

Global Ad Trends

# State of the industry 2020/21

**WARC**<sup>^</sup>  
DATA

[SAMPLE]

# 11/20

## [The state of the industry](#)

*An assessment of advertising investment, media consumption and cost inflation this year and next.*

## [Key markets](#)

*Ad investment by medium and product category, media consumption and CPMs across 12 key markets.*

## [Market overviews](#)

*Summary tables for growth and absolute spend across media and markets.*

# Takeaways

- 1. It will take at least two years to fully recover, after the events of 2020 cut \$63bn from the global advertising economy.** Adspend is set to decline by 10.2% worldwide this year, a 2.1pp downgrade from our May forecast. Excluding US election campaigning, adspend is set to fall by 11.0% – \$68.3bn – to \$552.3bn this year.
- 2. This year's ad recession is worse than the last in absolute terms.** Further, after accounting for inflation and exchange rates, real ad market decline is double that of 2009. Traditional media had their worst year on record, and online failed to grow for the first time since the Dotcom crash.
- 3. Ad investment is forecast to rise by 6.7% next year, meaning only 59% of this year's losses will be recouped.** A doubling in unemployment is set to limit consumer spending across major economies, while global trade will remain depressed. Advertising investment would need to grow by 4.4% in 2022 to top the peak recorded in 2019.
- 4. Online video is the only format to have its prospects upgraded.** Consumption leapt this year as nations imposed stay-at-home orders to quell the virus, and this lifted CPMs in step. Online video will lead growth in 2021 (+12.8%), following a 7.9% rise this year.
- 5. The majority of ad money will be transacted by machines for the first time next year, yet only 15% of marketers list brand safety as one of their biggest concerns, falling to 10% for ad fraud.**
- 6. In a sign of the times, only the government & non-profit sector increased adspend in 2020.** A full 17.4% of global losses were within the automotive sector, where spend is down by a fifth, or \$11.0bn. The retail sector follows (-\$10.5bn), with travel & tourism brands cutting adspend by a third (33.8%). All categories bar government & non-profit are set to increase spend next year, though only three will top their 2019 total.

Global Ad Trends

# The state of the industry

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DATA

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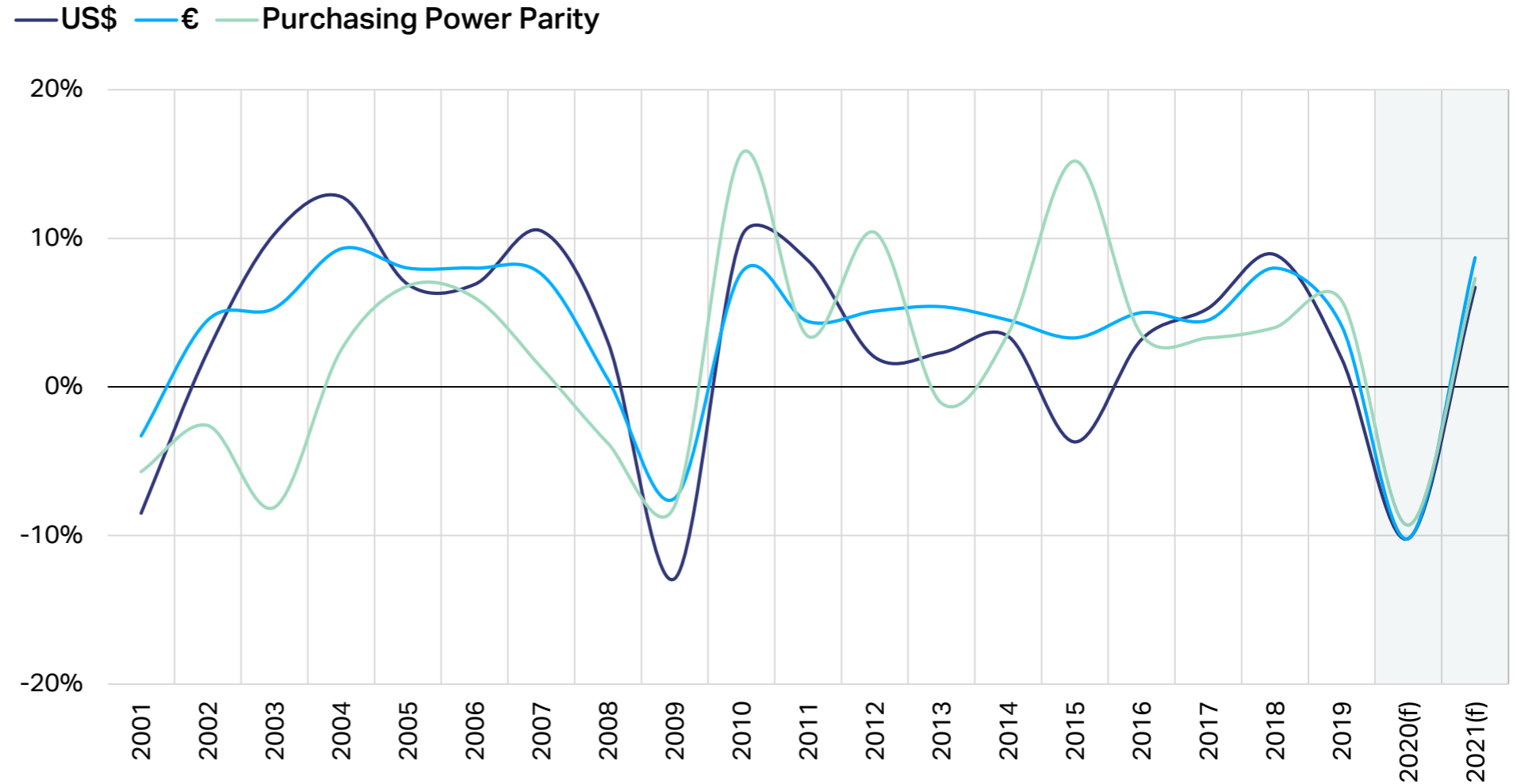
**The global ad market is set to fall by 10.2% – \$63.4bn – in 2020**

This represents a downgrade of 2.1 percentage points from our summer forecast – equivalent to an absolute cut of \$13.8bn.

The 2020 total of \$557.3bn includes \$4.9bn of campaign spending during this year’s US presidential election. With this removed, the global ad market is now on course to contract by 11.0% – \$68.3bn – to \$552.3bn in 2020. This would be worse than the last recession in 2009, when advertising investment fell by \$61.3bn (-12.9%) worldwide.

Global adspend is set to rise by 6.7% next year, meaning only 59% of this year’s losses will be recouped. Ad investment would need to grow by 4.5% in 2022 to top the peak recorded in 2019.

*Advertising investment, Year-on-year % change, Nominal*



**Note:** Global rates encompass data from 100 markets in WARC’s Adspend Database. Data are net of discounts, include agency commission and exclude production costs.

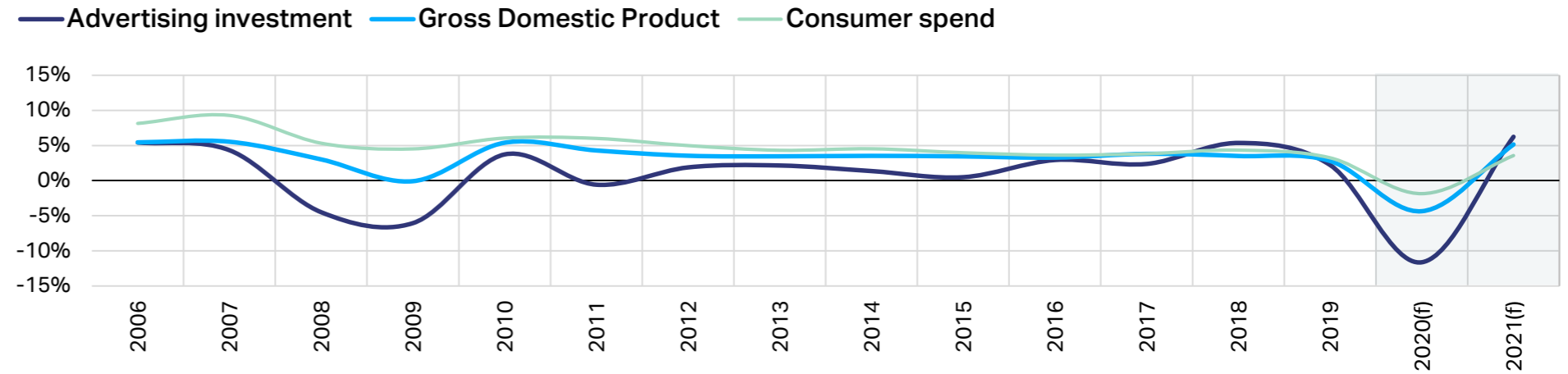
**SOURCE:** WARC Data

## Real ad market decline is near double that of the Great Recession

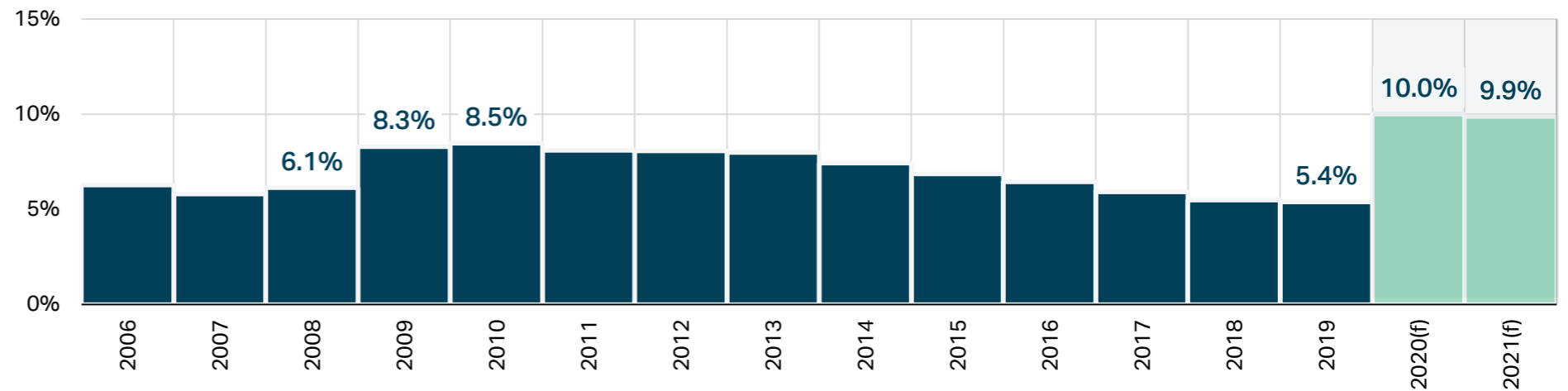
After adjusting for inflation, and when measured in purchasing power parity (PPP) terms – so as to remove the distorting effects of exchange rate fluctuations – the global ad market is expected to contract by 11.4% this year. This is almost double the 6.1% dip recorded at the height of the Great Recession.

Global economic output is set to fall by 4.4% this year (-0.1% in 2009), the worst performance in a century. Further, the rate of unemployment is set to double across OECD markets this year per the organisation’s ‘double-hit’ scenario, whereby a second outbreak of the virus is seen worldwide. This rate is ahead of the last recession (8.3%) and is expected to sustain into 2021, stymying economic recovery.

## Global, Year-on-year % change, Purchasing Power Parity, Real terms



## OECD-37, Unemployment as share of population



SOURCE: WARC Data, IMF, OECD

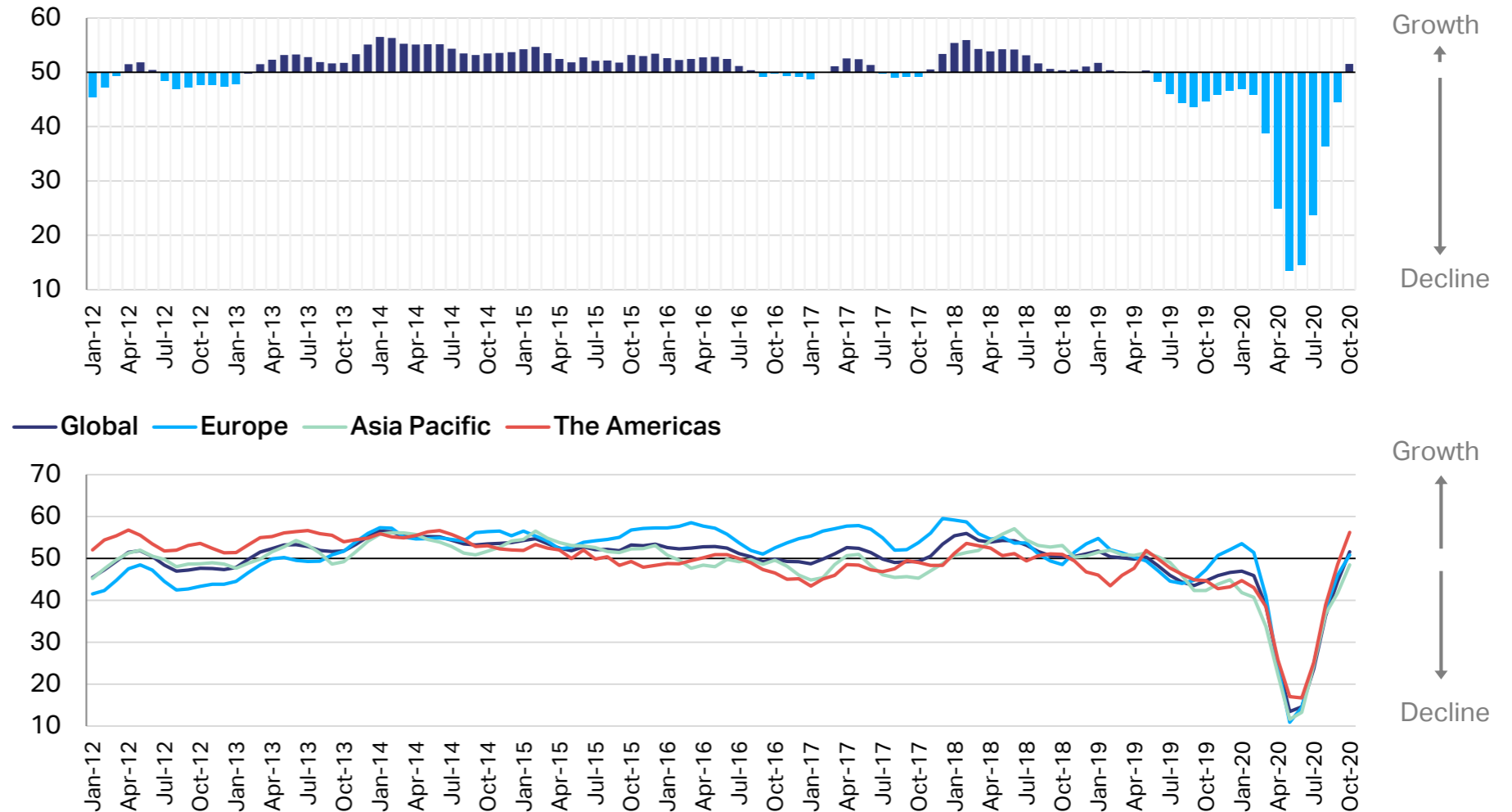
## Sharp cuts to ad budgets have been seen across the board

WARC's [Global Marketing Index \(GMI\)](#), which has measured trading conditions, staffing levels and marketing budget growth among practitioners since January 2012, recorded a mild recovery in October after a prolonged period of the worst results in its history.

Already in modest decline since mid-2019, marketing budgets recorded sharp and sustained cuts across all regions from March of this year – in line with the spread of the virus.

Data show that offline media were adversely affected by the downturn – partly for practical reasons – [though online formats](#) also recorded losses. GMI data are factored into all of WARC's ad investment projections.

## Marketing Budgets Indices, January 2012–October 2020



**Note:** A value above 50 indicates growth, a value below 50 indicates decline. Larger/smaller values signal severity.

**SOURCE:** WARC Data *Global Marketing Index*

Developing markets have been hit hardest by the downturn

Though none of the key regions is currently expected to record a sustained decline in advertising investment due to COVID-19.

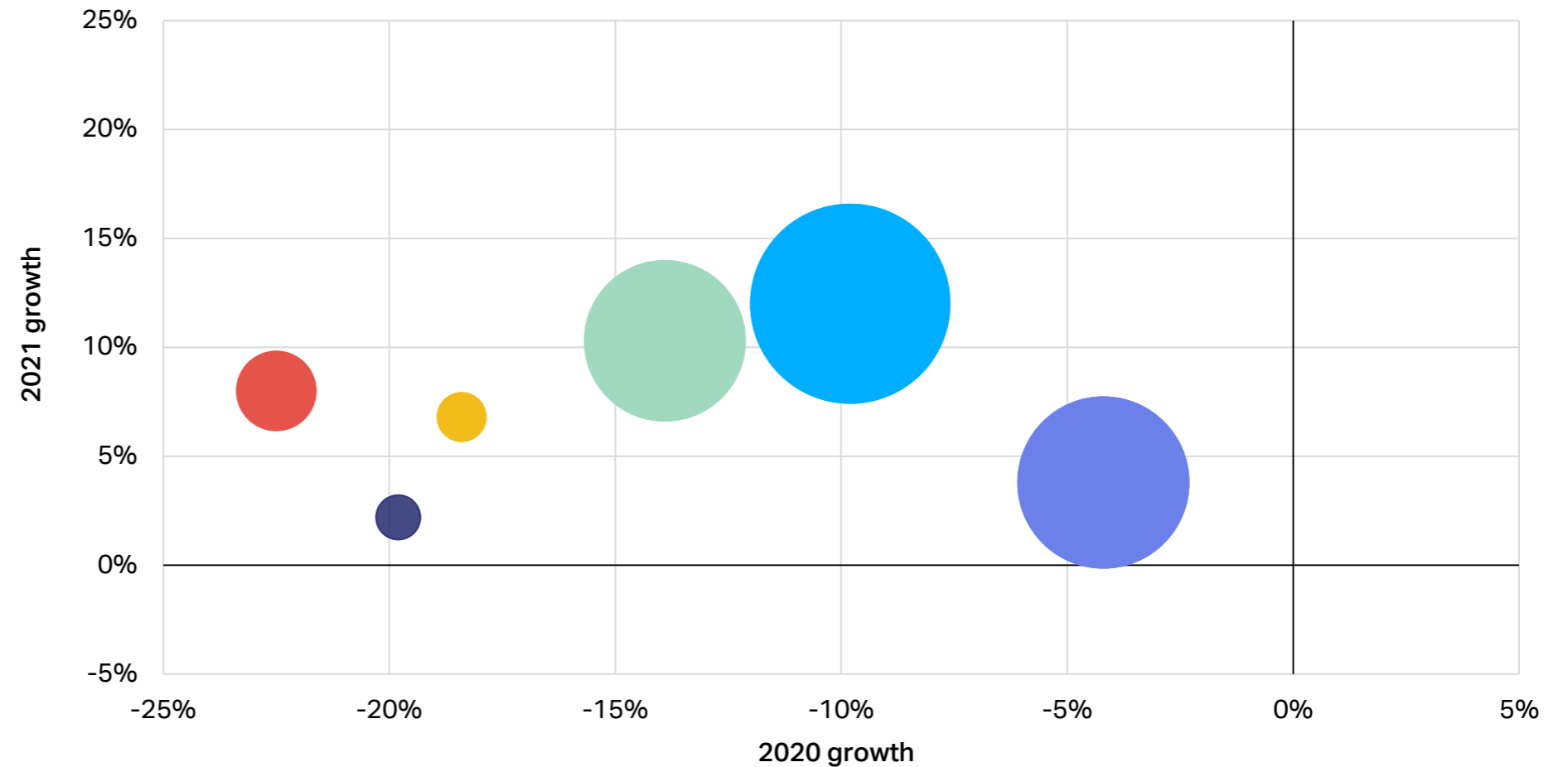
In Asia, where initial containment of the virus was more effective than in the West, economies are now faltering due to a downturn in global trade. Vastly reduced tourism has also hit nations such as Japan, where the industry comprises a tenth of GDP.

Consumption-oriented economies are also set to suffer from a squeeze on personal finances in the coming years.

While all regions are expected to see their ad markets grow next year, this is more a reflection of comparison to a tumultuous 2020 than a marked recovery.

*Advertising investment, Year-on-year % change, Purchasing Power Parity, Nominal*

● Africa ● Asia Pacific ● Europe ● Latin America ● Middle East ● North America

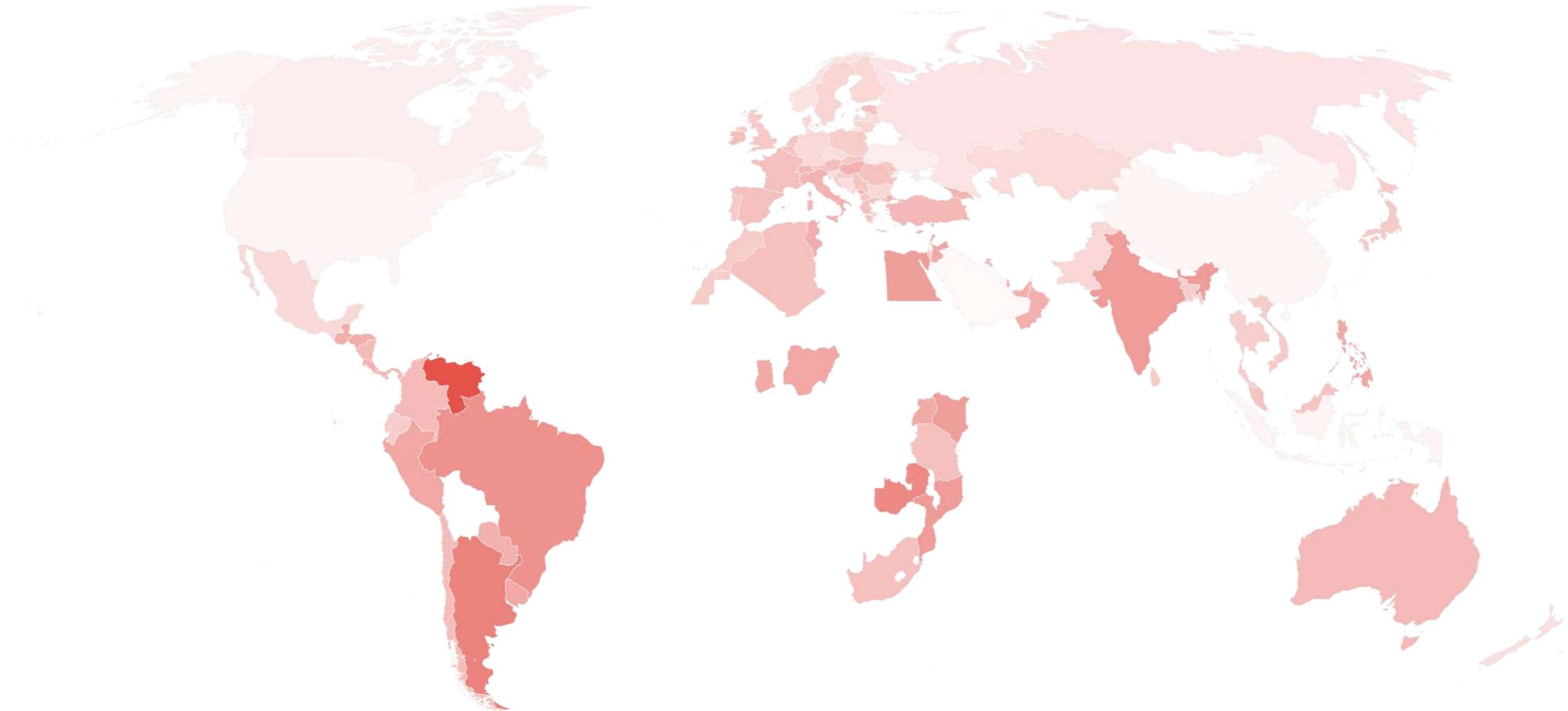


**Note:** Size of bubble denotes size of ad market in 2019 when measured in Purchasing Power Parity.

**SOURCE:** WARC Data

# State of the Industry 2020

*Ad market decline, Purchasing Power Parity, Nominal*



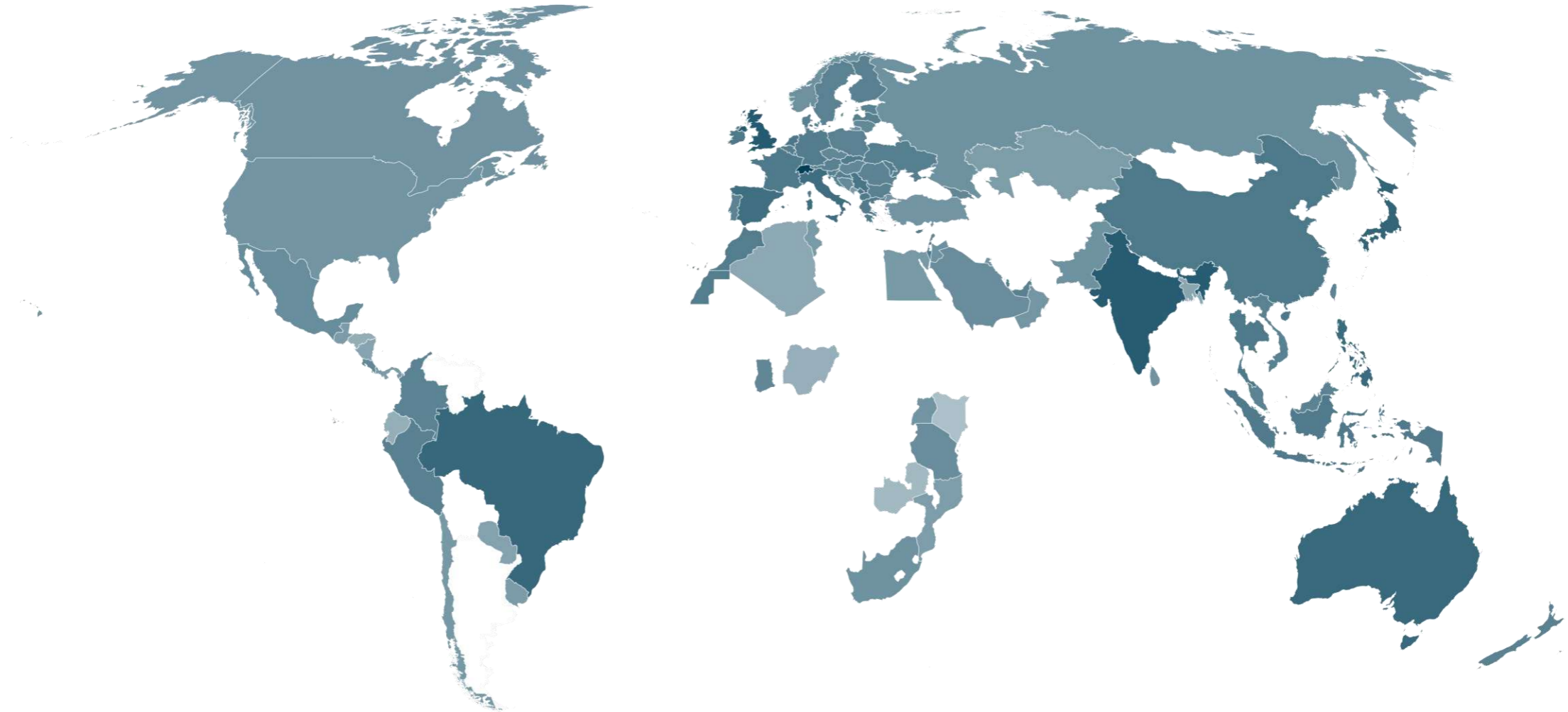
**Note:** Deeper shades denote sharper decline.

**SOURCE:** WARC Data, *Global Ad Trends: State of the Industry 2020/21*



# State of the Industry 2021

*Ad market growth, Purchasing Power Parity, Nominal*



**Note:** Deeper shades denote stronger growth.

**SOURCE:** WARC Data, *Global Ad Trends: State of the Industry 2020/21*

## Media investment plans reflect a focus on performance

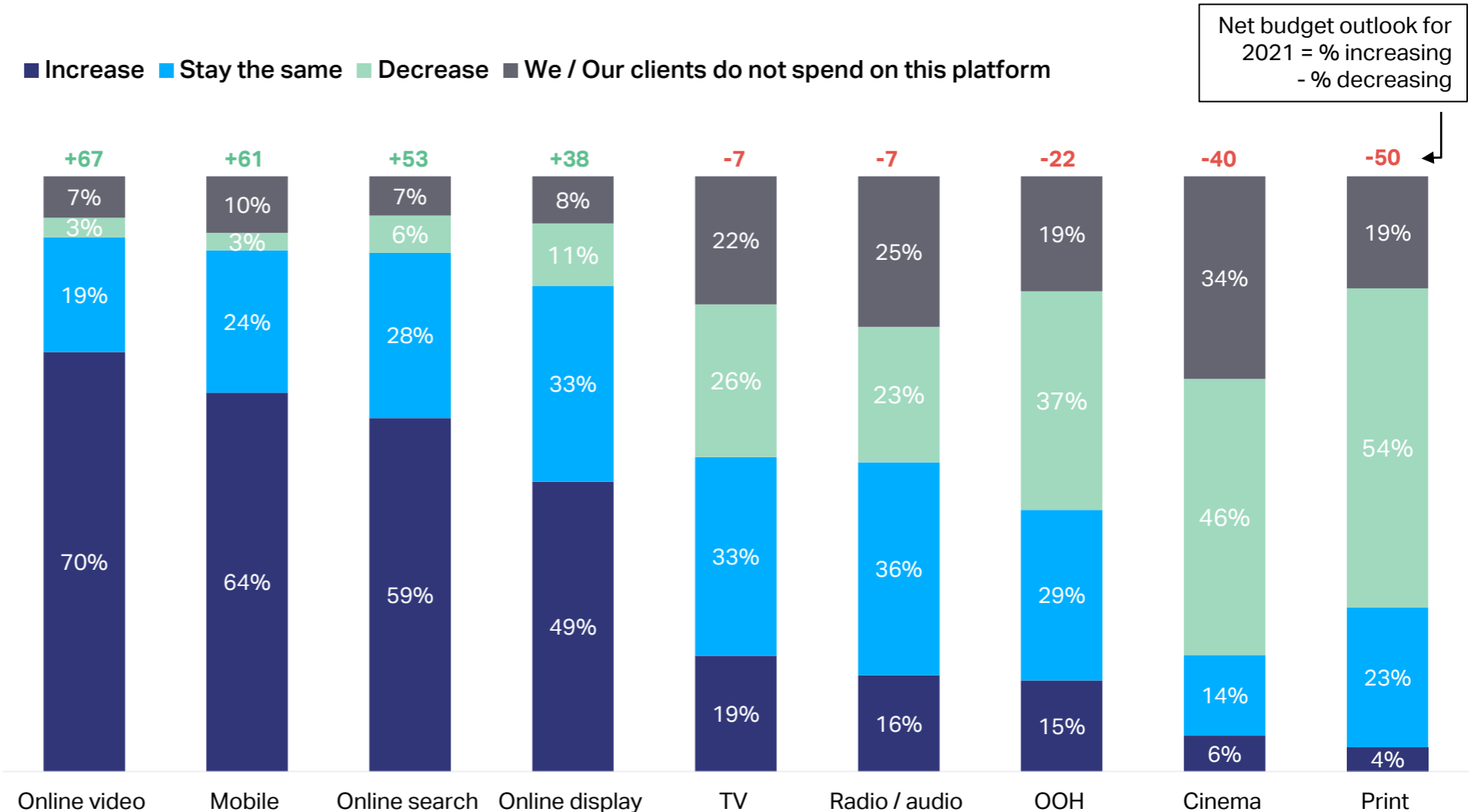
A survey of 1,360 practitioners for WARC's Marketer's Toolkit suggests the current global downturn will instigate a shift to performance formats in 2021.

Digital channels are set to dominate media budgets – the easier measurement of online video in real time, combined with the aforementioned growth in consumption, means a big year ahead for online video.

Conversely, the outlook for traditional channels is net down. Just one in five (19%) intends to raise TV spend, compared to one in four (26%) making cuts.

A balanced media mix is key. Constrained consumers are more likely to be omnichannel shoppers, and an omnichannel campaign can lift ROI by a third.

## How do you expect investment in media channels to change in 2021?

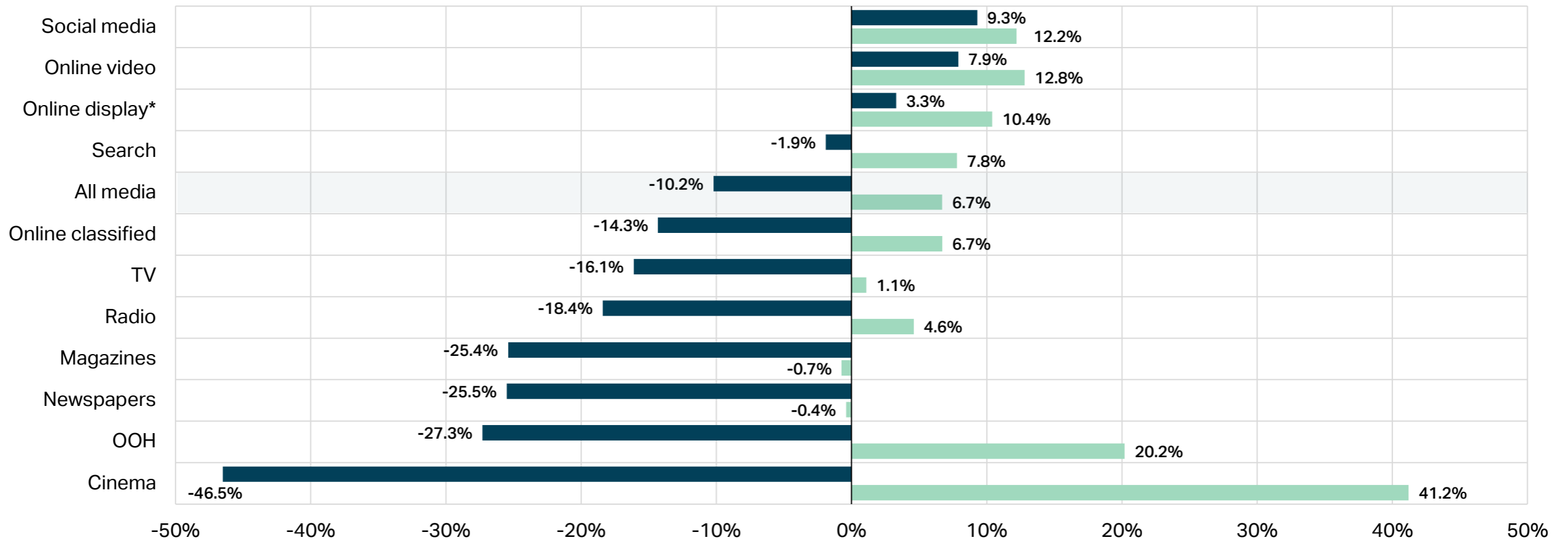


SOURCE: WARC Marketer's Toolkit

# Global, Advertising investment forecast

*Year-on-year % change, US\$ Nominal*

■ 2020 ■ 2021



**Note:** Data are net of discounts, include agency commission and exclude production costs. Online display includes social media and online video.

**SOURCE:** WARC Data, *Global Ad Trends: State of the Industry 2020/21*

## Recovery is expected across all product categories in 2021

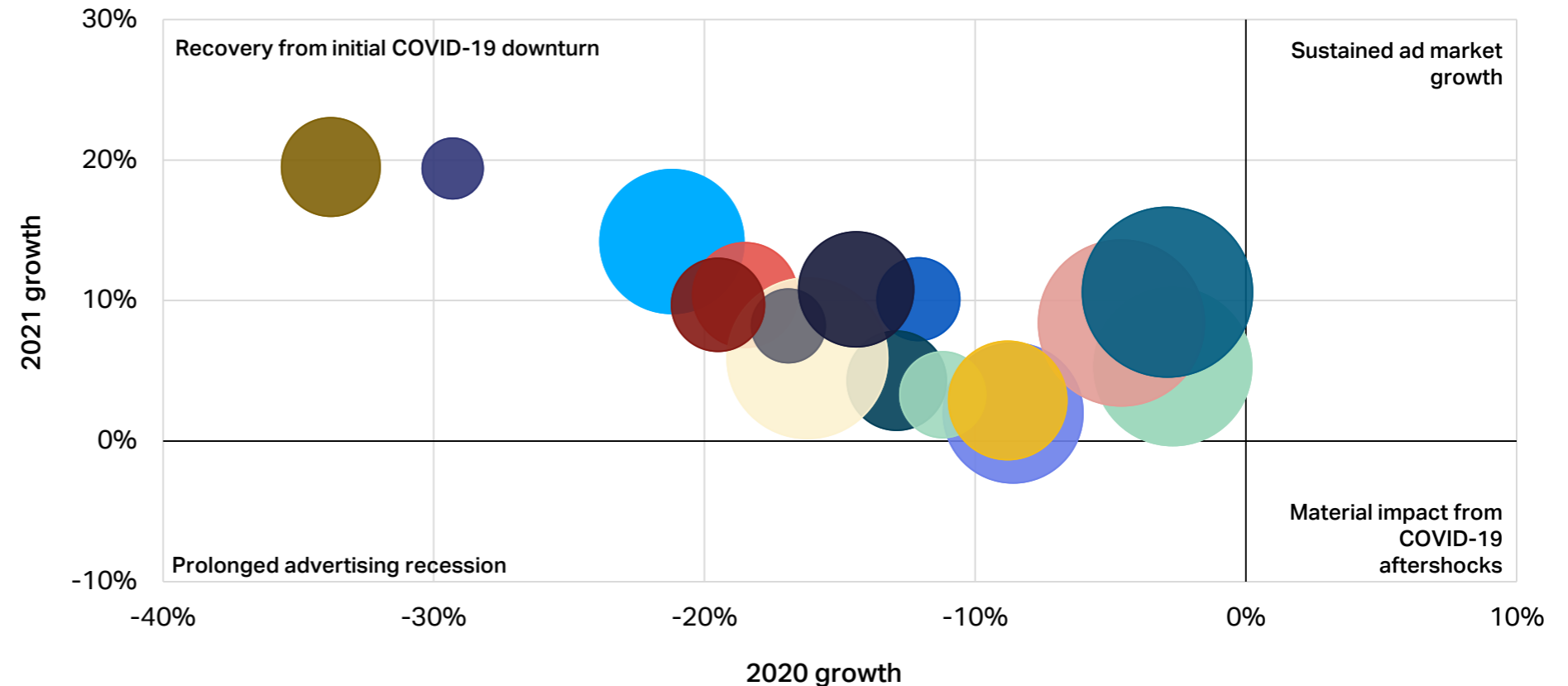
Of the \$63.4bn in lost media owner revenue this year, a full 17.4% can be attributed to the automotive sector, the fifth-largest of 19 monitored by WARC. Here, spend is forecast to fall by 21.2%, or \$11.0bn.

The retail sector then follows in absolute terms, with adspend dipping by 16.2%, or \$10.5bn.

The travel & tourism sector was acutely impacted by the global pandemic, and this resulted in adspend falling by a third (33.8%) to \$16.4bn this year.

All product categories are set to increase ad investment next year, though only telecoms & utilities, media & publishing and business & industrial will top their 2019 outlay.

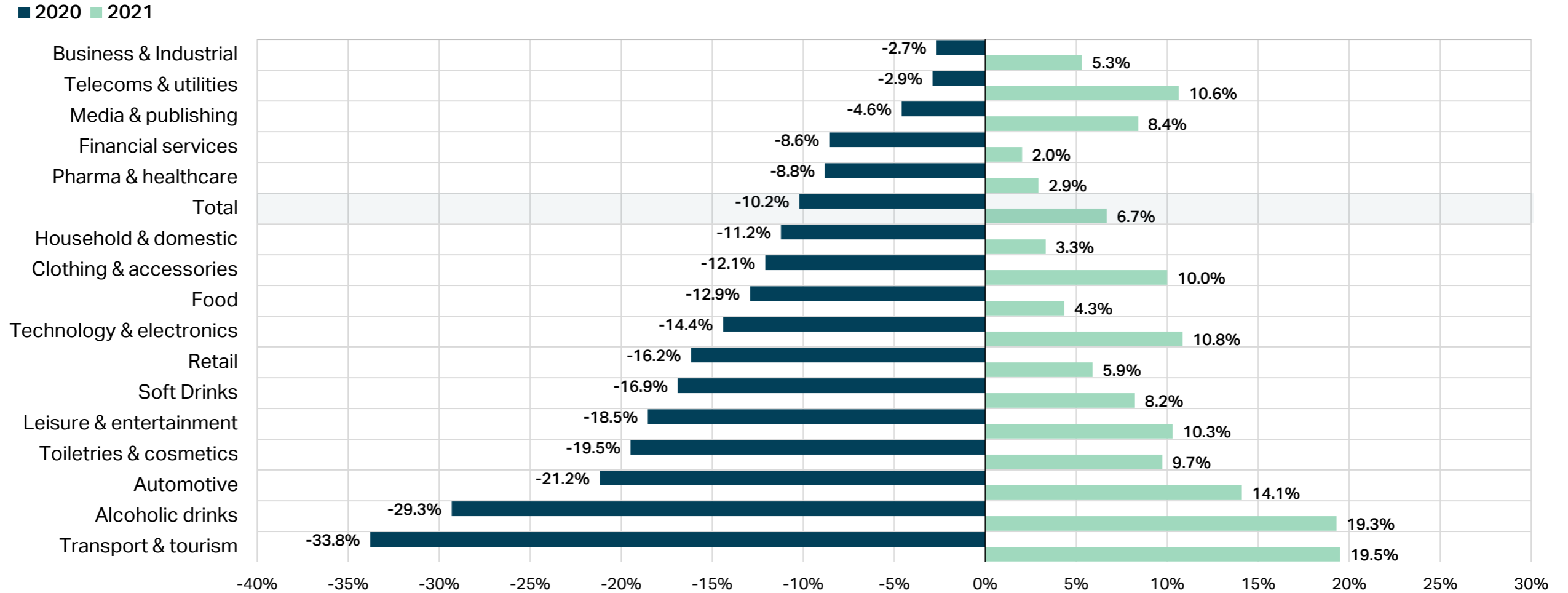
## Advertising investment, Year-on-year % change, Nominal



**Note:** Data are net of discounts, include agency commission and exclude production costs. Size of bubble denotes 2019 advertising spend as measured in nominal US dollars. **SOURCE:** WARC Data, Nielsen Ad Intel

# Global, Advertising investment forecast

*Year-on-year % change, US\$ Nominal*



**Note:** Data are net of discounts, include agency commission and exclude production costs.

**SOURCE:** WARC Data, Nielsen Ad Intel, *Global Ad Trends: State of the Industry 2020/21*

Global Ad Trends

**Key markets**

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[SAMPLE]

Advertising investment, Year-on-year % change, US\$, Current prices	2019	2020			2021
		May forecast	November forecast	Difference	
<b>North America</b>	<b>4.6%</b>	<b>-3.7%</b>	<b>-4.3%</b>	<b>-0.6pp</b>	<b>3.8%</b>
US	4.7%	-3.5%	-4.1%	-0.6pp	3.8%
Canada	3.7%	-6.5%	-7.8%	-1.3pp	4.5%
<b>Europe</b>	<b>1.3%</b>	<b>-12.2%</b>	<b>-14.5%</b>	<b>-2.3pp</b>	<b>10.2%</b>
UK	5.2%	-16.4%	-13.6%	+2.8pp	14.7%
France	0.7%	-18.7%	-16.7%	+2.0pp	7.1%
Germany	-1.3%	-6.1%	-10.1%	-4.0pp	9.0%
Italy	-2.8%	-21.7%	-20.1%	+1.6pp	11.3%
Russia	1.8%	-12.3%	-10.2%	+2.1pp	6.8%
<b>Asia Pacific</b>	<b>0.1%</b>	<b>-7.7%</b>	<b>-9.7%</b>	<b>-2.0pp</b>	<b>8.5%</b>
China	-1.0%	-8.6%	-4.7%	+3.9pp	7.7%
Australia	3.3%	-8.2%	-20.7%	-12.5pp	13.2%
Japan	-1.2%	-6.4%	-12.6%	-6.2pp	10.2%
India	8.3%	0.7%	-27.7%	-28.4pp	14.2%
<b>Latin America</b>	<b>-1.1%</b>	<b>-20.7%</b>	<b>-32.2%</b>	<b>-11.5pp</b>	<b>0.1%</b>
Brazil	0.0%	-22.5%	-43.2%	-20.7pp	-2.2%
<b>Middle East</b>	<b>-3.7%</b>	<b>-15.1%</b>	<b>-20.2%</b>	<b>-5.1pp</b>	<b>7.0%</b>
Saudi Arabia	-12.6%	-15.2%	-18.0%	-2.8pp	8.0%
<b>Africa</b>	<b>-1.5%</b>	<b>-19.5%</b>	<b>-23.3%</b>	<b>-3.8pp</b>	<b>2.1%</b>
South Africa	-7.6%	-19.6%	-26.8%	-7.2pp	-0.7%
<b>Global</b>	<b>1.9%</b>	<b>-8.1%</b>	<b>-10.2%</b>	<b>-2.1pp</b>	<b>6.7%</b>

**Note:** Data are net of discounts, include agency commission and exclude production costs. WARC uses variable exchange rates across all markets and periods.

**SOURCE:** WARC Data, Adspend Database

Global Ad Trends

# Australia

**WARC**<sup>^</sup>  
DATA

[SAMPLE]



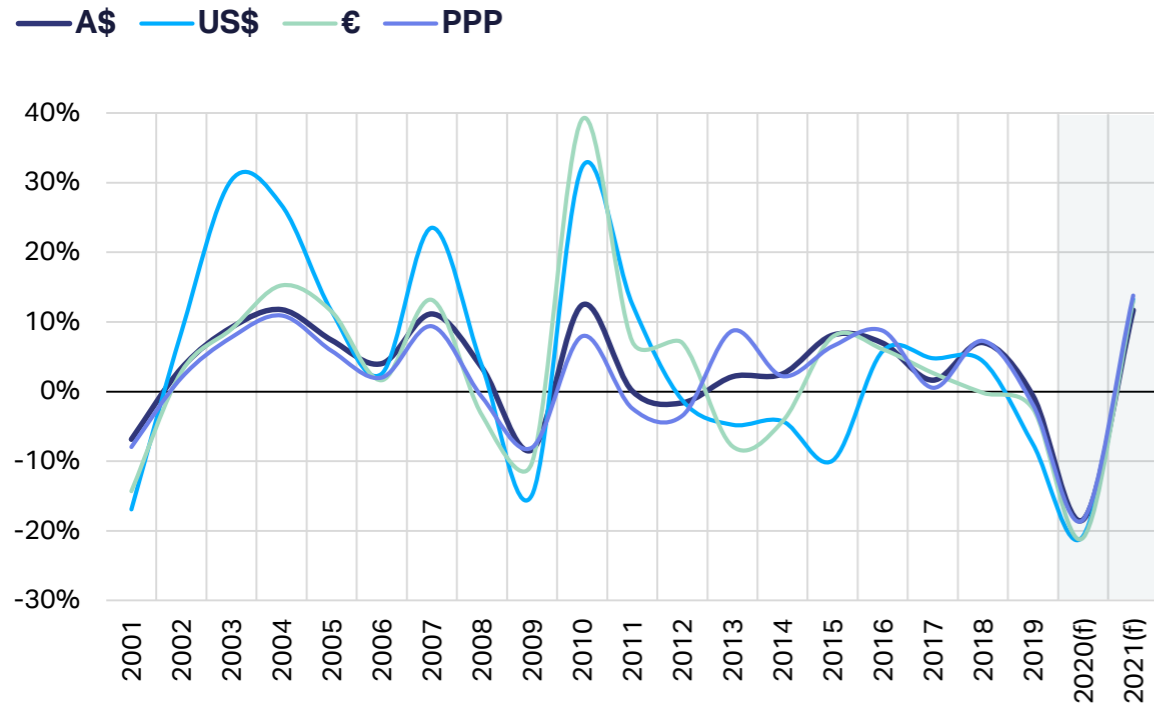


# Australia

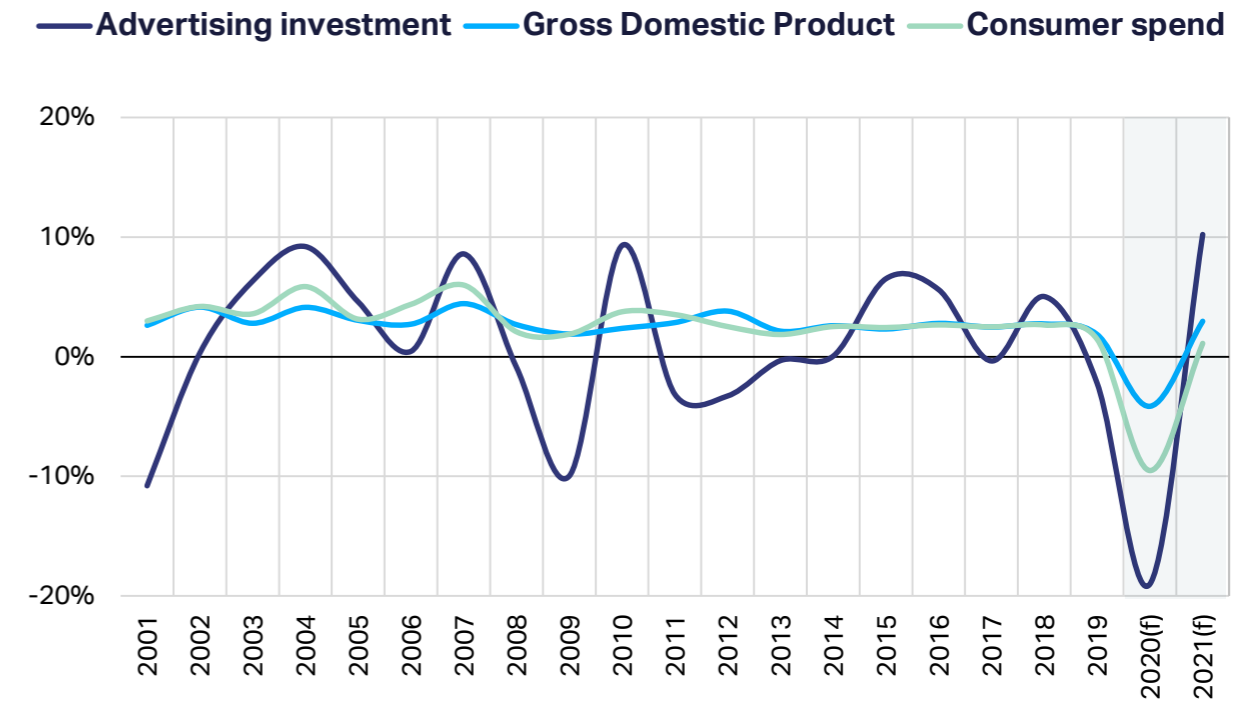
## Market overview

<b>2020</b>	<b>-18.4%</b>	<b>-2.8%</b>	<b>+0.7%</b>	<b>-9.5%</b>	<b>6.9%</b>
	Ad investment	Nominal GDP	CPI	Consumer spend	Unemployment rate
<b>2021</b>	<b>+11.7%</b>	<b>+3.3%</b>	<b>+1.3%</b>	<b>+1.1%</b>	<b>7.7%</b>

Advertising investment, Year-on-year % change, Nominal



Economic indicators, Year-on-year % change, A\$ Real terms



**Note:** Data are net of discounts, include agency commission and exclude production costs. Headline ad investment growth is in nominal local currency, consumer spend in real local currency.

**SOURCE:** WARC Data, CEASA, IAB Australia, OMA, thinkTV, Commercial Radio Australia, Nielsen Ad Intel, OECD

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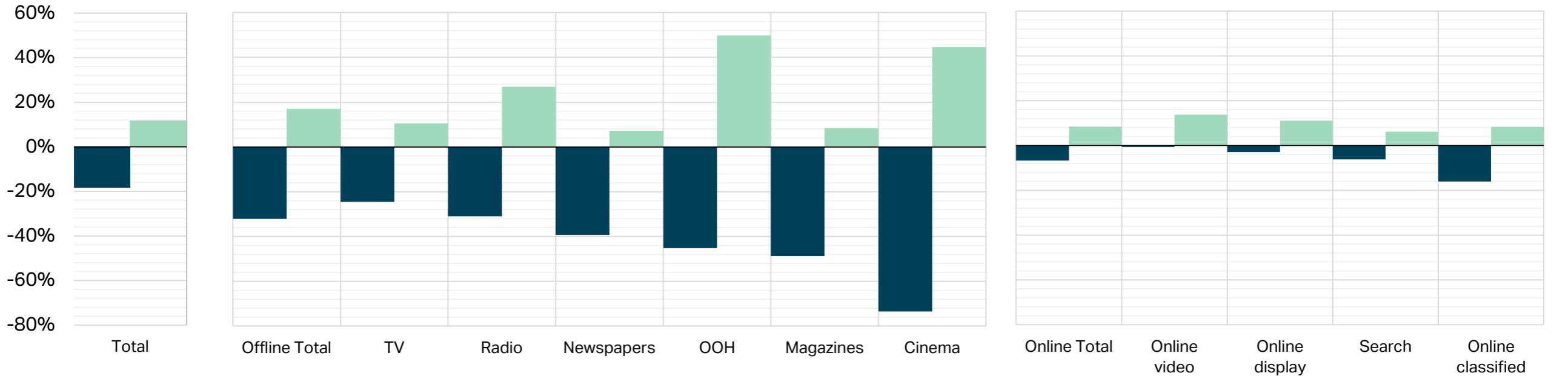
# Australia

## Ad investment by media & format

<b>2020</b>	<b>A\$14.1bn</b>	<b>-A\$3.2bn</b>	<b>-A\$0.6bn</b>	<b>-A\$2.5bn</b>
	Total investment	Absolute growth	Online growth	Offline growth
<b>2021</b>	<b>A\$15.7bn</b>	<b>+A\$1.6bn</b>	<b>+A\$0.7bn</b>	<b>+A\$0.9bn</b>

### Advertising investment, Year-on-year % change, Nominal

■ 2020(f) ■ 2021(f)

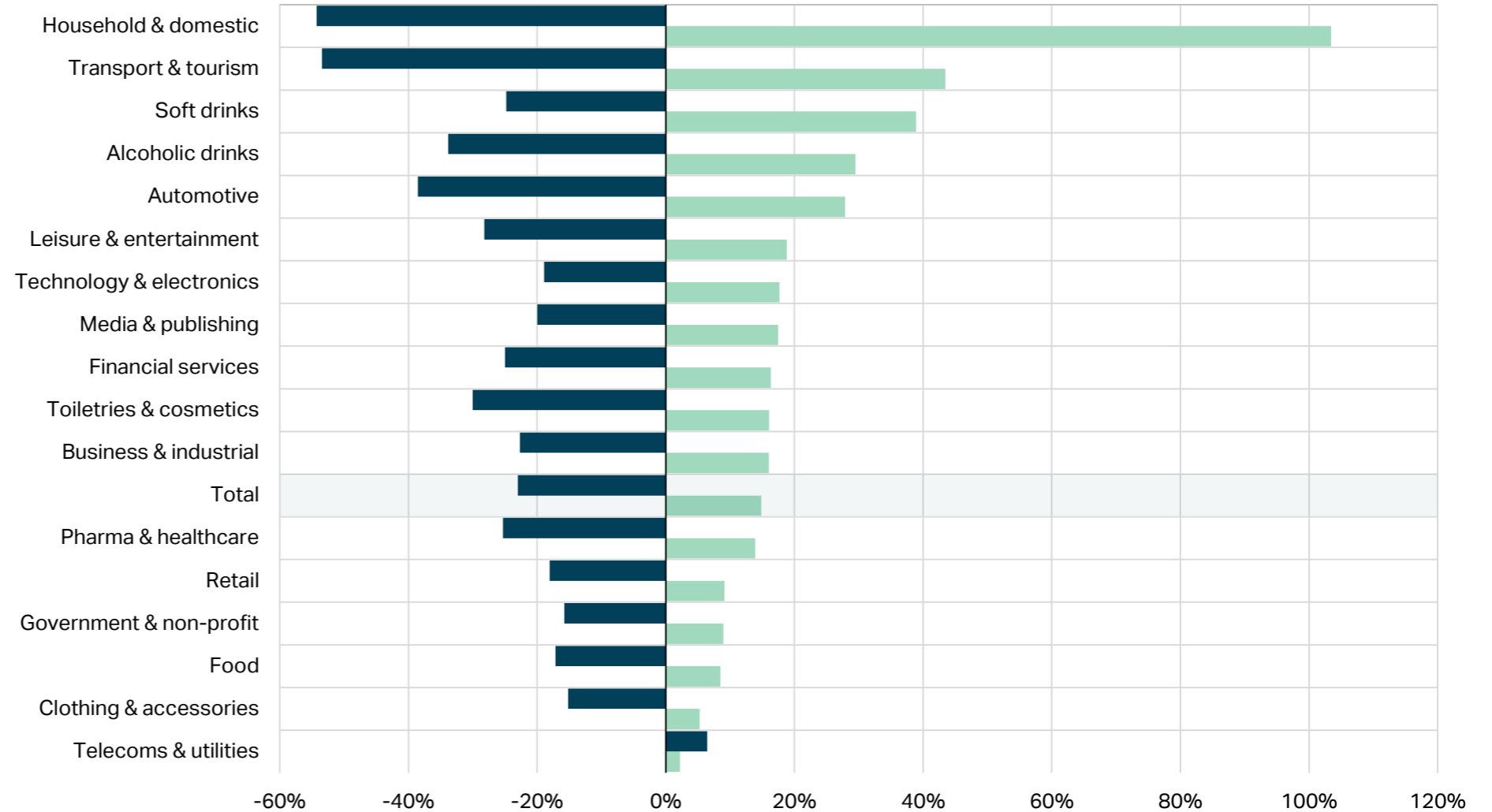


**Note:** Data are net of discounts, include agency commission and exclude production costs. Headline figures are nominal local currency.

**SOURCE:** WARC Data, CEASA, IAB Australia, OMA, thinkTV, Commercial Radio Australia, Nielsen Ad Intel

### Australia, Advertising investment by product category, Year-on-year % change

■ 2020(f) ■ 2021(f)

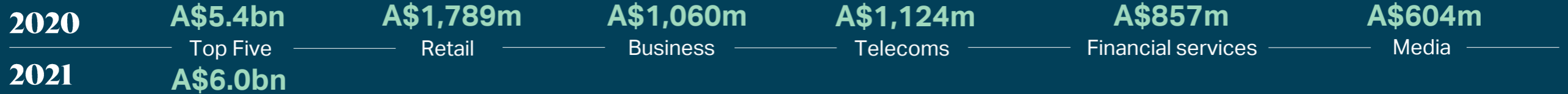


**Note:** Data are net of discounts, include agency commission and exclude production costs. Data are for display formats only, and exclude search, classified and other non-display formats. Data are in local currency.

**SOURCE:** WARC Data, Nielsen Ad Intel

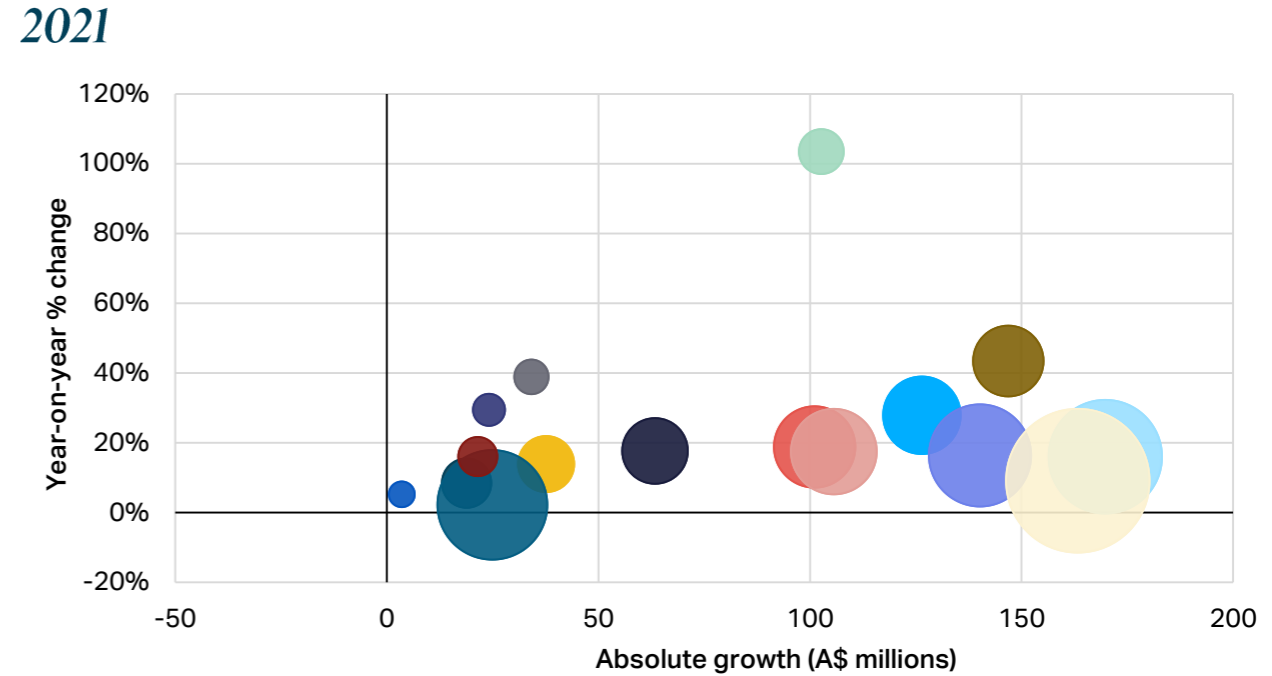
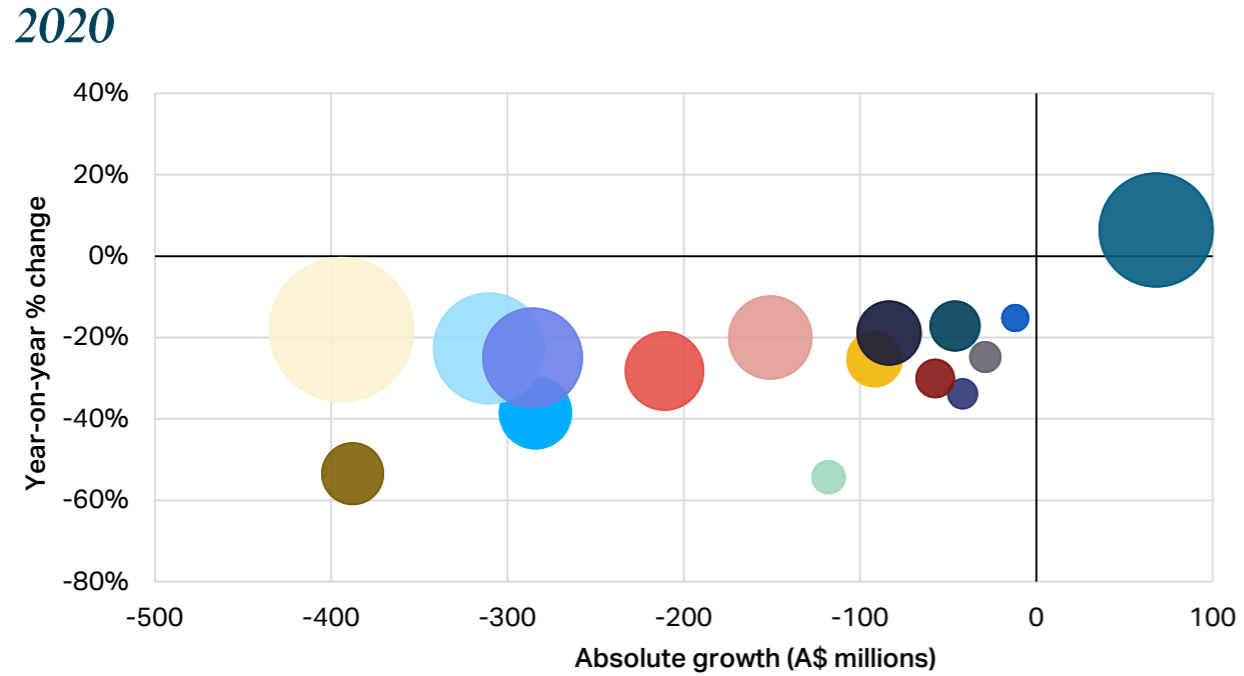
# Australia

## Ad investment by product category



- Alcoholic drinks
- Automotive
- Business & industrial
- Household & domestic
- Leisure & entertainment
- Media & publishing
- Technology & electronics
- Telecoms & utilities
- Toiletries & cosmetics

- Clothing & accessories
- Financial services
- Food
- Pharma & healthcare
- Retail
- Soft drinks
- Transport & tourism



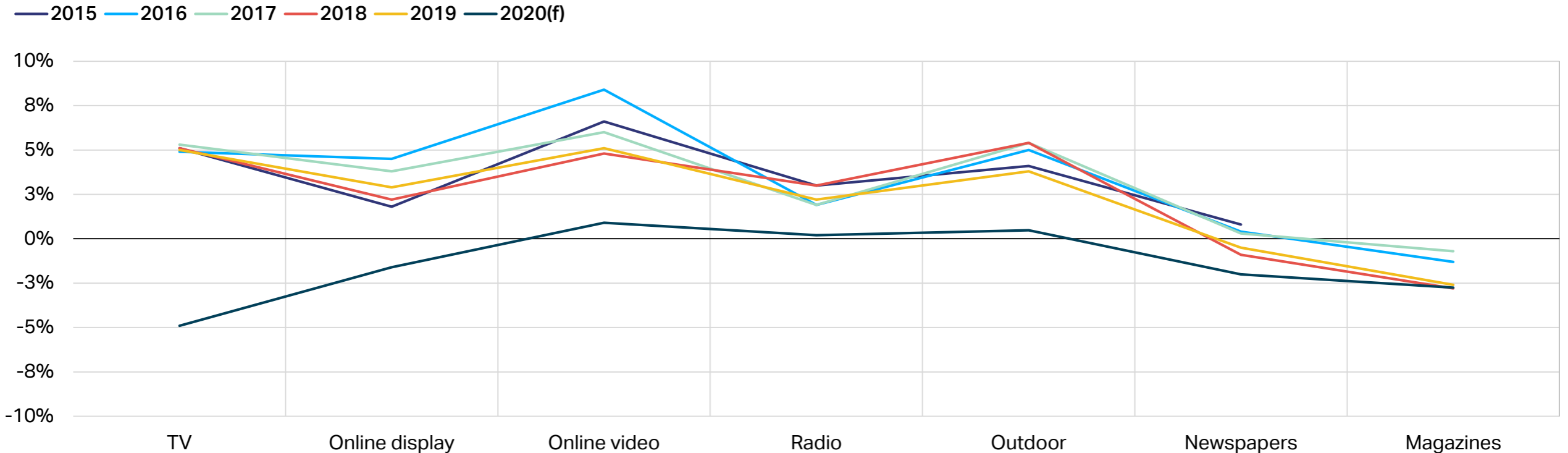
**Note:** Data are net of discounts, include agency commission and exclude production costs. Data are for display formats only, and exclude search, classified and other non-display formats. Size of bubble denotes size of sector. **SOURCE:** WARC Data, Nielsen Ad Intel

# Australia

## Media inflation

<b>2019</b>	<b>A\$43.31</b>	<b>A\$6.63</b>	<b>A\$32.48</b>	<b>A\$8.95</b>	<b>A\$33.61</b>
	TV CPM	Online display CPM	OOH CPM	Radio CPM	Print CPM
<b>2020</b>					

CPM, Year-on-year % change, Nominal



**Note:** CPM is All adults. Print is averaged across newspapers and magazines. 2015 inflation for magazines is unavailable.

**SOURCE:** WARC Data, OMD, WFA, ECI Media Management

Global Ad Trends

**Overviews**

**WARC**<sup>^</sup>  
DATA

[SAMPLE]

# Top ad markets by PPP value

Nominal		2019 (PPP millions)	2019 vs 2018 % change	2019 vs 2010 % change	10-year CAGR	% share of global adspend	2019 vs 2018 PP difference	2020(f) % change	2021(f) % change
1	USA	218,915.2	4.7	52.8	4.3	26.11	0.15	-4.1	3.8
2	China	145,486.2	5.2	127.7	8.6	17.35	0.18	-3.5	10.3
3	Japan	46,376.5	3.8	33.9	3.0	5.53	-0.02	-14.5	14.9
4	UK	34,920.0	7.1	72.6	5.6	4.16	0.11	-14.8	17.3
5	India	30,919.4	10.1	114.1	7.9	3.69	0.20	-26.0	16.7
6	Germany	30,243.8	0.5	31.7	2.8	3.61	-0.13	-10.6	9.3
7	Brazil	26,325.6	6.4	39.0	3.3	3.14	0.07	-28.2	14.0
8	Russia	23,698.8	3.7	65.2	5.1	2.83	-0.01	-8.1	4.4
9	Indonesia	19,588.6	8.6	57.3	4.6	2.34	0.10	-4.2	9.7
10	France	19,067.2	3.9	36.5	3.2	2.27	-0.01	-17.3	9.3
11	Korea, Rep	16,709.7	3.6	93.9	6.8	1.99	-0.01	-4.2	5.2
12	Canada	13,316.5	6.3	25.1	2.3	1.59	0.03	-5.6	4.2
13	Italy	12,503.2	0.3	6.2	0.6	1.49	-0.06	-19.9	12.6
14	Mexico	12,073.8	4.8	52.0	4.3	1.44	0.01	-10.8	5.6
15	Australia	11,653.8	-1.9	28.1	2.5	1.39	-0.09	-18.4	13.8

**Note:** Data are net of discounts, include agency commission and exclude production costs. WARC uses variable exchange rates across all markets and periods.

**SOURCE:** WARC Data, Adspend Database

# Top magazine markets

Nominal		2019 (US\$ millions)	2019 vs 2018 % change	2019 vs 2010 % change	10-year CAGR	2020(f) % change	2021(f) % change
1	USA	5,491.5	-12.6	-60.4	-8.8	-22.9	-9.6
2	Germany	1,969.3	-10.1	-40.1	-5.0	-16.9	4.0
3	Japan	1,414.1	-7.8	-50.6	-6.8	-26.8	0.8
4	France	977.0	-12.9	-58.4	-8.4	-31.3	2.8
5	UK	506.9	-15.1	-69.5	-11.2	-29.8	14.3
6	Switzerland	394.4	-12.5	-54.5	-7.6	-42.0	47.3
7	Korea, Rep	389.8	-3.6	-7.9	-0.8	-7.7	1.3
8	Italy	379.6	-17.8	-69.2	-11.1	-32.6	4.8
9	Austria	354.5	-8.3	-32.4	-3.8	-23.0	2.9
10	India	270.9	-5.9	63.7	5.0	-41.6	9.6
11	Netherlands	261.9	-13.8	-61.8	-9.2	-21.8	1.5
12	China	235.6	-11.1	-59.6	-8.7	-34.7	-1.8
13	Spain	218.9	-18.3	-58.2	-8.3	-31.3	-8.6
14	Australia	217.3	-24.4	-75.1	-13.0	-50.2	10.0
15	Brazil	186.0	-30.2	-83.4	-16.4	-45.3	-5.7

**Note:** Data are net of discounts, include agency commission and exclude production costs. WARC uses variable exchange rates across all markets and periods.

**SOURCE:** WARC Data, Adspend Database



Global Ad Trends

# Appendix

**WARC**<sup>^</sup>  
DATA



# H A V E

## Harmonise

WARC harmonises all data to enable the most accurate cross-market comparison possible. For this research, WARC has collaborated with Nielsen to build a measure of net advertising investment data across 19 product categories. We have taken a 'bottom up' approach, working from the macro level to regroup and recalculate new gross totals across major categories. Then, we have harmonised these totals using the net ad revenue data we receive directly from the industry.

## Aggregate

WARC aggregates data from over 100 reputable sources, each the expert in their own market and field. Our unique position within the industry allows us to work directly with trade bodies, media owners, research companies and ad and media agencies. This approach enables our clients to draw from a comprehensive database of statistics which inform smarter media strategy and planning every day.

## Verify

WARC meticulously verifies all data prior to publication so that our clients can trust and depend upon the information we provide. Each figure tells its own story, and every one can be traced back to source with its methodology clearly provided.

Unlike other companies, WARC does not rely solely on modelled or estimated data. Instead, we go further to ensure that the data we publish are robust and stand up to scrutiny.

## Evaluate

WARC evaluates trends drawing from over 40 years' experience of monitoring the global advertising industry. We are proud to present an objective, independent, and holistic view of the media and marketing landscape using the expertise we have collated over this time.

## Notes on advertising spend by medium

WARC has conducted an annual survey of global advertising expenditure since 1980, issuing questionnaires to media owners, industry bodies and monitoring organisations in each of the 100 markets we track. The survey covers TV, internet (including mobile), newspaper, magazine, radio, cinema and out of home adspend.

Where possible, WARC publishes harmonised data (net of discounts, including press classified adspend and agency commission but excluding production costs) to offer a more accurate and comparable measure of each country's advertising market. However, this is not always attainable, and data collection methods vary considerably from country to country. Please refer to the [Notes & Sources](#) for more detailed market information.

References to global and regional advertising expenditure within this report concern the total adspend within the 100 markets and five regions we monitor.

**Purchasing Power Parity (PPPs)** measures the buying power of local currency units when spent in their domestic markets. They enable accurate international comparisons of economies and prices by removing the impact of exchange rate fluctuations. The US economy is used as the global reference point for PPPs and is set to an index value of 100.

**Constant prices** are volume measures whose values are calculated by applying prices from a specific base period to current quantities. This produces a series of derived prices which facilitate comparisons across different periods. The base period for this report is 2015.

**Compound annual growth rates (CAGR)** are mean annual growth rates over a given period, which smooth the rate on a compounded basis.

All data referred to in this report are drawn from WARC's [Adspend Database](#), and are correct as of 16<sup>th</sup> November 2020.

### Harmonised

Algeria	Denmark	Japan	Pakistan	South Korea
Argentina	Ecuador	Kazakhstan	Panama	Spain
Australia	Estonia	Latvia	Pan Arab*	Sweden
Austria	Finland	Lithuania	Paraguay	Switzerland
Bangladesh	France	Macedonia	Peru	Taiwan
Belgium	Germany	Malaysia	Philippines	Tunisia
Brazil	Greece	Malta	Poland	Turkey
Bulgaria	Guatemala	Mexico	Portugal	Ukraine
Canada	Honduras	Moldova	Romania	UK
Chile	Hong Kong	Montenegro	Russia	United States
China	Hungary	Morocco	Serbia	Uruguay
Colombia	India	Netherlands	Sri Lanka	Venezuela
Costa Rica	Indonesia	New Zealand	Singapore	Vietnam
Croatia	Ireland	Nicaragua	Slovakia	
Cyprus	Israel	Nigeria	Slovenia	
Czech Republic	Italy	Norway	South Africa	

### Rate card level

Bahrain	Jordan	Luxembourg	Syria*	Yemen*
Bosnia	Kenya	Mozambique	Tanzania	Zambia
Egypt	Kosovo	Oman	Thailand	
Georgia	Kuwait	Qatar	Uganda	
Ghana	Lebanon	Saudi Arabia	UAE	

Note: Pan Arab refers to multi-market bookings made in the Middle East (excluding Israel). Syrian data to 2011 only. Yemen to 2014.

## Advertising investment by medium sources



<b>Algeria:</b> SIGMA Conseil, WARC	<b>Japan:</b> Dentsu	<b>Sri Lanka:</b> GroupM
<b>Argentina:</b> CAAM	<b>Jordan:</b> PARC, Ipsos Statex	<b>Singapore:</b> AC Nielsen, WARC
<b>Australia:</b> CEASA, OMA, ThinkTV, IAB	<b>Kazakhstan:</b> TNS Kazakhstan	<b>Slovak Republic:</b> TNS Media Intelligence, IAB
<b>Austria:</b> Media Focus, IAB Europe	<b>Kenya:</b> Ipsos Kenya	<b>Slovenia:</b> Mediana, IAB
<b>Bangladesh:</b> GroupM	<b>Kosovo:</b> MDA, PrimeDB, WARC	<b>South Africa:</b> The Nielsen Company, IAB ZA
<b>Bahrain:</b> PARC, Ipsos Statex	<b>Kuwait:</b> PARC, Ipsos Statex	<b>South Korea:</b> The Nielsen Company, Cheil
<b>Belgium:</b> Space, IAB Europe	<b>Latvia:</b> TNS Latvia	<b>Spain:</b> Infoadex, IAB Espana
<b>Bosnia &amp; Herzegovina:</b> MIB Gallup, WARC	<b>Lebanon:</b> PARC, Ipsos Statex	<b>Sweden:</b> IRM, IAB Europe
<b>Brazil:</b> Projecto Inter-Meios, Kantar, IAB Brasil	<b>Lithuania:</b> TNS Lithuania	<b>Switzerland:</b> WEMF/REMP, IAB Europe
<b>Bulgaria:</b> Nielsen Admosphere, IAB Europe	<b>Luxembourg:</b> MediaXim, WARC	<b>Syria:</b> PARC, Ipsos Statex
<b>Canada:</b> ThinkTV, IAB	<b>Macedonia:</b> Media & Advertising, WARC	<b>Taiwan:</b> Rainmaker XKM International Corp., Digital Marketing Association
<b>Chile:</b> ACHAP	<b>Malaysia:</b> Nielsen Media Research	<b>Tanzania:</b> Ipsos Tanzania
<b>China:</b> CTR Market Research China, iResearch	<b>Malta:</b> BPC International Ltd.	<b>Thailand:</b> The Nielsen Company, DAAT
<b>Colombia:</b> ASOMEDIOS, IAB	<b>Mexico:</b> AAM, IAB, WARC	<b>Tunisia:</b> SIGMA Conseil, WARC
<b>Costa Rica:</b> MediaGuru, WARC	<b>Moldova:</b> AAPM, WARC	<b>Turkey:</b> Reklamcilar Dernegi, IAB Europe
<b>Croatia:</b> HURA, IAB Europe	<b>Montenegro:</b> GroupM	<b>Uganda:</b> Ipsos Uganda
<b>Cyprus:</b> AGB Nielsen, IAB Europe, WARC	<b>Morocco:</b> SIGMA Conseil, WARC	<b>Ukraine:</b> Ukrainian Advertising Coalition
<b>Czech Republic:</b> Nielsen Admosphere, IAB Europe	<b>Mozambique:</b> Ipsos Mozambique	<b>UAE:</b> PARC, Ipsos Statex
<b>Denmark:</b> Kreativitet & Kommunikation, IAB Europe	<b>Netherlands:</b> The Nielsen Company, IAB Europe	<b>United Kingdom:</b> AA/WARC
<b>Ecuador:</b> IBOPE, IAB Ecuador, WARC	<b>New Zealand:</b> ASANZ, IAB NZ	<b>United States:</b> MAGNA Global
<b>Egypt:</b> PARC, Ipsos Statex	<b>Nicaragua:</b> MediaGuru, SCI Media	<b>Uruguay:</b> IBOPE Medios Uruguay, IAB, WARC
<b>Estonia:</b> TNS Emor, WARC	<b>Nigeria:</b> MMS	<b>Venezuela:</b> ANDA, WARC
<b>Finland:</b> Kantar TNS Finland, IAB Europe	<b>Norway:</b> IRM, IAB Europe	<b>Vietnam:</b> Kantar Media/TNS Vietnam
<b>France:</b> IREP, IAB Europe	<b>Oman:</b> PARC, Ipsos Statex	<b>Yemen:</b> PARC, Ipsos Statex
<b>Georgia:</b> IPM Research	<b>Pakistan:</b> Media Bank, WARC	<b>Zambia:</b> Ipsos Zambia
<b>Germany:</b> ZAW, IAB Europe	<b>Panama:</b> Kantar IBOPE, WARC	
<b>Ghana:</b> Ipsos Ghana	<b>Pan Arab:</b> PARC, Ipsos Statex	
<b>Greece:</b> Media Services, IAB Europe, WARC	<b>Paraguay:</b> Kantar IBOPE, WARC	
<b>Guatemala:</b> MediaGuru, Kantar IBOPE, WARC	<b>Peru:</b> CPI Peru, IAB	
<b>Honduras:</b> MediaGuru, WARC	<b>Philippines:</b> IMMAP	
<b>Hong Kong:</b> admanGo, WARC	<b>Poland:</b> Kantar Media, WARC	
<b>Hungary:</b> Kantar	<b>Portugal:</b> Markttest	
<b>India:</b> TAM Media Research, Madison World	<b>Qatar:</b> PARC, Ipsos Statex	
<b>Indonesia:</b> Dentsu X	<b>Romania:</b> Initiative, IAB Europe	
<b>Ireland:</b> The Nielsen Company, IAB Europe	<b>Russia:</b> AKAR, IAB Europe	
<b>Israel:</b> Ifat Advertising Monitoring	<b>Saudi Arabia:</b> PARC, Ipsos Statex	
<b>Italy:</b> Nielsen Italia, IAB Europe	<b>Serbia:</b> AGB Nielsen, IAB Europe, WARC	

## Notes on advertising investment by product category

WARC has collaborated with Nielsen Ad Intel to bring clients advertising expenditure data across 19 product categories in 25 key markets, which between them account for two-thirds of global advertising spend. These data have been harmonised to align with the existing media data published by WARC; as such they are net of discounts, inclusive of agency commission and exclude production costs.

For the purpose of this report, global totals have been upweighted to represent the entirety of global ad investment monitored in WARC's [Adspend Database](#), inclusive of non-display formats such as classified and search. Internet display includes social media, online video, online audio and other display formats monitored by the Interactive Advertising Bureau (IAB), while other media include sponsorship and branded content where applicable.

### Sectors

1. Alcoholic drinks
2. Automotive
3. Business & industrial
4. Clothing & accessories
5. Financial services
6. Food
7. Household & domestic
8. Leisure & entertainment
9. Media & publishing
10. Non-profit, public sector & education
11. Pharma & healthcare
12. Politics
13. Retail
14. Soft drinks
15. Technology & electronics
16. Telecoms & utilities
17. Tobacco
18. Toiletries & cosmetics
19. Transport & tourism

### Markets

- |                 |                  |
|-----------------|------------------|
| 1. Australia    | 13. New Zealand  |
| 2. Belgium      | 14. Norway       |
| 3. China        | 15. Philippines  |
| 4. France       | 16. Singapore    |
| 5. Germany      | 17. South Africa |
| 6. India        | 18. South Korea  |
| 7. Indonesia    | 19. Spain        |
| 8. Ireland      | 20. Sweden       |
| 9. Italy        | 21. Taiwan       |
| 10. Japan       | 22. Thailand     |
| 11. Malaysia    | 23. Turkey       |
| 12. Netherlands | 24. UK           |
|                 | 25. US           |

### Media

1. Newspapers (display)
2. Magazines (display)
3. TV
4. Radio
5. Cinema
6. Out of home
7. Internet display

## Notes on media inflation data

WARC now publishes media inflation forecasts from both the [World Federation of Advertisers \(WFA\)](#) and [ECI Media Management](#).

### About the WFA data

The WFA forecasts media inflation across seven media and 50 markets. Data draw from a survey of media agencies and consultancies to ascertain the annual percentage increase in cost per thousand (CPM) based on an 'all adults' audience for specified formats, e.g. 30 second spot on TV, online display banner ad, pre/mid/post roll video.

All network agencies and media auditors are invited to submit cost forecasts for the current year, alongside actuals for the preceding year.

Fourteen companies participated in total in the latest round of forecasts (2019): Accenture, AuditStar, Cortex Media, DentsuAegis, DG2 Worldwide Group, Ebiquity, ECI Media Management, Havas, MAGNA GLOBAL (IPG MediaBrands), Media Path, Omnicom Media Group, PricewaterhouseCoopers, R3 and Zenith Media.

Unweighted averages are generated by the WFA (based on min. 3 forecasts per market/media). These numbers represent average price inflation in its broadest sense. The WFA makes various assumptions:

- data are full calendar year
- data cover all channels/publications/sites, etc
- full range of dayparts mixture of buying routes

The individual blend of the above can have significant implications for a rate of inflation (vs market average rate), e.g. the price can be radically different in one month to another and there is clearly scope for one publication to be going up while another going down.

### About the ECI data

ECI monitors media costs in 19 key global markets, publishing five year inflation trends inclusive of forecasts for the current year. Forecasts are updated on a quarterly basis and cover TV, digital display, digital video, newspapers, magazines, out of home and radio.

Experts in ECI offices and partners at a local level (across the Americas, Europe and Asia Pacific) work with a wide variety of data sources to ensure that their insight and projections are as accurate as possible for all marketers

WARC Data clients can access the latest ECI report [here](#).



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