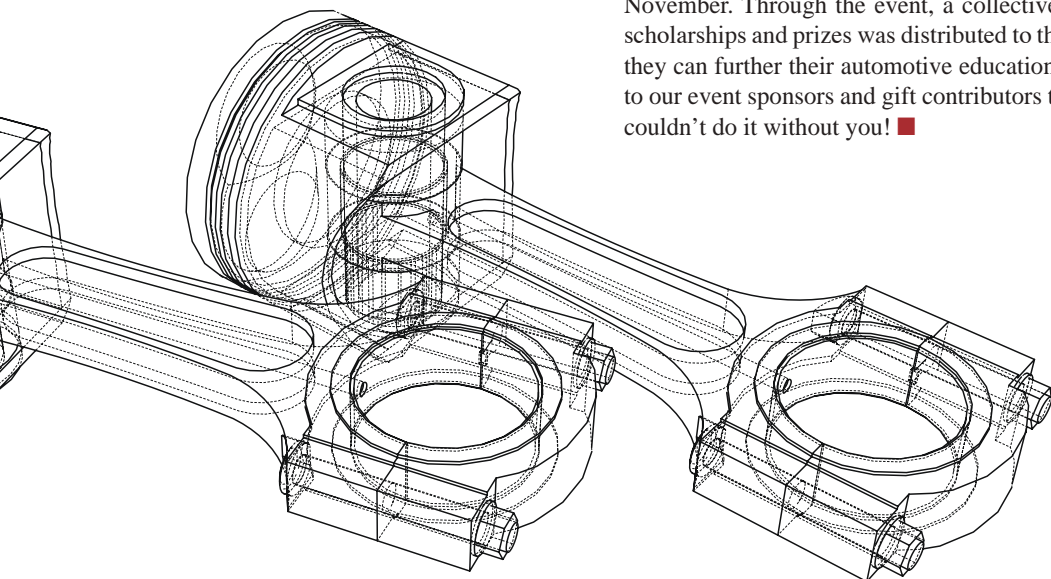


“We’ve been hosting this event for the last 28 years and we were determined to make it happen again in ’21,” said Mary Lynn Alvarino, director of operations for the Foundation and Association. “We knew that a virtual event would be our only option this year. Thankfully, Electude, an automotive E-learning program, donated the use of its resources to auto associations across the country so we used that and ran with it. Our staff made videos specific to the testing criteria that not only helped guide the students through the virtual event but also added our own touch to it, which was equally important to us.”

As a reminder, the purpose of the Tech Comp is to build awareness for the growing need for qualified auto technicians in today’s workforce as well as spotlight their specialized skills and professionalism. As you all know best, auto technicians of the 21st Century must have highly-polished math and computer skills in addition to mechanical aptitude. This competition focused on all these skill sets. It provided the opportunity for 12 elite teams of the finest auto students from the Philadelphia area to work against the clock in a timed test. The 24 high school seniors competing in the virtual event had just two hours to get through 159 questions covering the following nine Automotive Service Excellence (ASE) areas of the automobile: Engine Repair, Automatic Transmission/Transaxle, Manual Drive Train and Axles, Suspension and Steering, Brakes, Electrical/Electronic Systems, Heating and Air Conditioning, Engine Repair and Diesel Engines.

First place honors went to Ryan Pressman and Timothy Logan Kirby of Middle Bucks Institute of Technology who were under the direction of Instructor Robert Schwarz. Together, the winning duo collected more than \$240,000 in scholarships, tools and prizes. Keystone Volvo Cars was the team’s dealership sponsor. Second place honors went to Robert Crawford and Nicholas Surrette of Gloucester County Institute of Technology. The team, which was sponsored by Holman Ford Lincoln and led by Glenn Hubert, collected more than \$174,000 in prizes. James Fleming and Thomas Distler of Delaware County Technical High School collected more than \$90,000 in earnings as the third-place winners. Sponsored by Conicelli Toyota of Springfield, they were under the direction of Instructor William Jenkins.

The 24 area students who participated in the virtual event qualified via their scores on a 100-question online exam in November. Through the event, a collective \$1 million in scholarships and prizes was distributed to the 24 seniors so they can further their automotive education! Many thanks to our event sponsors and gift contributors to the right. We couldn’t do it without you! ■



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# THE TOURNAMENT



May 18th was one for the books. A beautiful course with clear blue skies, fantastic company and a record amount raised for our Driving Away the Cold new coat program. Needless to say it but our 106th Annual Golf Outing at the newly-minted Union League Liberty Hill (formerly the ACE Club) was a major success.

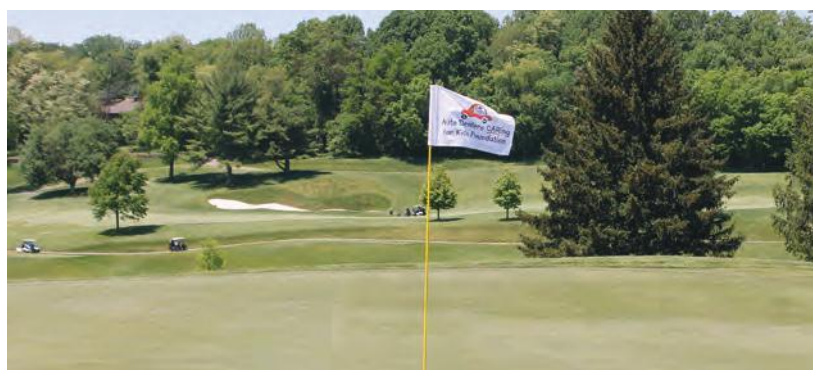
Special congrats go to President's Cup Winner J.P. Kennedy and Foundation Cup Winner Jeff Glanzmann.

Huge thanks go to all our dealer members and event sponsors who participated in the event. Together, we raised more than \$75,000 for Driving Away the Cold. That is a lot more brand-new winter coats that we can give in the future thanks to all of you! To view the event photos go to [morethanautodealers.com/members](http://morethanautodealers.com/members) ■



**Foundation Cup Winner  
Jeff Glanzmann**

**President Cup Winner  
J.P. Kennedy**



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# Being More. Doing More. Growing More.



## Pacifico Foundation Awards \$200,000 in Scholarships

COVID-19 didn't stop The Kerry T. Pacifico Family Foundation from conducting its 57th Annual Scholarship Awards. More than 100 deserving high school seniors from 27 area schools received scholarships to further their education through this year's program. The nearly \$200,000 in scholarships distributed through the '21 program takes the total amount given by the Pacifico Family to area students to more than \$2.5 million since 1964. It all started back in '64 with one \$500 scholarship given by the late Kerry T. Pacifico, Sr. in his father's memory. This year, each student received a minimum of \$1,750 to help with post-secondary tuition. The school's administrators selected the recipients via academic performance, financial need and career ambition. All students were recognized during a special virtual ceremony on Zoom where both Maria Pacifico and Dr. William Hite, Superintendent of the School District of Philadelphia, offered congratulatory wishes and words of wisdom. The ADAGP salutes the entire Pacifico Auto Group for continuing this amazing tradition for 57 years. Well done.



## Irv Stein Confirmed to State Board of Vehicle Manufacturers, Dealers and Salespersons

The ADAGP is proud to congratulate Irv Stein of Keystone Volvo Cars on his confirmation to the State Board of Vehicle Manufacturers, Dealers and Salespersons. Irv was nominated by Governor Wolf and the Senate confirmed his nomination in late April. His term will run till April of 2025. The State Board of Vehicle Manufacturers, Dealers and Salespersons serves to protect the public interest in the purchase and trade of vehicles so as to insure protection against irresponsible vendors and dishonest or fraudulent sales practices.

The Board regulates the licensure of salespersons, dealers, vehicle auctions, manufacturers, factory branches, distributors, distributor branches and factory or distributor representatives in the vehicle industry. Also, the Board determines whether a manufacturer may establish a new vehicle dealer or relocate an existing new vehicle dealer within or into a relevant market area where the same line-make is then represented. In addition, the Board investigates complaints and allegations of wrongful acts of any licensee or person required to be licensed by law. We know Irv will be an incredible asset to this Board and we wish him the best of luck with it! Congrats again, Irv!



## Welcome, AutoTrieve

The ADAGP is proud to welcome AutoTrieve as a new member. The company specializes in secure Private Cloud-based Document Scanning as a Service (DSaaS) for the automotive industry. AutoTrieve captures and stores Deal Jackets, ROs, and other critical paperwork that automotive dealers are required to retain. Its US-based center supports its automotive clients from coast to coast. The AutoTrieve mission is "to assist automotive dealerships with mitigating compliance, chargebacks, penalties, space, labor and other exposures while easily addressing OEM, State, Federal and other queries with its superior processes, technology and services." For more information about AutoTrieve, please contact Michael Dacheille at 201.820.7419 or michaeld@mgcimaging.com.

## HELPING YOU NAVIGATE YOUR LEGAL CHALLENGES

The McNees Automobile Dealership Law Group assists dealers with all aspects of automotive dealership law. From regulatory issues to succession planning, we help to guide you in the right direction.

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# Who's In Your Service Department?



Joe McCoy (2003), Michael Burkey Jr.(2015), Jordan Durnell (2016), William Kelly (2005), Desiree Wood (2006), Timothy Andrzejewski (2002), Pedro Velez (2016), Geoff Rousak (1981), John Feltcher (2004), William Day (2014), Marc Hall (2015), Oswaldo Almanza (2016), Carlos Cruz Figueroa (2016), John Cross (1995), Matthew Mercadante (2018), Rodney Jones (1978)  
Not Pictured: Anthony Keretzman (2008), Jimi Jollie (2017), Andy Lemus (2018), Michael Domaszewicz (current student), Alejandro Mace (current student), Joham Castro Ayala (current student)

***“ATC graduates have the ability to transfer their knowledge from their head to their hands and that is a tremendous asset to our service department.”***

**JOHN CROSS** - Service Manager - Master Certified Tech Honda & Ford - 1995 ATC grad

---

***22 out of 39 service department employees of Scott Honda graduated from ATC.***

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We all know we were not able to host our 2021 Philadelphia Auto Show. No 2021 show unfortunately means no show funding for our 2022 Driving Away the Cold new coat program (as we are always fundraising one year out since it takes months to order and receive the coats). Every year we ask you, our dealers and associate members, to give what you can in support of the program's goal of providing brand-new winter coats to area kids who need them most, and you graciously do. This year's ask is more important than ever for the program.

To remind you, funding for Driving Away the Cold happens in a number of ways. First and foremost, our participating (and amazing) dealers pledge a certain amount and select whether they would like to distribute their pledged coats personally in their community or allow the Auto Dealers CARing for Kids Foundation to distribute the coats where the need is greatest in our five-county region. Both are equally important and move our mission forward. Second, our associate members have gotten involved and through their generosity allowed us to take the program even further (thank you, thank you). Next, we have the public, a growing base that donates via our direct marketing efforts. Lastly, we have the Auto Show, which over the years has provided nearly 50 percent of the funding for the program but will be unable to do so this year.

With that said, when you get the call or email this summer to register, please remember this. We know the pandemic has disrupted many things. But as people and businesses continue to

rebound, we are hopeful that our Driving Away the Cold new coat program can too, but not without the efforts of good people like all of you.

Registration is now open at [MoreThanAutoDealers.com](https://www.morethanautodealers.com). And just because we can't let any Driving Away the Cold piece go out without this fact, one in six children in the Philadelphia area lives in poverty. The federal definition of poverty is a family of four living on an annual income below \$26,500. In Pennsylvania alone, approximately 500,000 children live in poverty, without daily essentials like a warm winter coat. In a world where outside play was and remains one of the only outlets for kids, pandemic or not, a warm winter coat is not only vital, it's life-changing for someone who doesn't have one. We are on track to distribute our 500,000th new coat this fall. Never did we think we would hit this mark when we started in 2008. But we will, because of all of you reading this. Let's keep giving more coats and more smiles! ■

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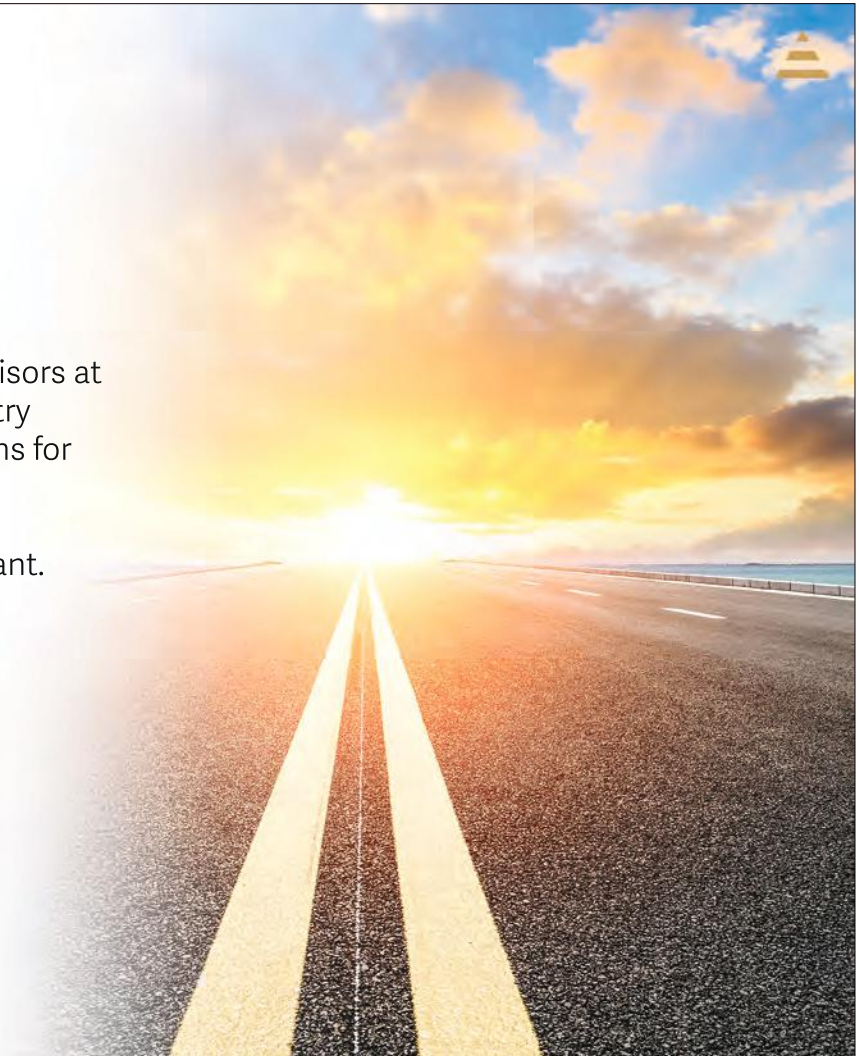
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# An Advertiser's Guide To The Streaming Wars

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\*This article was written by MayoSeitz Media, which is the official media buying agency for the ADAGP/Philadelphia Auto Show.

The number of streaming services available for on-demand entertainment is a dream come true...until realizing there are way too many options. Besides the early streaming mainstays (Netflix, Hulu, Amazon Prime Video), a barrage of new platforms have emerged since 2019...first AppleTV+ and Disney+, then Peacock and HBO Max, and now discovery+ and Paramount+. For marketers, it can be cumbersome trying to ascertain what streaming services customers are using, and if advertising is even available.

Good news! After years of ad-free subscription services like Netflix dominating the streaming video landscape, ad-supported Video-on-Demand (AVOD) is gaining traction. Most new streaming services have low or no cost ad-supported tiers. HBO Max is the latest to announce an ad-supported option.

So, let's take a look at the AVOD market and where the opportunities exist for advertisers.

## User Statistics

- Unprecedented streaming growth in 2020 drove user penetration to 68% of the total population
- The majority of streaming video users (92%) paid for subscriptions
- The average US household subscribed to four streaming services in 2020, per Juniper Research
- In January 2021, 34% of video streaming in US streaming capable homes was through ad-supported services, up 6% from the prior year, per Nielsen
- Data shows that viewers are willing to watch ads in exchange for paying less for streaming video content; ad-supported options offer users an affordable way to subscribe to multiple services
- Main Streamers - focusing on those with AVOD offerings
- Hulu, 4 million subscribers reported as of Q1 '21 (ad-supported and non-ad-supported)
- Peacock, 33 million sign-ups reported as of Q4 '20 (sign-ups are users who created an account)
- HBO Max, 7 million subscribers reported as of Q4 '20
- Discovery+, 11 million subscribers reported as of January '21
- Paramount+, 2 million subscribers reported as of Q4 '20 (includes Showtime)

## Advertising Opportunities

Hulu is among the most established platforms, considered one of the "Big 4" and accounting for a large share of total streaming viewership. With next-day access to most primetime shows plus a slate of original programming, Disney-owned Hulu touts a strong subscriber base and offers advertisers maximum flexibility with a host of proven commercial formats, continuously unveiling new ad units.

NBC Universal's Peacock was introduced on a limited basis on April 15 of last year before launching nationally on July 15. While still unavailable on Amazon's Fire TV, the streaming service saw strong growth in Q4 adding 11 million sign-ups. Continued growth is expected in 2021 with the addition of high-profile content like "The Office" and the upcoming Tokyo Olympics. Advertisers beware! With five minutes of ads per hour and a variety of special commercial formats, NBCU will seek primetime rates.

WarnerMedia's HBO Max had a sluggish start after its May 2020 launch, but has since seen an uptick thanks to expanded availability on popular connected TV platforms (Roku, Amazon Fire TV), an exciting content lineup, and the release of Warner Bros. movies at the same time they hit theaters. A lower cost tier is expected to be available. Subscribers to this ad-supported version will not have access to theatrical film releases, and HBO programming originally airing without ads will remain commercial-free. The highly anticipated ad-supported option is reported to have \$80 million in upfront advertising commitments.

STORY CONTINUED ON PAGE 29

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# Welcome New Associate Members



The ADAGP is proud to welcome multiple new Associate Members in 2021. As a reminder, information, and contact details for all our Associate Members are available on our website under the Auto Industry then Associate Members tab. In the meantime, let's give a welcome to the following companies and hear a bit about them in their own words:

## DealerBuilt

LightYear by DealerBuilt is a highly-customizable, enterprise-class ceDMS (customer experience DMS) platform that can be precisely tailored to a dealership's unique business processes and enterprise transaction and reporting requirements. For more information, contact Shayne Forsyth at [shayne.forsyth@dealerbuilt.com](mailto:shayne.forsyth@dealerbuilt.com) or 832.215.5692.

## PECO Energy

Paulette Davis, Senior Account Manager for Small Business Accounts at PECO Energy, has joined the ADAGP to help small businesses who are having trouble paying their bills by offering payment agreements or any energy-efficient programs that PECO has available. You can contact Paulette at [paulette.davis@exeloncorp.com](mailto:paulette.davis@exeloncorp.com) or 267.324.1844 to learn more.

## Life in Pumps

Tomika Bryant is a freelance writer who provides reviews on A Girls Guide to Cars in addition to other social media platforms and LifeinPumps.com. As a digital content creator, she offers consulting services for social media initiatives to increase one's visibility. Tomika can be reached at [lifeinpumps@gmail.com](mailto:lifeinpumps@gmail.com) or 267.304.2221.



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# Diving into the Purple T?

*\*A by-lined article by ADAGP Associate Member Crystal Technologies, a technology consulting firm specializing in connectivity, cloud and managed services.*

## **The Purple T – The hidden treasure of Microsoft Teams...**

During the Pandemic lockdowns, many people were forced into finding ways to communicate effectively in a novel WFH (Work From Home) environment. As they searched for ways to work effectively and efficiently, they discovered the power of MS Teams. First, they liked it. Then they loved it. Now they can't live without it! This hidden little treasure was just waiting to be discovered. It already lived on their desktop and was filled with tools for collaboration, file sharing, chat, meetings, video conferencing etc. People started to use Teams chat instead of email to send quick questions to coworkers. These messages were answered in seconds, not hours. They started to effortlessly schedule meetings using Teams Outlook integration, and even more exciting, effortlessly manage video calls in just one click. When they discovered they could select a background (anything from a traditional conference room to a tropical paradise) rather than worry about the kids and dogs passing by they only had one question left. "Why can't I just use this great tool to make and receive my phone calls too?"

Fortunately, you can easily enable MS Teams to also become the dial pad to make and receive calls right from your desktop, all within the same familiar Teams' user interface. Search your contacts and click to dial. You can also easily transition from a Group or individual chat to a call with one-click of the mouse. Answer, transfer, and put calls on hold right within Teams.

If you're looking for more functionality, you may choose to voice enable Teams with one of the Unified Communications as a Service

(UCaaS) providers. Reasons for considering a UCaaS platform to enhance the Teams voice experience range from cost savings and better reporting to improving your customer's experience by integrating business applications, CRM tools, and omnichannel interactions through a contact center.

If you haven't yet discovered the hidden treasure of the purple T, here is some information that we think will leave you ready to begin your exploration!

STORY CONTINUED ON NEXT PAGE

# Crystal Continued

The purple T is the icon for Microsoft Teams. If you have Microsoft Office, and use Word, Excel, or PowerPoint you have probably seen or even used MS Teams. Teams is one of the core applications in the MS Office Suite. Microsoft Teams is a collaboration app that helps your team stay organized and have conversations—all in one place.

## WHY SHOULD I USE MS TEAMS?

- Reduce capital and operating expenses related to PBX, Telco, and Conferencing costs.
- Create new channels for customer engagement and revenue opportunities.
- Extend the capability to effectively work from anywhere.
- Here are some of the other cost benefits and features of MS Teams:
- Availability
- If you have MS Office, you already own Teams.
- It is already deployed on your desktops and laptops, and available to your employees.
- Teams is intuitive, easy to use, and has infinite free training tutorials and videos.

## Conferencing benefits include:

- Audio, Video, and Web Conferencing with Screen Sharing for between 2-10,000 people.
- Elimination of costs for other conferencing services.
- Measurable gains in efficiency gained by using the conferencing features internally with other employees, externally with vendors, and even with customers.



## Calling benefits include:

- Eliminate PBX hardware and maintenance costs.
- Reduce Telco costs
- Extend the capability to work from anywhere.
- Chat
- Share opinions and information with your internal team, and external contacts who also have Teams.
- Send notes, files, links, or even screen share in a group chat or in one-one messages.
- Collaborate
- Easily find, share, and edit files in real time using familiar apps like Word, PowerPoint, and Excel in Microsoft Teams.
- CRM Integration
- Strategic providers can integrate with Microsoft Teams and deliver a wide array of CRM Integrations.
- CDK and Reynolds are heavily used by dealers. The integration point would be dependent upon the architecture (premise vs. cloud) along with available API's or Web Services. ■

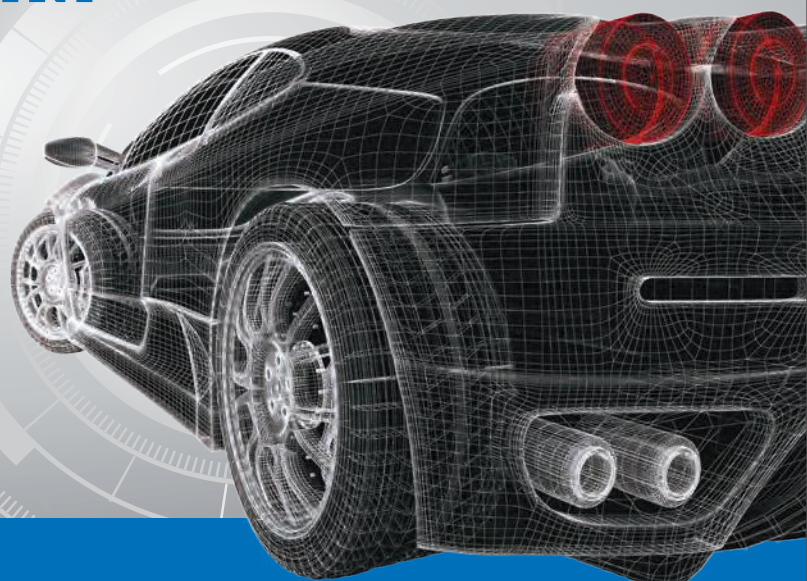
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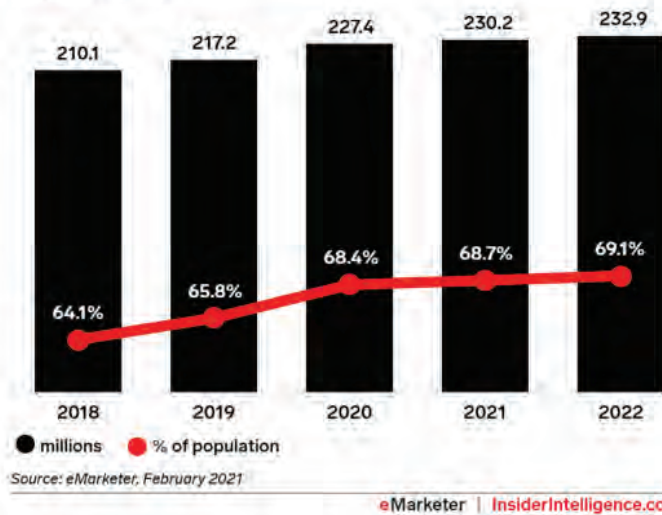
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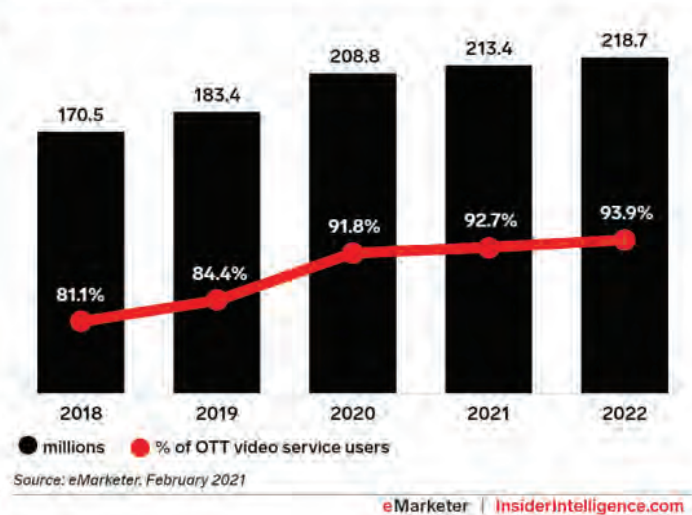
# STREAMING:

STORY CONTINUED FROM PAGE 21

**OTT Video Service Users**  
US, 2018-2022



**Subscription OTT Video Viewers**  
US, 2018-2022



Discovery debuted its standalone streamer, discovery+, on January 4. Discovery+ carries over 50 original programs and a library of over 55,000 previously aired episodes from HGTV, Food Network, TLC, Animal Planet, and other Discovery-owned channels. Magnolia Network, Discovery's joint venture with home-arts celebrities Chip and Joanna Gaines, will debut on discovery+ on July 15. The ad-supported version of discovery+ runs limited commercials with five minutes of ads per hour.

Paramount+, ViacomCBS's reimagined CBS All Access platform, launched on March 4, featuring more than 30,000 episodes from BET, CBS, Comedy Central, MTV, Nickelodeon, and others. Paramount+ will bring some theatrical releases straight to streaming during the pandemic, but afterwards it will wait 30 to 45 days, relying instead on its content library to attract users. Initially, the service is available only at the premium tier. An ad-supported tier will be available soon, with users having less access to live news and sports and a smaller content library. If limited content and heavy ad loads detract from the user experience, it could push people to upgrade and lessen advertiser appeal.

And as if this is not enough, Roku announced a new branded content studio for custom ads including short-form, ad-sponsored TV content, interactive video ads, and other branded assets.

As mentioned, there is a lot to learn and thank you to the team at MayoSeitz Media for allowing us to share this article to help our members learn more. ■

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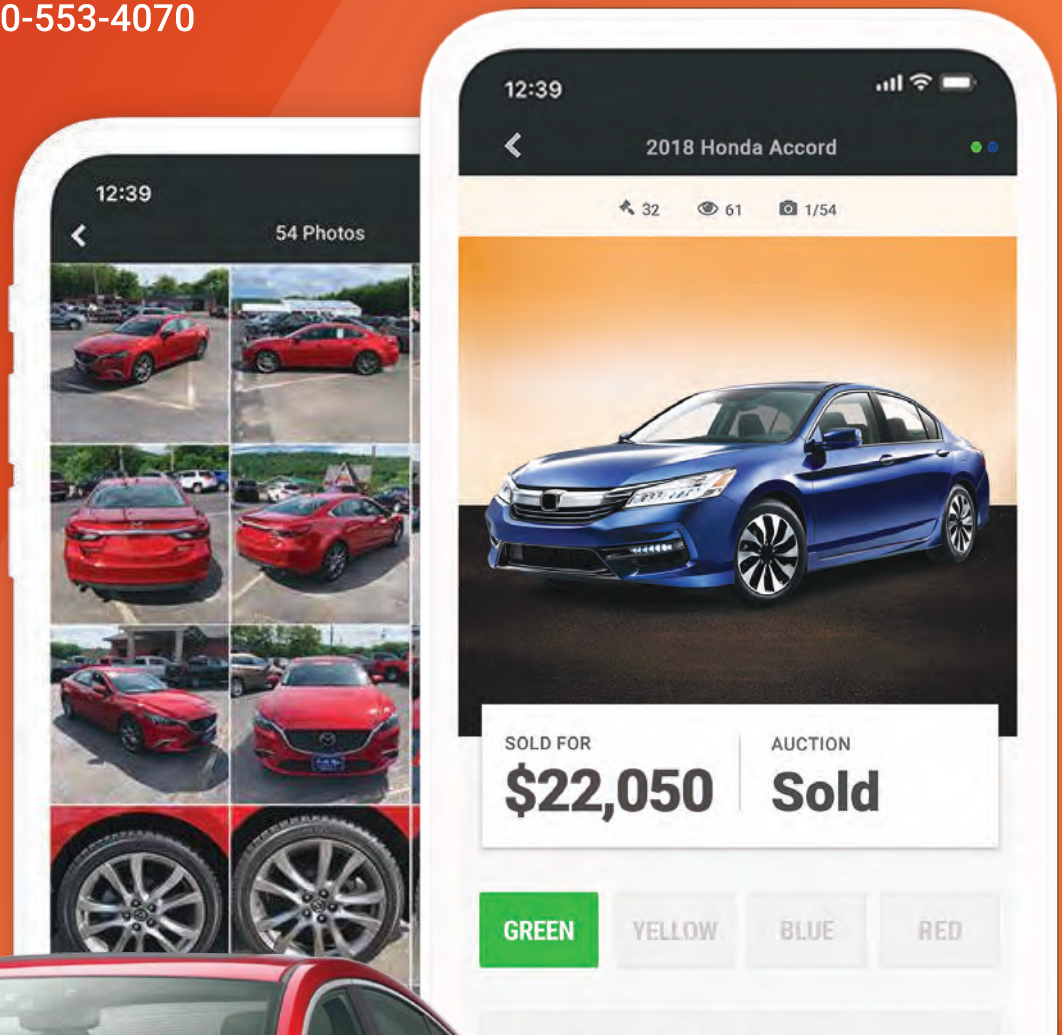
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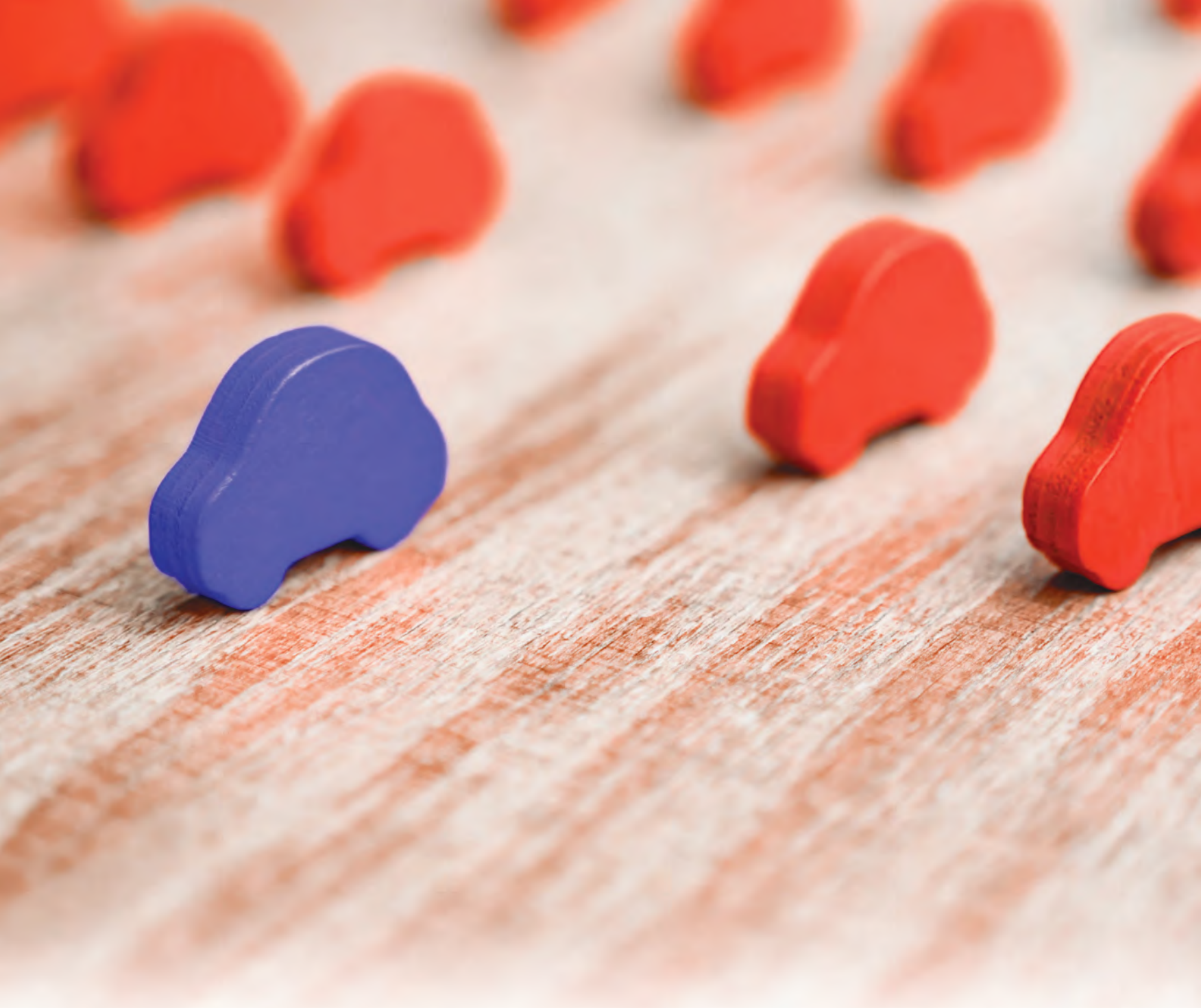
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