

## Inversión publicitaria por regiones

**Medios principales (diarios, revistas, televisión, radio, cine, exterior, internet)**

**Precios actuales en MM\$USA.** Conversión según el promedio de tipos de 2009.

	2008	2009	2010	2011	2012
North America	179,149	156,486	158,546	162,930	167,861
Western Europe	112,579	99,919	102,090	104,737	108,259
Asia Pacific	106,783	100,378	106,151	113,039	121,539
Central & Eastern Europe	33,570	25,301	27,082	29,723	32,955
Latin America	29,931	28,942	30,954	33,108	35,925
Africa/M. East/ROW	20,112	21,262	22,722	24,264	26,060
<b>World</b>	<b>482,125</b>	<b>432,288</b>	<b>447,546</b>	<b>467,801</b>	<b>492,600</b>

Source: ZenithOptimedia

**Medios principales (diarios, revistas, televisión, radio, cine, exterior, internet)**

**Variaciones anuales (%)**

	2008 v 07	2009 v 08	2010 v 09	2011 v 10	2012 v 11
North America	-3.8	-12.7	1.3	2.8	3.0
of which USA	-4.2	-12.9	1.1	2.7	3.0
Western Europe	-1.3	-11.2	2.2	2.6	3.4
Asia Pacific	1.8	-6.0	5.8	6.5	7.5
excluding Japan	7.3	-0.3	10.6	10.6	11.2
Central & Eastern Europe	12.8	-24.6	7.0	9.8	10.9
Latin America	14.4	-3.3	7.0	7.0	8.5
Africa/M. East/ROW	22.7	5.7	6.9	6.8	7.4
<b>World</b>	<b>1.0</b>	<b>-10.3</b>	<b>3.5</b>	<b>4.5</b>	<b>5.3</b>

Source: ZenithOptimedia

## Inversión publicitaria por medios

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

	2008	2009	2010	2011	2012
Newspapers	118,896	97,990	95,066	93,632	92,788
Magazines	55,067	44,148	43,234	42,739	42,790
Television	180,550	166,931	177,679	187,368	197,603
Radio	36,511	32,453	32,005	32,651	33,989
Cinema	2,213	2,082	2,215	2,344	2,485
Outdoor	31,877	28,292	29,415	30,745	32,141
Internet	49,767	54,244	61,312	71,114	82,709
<b>Total *</b>	<b>474,882</b>	<b>426,139</b>	<b>440,925</b>	<b>460,592</b>	<b>484,505</b>

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.

## Participación por medios en la inversión total (%)

	2008	2009	2010	2011	2012
Newspapers	25.0	23.0	21.6	20.3	19.2
Magazines	11.6	10.4	9.8	9.3	8.8
Television	38.0	39.2	40.3	40.7	40.8
Radio	7.7	7.6	7.3	7.1	7.0
Cinema	0.5	0.5	0.5	0.5	0.5
Outdoor	6.7	6.6	6.7	6.7	6.6
Internet	10.5	12.7	13.9	15.4	17.1

## Publicidad en internet por tipología

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

	2008	2009	2010	2011	2012
Display	16,388	17,281	19,519	22,474	26,461
Classified	9,610	9,749	10,260	11,315	12,711
Paid search	23,769	27,214	31,533	37,325	43,537
<b>Total</b>	<b>49,767</b>	<b>54,244</b>	<b>61,312</b>	<b>71,114</b>	<b>82,709</b>

Source: ZenithOptimedia