

# Advertising Expenditure Forecasts


December 2021



# About Zenith

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Zenith is the ROI Agency. Our more than 6,000 specialists across 95 markets offer unparalleled capabilities in Media, Data, Technology, Commerce and Content. We put effectiveness at the heart of our work to solve complex challenges, drive successful business outcomes, and grow our clients' businesses. Zenith is part of Publicis Media, the media arm of Publicis Groupe [Euronext Paris Fr0000130577, CAC40].









# Welcome to the December 2021 edition of Zenith's Advertising Expenditure Forecasts.

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We forecast that the global ad market will continue its remarkable recovery from the 2020 downturn with 9.1% growth in 2022, after 15.6% growth in 2021. Global adspend will then expand by 5.7% in 2023 and 7.4% in 2024 as brands continue using advertising to spur further growth in ecommerce.

We estimate that global adspend will reach US\$705bn in 2021, up from US\$634bn in 2019, and will rise to US\$873bn by 2024.

## **COVID-19 setbacks have extended the period of heightened digital transformation**

The pandemic has thoroughly disrupted shopping habits. Many consumers who would prefer to browse and purchase in person are shopping online by necessity. Businesses have responded by investing more than would otherwise have been justifiable in new technology, infrastructure, organisational change – and advertising. This includes brand advertising to promote ecommerce platforms, performance advertising to direct traffic to them, and advertising within these platforms ('retailer media advertising') to promote specific products, all of which have surged.

Over the last six months it has become clear that booster shots are necessary to maintain the effectiveness of vaccines, that the fully vaccinated are able to pass on infections quite readily, and that substantial pockets of the population are unwilling to be vaccinated at all. Progress towards containing COVID-19 has been slower than expected, and consumers have been less willing to resume in-person shopping. Businesses have continued their heightened investment in digital transformation, during a period in which many expected to ease back as consumers returned to shops. Digital advertising has therefore been stronger in the second half of this year than previously expected. We now estimate that digital advertising will grow by 25% year-on-year in 2021, compared to the 19% estimated in the previous forecast, published in July.

We expect digital transformation to slow down, but not go into reverse, as the pandemic eases in 2022 and beyond. The pandemic has accelerated trends that were already fundamentally reshaping the economy, and will continue to do so. We forecast 14% growth in global digital adspend in 2022, up from the previous forecast of 10%, followed by 9% growth in 2023 and 10% in 2024.

## **Advertising is contributing more to the global economy**

This structural change in the economy means that advertising is playing a greater role in driving sales growth through ecommerce. In particular it has sparked a surge in retailer media advertising: display or search advertising that appear on ecommerce platforms.

Retailer media can be highly effective, allowing brands to target active buyers at the point of purchase. We estimate that retailer media advertising surged from 24% growth in 2019 to 53% in 2020, and then 47% in 2021, when it totalled US\$77bn. This is equivalent to the sums spent on newspaper, magazine, radio and cinema advertising combined, and accounts for 20% of all expenditure on digital display and paid search advertising. By 2024 retailer media adspend is expected to reach US\$143bn, and 27% of display and search. Much of this will be incremental to existing ad expenditure, coming from commercial budgets previously used to negotiate for shelf space in bricks-and-mortar stores.

The rise of the digital economy has also stimulated other forms of advertising, including brand campaigns on television and out-of-home, where digital brands are now prominent. The share of global GDP contributed by advertising had been rising steadily before the pandemic, from 0.72% in 2014 to 0.75% in 2019. After the step-change in digital media consumption and ecommerce last year, it is forecast to reach 0.77% in 2021 and 0.80% by 2024. This will be the biggest rise in advertising's share of GDP since the late 1990s.

## **C&E Europe and MENA will grow fastest, but most new ad dollars come from the US**

Adspend in all regions is now well above pre-pandemic levels, and all are expected to grow healthily over the next few years. We forecast the fastest growth between 2021 and 2024 to come from Central & Eastern Europe (C&E Europe) and the Middle East & North Africa (MENA), with average annual growth rates of 12.2% and 10.0% respectively. C&E European advertising is being fuelled by the rise in productivity and disposable incomes as its economies develop towards maturity, encouraging more brands and product categories to enter the market. MENA, meanwhile, is benefiting from high oil prices as demand for energy has outpaced production. The slowest-growth is expected from the mature markets of Western Europe, where growth is forecast at a healthy 5.3% a year.

However, we expect the biggest contribution to the growth in ad dollars to come from the US, where adspend is forecast to expand by US\$80bn between 2021 and 2024. That represents 48% of the entire growth in global adspend over this period. The next-largest growth will come from China (US\$15.8bn, or 9% of the total), the UK (US\$6.0bn, or 4%) and Japan (US\$5.4bn, or 3%). These are the world's four largest ad markets, and make up in scale what they may lack in speed.

### **Social media is leading ad growth and will overtake television next year**

We predict social media will be the fastest-growing channel between 2021 and 2024, with an average annual growth rate of 14.8%, closely followed by online video at 14.0%. Paid search will grow by 9.8% a year, primarily driven by retailer media, and out-of-home will enjoy solid 7.4% annual growth as foot and vehicle traffic return to normal. Radio and television will grow marginally, by 2.2% and 1.4% respectively, while print declines by 4.7%.

Social media is becoming more competitive. According to eMarketer, adult social media users in the US are spending 60.4% of their time with Facebook and Instagram this year, down from 74.8% in 2017. That's the result of the rise of TikTok, which grew from nothing to 15.1% of social media usage over this period. The platforms are also embracing commerce and developing new advanced interactions between brands and consumers. Brands can use self-serve tools to create Augmented Reality experiences and then distribute them through targeted advertising, which can powerfully lift awareness and intent to purchase.

We expect social media adspend to reach US\$177bn in 2022, overtaking television at US\$174bn. Social media adspend will rise to US\$225bn by 2024, when it will account for 26.5% of all advertising, followed by paid search at 22.5% and television at 21.0%.

Digital advertising as a whole will exceed 60% of global adspend for the first time in 2022, reaching 61.5% of total expenditure, and will increase its share to 65.1% by 2024.

### **Brands need to make smart use of online video to mitigate television inflation**

Television advertising remains the easiest route to mass-audience brand awareness, despite years of audience losses to digital media. Brands' reliance on television is fuelling rapid media inflation, which will continue even after the comparison with 2020 has passed. We forecast the cost of television advertising to rise by 11% in 2022, compared to 4% for out-of-home, 3% for digital display, 2% for radio and zero for print. Brands will have to confront their dependence on a medium that consistently delivers smaller audiences for higher prices.

Online video is fragmented and complicated to navigate. Multiple platforms deliver content through multiple devices to multiple screens, while ads may be passed through a chain of demand-side platforms, exchanges, ad networks and content delivery networks before reaching the consumer. But, by investing in data and planning technology, and building partnerships with providers, brands can use online video to increase their reach and reduce their costs. We forecast online video adspend to increase from US\$62bn in 2021 to US\$91bn 2024, when it exceeds 50% of this size of television for the first time. Television adspend will rise from US\$171bn to US\$178bn over the same period.

# Methodology

Zenith is principally a media agency; we have offices that plan and buy media campaigns in every country we forecast. They provide us with historical ad expenditure figures from the source or sources in their country they judge to be the most reliable. We encourage them to supply us with figures that are as net as possible – that is, they take the discounts negotiated between agency and media owner into account, and exclude agency commission and production costs – but sometimes we have to use gross figures, which do not take discounts into account.

The net figures are generally compiled by an independent body that conducts a survey of advertisers, advertising agencies and media owners. This body will almost certainly respect the confidentiality of each respondent and only publish aggregate figures for each medium. Net figures are not available in some markets, generally the small ones. Gross figures are generally estimated by agencies that monitor the volume of advertising in sample members of each medium, and match each ad with the public 'ratecard' price of the space or time it occupies. These figures are less accurate than the net figures, but are useful because they can be broken down by advertiser, category and media owner.

Our offices then provide us with their forecasts for the next three years of growth. These are not top-down, modelled forecasts; instead, experts in each medium provide forecasts based on their knowledge of local market conditions, the

spending plans of their clients, price negotiations with media owners, and the campaigns run by their competitors.

Note that when we provide figures for top advertisers or categories in a market, these figures will always be gross. If discounts are high, then the gross expenditure from the top ten categories – and sometimes even top ten advertisers – can exceed total net ad expenditure in that market.

Figures that we quote in current prices are unadjusted, nominal figures. Figures that are in constant prices are adjusted for consumer price inflation; this allows us to compare growth rates in countries with different rates of inflation. And for those markets where expenditure is measured and supplied in US dollars rather than in local currency, we have applied the US inflation index to calculate the relevant constant price data.

We convert local-currency figures into US dollars at the average exchange rate for 2020. We do not normally apply different exchange rates to different years since currency fluctuations can obscure the underlying trends in ad expenditure.

Unless explicitly noted otherwise, figures for newspapers and magazines include only their printed editions, and figures for television and radio include only scheduled broadcasts; any advertising that appears on online brand extensions counts as internet advertising.



# Summary tables

# Worldwide summary

## World advertising expenditure summary (US\$ million at current prices)

Major Media <sup>1</sup>	2018	2019	2020	2021	2022	2023	2024
North America	239,712	253,343	249,948	296,375	331,620	346,951	378,438
Western Europe <sup>2</sup>	109,409	113,412	106,410	123,506	131,114	137,437	144,233
Asia Pacific	189,219	198,818	187,667	208,688	221,923	234,875	248,042
Central & Eastern Europe	15,988	17,033	16,704	20,405	23,283	26,329	28,827
Latin America	23,732	24,099	23,345	26,983	29,375	32,385	34,333
Middle East & North Africa	6,130	8,733	8,016	9,224	9,901	10,809	12,267
Rest of world <sup>3</sup>	17,573	19,468	18,246	20,896	23,011	25,122	27,614
<b>World</b>	<b>601,762</b>	<b>634,906</b>	<b>610,336</b>	<b>706,078</b>	<b>770,228</b>	<b>813,907</b>	<b>873,755</b>

## Year-on-year growth at current prices (%)

Major Media	18v17	19v18	20v19	21v20	22v21	23v22	24v23
North America	8.0	5.7	-1.3	18.6	11.9	4.6	9.1
Western Europe	5.4	3.7	-6.2	16.1	6.2	4.8	4.9
Asia Pacific	6.8	5.1	-5.6	11.2	6.3	5.8	5.6
Central & Eastern Europe	9.9	6.5	-1.9	22.2	14.1	13.1	9.5
Latin America	3.5	1.5	-3.1	15.6	8.9	10.2	6.0
Middle East & North Africa	-3.0	42.5	-8.2	15.1	7.3	9.2	13.5
Rest of world	10.7	10.8	-6.3	14.5	10.1	9.2	9.9
<b>World</b>	<b>6.9</b>	<b>5.5</b>	<b>-3.9</b>	<b>15.7</b>	<b>9.1</b>	<b>5.7</b>	<b>7.4</b>

## Year-on-year growth at constant prices (%)

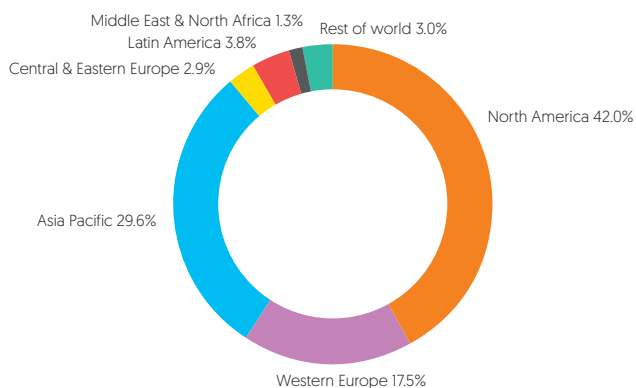
Major Media	18v17	19v18	20v19	21v20	22v21	23v22	24v23
North America	5.4	3.8	-2.5	13.8	8.2	1.9	6.3
Western Europe	3.5	2.3	-6.6	13.6	4.2	3.2	3.2
Asia Pacific	4.8	3.0	-7.1	9.8	4.5	3.9	3.5
Central & Eastern Europe	5.8	2.2	-5.2	14.6	7.5	6.7	3.8
Latin America	0.2	-1.3	-5.2	9.6	4.5	7.0	2.9
Middle East & North Africa	-5.4	36.7	-6.7	8.7	5.5	5.2	12.0
Rest of world	8.1	13.5	-11.2	9.8	6.4	6.3	7.1
<b>World</b>	<b>4.6</b>	<b>3.6</b>	<b>-5.2</b>	<b>12.2</b>	<b>6.1</b>	<b>3.2</b>	<b>4.9</b>

<sup>1</sup>TV, Print, Radio, Cinema, Outdoor, Internet.

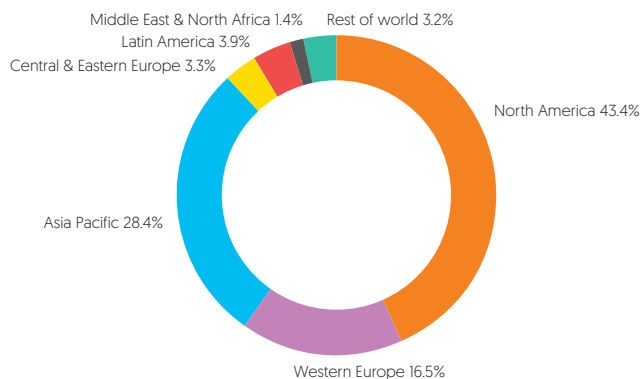
<sup>2</sup>These totals exclude the 'other' category in Denmark and Norway.

<sup>3</sup>ROW includes three countries detailed separately in this report (Israel, Nigeria and South Africa), plus 43 smaller countries. All 46 are listed in the Rest of the World summary.

Contribution to global adspend by region (%) 2021



Contribution to global adspend by region (%) 2024



Top 20 countries by advertisers' major media expenditure (US\$ million at current prices)

	2011	2021	2024	
1	USA	156,154	285,211	364,941
2	China	43,155	90,938	106,737
3	Japan	37,334	51,745	57,042
4	Germany	21,093	35,621	41,628
5	UK	16,078	25,748	28,997
6	France	12,310	15,124	18,885
7	South Korea	9,611	13,089	17,002
8	Italy	9,542	12,494	16,489
9	Australia	8,546	12,046	14,167
10	Canada	8,007	11,638	13,702
11	Spain	6,283	11,164	13,497
12	Brazil	5,846	10,129	13,060
13	Switzerland	5,576	9,227	10,752
14	Netherlands	4,528	7,653	10,264
15	Belgium	4,095	6,385	8,482
16	India	3,620	6,242	7,548
17	Thailand	3,532	6,011	7,178
18	Russia	3,491	4,796	6,853
19	Indonesia	3,022	4,692	6,544
20	Mexico	2,939	4,464	6,518

## Advertisers' total major media expenditure current-price growth rates

### Ten highest-growth countries (%)

2021 v 2011		2021 v 2020		2024 v 2021	
Egypt	857.9	Turkey	90.5	Turkey	98.8
Turkey	516.2	Chile	29.9	Hong Kong	89.0
Pan Arab	342.4	Singapore	29.0	Lithuania	70.7
Indonesia	313.4	Egypt	28.8	Egypt	48.7
Vietnam	198.0	New Zealand	27.9	Philippines	46.5
Philippines	190.2	UAE	26.6	Mexico	46.0
Oman	180.9	UK	26.2	Azerbaijan	42.3
India	179.8	India	23.0	Pan Arab	41.1
Bahrain	165.6	Philippines	22.1	Russia	40.5
Panama	137.7	France	21.5	India	39.9

### Ten lowest-growth countries (%)

2021 v 2011		2021 v 2020		2024 v 2021	
Lebanon	-67.7	Argentina	-12.7	Lebanon	-80.6
Argentina	-52.8	Qatar	-11.1	Oman	-48.8
Kazakhstan	-49.5	Puerto Rico	-1.5	Bahrain	-47.5
Ecuador	-43.4	Lebanon	-0.6	Argentina	-36.7
Puerto Rico	-42.6	South Africa	-0.5	Kuwait	-19.9
Armenia	-29.0	Nigeria	-0.3	Puerto Rico	-2.7
Singapore	-24.0	Slovakia	1.2	Israel	2.3
Georgia	-18.0	Ecuador	1.9	Slovakia	2.6
Bosnia & Herzegovina	-17.6	Armenia	2.0	Slovenia	3.6
Portugal	-10.5	Kuwait	2.0	Qatar	4.3

## Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	393,059	82,210	38,096	148,136	28,673	2,124	27,573	66,247
'11	408,227	80,263	38,163	156,844	29,482	2,266	28,336	72,873
'12	426,003	75,467	36,691	164,269	30,051	2,457	30,075	86,993
'13	447,154	72,323	35,805	169,867	30,904	2,427	31,706	104,122
'14	471,385	67,590	34,190	175,013	31,821	2,566	33,259	126,947
'15	492,337	61,694	32,723	175,203	32,430	2,902	34,535	152,851
'16	519,248	56,215	30,325	178,802	33,053	3,162	36,018	181,673
'17	550,689	51,139	28,748	177,785	33,509	3,589	38,404	217,515
'18	588,160	46,577	26,472	179,103	33,988	4,030	39,984	258,006
'19	619,536	42,815	23,863	176,560	34,072	4,675	41,325	296,226
'20	595,735	32,016	18,348	162,308	26,247	1,318	30,006	325,492
'21	688,849	29,509	17,487	171,211	27,899	2,331	34,249	406,164
'22	750,931	28,041	16,435	174,291	28,846	3,466	37,902	461,948
'23	792,681	26,792	15,621	172,926	28,960	4,250	40,203	503,929
'24	850,193	25,804	14,998	178,733	29,755	4,985	42,384	553,534

Note: The totals here are lower than the totals in the earlier 'Worldwide advertising expenditure summary' by region table, since that table includes total adspend figures for a few countries for which spend is not itemised by medium.

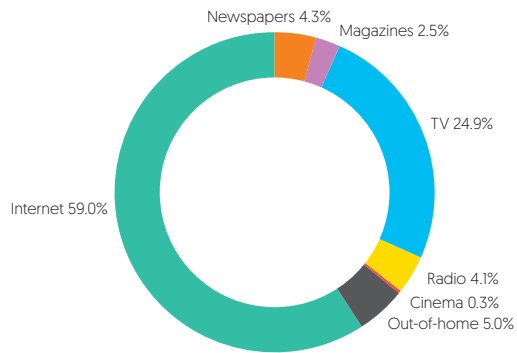
## Advertising Expenditure in US\$ million at current prices

Internet						
	Total	Total display	Of which online video	Of which social media	Classified	Search
'10	66,247	29,733	4,192	2,064	9,436	27,079
'11	72,873	32,757	5,441	3,974	9,918	30,198
'12	86,993	40,352	8,917	5,172	10,332	36,310
'13	104,122	48,828	11,184	8,741	10,119	45,175
'14	126,947	61,554	14,952	14,749	11,710	53,683
'15	152,851	77,366	18,691	23,252	13,756	61,729
'16	181,673	95,346	24,695	36,111	15,324	71,003
'17	217,515	116,871	30,757	52,230	20,172	80,471
'18	258,006	145,534	37,131	73,542	22,278	90,194
'19	296,226	170,935	45,591	91,636	24,740	100,552
'20	325,492	187,603	48,606	110,046	19,806	118,083
'21	406,164	238,422	61,601	149,023	22,920	144,822
'22	461,948	274,134	70,940	176,962	24,587	163,228
'23	503,929	299,865	78,722	196,525	25,616	178,448
'24	553,534	335,388	89,625	224,637	27,043	191,104

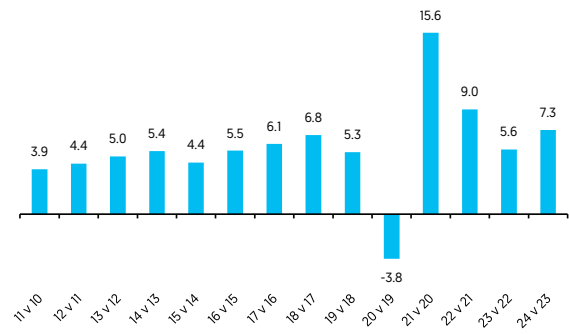
## Advertising Expenditure in US\$ million at current prices

Internet			
	Total	Desktop	Mobile
'10	66,247	65,746	501
'11	72,873	71,188	1,686
'12	86,993	81,278	5,715
'13	104,122	91,810	12,312
'14	126,947	97,748	29,199
'15	152,851	94,775	58,076
'16	181,673	92,919	88,754
'17	217,515	89,875	127,640
'18	258,006	94,593	163,413
'19	296,226	98,008	198,218
'20	325,492	97,886	227,606
'21	406,164	118,095	288,069
'22	461,948	125,728	336,220
'23	503,929	131,951	371,978
'24	553,534	140,942	412,593

Share of adspend by medium (%) 2021



Year-on-year change at current prices (%)

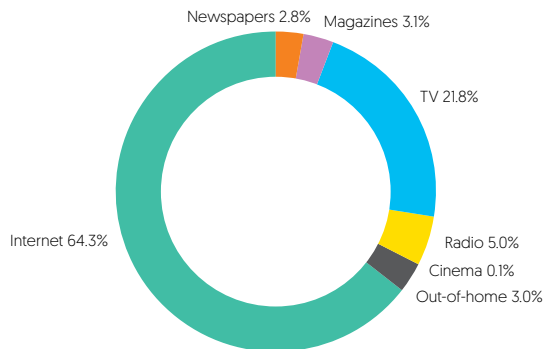


# North America

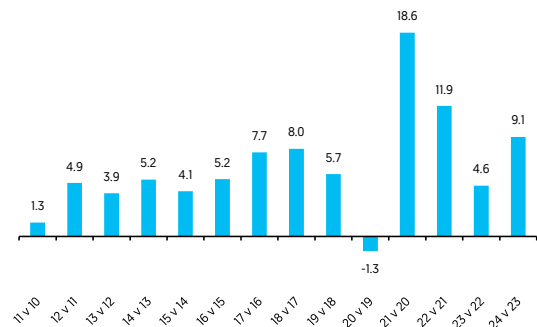
Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	162,100	31,237	19,156	59,054	17,179	670	7,261	27,543
'11	164,161	28,616	18,990	60,678	17,554	690	7,637	29,994
'12	172,158	26,481	18,355	65,133	17,899	725	7,952	35,613
'13	178,931	24,229	18,300	66,873	18,256	761	8,309	42,203
'14	188,207	22,407	18,094	69,518	18,578	799	8,653	50,158
'15	195,959	20,754	17,738	69,022	18,742	839	9,000	59,864
'16	206,178	19,045	16,756	70,500	18,704	881	9,364	70,928
'17	221,991	17,236	15,488	70,721	18,681	925	9,762	89,178
'18	239,712	15,611	14,204	70,414	18,678	972	10,062	109,771
'19	253,343	14,345	12,860	69,437	18,632	1,020	10,333	126,715
'20	249,948	10,310	9,814	65,266	13,485	204	7,645	143,225
'21	296,375	8,299	9,057	64,523	14,786	408	8,821	190,480
'22	331,620	7,459	8,254	67,248	15,723	694	9,718	222,526
'23	346,951	6,775	7,700	64,578	15,705	763	10,065	241,365
'24	378,438	6,155	7,312	69,201	16,363	839	10,422	268,146

Share of adspend by medium (%) 2021



Year-on-year change at current prices (%)

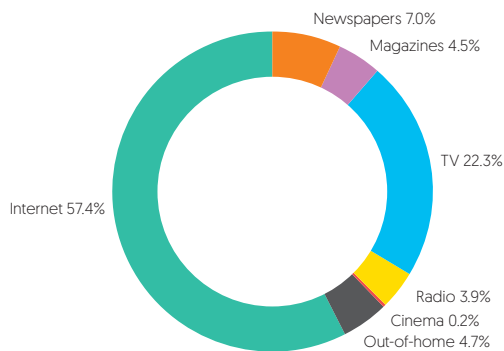


# Western Europe

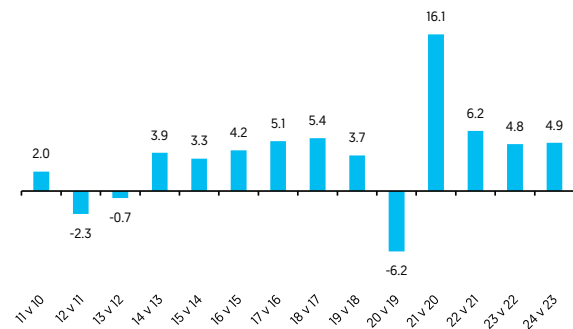
Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	89,268	22,486	11,287	27,314	4,877	615	5,741	16,948
'11	91,034	21,772	11,076	27,289	4,948	623	5,964	19,363
'12	88,900	19,666	10,133	25,849	4,867	627	5,865	21,893
'13	88,260	18,053	9,348	25,474	4,783	600	5,830	24,173
'14	91,716	17,142	8,535	26,282	4,897	606	6,030	28,225
'15	94,759	15,572	8,055	27,216	5,013	682	6,289	31,931
'16	98,723	14,698	7,593	28,157	5,148	692	6,530	35,904
'17	103,775	13,494	8,044	27,770	5,208	732	6,750	41,777
'18	109,409	12,343	7,559	27,945	5,299	718	7,032	48,514
'19	113,412	11,309	6,802	27,212	5,277	826	7,327	54,659
'20	106,410	8,650	5,512	24,050	4,434	187	5,077	58,500
'21	123,506	8,618	5,586	27,568	4,756	242	5,843	70,893
'22	131,114	8,452	5,426	28,168	4,882	522	6,599	77,064
'23	137,437	8,238	5,285	28,468	5,024	565	6,996	82,860
'24	144,233	8,070	5,121	28,710	5,107	598	7,280	89,347

Share of adspend by medium (%) 2021



Year-on-year change at current prices (%)



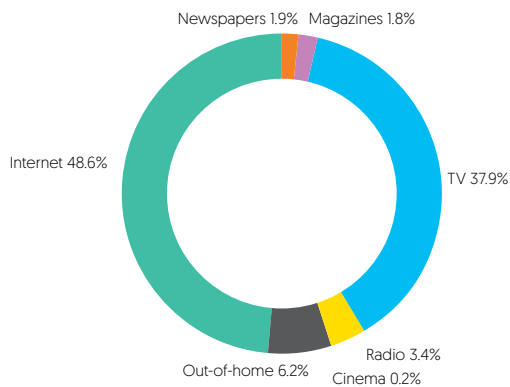


# Central & Eastern Europe

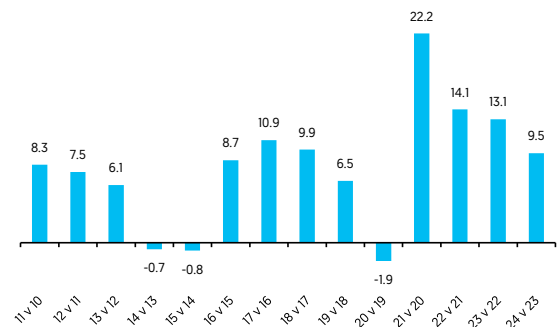
Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	9,929	1,028	994	5,025	617	95	1,110	1,060
'11	10,749	977	988	5,469	628	111	1,179	1,397
'12	11,555	955	1,032	5,673	652	125	1,303	1,815
'13	12,261	874	923	5,966	663	137	1,341	2,358
'14	12,177	745	761	5,833	658	127	1,236	2,816
'15	12,074	669	638	5,582	659	103	1,084	3,339
'16	13,128	675	637	5,917	705	114	1,122	3,958
'17	14,553	631	608	6,450	737	121	1,314	4,692
'18	15,988	580	587	6,948	772	130	1,397	5,574
'19	17,033	531	570	7,010	787	135	1,456	6,544
'20	16,704	389	390	6,795	655	47	1,092	7,337
'21	20,405	379	369	7,737	696	50	1,266	9,907
'22	23,283	373	362	8,611	721	73	1,389	11,754
'23	26,329	365	350	9,518	745	81	1,506	13,764
'24	28,827	357	338	10,135	764	103	1,642	15,488

Share of adspend by medium (%) 2021



Year-on-year change at current prices (%)

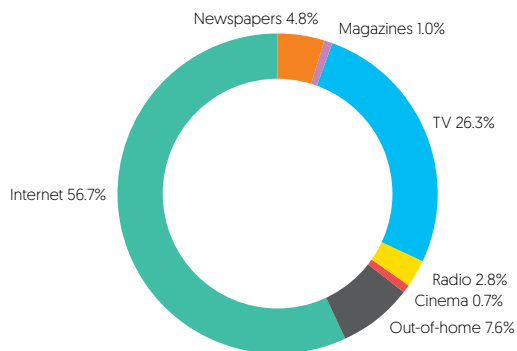


# Asia Pacific

Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	111,407	23,710	5,589	45,762	4,522	537	11,473	19,813
'11	119,902	24,995	6,008	51,462	4,736	589	11,524	20,589
'12	129,171	24,502	6,089	54,622	4,928	703	12,707	25,621
'13	139,007	23,708	5,873	57,119	5,215	744	13,845	32,503
'14	149,160	22,116	5,581	58,338	5,586	832	14,836	41,870
'15	158,473	19,979	5,188	57,802	5,947	1,049	15,418	53,091
'16	169,681	17,714	4,408	58,473	6,191	1,253	16,101	65,541
'17	177,247	16,050	3,789	56,514	6,449	1,584	17,571	75,289
'18	189,219	14,725	3,442	57,004	6,803	1,991	18,392	86,863
'19	198,818	13,646	3,088	55,969	7,050	2,454	19,011	97,599
'20	187,667	10,621	2,302	51,104	5,965	781	14,236	102,658
'21	208,688	10,118	2,132	54,914	5,790	1,520	15,833	118,381
'22	221,923	9,774	2,077	53,347	5,530	2,046	17,458	131,691
'23	234,875	9,499	1,990	52,495	5,335	2,696	18,633	144,228
'24	248,042	9,356	1,947	51,976	5,272	3,286	19,809	156,395

Share of adspend by medium (%) 2021



Year-on-year change at current prices (%)

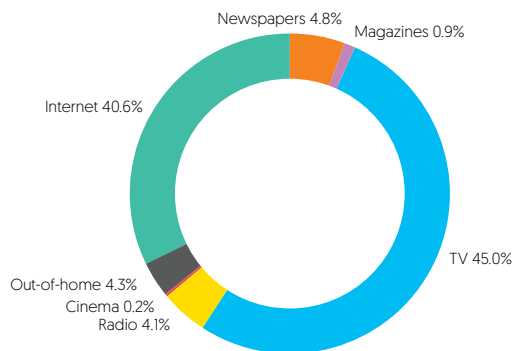


# Latin America

## Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	14,096	2,408	810	8,309	1,068	83	903	516
'11	16,343	2,651	859	9,435	1,153	117	1,033	1,095
'12	17,353	2,617	843	10,053	1,174	124	1,068	1,474
'13	18,453	2,545	789	10,798	1,184	121	1,113	1,902
'14	19,323	2,321	668	11,154	1,224	122	1,133	2,700
'15	20,437	2,213	623	11,646	1,228	132	1,261	3,334
'16	21,043	2,043	526	11,664	1,431	124	1,254	4,001
'17	22,933	1,962	500	12,356	1,544	135	1,344	5,092
'18	23,732	1,787	424	12,840	1,502	129	1,354	5,696
'19	24,099	1,618	337	12,807	1,365	124	1,426	6,422
'20	23,345	1,134	215	11,121	983	47	961	8,884
'21	26,983	1,308	237	12,152	1,116	63	1,153	10,953
'22	29,375	1,286	222	12,694	1,218	79	1,269	12,606
'23	32,385	1,282	208	13,565	1,331	89	1,383	14,527
'24	34,333	1,291	197	14,267	1,376	98	1,469	15,636

Share of adspend by medium (%) 2021



Year-on-year change at current prices (%)

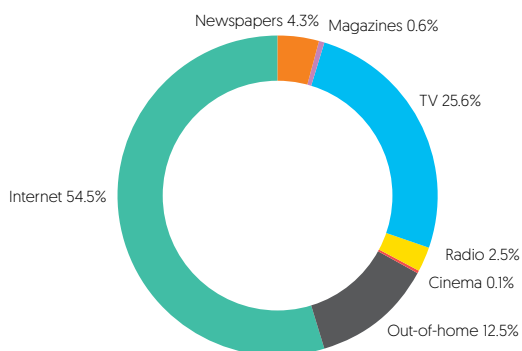


# Middle East & North Africa

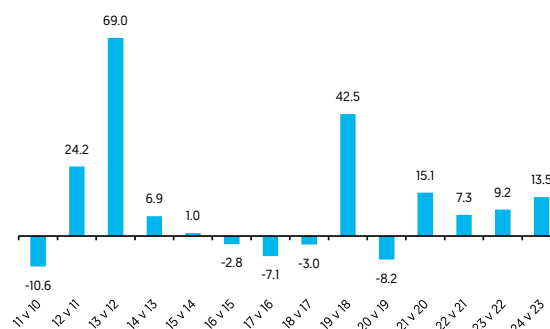
Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	3,453	605	92	1,453	147	97	903	156
'11	3,086	484	75	1,250	150	105	794	228
'12	3,832	544	83	1,548	167	120	1,000	371
'13	6,476	2,131	398	1,800	293	28	1,054	772
'14	6,924	2,022	387	2,058	344	41	1,147	924
'15	6,996	1,851	354	2,104	354	58	1,281	994
'16	6,798	1,429	291	2,220	362	58	1,437	1,001
'17	6,318	1,139	213	2,025	352	53	1,434	1,101
'18	6,130	921	157	1,959	358	54	1,524	1,156
'19	8,733	794	122	2,073	344	64	1,536	3,800
'20	8,016	477	57	2,041	219	20	832	4,370
'21	9,224	393	52	2,358	233	7	1,155	5,026
'22	9,901	337	44	2,231	226	6	1,277	5,779
'23	10,809	291	38	2,195	226	6	1,408	6,646
'24	12,267	253	32	2,234	232	5	1,536	7,975

Share of adspend by medium (%) 2021



Year-on-year change at current prices (%)



# Rest of the world

## Advertising expenditure (US\$ million) 2021

Algeria	645
Angola	1,098
Bangladesh	1,284
Belize	14
Bolivia	323
Botswana	116
Cambodia	246
Cameroon	136
Côte d'Ivoire	173
Cyprus	105
Dominican Republic	599
Ethiopia	355
Gabon	54
Ghana	654
Guatemala	600
Honduras	258
Iceland	140
Iran	2,211
Israel	1,224
Jamaica	90
Kenya	956
Laos	68
Luxembourg	938
Malawi	45
Malta	72
Mauritius	137
Mongolia	143
Morocco	1,352
Mozambique	174
Myanmar	526
Namibia	188
Nigeria	294
Paraguay	222
Senegal	126
South Africa	2,150
Sri Lanka	638
Surinam	51
Tajikistan	137
Tanzania	279
Trinidad and Tobago	410
Tunisia	190
Uganda	447
Uzbekistan	117
Venezuela	100
Yemen	273
Zambia	280
Zimbabwe	259
<b>TOTAL</b>	<b>20,896</b>

Source: Zenith, or as given in country entries

# List of countries included in Regional summaries

## *North America*

Canada  
USA

## *Western Europe*

Austria  
Belgium  
Denmark  
Finland  
France  
Germany  
Ireland  
Italy  
Netherlands  
Norway  
Portugal  
Spain  
Sweden  
Switzerland  
UK

## *Central & Eastern Europe*

Armenia  
Azerbaijan  
Belarus  
Bosnia & Herzegovina  
Bulgaria  
Croatia  
Czech Republic  
Estonia  
Georgia  
Hungary  
Kazakhstan  
Latvia  
Lithuania  
Moldova  
Poland  
Romania  
Russia  
Serbia  
Slovakia  
Slovenia  
Turkey  
Ukraine

## *Asia Pacific*

Australia  
China  
Hong Kong  
India  
Indonesia  
Japan  
Malaysia  
New Zealand  
Pakistan  
Philippines  
Singapore  
South Korea  
Taiwan  
Thailand  
Vietnam

## *Latin America*

Argentina  
Brazil  
Chile  
Colombia  
Costa Rica  
Ecuador  
El Salvador  
Mexico  
Panama  
Peru  
Puerto Rico  
Uruguay

## *Middle East & North Africa*

Bahrain  
Egypt  
Iraq  
Jordan  
Kuwait  
Lebanon  
Oman  
Pan Arab  
Qatar  
Saudi Arabia  
Syria  
UAE

# Exchange rates

US\$1=

Country	Currency	2020
Argentina	Peso	70.63
Australia	Dollar (A\$)	1.45
Austria	Euro (€)	0.88
Belgium	Euro (€)	0.88
Bosnia & Herzegovina	Konvertibilna Marka	1.72
Brazil	Real	5.16
Bulgaria	Lev	1.71
Canada	Dollar (C\$)	1.34
Chile	Peso	792.17
China	Yuan	6.90
Croatia	Kuna	6.61
Czech Republic	Koruna	23.21
Denmark	Krone	6.54
Ecuador	US Dollar (US\$)	1.00
El Salvador	US Dollar (US\$)	1.00
Estonia	Euro (€)	0.88
Finland	Euro (€)	0.88
France	Euro (€)	0.88
Georgia	Lari	3.11
Germany	Euro (€)	0.88
Hong Kong	Dollar (HK\$)	7.76
Hungary	Forint	308.00
India	Rupee	74.23
Indonesia	Rupiah	14,565.5
Ireland	Euro (€)	0.88
Israel	New Shekel	3.44
Italy	Euro (€)	0.88
Japan	Yen (¥)	106.8
Latvia	Euro (€)	0.88
Lithuania	Euro (€)	0.88
Malaysia	Ringgit	4.20
Mexico	Peso	21.49
Moldova	Leu	17.32
Netherlands	Euro (€)	0.88
New Zealand	Dollar (NZ\$)	1.54
Nigeria	Naira	359.21
Norway	Krone	9.42
Pakistan	Rupee	158.78
Panama	Balboa	1.00
Philippines	Peso	49.62
Poland	Zloty	3.90
Portugal	Euro (€)	0.88
Puerto Rico	US Dollar (US\$)	1.00
Russia	Rouble	72.35
Serbia	Serbian Dinar	0.88
Singapore	Dollar (S\$)	1.38
Slovakia	Euro (€)	0.88
Slovenia	Euro (€)	0.88
South Africa	Rand	16.46
South Korea	Won	1,180.0
Spain	Euro (€)	0.88
Sweden	Krona	9.21
Switzerland	Franc	0.94
Taiwan	Dollar (NT\$)	29.58
Thailand	Baht	31.29
Turkey	Lira	7.01
UK	Pound (£)	0.78
USA	Dollar (US\$)	1.00

Source: IMF





# Country entries

# Argentina

## Advertising Expenditure in local currency at current prices (Pesos million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	4,354	855	342	1,792	199	65	969	131
'11	5,643	1,178	460	2,199	265	84	1,212	245
'12	6,923	1,430	551	2,819	382	106	1,278	356
'13	9,101	1,744	660	3,843	535	131	1,652	536
'14	12,354	2,136	740	4,999	870	179	1,936	1,495
'15	18,174	2,832	923	7,152	1,386	260	2,532	3,089
'16	22,145	3,792	892	8,603	1,818	240	2,371	4,429
'17	30,693	3,899	918	12,603	2,424	386	3,097	7,366
'18	35,096	4,302	1,012	14,214	2,947	436	3,411	8,774
'19	50,846	4,941	1,163	20,002	4,629	498	5,879	13,734
'20	52,133	3,115	733	21,092	3,984	49	4,392	18,768
'21	61,691	4,212	342	24,959	4,714	58	5,197	22,209
'22	72,795	4,970	403	29,451	5,563	68	6,133	26,206
'23	82,727	5,648	458	33,470	6,322	78	6,969	29,782
'24	92,287	6,301	511	37,338	7,053	87	7,775	33,224

## Advertising Expenditure in US\$ million at current prices

## Exchange rate

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet	1 US\$ = Peso
'10	1,113	219	88	458	51	17	248	34	3.91
'11	1,366	285	111	533	64	20	293	59	4.13
'12	1,521	314	121	619	84	23	281	78	4.55
'13	1,662	318	120	702	98	24	302	98	5.48
'14	1,521	263	91	615	107	22	238	184	8.12
'15	1,961	306	100	772	150	28	273	333	9.27
'16	1,498	257	60	582	123	16	160	300	14.78
'17	1,854	236	55	761	146	23	187	445	16.56
'18	1,248	153	36	506	105	16	121	312	28.12
'19	1,054	102	24	415	96	10	122	285	48.25
'20	738	44	10	299	56	1	62	266	70.63
'21	645	44	4	261	49	1	54	232	95.69
'22	565	39	3	228	43	1	48	203	128.92
'23	462	32	3	187	35	0	39	166	179.11
'24	408	28	2	165	31	0	34	147	226.02

## Advertising Expenditure in local currency at current prices (Pesos million)

	Newspapers			Television		
	Total	National	Regional	Total	Free	Pay
'10	855	684	171	1,792	1,254	538
'11	1,178	943	236	2,199	1,540	660
'12	1,430	1,144	286	2,819	1,973	846
'13	1,744	1,395	349	3,843	2,690	1,153
'14	2,136	1,709	427	4,999	3,499	1,500
'15	2,832	2,266	566	7,152	4,986	2,166
'16	3,792	3,123	669	8,603	5,956	2,647
'17	3,899	3,211	688	12,603	8,725	3,878
'18	4,302	3,543	759	14,214	9,840	4,374
'19	4,941	4,069	872	20,002	13,848	6,154
'20	3,115	2,565	550	21,092	14,602	6,490
'21	4,212	3,388	824	24,959	20,463	4,496
'22	4,970	3,998	973	29,451	24,146	5,305
'23	5,648	4,543	1,105	33,470	27,441	6,029
'24	6,301	5,068	1,233	37,338	30,612	6,726

*Advertising Expenditure in local currency at current prices (Pesos million)*

	Internet			
	Total	Banners	Social	Video
'18	8,774	5,874	1,420	1,480
'19	13,734	8,925	2,537	2,272
'20	18,768	9,570	3,155	6,043
'21	22,209	10,688	3,784	7,736
'22	26,206	12,612	4,466	9,129
'23	29,782	14,333	5,075	10,374
'24	33,224	15,989	5,661	11,573

Historical advertising data: Argentine Advertising Agencies Association, Ibope, CAAM, Zenith  
 Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) 2003 radio and out-of-home are Buenos Aires only
- 5) Out-of-home monitoring expanded in 2007 to include new types of 'spectacular' display
- 6) Excludes classified
- 7) Note that local currency figures are converted to US dollars at each year's exchange rate to allow for the rapid depreciation of the local currency

# Armenia

Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	86.4	0.6	0.6	69.0	10.5	0.1	5.5	0.2
'11	87.0	0.6	0.7	72.0	7.0	0.6	5.8	0.4
'12	93.6	0.7	0.7	79.0	6.0	0.7	6.1	0.5
'13	85.4	0.6	0.3	70.8	5.1	0.9	6.8	0.9
'14	71.7	0.6	0.4	58.1	4.0	0.7	6.5	1.4
'15	63.8	0.6	0.4	49.4	3.8	1.5	6.4	1.7
'16	56.1	0.4	0.2	42.3	3.4	1.1	7.1	1.6
'17	59.8	0.3	0.1	43.5	3.7	1.6	8.6	2.0
'18	63.1	0.2	0.1	44.9	4.1	2.0	9.4	2.4
'19	67.0	-	-	46.5	4.6	2.8	9.6	3.5
'20	60.6	-	-	42.4	3.0	0.6	6.1	8.5
'21	61.8	-	-	45.1	2.0	0.7	5.2	8.8
'22	65.7	-	-	47.0	2.8	1.8	5.0	9.1
'23	67.4	-	-	47.0	2.5	2.5	5.2	10.2
'24	67.3	-	-	46.2	2.3	2.0	5.8	11.0

Historical advertising data: Armenia Media Group

Monitoring & Research Center, Nielsen, Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified
- 5) Includes display/classified/search/mobile in the internet figures

## Advertising Expenditure in local currency at current prices (A\$ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	12,434	3,665	871	4,056	1,001	99	477	2,265
'11	12,378	3,374	813	3,950	1,008	79	494	2,660
'12	12,377	2,863	677	3,891	1,012	89	502	3,343
'13	12,662	2,383	623	3,998	1,027	102	544	3,986
'14	13,192	2,243	474	4,356	707	88	719	4,605
'15	14,416	2,007	521	4,338	762	124	870	5,794
'16	15,687	1,808	482	4,281	866	125	1,035	7,090
'17	15,854	1,632	244	4,159	885	128	1,164	7,642
'18	16,386	1,375	223	4,003	909	133	1,236	8,507
'19	16,465	1,171	185	3,833	860	136	1,255	9,026
'20	14,322	842	105	3,370	662	43	88	9,212
'21	16,856	717	96	3,920	751	71	111	11,191
'22	17,697	682	85	3,950	817	100	131	11,933
'23	18,295	649	77	3,804	858	110	150	12,649
'24	18,916	616	73	3,766	884	114	161	13,303

## Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = A\$1.45

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	8,585	2,531	601	2,800	691	69	330	1,563
'11	8,546	2,329	561	2,727	696	54	341	1,837
'12	8,545	1,977	467	2,686	699	61	347	2,308
'13	8,742	1,645	430	2,760	709	70	375	2,752
'14	9,108	1,549	327	3,008	488	61	496	3,179
'15	9,953	1,386	360	2,995	526	86	601	4,000
'16	10,830	1,248	333	2,955	598	86	715	4,895
'17	10,946	1,127	168	2,871	611	88	804	5,276
'18	11,313	949	154	2,764	628	92	853	5,873
'19	11,368	808	128	2,647	594	94	866	6,232
'20	9,888	581	73	2,326	457	30	61	6,360
'21	11,638	495	66	2,707	519	49	77	7,726
'22	12,218	471	59	2,727	564	69	90	8,239
'23	12,632	448	53	2,626	592	76	104	8,733
'24	13,060	425	50	2,600	610	79	111	9,185

## Advertising Expenditure in local currency at current prices (A\$ million)

	Newspapers			Magazines			Television		
	Total	National	Regional	Total	Business	Consumer	Total	Free	Pay
'10	3,665	2,069	1,596	871	217	653	4,056	3,676	380
'11	3,374	1,904	1,470	813	215	598	3,950	3,556	394
'12	2,863	1,604	1,259	677	201	476	3,891	3,452	439
'13	2,383	1,292	1,091	623	226	397	3,998	3,497	501
'14	2,243	1,211	1,032	474	121	353	4,356	3,835	521
'15	2,007	1,022	985	521	181	340	4,338	3,789	549
'16	1,808	940	868	482	199	283	4,281	3,762	519
'17	1,632	849	783	244	40	204	4,159	3,665	494
'18	1,375	688	688	223	36	187	4,003	3,581	422
'19	1,171	562	609	185	28	157	3,833	3,449	384
'20	842	404	438	105	16	90	3,370	3,079	291
'21	717	344	373	96	14	81	3,920	3,607	314
'22	682	327	355	85	13	72	3,950	3,634	316
'23	649	311	337	77	12	65	3,804	3,500	304
'24	616	296	320	73	11	62	3,766	3,465	301

Advertising Expenditure in local currency at current prices (A\$ million)

	Internet									
	Total	Display	Desktop display	Mobile display	Classified	Desktop classified	Mobile classified	Search	Desktop search	Mobile search
'10	2,265	605	-	-	531	-	-	1,128	-	-
'11	2,660	632	-	-	615	-	-	1,413	-	-
'12	3,343	876	-	-	673	-	-	1,794	-	-
'13	3,986	1,125	-	-	744	-	-	2,118	-	-
'14	4,605	1,453	1,043	410	929	762	167	2,223	1,823	400
'15	5,794	2,120	1,293	827	1,135	692	443	2,539	1,904	635
'16	7,090	2,687	1,397	1,290	1,300	676	624	3,103	2,265	838
'17	7,640	2,848	1,424	1,424	1,498	749	749	3,294	2,141	1,153
'18	8,507	3,300	1,373	1,927	1,640	820	820	3,567	1,534	2,033
'19	9,027	3,467	1,136	2,331	1,668	834	834	3,892	1,440	2,452
'20	9,211	3,676	1,235	2,441	1,546	773	773	3,989	1,476	2,513
'21	11,191	4,597	1,379	3,218	4,836	2,418	2,418	1,757	615	1,142
'22	11,933	4,902	1,422	3,480	5,157	2,578	2,578	1,874	618	1,256
'23	12,649	5,196	1,299	3,897	5,466	2,733	2,733	1,986	497	1,490
'24	13,303	5,612	1,403	4,209	5,685	2,842	2,842	2,006	702	1,304

Historical advertising data: 1980-2013 Commercial Economic Advisory Service of Australia, PwC Australia, AHEDA, NewsMediaWorks, Zenith  
Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission, except nominal 10% for online display
- 4) Includes classified advertising
- 5) Internet includes general (display, national), classified, search and directories

## Advertising Expenditure in local currency at current prices (€ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	1,688	710	256	317	134	13	94	165
'11	1,840	763	267	344	127	12	133	193
'12	1,818	736	237	352	128	10	129	225
'13	1,832	700	230	370	128	10	131	263
'14	1,823	665	214	378	125	10	125	308
'15	1,837	643	194	384	127	10	131	348
'16	1,844	616	170	397	130	9	133	388
'17	1,888	609	161	409	138	9	141	421
'18	1,910	603	151	417	140	9	140	450
'19	1,908	597	136	396	145	10	150	474
'20	2,674	513	96	361	151	2	120	1,431
'21	3,241	524	100	415	157	4	138	1,903
'22	3,490	547	121	415	160	9	145	2,094
'23	3,710	539	120	423	163	10	152	2,303
'24	3,940	532	119	423	166	10	157	2,534

## Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = €0.88

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	1,926	810	292	362	153	14	107	188
'11	2,099	870	305	392	145	14	152	221
'12	2,074	840	270	402	146	11	147	257
'13	2,091	799	263	422	146	11	150	300
'14	2,081	759	244	432	142	11	142	351
'15	2,096	734	221	438	145	11	150	397
'16	2,104	704	194	453	149	10	152	443
'17	2,155	695	184	467	157	11	161	480
'18	2,180	688	172	476	160	10	160	514
'19	2,177	681	155	452	165	11	171	541
'20	3,052	586	110	412	172	2	137	1,633
'21	3,699	598	115	474	179	4	157	2,172
'22	3,983	624	138	474	182	10	165	2,390
'23	4,234	615	137	483	186	11	173	2,629
'24	4,496	607	135	483	190	11	179	2,891

## Advertising Expenditure in local currency at current prices (€ million)

	Newspapers			Magazines			Internet		
	Total	National	Regional	Total	Business	Consumer	Total	Display	Search
'10	709	545	164	256	59	197	165	103	62
'11	762	575	187	267	61	206	193	122	71
'12	736	547	189	237	55	182	225	142	83
'13	700	510	190	230	47	183	263	163	100
'14	665	480	184	214	44	170	308	183	125
'15	643	459	184	194	41	153	348	204	144
'16	616	436	181	170	37	133	388	227	161
'17	609	423	186	161	36	125	421	252	169
'18	603	414	189	151	33	118	450	271	179
'19	597	406	191	136	28	108	474	284	190
'20	513	349	164	96	15	81	1,431	907	524
'21	524	360	164	100	15	85	1,903	1,207	697
'22	547	378	169	121	23	98	2,094	1,327	767
'23	539	370	169	120	22	98	2,303	1,460	843
'24	532	363	169	119	21	98	2,534	1,606	928

Historical advertising data: Zenith

Forecasts from 2021: Zenith

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) Excludes internet before 2010; internet figures include display, search and mobile
- 6) From 2020 internet includes social media and advertising by small businesses that are not represented by agencies



## Advertising Expenditure in US\$ million at current prices

	Total	Print	TV	Radio	Cinema	Out-of-home	Internet
'10	66.0	4.6	46.4	5.2	-	9.0	0.8
'11	70.1	4.2	48.7	5.0	-	9.9	2.3
'12	85.7	4.3	60.9	6.0	-	10.9	3.6
'13	108.1	4.4	79.1	7.5	-	12.0	5.1
'14	121.0	3.6	88.3	6.1	1.2	13.3	8.5
'15	94.0	2.8	68.6	4.7	0.9	10.3	6.6
'16	54.4	1.5	38.5	2.6	0.5	5.3	6.0
'17	58.7	1.3	41.0	2.8	0.8	6.0	6.8
'18	70.4	1.1	51.2	3.0	1.0	6.6	7.5
'19	79.4	1.2	58.9	3.0	1.0	7.0	8.3
'20	80.9	0.6	63.2	2.9	0.4	5.2	8.6
'21	85.0	0.9	65.7	2.9	0.7	5.7	9.2
'22	95.3	0.9	72.3	2.9	1.1	7.9	10.2
'23	108.1	1.0	83.1	2.9	1.3	8.1	11.8
'24	121.0	1.1	94.0	2.8	1.4	8.4	13.3

Historical advertising data: Zenith estimates based on data from AGB Nielsen (TV), SIAR Social & Marketing Research Center, ERA Marketing TGI research

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission

# Bahrain

Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Cinema	Out-of-home
'10	55.4	21.2	4.0	10.4	7.8	12.1
'11	18.5	8.5	1.2	2.1	0.8	6.0
'12	24.0	11.2	1.5	2.6	1.0	7.8
'13	102.8	79.9	11.7	8.7	0.0	2.5
'14	107.6	76.6	12.1	15.7	0.0	3.2
'15	92.8	72.6	11.1	6.3	0.0	2.8
'16	88.6	69.8	10.4	5.6	0.0	2.8
'17	72.2	55.5	7.8	6.6	0.0	2.3
'18	69.7	45.9	5.9	15.6	0.5	1.8
'19	57.1	39.7	4.9	11.2	0.7	0.5
'20	45.7	25.2	2.5	16.5	0.4	1.2
'21	49.2	20.7	1.8	25.6	0.0	1.1
'22	39.7	16.5	1.5	20.5	0.0	1.2
'23	32.0	13.2	1.2	16.4	0.0	1.2
'24	25.8	10.6	0.9	13.1	0.0	1.2

Historical advertising data: Ipsos Statex, Zenith

Forecasts from 2020: Zenith

- 1) After discounts. Figures before 2007 are converted from gross figures using Zenith discount estimates.
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) In 2021 all historic figures were reviewed and replaced if necessary to better reflect true levels of spending

## Advertising Expenditure in US\$ million at current prices

	Total	Print	TV	Radio	Out-of-home	Internet
'10	98.0	14.0	59.0	5.4	12.0	7.6
'11	69.5	9.5	39.0	3.8	10.5	6.7
'12	81.0	10.0	43.0	5.0	12.8	10.2
'13	108.1	11.5	59.6	6.0	15.5	15.5
'14	116.3	10.5	62.4	6.0	17.5	19.9
'15	83.5	4.9	44.8	4.3	12.5	17.0
'16	91.1	4.6	47.2	5.4	13.7	20.2
'17	108.7	4.1	57.1	5.6	16.4	25.4
'18	124.9	3.8	65.7	6.0	19.3	30.1
'19	139.7	3.5	74.1	6.1	22.2	33.8
'20	94.5	2.5	50.0	5.0	17.0	20.0
'21	101.3	2.0	53.0	5.3	19.0	22.0
'22	118.7	2.0	64.0	5.7	22.0	25.0
'23	126.9	1.9	68.0	6.0	23.0	28.0
'24	132.8	1.7	70.0	6.1	24.0	31.0

## Advertising Expenditure in US\$ million at current prices

	Total	Internet									
		Display	Desktop display	Mobile display	Classified	Desktop classified	Mobile classified	Search	Desktop search	Mobile search	Social media/ special projects
'10	7.6	6.2	-	-	-	-	-	-	-	-	1.4
'11	6.7	4.8	4.2	0.6	-	-	-	-	-	-	1.9
'12	10.2	7.2	6.1	1.1	0.2	0.2	-	-	-	-	2.8
'13	15.5	10.6	9.0	1.6	0.3	0.3	-	-	-	-	4.6
'14	19.9	12.9	9.0	3.9	0.7	0.7	-	0.2	0.2	-	6.1
'15	16.9	10.7	7.4	3.3	1.2	0.8	0.4	0.3	0.3	0.1	4.7
'16	20.2	12.9	7.7	5.2	1.6	1.0	0.6	0.6	0.4	0.2	5.1
'17	25.3	15.3	8.4	6.9	2.0	1.0	1.0	1.0	0.6	0.4	7.0
'18	30.1	17.7	7.4	10.3	2.3	1.0	1.3	1.7	0.9	0.8	8.4
'19	33.8	20.2	7.7	12.5	2.3	1.0	1.3	2.2	1.2	1.1	9.1
'20	20.0	11.0	4.0	7.0	1.0	0.3	0.7	1.5	0.6	0.9	6.5
'21	22.0	11.5	4.3	7.3	1.5	0.6	1.0	2.0	0.9	1.2	7.0
'22	25.0	12.3	4.6	7.6	2.3	0.9	1.3	2.8	1.2	1.5	7.8
'23	28.0	13.2	4.7	8.5	1.2	0.3	0.9	3.1	1.4	1.7	10.5
'24	31.0	13.7	4.5	9.2	1.1	0.2	0.9	3.5	1.5	2.0	12.6

Historical advertising data: Video-International, Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) TV data based on MASMI and NOVAK investigation labs and Video International

# Belgium

Advertising Expenditure in local currency at current prices (€ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	3,467	909	297	1,414	399	26	254	168
'11	3,588	902	274	1,454	445	31	294	189
'12	3,609	888	263	1,446	466	33	313	201
'13	3,700	927	258	1,460	485	38	314	219
'14	3,764	936	257	1,450	522	38	325	237
'15	3,824	858	292	1,577	514	37	331	215
'16	4,070	910	281	1,752	558	32	332	205
'17	4,297	855	270	1,715	578	31	332	515
'18	4,322	801	241	1,755	583	31	336	575
'19	4,180	734	229	1,674	592	31	351	568
'20	3,664	601	188	1,498	507	13	273	584
'21	4,203	643	224	1,887	548	2	277	622
'22	4,539	662	241	1,915	599	27	318	777
'23	4,811	688	241	1,925	640	28	370	919
'24	4,907	701	250	1,910	642	29	383	992

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = €0.88

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	3,957	1,037	339	1,614	455	29	290	192
'11	4,095	1,029	312	1,659	508	35	336	216
'12	4,119	1,013	300	1,651	532	38	357	229
'13	4,223	1,058	295	1,666	553	43	358	250
'14	4,296	1,068	293	1,655	596	43	371	271
'15	4,365	979	333	1,800	586	43	378	245
'16	4,645	1,039	321	1,999	637	36	379	234
'17	4,905	976	309	1,958	660	35	379	588
'18	4,932	914	275	2,002	665	36	383	657
'19	4,770	837	262	1,910	676	36	401	648
'20	4,182	686	215	1,710	579	15	312	667
'21	4,796	734	256	2,154	625	2	316	710
'22	5,180	756	275	2,186	684	31	363	887
'23	5,491	785	275	2,197	730	32	422	1,049
'24	5,600	800	285	2,180	733	33	437	1,132

Advertising Expenditure in local currency at current prices (€ million)

	Newspapers		
	Total	National	Regional
'10	909	768	141
'11	902	761	141
'12	888	745	143
'13	927	803	124
'14	936	825	111
'15	858	764	94
'16	910	821	89
'17	855	787	68
'18	801	742	58
'19	734	689	45
'20	601	583	18
'21	643	623	20
'22	662	660	2
'23	688	688	0
'24	701	701	0

Historical advertising data: MDB Nielsen, Zenith  
Forecasts from 2021: Zenith

Notes:

- 1) Before discounts
- 2) Excludes production costs
- 3) Includes agency commission (15%)
- 4) Excludes classified advertising
- 5) Newspapers include free regional newspapers from 2006
- 6) Internet data are estimates and include display (main sales houses/main formats) and mobile (included from 2014)

# Bosnia & Herzegovina

Advertising Expenditure in € million at current prices

	Total	Newspapers	Magazines	TV	Radio	Out-of-home	Internet
'10	49.4	8.2	4.5	25.3	0.9	9.7	0.8
'11	52.6	7.2	3.7	29.5	0.9	10.0	1.2
'12	56.1	6.9	3.4	33.9	0.9	9.3	1.6
'13	54.8	6.9	3.2	33.1	0.9	8.6	2.0
'14	56.4	6.7	2.9	34.5	0.9	8.3	3.1
'15	56.2	6.7	2.9	34.1	0.9	8.4	3.2
'16	50.2	6.7	3.0	27.8	0.9	8.5	3.3
'17	46.7	4.1	2.2	27.4	1.0	8.5	3.5
'18	47.7	4.1	2.2	28.3	1.0	8.5	3.6
'19	48.2	4.1	2.2	28.5	1.0	8.7	3.7
'20	40.4	3.0	1.5	23.0	0.9	8.0	4.0
'21	43.4	2.9	1.5	25.0	1.0	8.0	5.0
'22	47.3	2.7	1.4	27.0	1.0	8.2	7.0
'23	49.0	2.4	1.2	28.0	1.0	8.4	8.0
'24	51.8	2.2	1.0	30.0	1.0	8.6	9.0

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = €0.88

	Total	Newspapers	Magazines	TV	Radio	Out-of-home	Internet
'10	56.3	9.4	5.1	28.8	1.0	11.1	0.9
'11	59.9	8.2	4.2	33.7	1.0	11.4	1.4
'12	63.9	7.8	3.9	38.6	1.0	10.6	1.9
'13	62.4	7.8	3.6	37.7	1.0	9.8	2.3
'14	64.3	7.6	3.3	39.3	1.0	9.5	3.5
'15	64.0	7.7	3.3	38.8	1.1	9.5	3.6
'16	57.2	7.7	3.4	31.6	1.1	9.7	3.7
'17	53.2	4.7	2.5	31.3	1.1	9.7	4.0
'18	54.3	4.7	2.5	32.2	1.1	9.7	4.1
'19	54.9	4.7	2.5	32.5	1.1	9.9	4.2
'20	46.0	3.4	1.7	26.2	1.0	9.1	4.6
'21	49.4	3.3	1.7	28.5	1.1	9.1	5.7
'22	53.9	3.1	1.6	30.8	1.1	9.3	8.0
'23	55.8	2.7	1.4	31.9	1.1	9.6	9.1
'24	59.0	2.5	1.1	34.2	1.1	9.8	10.3

Historical advertising data: Mareco Index Bosnia, Ad monitoring, Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes print classified, but includes internet classified

## Advertising Expenditure in local currency at current prices (R\$ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Outdoor/transport	Internet
'10	25,888	3,242	1,967	17,510	1,095	92	766	1,216
'11	30,139	3,366	2,036	19,203	1,130	86	858	3,460
'12	32,939	3,388	1,925	20,850	1,184	106	913	4,573
'13	36,334	3,261	1,780	23,011	1,308	104	1,112	5,758
'14	40,700	2,882	1,477	25,185	1,332	109	1,346	8,369
'15	44,501	2,717	1,294	27,160	1,348	114	1,467	10,400
'16	46,200	2,445	1,119	28,103	1,293	117	1,324	11,800
'17	50,590	2,500	1,122	28,605	1,580	121	1,862	14,800
'18	54,307	2,471	990	30,780	1,703	124	2,122	16,118
'19	56,927	2,363	726	31,686	1,589	126	2,737	17,700
'20	57,650	1,513	450	28,446	1,024	36	2,481	23,700
'21	67,476	2,360	608	31,027	1,416	94	3,035	28,936
'22	73,505	2,426	588	32,202	1,764	132	3,382	33,011
'23	80,286	2,490	563	33,880	2,087	161	3,773	37,332
'24	87,648	2,573	543	35,857	2,367	193	4,121	41,994

## Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = R\$5.16

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-Of-home	Internet
'10	5,022	629	382	3,397	212	18	148	236
'11	5,846	653	395	3,725	219	17	166	671
'12	6,389	657	373	4,044	230	21	177	887
'13	7,048	633	345	4,464	254	20	216	1,117
'14	7,895	559	287	4,885	258	21	261	1,623
'15	8,632	527	251	5,268	262	22	285	2,017
'16	8,962	474	217	5,451	251	23	257	2,289
'17	9,813	485	218	5,549	306	23	361	2,871
'18	10,534	479	192	5,971	330	24	412	3,127
'19	11,043	458	141	6,146	308	24	531	3,433
'20	11,183	294	87	5,518	199	7	481	4,597
'21	13,089	458	118	6,019	275	18	589	5,613
'22	14,258	471	114	6,246	342	26	656	6,403
'23	15,574	483	109	6,572	405	31	732	7,242
'24	17,002	499	105	6,955	459	37	799	8,146

Historical advertising data: InterMeios Research, IAB Brazil  
(for internet), Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs from 2005 [included for previous years]
- 3) Includes agency commission
- 4) Includes classified
- 5) TV includes cable television
- 6) Internet includes display, classified and search

# Bulgaria

Advertising Expenditure in local currency at current prices (Lev million)

	Total	Newspapers	Magazines	TV	Radio	Out-of-home	Internet
'10	249	17	15	145	24	23	24
'11	245	17	12	148	20	22	26
'12	256	18	11	161	15	23	28
'13	261	17	9	167	13	23	31
'14	282	19	9	172	16	28	38
'15	294	18	9	173	18	33	43
'16	334	13	7	196	18	37	63
'17	371	10	5	220	19	41	75
'18	420	8	5	240	20	43	102
'19	464	9	5	260	20	45	124
'20	437	7	4	230	18	35	143
'21	491	6	3	255	20	40	165
'22	535	6	3	275	21	44	185
'23	578	6	3	295	22	49	202
'24	619	6	3	315	23	53	218

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = Lev1.71

	Total	Newspapers	Magazines	TV	Radio	Out-of-home	Internet
'10	145	10	9	85	14	14	14
'11	143	10	7	86	12	13	15
'12	149	11	6	94	9	14	16
'13	152	10	5	97	8	13	18
'14	165	11	5	101	9	16	22
'15	171	10	5	101	10	19	25
'16	195	8	4	114	11	22	37
'17	216	6	3	128	11	24	44
'18	245	5	3	140	11	25	60
'19	271	5	3	152	12	26	72
'20	255	4	2	134	11	20	83
'21	286	4	2	149	12	23	96
'22	312	4	2	160	12	26	108
'23	337	3	2	172	13	29	118
'24	361	3	1	184	13	31	127

Advertising Expenditure in local currency at current prices (Lev million)

	Magazines		
	Total	Business	Consumer
'10	20	2	18
'11	16	1	15
'12	11	1	10
'13	9	1	8
'14	9	1	8
'15	9	1	8
'16	7	1	6
'17	5	1	4
'18	5	1	5
'19	5	1	4
'20	3	1	3
'21	3	1	3
'22	3	1	2
'23	3	1	2
'24	3	1	2



Historical advertising data: BACA, IAB AdEx, BBSS Gallup,  
TNS, Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) Internet figures include classified and display on local sites

# Canada

## Advertising Expenditure in local currency at current prices (C\$ million)

	Total	Newspapers	Magazines	TV	Radio	Out-of-home	Internet
'10	10,289	2,103	519	3,392	1,517	482	2,277
'11	10,739	1,971	496	3,553	1,575	480	2,664
'12	11,129	2,019	497	3,469	1,585	486	3,073
'13	11,072	1,679	486	3,386	1,600	514	3,408
'14	11,124	1,392	470	3,371	1,589	521	3,782
'15	11,414	1,181	434	3,081	1,576	542	4,599
'16	12,010	1,022	243	3,166	1,525	569	5,485
'17	12,910	802	176	3,037	1,495	624	6,776
'18	13,455	631	136	2,950	1,490	653	7,595
'19	14,493	558	116	2,957	1,429	671	8,762
'20	13,009	377	78	2,502	1,123	544	8,385
'21	14,972	370	70	2,819	1,227	604	9,882
'22	15,622	319	61	2,812	1,264	630	10,536
'23	16,785	274	54	2,722	1,252	662	11,822
'24	18,102	236	47	2,638	1,214	685	13,281

## Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = C\$1.34

	Total	Newspapers	Magazines	TV	Radio	Out-of-home	Internet
'10	7,671	1,568	387	2,529	1,131	359	1,697
'11	8,007	1,469	370	2,649	1,174	358	1,986
'12	8,298	1,505	371	2,586	1,182	363	2,291
'13	8,256	1,252	362	2,525	1,193	383	2,541
'14	8,294	1,038	350	2,513	1,185	388	2,820
'15	8,510	881	324	2,297	1,175	404	3,429
'16	8,955	762	181	2,361	1,137	424	4,090
'17	9,626	598	131	2,264	1,115	465	5,053
'18	10,032	470	101	2,200	1,111	487	5,663
'19	10,806	416	86	2,205	1,066	500	6,533
'20	9,700	281	58	1,866	837	405	6,252
'21	11,164	276	52	2,102	915	450	7,368
'22	11,648	238	45	2,097	943	470	7,856
'23	12,515	204	40	2,030	934	493	8,815
'24	13,497	176	35	1,967	906	510	9,903

## Advertising Expenditure in local currency at current prices (C\$ million)

	Television			Internet							
	Total	Free	Pay	Total	Desktop total	Mobile total	Display	Video	Classified	Search	Email
'10	3,392	2,278	1,114	2,277	2,230	47	688	37	587	907	11
'11	3,553	2,319	1,234	2,664	2,583	81	840	73	576	1,081	13
'12	3,469	2,204	1,264	3,073	2,913	160	974	92	249	1,586	12
'13	3,386	2,090	1,297	3,408	2,981	427	1,091	208	289	1,802	18
'14	3,371	2,117	1,254	3,782	2,879	903	1,274	266	171	2,052	19
'15	3,081	1,846	1,235	4,599	2,979	1,620	1,554	358	162	2,512	13
'16	3,166	1,819	1,347	5,485	2,943	2,542	1,911	481	167	2,920	6
'17	3,037	1,708	1,329	6,776	3,287	3,489	1,713	1,549	145	3,364	5
'18	2,950	1,682	1,268	7,595	2,803	4,792	1,928	1,822	190	3,652	3
'19	2,957	1,661	1,296	8,762	2,822	5,940	1,870	2,568	150	4,172	2
'20	2,502	1,376	1,126	8,385	1,471	6,914	1,777	2,722	130	3,755	2
'21	2,819	1,562	1,257	9,882	1,328	8,554	2,025	2,994	135	4,726	1
'22	2,812	1,547	1,265	10,536	357	10,179	2,086	3,294	145	5,010	1
'23	2,722	1,470	1,252	11,822	-	11,822	2,274	3,689	147	5,711	1
'24	2,638	1,411	1,227	13,281	-	13,281	2,433	4,132	148	6,568	1

Historical advertising data: TVB, Statistics Canada, Ad Dynamics, CRTC, CNA, LNA, NMR, Les Hebdos du Quebec, Magazines Canada, IAB Canada, think TV, Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Newspapers include dailies only; from 2012 includes all free daily papers
- 5) Magazines exclude trade titles
- 6) TV and radio figures are based on broadcast year ending August
- 7) Internet includes all advertising: display (including sponsorship and on-page awareness campaigns), search, classified, mobile and email; IAB (internet) implemented new methodology in 2007 including adjustment to 2006, disrupting trending with prior years
- 8) 2008 revised classification of online revenue, estimated to account for half the growth in classified
- 9) From 2013 mobile figures include mobile spend across all other internet categories, which are not separately broken down. The mobile figures are therefore not included in the internet total, to avoid double-counting

# Chile

## Advertising Expenditure in local currency at current prices (Pesos million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	570,176	153,903	12,263	296,985	38,920	1,892	42,636	23,577
'11	659,479	175,449	12,711	326,309	44,845	2,157	57,015	40,993
'12	644,230	149,253	19,972	322,255	52,807	447	58,783	40,712
'13	645,978	141,138	17,596	313,908	51,681	862	63,195	57,598
'14	656,410	133,464	15,503	305,777	50,579	1,662	67,938	81,487
'15	666,842	125,790	13,410	297,646	49,477	2,462	72,681	105,376
'16	700,027	117,614	11,858	293,986	50,563	2,682	86,982	136,342
'17	718,841	114,458	11,809	300,030	54,758	2,270	78,072	157,444
'18	761,830	101,107	11,993	293,628	63,527	2,293	89,844	199,438
'19	705,268	71,180	5,600	246,595	61,445	2,351	88,714	229,383
'20	613,742	30,647	1,376	219,459	45,104	286	42,025	274,845
'21	797,236	32,721	1,679	277,378	53,993	286	52,709	378,470
'22	891,348	44,159	2,048	273,459	53,590	2,351	64,139	451,602
'23	959,651	55,597	2,499	282,059	53,698	2,410	65,327	498,061
'24	1,011,254	67,035	3,048	290,946	53,725	2,471	66,352	527,676

## Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = Pesos 792.17

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	720	194	15	375	49	2	54	30
'11	833	221	16	412	57	3	72	52
'12	813	188	25	407	67	1	74	51
'13	815	178	22	396	65	1	80	73
'14	829	168	20	386	64	2	86	103
'15	842	159	17	376	62	3	92	133
'16	884	148	15	371	64	3	110	172
'17	907	144	15	379	69	3	99	199
'18	962	128	15	371	80	3	113	252
'19	890	90	7	311	78	3	112	290
'20	775	39	2	277	57	0	53	347
'21	1,006	41	2	350	68	0	67	478
'22	1,125	56	3	345	68	3	81	570
'23	1,211	70	3	356	68	3	82	629
'24	1,277	85	4	367	68	3	84	666

## Advertising Expenditure in local currency at current prices (Pesos million)

	Television			Internet		
	Total	Free	Pay	Total	Display	Search
'10	296,985	274,984	22,001	-	-	-
'11	326,309	290,415	35,894	-	-	-
'12	322,255	277,166	45,089	-	-	-
'13	313,908	260,211	53,697	-	-	-
'14	305,777	242,340	63,437	-	-	-
'15	297,646	224,469	73,177	-	-	-
'16	293,986	219,621	74,365	-	-	-
'17	300,030	227,037	72,993	-	-	-
'18	293,628	227,535	66,093	-	-	-
'19	246,595	199,239	47,356	229,383	197,269	32,114
'20	219,459	180,166	39,293	274,845	233,618	41,227
'21	277,378	223,582	53,796	378,470	321,700	56,771
'22	273,459	212,650	60,809	451,602	383,862	67,740
'23	282,059	211,282	70,777	498,061	423,352	74,709
'24	290,946	211,366	79,580	527,676	448,525	79,151

Historical advertising data: ACHAP, Zenith  
Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) Includes cable TV
- 6) Magazines exclude trade titles

# China

## Advertising Expenditure in local currency at current prices (RMB million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	252,970	44,898	6,004	102,215	9,523	1,094	33,715	55,521
'11	297,805	55,247	9,703	135,006	11,224	1,280	34,057	51,288
'12	335,234	51,370	10,524	143,928	12,433	1,808	39,881	75,291
'13	380,016	47,865	9,928	149,973	14,249	2,536	45,465	110,000
'14	419,967	40,733	8,945	145,174	17,754	3,350	50,011	154,000
'15	458,331	28,309	7,192	137,189	19,334	4,355	52,512	209,440
'16	504,938	17,240	4,926	137,189	20,146	5,618	55,925	263,894
'17	534,484	11,929	3,961	123,470	21,174	7,992	59,840	306,118
'18	576,095	8,929	3,587	117,297	23,004	10,412	64,387	348,479
'19	604,767	6,863	3,176	107,326	24,533	13,274	68,573	381,022
'20	581,056	4,588	2,494	94,984	21,256	3,914	52,458	401,362
'21	627,540	2,976	1,934	86,905	17,991	8,200	57,702	451,832
'22	665,140	1,885	1,490	76,354	14,959	11,070	61,741	497,641
'23	703,990	1,175	1,133	63,621	12,287	14,723	65,446	545,605
'24	736,567	1,065	1,076	50,489	10,615	17,884	69,438	586,000

## Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = RMB6.9

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	36,658	6,506	870	14,812	1,380	159	4,886	8,046
'11	43,155	8,006	1,406	19,564	1,626	185	4,935	7,432
'12	48,579	7,444	1,525	20,857	1,802	262	5,779	10,911
'13	55,069	6,936	1,439	21,733	2,065	367	6,588	15,940
'14	60,858	5,903	1,296	21,037	2,573	485	7,247	22,316
'15	66,418	4,102	1,042	19,880	2,802	631	7,610	30,350
'16	73,171	2,498	714	19,880	2,919	814	8,104	38,241
'17	77,453	1,729	574	17,892	3,068	1,158	8,672	44,360
'18	83,483	1,294	520	16,998	3,334	1,509	9,330	50,499
'19	87,638	995	460	15,553	3,555	1,924	9,937	55,215
'20	84,202	665	361	13,764	3,080	567	7,602	58,162
'21	90,938	431	280	12,594	2,607	1,188	8,362	65,476
'22	96,387	273	216	11,065	2,168	1,604	8,947	72,114
'23	102,016	170	164	9,219	1,781	2,134	9,484	79,065
'24	106,737	154	156	7,317	1,538	2,592	10,062	84,918

## Advertising Expenditure in local currency at current prices (RMB million)

	Internet								
	Total	Total desktop	Total mobile	Traditional display	Online video	Search [search engines]	Ecommerce [search & display]	Classified & other	Feed ads
'10	55,521	55,237	284	27,705	2,221	16,656	4,109	4,830	-
'11	51,288	50,262	1,026	21,028	2,718	16,669	6,514	4,359	-
'12	75,291	70,115	5,176	26,126	4,819	21,383	16,037	6,927	-
'13	110,000	96,693	13,307	31,460	7,810	29,150	31,790	7,370	2,420
'14	154,000	116,636	37,364	38,346	12,320	43,890	40,040	13,860	5,544
'15	209,440	119,280	90,160	46,077	17,174	50,266	56,549	22,829	16,546
'16	263,894	116,769	147,125	41,959	32,459	56,473	73,890	29,556	29,556
'17	306,118	97,346	208,772	35,816	35,816	50,509	89,693	49,897	44,387
'18	348,479	91,998	256,481	33,454	38,333	44,605	102,801	56,105	73,181
'19	381,022	89,159	291,863	35,816	41,150	43,055	114,307	62,869	83,825
'20	401,362	81,878	319,484	23,680	29,299	31,306	176,599	49,368	91,109
'21	451,832	78,619	373,214	15,362	23,043	27,110	233,597	50,153	102,566
'22	497,641	74,149	423,493	9,455	17,915	23,887	277,186	55,238	113,960
'23	545,605	71,474	474,131	7,638	14,186	21,824	319,179	56,743	126,035
'24	586,000	68,564	517,436	5,860	13,478	19,472	345,666	60,827	140,698

Historical advertising data: Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency income, which comprises regular commission and income from programme syndication, sports sponsorship, event marketing, industry training and other sources
- 4) Includes classified advertising

# Colombia

## Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	1,761.0	447.4	120.6	827.6	264.6	1.2	47.0	52.7
'11	2,152.6	537.4	139.9	1,081.0	278.5	1.3	55.0	59.5
'12	2,082.2	486.0	134.0	1,100.4	219.9	1.1	59.7	81.1
'13	2,084.5	460.1	126.9	1,116.5	208.2	1.1	56.5	115.3
'14	1,871.8	402.8	105.1	1,007.6	175.1	1.0	52.5	127.6
'15	1,678.3	339.1	92.5	943.9	138.7	0.9	61.7	101.6
'16	1,985.0	284.8	63.9	1,149.8	274.6	0.8	63.6	147.6
'17	2,244.1	304.4	53.8	1,366.8	284.9	1.0	70.9	162.3
'18	2,521.2	291.4	46.7	1,649.1	296.7	1.0	58.3	177.9
'19	2,565.0	272.5	36.9	1,682.9	270.6	0.9	55.3	245.9
'20	3,130.7	207.9	25.1	1,719.7	255.6	0.4	37.7	884.3
'21	3,763.5	204.7	24.4	1,886.7	294.7	0.7	62.6	1,289.8
'22	3,906.2	157.5	14.1	1,915.7	321.3	0.6	62.2	1,434.8
'23	4,366.9	128.9	4.7	2,115.4	358.9	0.6	62.1	1,696.3
'24	4,161.6	100.1	1.6	2,159.2	348.4	0.5	58.4	1,493.3

## Advertising Expenditure in US\$ million at current prices

	Newspapers			Television			Internet		
	Total	National	Regional	Total	Free	Pay	Total	Display	Search
'10	447.4	213.3	234.0	827.6	761.1	66.5	52.7	43.9	8.7
'11	537.4	248.7	288.8	1,081.0	995.7	85.3	59.5	46.1	13.4
'12	486.0	228.7	257.3	1,100.4	993.6	106.8	81.1	64.2	16.8
'13	460.1	216.5	243.5	1,116.5	990.8	125.6	115.3	90.6	24.7
'14	402.8	194.0	208.8	1,007.6	870.6	136.9	127.6	98.8	28.8
'15	339.1	170.2	168.9	943.9	795.6	148.3	101.6	82.9	18.7
'16	284.8	131.8	153.0	1,149.8	592.6	557.1	147.6	114.3	33.3
'17	304.4	143.2	161.1	1,366.8	639.2	727.6	162.3	125.7	36.6
'18	291.4	139.9	151.6	1,649.1	812.9	836.1	177.9	133.9	44.0
'19	272.5	130.7	141.8	1,682.9	802.8	880.1	245.9	186.6	59.3
'20	207.9	99.9	108.0	1,719.7	796.3	923.4	884.3	666.1	218.2
'21	204.7	98.5	106.2	1,886.7	847.4	1,039.3	1,289.8	964.3	325.5
'22	157.5	76.3	81.2	1,915.7	860.4	1,055.3	1,434.8	1,073.5	361.3
'23	128.9	62.0	66.9	2,115.4	950.1	1,165.3	1,696.3	1,254.3	441.9
'24	100.1	48.2	51.9	2,159.2	969.8	1,189.5	1,493.3	1,104.2	389.1

Historical advertising data: ANDA, IAB, LAMAC, Ibope, Asomédios, Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts [historic discount estimates revised in December 2015]
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) Internet includes display, search, classified and mobile



## Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	255	72	31	94	35	6	19	0
'11	304	84	33	114	44	6	23	0
'12	311	84	27	113	50	10	25	0
'13	272	97	12	117	20	8	18	0
'14	335	105	14	140	35	12	29	0
'15	368	116	15	154	39	13	31	0
'16	372	102	14	159	46	13	32	6
'17	387	102	14	167	50	14	34	7
'18	403	102	14	175	54	15	36	8
'19	421	104	14	184	58	15	37	8
'20	371	93	13	169	54	7	22	13
'21	400	95	13	177	57	10	30	18
'22	421	95	13	182	60	14	36	21
'23	450	95	13	192	65	16	40	29
'24	476	99	13	200	69	18	42	35

Historical advertising data: Mediaguru, Zenith

Forecasts from 2020: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Includes agency commission
- 4) Includes classified

# Croatia

Advertising Expenditure in local currency at current prices (Kuna million)

	Total	Print	TV	Radio	Out-of-home	Internet
'10	1,715	545	770	213	151	36
'11	1,635	457	765	190	140	83
'12	1,474	384	702	163	135	90
'13	1,377	330	685	125	130	107
'14	1,397	307	715	132	126	117
'15	1,441	275	740	130	128	168
'16	1,482	252	758	128	130	214
'17	1,461	218	741	127	130	245
'18	1,495	196	752	128	137	282
'19	1,532	183	767	128	145	309
'20	1,384	131	726	99	106	322
'21	1,490	131	773	109	125	352
'22	1,567	124	811	114	131	387
'23	1,643	115	851	115	137	425
'24	1,728	109	893	116	143	467

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = Kuna6.61

	Total	Newspapers	TV	Radio	Out-of-home	Internet
'10	259	82	116	32	23	5
'11	247	69	116	29	21	13
'12	223	58	106	25	20	14
'13	208	50	104	19	20	16
'14	211	46	108	20	19	18
'15	218	42	112	20	19	25
'16	224	38	115	19	20	32
'17	221	33	112	19	20	37
'18	226	30	114	19	21	43
'19	232	28	116	19	22	47
'20	209	20	110	15	16	49
'21	225	20	117	16	19	53
'22	237	19	123	17	20	59
'23	248	17	129	17	21	64
'24	261	16	135	18	22	71

Historical advertising data: HURA (Croatian Association of Advertising Agencies), Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified

# Czech Republic

Advertising Expenditure in local currency at current prices (Kc million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	22,131	3,522	3,693	7,700	1,510	93	1,720	3,893
'11	22,473	2,999	3,433	8,290	1,490	78	1,670	4,513
'12	23,153	2,543	3,193	8,390	1,480	80	1,750	5,716
'13	22,380	2,350	3,070	7,600	1,395	80	1,850	6,035
'14	23,200	2,152	2,940	8,010	1,415	82	1,900	6,701
'15	23,956	2,020	2,895	8,490	1,420	85	1,850	7,196
'16	26,143	2,035	2,945	9,203	1,490	87	1,890	8,493
'17	28,323	2,075	3,020	9,740	1,530	88	1,950	9,919
'18	30,662	2,085	3,060	10,450	1,570	89	1,892	11,517
'19	32,275	2,095	3,080	11,120	1,620	90	1,896	12,374
'20	29,335	1,712	2,364	10,250	1,420	40	1,500	12,050
'21	31,828	1,730	2,412	10,800	1,456	60	1,620	13,750
'22	32,931	1,741	2,430	11,095	1,505	80	1,650	14,430
'23	34,057	1,758	2,490	11,470	1,563	90	1,666	15,020
'24	35,267	1,770	2,535	11,910	1,610	92	1,690	15,660

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = Kc23.21

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	953	152	159	332	65	4	74	168
'11	968	129	148	357	64	3	72	194
'12	998	110	138	361	64	3	75	246
'13	964	101	132	327	60	3	80	260
'14	1,000	93	127	345	61	4	82	289
'15	1,032	87	125	366	61	4	80	310
'16	1,126	88	127	397	64	4	81	366
'17	1,220	89	130	420	66	4	84	427
'18	1,321	90	132	450	68	4	81	496
'19	1,391	90	133	479	70	4	82	533
'20	1,264	74	102	442	61	2	65	519
'21	1,371	75	104	465	63	3	70	592
'22	1,419	75	105	478	65	3	71	622
'23	1,467	76	107	494	67	4	72	647
'24	1,519	76	109	513	69	4	73	675

Advertising Expenditure in local currency at current prices (Kc million)

	Newspapers			Magazines			Television		
	Total	National	Regional	Total	Business	Consumer	Total	Free	Pay
'10	3,522	2,114	1,408	3,693	185	3,508	7,700	7,618	82
'11	2,999	1,829	1,170	3,433	172	3,262	8,290	8,190	100
'12	2,543	1,551	992	3,193	160	3,033	8,390	8,250	140
'13	2,350	1,434	917	3,070	154	2,917	7,600	7,413	187
'14	2,152	1,313	839	2,940	147	2,793	8,010	7,813	197
'15	2,020	1,220	800	2,895	146	2,749	8,490	8,235	255
'16	2,035	1,230	805	2,945	153	2,792	9,203	8,899	304
'17	2,075	1,265	810	3,020	160	2,860	9,740	9,400	340
'18	2,085	1,270	815	3,060	165	2,895	10,450	10,060	390
'19	2,095	1,278	817	3,080	168	2,912	11,120	10,710	410
'20	1,712	1,014	698	2,364	174	2,190	10,250	9,840	410
'21	1,730	997	733	2,412	207	2,205	10,800	10,280	520
'22	1,741	998	743	2,430	212	2,218	11,095	10,525	570
'23	1,758	1,015	743	2,490	216	2,274	11,470	10,873	597
'24	1,770	1,020	750	2,535	244	2,291	11,910	11,290	620

Advertising Expenditure in local currency at current prices (Kc million)

	Total	Internet					
		Display	Desktop display	Mobile display	Search	Desktop search	Mobile search
'10	3,893	2,300	2,293	7	1,594	1,593	1
'11	4,513	2,642	2,623	19	1,871	1,869	2
'12	5,716	2,845	2,800	45	2,871	2,861	10
'13	6,035	3,133	3,058	75	2,902	2,852	50
'14	6,701	3,340	3,230	110	3,361	3,181	180
'15	7,196	3,540	3,350	190	3,656	3,331	325
'16	8,493	3,830	3,540	290	4,663	4,133	530
'17	9,919	4,062	3,570	492	5,857	5,087	770
'18	11,517	4,980	4,133	847	6,537	5,524	1,013
'19	12,374	5,321	4,081	1,240	7,053	5,687	1,366
'20	12,050	5,200	3,680	1,520	6,850	4,800	2,050
'21	13,750	6,550	4,360	2,190	7,200	4,520	2,680
'22	14,430	6,910	4,500	2,410	7,520	4,550	2,970
'23	15,020	7,290	4,630	2,660	7,730	4,410	3,320
'24	15,660	7,710	4,690	3,020	7,950	4,300	3,650

Historical advertising data: Amer Nielsen, TNS MI, AdMonitoring, Screenvision, Cinexpress, SVIT, SPIR, APSV, Zenith  
 Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified
- 5) Internet includes display and search
- 6) Since 2006, out-of-home has included an estimate for in-store media
- 7) Since 2008, figures for out-of-home include long-lease deals and special formats e.g. bridge billboards
- 8) Up to 2008, TV Ocko was counted as pay-TV in our pay-TV/free split; from 2009 it is counted as free
- 9) Radio figures only include national campaigns on national stations

## Advertising Expenditure in local currency at current prices (DKr million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet	Other
'10	12,415	3,979	1,298	2,256	232	59	499	3,624	468
'11	13,085	3,967	1,281	2,517	270	59	537	4,144	310
'12	12,706	3,659	1,165	2,350	278	67	452	4,543	192
'13	12,561	3,387	1,077	2,251	288	80	409	4,924	145
'14	12,736	3,112	1,083	2,170	307	85	394	5,458	127
'15	13,175	2,896	996	2,203	329	107	405	6,138	101
'16	13,350	2,606	902	2,184	371	91	397	6,718	81
'17	13,689	2,322	894	2,159	388	88	436	7,357	45
'18	13,887	2,044	733	2,065	404	93	488	8,060	-
'19	14,166	1,824	653	2,055	379	113	524	8,618	-
'20	13,541	1,385	544	1,870	369	57	416	8,900	-
'21	13,953	1,234	493	1,831	379	54	419	9,544	-
'22	14,435	1,099	447	1,792	389	51	423	10,234	-
'23	14,986	979	405	1,754	399	48	426	10,975	-
'24	15,610	872	367	1,718	410	45	429	11,769	-

## Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = DKr 6.54

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet	Other
'10	1,898	608	198	345	35	9	76	554	72
'11	2,000	606	196	385	41	9	82	633	47
'12	1,942	559	178	359	42	10	69	694	29
'13	1,920	518	165	344	44	12	63	753	22
'14	1,947	476	166	332	47	13	60	834	19
'15	2,014	443	152	337	50	16	62	938	15
'16	2,041	398	138	334	57	14	61	1,027	12
'17	2,092	355	137	330	59	13	67	1,125	7
'18	2,123	312	112	316	62	14	75	1,232	-
'19	2,165	279	100	314	58	17	80	1,317	-
'20	2,070	212	83	286	56	9	64	1,360	-
'21	2,133	189	75	280	58	8	64	1,459	-
'22	2,206	168	68	274	59	8	65	1,564	-
'23	2,291	150	62	268	61	7	65	1,678	-
'24	2,386	133	56	263	63	7	66	1,799	-

## Advertising Expenditure in local currency at current prices (DKr million)

	Newspapers			Magazines			Internet			
	Total	National	Regional	Total	Business	Consumer	Total	Display	Classified	Search
'10	3,979	1,946	2,033	1,298	707	591	3,624	1,167	1,176	1,281
'11	3,967	1,908	2,059	1,281	685	596	4,144	1,324	1,210	1,610
'12	3,659	1,699	1,960	1,165	623	542	4,543	1,447	1,302	1,794
'13	3,387	1,509	1,878	1,077	562	515	4,924	1,566	1,321	2,037
'14	3,112	1,349	1,763	1,083	581	502	5,458	1,794	1,379	2,285
'15	2,896	1,239	1,657	996	545	451	6,138	2,006	1,385	2,747
'16	2,606	1,046	1,560	902	512	390	6,719	2,202	1,500	3,017
'17	2,321	907	1,414	894	492	402	7,357	2,490	1,518	3,349
'18	2,044	776	1,268	732	439	293	8,060	2,748	1,593	3,719
'19	1,824	705	1,119	654	400	254	8,618	3,002	1,590	4,026
'20	1,385	535	850	544	333	211	8,900	3,468	1,206	4,226
'21	1,234	477	757	493	302	191	9,544	3,719	1,293	4,532
'22	1,099	425	674	447	274	173	10,234	3,988	1,386	4,860
'23	979	378	601	405	248	157	10,975	4,276	1,487	5,212
'24	872	337	535	367	225	142	11,769	4,586	1,594	5,589

Historical advertising data: Dansk Oplagskontrol,

Reklameforbrugsundersøgelsen, Zenith

Forecasts from 2020: Zenith

Notes:

1) After discounts

2) Excludes production costs

3) Excludes agency commission

4) Includes classified advertising

5) Newspapers includes paid-for and free newspapers

6) Magazines includes trade press from 2005

7) 'Other' includes trade press (until 2005), annuals and directories

8) Internet advertising includes display, classified and paid search

## Advertising Expenditure in local currency at current prices (US\$ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	368	98	30	197	17	1	26	-
'11	455	95	19	298	20	1	19	3
'12	410	101	18	250	22	1	13	6
'13	422	93	16	269	23	1	13	7
'14	450	91	13	269	31	2	24	20
'15	422	72	11	238	52	2	25	20
'16	338	56	10	178	41	2	23	28
'17	329	45	10	174	42	2	24	31
'18	360	54	10	181	39	2	24	51
'19	328	46	8	149	30	2	23	70
'20	253	24	4	111	23	1	18	72
'21	257	22	4	118	20	1	18	75
'22	260	19	4	120	20	1	19	78
'23	265	15	3	125	21	1	19	81
'24	269	13	3	127	22	1	20	83

## Advertising Expenditure in local currency at current prices (US\$ million)

	Newspapers			Magazines			Television		
	Total	National	Regional	Total	Business	Consumer	Total	Free	Pay
'10	98	88	10	30	3	28	197	193	4
'11	95	84	11	19	2	17	298	292	6
'12	101	90	10	18	2	17	250	245	5
'13	93	84	9	16	2	15	269	263	5
'14	91	80	11	13	1	12	269	259	11
'15	72	65	7	11	1	11	238	226	13
'16	56	50	6	10	4	7	178	168	9
'17	45	38	7	10	4	7	174	165	10
'18	54	45	9	10	4	6	181	168	13
'19	46	37	9	8	4	5	149	140	9
'20	24	19	5	4	1	3	111	107	4
'21	22	18	4	4	1	3	118	114	4
'22	19	15	4	4	1	3	120	117	4
'23	15	12	3	3	1	2	125	122	3
'24	13	10	3	3	1	2	127	124	3

## Advertising Expenditure in local currency at current prices (US\$ million)

	Internet									
	Total	Display	Desktop display	Mobile display	Classified	Desktop classified	Mobile classified	Search	Desktop search	Mobile search
'10	-	-	-	-	-	-	-	-	-	-
'11	3.0	1.1	1.1	0.02	1.1	1.1	0.02	0.8	0.7	0.1
'12	5.6	1.8	1.7	0.1	2.7	2.5	0.1	1.2	1.0	0.2
'13	7.4	5.5	4.8	0.7	1.2	1.1	0.1	0.7	0.6	0.1
'14	20.0	14.0	12.9	1.1	1.3	1.1	0.1	4.7	4.3	0.5
'15	20.1	14.3	13.1	1.1	1.3	1.2	0.1	4.5	4.0	0.5
'16	28.4	21.3	12.8	8.5	1.4	1.3	0.1	5.7	3.4	2.3
'17	31.1	23.5	12.8	10.8	1.6	1.3	0.2	5.9	3.4	2.5
'18	50.7	41.2	15.8	25.4	2.0	1.8	0.2	7.6	3.9	3.6
'19	70.2	59.7	11.9	47.7	3.5	2.8	0.7	7.0	2.8	4.2
'20	72.3	62.2	17.2	45.0	3.4	2.4	1.0	6.8	2.0	4.7
'21	75.3	64.8	17.8	47.0	3.5	2.4	1.0	7.0	2.1	4.9
'22	77.7	67.0	18.0	49.0	3.5	2.5	1.1	7.1	2.1	5.0
'23	80.6	69.4	18.4	51.0	3.6	2.5	1.1	7.7	2.2	5.5
'24	83.3	71.4	18.4	53.0	3.7	2.5	1.2	8.2	2.2	6.0

Historical advertising data: Ibope, Infomedia, IAB, media owners, Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) Internet figures include display/classified/search/mobile (estimates)



## Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home
'10	204	135	9	59	-	-	-
'11	124	81	5	38	-	-	-
'12	139	90	5	44	-	-	-
'13	382	118	6	249	9	-	-
'14	512	128	5	368	11	-	-
'15	554	122	6	414	12	-	-
'16	716	103	5	526	13	-	70
'17	730	82	4	556	15	-	74
'18	709	31	1	583	16	0.4	78
'19	911	68	3	736	20	0.5	83
'20	923	49	2	815	16	0.0	41
'21	1,188	60	2	1,035	21	0.0	70
'22	1,359	54	2	1,190	23	0.1	90
'23	1,549	48	2	1,369	25	0.1	104
'24	1,766	43	1	1,574	28	0.1	119

Historical advertising data: Ipsos Statex, Zenith

Forecasts from 2020: Zenith

Notes:

- 1) After discounts. Figures before 2007 are converted from gross figures using Zenith discount estimates.
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) In 2021 all historic figures were reviewed and replaced if necessary to better reflect true levels of spending

# El Salvador

Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	TV	Radio	Out-of-home
'10	256	99	144	13	-
'11	267	106	150	12	-
'12	311	121	177	13	-
'13	247	100	136	11	-
'14	288	118	156	14	-
'15	304	93	164	21	26
'16	300	95	159	15	31
'17	360	110	190	22	38
'18	374	95	207	29	43
'19	308	95	170	17	26
'20	296	94	164	17	21
'21	329	96	180	23	30
'22	358	98	196	28	36
'23	390	103	213	31	43
'24	414	107	226	33	48

Historical advertising data: Zenith

Forecasts from 2020: Zenith

Notes:

- 1) Before discounts
- 2) Excludes production costs
- 3) Includes agency commission

## Advertising Expenditure in local currency at current prices (€ million)

	Total	Newspapers	Magazines	TV	Radio	Out-of-home	Internet
'10	67	19	4	22	6	6	10
'11	72	20	5	23	7	7	11
'12	72	19	5	22	7	7	12
'13	76	19	5	24	8	8	13
'14	81	18	6	25	9	8	16
'15	84	18	6	25	9	9	17
'16	86	17	6	25	9	10	19
'17	93	17	4	26	10	15	20
'18	95	17	4	26	11	16	20
'19	98	16	4	26	11	17	22
'20	81	12	3	22	9	13	21
'21	96	13	4	26	11	17	25
'22	99	13	4	27	11	18	26
'23	104	12	4	29	12	19	29
'24	108	12	4	30	13	20	30

## Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = €0.88

	Total	Newspapers	Magazines	TV	Radio	Out-of-home	Internet
'10	76	22	5	25	7	7	11
'11	82	23	5	26	8	8	13
'12	83	22	5	25	8	8	14
'13	87	21	6	27	9	9	15
'14	93	20	6	29	10	10	18
'15	96	20	7	29	10	11	20
'16	98	19	6	29	11	12	22
'17	106	19	5	29	12	17	23
'18	109	19	5	30	13	18	23
'19	111	19	5	30	13	19	26
'20	92	14	4	25	11	15	24
'21	109	15	4	29	12	20	28
'22	113	14	4	31	13	20	30
'23	119	14	5	33	14	21	33
'24	123	13	5	34	14	22	34

Historical advertising data: TNS, Kantar EMOR Advertising

Expenditure Survey, Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified
- 5) Internet includes display/classified/search/mobile
- 6) Out-of-home includes digital from 2017

# Finland

Advertising Expenditure in local currency at current prices (€ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	1,276	559	154	266	52	3	39	204
'11	1,345	580	157	283	57	3	44	221
'12	1,311	575	136	280	54	2	42	222
'13	1,208	484	113	275	53	3	42	238
'14	1,154	447	95	265	58	3	44	242
'15	1,155	419	82	256	59	5	48	286
'16	1,168	400	75	253	61	5	50	324
'17	1,171	362	72	240	64	7	57	370
'18	1,194	324	74	237	62	12	62	423
'19	1,223	303	63	227	75	13	76	466
'20	1,126	208	56	215	56	2	56	533
'21	1,222	200	45	232	64	1	60	620
'22	1,290	205	49	240	67	3	66	660
'23	1,319	202	48	235	70	5	69	690
'24	1,348	190	48	230	71	7	72	730

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = €0.88

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	1,457	638	175	304	59	3	45	233
'11	1,535	662	179	323	65	3	50	252
'12	1,497	656	155	320	62	2	48	254
'13	1,378	552	129	314	60	3	48	271
'14	1,317	510	109	303	66	4	50	276
'15	1,319	478	94	292	68	5	55	326
'16	1,333	456	86	289	70	6	57	370
'17	1,337	413	82	274	72	8	65	422
'18	1,363	370	84	270	71	14	71	483
'19	1,396	346	72	259	86	15	87	532
'20	1,285	238	64	245	64	3	64	608
'21	1,395	228	51	265	73	1	68	708
'22	1,472	234	56	274	76	3	75	753
'23	1,505	231	55	268	80	6	79	787
'24	1,538	217	55	262	81	8	82	833

Advertising Expenditure in local currency at current prices (€ million)

	Internet			
	Total	Display	Search	Classified
'10	204	104	100	-
'11	221	124	97	-
'12	222	141	81	-
'13	238	152	86	-
'14	242	114	94	34
'15	286	153	99	34
'16	324	188	100	36
'17	370	222	112	36
'18	423	264	122	37
'19	466	278	152	36
'20	534	400	107	27
'21	620	434	155	31
'22	660	462	165	33
'23	690	483	173	35
'24	730	511	183	37

Historical advertising data: Gallup Mainostieto, TNS Media  
Intelligence (internet), Kantar TNS, Zenith  
Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified
- 5) Newspaper figures include advertising in free subscription titles from 2011
- 6) Internet includes display and classified but excludes search until 2007; includes all three thereafter. Classified included in display until 2013.

# France

Advertising Expenditure in local currency at current prices (€ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	10,585	1,504	1,485	3,417	744	90	1,188	2,157
'11	10,801	1,413	1,469	3,439	748	105	1,204	2,423
'12	10,487	1,248	1,388	3,285	739	105	1,171	2,551
'13	10,210	1,172	1,248	3,170	736	89	1,152	2,643
'14	10,279	1,024	1,140	3,222	727	81	1,174	2,911
'15	10,317	952	1,077	3,242	721	82	1,168	3,076
'16	10,467	882	1,003	3,254	712	90	1,205	3,323
'17	10,717	785	885	3,230	690	95	1,212	3,819
'18	11,627	746	796	3,284	689	92	1,255	4,765
'19	12,160	705	726	3,249	700	100	1,310	5,371
'20	10,918	482	514	2,883	600	25	874	5,541
'21	13,271	501	529	3,257	665	39	1,014	7,265
'22	14,511	485	499	3,355	685	70	1,176	8,241
'23	15,545	459	468	3,406	695	88	1,205	9,224
'24	16,571	434	437	3,457	702	92	1,236	10,213

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = €0.88

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	12,063	1,714	1,692	3,894	848	103	1,354	2,458
'11	12,310	1,610	1,674	3,920	853	120	1,372	2,761
'12	11,952	1,422	1,582	3,744	842	120	1,335	2,907
'13	11,636	1,336	1,422	3,613	839	102	1,312	3,012
'14	11,714	1,167	1,299	3,672	828	92	1,338	3,317
'15	11,758	1,084	1,227	3,695	821	94	1,331	3,506
'16	11,929	1,005	1,143	3,708	811	102	1,373	3,787
'17	12,213	895	1,009	3,681	786	109	1,381	4,352
'18	13,250	850	907	3,743	785	105	1,430	5,430
'19	13,858	803	827	3,702	798	114	1,493	6,121
'20	12,443	549	586	3,285	684	28	996	6,314
'21	15,124	571	603	3,712	758	44	1,155	8,279
'22	16,538	553	568	3,824	780	80	1,340	9,392
'23	17,716	523	534	3,881	792	100	1,374	10,512
'24	18,885	495	498	3,939	800	105	1,408	11,640

Advertising Expenditure in local currency at current prices (€ million)

	Newspapers					Magazines			Television		
	Total	Paid national	Paid regional	Free info	Free regional	Total	Business	Consumer	Total	Terrestrial	Digital
'10	1,504	222	704	137	441	1,485	320	1,165	3,417	2,774	642
'11	1,413	211	705	145	352	1,469	312	1,157	3,439	2,707	733
'12	1,248	193	658	141	256	1,388	295	1,093	3,285	2,529	756
'13	1,172	175	628	133	236	1,248	260	988	3,170	2,406	764
'14	1,024	158	539	114	214	1,140	239	901	3,222	2,339	883
'15	952	147	509	93	202	1,077	226	851	3,242	2,354	888
'16	882	130	488	82	182	1,003	215	788	3,254	2,323	931
'17	785	120	447	41	177	885	202	683	3,230	2,251	979
'18	746	117	420	39	170	796	200	596	3,284	2,198	1,086
'19	705	111	393	37	163	726	189	537	3,249	2,175	1,074
'20	482	90	274	19	99	514	156	357	2,883	1,891	992
'21	501	94	290	18	99	529	161	368	3,257	2,094	1,163
'22	485	88	279	17	101	499	156	342	3,355	2,114	1,241
'23	459	82	265	16	96	468	150	318	3,406	2,103	1,303
'24	434	76	252	15	91	437	143	295	3,457	-	3,457

Advertising Expenditure in local currency at current prices (€ million)

	Internet							
	Total	Display	Social	Video	Instream video	Outstream video	Search	Affiliates
'10	-	-	-	-	-	-	-	-
'11	-	-	-	-	-	-	-	-
'12	-	-	-	-	-	-	-	-
'13	2,643	494	1,671	135	103	32	1,671	219
'14	2,911	569	1,745	230	171	59	1,745	208
'15	3,076	463	1,815	309	225	84	1,815	210
'16	3,323	457	1,893	417	252	165	1,893	226
'17	3,819	505	2,050	577	283	293	2,050	253
'18	4,765	620	2,275	728	384	344	2,275	258
'19	5,371	674	2,478	944	457	487	2,478	277
'20	5,541	667	2,543	894	453	441	2,543	298
'21	7,265	787	3,174	1,266	573	693	3,174	324
'22	8,241	850	3,529	1,495	655	840	3,529	352
'23	9,224	905	3,900	1,690	734	956	3,900	380
'24	10,213	951	4,290	1,868	806	1,062	4,290	405

Historical advertising data: IREP, Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs and taxes
- 3) 15% agency commission included
- 4) Excludes classified advertising
- 5) Newspapers include paid national, paid regional and free info newspapers. Free regional newspapers included from 2006.
- 6) Magazines include free magazines
- 7) Internet includes display, social, search, video and affiliates
- 8) Display includes banners, special formats, native advertising and digital audio
- 9) Historic internet figures have been revised to better reflect spending on Google and Facebook, and include local search

# Georgia

Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	47.6	1.9	1.9	35.0	2.7	-	5.4	0.7
'11	48.6	1.3	1.6	36.3	2.8	-	5.8	0.8
'12	50.6	1.3	1.6	37.9	2.7	0.2	6.0	1.0
'13	50.7	0.7	1.0	38.1	2.1	0.1	5.8	2.9
'14	53.0	0.9	1.4	39.6	2.2	0.1	6.0	2.8
'15	48.8	0.6	0.9	37.6	1.8	0.1	4.9	2.9
'16	50.7	0.5	0.7	37.1	4.3	0.1	4.8	3.1
'17	43.4	0.5	0.8	30.2	3.5	0.2	4.7	3.5
'18	43.0	0.5	0.8	29.7	3.4	0.2	4.5	4.0
'19	37.6	0.6	0.7	23.9	3.1	0.2	4.6	4.7
'20	37.6	0.6	0.5	24.3	2.2	0.1	4.4	5.5
'21	39.8	0.6	0.7	25.4	1.7	0.1	4.6	6.7
'22	42.2	0.5	0.6	26.2	1.7	0.2	4.9	8.2
'23	45.0	0.5	0.6	27.0	1.7	0.2	5.1	10.0
'24	48.3	0.5	0.6	27.8	1.7	0.2	5.4	12.2

Historical advertising data: Georgia AGB Nielsen, IPM, Zenith

Forecasts from 2020: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified
- 5) Internet includes display



## Advertising Expenditure in local currency at current prices (€ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	17,961	5,943	3,465	3,954	692	75	766	3,067
'11	18,482	5,916	3,454	3,981	709	85	897	3,440
'12	18,212	5,515	3,235	4,038	720	88	868	3,749
'13	18,252	5,117	3,143	4,125	746	80	891	4,150
'14	18,939	4,916	2,705	4,292	738	81	926	5,282
'15	19,296	4,696	2,531	4,422	743	95	1,005	5,804
'16	19,875	4,672	2,387	4,560	768	88	1,033	6,367
'17	21,048	4,460	3,178	4,591	784	93	1,151	6,791
'18	22,012	4,087	3,102	4,537	789	79	1,164	8,255
'19	22,143	3,759	2,893	4,400	784	90	1,226	8,990
'20	21,173	3,008	2,479	4,012	713	19	988	9,954
'21	22,561	3,008	2,504	4,333	684	15	1,067	10,949
'22	23,399	2,948	2,429	4,463	667	25	1,097	11,771
'23	24,284	2,933	2,429	4,552	691	25	1,119	12,536
'24	25,407	2,933	2,417	4,643	698	25	1,152	13,539

## Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = €0.88

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	20,498	6,783	3,954	4,512	790	85	874	3,500
'11	21,093	6,751	3,942	4,544	809	97	1,024	3,926
'12	20,785	6,294	3,692	4,608	821	101	991	4,279
'13	20,831	5,839	3,587	4,708	852	91	1,017	4,736
'14	21,615	5,610	3,087	4,898	842	92	1,057	6,028
'15	22,022	5,359	2,889	5,047	848	109	1,147	6,624
'16	22,683	5,332	2,724	5,204	877	100	1,179	7,267
'17	24,022	5,090	3,627	5,240	895	106	1,314	7,750
'18	25,122	4,664	3,540	5,178	901	90	1,328	9,422
'19	25,271	4,290	3,302	5,022	895	103	1,399	10,260
'20	24,164	3,433	2,829	4,579	814	22	1,128	11,360
'21	25,748	3,433	2,858	4,945	781	17	1,218	12,496
'22	26,705	3,364	2,772	5,093	762	29	1,252	13,434
'23	27,715	3,347	2,772	5,195	788	29	1,277	14,307
'24	28,997	3,347	2,758	5,299	797	29	1,315	15,451

Historical advertising data: ZAW, Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission of 15%
- 4) Includes classified advertising
- 5) Magazines includes directories and trade titles. The one-off increase in monitored magazine spend in 2017 was an artefact of a change in survey methodology and does not reflect the underlying trend.
- 6) Newspapers includes dailies, weeklies, Sundays and supplements
- 7) Internet includes display, social media, paid search and affiliate deals.

# Hong Kong

Advertising Expenditure in local currency at current prices (HK\$ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	13,787	3,954	2,246	4,980	500	4	1,915	188
'11	16,091	4,520	2,498	5,646	512	3	2,594	318
'12	18,456	5,135	2,947	6,222	537	3	3,160	452
'13	19,410	5,540	2,899	5,958	378	3	3,356	1,276
'14	20,211	5,430	2,613	6,288	381	3	3,390	2,106
'15	20,705	5,533	2,243	6,428	391	3	3,336	2,771
'16	19,230	4,959	1,771	5,797	366	3	3,289	3,045
'17	20,172	4,570	1,481	6,135	369	3	3,468	4,146
'18	20,722	4,296	1,258	6,350	370	3	3,232	5,213
'19	18,678	3,747	1,013	5,697	345	3	2,430	5,443
'20	15,461	2,173	648	4,444	304	3	2,065	5,824
'21	18,674	2,217	616	4,888	319	3	2,478	8,153
'22	22,605	1,995	647	5,377	319	3	2,850	11,415
'23	27,969	1,796	679	5,915	319	3	3,277	15,981
'24	35,299	1,616	713	6,506	319	3	3,769	22,373

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = HK\$7.76

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	1,777	510	290	642	64	0.5	247	24
'11	2,074	583	322	728	66	0.4	334	41
'12	2,379	662	380	802	69	0.4	407	58
'13	2,502	714	374	768	49	0.4	433	164
'14	2,605	700	337	811	49	0.4	437	271
'15	2,669	713	289	829	50	0.4	430	357
'16	2,479	639	228	747	47	0.4	424	393
'17	2,600	589	191	791	48	0.4	447	534
'18	2,671	554	162	819	48	0.4	417	672
'19	2,408	483	131	734	44	0.4	313	702
'20	1,993	280	84	573	39	0.4	266	751
'21	2,407	286	79	630	41	0.4	319	1,051
'22	2,914	257	83	693	41	0.4	367	1,471
'23	3,606	231	88	762	41	0.4	422	2,060
'24	4,550	208	92	839	41	0.4	486	2,884

Advertising Expenditure in local currency at current prices (HK\$ million)

	Television			Internet			
	Total	Free	Pay	Total	Display	Desktop display	Mobile display
'10	4,980	3,488	1,493	188	188	188	-
'11	5,646	3,646	2,000	318	318	318	-
'12	6,222	4,022	2,200	452	452	427	25
'13	5,958	3,839	2,119	1,276	1,276	1,096	180
'14	6,288	4,401	1,887	2,106	2,106	1,643	463
'15	6,428	4,166	2,262	2,771	2,771	2,125	646
'16	5,797	4,203	1,594	3,045	3,045	2,316	729
'17	6,135	4,801	1,334	4,146	4,146	2,239	1,907
'18	6,350	5,142	1,208	5,213	5,213	2,461	2,752
'19	5,697	4,672	1,026	5,443	5,443	1,888	3,555
'20	4,444	3,733	711	5,823	5,823	1,572	4,251
'21	4,888	4,351	538	8,153	8,153	2,038	6,115
'22	5,377	4,571	807	11,415	11,415	3,196	8,219
'23	5,915	5,028	887	15,981	15,981	4,475	11,506
'24	6,506	5,530	976	22,373	22,373	6,264	16,109

Historical advertising data: HK Adex SRG, AC Nielsen Hong Kong, AdmanGo, Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission from 2005
- 4) Excludes classified advertising
- 5) Internet includes only display

# Hungary

Advertising Expenditure in local currency at current prices (HUF million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	154,981	15,829	30,440	57,806	9,418	731	16,677	24,081
'11	150,389	13,967	27,672	54,400	8,970	925	16,428	28,028
'12	141,495	12,386	24,930	47,723	7,176	1,080	16,122	32,078
'13	147,927	11,891	23,915	45,629	8,833	1,145	16,183	40,332
'14	159,777	12,435	22,825	50,024	9,372	1,327	15,606	48,188
'15	166,074	12,015	21,790	51,600	9,105	1,592	15,141	54,831
'16	187,205	11,193	24,502	56,033	9,570	2,389	16,373	67,145
'17	205,669	13,811	22,264	60,232	9,975	2,484	18,646	78,257
'18	223,864	14,908	22,522	60,742	10,924	2,857	21,681	90,230
'19	246,819	17,139	24,098	66,600	11,301	3,171	22,770	101,800
'20	240,000	18,070	18,830	64,000	10,100	1,300	20,400	107,300
'21	250,656	16,657	15,390	65,000	10,210	452	20,100	122,847
'22	262,155	16,046	13,340	66,060	10,540	1,400	20,980	133,790
'23	274,484	15,607	12,008	66,612	10,610	1,610	21,180	146,857
'24	287,650	15,000	10,810	66,960	10,780	1,760	21,320	161,020

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = HUF308

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	503	51	99	188	31	2	54	78
'11	488	45	90	177	29	3	53	91
'12	459	40	81	155	23	4	52	104
'13	480	39	78	148	29	4	53	131
'14	519	40	74	162	30	4	51	156
'15	539	39	71	168	30	5	49	178
'16	608	36	80	182	31	8	53	218
'17	668	45	72	196	32	8	61	254
'18	727	48	73	197	35	9	70	293
'19	801	56	78	216	37	10	74	331
'20	779	59	61	208	33	4	66	348
'21	814	54	50	211	33	1	65	399
'22	851	52	43	214	34	5	68	434
'23	891	51	39	216	34	5	69	477
'24	934	49	35	217	35	6	69	523

Advertising Expenditure in local currency at current prices (HUF million)

	Newspapers			Magazines			Television		
	Total	National	Regional	Total	Business	Consumer	Total	Free	Pay
'10	15,829	8,574	7,255	30,440	4,827	25,613	57,806	43,355	14,452
'11	13,967	7,339	6,628	27,672	4,484	23,188	54,400	38,760	15,640
'12	12,386	6,123	6,263	24,930	4,075	20,855	47,723	31,561	16,162
'13	11,891	5,756	6,134	23,915	3,736	20,180	45,629	28,590	17,039
'14	12,435	6,882	5,553	22,825	1,672	21,152	50,024	32,605	17,419
'15	12,015	5,693	6,323	21,790	1,568	20,222	51,600	29,088	22,512
'16	11,193	5,168	6,025	24,502	1,628	22,875	56,033	30,883	25,150
'17	13,811	6,807	7,004	22,264	1,357	20,907	60,232	22,096	38,136
'18	14,908	7,301	7,607	22,522	1,299	21,223	60,742	18,641	42,101
'19	17,139	7,371	9,768	24,098	1,499	22,598	66,600	28,258	38,342
'20	18,070	7,035	11,035	18,830	1,256	17,574	64,000	27,630	36,370
'21	16,657	6,576	10,081	15,390	1,156	14,235	65,000	27,900	37,100
'22	16,046	6,436	9,610	13,340	1,098	12,242	66,060	28,200	37,860
'23	15,607	6,487	9,120	12,008	990	11,018	66,612	28,600	38,012
'24	15,000	6,240	8,760	10,810	890	9,920	66,960	28,750	38,210

Advertising Expenditure in local currency at current prices (HUF million)

	Internet			
	Total	Display	Classified	Search
'10	24,081	12,581	4,000	7,500
'11	28,028	13,558	4,670	9,800
'12	32,078	15,028	4,650	12,400
'13	40,332	18,149	6,062	16,121
'14	48,188	20,962	8,035	19,191
'15	54,831	23,243	9,326	22,262
'16	67,145	28,967	11,242	26,936
'17	78,257	34,196	13,147	30,914
'18	90,230	40,030	15,000	35,200
'19	101,800	44,939	15,483	41,378
'20	107,300	49,100	14,300	43,900
'21	122,847	55,974	14,872	52,001
'22	133,790	61,076	15,169	57,544
'23	146,857	68,344	15,473	63,040
'24	161,020	76,200	15,980	68,840

Historical advertising data: TNS Media Intelligence, Zenith  
Forecasts from 2021: Zenith

Notes:

- 1) After discounts. Figures are converted from gross figures using Zenith discount estimates.
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Includes classified
- 5) Internet includes display, classified and search

# India

## Advertising Expenditure in local currency at current prices (Rupees million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	244,700	106,500	6,300	103,500	7,700	1,500	13,350	5,850
'11	268,685	119,780	7,245	109,710	8,700	1,650	14,000	7,600
'12	290,093	133,777	8,539	112,326	9,689	1,716	14,030	10,016
'13	313,146	139,588	8,870	114,646	10,688	1,888	15,433	22,034
'14	372,889	161,674	9,334	142,584	12,040	2,076	16,976	28,204
'15	442,690	193,012	9,732	163,021	18,274	3,312	18,674	36,665
'16	491,658	208,849	9,634	178,997	19,650	3,643	20,355	50,530
'17	556,994	216,346	9,441	210,987	22,222	3,935	21,779	72,284
'18	626,993	223,411	9,347	241,569	26,044	4,431	24,668	97,523
'19	702,580	227,209	9,347	276,596	28,909	4,901	26,889	128,730
'20	611,245	181,129	7,199	245,754	25,574	1,834	15,281	134,474
'21	751,831	206,279	8,121	301,003	29,674	3,759	22,555	180,439
'22	834,533	212,426	8,298	331,917	31,531	5,007	28,374	216,978
'23	943,022	221,610	8,488	372,493	35,835	6,601	33,949	264,046
'24	1,051,511	230,794	8,677	413,070	40,138	8,195	39,524	311,113

## Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = Rupees 74.23

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	3,297	1,435	85	1,394	104	20	180	79
'11	3,620	1,614	98	1,478	117	22	189	102
'12	3,908	1,802	115	1,513	131	23	189	135
'13	4,219	1,881	120	1,545	144	25	208	297
'14	5,024	2,178	126	1,921	162	28	229	380
'15	5,964	2,600	131	2,196	246	45	252	494
'16	6,624	2,814	130	2,412	265	49	274	681
'17	7,504	2,915	127	2,843	299	53	293	974
'18	8,447	3,010	126	3,255	351	60	332	1,314
'19	9,466	3,061	126	3,726	389	66	362	1,734
'20	8,235	2,440	97	3,311	345	25	206	1,812
'21	10,129	2,779	109	4,055	400	51	304	2,431
'22	11,243	2,862	112	4,472	425	67	382	2,923
'23	12,705	2,986	114	5,018	483	89	457	3,557
'24	14,167	3,109	117	5,565	541	110	532	4,191

## Advertising Expenditure in local currency at current prices (Rupees million)

	Newspapers			Magazines			Television		
	Total	National	Regional	Total	Business	Consumer	Total	Terrestrial	Cable/satellite
'10	106,500	51,120	55,380	6,300	819	5,481	103,500	3,105	100,395
'11	119,780	57,494	62,286	7,245	942	6,303	109,710	3,291	106,419
'12	133,777	64,213	69,564	8,539	683	7,856	112,326	3,370	108,957
'13	139,588	67,002	72,586	8,870	710	8,161	114,646	3,439	111,206
'14	161,674	77,604	84,070	9,334	747	8,587	142,584	4,278	138,306
'15	193,012	92,646	100,366	9,732	779	8,953	163,021	4,891	158,131
'16	208,849	98,159	110,690	9,634	771	8,863	178,997	4,475	174,522
'17	216,346	101,228	115,117	9,441	755	8,686	210,987	4,371	206,616
'18	223,411	102,327	121,084	9,347	748	8,599	241,569	4,331	237,238
'19	227,209	99,972	127,237	9,347	748	8,599	276,596	3,561	273,035
'20	181,129	79,697	101,432	7,199	554	6,645	245,754	2,996	242,759
'21	206,279	90,763	115,516	8,121	650	7,471	301,003	3,010	297,993
'22	212,426	93,468	118,959	8,298	664	7,634	331,917	3,319	328,598
'23	221,610	97,508	124,102	8,488	679	7,809	372,493	3,725	368,769
'24	230,794	101,549	129,244	8,677	694	7,983	413,070	4,131	408,939

## Advertising Expenditure in local currency at current prices (Rupees million)

	Internet									
	Total	Display	Desktop display	Mobile display	Classified	Desktop classified	Mobile classified	Search	Desktop search	Mobile search
'10	5,850	3,276	-	-	1,404	-	-	1,170	-	-
'11	7,600	4,256	-	-	1,824	-	-	1,520	-	-
'12	10,016	5,621	5,059	562	2,453	2,281	172	1,942	1,631	311
'13	22,034	12,366	10,882	1,484	5,396	4,965	432	4,272	3,503	769
'14	28,204	15,828	13,770	2,058	6,907	6,285	622	5,469	4,375	1,094
'15	36,665	20,576	17,696	2,881	8,979	8,081	898	7,109	5,545	1,564
'16	50,530	34,902	30,016	4,886	8,570	7,713	857	7,058	5,505	1,553
'17	72,284	43,343	34,241	9,102	11,604	10,287	1,317	17,337	12,830	4,508
'18	97,523	57,538	43,154	14,385	14,628	12,288	2,341	25,356	18,003	7,353
'19	128,730	78,525	55,753	22,772	19,309	15,834	3,476	30,895	21,009	9,886
'20	134,474	77,995	50,697	27,298	17,482	13,636	3,846	38,997	24,568	14,429
'21	180,439	104,655	66,979	37,676	23,457	17,827	5,630	52,327	31,920	20,408
'22	216,978	125,847	79,284	46,564	28,207	20,873	7,334	62,924	37,754	25,169
'23	264,046	153,147	95,418	57,728	34,326	24,924	9,402	76,573	45,412	31,161
'24	311,113	180,446	111,505	68,941	40,445	28,954	11,491	90,223	53,046	37,177

Historical advertising data: TAM ADEX DATA, IAMA, Zenith  
Forecasts from 2020: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Includes agency commission, except TV, print and radio, which are rate card costs downweighted at 70%:50%:50% respectively
- 4) Includes classified advertising to 2004, excludes after (except for internet)
- 5) TV includes estimates for HD channels from November 2013
- 6) Newspapers include magazines until 2000, definition of national newspapers changed in 2006
- 7) Internet figures are IAMA estimates
- 8) Radio includes all towns from March 2016 onwards
- 9) Cinema now includes all single and analogue screens

# Indonesia

Advertising Expenditure in local currency at current prices (Rupiah million)

	Total	Newspapers	Magazines	TV	Internet
'10	36,256,338	14,137,269	1,382,368	20,736,700	-
'11	44,019,459	17,146,691	1,517,724	25,355,044	-
'12	52,686,356	19,562,728	1,619,965	31,503,662	-
'13	67,142,139	22,121,535	1,570,491	40,330,113	3,120,000
'14	74,019,742	22,583,910	1,559,024	43,376,809	6,500,000
'15	82,532,875	21,589,352	1,349,041	47,114,482	12,480,000
'16	101,856,710	20,603,263	1,119,835	57,513,613	22,620,000
'17	119,003,575	19,954,963	809,758	64,429,226	33,809,628
'18	129,723,741	17,484,706	646,279	69,668,818	41,923,939
'19	145,708,868	15,584,689	508,334	79,307,119	50,308,727
'20	158,249,629	11,703,105	260,479	90,694,902	55,591,143
'21	181,987,073	10,919,224	181,987	100,092,890	70,792,971
'22	198,326,236	9,918,295	158,693	105,133,932	83,115,316
'23	213,105,290	9,729,848	129,731	110,271,609	92,974,102
'24	240,169,662	10,327,295	240,170	121,285,679	108,316,518

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = Rupiah14565.47

	Total	Newspapers	Magazines	TV	Internet
'10	2,489	971	95	1,424	-
'11	3,022	1,177	104	1,741	-
'12	3,617	1,343	111	2,163	-
'13	4,610	1,519	108	2,769	214
'14	5,082	1,551	107	2,978	446
'15	5,666	1,482	93	3,235	857
'16	6,993	1,415	77	3,949	1,553
'17	8,170	1,370	56	4,423	2,321
'18	8,906	1,200	44	4,783	2,878
'19	10,004	1,070	35	5,445	3,454
'20	10,865	803	18	6,227	3,817
'21	12,494	750	12	6,872	4,860
'22	13,616	681	11	7,218	5,706
'23	14,631	668	9	7,571	6,383
'24	16,489	709	16	8,327	7,437

Historical advertising data: Nielsen, Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts, estimated at the following levels: 30% for newspapers, magazines and radio; and 45% for television
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Includes classified advertising
- 5) Internet includes only display



*Advertising Expenditure in US\$ million at current prices*

	Total	Newspapers	TV	Radio
'13	72	5	66	1
'14	73	4	67	2
'15	57	3	53	2
'16	48	2	45	2
'17	63	2	60	1
'18	58	2	54	1
'19	66	3	63	1
'20	72	1	70	1
'21	80	1	77	1
'22	68	1	66	1
'23	58	1	56	1
'24	49	1	48	1

Historical advertising data: Zenith

Forecasts from 2020: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) In 2021 all historic figures were reviewed and replaced if necessary to better reflect true levels of spending

# Ireland

Advertising Expenditure in local currency at current prices (€ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	735	210	-	225	110	7	60	123
'11	706	185	-	213	103	7	58	140
'12	710	158	-	215	121	6	54	156
'13	693	136	-	205	114	7	58	172
'14	815	165	-	218	132	7	65	229
'15	889	168	-	229	135	7	68	282
'16	986	157	-	237	130	8	81	374
'17	1,016	134	-	219	123	8	80	451
'18	1,038	120	-	221	118	7	83	489
'19	1,052	105	-	211	110	8	91	527
'20	926	79	-	214	102	1	52	478
'21	1,065	76	-	252	107	3	54	574
'22	1,174	74	-	265	108	5	65	657
'23	1,251	70	-	278	109	6	73	716
'24	1,330	66	-	292	109	6	77	781

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = €0.88

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	839	240	-	257	126	8	68	140
'11	806	211	-	243	118	8	66	160
'12	810	181	-	245	138	7	62	177
'13	791	156	-	234	130	8	66	197
'14	930	188	-	248	151	8	74	262
'15	1,015	192	-	261	154	8	77	322
'16	1,126	179	-	271	148	9	92	427
'17	1,159	153	-	250	141	9	92	515
'18	1,184	137	-	252	134	8	95	558
'19	1,200	120	-	241	126	9	103	601
'20	1,057	90	-	244	117	2	60	545
'21	1,216	87	-	287	122	3	62	655
'22	1,340	85	-	302	124	5	74	750
'23	1,428	79	-	318	124	6	83	817
'24	1,518	75	-	333	124	7	87	891

Advertising Expenditure in local currency at current prices (€ million)

	Newspapers			Television		
	Total	National	Regional	Total	Free	Pay
'10	210	187	23	225	185	41
'11	185	165	20	213	175	38
'12	158	141	17	215	159	56
'13	136	121	15	205	150	55
'14	165	132	33	218	152	65
'15	168	136	32	229	160	69
'16	157	128	29	237	166	71
'17	134	110	25	219	153	66
'18	120	97	23	221	155	66
'19	105	85	20	211	173	38
'20	79	66	13	214	162	51
'21	76	63	12	252	189	63
'22	74	62	12	265	196	69
'23	70	58	11	278	203	75
'24	66	55	11	292	210	82

Advertising Expenditure in local currency at current prices (€ million)

	Internet									
	Total	Display	Desktop display	Mobile display	Classified	Desktop classified	Mobile classified	Search	Desktop search	Mobile search
'10	-	-	-	-	-	-	-	-	-	-
'11	-	-	-	-	-	-	-	-	-	-
'12	-	-	-	-	-	-	-	-	-	-
'13	-	-	-	-	-	-	-	-	-	-
'14	229	87	39	48	23	14	9	119	41	78
'15	282	113	55	58	23	14	9	147	47	100
'16	374	165	77	87	22	11	11	187	79	108
'17	451	194	89	105	32	15	17	226	83	142
'18	487	213	96	117	33	15	18	241	88	154
'19	527	234	75	159	33	14	18	261	91	170
'20	478	214	58	156	29	13	16	235	77	157
'21	574	274	69	206	30	13	17	270	84	186
'22	656	329	82	247	31	13	17	297	86	211
'23	716	364	91	273	31	13	18	321	93	228
'24	781	404	101	303	32	13	19	345	100	245

Historical advertising data: Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission of 15%
- 4) Includes classified display advertising, but not lineage
- 5) Newspaper data includes UK titles in Ireland
- 6) TV includes satellite from 2006
- 7) Radio data includes independent local radio
- 8) Internet includes display, classified, search, and mobile
- 9) Internet figures are NetBehaviour estimates

# Israel

## Advertising Expenditure in local currency at current prices (NIS million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	4,064	1,251	142	1,505	189	26	224	727
'11	3,918	1,206	133	1,442	203	26	195	713
'12	3,506	1,001	105	1,327	163	27	175	708
'13	3,513	890	90	1,431	165	27	180	730
'14	3,769	780	79	1,500	280	29	230	871
'15	3,851	750	54	1,480	262	40	240	1,025
'16	3,910	661	49	1,450	280	45	250	1,175
'17	3,980	590	33	1,476	223	46	283	1,329
'18	4,178	510	38	1,491	312	45	294	1,488
'19	4,431	490	25	1,581	315	45	294	1,681
'20	4,096	319	15	1,597	227	9	147	1,782
'21	4,212	326	15	1,615	240	34	180	1,802
'22	4,264	320	14	1,600	250	40	220	1,820
'23	4,309	320	14	1,580	260	45	240	1,850
'24	4,308	315	13	1,550	260	45	245	1,880

## Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = NIS 3.44

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	1,181	363	41	437	55	8	65	211
'11	1,138	350	39	419	59	8	57	207
'12	1,018	291	31	385	47	8	51	206
'13	1,021	259	26	416	48	8	52	212
'14	1,095	227	23	436	81	8	67	253
'15	1,119	218	16	430	76	12	70	298
'16	1,136	192	14	421	81	13	73	341
'17	1,156	171	10	429	65	13	82	386
'18	1,214	148	11	433	91	13	85	432
'19	1,287	142	7	459	92	13	85	488
'20	1,190	93	4	464	66	3	43	518
'21	1,224	95	4	469	70	10	52	523
'22	1,239	93	4	465	73	12	64	529
'23	1,252	93	4	459	76	13	70	537
'24	1,251	92	4	450	76	13	71	546

## Advertising Expenditure in local currency at current prices (NIS million)

	Internet				
	Total	Display	Desktop display	Mobile display	Search
'10	727	460	-	-	267
'11	713	443	-	-	270
'12	708	508	-	-	200
'13	730	510	459	51	200
'14	871	641	513	128	220
'15	1,025	785	550	236	230
'16	1,175	923	508	415	240
'17	1,329	956	383	574	250
'18	1,488	968	335	633	300
'19	1,681	1,059	371	688	350
'20	1,782	1,070	375	695	351
'21	1,802	1,088	369	719	352
'22	1,820	1,101	362	739	353
'23	1,850	1,114	358	756	354
'24	1,880	1,126	355	771	355

Historical advertising data: Zenith

Forecasts from 2020: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Includes classified
- 5) Internet includes display and search

# Italy

## Advertising Expenditure in local currency at current prices (€ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	8,575	1,284	876	4,410	511	53	459	981
'11	8,361	1,182	844	4,273	471	45	411	1,135
'12	7,528	959	688	3,620	423	36	363	1,438
'13	6,893	771	523	3,258	384	28	342	1,587
'14	6,870	696	489	3,242	377	19	338	1,709
'15	7,096	383	468	3,262	407	18	369	2,189
'16	7,399	357	449	3,437	417	19	358	2,362
'17	7,544	331	423	3,381	441	19	354	2,595
'18	7,922	310	388	3,402	466	19	372	2,965
'19	8,027	279	303	3,250	444	24	335	3,391
'20	7,192	228	195	2,941	336	4	167	3,321
'21	8,085	233	194	3,351	365	6	199	3,737
'22	8,489	234	193	3,401	376	11	219	4,054
'23	8,783	235	192	3,442	384	12	232	4,285
'24	8,994	237	191	3,452	391	14	243	4,465

## Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = €0.88

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	9,786	1,466	1,000	5,033	584	60	524	1,120
'11	9,542	1,349	963	4,877	538	51	469	1,295
'12	8,591	1,094	785	4,131	483	42	415	1,642
'13	7,867	880	597	3,719	438	32	390	1,811
'14	7,841	794	558	3,700	430	21	386	1,951
'15	8,098	438	534	3,722	465	20	421	2,499
'16	8,444	408	513	3,923	475	22	408	2,695
'17	8,610	377	483	3,859	504	22	404	2,961
'18	9,041	354	443	3,882	532	22	425	3,384
'19	9,161	318	346	3,710	506	28	383	3,870
'20	8,208	260	223	3,356	384	4	190	3,790
'21	9,227	266	222	3,824	417	7	227	4,264
'22	9,688	267	220	3,882	429	13	250	4,627
'23	10,023	269	219	3,928	438	14	265	4,891
'24	10,264	270	218	3,940	447	16	278	5,096

## Advertising Expenditure in local currency at current prices (€ million)

	Newspapers			Magazines			Television		
	Total	National	Regional	Total	Business	Consumer	Total	General interest	DTT + satellite
'10	1,284	679	605	876	48	828	4,410	3,556	854
'11	1,182	622	560	844	46	798	4,273	3,348	925
'12	959	502	457	688	42	645	3,620	2,716	904
'13	771	382	390	523	32	491	3,258	2,372	887
'14	696	335	361	489	32	457	3,242	2,265	977
'15	-	-	-	468	31	436	3,262	2,252	1,010
'16	-	-	-	449	32	417	3,437	2,316	1,121
'17	-	-	-	423	31	392	3,381	2,247	1,135
'18	-	-	-	388	29	360	3,402	2,260	1,141
'19	-	-	-	303	22	281	3,250	2,154	1,097
'20	-	-	-	195	14	181	2,941	1,949	991
'21	-	-	-	194	14	180	3,351	2,221	1,130
'22	-	-	-	193	14	179	3,401	2,254	1,147
'23	-	-	-	192	14	178	3,442	2,282	1,160
'24	-	-	-	191	14	177	3,452	2,288	1,164

Advertising Expenditure in local currency at current prices (€ million)

	Internet						
	Total	Display	Banner	Video	Social	Classified	Search
'10	981	417	-	-	-	185	380
'11	1,135	484	387	65	32	203	448
'12	1,438	708	517	137	54	187	543
'13	1,587	845	522	216	107	170	572
'14	1,709	914	534	234	146	138	658
'15	2,189	1,200	631	319	249	151	839
'16	2,362	1,328	623	387	318	146	887
'17	2,595	1,494	623	442	429	152	950
'18	2,965	1,787	633	496	658	155	1,023
'19	3,391	2,100	674	603	824	169	1,122
'20	3,321	2,075	647	605	823	141	1,105
'21	3,737	2,331	684	694	953	149	1,257
'22	4,054	2,542	705	778	1,059	153	1,359
'23	4,285	2,696	709	845	1,142	154	1,435
'24	4,465	2,818	707	901	1,211	154	1,493

Historical advertising data: Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) Magazines includes newspaper supplements
- 6) Internet includes display only to 2006, then display, classified and search (including mobile across all segments) from 2007 onwards.

# Japan

Advertising Expenditure in local currency at current prices (Yen million)

	Total	Newspapers	Magazines	TV	Radio	Out-of-home	Internet
'10	4,051,300	639,600	273,300	1,732,100	129,900	501,700	774,700
'11	3,986,300	599,000	254,200	1,723,700	124,700	478,500	806,200
'12	4,144,600	624,200	255,100	1,775,700	124,600	497,000	868,000
'13	4,228,100	617,000	249,900	1,791,300	124,300	507,500	938,100
'14	4,392,000	605,700	250,000	1,834,700	127,200	522,500	1,051,900
'15	4,429,000	567,900	244,300	1,808,800	125,400	523,200	1,159,400
'16	4,561,000	543,100	222,300	1,837,400	128,500	519,700	1,310,000
'17	4,694,200	514,700	202,300	1,817,800	129,000	521,000	1,509,400
'18	4,983,900	478,400	184,100	1,912,300	127,800	522,400	1,758,900
'19	5,242,300	454,700	167,500	1,861,200	126,000	528,100	2,104,800
'20	4,910,900	368,800	122,300	1,655,900	106,600	428,300	2,229,000
'21	5,525,000	333,000	112,800	1,878,500	112,800	483,400	2,604,500
'22	5,746,000	321,900	114,900	1,718,000	114,900	545,900	2,930,400
'23	5,918,300	301,900	112,400	1,674,900	118,400	574,100	3,136,600
'24	6,090,600	281,900	109,900	1,631,800	121,900	602,300	3,342,800

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = Yen 106.77

	Total	Newspapers	Magazines	TV	Radio	Out-of-home	Internet
'10	37,943	5,990	2,560	16,222	1,217	4,699	7,255
'11	37,334	5,610	2,381	16,143	1,168	4,481	7,550
'12	38,816	5,846	2,389	16,630	1,167	4,655	8,129
'13	39,598	5,779	2,340	16,776	1,164	4,753	8,786
'14	41,133	5,673	2,341	17,183	1,191	4,893	9,852
'15	41,480	5,319	2,288	16,940	1,174	4,900	10,858
'16	42,716	5,086	2,082	17,208	1,203	4,867	12,269
'17	43,964	4,820	1,895	17,025	1,208	4,879	14,136
'18	46,677	4,480	1,724	17,910	1,197	4,893	16,473
'19	49,097	4,259	1,569	17,431	1,180	4,946	19,713
'20	45,993	3,454	1,145	15,508	998	4,011	20,876
'21	51,745	3,119	1,056	17,593	1,056	4,527	24,393
'22	53,814	3,015	1,076	16,090	1,076	5,113	27,445
'23	55,428	2,827	1,053	15,686	1,109	5,377	29,376
'24	57,042	2,640	1,029	15,283	1,142	5,641	31,307

Historical advertising data: Dentsu, Zenith

Forecasts from 2020: Zenith

Notes:

- 1) After discounts
- 2) Includes production costs
- 3) Includes agency commission at an average of 17.5%
- 4) Includes classified advertising
- 5) Magazines include more specialist and local titles from 2005
- 6) Out-of-home includes billboards, neon signs, train and bus ads, plus poster boards, outdoor video screens, airport and taxi ads from 2005
- 7) Internet includes mobile ads, banners, text, mailing service e-mail, direct e-mailing, sponsorship & tie-ups, interstitials, rich media, key-word searching and SEM. Includes production costs from 2005.



## Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Out-of-home
'10	-	-	-	-	-	-
'11	-	-	-	-	-	-
'12	-	-	-	-	-	-
'13	210	144	9	19	19	19
'14	200	134	7	18	21	20
'15	194	124	6	17	28	18
'16	194	117	5	24	30	18
'17	168	99	2	22	29	16
'18	156	89	1	25	28	14
'19	151	77	1	28	31	14
'20	109	41	0	37	24	8
'21	127	40	0	55	25	7
'22	100	32	0	38	22	7
'23	80	26	0	27	20	7
'24	65	21	0	19	18	7

Historical advertising data: Ipsos Statex, Zenith

Forecasts from 2020: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) In 2021 all historic figures were reviewed and replaced if necessary to better reflect true levels of spending

# Kazakhstan

## Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Out-of-home
'10	215	27	14	132	14	27
'11	254	31	14	154	18	32
'12	285	32	16	170	20	36
'13	303	29	17	181	19	42
'14	256	19	12	155	16	34
'15	196	10	10	120	12	25
'16	116	5	5	69	8	14
'17	129	5	6	79	8	14
'18	129	3	3	84	8	12
'19	124	2	2	81	7	11
'20	117	1	1	80	7	6
'21	128	1	1	83	7	8
'22	138	1	1	86	7	10
'23	153	1	1	91	7	13
'24	167	1	1	94	7	15

## Advertising Expenditure in US\$ million at current prices

	Television		
	Total	Free	Pay
'10	-	-	-
'11	154	141	13
'12	170	152	18
'13	181	171	10
'14	155	146	8
'15	120	120	-
'16	69	69	-
'17	79	79	-
'18	84	84	-
'19	81	81	-
'20	80	80	-
'21	83	83	-
'22	86	86	-
'23	91	91	-
'24	94	94	-

Historical advertising data: TNS Central Asia, Infosys+, Zenith  
Forecasts from 2020: Zenith

Notes:

- 1) After discounts from 2011; 2010 and earlier figures are estimated from gross figures using 2011 discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Includes classified from 2007
- 5) Includes VAT
- 6) Out-of-home is measured in Almaty only

## Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Out-of-home
'10	223	88	9	47	7	72
'11	186	84	8	40	7	47
'12	207	95	9	43	9	51
'13	484	274	31	150	7	23
'14	466	255	28	144	9	29
'15	368	207	28	70	11	51
'16	297	171	21	34	11	60
'17	269	122	14	26	11	96
'18	258	95	10	22	12	119
'19	276	77	6	24	13	155
'20	181	57	2	8	6	109
'21	185	41	3	19	8	115
'22	169	32	2	14	7	115
'23	157	26	2	9	6	115
'24	148	21	1	7	5	115

Historical advertising data: Ipsos Statex, Zenith

Forecasts from 2020: Zenith

Notes:

- 1) After discounts. Figures before 2007 are converted from gross figures using Zenith discount estimates.
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) In 2021 all historic figures were reviewed and replaced if necessary to better reflect true levels of spending

# Latvia

Advertising Expenditure in local currency at current prices (€ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	65.3	7.3	5.8	29.2	7.5	0.5	6.6	8.4
'11	68.8	7.3	6.7	31.0	7.3	0.3	6.4	9.8
'12	70.9	6.4	7.0	32.0	7.5	0.3	6.8	10.9
'13	73.4	6.5	7.7	32.5	8.6	0.3	7.6	10.2
'14	75.6	5.8	7.7	33.2	10.1	0.5	7.7	10.7
'15	77.2	4.4	7.3	33.3	9.6	0.6	7.2	14.7
'16	77.6	4.1	5.9	33.2	10.2	0.3	8.1	15.8
'17	80.4	3.5	5.3	34.3	10.3	0.4	8.5	18.2
'18	85.1	3.6	5.3	35.2	11.3	0.5	9.5	19.7
'19	81.9	3.0	4.2	34.9	11.2	0.4	10.3	17.9
'20	68.5	1.6	3.2	31.2	8.6	0.1	6.5	17.2
'21	72.2	1.4	3.2	32.0	9.0	0.1	7.5	19.0
'22	76.1	1.3	3.2	33.0	9.5	0.1	8.0	21.0
'23	79.7	1.2	3.2	34.0	9.7	0.1	8.5	23.0
'24	82.7	1.1	3.1	34.5	9.9	0.1	9.0	25.0

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = €0.88

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	74.5	8.4	6.6	33.3	8.6	0.5	7.5	9.6
'11	78.5	8.3	7.6	35.4	8.3	0.4	7.3	11.2
'12	80.9	7.3	8.0	36.5	8.6	0.4	7.7	12.4
'13	83.8	7.4	8.8	37.1	9.8	0.3	8.7	11.7
'14	86.3	6.6	8.8	37.9	11.5	0.5	8.7	12.2
'15	88.1	5.1	8.4	38.0	11.0	0.7	8.2	16.8
'16	88.6	4.7	6.7	37.9	11.6	0.3	9.2	18.0
'17	91.7	4.0	6.0	39.1	11.7	0.4	9.7	20.7
'18	97.1	4.1	6.0	40.2	12.9	0.6	10.8	22.5
'19	93.5	3.4	4.8	39.8	12.8	0.5	11.8	20.4
'20	78.1	1.9	3.7	35.6	9.8	0.1	7.4	19.6
'21	82.3	1.6	3.7	36.5	10.3	0.1	8.6	21.7
'22	86.9	1.5	3.7	37.7	10.8	0.1	9.1	24.0
'23	91.0	1.4	3.7	38.8	11.1	0.1	9.7	26.2
'24	94.4	1.3	3.5	39.4	11.3	0.1	10.3	28.5

Historical advertising data: TNS BMF Gallup Media, Latvian

Association of Advertising, Zenith

Forecasts from 2021: Zenith

Notes:

1) After discounts

2) Excludes production costs

3) Excludes agency commission

4) 2004 excludes classified, 2005 onwards includes classified

5) Internet includes all forms of advertising on the main domains

## Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home
'10	257	13	4	45	6	25	164
'11	233	10	4	35	5	50	128
'12	245	12	4	38	6	60	124
'13	308	44	36	117	27	1	84
'14	318	47	34	126	26	2	83
'15	323	41	32	132	28	2	88
'16	322	33	28	140	24	2	96
'17	303	22	22	142	22	1	94
'18	310	14	15	150	21	1	109
'19	236	7	10	106	17	1	95
'20	76	2	1	48	9	0	15
'21	75	2	1	57	8	-	7
'22	40	2	1	28	6	-	4
'23	23	1	0	14	4	-	4
'24	15	1	0	7	3	-	4

Historical advertising data: Ipsos Statex, Zenith

Forecasts from 2020: Zenith

Notes:

- 1) After discounts. Figures before 2007 are converted from gross figures using Zenith discount estimates.
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) In 2021 all historic figures were reviewed and replaced if necessary to better reflect true levels of spending

# Lithuania

Advertising Expenditure in local currency at current prices (€ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	92.9	17.4	9.8	44.3	7.5	0.3	6.4	7.2
'11	97.6	17.4	10.1	46.9	7.8	0.3	7.0	8.1
'12	101.7	16.2	10.1	47.5	7.8	0.4	6.5	13.1
'13	105.7	14.5	10.4	46.9	7.8	0.5	6.7	18.8
'14	108.5	11.9	10.7	45.8	8.4	0.5	7.8	23.5
'15	119.0	10.1	10.9	46.1	8.5	0.6	8.8	34.0
'16	138.3	9.1	11.1	48.7	8.9	1.0	9.5	50.0
'17	147.6	8.5	9.6	50.0	9.8	1.1	12.0	56.6
'18	162.7	8.6	8.4	51.6	10.5	1.6	14.3	67.7
'19	207.2	8.1	8.5	52.3	11.3	1.8	15.2	110.0
'20	179.1	6.1	6.2	49.0	10.1	0.3	11.8	95.6
'21	199.5	6.0	5.9	50.7	9.6	0.3	12.4	114.7
'22	233.5	6.3	6.2	53.3	10.5	0.3	13.6	143.3
'23	278.2	6.6	6.5	58.6	12.1	0.3	15.0	179.2
'24	340.5	6.9	6.8	64.4	13.9	0.4	15.1	232.9

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = €0.88

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	106.1	19.8	11.2	50.6	8.6	0.3	7.3	8.3
'11	111.4	19.8	11.6	53.5	8.9	0.3	7.9	9.3
'12	116.1	18.5	11.6	54.2	8.9	0.5	7.4	15.0
'13	120.6	16.5	11.9	53.5	8.9	0.6	7.7	21.5
'14	123.8	13.6	12.2	52.2	9.6	0.5	8.9	26.8
'15	135.8	11.5	12.4	52.6	9.7	0.7	10.0	38.8
'16	157.8	10.4	12.7	55.6	10.2	1.1	10.8	57.1
'17	168.4	9.7	11.0	57.1	11.2	1.3	13.7	64.6
'18	185.7	9.8	9.6	58.9	12.0	1.8	16.3	77.3
'19	236.4	9.2	9.7	59.7	12.9	2.1	17.3	125.5
'20	204.4	7.0	7.1	55.9	11.5	0.3	13.5	109.1
'21	227.7	6.8	6.7	57.9	11.0	0.3	14.1	130.9
'22	266.5	7.1	7.1	60.8	12.0	0.3	15.6	163.6
'23	317.5	7.5	7.4	66.9	13.8	0.4	17.1	204.5
'24	388.6	7.9	7.8	73.5	15.9	0.4	17.3	265.8

Advertising Expenditure in local currency at current prices (€ million)

	Newspapers				Magazines			Television		
	Total	National	Regional	Other*	Total	Business	Consumer	Total	Free	Pay
'10	17.4	11.4	3.0	3.0	9.8	0.6	9.3	44.3	40.6	3.7
'11	17.4	10.5	3.4	3.5	10.1	0.7	9.5	46.9	42.8	4.1
'12	16.2	9.9	3.1	3.2	10.1	0.8	9.4	47.5	42.7	4.7
'13	14.5	9.5	2.7	2.4	10.4	0.9	9.6	46.9	42.2	4.7
'14	11.9	7.7	2.3	1.9	10.7	1.0	9.8	45.8	40.7	5.0
'15	10.1	6.7	2.0	1.4	10.9	1.0	9.9	46.1	41.0	5.1
'16	9.1	6.2	1.7	1.2	11.1	1.0	10.1	48.7	42.9	5.8
'17	8.5	5.9	1.6	1.0	9.6	0.9	8.7	50.1	43.5	6.6
'18	8.6	5.9	1.8	0.9	8.4	0.9	7.5	51.6	44.4	7.2
'19	8.1	5.4	1.9	0.8	8.5	1.0	7.5	52.3	43.9	8.4
'20	6.1	4.1	1.4	0.6	6.2	0.8	5.4	49.0	41.4	7.6
'21	6.0	4.4	1.6	-	5.9	0.5	5.4	50.7	42.8	7.9
'22	6.3	4.7	1.6	-	6.2	0.6	5.6	53.3	45.0	8.3
'23	6.6	4.9	1.6	-	6.5	0.6	5.9	58.6	49.4	9.1
'24	6.9	5.2	1.7	-	6.8	0.6	6.2	64.4	54.4	10.0

\*Includes weekly, Russian-language and specialist titles

Advertising Expenditure in local currency at current prices (€ million)

	Internet					
	Total	Display	Desktop display	Mobile display	Video	Classified/search
'10	7.2	-	-	-	-	-
'11	8.1	8.1	-	-	-	-
'12	13.1	9.8	-	-	0.7	2.6
'13	18.8	11.3	11.1	0.2	1.3	6.2
'14	23.5	14.9	13.3	1.6	2.8	5.7
'15	34.0	18.0	15.3	2.7	4.4	11.6
'16	50.0	22.5	18.0	4.5	8.5	19.0
'17	56.6	25.8	20.2	5.6	8.4	22.4
'18	67.7	28.4	21.0	7.4	10.8	28.4
'19	110.0	39.6	23.1	16.5	18.7	51.7
'20	95.6	32.0	16.7	15.3	19.6	44.0
'21	114.7	40.1	19.5	20.6	22.9	51.6
'22	143.3	50.2	27.2	22.9	28.7	64.5
'23	179.2	62.7	34.0	28.7	35.8	80.6
'24	232.9	81.5	44.3	37.3	46.6	104.8

Historical advertising data: TNS Gallup, Kantar, Zenith  
Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Includes agency commission
- 4) Print includes classified
- 5) Internet includes display, search and classified

# Malaysia

Advertising Expenditure in local currency at current prices (Ringgit million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	6,176	2,977	119	2,247	330	18	340	145
'11	6,691	3,334	114	2,343	346	17	365	172
'12	6,872	3,293	113	2,464	363	28	406	203
'13	7,228	3,392	108	2,542	382	30	541	233
'14	8,042	3,558	97	2,516	372	34	624	842
'15	7,826	3,177	102	2,282	386	47	780	1,052
'16	7,736	2,762	81	2,382	367	63	768	1,315
'17	7,579	2,157	60	2,398	393	82	911	1,578
'18	7,565	1,838	54	2,356	357	155	937	1,868
'19	7,208	1,405	37	2,038	351	176	997	2,204
'20	6,519	827	23	2,037	260	44	904	2,425
'21	7,054	620	17	2,444	255	44	813	2,861
'22	7,707	607	17	2,493	268	141	976	3,204
'23	8,001	577	17	2,443	281	197	1,025	3,461
'24	8,344	548	17	2,394	295	276	1,076	3,738

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = Ringgit 4.2

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	1,469	708	28	535	79	4	81	35
'11	1,592	793	27	557	82	4	87	41
'12	1,635	783	27	586	86	7	97	48
'13	1,719	807	26	605	91	7	129	55
'14	1,913	846	23	599	89	8	148	200
'15	1,862	756	24	543	92	11	186	250
'16	1,840	657	19	567	87	15	183	313
'17	1,803	513	14	570	93	20	217	375
'18	1,800	437	13	560	85	37	223	444
'19	1,715	334	9	485	84	42	237	524
'20	1,551	197	5	485	62	10	215	577
'21	1,678	147	4	581	61	10	194	681
'22	1,833	145	4	593	64	33	232	762
'23	1,903	137	4	581	67	47	244	823
'24	1,985	130	4	570	70	66	256	889

Advertising Expenditure in local currency at current prices (Ringgit million)

	Newspapers			Television		
	Total	National	Regional	Total	Free	Pay
'10	2,977	2,381	595	2,247	2,089	157
'11	3,334	2,667	667	2,343	2,178	165
'12	3,293	2,635	659	2,464	2,291	173
'13	3,392	2,714	678	2,542	2,360	182
'14	3,558	2,846	712	2,516	2,319	197
'15	3,177	2,542	635	2,282	2,066	216
'16	2,762	2,209	552	2,382	2,101	281
'17	2,157	1,726	431	2,398	2,016	382
'18	1,838	1,470	368	2,356	1,912	444
'19	1,405	1,124	281	2,038	1,223	815
'20	827	661	165	2,037	1,254	783
'21	620	496	124	2,444	1,466	978
'22	607	486	121	2,493	1,496	997
'23	577	462	115	2,443	1,466	977
'24	548	439	110	2,394	1,436	958



Historical advertising data: Nielsen, Kantar, AIM  
Forecasts from 2021: Zenith

Notes:

- 1) After discounts.
- 2) Excludes production costs
- 3) Includes agency commission
- 4) Includes classified advertising
- 5) Internet includes display, classified, search and mobile

# Mexico

Advertising Expenditure in local currency at current prices (Pesos million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	56,613	4,481	1,873	37,127	5,298	494	4,658	2,682
'11	63,138	4,930	1,911	39,767	5,624	1,049	5,492	4,365
'12	68,453	4,831	2,006	42,100	6,451	1,039	5,629	6,397
'13	72,699	5,002	2,016	44,193	6,612	991	5,530	8,355
'14	75,746	4,285	1,840	45,096	6,620	918	5,980	11,007
'15	77,841	4,285	1,840	45,372	6,768	926	6,212	12,438
'16	86,444	5,537	2,226	41,008	8,940	1,000	8,678	19,055
'17	92,671	4,744	2,000	42,618	8,750	1,100	7,964	25,495
'18	94,742	3,547	1,413	39,520	7,439	1,117	8,078	33,628
'19	93,519	2,922	1,292	34,497	6,091	1,135	7,464	40,118
'20	82,345	1,398	735	19,972	2,879	511	3,359	53,491
'21	95,921	1,321	679	22,312	2,910	519	3,583	64,596
'22	112,418	1,248	628	25,243	2,943	528	3,821	78,008
'23	132,438	1,179	580	28,888	2,975	537	4,076	94,204
'24	140,033	980	420	29,547	2,801	560	4,061	101,664

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = Pesos 21.49

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	2,635	209	87	1,728	247	23	217	125
'11	2,939	229	89	1,851	262	49	256	203
'12	3,186	225	93	1,959	300	48	262	298
'13	3,384	233	94	2,057	308	46	257	389
'14	3,525	199	86	2,099	308	43	278	512
'15	3,623	199	86	2,112	315	43	289	579
'16	4,023	258	104	1,909	416	47	404	887
'17	4,313	221	93	1,984	407	51	371	1,187
'18	4,410	165	66	1,839	346	52	376	1,565
'19	4,353	136	60	1,606	283	53	347	1,867
'20	3,833	65	34	930	134	24	156	2,490
'21	4,464	61	32	1,038	135	24	167	3,007
'22	5,232	58	29	1,175	137	25	178	3,631
'23	6,164	55	27	1,345	138	25	190	4,385
'24	6,518	46	20	1,375	130	26	189	4,732

Advertising Expenditure in local currency at current prices (Pesos million)

	Newspapers			Magazines			Television		
	Total	National	Regional	Total	Business	Consumer	Total	Free	Pay
'10	4,481	3,437	1,044	1,873	207	1,666	37,127	33,730	3,397
'11	4,930	3,892	1,038	1,911	192	1,719	39,767	35,520	4,247
'12	4,831	3,857	974	2,006	310	1,696	42,100	36,834	5,266
'13	5,002	3,865	1,137	2,016	244	1,772	44,193	38,453	5,740
'14	4,285	3,405	880	1,840	183	1,657	45,096	39,337	5,759
'15	4,285	3,385	900	1,840	206	1,634	45,372	39,349	6,023
'16	5,537	4,278	1,259	2,226	238	1,988	41,008	30,155	10,853
'17	4,744	3,774	970	2,000	241	1,759	42,618	30,036	12,582
'18	3,547	2,836	711	1,413	161	1,252	39,520	27,062	12,458
'19	2,922	2,306	616	1,292	150	1,142	34,497	25,114	9,383
'20	1,398	1,103	295	735	85	650	19,972	14,540	5,432
'21	1,321	1,042	278	679	79	600	22,312	16,244	6,069
'22	1,248	985	263	628	73	555	25,243	18,377	6,866
'23	1,179	930	248	580	67	512	28,888	21,031	7,858
'24	980	773	207	420	49	371	29,547	21,510	8,037

Advertising Expenditure in local currency at current prices (Pesos million)

	Internet					
	Total	Desktop internet	Mobile internet	Display	Search	Classified
'10	2,680	2,680	-	-	-	-
'11	4,365	4,104	261	-	-	-
'12	6,397	5,848	549	3,902	1,791	704
'13	8,355	7,179	1,176	5,180	2,339	836
'14	11,007	8,143	2,864	6,879	3,302	826
'15	12,438	6,904	5,534	7,836	3,794	808
'16	19,055	8,789	10,266	12,043	5,907	1,105
'17	25,495	10,661	14,834	16,189	7,980	1,326
'18	33,628	12,189	21,439	21,421	10,626	1,581
'19	40,118	26,329	13,789	25,154	12,058	2,906
'20	53,491	35,106	18,385	33,539	16,078	3,874
'21	64,596	42,395	22,202	40,502	19,416	4,679
'22	78,008	51,196	26,811	48,911	23,447	5,650
'23	94,204	61,826	32,378	59,066	28,315	6,823
'24	101,664	66,722	34,942	63,743	30,557	7,363

Historical advertising data: Asociación de Agencias de Medios, Asociación Mexicana de Agencias de Publicidad, Zenith

Forecasts from 2020: Zenith

Notes:

- 1) After estimated discounts
- 2) Excludes production costs
- 3) Excludes agency commission at 15%
- 4) Includes classified advertising
- 5) Internet includes display, classified and search

# Moldova

## Advertising Expenditure in local currency at current prices (Leu million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	358.1	45.4	12.6	168.2	16.2	4.0	98.8	13.0
'11	364.0	29.3	4.9	211.3	17.9	4.3	79.9	16.3
'12	394.3	31.8	9.0	221.6	19.4	4.5	88.8	19.4
'13	434.0	32.3	9.1	248.1	15.1	4.6	95.3	29.6
'14	476.4	26.1	11.2	270.2	22.4	5.0	102.5	39.1
'15	481.5	19.0	8.2	259.1	25.1	5.0	108.7	56.4
'16	489.9	18.5	7.9	253.6	26.5	4.7	105.9	72.8
'17	481.3	16.0	6.9	260.4	20.8	4.3	93.7	79.1
'18	470.4	12.1	5.7	258.0	17.9	4.1	81.4	91.3
'19	464.1	10.7	5.0	245.9	15.7	3.8	76.7	106.2
'20	436.7	8.0	3.8	233.0	15.8	0.4	53.3	122.4
'21	507.2	3.8	8.8	269.7	16.9	1.5	54.8	151.7
'22	553.5	3.8	8.8	286.5	16.9	1.5	54.8	181.2
'23	559.9	3.0	7.1	277.9	16.4	1.4	54.8	199.3
'24	564.3	2.8	7.0	277.9	16.2	1.4	54.0	205.0

## Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = Leu 17.32

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	20.7	2.6	0.7	9.7	0.9	0.2	5.7	0.7
'11	21.0	1.7	0.3	12.2	1.0	0.2	4.6	0.9
'12	22.8	1.8	0.5	12.8	1.1	0.3	5.1	1.1
'13	25.1	1.9	0.5	14.3	0.9	0.3	5.5	1.7
'14	27.5	1.5	0.6	15.6	1.3	0.3	5.9	2.3
'15	27.8	1.1	0.5	15.0	1.4	0.3	6.3	3.3
'16	28.3	1.1	0.5	14.6	1.5	0.3	6.1	4.2
'17	27.8	0.9	0.4	15.0	1.2	0.2	5.4	4.6
'18	27.2	0.7	0.3	14.9	1.0	0.2	4.7	5.3
'19	26.8	0.6	0.3	14.2	0.9	0.2	4.4	6.1
'20	25.2	0.5	0.22	13.4	0.9	0.0	3.1	7.1
'21	29.3	0.2	0.51	15.6	1.0	0.1	3.2	8.8
'22	32.0	0.2	0.51	16.5	1.0	0.1	3.2	10.5
'23	32.3	0.2	0.41	16.0	0.9	0.1	3.2	11.5
'24	32.6	0.2	0.40	16.0	0.9	0.1	3.1	11.8

## Advertising Expenditure in local currency at current prices (Leu million)

	Magazines			Television		
	Total	Business	Consumer	Total	Free	Pay
'10	12.6	1.1	11.6	168.2	87.5	80.7
'11	4.9	0.4	4.5	211.3	109.9	101.4
'12	9.0	0.8	8.2	221.6	122.9	98.7
'13	9.1	1.0	8.1	248.1	141.7	106.4
'14	11.2	1.2	10.0	270.2	154.4	115.8
'15	8.2	0.7	7.5	259.1	150.0	109.1
'16	7.9	0.7	7.3	253.6	148.4	105.3
'17	6.9	0.6	6.3	260.4	153.7	106.7
'18	5.7	0.5	5.3	258.0	152.3	105.7
'19	5.0	0.4	4.7	245.9	145.1	100.8
'20	3.8	0.3	3.5	233.0	139.8	93.2
'21	-	-	-	-	-	-
'22	-	-	-	-	-	-
'23	-	-	-	-	-	-
'24	-	-	-	-	-	-

Historical advertising data: Moldovan Association of  
Advertising Agencies, Zenith  
Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) Internet includes display and search
- 6) Variation in historic print figures partly due to changes in number of titles monitored

# Netherlands

Advertising Expenditure in local currency at current prices (€ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	3,936	1,091	521	975	231	6	158	954
'11	3,968	997	488	1,017	233	6	159	1,068
'12	3,781	835	435	962	222	5	164	1,158
'13	3,654	701	376	933	227	6	156	1,255
'14	3,730	622	346	964	233	6	162	1,397
'15	3,755	552	319	987	225	8	173	1,491
'16	3,842	493	296	991	225	7	181	1,649
'17	3,569	393	239	797	194	9	153	1,784
'18	3,698	366	217	821	196	8	163	1,927
'19	3,877	331	191	829	205	11	211	2,099
'20	3,726	250	155	753	171	3	137	2,257
'21	4,111	229	139	798	178	5	154	2,608
'22	4,572	211	125	846	185	7	172	3,025
'23	5,109	194	113	897	193	11	193	3,509
'24	5,734	178	101	950	200	16	216	4,071

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = €0.88

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	4,492	1,245	595	1,113	264	7	180	1,089
'11	4,528	1,138	557	1,161	266	6	181	1,219
'12	4,316	953	496	1,098	253	6	187	1,322
'13	4,170	800	429	1,065	259	7	178	1,432
'14	4,257	710	395	1,100	266	7	185	1,594
'15	4,285	630	364	1,126	257	9	197	1,702
'16	4,385	563	338	1,131	257	8	207	1,882
'17	4,073	449	273	910	221	10	175	2,036
'18	4,221	418	248	937	224	9	186	2,199
'19	4,425	378	218	946	234	13	241	2,396
'20	4,253	285	177	859	195	4	156	2,576
'21	4,692	261	159	911	203	5	176	2,976
'22	5,218	240	143	965	211	8	197	3,453
'23	5,831	221	128	1,023	220	12	220	4,005
'24	6,544	204	116	1,085	229	18	247	4,646

Advertising Expenditure in local currency at current prices (€ million)

	Newspapers			Magazines		
	Total	National	Free sheets	Total	Business	Consumer
'10	1,091	544	547	521	255	266
'11	997	502	495	488	230	258
'12	835	425	410	435	212	223
'13	701	358	343	376	182	194
'14	622	328	294	346	169	177
'15	552	298	254	319	157	162
'16	493	268	225	296	147	149
'17	393	209	184	239	123	116
'18	366	195	171	217	112	105
'19	331	183	148	191	101	90
'20	250	155	95	155	85	70
'21	229	146	83	139	76	63
'22	211	134	76	125	68	57
'23	194	124	70	113	62	51
'24	178	114	65	101	55	46

Advertising Expenditure in local currency at current prices (€ million)

	Internet					
	Total	Desktop total	Mobile total	Display	Classified	Search
'10	954	-	-	302	192	460
'11	1,068	-	-	336	202	530
'12	1,158	-	-	476	195	487
'13	1,255	1,130	126	520	191	544
'14	1,397	1,201	196	582	206	609
'15	1,491	1,223	268	606	222	663
'16	1,649	1,239	410	649	245	755
'17	1,784	1,173	611	685	251	848
'18	1,927	1,721	206	728	266	933
'19	2,099	945	1,154	765	261	1,073
'20	2,257	903	1,354	929	182	1,146
'21	2,608	1,043	1,565	1,068	193	1,347
'22	3,025	1,210	1,815	1,239	224	1,563
'23	3,509	1,404	2,106	1,437	260	1,813
'24	4,071	1,628	2,442	1,667	301	2,103

Historical advertising data: VEA, BBC, Nielsen, Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Includes agency commission to 2016. Excludes agency commission from 2017 onwards
- 4) Excludes classified
- 5) Magazines include consumer and business titles
- 6) Includes expenditure by regional advertisers in regional media
- 7) Internet only includes display to 2005; includes display, classified and search from 2006
- 8) Television includes video advertising from online streams of TV channels from 2016
- 9) Other internet includes classified, digital audio and digital out-of-home

# New Zealand

Advertising Expenditure in local currency at current prices (NZ\$ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	2,029	627	219	607	241	8	70	257
'11	2,074	582	209	618	247	7	83	328
'12	2,065	553	210	614	248	7	67	366
'13	2,176	509	211	634	267	8	76	471
'14	2,271	484	212	614	280	9	83	589
'15	2,349	478	210	589	274	9	95	694
'16	2,465	417	199	580	271	10	118	870
'17	2,454	435	209	591	283	11	140	785
'18	2,545	418	203	587	280	11	143	903
'19	2,529	368	175	575	291	12	160	948
'20	2,102	287	113	460	262	6	120	853
'21	2,688	255	133	570	293	9	162	1,266
'22	2,929	242	133	610	307	9	173	1,455
'23	3,093	229	133	628	316	9	178	1,600
'24	3,268	224	133	640	322	9	180	1,760

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = NZ\$1.54

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	1,319	408	142	395	157	5	46	167
'11	1,348	378	136	402	161	5	54	213
'12	1,342	359	137	399	161	5	44	238
'13	1,414	331	137	412	174	5	49	306
'14	1,476	315	138	399	182	6	54	383
'15	1,527	311	137	383	178	6	62	451
'16	1,602	271	129	377	176	7	77	566
'17	1,595	283	136	384	184	7	91	510
'18	1,654	272	132	382	182	7	93	587
'19	1,644	239	113	374	189	8	104	616
'20	1,366	187	74	299	170	4	78	555
'21	1,747	166	86	371	190	6	105	823
'22	1,904	157	86	397	200	6	112	946
'23	2,011	149	86	408	205	6	116	1,040
'24	2,124	146	86	416	209	6	117	1,144

Advertising Expenditure in local currency at current prices (NZ\$ million)

	Television		
	Total	Free	Pay
'10	607	531	76
'11	618	544	74
'12	614	540	74
'13	634	558	76
'14	614	540	74
'15	589	518	71
'16	580	510	70
'17	591	520	71
'18	587	517	70
'19	575	500	75
'20	460	423	37
'21	570	536	34
'22	610	573	37
'23	628	590	38
'24	640	602	38



Advertising Expenditure in local currency at current prices (NZ\$ million)

	Internet									
	Total	Display	Desktop display	Mobile display	Classified	Desktop classified	Mobile classified	Search	Desktop search	Mobile search
'10	257	80	80	-	84	-	-	93	-	-
'11	328	99	98	1	94	-	-	135	-	-
'12	366	114	111	3	112	-	-	140	112	28
'13	471	136	131	6	128	128	-	207	166	41
'14	589	140	128	12	135	108	27	314	211	103
'15	694	167	152	15	157	114	43	370	245	125
'16	870	194	157	37	183	120	62	493	336	158
'17	785	181	130	51	173	109	64	432	281	151
'18	903	180	129	51	171	108	63	552	277	275
'19	948	189	135	54	180	113	66	580	291	289
'20	853	171	119	51	171	106	65	512	307	205
'21	1,266	912	-	-	101	-	-	253	323	215
'22	1,455	1,048	-	-	116	-	-	291	339	226
'23	1,600	1,152	-	-	128	-	-	320	362	241
'24	1,760	1,267	-	-	141	-	-	352	385	257

Historical advertising data: VEA, BBC, Nielsen, Zenith  
 Forecasts from 2021: Zenith

- 1) After discounts
- 2) Excludes production costs
- 3) Includes agency commission
- 4) Includes classified advertising for newspapers/internet, excludes for magazines
- 5) Internet includes display/classified/search/mobile
- 6) From 2017 there is a change to where various digital expenditure types sit i.e. radio digital sits under radio; newspaper digital sits under newspapers

# Nigeria

Advertising Expenditure in local currency at current prices (Naira million)

	Total	Print	TV	Radio	Out-of-home
'10	73,975	7,946	36,101	10,086	19,841
'11	86,095	13,104	35,021	9,747	28,223
'12	112,996	9,532	66,885	18,892	17,687
'13	156,274	19,737	88,173	25,200	23,165
'14	159,801	58,293	62,280	19,223	20,006
'15	162,638	24,463	92,221	27,231	18,725
'16	119,773	22,441	57,576	21,208	18,547
'17	132,353	21,966	64,845	20,918	24,624
'18	120,783	25,951	57,314	16,873	20,645
'19	116,309	24,488	50,694	18,899	22,229
'20	105,974	21,030	54,260	14,020	16,664
'21	105,627	20,758	55,652	12,907	16,310
'22	106,179	20,490	57,843	11,881	15,965
'23	107,699	20,226	60,909	10,937	15,626
'24	110,268	19,965	64,940	10,068	15,295

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = Naira 359.2

	Total	Print	TV	Radio	Out-of-home
'10	205.9	22.1	100.5	28.1	55.2
'11	239.7	36.5	97.5	27.1	78.6
'12	314.6	26.5	186.2	52.6	49.2
'13	435.1	54.9	245.5	70.2	64.5
'14	444.9	162.3	173.4	53.5	55.7
'15	452.8	68.1	256.7	75.8	52.1
'16	333.4	62.5	160.3	59.0	51.6
'17	368.5	61.2	180.5	58.2	68.6
'18	336.2	72.2	159.6	47.0	57.5
'19	323.8	68.2	141.1	52.6	61.9
'20	295.0	58.5	151.1	39.0	46.4
'21	294.1	57.8	154.9	35.9	45.4
'22	295.6	57.0	161.0	33.1	44.4
'23	299.8	56.3	169.6	30.4	43.5
'24	307.0	55.6	180.8	28.0	42.6

Advertising Expenditure in local currency at current prices (Naira million)

	Television		
	Total	Free	Pay
'10	-	-	-
'11	-	-	-
'12	-	-	-
'13	88,173	84,274	3,899
'14	62,280	56,165	6,114
'15	92,221	80,767	11,453
'16	57,576	45,444	12,132
'17	64,845	39,510	25,335
'18	57,314	35,981	21,333
'19	50,694	28,955	21,739
'20	54,260	29,372	24,889
'21	55,652	26,916	28,735
'22	57,843	24,666	33,177
'23	60,909	22,605	38,305
'24	64,940	20,715	44,225

Historical advertising data: MMS, Mediafacts, Zenith  
Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission

# Norway

## Advertising Expenditure in local currency at current prices (Nkr million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet	Other
'10	14,598	5,844	544	3,061	563	139	506	3,941	-
'11	19,387	6,093	585	3,380	559	147	567	4,356	3,700
'12	19,558	5,636	547	3,623	602	156	582	4,803	3,609
'13	19,721	5,853	486	3,829	593	147	594	5,564	2,655
'14	19,065	5,853	486	3,829	593	147	594	6,015	1,548
'15	18,680	3,642	326	3,858	744	138	592	7,513	1,867
'16	19,187	2,839	279	3,941	739	160	637	7,931	2,661
'17	19,567	2,481	223	3,971	725	169	751	9,108	2,139
'18	20,216	2,196	181	3,785	649	211	725	10,050	2,419
'19	20,728	1,955	153	3,617	554	224	777	10,960	2,488
'20	18,377	1,454	116	3,076	436	114	517	10,424	2,240
'21	21,845	1,444	117	3,476	562	116	595	13,133	2,402
'22	22,238	1,640	119	3,168	550	296	789	14,140	1,535
'23	22,751	1,620	115	3,071	546	323	814	15,278	984
'24	23,416	1,594	112	2,942	538	347	827	16,539	517

## Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = Nkr9.42

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet	Other
'10	1,550	621	58	325	60	15	54	419	-
'11	2,059	647	62	359	59	16	60	463	393
'12	2,077	599	58	385	64	17	62	510	383
'13	2,094	622	52	407	63	16	63	591	282
'14	2,025	622	52	407	63	16	63	639	164
'15	1,984	387	35	410	79	15	63	798	198
'16	2,038	302	30	419	78	17	68	842	283
'17	2,078	263	24	422	77	18	80	967	227
'18	2,147	233	19	402	69	22	77	1,067	257
'19	2,201	208	16	384	59	24	83	1,164	264
'20	1,952	154	12	327	46	12	55	1,107	238
'21	2,320	153	12	369	60	12	63	1,395	255
'22	2,362	174	13	336	58	31	84	1,502	163
'23	2,416	172	12	326	58	34	86	1,623	104
'24	2,487	169	12	312	57	37	88	1,756	55

## Advertising Expenditure in local currency at current prices (Nkr million)

	Internet				
	Total	Display	Search	Online video	Classified & catalogues
'10	3,941	1,420	784	-	1,737
'11	4,356	1,541	922	-	1,893
'12	4,803	1,754	1,120	-	1,929
'13	5,564	2,126	1,334	143	1,961
'14	6,015	2,340	1,594	245	1,836
'15	7,513	2,416	2,006	307	2,784
'16	7,931	3,247	2,395	355	1,934
'17	9,108	3,754	2,752	384	2,217
'18	10,050	4,694	3,301	464	1,591
'19	10,960	5,679	3,740	522	1,019
'20	10,424	5,430	3,811	500	683
'21	13,133	7,178	4,646	632	677
'22	14,140	7,339	4,784	641	1,376
'23	15,278	8,112	5,231	696	1,239
'24	16,539	8,816	5,631	745	1,347

Historical advertising data: IRM, Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising to 2006; includes from 2007
- 5) Internet includes display/online video/search/classified & catalogues
- 6) Other includes free papers, trade press, inserts and direct marketing, and is included from 2011

# Oman

## Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV
'10	23.6	19.5	0.4	3.7
'11	21.1	17.5	0.3	3.3
'12	24.2	20.0	0.4	3.9
'13	193.6	182.2	7.1	4.3
'14	173.9	163.0	6.7	4.3
'15	158.5	148.5	5.7	4.3
'16	125.4	114.2	5.3	5.9
'17	103.5	93.3	3.8	6.4
'18	98.7	91.3	3.0	4.5
'19	94.9	86.2	2.8	5.9
'20	54.8	49.9	0.74	4.2
'21	59.3	51.4	1.20	6.7
'22	47.4	41.1	0.96	5.3
'23	37.9	32.9	0.77	4.3
'24	30.4	26.3	0.62	3.4

Historical advertising data: Ipsos Statex, Zenith

Forecasts from 2020: Zenith

Notes:

- 1) After discounts. Figures before 2007 are converted from gross figures using Zenith discount estimates.
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified
- 5) In 2021 all historic figures were reviewed and replaced if necessary to better reflect true levels of spending

## Advertising Expenditure in local currency at current prices (Rs million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	33,252	5,159	1,067	20,199	940	1,443	3,163	1,281
'11	33,994	5,107	1,052	20,502	997	1,486	3,201	1,648
'12	34,466	5,133	1,036	20,645	1,055	1,526	3,220	1,851
'13	35,434	5,148	1,021	21,368	1,113	1,560	3,231	1,993
'14	40,376	5,159	1,010	25,449	1,395	1,591	3,440	2,332
'15	44,738	4,540	657	30,302	1,397	1,620	3,546	2,676
'16	47,482	4,567	630	33,400	1,538	1,641	2,345	3,361
'17	49,175	4,585	622	34,703	1,654	1,661	2,017	3,933
'18	51,409	4,631	623	36,091	1,767	1,686	2,049	4,562
'19	46,104	2,801	447	32,037	1,787	1,716	2,070	5,246
'20	43,015	2,006	310	30,304	1,092	343	828	8,132
'21	48,771	2,154	230	34,547	1,125	371	993	9,352
'22	51,600	2,262	219	35,929	1,186	482	1,142	10,380
'23	53,471	2,375	217	36,540	1,213	578	1,234	11,314
'24	55,025	2,470	215	37,015	1,229	694	1,296	12,106

## Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = Rs 158.78

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	209	32	7	127	6	9	20	8
'11	214	32	7	129	6	9	20	10
'12	217	32	7	130	7	10	20	12
'13	223	32	6	135	7	10	20	13
'14	254	32	6	160	9	10	22	15
'15	282	29	4	191	9	10	22	17
'16	299	29	4	210	10	10	15	21
'17	310	29	4	219	10	10	13	25
'18	324	29	4	227	11	11	13	29
'19	290	18	3	202	11	11	13	33
'20	271	13	2	191	7	2	5	51
'21	307	14	1	218	7	2	6	59
'22	325	14	1	226	7	3	7	65
'23	337	15	1	230	8	4	8	71
'24	347	16	1	233	8	4	8	76

## Advertising Expenditure in local currency at current prices (Rs million)

	Newspapers			Magazines			Television		
	Total	National	Regional	Total	Business	Consumer	Total	Free	Pay
'10	-	-	-	-	-	-	-	-	-
'11	5,107	4,341	766	1,052	59	993	20,502	3,690	16,812
'12	5,133	4,102	1,031	1,036	66	970	20,645	3,365	17,280
'13	5,148	4,093	1,056	1,021	66	954	21,368	3,462	17,906
'14	5,159	4,089	1,070	1,010	75	936	25,449	4,072	21,377
'15	4,540	3,904	636	657	33	623	30,302	5,454	24,848
'16	4,567	3,928	639	630	37	593	33,400	6,346	27,054
'17	4,585	3,943	642	622	37	585	34,703	6,941	27,762
'18	4,631	3,983	648	623	39	584	36,091	6,135	29,956
'19	2,801	2,409	392	447	28	419	32,037	3,908	28,128
'20	2,006	1,725	281	310	19	292	30,304	3,182	27,122
'21	2,154	1,853	302	230	16	213	34,547	4,146	30,401
'22	2,262	1,945	317	219	15	204	35,929	3,952	31,977
'23	2,375	2,043	333	217	17	199	36,540	4,019	32,520
'24	2,470	2,124	346	215	17	198	37,015	4,072	32,943

Advertising Expenditure in local currency at current prices (Rs million)

	Internet									
	Total	Display	Desktop display	Mobile display	Other*	Desktop other	Mobile other	Search	Desktop search	Mobile search
'10	-	-	-	-	-	-	-	-	-	-
'11	1,648	1,025	953	72	572	572	-	51	51	-
'12	1,851	925	814	111	740	703	37	185	185	-
'13	1,993	996	847	149	797	717	80	199	189	10
'14	2,332	933	747	187	1,097	932	165	302	271	30
'15	2,676	1,017	763	254	1,285	899	385	375	300	75
'16	3,361	1,076	774	301	1,647	1,120	527	639	492	147
'17	3,933	1,180	802	378	1,966	1,298	669	787	582	205
'18	4,562	1,323	873	450	2,372	1,542	830	867	615	251
'19	5,246	1,469	925	544	2,833	1,813	1,020	944	642	302
'20	8,132	2,277	1,434	842	4,391	2,810	1,581	1,464	995	468
'21	9,352	2,525	1,565	959	5,143	3,240	1,903	1,683	1,128	555
'22	10,380	2,803	1,710	1,093	5,709	3,597	2,112	1,868	1,252	617
'23	11,314	2,942	1,765	1,177	6,336	3,928	2,408	2,037	1,344	692
'24	12,106	3,148	1,857	1,291	6,901	4,278	2,622	2,058	1,358	700

\*Includes video and social media advertising

Historical advertising data: MediaTrack, Adcom, Adviewer,  
Cini Plex, Insight Solutions, GMA, Zenith  
Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Includes agency commission
- 4) Excludes classified



## Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Internet
'10	1,441	12	23	1,250	156
'11	1,359	12	21	1,098	228
'12	1,785	14	23	1,377	371
'13	2,098	55	113	1,158	772
'14	2,360	54	108	1,274	924
'15	2,505	48	93	1,371	994
'16	2,513	26	77	1,409	1,001
'17	2,362	17	63	1,180	1,101
'18	2,288	14	48	1,070	1,156
'19	4,888	9	40	1,039	3,800
'20	5,347	5	24	949	4,370
'21	6,011	4	23	959	5,026
'22	6,568	3	19	767	5,779
'23	7,278	2	16	613	6,646
'24	8,482	1	14	491	7,975

## Advertising Expenditure in US\$ million at current prices

	Television		
	Total	Arabic	Asian
'10	1,250	1,250	-
'11	1,098	1,098	-
'12	1,377	1,377	-
'13	1,158	1,068	90
'14	1,274	1,185	89
'15	1,371	1,278	92
'16	1,409	1,305	104
'17	1,180	1,074	106
'18	1,070	973	97
'19	1,039	944	94
'20	949	862	87
'21	959	862	96
'22	767	690	77
'23	613	552	62
'24	491	442	49

### Historical advertising data: Zenith

### Forecasts from 2020: Zenith

- 1) After discounts. Figures before 2007 are converted from gross figures using Zenith discount estimates.
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) 'Pan Arab' includes pan-regional media covering Saudi Arabia, UAE, Kuwait, Oman, Bahrain, Qatar, Jordan, Syria, Lebanon, Yemen and Egypt. It does not include advertising within media that are only available within one country in the region - this advertising is counted instead within that country
- 6) Television advertising is divided between Arabic and Asian television, according to the language the channels broadcast in, and the ethnicity of the audience they target.
- 7) In 2021 all historic figures were reviewed and replaced if necessary to better reflect true levels of spending

# Panama

Advertising Expenditure in local currency at current prices (US\$ million)

	Total	Newspapers	Magazines	TV	Radio	Out-of-home
'10	616	83	21	465	26	21
'11	751	94	20	589	28	20
'12	821	101	19	653	29	19
'13	937	96	19	774	29	19
'14	1,003	96	21	835	31	20
'15	1,101	106	20	917	35	23
'16	1,231	117	20	1,030	38	26
'17	1,416	129	22	1,201	38	26
'18	1,586	143	25	1,346	43	29
'19	1,791	159	29	1,523	48	32
'20	1,594	142	26	1,367	43	16
'21	1,785	158	28	1,526	48	25
'22	1,963	173	31	1,673	53	33
'23	2,140	186	34	1,819	58	43
'24	2,317	199	37	1,965	63	53

Historical advertising data: IBOPE, Zenith

Forecasts from 2020: Zenith

Notes:

- 1) Before discounts
- 2) Excludes production costs
- 3) Includes 15% agency commission
- 4) Includes classified

## Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	514	91	10	277	61	7	52	16
'11	595	98	12	328	72	8	56	21
'12	660	103	13	359	74	9	65	37
'13	715	106	14	391	79	10	71	44
'14	756	107	14	406	81	10	72	66
'15	721	94	13	385	74	10	68	77
'16	735	81	12	399	83	10	64	86
'17	677	69	11	348	85	9	59	96
'18	692	64	10	365	86	8	53	106
'19	726	63	9	383	89	8	55	119
'20	632	53	7	345	77	4	32	114
'21	676	53	6	364	79	5	41	128
'22	708	51	5	375	78	6	48	145
'23	762	50	5	398	81	7	54	167
'24	792	48	4	405	81	7	58	189

## Advertising Expenditure in US\$ million at current prices

	Newspapers			Television		
	Total	National	Regional	Total	Free	Pay
'10	91	85	6	277	250	27
'11	98	91	7	328	295	33
'12	103	96	7	359	320	39
'13	106	98	8	391	352	39
'14	107	99	8	406	373	33
'15	94	88	6	385	351	34
'16	81	76	5	399	364	35
'17	69	65	4	348	320	28
'18	64	60	4	365	335	30
'19	63	60	3	383	352	31
'20	62	59	3	402	367	35
'21	61	58	3	422	385	37
'22	60	57	3	442	403	39
'23	59	56	3	462	421	41
'24	58	55	3	482	439	43

Historical advertising data: CPI, Vivaki Peru, Zenith

Forecasts from 2020: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified
- 5) Internet excludes search

# Philippines

Advertising Expenditure in local currency at current prices (Pesos million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	62,230	7,500	1,600	38,000	7,000	400	6,430	1,300
'11	69,850	7,500	1,600	44,000	7,500	350	7,200	1,700
'12	78,500	7,400	1,600	50,600	7,800	400	8,200	2,500
'13	87,150	7,500	1,600	56,000	8,500	450	9,600	3,500
'14	96,886	7,100	1,600	61,103	10,305	450	11,328	5,000
'15	108,583	6,674	1,424	65,840	11,520	500	12,574	10,050
'16	130,607	6,474	1,253	75,436	14,038	540	15,466	17,400
'17	167,804	5,503	940	95,049	17,688	539	16,085	32,000
'18	163,870	4,402	573	84,594	20,872	539	16,889	36,000
'19	177,922	3,918	419	92,207	22,751	555	18,173	39,900
'20	166,013	1,371	111	73,766	17,518	56	15,992	57,200
'21	202,712	1,207	37	93,682	22,248	14	10,874	74,650
'22	233,042	1,122	31	111,482	25,808	19	13,049	81,530
'23	265,007	1,089	28	125,975	28,905	29	13,702	95,280
'24	296,990	1,056	27	139,832	31,795	44	14,387	109,850

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = Pesos 49.62

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	1,254	151	32	766	141	8	130	26
'11	1,408	151	32	887	151	7	145	34
'12	1,582	149	32	1,020	157	8	165	50
'13	1,756	151	32	1,128	171	9	193	71
'14	1,952	143	32	1,231	208	9	228	101
'15	2,188	134	29	1,327	232	10	253	203
'16	2,632	130	25	1,520	283	11	312	351
'17	3,382	111	19	1,915	356	11	324	645
'18	3,302	89	12	1,705	421	11	340	725
'19	3,585	79	8	1,858	458	11	366	804
'20	3,345	28	2	1,486	353	1	322	1,153
'21	4,085	24	1	1,888	448	0	219	1,504
'22	4,696	23	1	2,247	520	0	263	1,643
'23	5,340	22	1	2,539	582	1	276	1,920
'24	5,985	21	1	2,818	641	1	290	2,214

Advertising Expenditure in local currency at current prices (Pesos million)

	Newspapers			Magazines			Television		
	Total	National	Regional	Total	Business	Consumer	Total	Free	Pay
'10	7,500	7,125	375	1,600	160	1,440	38,000	34,200	3,800
'11	7,500	6,750	750	1,600	160	1,440	44,000	39,600	4,400
'12	7,400	6,660	740	1,600	160	1,440	50,600	45,540	5,060
'13	7,500	6,750	750	1,600	160	1,440	56,000	50,400	5,600
'14	7,100	6,390	710	1,600	160	1,440	61,103	54,993	6,110
'15	6,674	6,007	667	1,424	142	1,282	65,840	59,256	6,584
'16	6,474	5,826	647	1,253	125	1,128	75,436	67,892	7,544
'17	5,503	4,952	550	940	94	846	95,049	85,544	9,505
'18	4,402	3,962	440	573	57	516	84,594	76,134	8,459
'19	3,918	3,526	392	419	42	377	92,207	82,986	9,221
'20	1,371	1,234	137	111	11	100	73,766	66,389	7,377
'21	1,207	1,086	121	37	4	33	93,682	84,314	9,368
'22	1,122	982	140	31	3	28	111,482	100,334	11,148
'23	1,089	953	136	28	3	25	125,975	113,377	12,597
'24	1,056	924	132	27	3	24	139,832	125,849	13,983

Historical advertising data: Nielsen, AdQuest Millennium,  
Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising

# Poland

Advertising Expenditure in local currency at current prices (Zloty million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	7,000	519	724	3,678	456	103	555	965
'11	7,141	477	680	3,735	481	108	539	1,121
'12	6,747	381	568	3,499	475	112	501	1,211
'13	6,392	285	449	3,345	454	114	445	1,300
'14	6,545	230	380	3,446	475	115	441	1,458
'15	8,302	280	397	4,014	644	119	478	2,369
'16	8,598	241	366	4,087	673	135	484	2,613
'17	8,850	206	334	4,154	682	141	495	2,838
'18	9,519	193	311	4,398	734	150	516	3,217
'19	9,823	174	285	4,382	753	161	544	3,525
'20	8,973	122	179	3,938	681	34	333	3,686
'21	10,143	109	161	4,389	773	47	374	4,289
'22	10,609	102	154	4,464	806	73	412	4,598
'23	11,058	94	144	4,540	839	86	449	4,906
'24	11,523	87	132	4,608	872	103	485	5,235

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = Zloty 3.9

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	1,795	133	186	943	117	26	142	247
'11	1,831	122	174	958	123	28	138	287
'12	1,730	98	146	897	122	29	128	311
'13	1,639	73	115	858	116	29	114	333
'14	1,678	59	97	884	122	29	113	374
'15	2,129	72	102	1,029	165	31	123	607
'16	2,205	62	94	1,048	172	35	124	670
'17	2,270	53	86	1,065	175	36	127	728
'18	2,441	49	80	1,128	188	38	132	825
'19	2,519	45	73	1,124	193	41	139	904
'20	2,301	31	46	1,010	175	9	85	945
'21	2,601	28	41	1,126	198	12	96	1,100
'22	2,721	26	40	1,145	207	19	106	1,179
'23	2,836	24	37	1,164	215	22	115	1,258
'24	2,955	22	34	1,182	224	26	124	1,342

Historical advertising data: Kantar Media, AGB Nielsen Media Research, Gemius Adreal, IGRZ, IAB, Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified
- 5) Excludes self-promotion and barter
- 6) From 2007, internet includes search, display, online video and email marketing
- 7) TV includes sponsorship

## Advertising Expenditure in local currency at current prices (€ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	811	46	111	476	46	4	105	25
'11	706	46	55	418	46	3	97	42
'12	586	45	38	336	43	2	72	49
'13	538	36	33	308	38	2	65	57
'14	589	37	34	329	41	2	74	73
'15	610	34	32	335	41	3	73	94
'16	639	26	27	348	43	3	77	113
'17	653	21	22	352	46	2	83	126
'18	670	18	18	350	47	3	90	145
'19	691	15	15	350	50	3	98	159
'20	586	10	7	318	36	1	64	150
'21	632	10	7	343	36	1	64	172
'22	663	9	6	354	37	1	67	189
'23	691	8	6	361	38	1	70	208
'24	722	7	5	368	39	1	73	229

## Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = €0.88

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	926	52	126	543	52	4	120	28
'11	806	52	63	477	52	4	110	48
'12	669	51	43	384	49	3	83	56
'13	614	41	38	352	43	2	74	65
'14	673	42	39	376	47	2	84	83
'15	696	39	36	382	46	3	83	108
'16	729	30	31	398	49	3	88	129
'17	745	24	25	402	52	3	95	144
'18	765	21	20	400	53	3	102	165
'19	788	18	17	400	57	3	111	182
'20	669	12	8	363	41	1	73	171
'21	722	11	8	392	41	1	73	196
'22	756	10	7	404	42	1	77	216
'23	789	9	7	412	43	1	80	238
'24	824	8	6	420	44	1	83	261

## Advertising Expenditure in local currency at current prices (€ million)

	Television		
	Total	Free	Pay
'10	476	431	44
'11	418	370	48
'12	336	289	47
'13	308	260	49
'14	329	273	57
'15	335	276	59
'16	348	282	66
'17	352	280	72
'18	350	277	74
'19	350	273	77
'20	318	248	70
'21	343	270	73
'22	354	278	76
'23	361	284	77
'24	368	289	79

Historical advertising data: Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Includes agency commission
- 4) Excludes classified advertising
- 5) Internet includes all advertising formats (banners, pop-ups, interstitials, etc.)



## Advertising Expenditure in local currency at current prices (US\$ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	603	239	15	222	61	7	43	16
'11	576	225	15	211	60	7	42	16
'12	570	213	10	220	50	7	45	25
'13	545	200	8	202	45	8	42	40
'14	523	190	10	181	42	8	45	47
'15	527	180	10	188	43	8	48	50
'16	482	152	4	168	47	8	48	55
'17	378	106	2	117	55	7	42	49
'18	410	103	2	129	60	7	55	54
'19	381	85	1	126	55	6	52	56
'20	361	65	0	140	55	1	30	70
'21	380	70	0	143	55	1	42	69
'22	384	68	0	142	55	3	45	71
'23	386	65	0	144	55	3	45	74
'24	401	67	0	150	56	3	48	77

## Advertising Expenditure in local currency at current prices (US\$ million)

	Television		
	Total	Free	Pay
'10	222	186	35
'11	211	178	33
'12	220	190	30
'13	202	172	30
'14	181	158	23
'15	188	160	28
'16	168	153	15
'17	117	106	11
'18	129	121	8
'19	126	119	7
'20	140	131	9
'21	143	135	8
'22	142	135	7
'23	144	137	7
'24	150	143	7

Historical advertising data: Media owners, Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Includes agency commission (15%-20%) to 2009; excludes from 2010
- 4) Includes classified advertising
- 5) Internet figures include display, classified, search and mobile

## Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Out-of-home
'10	67.4	33.9	18.1	4.6	1.2	9.6
'11	56.3	27.0	18.1	3.2	1.2	6.7
'12	61.7	29.2	20.7	3.5	1.5	6.9
'13	256.8	199.1	8.3	4.8	5.0	39.7
'14	306.1	170.0	9.3	15.4	6.5	104.9
'15	247.5	169.4	10.6	12.3	-	55.2
'16	217.1	132.1	9.1	6.7	-	69.2
'17	180.4	123.5	6.10	5.6	-	45.2
'18	163.8	111.9	3.75	5.5	-	42.6
'19	160.8	114.2	2.77	4.9	1.3	37.6
'20	114.1	68.0	1.59	9.7	1.0	33.7
'21	101.4	56.5	1.71	7.6	1.1	34.5
'22	116.5	56.5	1.71	8.7	1.2	48.4
'23	104.1	56.5	1.71	10.1	1.3	34.5
'24	105.7	56.5	1.71	11.6	1.4	34.5

Historical advertising data: Ipsos Statex, Zenith

Forecasts from 2020: Zenith

Notes:

- 1) After discounts. Figures before 2007 are converted from gross figures using Zenith discount estimates.
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified
- 5) In 2021 all historic figures were reviewed and replaced if necessary to better reflect true levels of spending

## Advertising Expenditure in € million at current prices

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	344.9	13.3	16.3	224.6	21.0	1.8	44.0	24.0
'11	331.3	11.3	13.8	215.6	19.5	1.5	39.6	29.9
'12	297.4	9.3	11.8	189.7	16.8	1.3	35.7	32.9
'13	288.4	7.6	10.3	184.1	16.8	1.3	32.1	36.2
'14	298.7	7.6	10.3	189.6	17.3	1.3	32.1	40.5
'15	319.6	7.6	9.3	202.8	17.3	1.4	30.5	50.7
'16	361.9	7.4	9.3	230.2	17.8	1.6	34.8	60.8
'17	418.2	6.3	7.9	272.0	19.0	1.8	38.2	73.0
'18	459.9	5.7	7.1	299.2	20.0	2.0	42.1	83.9
'19	492.9	5.7	7.1	314.2	21.0	2.2	46.3	96.5
'20	487.2	4.0	5.0	325.2	20.0	0.7	30.1	102.3
'21	573.1	3.8	4.7	380.4	24.0	0.7	31.6	127.9
'22	617.8	3.9	4.9	399.5	25.3	1.0	36.3	147.1
'23	655.6	3.9	4.9	419.4	26.5	1.0	38.1	161.8
'24	675.1	3.9	4.9	419.4	27.8	1.1	40.0	177.9

## Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	393.7	15.2	18.6	256.3	23.9	2.0	50.2	27.3
'11	378.1	12.9	15.8	246.1	22.3	1.7	45.2	34.1
'12	339.4	10.6	13.4	216.6	19.1	1.5	40.7	37.6
'13	329.1	8.7	11.8	210.1	19.1	1.5	36.6	41.3
'14	341.0	8.7	11.8	216.4	19.7	1.5	36.6	46.3
'15	364.8	8.7	10.6	231.5	19.7	1.6	34.8	57.8
'16	413.1	8.4	10.6	262.8	20.3	1.9	39.7	69.4
'17	477.3	7.2	9.0	310.4	21.7	2.1	43.6	83.3
'18	524.9	6.5	8.1	341.5	22.8	2.3	48.0	95.8
'19	562.5	6.5	8.1	358.5	23.9	2.5	52.8	110.1
'20	556.0	4.5	5.7	371.1	22.9	0.7	34.3	116.8
'21	654.0	4.3	5.4	434.2	27.4	0.7	36.0	145.9
'22	705.1	4.4	5.6	455.9	28.8	1.1	41.4	167.8
'23	748.2	4.4	5.6	478.7	30.3	1.2	43.5	184.6
'24	770.4	4.4	5.6	478.7	31.8	1.2	45.7	203.1

## Advertising Expenditure in € million at current prices

	Newspapers			Magazines		
	Total	National	Regional	Total	Business	Consumer
'10	13.3	12.3	1.1	16.3	1.4	14.8
'11	11.3	10.4	0.9	13.8	1.2	12.6
'12	9.3	8.5	0.8	11.8	1.0	10.7
'13	7.6	7.0	0.7	10.3	0.9	9.4
'14	7.6	7.0	0.7	10.3	0.9	9.4
'15	7.6	7.0	0.7	9.3	0.8	8.5
'16	7.4	7.0	0.4	9.3	0.8	8.5
'17	6.3	5.9	0.4	7.9	0.7	7.2
'18	5.7	5.3	0.3	7.1	0.6	6.5
'19	5.7	5.3	0.3	7.1	0.6	6.5
'20	4.0	3.7	0.2	5.0	0.4	4.5
'21	3.8	3.5	0.2	4.7	0.4	4.3
'22	3.9	3.6	0.2	4.9	0.4	4.5
'23	3.9	3.6	0.2	4.9	0.4	4.5
'24	3.9	3.6	0.2	4.9	0.4	4.5

## Advertising Expenditure in € million at current prices

	Internet						
	Total	Display	Desktop display	Mobile display	Search	Desktop search	Mobile search
'10	24.0	22.3	22.2	0.1	1.7	1.6	0.04
'11	29.9	26.9	26.7	0.2	3.0	2.8	0.1
'12	32.9	29.0	28.4	0.6	3.9	3.6	0.4
'13	36.2	30.8	30.0	0.8	5.4	4.6	0.8
'14	40.5	34.1	33.1	1.0	6.5	5.2	1.3
'15	50.7	41.6	39.5	2.1	9.1	5.9	3.2
'16	60.8	48.7	46.0	2.7	12.2	7.3	4.9
'17	73.0	59.8	50.9	9.0	13.1	7.9	5.3
'18	83.9	68.8	35.1	33.7	15.1	7.6	7.6
'19	96.5	79.1	38.8	40.4	17.4	8.5	8.9
'20	102.3	81.8	39.3	42.6	20.5	9.8	10.6
'21	127.9	102.3	49.1	53.2	25.6	12.3	13.3
'22	147.1	117.6	56.5	61.2	29.4	14.1	15.3
'23	161.8	129.4	62.1	67.3	32.4	15.5	16.8
'24	177.9	142.4	68.3	74.0	35.6	17.1	18.5

Historical advertising data: TNS-AGB, Alfa Cont SRL, Zenith  
 Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Includes classified
- 5) Internet includes all forms of paid advertising (banners, skyscrapers, etc.)

## Advertising Expenditure in local currency at current prices (Roubles million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	207,500	8,250	18,350	110,800	10,300	3,100	29,700	27,000
'11	252,545	8,800	19,800	131,500	11,845	4,100	34,300	42,200
'12	289,077	9,500	20,100	143,260	14,617	4,900	37,700	59,000
'13	323,267	8,700	18,450	156,200	16,517	5,700	40,700	77,000
'14	344,000	8,100	16,500	159,800	16,900	5,100	40,600	97,000
'15	317,300	6,500	11,600	136,700	14,300	3,100	33,100	112,000
'16	363,800	9,800	12,500	150,800	16,400	3,300	35,000	136,000
'17	417,198	8,650	11,850	170,896	16,900	3,512	39,050	166,340
'18	468,738	7,180	10,784	186,985	16,900	3,740	40,000	203,149
'19	494,022	5,651	9,400	175,011	16,000	3,600	40,200	244,160
'20	473,410	2,820	5,140	168,950	11,200	1,700	30,500	253,100
'21	553,644	2,820	5,140	192,603	10,976	1,785	36,600	303,720
'22	638,475	2,679	5,037	219,567	10,756	1,785	40,260	358,390
'23	710,639	2,358	4,584	234,937	10,541	1,785	44,286	412,148
'24	777,851	2,122	4,125	251,383	10,331	1,785	46,500	461,605

## Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = Roubles 72.35

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	2,868	114	254	1,532	142	43	411	373
'11	3,491	122	274	1,818	164	57	474	583
'12	3,996	131	278	1,980	202	68	521	816
'13	4,468	120	255	2,159	228	79	563	1,064
'14	4,755	112	228	2,209	234	70	561	1,341
'15	4,386	90	160	1,890	198	43	458	1,548
'16	5,029	135	173	2,084	227	46	484	1,880
'17	5,767	120	164	2,362	234	49	540	2,299
'18	6,479	99	149	2,585	234	52	553	2,808
'19	6,829	78	130	2,419	221	50	556	3,375
'20	6,544	39	71	2,335	155	23	422	3,499
'21	7,653	39	71	2,662	152	25	506	4,198
'22	8,825	37	70	3,035	149	25	556	4,954
'23	9,823	33	63	3,247	146	25	612	5,697
'24	10,752	29	57	3,475	143	25	643	6,381

## Advertising Expenditure in local currency at current prices (Roubles million)

	Print			
	Total	Newspapers	Magazines	Advertising editions
'10	38,000	8,250	18,350	11,400
'11	40,400	8,800	19,800	11,800
'12	41,200	9,500	20,100	11,600
'13	37,080	8,700	18,450	9,930
'14	33,100	8,100	16,500	8,500
'15	23,400	6,500	11,600	5,300
'16	22,300	9,800	12,500	-
'17	20,500	8,650	11,850	-
'18	17,964	7,180	10,784	-
'19	15,051	5,651	9,400	-
'20	7,960	2,820	5,140	-
'21	7,960	2,820	5,140	-
'22	7,716	2,679	5,037	-
'23	6,941	2,358	4,584	-
'24	6,247	2,122	4,125	-

Advertising Expenditure in local currency at current prices (Roubles million)

	Television			Internet						
	Total	Terrestrial	Non-terrestrial	Total	Display	Banners	In-stream video	Out-stream video	Search	Cost per action
'10	110,752	109,172	1,580	27,000	-	-	-	-	-	-
'11	131,500	128,900	2,600	42,200	-	-	-	-	-	-
'12	143,210	139,900	3,310	59,000	-	-	-	-	-	-
'13	156,200	152,200	4,000	77,000	-	-	-	-	-	-
'14	159,800	155,740	4,060	97,000	-	-	-	-	-	-
'15	136,700	134,150	2,550	112,000	24,700	19,100	5,600	-	50,700	36,600
'16	150,800	146,920	3,880	136,000	27,840	21,200	6,640	-	58,710	49,450
'17	170,896	165,600	5,296	166,340	34,340	26,000	8,340	-	73,100	58,900
'18	186,985	179,677	7,308	203,149	39,914	27,914	12,000	-	88,620	74,615
'19	175,011	167,849	7,162	244,160	55,500	27,400	18,200	9,900	103,700	84,960
'20	168,950	161,400	7,550	253,100	60,200	23,900	20,100	16,200	104,400	88,500
'21	192,603	183,996	8,607	303,720	70,895	23,900	25,125	21,870	123,192	109,633
'22	219,567	209,755	9,812	358,390	81,735	23,900	29,404	28,431	142,903	133,752
'23	234,937	224,438	10,499	412,148	92,371	23,900	32,933	35,539	163,287	156,490
'24	251,383	240,149	11,234	461,605	102,026	23,900	36,226	41,900	179,615	179,964

Historical advertising data: AKAR, RARA (Russian Association of Communication Agencies), Zenith

Forecasts from 2021: Zenith

- 1) After discounts
- 2) Excludes production costs
- 3) Includes agency commission
- 4) Includes VAT until 2007, excludes from 2008
- 5) Newspapers include special advertising editions to 2016; excludes after
- 9) AKAR recalculated its base for print and radio volumes for 2016-2017.
- 6) Television includes non-terrestrial advertising from 2007
- 7) Cinema includes only cinema to 2006, and both cinema and indoor from 2007
- 8) Cost per action internet advertising includes all ads sold by action rather than by impression

## Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Out-of-home
'10	602	149	7	17	55	374
'11	553	141	6	14	57	336
'12	737	160	6	17	69	485
'13	1,170	557	16	13	114	468
'14	1,155	515	19	10	133	478
'15	1,158	477	17	8	125	531
'16	1,069	325	13	6	135	590
'17	966	255	7	7	107	590
'18	959	221	5	19	91	621
'19	957	170	5	46	83	654
'20	616	115	2	75	50	375
'21	745	59	2	110	50	523
'22	751	50	2	88	35	575
'23	801	43	1	70	25	662
'24	839	36	1	56	17	728

Historical advertising data: Ipsos Statex, Zenith

Forecasts from 2020: Zenith

Notes:

- 1) After discounts. Figures before 2007 are converted from gross figures using Zenith discount estimates.
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) Out-of-home does not include semi-permanent installations like outside hoardings and unipoles
- 6) Advertising spend on pay-TV is not monitored
- 7) In 2021 all historic figures were reviewed and replaced if necessary to better reflect true levels of spending

# Serbia

Advertising Expenditure in € million local currency at current prices

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	175	27	14	98	8	0.5	21	7
'11	172	26	14	95	9	0.8	20	8
'12	172	23	12	97	9	0.5	18	12
'13	155	19	9	88	8	0.4	16	14
'14	156	18	8	88	8	0.4	15	17
'15	162	18	8	91	8	0.4	15	20
'16	174	18	8	102	8	0.4	15	21
'17	178	18	8	101	8	0.4	17	26
'18	197	16	7	108	9	0.6	23	33
'19	210	15	8	112	11	0.6	26	39
'20	197	13	7	103	9	0.1	20	45
'21	206	11	6	110	8	0.3	23	48
'22	218	10	6	114	8	0.6	27	52
'23	230	9	5	123	7	0.6	30	55
'24	240	9	5	128	7	1.0	31	59

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = €0.88

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	200	30	16	112	9	0.6	24	7
'11	196	29	16	108	10	0.9	22	9
'12	196	26	14	111	10	0.6	21	14
'13	177	22	10	100	10	0.4	18	16
'14	178	21	9	100	10	0.4	18	20
'15	185	21	10	104	9	0.4	17	23
'16	199	21	10	116	10	0.4	18	25
'17	203	21	9	115	9	0.4	19	30
'18	225	18	8	124	10	0.7	27	37
'19	240	17	9	128	13	0.7	29	44
'20	225	15	8	118	10	0.1	23	51
'21	235	13	7	126	9	0.3	26	55
'22	248	11	7	130	9	0.7	31	59
'23	262	10	6	140	8	0.7	34	63
'24	273	10	6	146	8	1.1	35	67

Advertising Expenditure in local currency at current prices (€ million)

	Internet		
	Total	Display	Classified
'12	12	9	1
'13	14	10	1
'14	17	13	2
'15	20	15	2
'16	21	15	3
'17	26	18	3
'18	33	24	4
'19	39	26	5
'20	45	29	5
'21	48	30	6
'22	52	31	7
'23	55	32	7
'24	59	34	7



Historical advertising data: Arianna, AGB Nielsen Media  
Research, AdEx, Strategic Marketing, Zenith  
Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Classified excluded from print but included in internet
- 5) Internet includes display, classified, search and mobile

# Singapore

Advertising Expenditure in local currency at current prices (S\$ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	2,304	914	119	744	191	14	221	101
'11	2,489	936	129	813	195	12	229	175
'12	2,440	900	120	800	195	12	230	183
'13	2,688	945	121	859	211	13	301	238
'14	2,608	901	119	789	218	19	277	285
'15	2,665	876	102	786	216	18	324	343
'16	2,507	811	87	746	214	17	276	356
'17	2,217	615	77	675	183	17	222	428
'18	2,133	484	57	680	203	17	221	470
'19	1,812	423	41	383	206	18	231	510
'20	1,467	274	25	402	174	-	158	434
'21	1,892	242	28	489	197	-	286	650
'22	2,023	249	30	504	207	9	309	715
'23	2,142	254	32	519	215	11	324	787
'24	2,246	258	33	529	222	18	337	849

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = S\$1.38

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	1,670	662	86	539	138	10	160	73
'11	1,804	678	94	589	141	9	166	127
'12	1,768	652	87	580	141	9	167	133
'13	1,948	685	88	623	153	9	218	172
'14	1,891	653	86	572	158	14	201	207
'15	1,931	635	74	570	157	13	235	248
'16	1,817	588	63	541	155	12	200	258
'17	1,606	446	56	489	133	12	161	310
'18	1,546	351	41	493	147	13	160	341
'19	1,313	307	30	278	149	13	167	370
'20	1,063	199	18	291	126	-	115	314
'21	1,371	175	20	354	143	-	207	471
'22	1,466	181	22	365	150	7	224	518
'23	1,553	184	23	376	156	8	235	570
'24	1,628	187	24	384	161	13	244	616

Advertising Expenditure in local currency at current prices (S\$ million)

	Internet			
	Total	Display	Classified	Search
'10	101	38	21	42
'11	175	72	19	84
'12	183	70	7	106
'13	238	86	8	143
'14	285	100	11	174
'15	343	120	13	209
'16	356	146	14	196
'17	428	184	17	227
'18	470	219	16	235
'19	510	239	17	253
'20	434	211	15	207
'21	520	258	18	244
'22	598	303	21	274
'23	658	338	24	296
'24	849	447	31	371

Historical advertising data: AC Nielsen, IAB, Zenith  
Forecasts from 2021: Zenith

Notes:

- 1) Before discounts
- 2) Excludes production costs
- 3) Includes agency commission (15%)
- 4) Excludes classified advertising
- 5) Internet includes display, classified and search

# Slovakia

Advertising Expenditure in local currency at current prices (€ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	510	61	71	232	59	3	60	25
'11	504	54	67	249	46	3	58	27
'12	508	53	64	255	41	4	56	35
'13	504	47	53	260	32	4	50	58
'14	531	46	51	274	30	2	52	76
'15	590	46	51	310	38	3	51	91
'16	634	46	51	332	38	3	52	112
'17	667	45	51	352	39	3	51	126
'18	701	45	51	370	40	3	52	140
'19	736	45	51	390	40	3	52	155
'20	690	30	35	391	35	1	42	156
'21	698	31	36	391	35	2	45	158
'22	707	32	37	392	36	3	47	160
'23	712	33	38	393	36	3	47	162
'24	716	33	38	394	36	3	47	165

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = €0.88

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	583	70	81	265	67	3	68	29
'11	575	62	77	285	52	3	66	31
'12	580	61	73	291	46	5	64	40
'13	575	54	60	297	37	5	57	66
'14	606	52	58	313	34	2	59	87
'15	673	52	58	354	43	3	58	104
'16	723	52	58	379	43	3	59	128
'17	761	51	58	402	45	3	58	144
'18	800	51	58	422	46	3	59	160
'19	840	51	58	445	46	3	59	177
'20	787	34	40	446	40	1	48	178
'21	797	35	41	446	40	2	51	180
'22	807	37	42	447	41	3	54	183
'23	813	38	43	449	41	3	54	185
'24	817	38	43	450	41	3	54	188

Advertising Expenditure in local currency at current prices (€ million)

	Newspapers			Magazines		
	Total	National	Regional	Total	Business	Consumer
'10	61	39	22	71	8	62
'11	54	36	18	67	9	58
'12	53	30	23	64	8	56
'13	47	28	19	53	8	45
'14	46	25	21	51	8	43
'15	46	26	20	51	8	43
'16	46	25	21	51	8	43
'17	45	25	20	51	8	43
'18	45	25	20	51	8	43
'19	45	25	20	51	8	43
'20	30	20	10	35	5	30
'21	31	20	11	36	5	31
'22	32	21	11	37	5	32
'23	33	22	11	38	5	33
'24	33	22	11	38	5	33

Historical advertising data: TNS A-Connect, AIM monitor,  
Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) Apparent decline in TV spend in 2010 caused by change in methodology

# Slovenia

Advertising Expenditure in local currency at current prices (€ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	136.9	44.0	17.6	41.1	6.4	0.5	20.0	7.3
'11	139.8	50.0	23.2	43.8	7.0	0.6	12.5	2.8
'12	123.0	33.0	18.2	43.4	6.7	0.7	18.7	2.3
'13	116.0	24.0	6.6	55.5	6.9	0.3	20.2	2.6
'14	111.2	15.0	7.2	58.0	7.5	0.2	20.2	3.2
'15	121.1	15.0	3.0	67.0	8.0	0.2	18.0	9.9
'16	121.4	13.9	3.9	67.0	8.4	0.2	16.0	12.0
'17	137.5	10.0	2.5	84.0	9.0	-	18.0	14.0
'18	151.3	10.0	2.3	91.0	12.0	-	22.0	14.0
'19	159.0	10.0	3.0	91.0	14.0	-	24.0	17.0
'20	134.6	6.5	2.6	82.0	13.0	-	14.5	16.2
'21	159.3	7.5	2.8	93.0	14.2	-	24.0	18.0
'22	164.6	7.0	3.8	93.0	15.0	-	25.0	22.0
'23	165.1	6.0	4.8	92.0	15.0	-	25.1	25.0
'24	165.0	6.0	5.8	92.0	14.0	-	23.0	28.0

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = €0.88

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	156	50	20	47	7	1	23	8
'11	160	57	26	50	8	1	14	3
'12	140	38	21	50	8	1	21	3
'13	132	27	7	63	8	0.3	23	3
'14	127	17	8	66	9	0.2	23	4
'15	138	17	3	76	9	0.2	21	11
'16	139	16	4	76	10	0.3	18	14
'17	157	11	3	96	10	0.0	21	16
'18	173	11	3	104	14	0.0	25	16
'19	181	11	3	104	16	0.0	27	19
'20	154	7	3	94	15	0.0	17	18
'21	182	9	3	106	16	0.0	27	21
'22	188	8	3	106	17	0.0	29	25
'23	188	7	2	105	17	0.0	29	29
'24	188	7	2	105	16	0.0	26	32

Advertising Expenditure in local currency at current prices (€ million)

	Newspapers			Magazines			Television		
	Total	National	Regional	Total	Business	Consumer	Total	Free	Pay
'10	44.0	37.5	6.5	17.6	2.5	15.1	41.1	-	41.1
'11	50.0	42.5	7.5	23.2	2.5	20.7	43.8	-	43.8
'12	33.0	26.5	6.5	18.2	2.2	16.0	43.4	-	43.4
'13	24.0	20.8	3.2	6.6	0.7	5.8	55.5	-	55.5
'14	15.0	13.4	1.6	7.2	0.8	6.5	58.0	-	58.0
'15	15.0	13.7	1.3	3.0	0.3	2.7	67.0	-	67.0
'16	13.9	12.5	1.4	3.9	0.4	3.4	67.0	-	67.0
'17	10.0	9.1	0.9	2.5	0.5	2.1	84.0	-	84.0
'18	10.0	9.0	1.0	2.3	0.5	1.9	91.0	-	91.0
'19	10.0	8.9	1.1	3.0	0.6	2.4	91.0	-	91.0
'20	6.5	6.0	0.5	2.4	0.5	1.9	82.0	-	82.0
'21	7.5	7.0	0.5	2.6	0.5	2.1	93.0	-	93.0
'22	6.5	6.0	0.5	2.6	0.5	2.1	93.0	-	93.0
'23	6.0	5.5	0.5	2.4	0.4	2.0	92.0	-	92.0
'24	6.0	5.5	0.5	2.0	-	2.0	92.0	-	92.0

Advertising Expenditure in local currency at current prices (€ million)

	Internet				
	Total	Display	Desktop display	Mobile display	Search
'10	7.3	5.5	5.5	-	1.8
'11	2.8	2.2	2.2	-	0.6
'12	2.3	1.7	1.7	-	0.6
'13	2.6	1.9	1.8	0.1	0.7
'14	3.2	2.3	2.2	0.1	0.9
'15	9.9	9.1	9.0	0.1	0.8
'16	12.0	9.5	9.0	0.5	2.5
'17	14.0	11.0	10.0	1.0	3.0
'18	14.0	11.0	10.0	1.0	3.0
'19	17.0	14.0	12.0	2.0	3.0
'20	15.8	14.0	7.0	7.0	1.8
'21	18.0	14.0	6.0	8.0	4.0
'22	22.0	18.0	7.0	11.0	4.0
'23	25.0	20.0	7.0	13.0	5.0
'24	29.0	24.0	8.0	16.0	5.0

Historical advertising data: Mediana IBO, Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts from 2011; 2010 and earlier figures are estimated from gross figures using 2011 discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) Newspapers includes local titles from 2005 onwards
- 6) Internet includes display, classified, search and mobile, but only for major sites

# South Africa

Advertising Expenditure in local currency at current prices (Rand million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	23,369	5,775	2,086	11,220	2,962	298	1,028	-
'11	25,937	6,275	2,129	12,261	3,735	390	1,147	-
'12	28,013	6,348	2,093	13,484	4,344	410	1,334	-
'13	38,026	7,721	2,455	19,365	6,459	428	1,598	-
'14	38,525	7,363	2,345	20,111	6,557	486	1,663	-
'15	34,048	6,089	1,841	18,840	5,525	433	1,319	-
'16	36,702	5,866	1,637	21,221	6,121	436	1,421	-
'17	38,643	6,507	1,596	22,043	6,824	396	1,278	-
'18	39,860	6,407	1,455	23,044	7,239	401	1,314	-
'19	40,947	5,950	1,267	23,879	7,768	632	1,452	-
'20	35,557	4,666	897	21,682	6,603	474	1,234	-
'21	35,390	3,973	807	21,965	6,845	502	1,296	-
'22	35,897	3,458	760	22,493	7,248	553	1,387	-
'23	38,590	3,164	772	24,350	8,065	617	1,621	-
'24	41,070	2,875	780	25,998	8,871	698	1,848	-

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = Rand 16.46

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	1,419	351	127	682	180	18	62	-
'11	1,575	381	129	745	227	24	70	-
'12	1,701	386	127	819	264	25	81	-
'13	2,310	469	149	1,176	392	26	97	-
'14	2,340	447	142	1,221	398	30	101	-
'15	2,068	370	112	1,144	336	26	80	-
'16	2,229	356	99	1,289	372	26	86	-
'17	2,347	395	97	1,339	414	24	78	-
'18	2,421	389	88	1,400	440	24	80	-
'19	2,487	361	77	1,450	472	38	88	-
'20	2,160	283	54	1,317	401	29	75	-
'21	2,150	241	49	1,334	416	31	79	-
'22	2,180	210	46	1,366	440	34	84	-
'23	2,344	192	47	1,479	490	38	98	-
'24	2,495	175	47	1,579	539	42	112	-

Advertising Expenditure in local currency at current prices (Rand million)

	Newspapers				Magazines			
	Total	Community	National	Regional	Total	Community	National	Regional
'15	6,089	1,786	2,900	1,403	1,841	-	1,841	-
'16	5,866	1,681	2,648	1,537	1,637	-	1,637	-
'17	6,507	2,213	2,659	1,635	1,596	5	1,531	59
'18	6,407	2,377	2,523	1,506	1,455	5	1,383	67
'19	5,950	2,395	2,132	1,423	1,267	4	1,193	71
'20	4,666	2,036	1,492	1,138	897	2	835	60
'21	3,973	1,629	1,343	1,002	807	2	752	54
'22	3,458	1,384	1,182	892	760	2	706	52
'23	3,164	1,266	1,092	807	772	2	718	52
'24	2,875	1,149	1,003	723	780	2	726	53



*Advertising Expenditure in local currency at current prices (Rand million)*

Television			
	Total	Free	Pay
'10	11,220	6,832	4,389
'11	12,261	7,421	4,839
'12	13,484	7,523	5,962
'13	19,365	10,518	8,847
'14	20,111	11,303	8,808
'15	18,840	9,670	9,170
'16	21,221	10,463	10,759
'17	22,043	11,437	10,606
'18	23,044	10,922	12,122
'19	23,879	10,509	13,370
'20	21,682	9,248	12,434
'21	21,965	8,785	13,180
'22	22,493	8,258	14,235
'23	24,350	8,279	16,071
'24	25,998	8,234	17,764

Historical advertising data: Nielsen, Zenith

Forecasts from 2020: Zenith

Notes:

- 1) Before discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Figures have been adjusted to exclude self-promotion (media owners advertising on their own properties)

# South Korea

Advertising Expenditure in local currency at current prices (Won million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	10,418,498	3,191,607	441,534	3,479,933	215,048	70,034	393,598	2,626,744
'11	11,340,461	3,074,469	481,068	3,759,135	212,744	72,000	413,277	3,327,768
'12	12,102,285	2,876,595	476,538	4,379,184	206,786	75,600	429,809	3,657,772
'13	12,169,723	2,621,034	439,445	4,730,683	201,660	79,380	447,001	3,650,521
'14	12,467,263	1,977,295	477,207	4,867,693	211,743	83,349	469,351	4,380,625
'15	12,854,900	1,997,100	482,000	4,916,400	213,900	84,200	474,000	4,687,300
'16	13,327,500	1,976,700	441,300	4,674,200	216,000	85,000	478,800	5,455,500
'17	12,442,755	1,858,534	451,730	3,798,391	253,015	-	1,305,948	4,775,137
'18	13,049,692	1,903,149	444,808	3,447,323	207,309	-	1,329,898	5,717,205
'19	13,927,584	1,939,672	433,321	3,560,225	208,481	-	1,256,765	6,529,120
'20	13,204,104	1,843,109	411,743	3,369,200	186,183	-	989,906	6,403,963
'21	14,213,785	1,857,854	419,978	3,739,812	191,768	-	1,120,574	6,883,799
'22	15,010,000	1,839,275	415,778	3,777,210	197,522	-	1,232,631	7,547,584
'23	15,654,852	1,820,883	411,620	3,814,982	201,472	-	1,355,894	8,050,001
'24	16,168,019	1,778,482	388,032	3,815,653	210,184	-	1,438,954	8,536,714

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = Won 1,180.0

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	8,829	2,705	374	2,949	182	59	334	2,226
'11	9,611	2,605	408	3,186	180	61	350	2,820
'12	10,256	2,438	404	3,711	175	64	364	3,100
'13	10,313	2,221	372	4,009	171	67	379	3,094
'14	10,565	1,676	404	4,125	179	71	398	3,712
'15	10,894	1,692	408	4,166	181	71	402	3,972
'16	11,294	1,675	374	3,961	183	72	406	4,623
'17	10,545	1,575	383	3,219	214	-	1,107	4,047
'18	11,059	1,613	377	2,921	176	-	1,127	4,845
'19	11,803	1,644	367	3,017	177	-	1,065	5,533
'20	11,190	1,562	349	2,855	158	-	839	5,427
'21	12,046	1,574	356	3,169	163	-	950	5,834
'22	12,720	1,559	352	3,201	167	-	1,045	6,396
'23	13,267	1,543	349	3,233	171	-	1,149	6,822
'24	13,702	1,507	329	3,234	178	-	1,219	7,234

Advertising Expenditure in local currency at current prices (Won million)

	Television			Internet		
	Total	Free	Pay	Total	Display	Search
'10	3,479,933	2,264,945	1,214,988	2,626,744	545,344	2,081,400
'11	3,759,135	2,383,078	1,376,057	3,327,768	601,168	2,726,600
'12	4,379,184	2,332,360	2,046,824	3,657,772	581,180	3,076,592
'13	4,730,683	2,415,526	2,315,157	3,650,521	583,868	3,066,653
'14	4,867,693	2,514,869	2,352,824	4,380,625	781,996	3,598,629
'15	4,916,400	2,704,000	2,212,400	4,687,300	1,406,200	3,281,100
'16	4,674,200	2,570,800	2,103,400	5,455,500	1,637,200	3,818,300
'17	4,773,700	2,625,500	2,148,200	5,744,300	1,723,300	4,021,000
'18	4,724,200	2,598,300	2,125,900	6,242,200	1,872,000	4,370,200
'19	4,714,400	2,592,900	2,121,500	6,819,600	2,044,600	4,775,000
'20	4,849,100	2,667,000	2,182,100	7,281,400	2,182,400	5,099,000
'21	4,983,800	2,741,100	2,242,700	7,743,200	2,320,200	5,423,000
'22	5,118,500	2,815,200	2,303,300	8,205,000	2,458,000	5,747,000
'23	5,253,200	2,889,300	2,363,900	8,666,800	2,595,800	6,071,000
'24	5,387,900	2,963,400	2,424,500	9,128,600	2,733,600	6,395,000

Historical advertising data: KADD, Ad Journal, Research AD,  
Zenith

Forecasts from 2021: Zenith

Notes:

- 1) Before discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) Internet includes display and search
- 6) Figures from 2017 are compiled using a different methodology to previous figures, and are not fully comparable

# Spain

Advertising Expenditure in local currency at current prices (€ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	5,870	1,196	397	2,484	549	24	421	799
'11	5,505	1,034	381	2,237	525	26	403	899
'12	4,579	766	314	1,815	454	23	326	881
'13	4,222	663	254	1,703	404	20	282	896
'14	4,634	656	254	1,890	420	22	314	1,076
'15	4,979	659	255	2,011	454	22	327	1,250
'16	5,201	617	252	2,122	458	23	321	1,408
'17	5,638	567	240	2,143	466	34	327	1,862
'18	5,933	534	228	2,127	481	35	419	2,110
'19	5,925	485	195	2,003	486	37	423	2,296
'20	4,867	336	111	1,640	375	10	221	2,174
'21	5,469	237	93	1,835	385	7	350	2,563
'22	5,772	235	93	1,983	389	6	419	2,646
'23	5,859	229	88	2,016	381	6	439	2,701
'24	6,005	222	84	2,054	378	12	456	2,799

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = €0.88

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	6,699	1,365	453	2,835	626	28	480	911
'11	6,283	1,180	435	2,553	599	29	460	1,026
'12	5,225	874	358	2,071	518	26	372	1,005
'13	4,819	757	290	1,944	461	23	322	1,023
'14	5,288	749	290	2,157	480	25	359	1,228
'15	5,682	752	291	2,295	519	25	374	1,426
'16	5,936	704	288	2,422	523	26	366	1,607
'17	6,435	648	274	2,446	532	38	373	2,124
'18	6,772	609	260	2,428	549	40	478	2,408
'19	6,762	554	222	2,286	555	42	483	2,621
'20	5,554	383	126	1,872	428	11	253	2,481
'21	6,242	270	106	2,094	439	8	400	2,925
'22	6,587	269	106	2,263	444	7	478	3,020
'23	6,687	261	100	2,300	435	7	502	3,083
'24	6,853	253	96	2,344	431	14	520	3,194

Advertising Expenditure in local currency at current prices (€ million)

	Newspapers				Magazines			Television		
	Total	National	Regional	Sunday supplements	Total	Business	Consumer	Total	Free	Pay
'10	1,196	517	607	72	397	17	380	2,484	2,419	65
'11	1,034	445	522	67	381	12	369	2,237	2,177	60
'12	766	315	451	-	314	6	308	1,815	1,772	43
'13	663	263	400	-	254	5	249	1,703	1,660	44
'14	656	283	373	-	254	5	249	1,890	1,831	59
'15	659	283	376	-	255	5	250	2,011	1,939	72
'16	617	265	352	-	252	6	246	2,122	2,040	82
'17	567	230	337	-	240	5	235	2,143	2,049	95
'18	534	216	318	-	228	5	223	2,127	2,020	107
'19	485	193	292	-	195	5	189	2,003	1,894	109
'20	336	134	202	-	111	3	107	1,640	1,542	98
'21	237	94	143	-	93	3	90	1,835	1,716	119
'22	235	94	142	-	93	3	91	1,983	1,852	131
'23	229	91	138	-	88	2	85	2,016	1,878	137
'24	222	88	134	-	84	2	82	2,054	1,910	144

Advertising Expenditure in local currency at current prices (€ million)

	Internet						
	Total	Display/classified	Desktop display/classified	Mobile display/classified	Search	Desktop search	Mobile search
'10	799	382	-	-	417	-	-
'11	899	439	-	-	460	-	-
'12	881	431	-	-	449	-	-
'13	896	439	-	-	457	-	-
'14	1,076	527	-	-	549	-	-
'15	1,250	612	-	-	637	-	-
'16	1,408	684	-	-	723	-	-
'17	1,862	882	-	-	980	-	-
'18	2,110	1,029	-	-	1,081	-	-
'19	2,296	1,472	-	-	824	-	-
'20	2,174	1,394	-	-	780	-	-
'21	2,563	1,643	-	-	919	-	-
'22	2,646	1,697	-	-	949	-	-
'23	2,701	1,732	-	-	969	-	-
'24	2,799	1,795	-	-	1,004	-	-

Historical advertising data: Infoadex, Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) Magazines excludes directories
- 6) From 2012, Sunday supplements are included in the national newspaper figures

# Sweden

Advertising Expenditure in local currency at current prices (SKr million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	23,088	7,800	1,939	5,205	690	119	1,150	6,185
'11	24,535	7,846	1,944	5,720	713	126	1,172	7,013
'12	23,133	6,895	1,760	5,946	671	113	1,111	6,637
'13	22,413	5,980	1,514	5,961	609	117	1,018	7,213
'14	23,189	5,378	1,399	5,769	706	135	1,264	8,539
'15	23,160	4,748	1,219	5,494	763	141	1,372	9,423
'16	23,542	4,243	1,075	5,396	862	150	1,571	10,245
'17	32,118	3,701	959	5,490	985	176	1,763	19,045
'18	34,769	3,239	932	5,956	1,077	182	1,951	21,432
'19	36,479	2,739	798	5,833	1,021	181	1,988	23,919
'20	35,200	2,045	626	4,876	933	33	1,403	25,284
'21	40,915	2,003	632	5,499	1,001	49	1,564	30,167
'22	43,728	1,782	555	5,528	1,033	169	2,030	32,632
'23	45,376	1,600	533	5,500	1,075	180	2,048	34,440
'24	46,863	1,438	500	5,450	1,150	181	2,050	36,094

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = SKr 9.21

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	2,507	847	211	565	75	13	125	672
'11	2,664	852	211	621	77	14	127	761
'12	2,512	749	191	646	73	12	121	721
'13	2,433	649	164	647	66	13	111	783
'14	2,518	584	152	626	77	15	137	927
'15	2,515	516	132	597	83	15	149	1,023
'16	2,556	461	117	586	94	16	171	1,112
'17	3,487	402	104	596	107	19	191	2,068
'18	3,775	352	101	647	117	20	212	2,327
'19	3,961	297	87	633	111	20	216	2,597
'20	3,822	222	68	529	101	4	152	2,745
'21	4,442	217	69	597	109	5	170	3,275
'22	4,748	193	60	600	112	18	220	3,543
'23	4,927	174	58	597	117	20	222	3,739
'24	5,088	156	54	592	125	20	223	3,919

Advertising Expenditure in local currency at current prices (SKr million)

	Newspapers			Magazines		
	Total	National	Regional	Total	Business	Consumer
'10	7,800	3,634	4,167	1,939	1,019	921
'11	7,846	3,641	4,205	1,944	1,015	929
'12	6,895	3,180	3,715	1,760	916	844
'13	5,980	2,737	3,243	1,514	783	732
'14	5,378	2,373	3,005	1,399	743	656
'15	4,748	2,014	2,734	1,219	635	584
'16	4,243	1,691	2,553	1,075	574	500
'17	3,701	1,484	2,217	959	528	431
'18	3,239	1,340	1,898	932	485	447
'19	2,739	1,154	1,585	798	423	375
'20	2,045	869	1,175	626	340	287
'21	2,003	890	1,113	632	350	283
'22	1,782	804	978	555	313	242
'23	1,600	739	861	533	295	238
'24	1,438	680	758	500	280	220

Advertising Expenditure in local currency at current prices (SKr million)

	Internet					
	Total	Display	Classified	Search	Social	Online video
'10	6,185	2,212	2,006	1,967	-	-
'11	7,013	2,223	2,213	2,578	-	-
'12	6,637	2,295	2,219	1,836	-	288
'13	7,213	2,350	2,102	2,349	-	412
'14	8,539	3,137	1,867	2,887	-	648
'15	9,423	3,369	1,764	3,368	-	922
'16	10,245	3,545	1,588	3,970	-	1,143
'17	19,045	3,573	1,990	9,956	2,008	1,518
'18	21,432	3,649	1,966	11,428	2,634	1,754
'19	23,919	3,623	1,959	13,086	3,301	1,950
'20	25,284	3,341	1,934	14,174	3,851	1,985
'21	30,167	3,824	2,026	16,839	4,932	2,545
'22	32,632	3,926	2,035	18,139	5,591	2,941
'23	34,440	4,000	2,040	18,950	6,350	3,100
'24	36,094	4,050	2,044	19,600	6,900	3,500

Historical advertising data: IRM, Zenith

Forecasts from 2021: Zenith

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Includes classified advertising
- 5) Magazines includes consumer and trade titles
- 6) Newspapers includes city, regional and evening titles
- 7) Includes advertising tax
- 8) Internet includes display, classified, search, email and mobile advertising

# Switzerland

Advertising Expenditure in local currency at current prices (SF million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	4,856	1,442	960	1,346	168	33	454	452
'11	5,235	1,492	1,037	1,459	221	29	478	521
'12	5,391	1,397	1,014	1,527	225	28	526	674
'13	5,436	1,304	996	1,550	229	34	579	744
'14	5,624	1,339	995	1,610	222	35	575	848
'15	5,795	1,301	966	1,650	210	47	609	1,012
'16	5,973	1,188	961	1,783	206	41	659	1,135
'17	6,021	1,120	905	1,799	192	45	681	1,279
'18	5,991	970	834	1,823	188	45	691	1,440
'19	5,997	875	706	1,863	174	49	730	1,600
'20	5,368	711	680	1,599	134	13	677	1,554
'21	5,995	725	706	1,900	180	24	680	1,780
'22	6,226	640	670	1,920	178	38	730	2,050
'23	6,471	580	625	1,940	176	40	740	2,370
'24	6,739	535	570	1,920	174	40	750	2,750

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = SF 0.94

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	5,172	1,536	1,023	1,433	179	35	484	482
'11	5,576	1,589	1,104	1,553	236	30	509	555
'12	5,742	1,488	1,080	1,626	240	30	560	718
'13	5,790	1,389	1,061	1,651	244	36	617	792
'14	5,990	1,426	1,060	1,715	236	37	612	903
'15	6,172	1,386	1,029	1,757	224	50	649	1,078
'16	6,362	1,265	1,024	1,899	219	44	702	1,209
'17	6,413	1,193	964	1,916	204	48	725	1,362
'18	6,381	1,033	888	1,942	200	48	736	1,534
'19	6,387	932	752	1,984	185	52	778	1,704
'20	5,717	757	724	1,703	143	14	721	1,655
'21	6,385	772	752	2,024	192	26	724	1,896
'22	6,631	682	714	2,045	190	40	778	2,183
'23	6,892	618	666	2,066	187	43	788	2,524
'24	7,178	570	607	2,045	185	43	799	2,929

Advertising Expenditure in local currency at current prices (SF million)

	Magazines			Internet			
	Total	Business	Consumer	Total	Display	Classified	Search
'10	960	87	873	452	159	168	125
'11	1,037	94	943	521	176	187	159
'12	1,014	92	922	674	170	294	211
'13	996	96	900	744	186	307	250
'14	995	98	897	848	210	346	292
'15	966	94	872	1,012	259	381	373
'16	961	93	868	1,135	268	417	450
'17	905	89	816	1,279	283	451	545
'18	834	82	752	1,440	291	495	654
'19	706	75	631	1,600	300	535	765
'20	680	61	619	1,554	290	504	760
'21	706	68	638	1,780	360	547	873
'22	670	62	608	2,050	470	585	995
'23	625	58	567	2,370	605	625	1,140
'24	570	54	516	2,750	710	670	1,370



Historical advertising data: Media Focus, Zenith  
Forecasts from 2021: Zenith

Notes:

- 1) Before discounts
- 2) Excludes production costs
- 3) Includes commission 2004 onwards
- 4) Internet figures include display and estimates for classified (incl. directories since 2012), search and affiliates
- 5) TV figures include Videotex
- 6) Mediafocus changed its methodology for measuring print media in 2012, going back to 2010, which may affect backdata comparability
- 7) From 2011 two new radio stations are included in spend figures, which may affect backdata comparability
- 8) Data adjustment in internet in 2014

# Syria

## Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	TV
'13	1.7	1.5	0.1
'14	1.1	0.9	0.2
'15	0.7	0.5	0.2
'16	0.8	0.7	0.1
'17	1.3	1.0	0.3
'18	0.7	0.4	0.3
'19	0.7	0.4	0.3
'20	0.3	0.0	0.3
'21	0.4	-	0.4
'22	0.4	-	0.4
'23	0.4	-	0.4
'24	0.4	-	0.4

Historical advertising data: Zenith

Forecasts from 2020: Zenith

Notes:

1) After discounts

2) Excludes production costs

3) Excludes agency commission

4) Excludes classified advertising

5) In 2021 all historic figures were reviewed and replaced if necessary to better reflect true levels of spending

## Advertising Expenditure in local currency at current prices (NT\$ million)

	Total	Newspapers	Magazines	TV	Radio	Out-of-home	Internet
'10	58,299	11,956	5,550	24,469	4,483	3,290	8,551
'11	60,451	10,674	5,678	26,065	4,140	3,679	10,215
'12	57,667	9,522	5,341	24,059	3,555	3,589	11,601
'13	59,752	8,679	5,294	24,810	3,121	4,168	13,680
'14	60,887	7,872	4,844	24,584	3,122	4,288	16,177
'15	61,042	6,426	4,123	24,165	2,731	4,245	19,352
'16	62,552	5,080	3,115	22,534	2,081	3,871	25,871
'17	66,343	4,188	2,318	21,360	1,740	3,640	33,097
'18	71,404	3,664	1,984	20,664	1,874	4,251	38,966
'19	76,184	3,065	1,681	19,365	1,854	4,378	45,841
'20	73,894	1,410	1,166	17,589	1,480	3,992	48,257
'21	76,976	705	933	18,310	1,362	4,471	51,195
'22	79,913	635	858	18,640	1,402	4,695	53,684
'23	82,282	571	790	18,752	1,423	4,882	55,864
'24	84,223	582	766	18,883	1,466	4,980	57,545

## Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = NT\$29.58

	Total	Newspapers	Magazines	TV	Radio	Out-of-home	Internet
'10	1,971	404	188	827	152	111	289
'11	2,043	361	192	881	140	124	345
'12	1,949	322	181	813	120	121	392
'13	2,020	293	179	839	105	141	462
'14	2,058	266	164	831	106	145	547
'15	2,063	217	139	817	92	143	654
'16	2,114	172	105	762	70	131	875
'17	2,243	142	78	722	59	123	1,119
'18	2,414	124	67	699	63	144	1,317
'19	2,575	104	57	655	63	148	1,550
'20	2,498	48	39	595	50	135	1,631
'21	2,602	24	32	619	46	151	1,731
'22	2,701	21	29	630	47	159	1,815
'23	2,781	19	27	634	48	165	1,888
'24	2,847	20	26	638	50	168	1,945

## Advertising Expenditure in local currency at current prices (NT\$ million)

	Newspapers			Magazines		
	Total	National	Local	Total	Business	Consumer
'10	11,956	11,878	78	5,550	592	2,951
'11	10,674	10,600	74	5,677	583	3,049
'12	9,522	9,447	75	5,340	500	2,938
'13	8,679	8,584	95	5,294	512	2,867
'14	7,872	7,790	82	4,843	474	2,607
'15	6,426	6,353	73	4,123	361	2,485
'16	5,080	5,000	80	3,114	213	1,714
'17	4,188	4,108	80	2,318	239	1,211
'18	3,664	3,628	37	1,984	179	1,091
'19	3,065	3,035	31	1,681	151	925
'20	1,410	1,396	14	1,166	105	641
'21	705	698	7	933	84	513
'22	635	628	6	858	77	472
'23	571	565	6	790	71	434
'24	582	577	6	766	69	421

Historical advertising data: AC Nielsen, IAMA, Zenith  
Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission (except 2003)
- 4) Excludes classified
- 5) Internet includes display/classified/search and mobile

## Advertising Expenditure in local currency at current prices (Baht million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	107,066	19,970	6,249	60,766	6,592	6,041	7,159	290
'11	110,527	19,367	6,433	62,238	6,251	7,230	8,539	470
'12	121,350	20,047	6,054	68,105	6,628	7,915	10,232	2,368
'13	122,537	20,749	5,954	69,250	6,616	5,374	10,346	4,248
'14	129,395	18,373	5,231	79,590	5,985	4,349	9,752	6,115
'15	135,390	17,493	4,552	84,392	6,417	5,133	9,319	8,084
'16	120,889	14,077	3,204	70,995	5,984	5,445	11,705	9,479
'17	116,902	11,336	2,179	65,787	5,047	6,946	13,205	12,402
'18	124,746	9,246	1,485	70,382	4,933	7,797	13,975	16,928
'19	126,327	7,031	1,206	70,310	4,826	8,854	14,545	19,555
'20	109,541	4,723	833	63,172	3,701	4,395	11,659	21,058
'21	116,240	3,759	664	64,685	3,361	6,627	12,466	24,678
'22	128,577	3,251	572	67,815	3,056	7,928	15,582	30,373
'23	140,858	2,743	408	71,675	2,750	10,295	17,868	35,119
'24	155,595	2,290	323	74,764	2,491	12,869	20,012	42,847

## Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = Baht 31.29

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	3,422	638	200	1,942	211	193	229	9
'11	3,532	619	206	1,989	200	231	273	15
'12	3,878	641	193	2,177	212	253	327	76
'13	3,916	663	190	2,213	211	172	331	136
'14	4,135	587	167	2,544	191	139	312	195
'15	4,327	559	145	2,697	205	164	298	258
'16	3,864	450	102	2,269	191	174	374	303
'17	3,736	362	70	2,103	161	222	422	396
'18	3,987	295	47	2,249	158	249	447	541
'19	4,037	225	39	2,247	154	283	465	625
'20	3,501	151	27	2,019	118	140	373	673
'21	3,715	120	21	2,067	107	212	398	789
'22	4,109	104	18	2,167	98	253	498	971
'23	4,502	88	13	2,291	88	329	571	1,122
'24	4,973	73	10	2,389	80	411	640	1,369

## Advertising Expenditure in local currency at current prices (Baht million)

	Magazines			Television		
	Total	Business	Consumer	Total	Free	Pay
'10	6,249	330	5,919	60,766	60,766	-
'11	6,433	325	6,108	62,238	62,238	-
'12	6,054	260	5,794	68,105	68,105	-
'13	5,954	255	5,699	69,250	69,249	1
'14	5,231	259	4,972	79,590	73,044	6,546
'15	4,552	234	4,318	84,392	78,343	6,049
'16	3,204	197	3,007	70,995	67,545	3,450
'17	2,179	173	2,006	65,787	62,874	2,913
'18	1,485	133	1,352	70,382	67,948	2,434
'19	1,206	124	1,082	70,310	68,044	2,266
'20	833	94	739	63,172	61,656	1,516
'21	664	73	591	64,685	62,361	2,324
'22	572	53	519	67,815	65,379	2,436
'23	408	33	375	71,675	69,101	2,575
'24	323	26	296	74,764	72,079	2,686

Advertising Expenditure in local currency at current prices (Baht million)

	Internet					
	Total	Traditional display	Social	Video	Search	Other
'10	-	-	-	-	-	-
'11	-	-	-	-	-	-
'12	2,368	1,155	334	303	526	50
'13	4,248	1,742	518	472	858	658
'14	6,115	1,718	1,541	856	1,296	703
'15	8,084	1,659	2,672	1,921	879	953
'16	9,479	1,461	3,771	2,034	966	1,247
'17	12,402	1,340	5,170	2,834	1,034	2,024
'18	16,928	1,373	6,625	3,984	1,651	3,295
'19	19,555	1,785	7,805	4,818	1,389	3,758
'20	21,058	1,449	8,815	5,302	1,627	3,865
'21	24,678	1,463	10,603	5,645	2,542	4,425
'22	30,373	1,567	13,696	6,082	3,777	5,251
'23	35,119	1,547	16,347	6,290	5,026	5,909
'24	42,847	1,631	20,996	6,945	6,805	6,471

Historical advertising data: Nielsen, DAAT, Zenith

Forecasts from 2020: Zenith

Notes:

- 1) Before discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified
- 5) To 2011 internet included only desktop display on top ten websites and homepage banners. From 2012 onwards it includes spend on all internet platforms

## Advertising Expenditure in local currency at current prices (Turkish Lira million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	3,613	856	86	2,018	104	45	252	252
'11	4,320	953	95	2,448	121	53	306	344
'12	4,652	1,012	101	2,606	130	54	328	421
'13	5,081	1,037	102	2,908	133	57	348	495
'14	5,937	1,016	103	3,052	136	62	386	1,182
'15	6,474	996	99	3,270	139	71	415	1,484
'16	7,184	974	95	3,680	169	81	449	1,736
'17	8,020	880	83	3,834	255	85	805	2,078
'18	8,251	703	78	3,875	269	89	852	2,385
'19	8,839	503	75	4,068	327	95	831	2,940
'20	13,977	366	52	5,005	295	28	703	7,528
'21	26,620	387	55	7,377	354	20	907	17,520
'22	34,733	399	57	9,811	389	80	997	23,000
'23	45,496	415	59	13,565	447	95	1,147	29,768
'24	52,912	423	53	15,345	476	212	1,587	34,816

## Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = Turkish Lira 7.01

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	515	122	12	288	15	6	36	36
'11	616	136	14	349	17	8	44	49
'12	664	144	14	372	19	8	47	60
'13	725	148	15	415	19	8	50	71
'14	847	145	15	435	19	9	55	169
'15	924	142	14	466	20	10	59	212
'16	1,025	139	14	525	24	12	64	248
'17	1,144	126	12	547	36	12	115	296
'18	1,177	100	11	553	38	13	122	340
'19	1,261	72	11	580	47	14	119	419
'20	1,994	52	7	714	42	4	100	1,074
'21	3,797	55	8	1,052	50	3	129	2,499
'22	4,954	57	8	1,400	55	11	142	3,281
'23	6,490	59	8	1,935	64	14	164	4,246
'24	7,548	60	8	2,189	68	30	226	4,966

## Advertising Expenditure in local currency at current prices (Turkish Lira million)

	Internet			
	Total	Display	Search	Mobile
'10	252	252	-	-
'11	344	297	-	47
'12	421	380	-	41
'13	495	446	-	49
'14	1,182	507	618	57
'15	1,484	600	815	69
'16	1,736	738	862	136
'17	2,078	1,265	812	-
'18	2,385	1,467	918	-
'19	2,940	1,705	1,110	-
'20	7,528	4,541	2,849	-
'21	17,520	12,530	4,800	-
'22	23,000	16,532	6,240	-
'23	29,768	21,383	8,112	-
'24	34,816	24,998	9,540	-

Historical advertising data: Turkish Association of Advertising Agencies, Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) Internet figures include direct buys from 2020
- 6) Internet figures include additional tax on non-resident digital vendors from 2022



## Advertising Expenditure in local currency at current prices (UAH million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	5,639	703	755	2,960	234	42	740	205
'11	6,157	600	810	3,257	270	35	900	285
'12	8,940	980	1,600	3,850	305	35	1,500	670
'13	11,230	980	1,500	4,800	340	40	1,570	2,000
'14	8,979	670	1,000	3,850	280	29	1,000	2,150
'15	9,159	520	800	4,200	300	24	950	2,365
'16	11,354	430	700	5,500	390	34	1,200	3,100
'17	16,040	520	800	7,300	480	40	2,600	4,300
'18	20,285	650	920	9,200	570	45	3,300	5,600
'19	24,179	715	1,012	11,040	684	48	3,960	6,720
'20	21,578	501	708	10,738	581	19	2,930	6,100
'21	24,105	350	496	11,087	669	21	3,282	8,200
'22	27,509	350	496	12,195	769	24	3,774	9,900
'23	30,685	350	496	13,415	846	27	4,152	11,400
'24	33,749	350	496	14,768	930	31	4,775	12,400

## Advertising Expenditure in US\$ million at current prices

## Exchange rate

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet	1 US\$ = UAH
'10	711	89	95	373	29	5	93	26	7.9
'11	773	75	102	409	34	4	113	36	8.0
'12	1,118	123	200	482	38	4	188	84	8.0
'13	1,376	120	184	588	42	5	192	245	8.2
'14	739	55	82	317	23	2	82	177	12.2
'15	417	24	36	191	14	1	43	108	22.0
'16	444	17	27	215	15	1	47	121	25.6
'17	603	20	30	274	18	2	98	162	26.6
'18	746	24	34	338	21	2	121	206	27.2
'19	936	28	39	427	26	2	153	260	25.8
'20	799	19	26	398	22	1	109	226	27.0
'21	876	13	18	403	24	1	119	298	27.5
'22	1,004	13	18	445	28	1	138	361	27.4
'23	1,109	13	18	485	31	1	150	412	27.7
'24	1,214	13	18	531	33	1	172	446	27.8

## Advertising Expenditure in local currency at current prices (UAH million)

	Internet							
	Total	Display	Desktop display	Mobile display	Classified	Search	Desktop search	Mobile search
'16	3,100	1,800	1,500	300	200	1,100	950	150
'17	4,300	2,400	1,700	700	400	1,500	1,050	450
'18	5,600	3,200	2,100	1,100	600	1,800	1,200	600
'19	6,720	4,020	2,520	1,500	800	1,900	1,200	700
'20	6,100	3,400	1,800	1,600	700	2,000	1,200	800
'21	8,200	3,600	1,800	1,800	700	3,900	2,000	1,900
'22	9,900	4,400	2,400	2,000	800	4,700	2,400	2,300
'23	11,400	4,800	2,400	2,400	1,000	5,600	2,800	2,800
'24	12,400	5,000	2,500	2,500	1,100	6,300	3,150	3,150

Historical advertising data: Ukrainian AdCoalition, Cortex,  
Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) Excludes taxes
- 6) Television includes sponsorship

# United Arab Emirates

Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home
'10	579	133	17	16	78	64	271
'11	536	103	12	16	79	54	270
'12	609	112	13	19	81	59	325
'13	1,198	472	160	10	112	28	417
'14	1,251	475	157	15	136	39	428
'15	1,338	437	146	15	148	56	536
'16	1,206	336	117	17	148	56	532
'17	1,100	266	83	13	168	52	517
'18	1,059	205	64	9	189	52	540
'19	934	141	48	9	178	62	496
'20	476	64	21	8	114	20	250
'21	603	57	17	6	119	7	397
'22	642	48	15	5	131	6	437
'23	688	41	13	4	144	6	480
'24	741	35	11	4	158	5	528

Historical advertising data: Ipsos Statex, Zenith

Forecasts from 2020: Zenith

- 1) After discounts. Figures before 2007 are converted from gross figures using Zenith discount estimates.
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) TV excludes Pan Arab channels from 2005 onwards
- 6) Excludes internet
- 7) In 2021 all historic figures were reviewed and replaced if necessary to better reflect true levels of spending

# United Kingdom

Advertising Expenditure in local currency at current prices (£ million)

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	12,136	2,746	913	3,258	445	157	748	3,869
'11	12,532	2,513	836	3,290	453	145	753	4,542
'12	13,252	2,255	736	3,258	470	158	824	5,551
'13	13,957	2,071	668	3,420	456	156	828	6,357
'14	15,128	1,900	618	3,632	489	172	866	7,451
'15	16,330	1,681	560	3,941	521	202	899	8,526
'16	17,700	1,444	505	3,992	549	217	958	10,034
'17	18,928	1,217	429	3,913	577	221	973	11,598
'18	20,585	1,082	380	3,952	606	216	993	13,356
'19	22,723	973	332	3,873	597	266	1,012	15,670
'20	21,997	610	223	3,337	475	45	559	16,748
'21	27,764	645	235	4,085	546	75	755	21,424
'22	29,512	649	223	4,089	567	185	921	22,878
'23	30,863	611	203	4,057	596	190	1,060	24,147
'24	32,447	596	175	4,063	625	195	1,144	25,649

Advertising Expenditure in US\$ million at current prices. All years based on US\$1 = £0.78

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	15,570	3,523	1,171	4,180	571	201	960	4,964
'11	16,078	3,224	1,072	4,222	581	186	966	5,828
'12	17,002	2,893	944	4,179	603	203	1,057	7,122
'13	17,906	2,658	857	4,388	585	200	1,062	8,156
'14	19,409	2,438	792	4,660	627	221	1,111	9,559
'15	20,951	2,157	719	5,057	668	259	1,153	10,939
'16	22,709	1,853	649	5,122	704	278	1,229	12,873
'17	24,284	1,561	551	5,020	740	284	1,248	14,880
'18	26,410	1,389	488	5,070	777	277	1,274	17,135
'19	29,153	1,248	426	4,969	766	341	1,298	20,104
'20	28,221	782	286	4,281	610	58	717	21,487
'21	35,621	827	301	5,241	700	96	969	27,486
'22	37,862	832	286	5,246	728	237	1,182	29,351
'23	39,596	784	261	5,204	764	244	1,359	30,980
'24	41,628	765	224	5,213	801	250	1,468	32,907

Advertising Expenditure in local currency at current prices (£ million)

	Newspapers	
	Total	Regional
'20	610	246
'21	645	259
'22	649	259
'23	611	241
'24	596	230

*Advertising Expenditure in local currency at current prices (£ million)*

	Internet								
	Total	Digital newspapers	Digital magazines	Other display	Broadcaster VOD	Other online video	Digital audio	Social	Search
'20	16,748	416	169	879	461	1,640	45	5,284	7,853
'21	21,424	512	210	1,014	606	1,927	52	6,817	10,287
'22	22,878	540	219	1,136	692	2,141	57	7,498	10,596
'23	24,147	572	218	1,157	772	2,439	63	8,172	10,754
'24	25,649	609	218	1,157	862	2,804	68	8,989	10,942

Historical advertising data: Advertising Association,  
Outsmart, Radiocentre, Zenith  
Forecasts from 2021: Zenith

Notes:

- 1) After discounts (except for cinema, which is before discounts)
- 2) Excludes production costs
- 3) Excludes 15% agency commission (10% agency commission for consumer magazine classified)
- 4) Includes classified advertising
- 5) Magazines excludes directories
- 6) TV does not include sponsorship
- 7) Internet includes display advertising, classified advertising and paid search
- 8) From 2009 email advertising is included in internet display
- 9) Radio figures include branded content from 2005



## Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	234	30	10	126	31	2	28	7
'11	258	23	8	144	37	5	31	10
'12	278	23	8	150	36	3	47	11
'13	322	31	11	175	45	2	39	19
'14	327	22	8	174	77	2	27	17
'15	258	22	7	128	37	2	39	23
'16	232	18	6	109	33	2	35	30
'17	255	10	6	120	38	2	33	46
'18	232	9	7	103	32	2	35	44
'19	240	7	6	112	32	2	34	48
'20	204	5	4	106	26	0	20	43
'21	237	5	4	117	28	0	30	52
'22	251	5	5	123	29	1	33	56
'23	275	5	4	129	30	1	39	66
'24	293	5	4	136	31	2	41	75

Historical advertising data: CINVE, Zenith

Forecasts from 2021: Zenith

Notes:

- 1) Before discounts
- 2) Excludes production costs (approx. 10%)
- 3) Includes agency commission
- 4) Excludes classified advertising
- 5) Magazines included in newspapers until 2004
- 6) Internet includes display, classified, search and mobile

# Vietnam

## Advertising Expenditure in US\$ million at current prices

	Total	Newspapers	Magazines	TV	Radio	Cinema	Out-of-home	Internet
'10	515.2	59.0	32.0	388.0	0.9	0.3	23.0	12.0
'11	599.4	58.0	35.0	461.0	0.8	0.6	24.0	20.0
'12	697.5	51.0	34.0	554.0	0.6	0.9	25.0	32.0
'13	956.1	50.0	32.0	805.0	0.9	1.2	27.0	40.0
'14	1,102.8	45.0	25.0	939.0	1.3	1.5	26.0	65.0
'15	1,248.3	43.0	24.0	1,033.0	1.6	1.7	25.0	120.0
'16	1,403.7	42.0	22.0	1,115.0	2.7	2.0	20.0	200.0
'17	1,391.0	40.0	19.0	1,048.0	2.7	2.3	19.0	260.0
'18	1,635.8	27.0	18.5	1,240.2	3.5	2.6	20.0	324.0
'19	1,874.8	22.1	13.8	1,317.8	2.2	2.9	21.0	495.0
'20	1,706.0	14.7	7.8	1,173.0	1.6	0.5	8.4	500.0
'21	1,786.0	13.2	6.6	1,196.5	1.6	1.5	13.5	553.1
'22	1,974.8	11.9	5.9	1,256.3	3.2	2.5	18.9	676.1
'23	2,164.5	10.6	5.2	1,319.1	4.0	3.2	25.4	797.0
'24	2,406.8	9.6	4.8	1,364.7	4.8	4.1	33.7	985.1

## Advertising Expenditure in US\$ million at current prices

	Newspapers			Magazines			Television		
	Total	National	Regional	Total	Business	Consumer	Total	Free	Pay
'10	59.0	34.5	24.5	32.0	2.6	29.4	388.0	322.6	65.4
'11	58.0	33.8	24.2	35.0	3.9	31.1	461.0	367.2	93.8
'12	51.0	29.3	21.7	34.0	3.4	30.6	554.0	382.1	171.9
'13	50.0	25.5	24.5	32.0	2.5	29.5	805.0	606.6	198.4
'14	45.0	29.4	15.6	25.0	3.4	21.6	939.0	780.1	158.9
'15	43.0	27.8	15.2	24.0	3.7	20.3	1,033.0	863.0	170.0
'16	42.0	25.6	16.4	22.0	3.7	18.3	1,115.0	900.9	214.1
'17	40.0	20.0	20.0	19.0	1.2	17.8	1,048.0	628.8	419.2
'18	27.0	13.5	13.5	18.5	4.0	14.5	1,240.2	868.1	372.1
'19	22.1	11.1	11.1	13.8	3.0	10.8	1,317.8	922.5	395.3
'20	14.7	7.4	7.4	7.8	1.7	6.1	1,173.0	821.1	351.9
'21	13.2	6.6	6.6	6.6	0.4	6.2	1,196.5	837.5	358.9
'22	11.9	6.0	5.9	5.9	0.4	5.5	1,256.3	879.4	376.9
'23	10.6	5.4	5.2	5.2	0.4	4.8	1,319.1	923.4	395.7
'24	9.3	4.8	4.5	4.5	0.4	4.1	1,381.9	967.3	414.6

Historical advertising data: Instar Analytics, Zenith

Forecasts from 2021: Zenith

Notes:

- 1) After discounts
- 2) Excludes production costs
- 3) Excludes agency commission
- 4) Excludes classified advertising
- 5) Internet includes estimates for display, search and mobile
- 6) OOH, cinema and internet figures are based on industry estimates
- 7) Reporting methodology changed in 2006



Advertising Expenditure Forecasts December 2021  
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