

Global Ad spend

2006 - \$421b

2007 – \$447b

2008 - \$459b

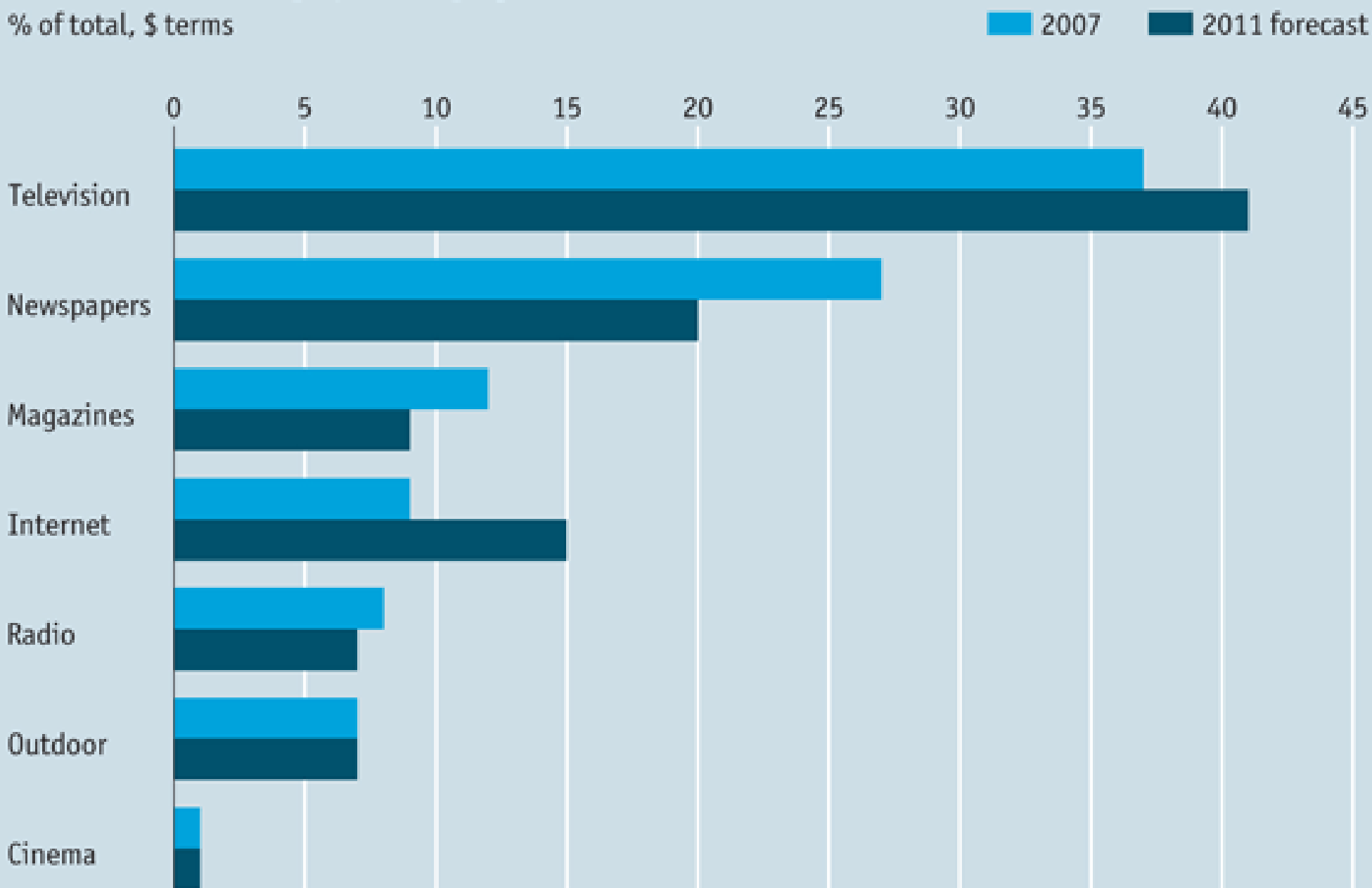
2009- \$435b

2010 - \$474b

Group M

Global advertising spending by medium

% of total, \$ terms



Source: ZenithOptimedia

Top Ten Advertisers: January-September 2010¹

Rank	Company	Jan – Sep 2010 (\$Millions)	Jan - Sep 2009 (\$Millions)	% Change
1	Procter & Gamble Co	\$2,252.7	\$1,897.1	18.7%
2	AT&T Inc	\$1,510.7	\$1,305.4	15.7%
3	General Motors Corp	\$1,480.5	\$1,227.4	20.6%
4	Verizon Communications Inc	\$1,406.8	\$1,618.9	-13.1%
5	News Corp	\$984.8	\$911.5	8.0%
6	Johnson & Johnson	\$950.4	\$1,024.9	-7.3%
7	Pfizer Inc	\$895.7	\$893.5	0.2%
8	Time Warner Inc	\$863.3	\$872.3	-1.0%
9	General Electric Co	\$793.2	\$752.6	5.4%
10	Walt Disney Co	\$776.9	\$746.9	4.0%
	TOTAL²	\$11,914.7	\$11,250.6	5.9%

Source: Kantar Media

1. Figures do not include FSI, House Ads or PSA activity.

2. The sum of the individual companies may differ from the Total shown due to rounding.

Advertising expenditure by medium

US\$ million, current prices Currency conversion at 2009 average rates.

	2009	2010	2011	2012	2013
Newspapers	97,237	94,199	93,019	92,300	91,908
Magazines	43,844	43,184	42,644	42,372	42,300
Television	165,260	180,280	191,198	202,380	213,878
Radio	31,855	31,979	32,580	33,815	35,054
Cinema	2,104	2,258	2,393	2,538	2,681
Outdoor	28,120	29,319	30,945	32,821	34,554
Internet	54,209	61,884	70,518	80,672	91,516
Total *	422,629	443,102	463,297	486,898	511,890

Source: ZenithOptimedia

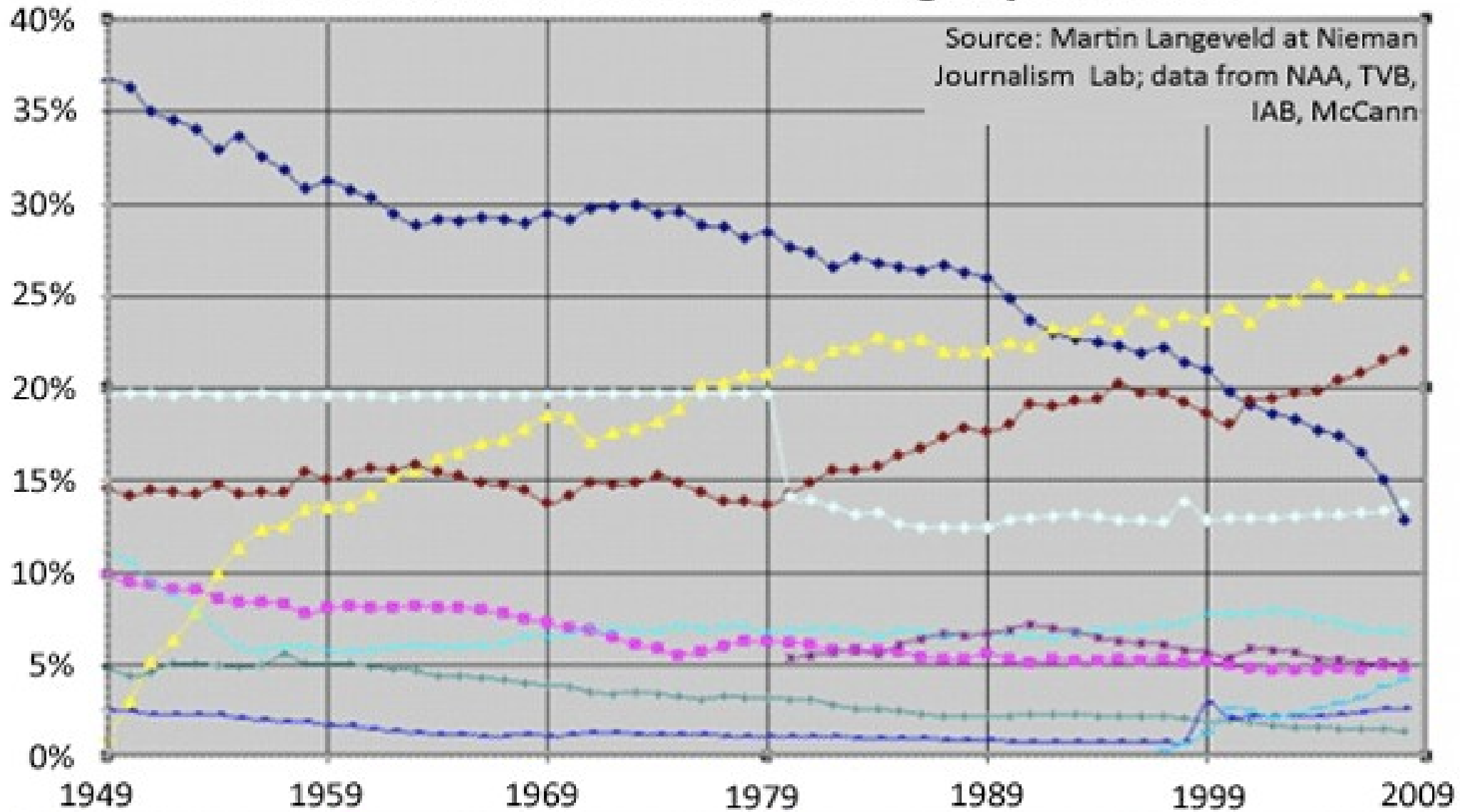
* The totals here are lower than the totals in the 'Advertising expenditure by region' table above, since that table includes total adspend figures for a few countries for which spend is not itemised by medium.



Share Of Total

Media Share Of U.S. Advertising Expenditures

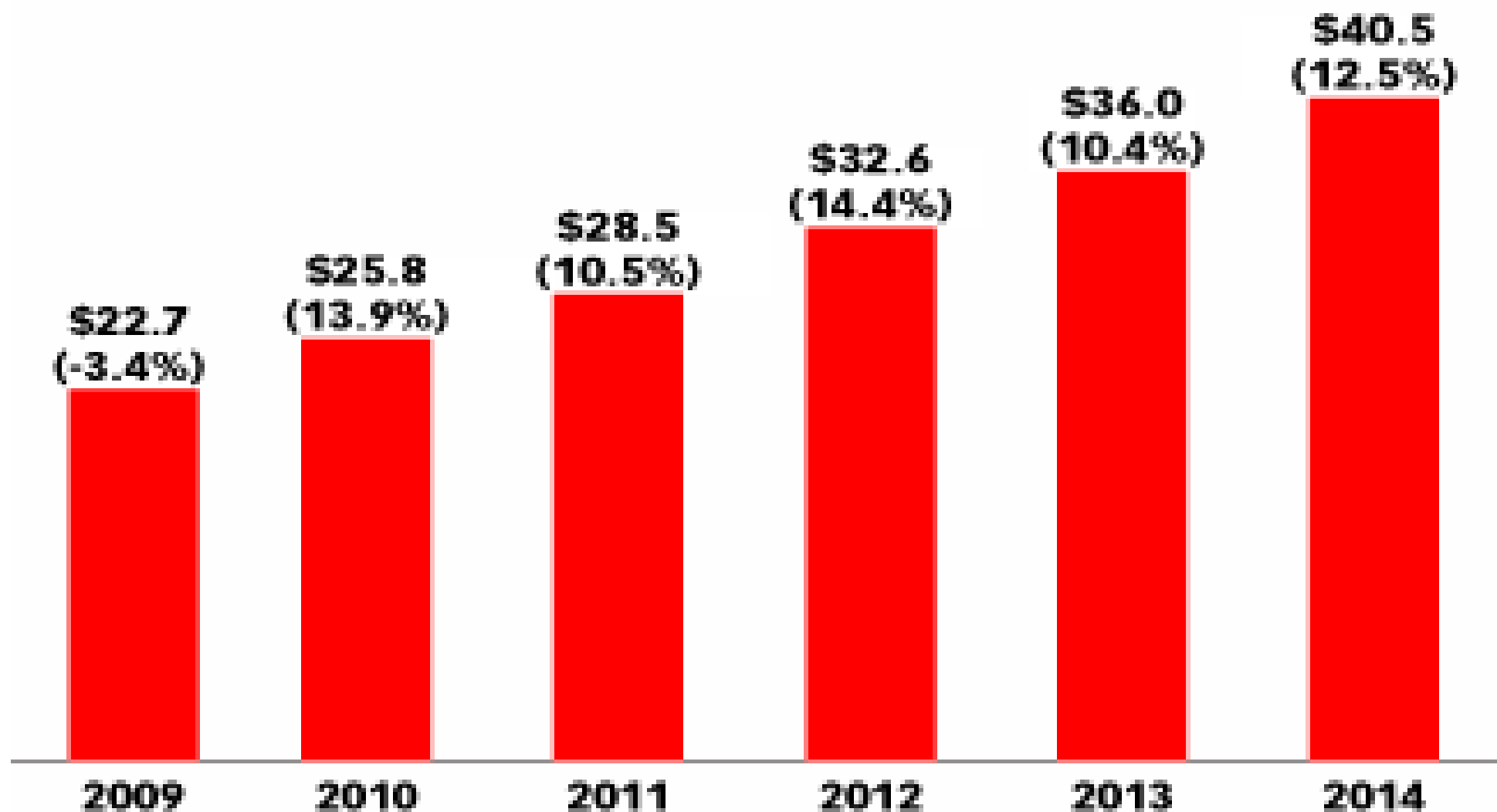
Source: Martin Langeveld at Nieman Journalism Lab; data from NAA, TVB, IAB, McCann



- Newspapers
- Magazines & Farm Pubs
- TV & Cable
- Radio
- Yellow Pages
- Direct Mail
- Business Papers
- Billboards & out of home
- Internet
- Miscellaneous

US Online Ad Spending, 2009-2014

billions and % change



Source: eMarketer, Nov 2010