

## Top ten ad markets

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

2010		Adspend	2013		Adspend
1	USA	151,519	1	USA	164,844
2	Japan	43,267	2	Japan	45,300
3	Germany	24,631	3	China	34,236
4	China	22,606	4	Germany	26,508
5	UK	18,047	5	UK	19,678
6	Brazil	14,243	6	Brazil	18,662
7	France	12,875	7	France	13,825
8	Italy	10,753	8	Russia	12,228
9	Australia	9,394	9	Italy	11,734
10	Canada	8,867	10	Australia	10,981

Source: ZenithOptimedia

## Los 10 mayores contribuyentes al crecimiento de la inversión publicitaria global (2013 v 2010)

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

2010		Adspend growth
1	USA	13,325
2	China	11,630
3	Russia	4,431
4	Brazil	4,419
5	Indonesia	2,652
6	India	2,493
7	Japan	2,033
8	Germany	1,877
9	UK	1,631
10	Australia	1,587

Source: ZenithOptimedia

## Inversión publicitaria por regiones

**Principales medios (newspapers, magazines, television, radio, cinema, outdoor, internet)**

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

	2009	2010	2011	2012	2013
North America	156,556	160,386	164,516	169,277	175,024
Western Europe	100,143	104,225	107,520	111,300	114,712
Asia Pacific	99,746	106,021	113,345	122,000	130,711
Central & Eastern Europe	25,402	27,095	29,243	32,284	35,514
Latin America	25,711	29,315	31,673	34,082	36,836
Africa/M. East/ROW	21,220	22,654	24,150	25,941	28,044
<b>World</b>	<b>428,778</b>	<b>449,696</b>	<b>470,447</b>	<b>494,883</b>	<b>520,840</b>

Source: ZenithOptimedia

**Principales medios (newspapers, magazines, television, radio, cinema, outdoor, internet)**

**Variación anual (%)**

	2009 v 08	2010 v 09	2011 v 10	2012 v 11	2013 v 12
North America	-12.6	2.4	2.6	2.9	3.4
of which USA	-12.9	2.2	2.4	2.8	3.3
Western Europe	-11.2	4.1	3.2	3.5	3.1
Asia Pacific	-6.5	6.3	6.9	7.6	7.1
excluding Japan	-1.2	11.4	10.9	11.5	10.0
Central & Eastern Europe	-24.5	6.7	7.9	10.4	10.0
Latin America	-5.3	14.0	8.0	7.6	8.1
Africa/M. East/ROW	5.7	6.8	6.6	7.4	8.1
<b>World</b>	<b>-10.6</b>	<b>4.9</b>	<b>4.6</b>	<b>5.2</b>	<b>5.2</b>

Source: ZenithOptimedia

## Inversión publicitaria por medios en cifras absolutas

**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
<b>Total *</b>	<b>422,629</b>	<b>443,102</b>	<b>463,297</b>	<b>486,898</b>	<b>511,890</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.