

PRESS RELEASE

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Global TV advertising to grow by \$60 billion

Global TV advertising grew by 3.5% in 2011 to \$154 billion, despite the Eurozone crisis (which hit Spain, Greece, Ireland and many Eastern European territories the hardest), natural disasters (Japan, Thailand, the Philippines and Turkey) and the Arab Spring revolts. In contrast, economic booms in Latin America and Asia Pacific led to significant growth, according to a new report from *Digital TV Research*.

Simon Murray (author of the **TV Advertising Forecasts** report) said: “Although 2011 was positive for global ad spend, 12 territories experienced declines in TV advertising. Most of these countries were in Eastern Europe. However, it was not all bad news as 11 territories achieved double-digit growth.”

Murray continued: “The global TV advertising scenario will be more positive in 2012, by increasing 5.4% to \$163 billion. The much-touted quadrennial effect will take place [and also in 2016] whereby the advertising industry is boosted by the US Presidential elections, the summer Olympics in London and the Euro soccer championships in Poland and the Ukraine.”

“However, only five countries will reach double-digit growth in 2012 - and five will experience declines. Eurozone uncertainty has clouded investment plans in Europe.”

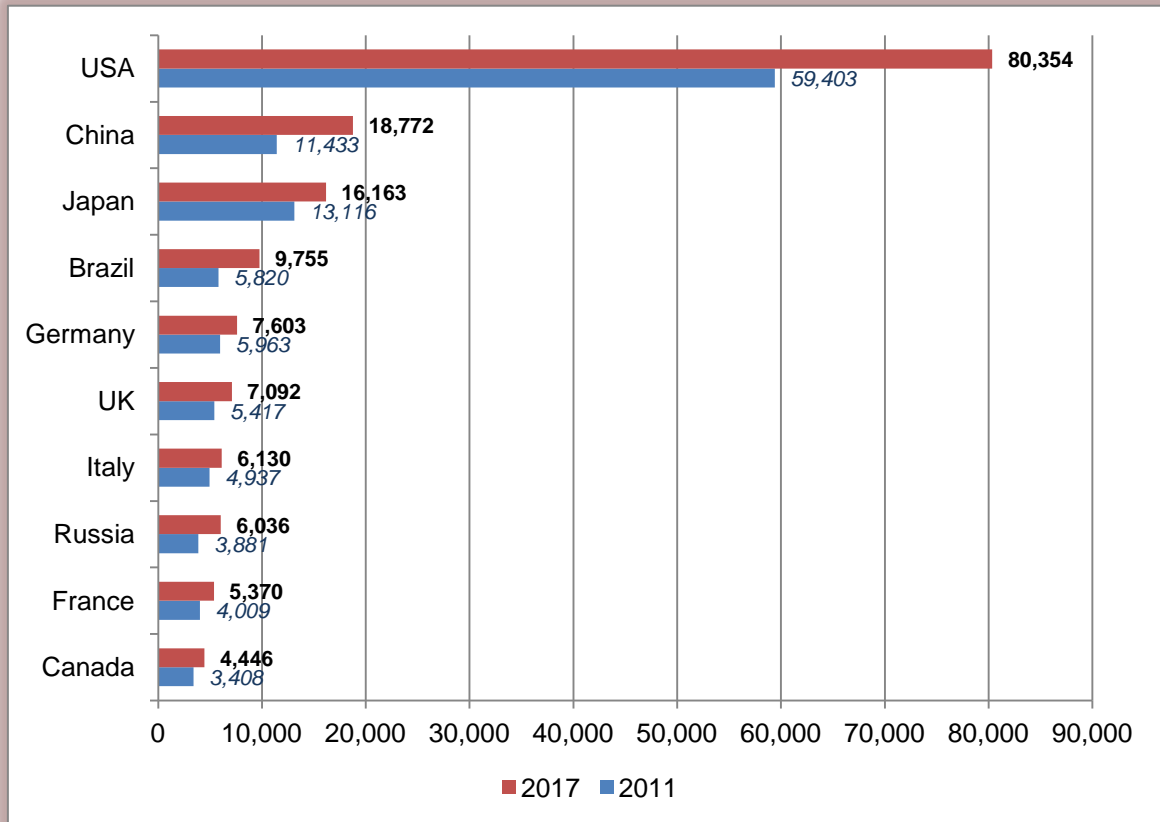
Global TV advertising expenditure will reach \$214 billion in 2017, up 39% - or nearly \$60 billion - from 2011. Television will increase its share of total advertising expenditure, reaching 44.1% in 2017 - up from 41.6% in 2011.

Although the countries featured in the top 10 will not change between 2011 and 2017, the order will. China will take second place from Japan in 2013. Brazil will overtake Germany and Russia will leapfrog France.



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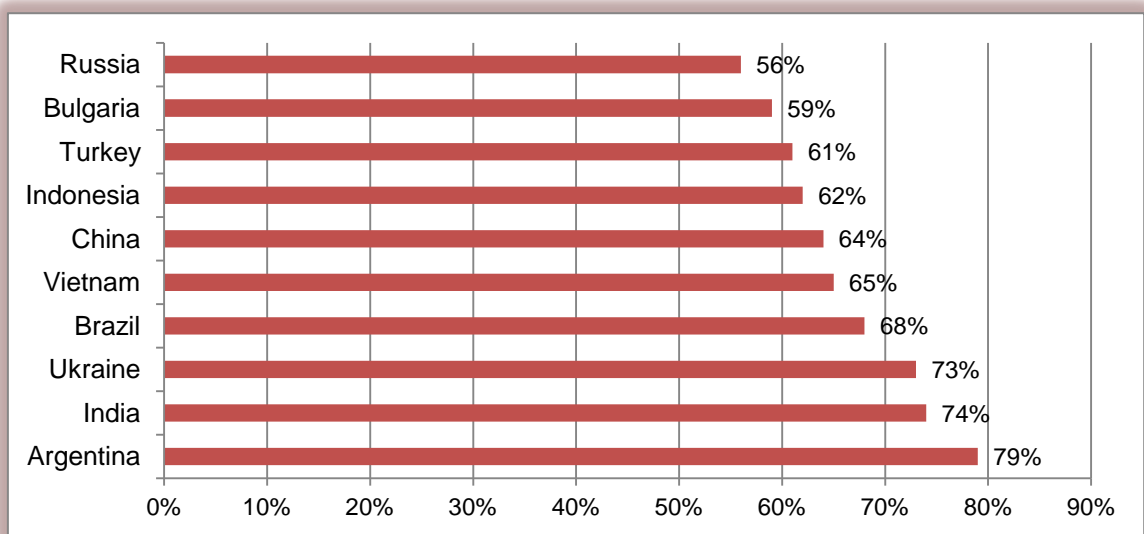
Top 10 TV advertising countries in 2011 and in 2017 (\$ million)



Source: Digital TV Research

From the \$60 billion to be added in TV advertising expenditure between 2011 and 2017, \$21 billion will come from the US, followed by an extra \$7 billion from China and \$4 billion from Brazil. Argentina, India and the Ukraine will all record in excess of 70% growth over the same period, with five more territories exceeding 60%.

Top 10 TV advertising growth territories (2011-2017)



Source: Digital TV Research

Between 2007 and 2017, multichannel TV advertising expenditure will double to \$58 billion. The US will contribute \$32 billion to the 2017 total, followed by India and the Pan-Arab region with \$3.3 billion each.

More than \$40 billion will be added in free-to-air TV ad expenditure between 2011 and 2017 – double the extra spend going to multichannel TV.

The figures cited in this report are for net advertising expenditure (i.e. what the broadcasters actually receive). Therefore, they are based on rate card figures less discounts, advertising agency commissions and production costs. This report covers 55 territories, which represent 98% of global advertising.

*For more information about the **TV Advertising Forecasts** report, please contact:*

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About Digital TV Research Limited:

Digital TV Research Limited was established by Simon Murray in January 2011. Simon's extensive international industry knowledge and contacts have been built up since he began covering global media developments in 1988.