Global Ad Trends

February 2018

Out of home advertising in focus

Twitter turns a profit despite US stagnation

Super Bowl spots outperform US TV market

Classified advertising spend shifts online

WARC Data

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WARC Data

1 Media analysis

Out of home advertising

3.5% Average rise in out of home cost per thousand this year

5.9% Out of home's average share of global adspend since 1990

7.9% Out of home's share of global display adspend

13% Successful brands' budget allocation to out of home between 2009-2016

35% Digital share of global out of home advertising spend in 2017

45% Digital share of global out of home advertising spend by 2021

65% of UK consumers who are not happy for facial recognition to be used to offer marketing messages

Out of home's share of global advertising spend has averaged approximately 6% since 1990

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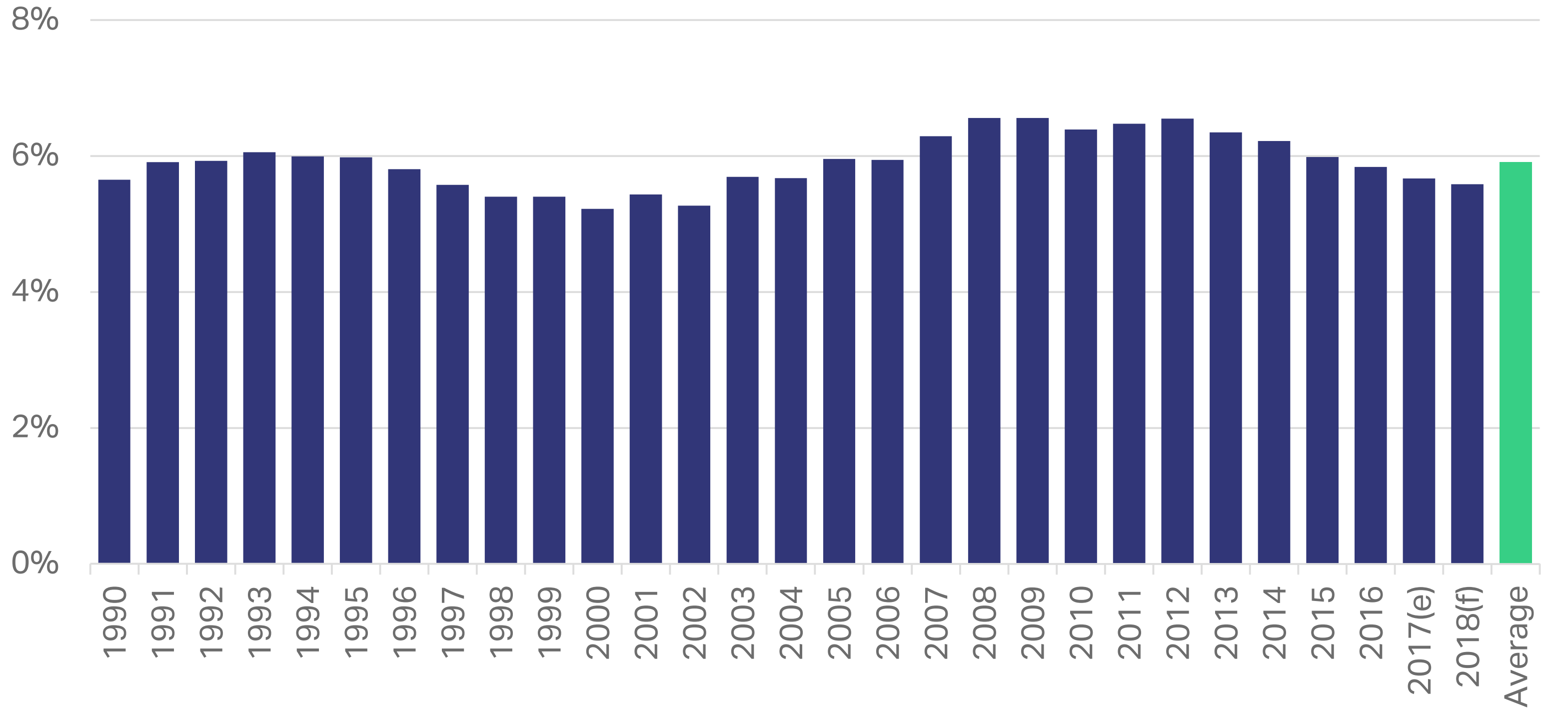
Out of home share of global advertising expenditure, current prices



Note: Data are for 96 markets.

SOURCE › **WARC Data, *Adspend Database***

Get the data

Media Analysis: OOH

- Data for 96 markets included within WARC's **Adspend Database** show that out of home's share of global advertising spend has steadily decreased since 2012, but is stable over the long-term.
- Out of home has accounted for an average 5.9% of global advertising spend since 1990. Shares range from 6.6% in 2008/9 to 5.2% in 2000.
- The latest verified data show that out of home adspend amounted to $31.0bn in 2016, a 5.8% share of the global total. Preliminary estimates for 2017 put spend at roughly the same level.
- While investment is expected to rise to $32.0bn this year, this would equate to a 5.6% share of the global total, on a par with the level recorded in 1997.
- When assessing out of home ad investment in Purchasing Power Parity (PPP) terms, so as to removed the distoriting effects of exchange rate fluctuations, data show that the industry has only seen two annual dips in advertising expenditure since 1990: once in 2009 (-9.0%, owing to the global financial crisis), and again in 2015 (-0.2%).

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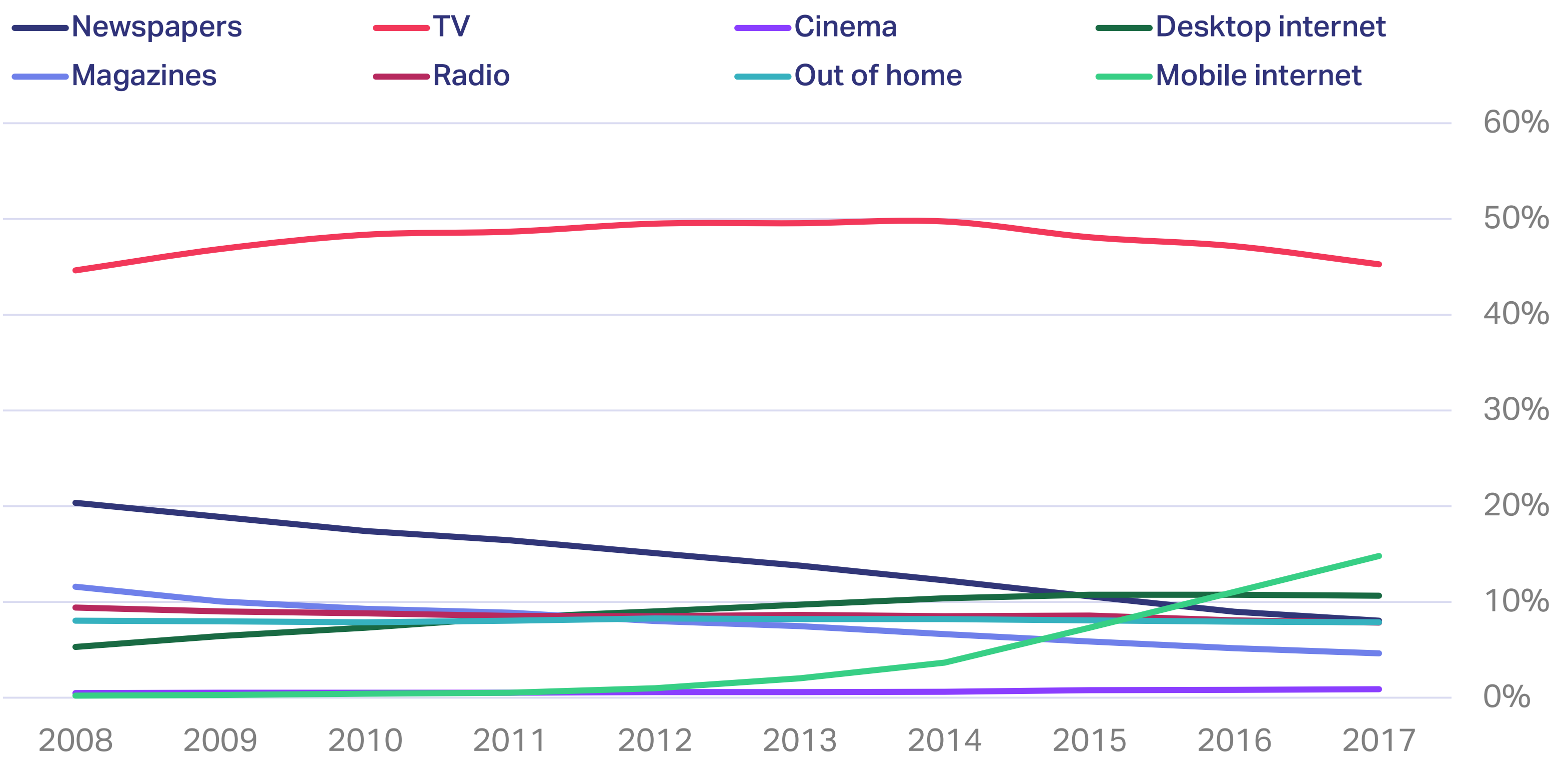
Out of home accounts for approximately 8% of the global display ad market

Global, share of display advertising expenditure



Note: Mobile includes tablet. TV excludes licensing fees. Data are for WARC's 12 key markets, which between them account for approximately two-thirds of the value of global ad trade.

SOURCE › WARC Data, *International Ad Forecast*

Get the data

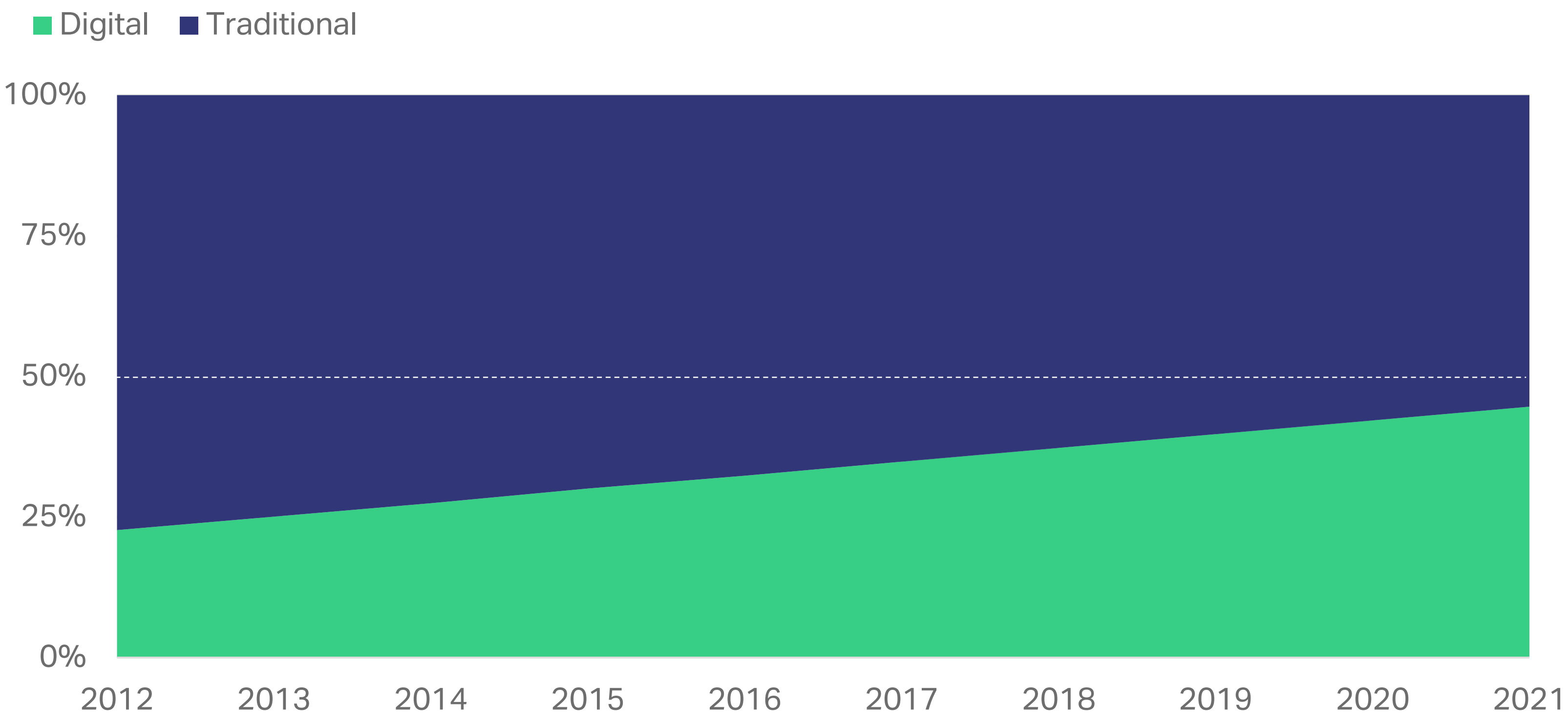
Media Analysis: OOH

- When assessing only ad investment in display formats within WARC's 12 key markets, thus removing search, classified, and other spend, OOH accounted for an estimated 7.9% of a US$306bn market in 2017. This share has largely held steady over the last decade.
- TV is the largest display medium by spend, with a market share of 45.2% – over three times greater than that of mobile internet* (14.8%), the second-largest display medium.
- After TV and mobile, the largest media by display adspend are desktop internet (10.7% in 2017), newspapers (8.0%), outdoor (7.9%), radio (7.8%), magazines (4.6%) and cinema (0.9%).
- During the decade to 2017, mobile internet has recorded the largest gain in global display adspend, up 14.6pp from just 0.2% in 2008. Desktop internet (+5.4pp), TV (+0.6pp) and Cinema (+0.4pp) were the only other media to record gains during the period.
- Print's share of global display adspend dipped 19.3pp between 2008-2017, comprising a 12.3pp dip for newspapers and a 7.0pp loss for magazines.

*Mobile display includes tablet.

Digital accounts for over a third of all outdoor advertising expenditure and is growing rapidly

Global, Share of out of home advertising expenditure by format, current prices



SOURCE › PwC *Global Entertainment and Media Outlook: 2017-2021, www.pwc.com/outlook*, Informa Telecoms & Media, Ovum

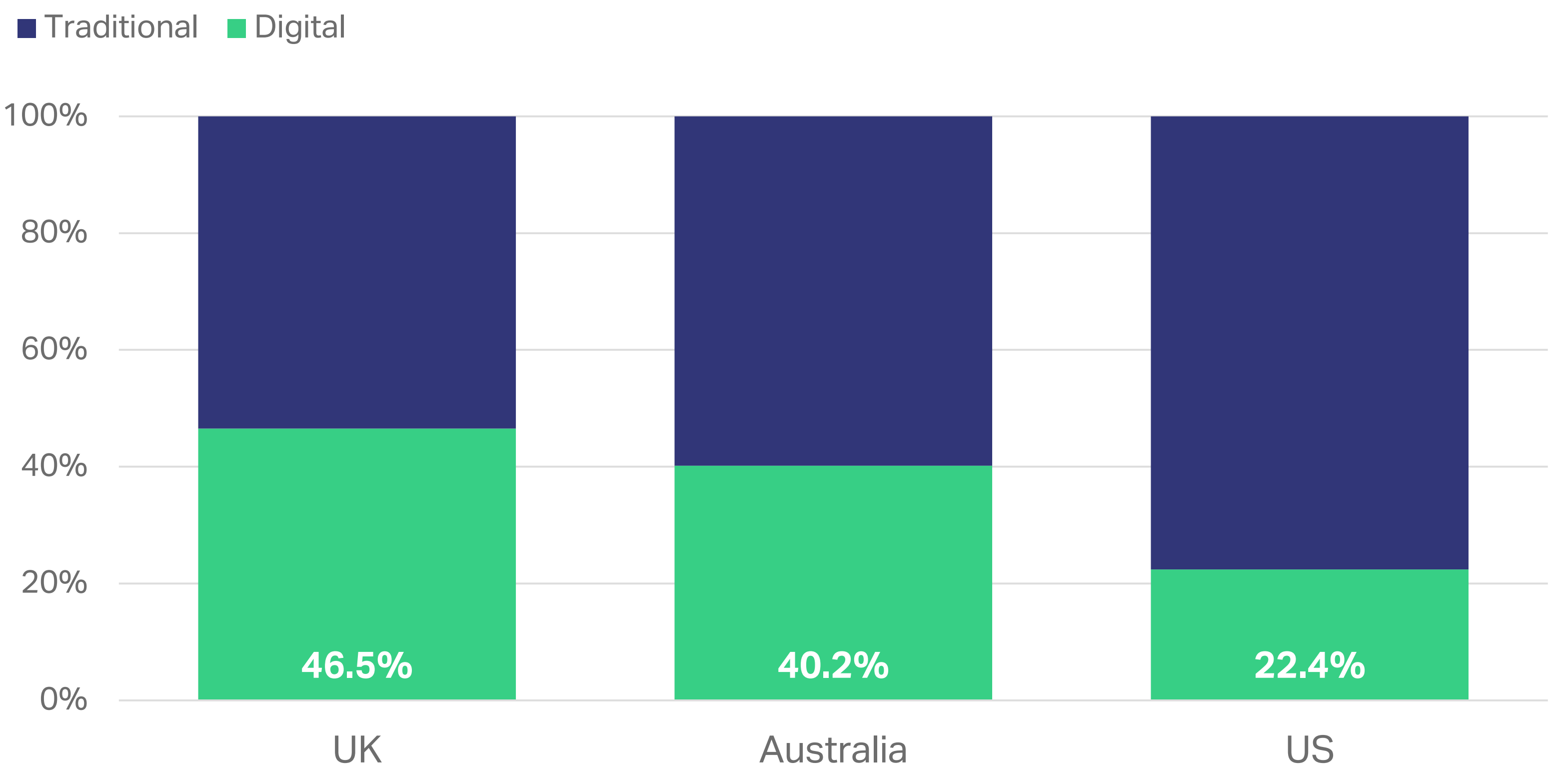
Media Analysis: OOH

- Data from PwC show that digital's share of total global out of home advertising spend reached 34.8% in 2017, up 2.4 percentage points (pp) from 32.4% in 2016 and 12.1pp from 22.7% in 2012. Long-term projections suggest digital's share will rise close to 45% in 2021.
- Digital out of home (DOOH) spend has expanded at a compound annual growth rate (CAGR) of 13.8% between 2012-2017. This compares to a CAGR of 0.9% for spend on traditional panels and 4.4% for the industry as a whole.
- Over the decade to 2021, DOOH is expected to have recorded a CAGR of 12.3%, with traditional on 0.3%. The entire out of home industry will have grown 4.1% by the same measure.
- Some of the digital growth will be driven by the higher CPM the format commands, as well as the rising penetration of digital panels over the period.

Digital's share of out of home advertising spend is increasing in key markets

WARC Data

Digital share of total out of home adspend



Note: Australian data are for 2016. UK and US are 2017 projections.

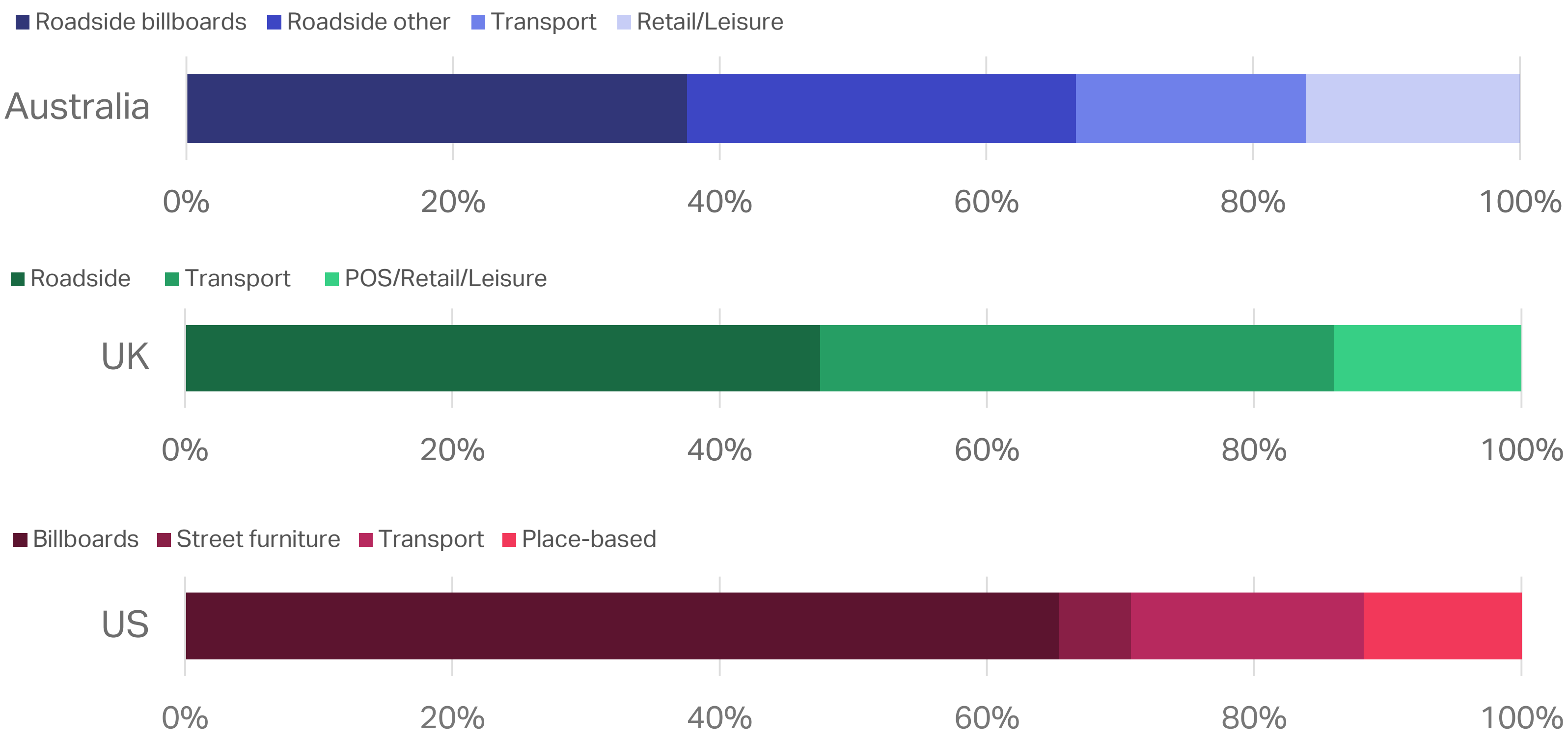
SOURCE › **Outsmart, Outdoor Media Association, MAGNA Global**

Media Analysis: OOH

- Data from WARC's international partners show that digital's share of total out of home adspend is rising in key markets.
- Preliminary estimates for 2017 put DOOH's share at 46.5% in the UK, or £524m ($660m). This is up from 37.7% in 2016 and 31.8% in 2015. DOOH has grown at a compound annual rate of 18.6% in the UK over the last five years.
- In Australia, data for 2016 show that some 40% of monitored spending in the out of home industry goes towards digital – approximately A$317m (US$235.9m). This is up from a share of 28% in 2015 and 17% in 2014. Digital's share likely rose above 45% in 2017.
- DOOH's share was thought to be just over a fifth (22.4%) in the US last year, equating to $1.7bn. The share was up from 20.8% in 2016 and 19.1% in 2015. Spend grew at a compound annual rate of 13.7% over the five years to 2017.

The majority of out of home spend is directed towards roadside locations

% share of total out of home spend by environment



Note: Australian and US data are for 2016. UK data are for the first nine months of 2017. Cross market comparison is not truly like-for-like due to varying defintions.

SOURCE › Outdoor Media Association, Outsmart, Outdoor Advertising Association of America (OAAA)

Media Analysis: OOH

- Approximately two-thirds (A$526.8m or US$391.6m) of out of home adspend in Australia was directed towards roadside sites in 2016. A$296.4m of this was spent on billboards, with a further A$230.4m spent on other roadside locations such as street furniture and bus/tram exteriors. Aside from roadside sites, A$136.3m (17.3% of the total) was invested in transport locations, while A$126.4m (16.0%) was spent on other locations including retail and leisure.
- In the UK, roadside sites are also the most valuable to advertisers, with 47.5% – or £383m ($493.5m) – of investment directed here over the first nine months of 2017. Some 38.5% (£311m) of the OOH total was spent to advertise in transport locations, while a further 14% (£113m) went towards point of sale (POS), retail, and leisure locations.
- In the US, the world's largest market by OOH spend, the vast majority (65.4%, or $4.9bn) of 2016 investment was also directed towards roadside billboards. A further 17.4% ($1.3bn) was spent in transport locations, and 11.8% ($892m) in place-based locations. Street furniture added a further 5.4% ($407m) to the total.

Out of home attracts a diverse range of advertisers

WARC Data

Top five out of home advertisers by key market

Local currency	Adspend (m)	Yr-on-Yr % change	Share of total media spend
US			
McDonald's	76.2	3.5%	9.7%
Apple	69.2	15.6%	8.5%
Geico	56.9	10.7%	3.8%
Chevrolet	49.8	1,238.7%	4.9%
Verizon	44.9	-11.8%	3.6%
UK			
BT	26.5	-28.7%	21.5%
Sky	21.0	18.3%	27.1%
Coca-Cola	19.9	94.0%	20.4%
Vodafone	15.6	20.5%	15.9%
Unilever	14.8	34.7%	15.1%
Australia			
Singtel	18.5	–	42.9%
Lion	12.4	–	43.6%
Government – Commonwealth	11.2	–	12.4%
ANZ Banking Group	10.3	–	30.5%
Government – New South Wales	9.8	–	15.9%

Note: Ranked by total market spend. 2016 data (latest available). Cross market comparison is not truly like-for-like due to varying methodologies.

SOURCE › WARC Data, Kantar Media, Nielsen

Media Analysis: OOH

- When it comes to top advertisers, data show that the appeal of out of home is very broad. Advertisers from a diverse range of sectors choose to invest in the channel with telecoms, fast food, financial services, automobiles, FMCG, government and beverages all represented.
- McDonald's spent most on out of home ads in the US in 2016 on US$76.2m, investing just under 10% of its total ad budget on the channel. On average, the top five advertisers allocated 6.1% of their 2016 media spend to out of home.
- Turning to the UK, data show OOH is popular among telecoms companies. BT was the biggest spender on £26.5m in 2016 (despite a year-on-year dip of 28.7%), followed by Sky in second position on £21.0m and Vodafone in fourth on £15.6m. Out of home attracted an average 20.0% of media spend among top UK adverisers.
- Singtel, also telecoms, was the biggest out of home advertiser in Australia following spend of A$18.5m in 2016. Data show that a significant 42.9% of its overall ad budget was invested in out of home, ahead of the average 29.1%.

Entertainment and leisure is a key category for out of home

WARC Data

Top five out of home categories by key market

Local currency	Adspend (m)	Yr-on-Yr % change	Share of total media spend
US			
Misc. services & amusements	102.2	-25.3%	13.5%
Retail	67.0	21.9%	6.1%
Media & advertising	52.9	14.3%	6.2%
Restaurants	46.0	4.7%	8.8%
Public transport, hotels & resorts	40.9	5.2%	9.5%
UK			
Entertainment & leisure	162.7	6.8%	28.2%
Drink	92.1	26.9%	12.7%
Telecoms	89.5	-12.6%	5.2%
Food	75.7	11.8%	7.8%
Finance	63.5	-8.2%	11.4%
Australia			
Retail	83.4	–	4.4%
Entertainment & leisure	64.7	–	10.8%
Motor vehicles	58.2	–	6.0%
Finance	57.7	–	14.2%
Telecoms	49.4	–	16.0%

Note: Ranked by total market spend. 2016 data (latest available). Cross market comparison is not truly like-for-like due to varying methodologies.

SOURCE › WARC Data, Kantar Media, Nielsen

Media Analysis: OOH

- Within the three key markets shown, data indicate that the entertainment and leisure category is a significant contributor to the OOH ad sector. The misc. services & amusements category tops US OOH rankings, while entertainment and leisure was the leading UK category and second placed for Australia.
- Misc. services and amusements is by far the biggest US OOH category with spend of US$102.2m in 2016, despite a year-on-year dip in investment of 25.3%. Of the category's all media spend, 13.5% falls to OOH. This is ahead of the average 8.8% among top US categories.
- In the UK, OOH entertainment and leisure (£162.7m) attracts almost twice as much advertising spend as the second placed category, drink (£92.1m). Out of home accounts for more than a quarter of E&L's total advertising spend annually (28.2%), while the average OOH allocation among top categories is 13.1%.
- On average, the top OOH categories in Australia allocate 10.3% of their spend to the channel. However, while retail advertisers topped the 2016 OOH spend list, the 4.4% share of total ad investment was well below this level.

WARC Benchmarks: Successful brands allocate an average 13% of their budget to out of home

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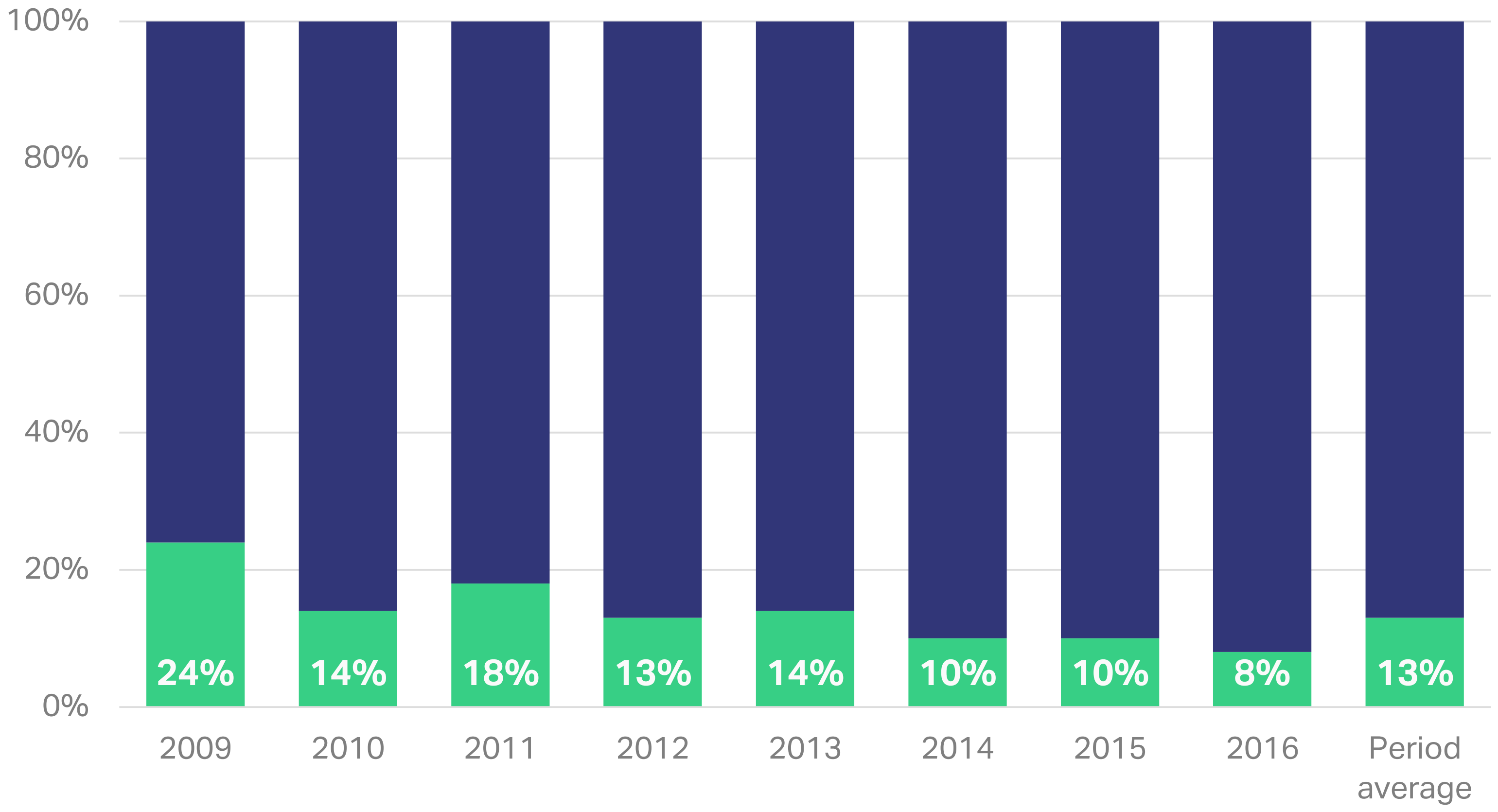
Average out of home allocation across WARC case studies by year



SOURCE › WARC Data

Read full report

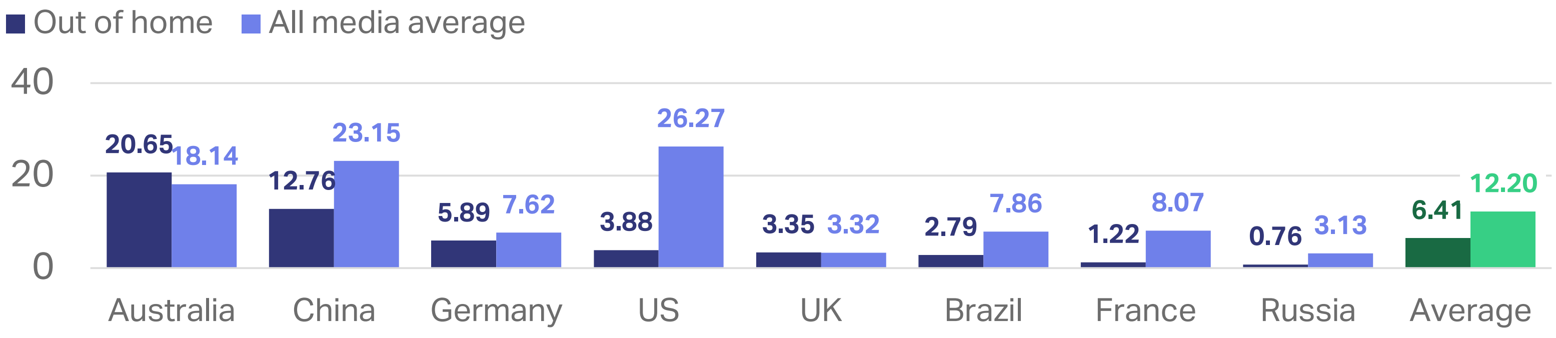
Media Analysis: OOH

- Budget allocation to out of home by successful brands within WARC's case study database has averaged 13% over the eight years to 2016. Excluding 2009, out of home's share of budgets has remained largely stable, which tallies with the channel's share of global display adspend.
- Successful campaigns within the low (up to $500k) and medium ($500k to $10m) budget bands are the ones that allocate the highest proportions towards out of home.
- WARC's **Media Allocation** report also finds that government and non-profit organisations (26% of budgeted spend), alcoholic drinks brands (16%) and retail brands (14%) are among the highest investors in the medium.

Out of home CPM is routinely lower than the all media average

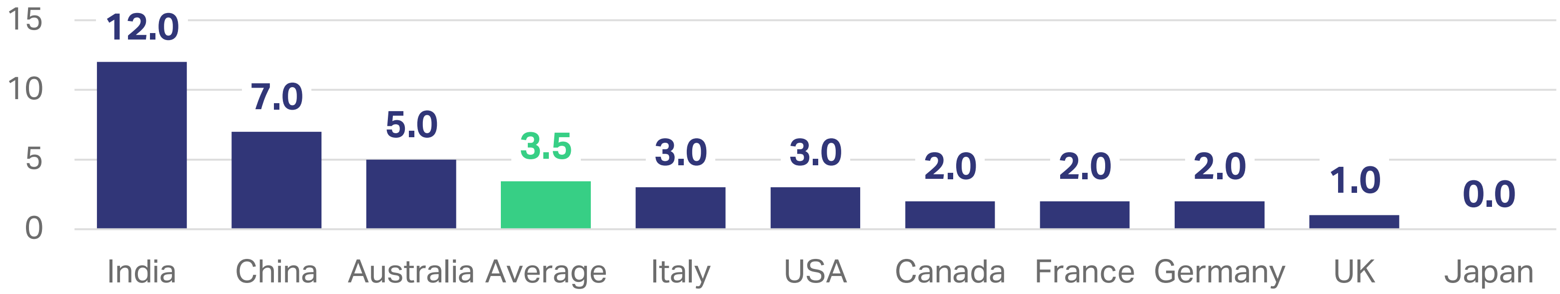
WARC Data

Cost per thousand, US$ current prices



Note: Data are for all adult audience in 2016 (latest available). OOH CPM for India, Italy, Canada, Japan unavailable. All media average encompasses Television, Newspapers, Magazines, Radio, Out of home and Internet.

2018, Year-on-year % change in CPM for standard billboard



Note: All adult audience

SOURCE › **WARC Data, *Media Costs Database, Media Inflation Forecast***

Get the data

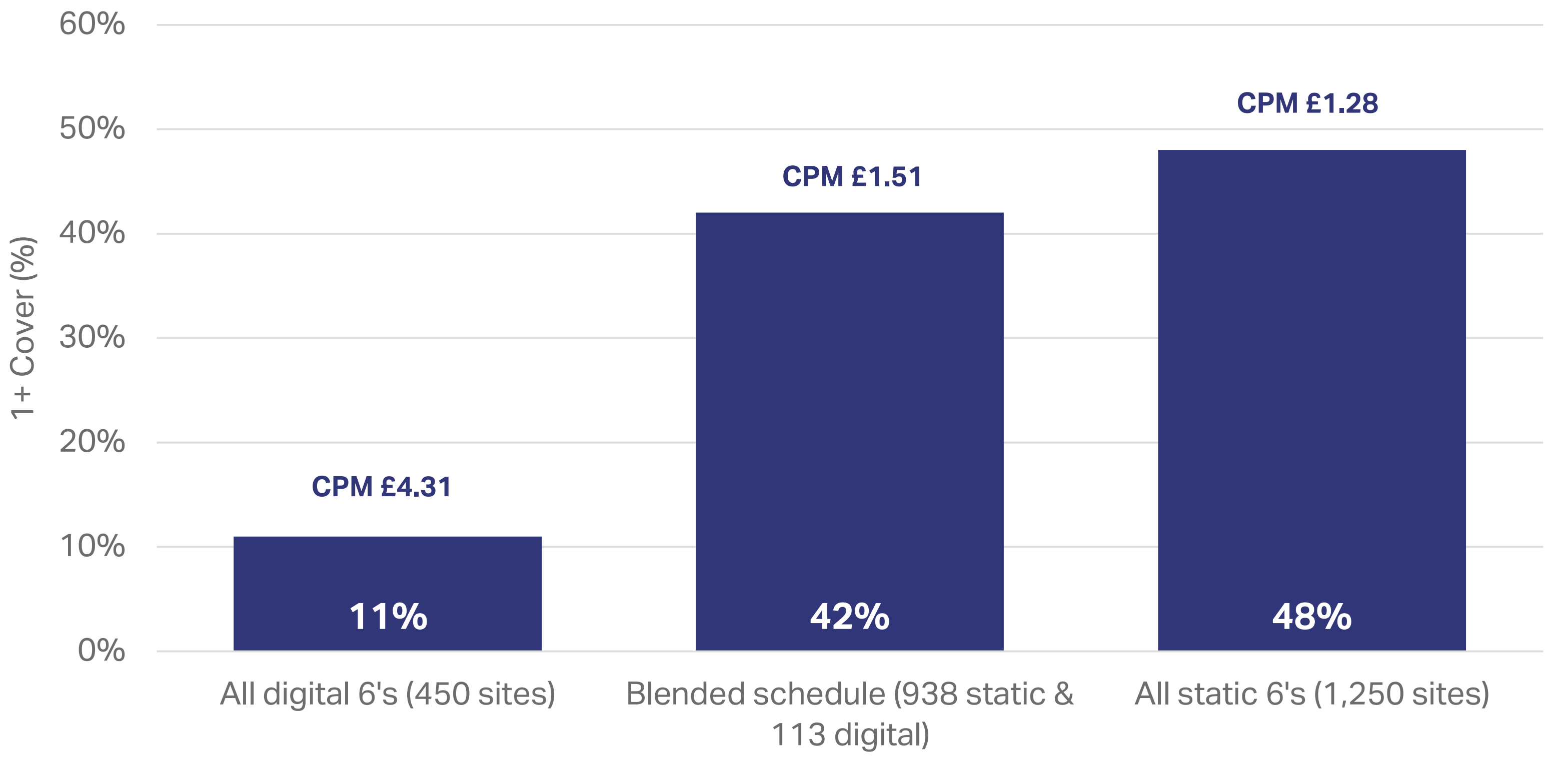
Media Analysis: OOH

- Data from WARC's **Media Costs Database** show that out of home (OOH) cost per thousand (CPM) is routinely lower than the all media average in key markets. The average CPM for an outdoor ad with an all adult target audience is $6.41, compared to an all media average of $12.20.
- The OOH key market average is heavily inflated by the Australian data, which show a high CPM of $20.65. Australia and the UK are the only markets in which OOH CPM is above average.
- Data show that out of home CPM was up year-on-year in four markets: Australia, China, Germany and the US. Prices were flat in Brazil, France and Russia, and were down in the UK.
- Outdoor CPM is expected to rise by an average 3.5% this year, according to WARC's **Media Inflation Forecast**, which gauges likely cost increases from a panel of global media agencies.
- Costs are expected to rise fastest in India this year (+12.0%), followed by China (+7.0%) and Australia (+5.0%). The majority of markets are expected to see costs rise below the average, with Japanese prices expected to remain unchanged.

A blended schedule can achieve the benefits of digital impact with affordable reach

WARC Data

UK, Example coverage achieved by £100k investment into six sheets



SOURCE › Ebiquity, Route

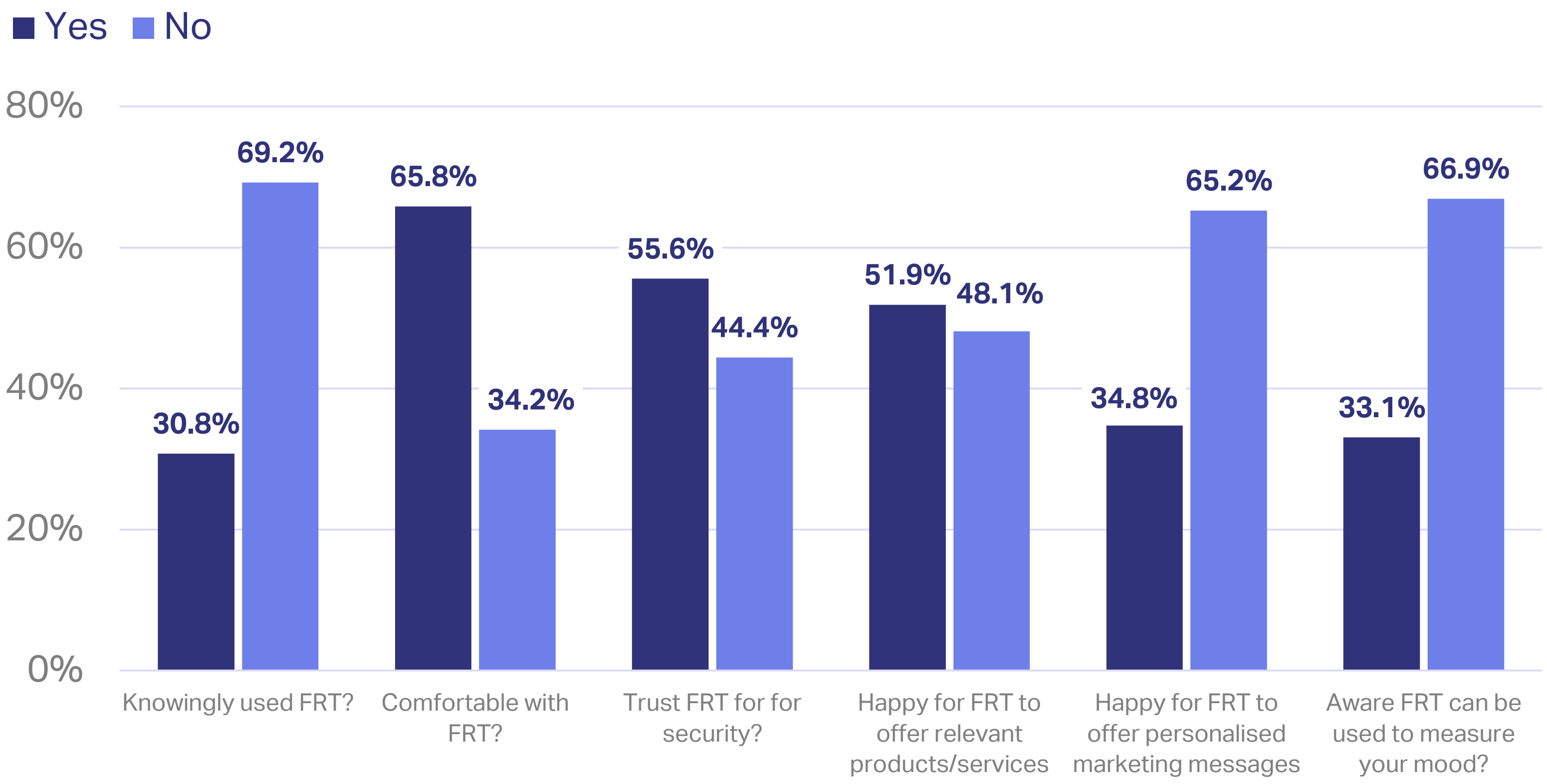
Media Analysis: OOH

- While out of home (OOH) traditionally delivers coverage with high frequency, the advent of digital out of home (DOOH) has changed some of the basic buying parameters.
- DOOH is a time-based medium, with pricing largely based on impressions and/or share of voice (SOV). Location data can also be used to buy inventory close to a point of interest.
- A typical digital billboard has eight slots in a loop, each eight to ten seconds long. Each advertiser receives ⅛ SOV when all of the inventory is sold. To gain a larger SOV, advertisers can buy multiple slots within the same loop. Ads can flex around specific planning requirements (i.e. time of day) to reach the target demographic.
- However, as **Ebiquity argues**, this increased targeting and its associated clutter (with multiple ads in a loop being the norm) can result in fewer people seeing the ad, and for less time.
- A blended schedule can therefore benefit overall campaign achievement by offering the effective, high-frequency coverage of traditional OOH alongside digital creativity and flexibility.

UK consumers open to facial recognition for security purposes, but less so for marketing

WARC Data

% share of respondents



Note: 1,004 nationally representative respondents surveyed between 11th and 12th October 2017.

SOURCE › WARC, Toluna

Get the data

Media Analysis: OOH

- Facial Recognition Technology (FRT) is being trialled as a means of offering shoppers more targeted information in stores. The technology can be used to understand a shopper's age, gender, **and even mood**. UK consumers are open to the application of FRT for products and services, but do not find the concept of personalised marketing messages appealing.
- In a recent national survey, WARC and Toluna found that although 69.2% of respondents have never knowingly used facial recognition, an almost equal percentage (65.8%) said that they were "comfortable with the idea".
- Interestingly, almost as many consumers were happy for FRT to be used to offer relevant products and services (51.9%), as there were consumers who trust it for security purposes (55.6%).
- When asked if they were happy for facial recognition to be used to offer personalised marketing messages, this percentage drops to 34.8%, suggesting that an invasive use of FRT is unpalatable.

WARC Data

2

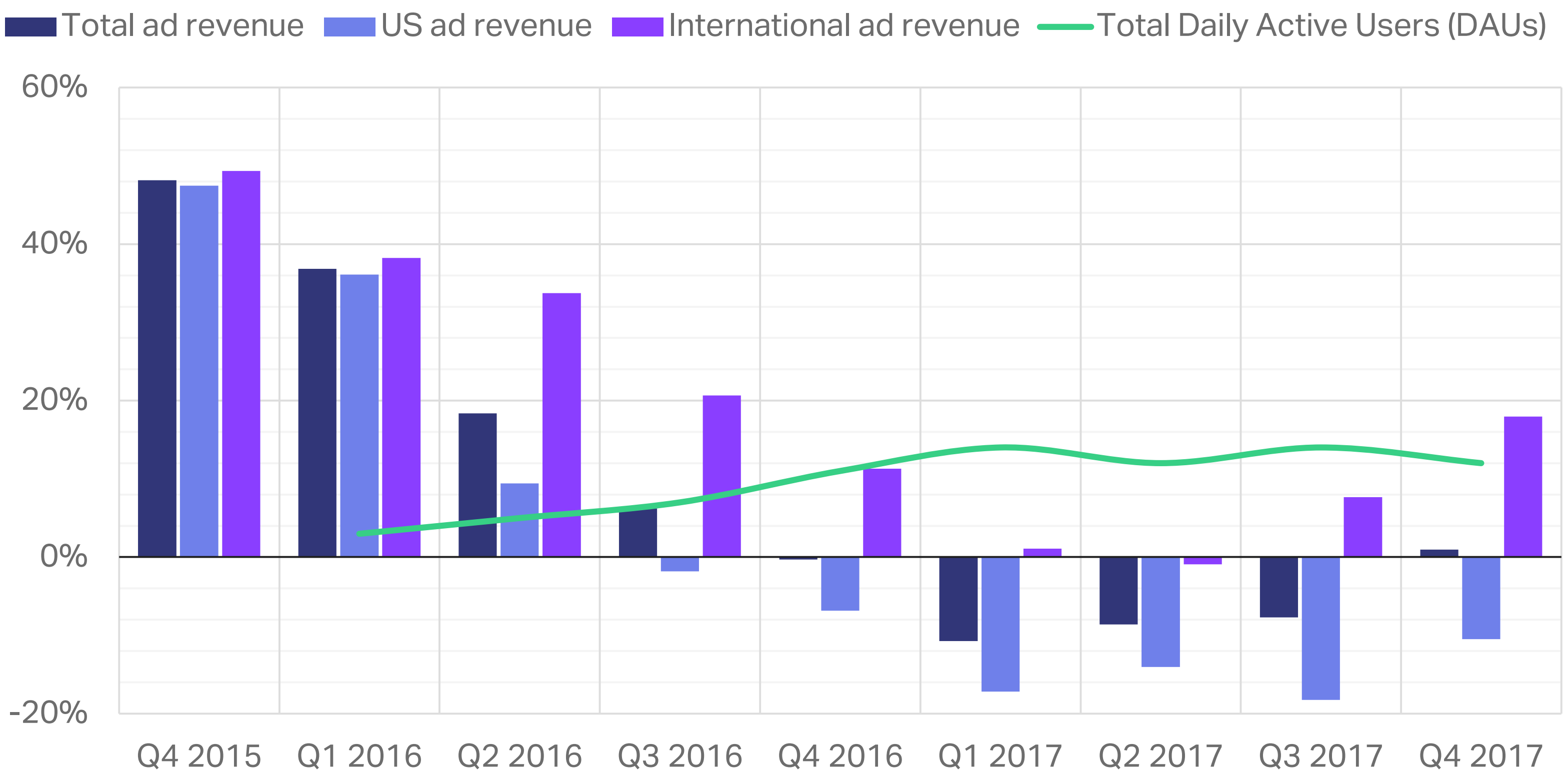
Key media intelligence

New on WARC Data

- Twitter finally turns a profit despite stagnation in its core US market
- Super Bowl spot spend outperforms wider US TV market, though CPM inflation is higher
- Digital classified ads were worth more than print for the first time in 2017
- Four in five US practitioners intend to invest more in audience data this year

Twitter finally turns a profit despite stagnation in its core US market

Twitter KPIs, Year-on-year % change



SOURCE › Twitter

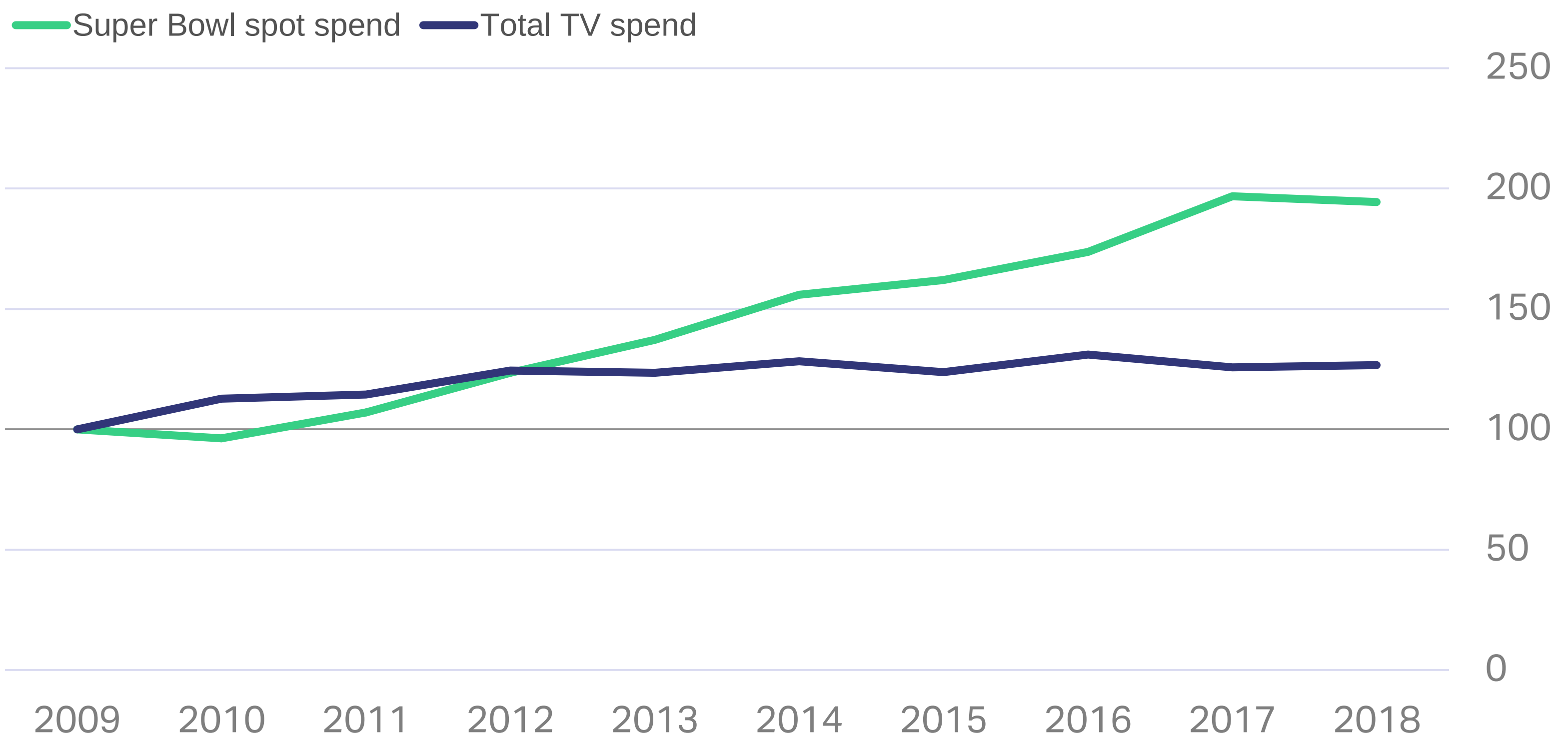
Get the data

Media Intel

- Company reports published this month show Twitter turned a profit for the first time in its 11-year history during Q4 2017, thanks to a 1% uptick in ad revenue (to $644m) and a 10% rise in data licensing & other activity (to $87m). This resulted in a 2% annual rise in total, to $732m.
- Twitter has recently unveiled a range of new products such as a live-streaming video function for sports and news and a doubled character limit for tweets. Programmatic trials and online video advancements have been tailored towards attracting new advertising investment.
- Headline growth was driven by ad income from outside of the US. Ad revenue from international markets rose 18.0% year-on-year to $302m – less than half (46.9%) of the total. This despite the fact four in five (79.4%) monthly users are located outside of the US.
- One in four (27.4%) online Americans use Twitter at least once a month, though penetration has flatlined and revenue growth has lagged the wider sector. Twitter's US ad revenue fell 14.8% to $1.2bn in 2017. This compares to a 43.7% rise in Facebook's North American ad income (to $19.5bn) and an 83.7% rise for Snap (to $663m).

Super Bowl spot spend outperforms wider US TV market, though CPM inflation is higher

Growth index, 2009 = 100



SOURCE › WARC Data, Kantar Media

Media Intel

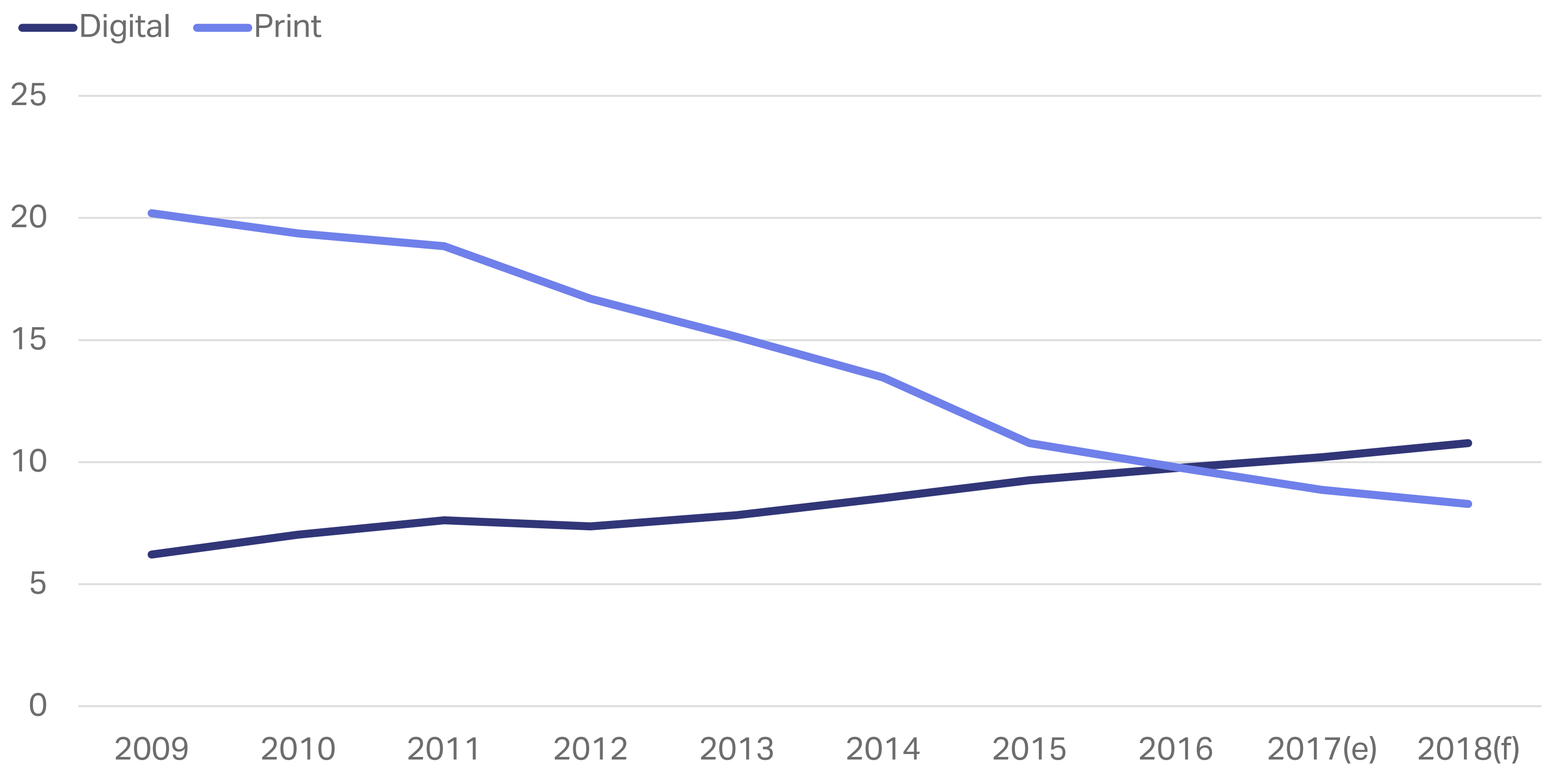
- TV spots aired during Super Bowl LII drew $414m in spend, according to preliminary estimates from Kantar Media. While this was down 1.2% from 2017, the comparison is not truly like-for-like as last year's game went into overtime, allowing for more ads to be broadcast.
- The 2018 total was up 11.9% from the $370m spent in 2016, and 94.4% from a decade earlier. Growth in Super Bowl spot investment has outperformed the wider US TV market over this time, with spending growth 1.5 times greater when indexed to 2009.
- Super Bowl spots cost an average $5.05m in 2017, and WARC estimates a price closer to $5.15m this year. This equates to a compound annual growth rate (CAGR) of 6.2% since 2009, compared to an estimated* CAGR of 5.1% in standard spot CPM during this time.
- Ancillary data show that, excluding NFL and network promotions, **40 minutes of brand advertising was aired during Super Bowl LII**. Anheuser-Busch InBev (4:00 minutes) and Fiat Chryslet Automotive (4:00) accounted for the most ad time, followed by Toyota Motor (3:00) and Amazon.com (2:30).

* Derrived from trends in WARC's *Media Costs Database* and *Media Inflation Forecast*.

Digital classified ads were worth more than print classified for the first time in 2017

WARC Data

US$ billions, current prices



Note: Data are for WARC's 12 key markets.

Get the data

SOURCE › WARC Data

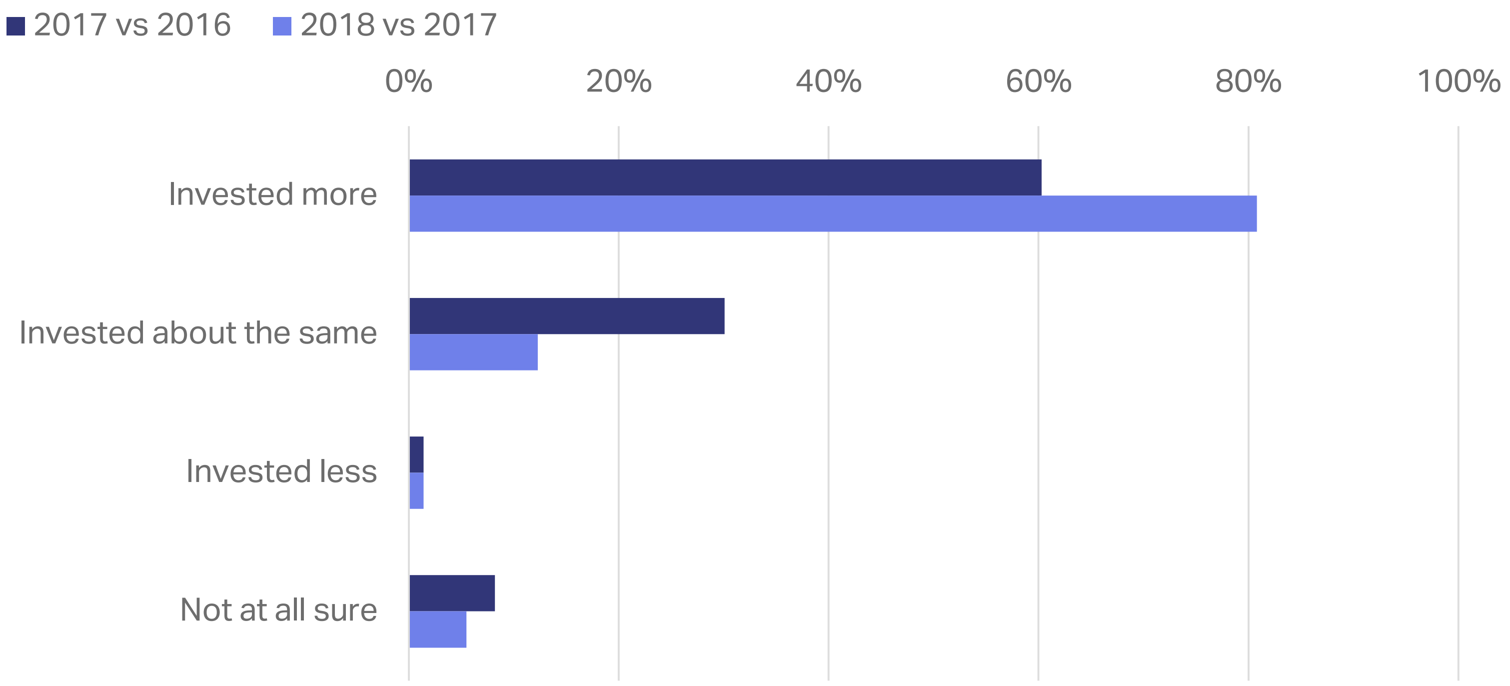
Media Intel

- Data from WARC's 12 key markets, which between them account for over two-thirds of global advertising expenditure, show that digital classified was worth more than print classified for the first time last year.
- Preliminary estimates show digital classified amounted to $10.2bn in 2017, up 4.6% from 2016. Conversely, print classified spend within these markets dipped 9.6% to $8.7bn.
- The classified businesses of print publishers have come under intense pressure in recent years, particularly from online specialists in the recruitment, property and motors sectors.
- Some publishers are capturing the online market. In the UK, preliminary estimates for 2017 show that online classified revenues for newsbrands and B2B magazine brands amounted to $175m, 11.8% of the online classified total.
- However, digital classified revenues among these publishers are thought to have dipped by 7.1% in 2017, compared to 2.6% growth in the UK's online classified ad market as a whole.

Four in five US practitioners intend to invest more in audience data this year

WARC Data

Q: "Did your organization spend more, less or about the same on audience data and related activation solutions in 2017 compared to 2016? How do you expect your equivalent spending to change in 2018?"



Note: n=99, with 87% having six years of industry experience or more.

SOURCE › IAB, DMA, Winterberry Group

Media Intel

- Marketers, publishers and technology developers continue to grow their spending on audience data and related solutions; 60.3% of survey respondents reported that their organisations spent more on data and related services in 2017 than they did the year before, and an even larger majority (80.8%) expect to grow their investments further in 2018.
- Practitioners most commonly cited a demand from customers as the root of additional data investment, followed by a growing emphasis on accountability.
- According to the IAB's *State of Data 2017*, organisations spent $20.2bn on data and related activation solutions in support of their advertising, marketing and audience engagement efforts last year.
- Seperate research from WARC and Moore Stephens, based on a panel of over 500 brands and agencies across North America and the UK, suggests that marketing tech could be worth **more than $34bn this year**.

WARC Data

3 Latest WARC research

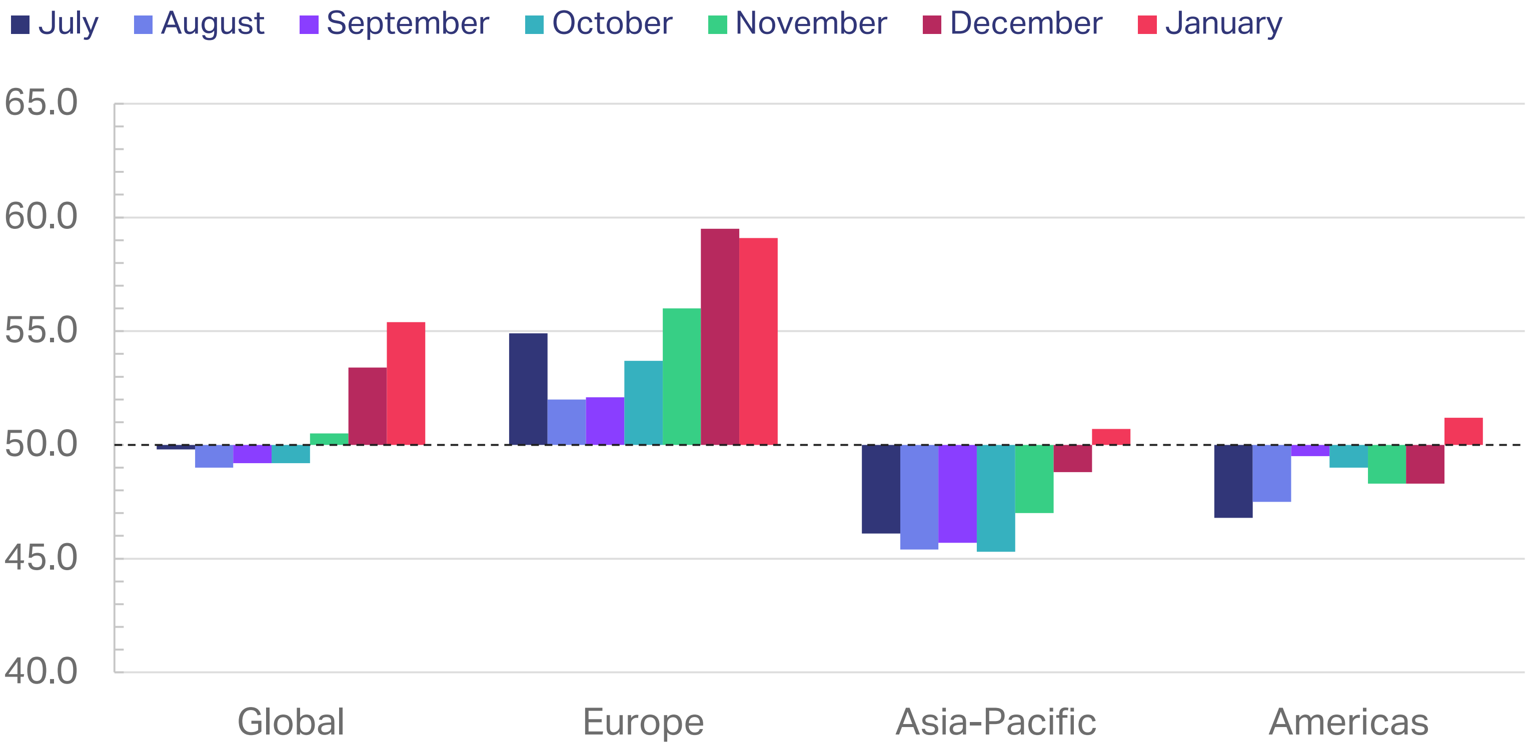
The state of the global ad market

- **WARC GMI:** Budgets record growth in all regions, pushing the global index to highest level since 2014
- **WARC GMI:** Global TV budgets turn positive
- **WARC Consensus Forecast:** Global adspend forecast to rise by 4.2% in dollar terms this year
- **WARC International Ad Forecast:** Global adspend expected to rise by 5.9% in PPP terms this year

WARC's GMI: Budgets record growth in all regions, pushing the global index to highest level since 2014

WARC Data

Marketing budgets by region, 2017/18



Note : An index value over 50 indicates budget growth. A value under 50 indicates contraction.

SOURCE › WARC Data, *Global Marketing Index, January 2018*

Read full report

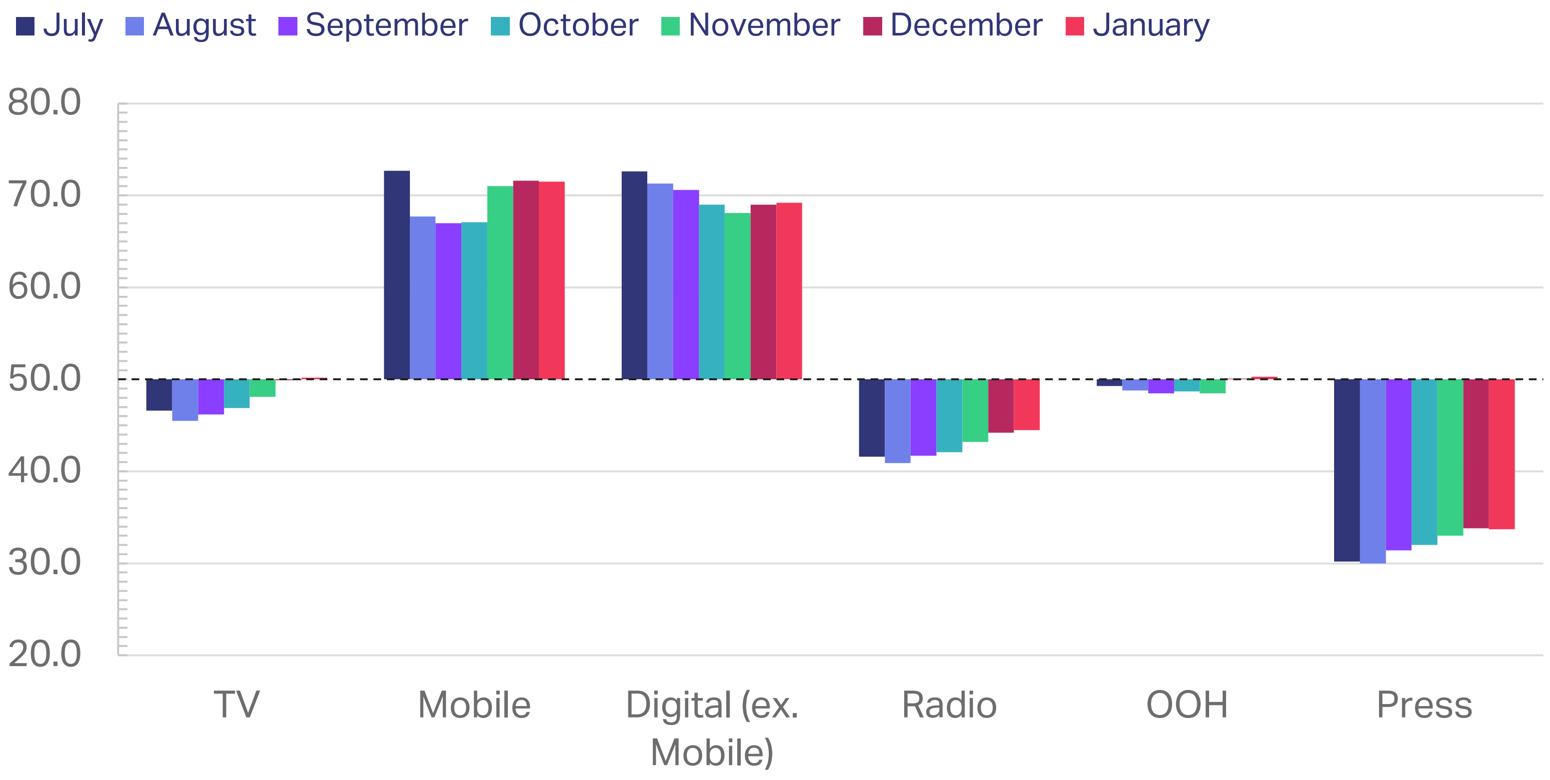
Latest WARC research

- Marketing budgets recorded growth in all measured regions in January, culminating in the strongest global rise since February 2014, according to the latest results from WARC's **Global Marketing Index**, a monthly barometer of marketer sentiment towards trading conditions, budgets and staffing levels.
- The latest survey results show that marketers in Asia-Pacific saw budgets return to minimal growth, at 50.7. Europe continues to show the strongest growth in marketing budgets, with an index value of 59.1 indicative of rapid growth. Marketing budgets in The Americas returned to growth after eighteen months in decline, at 51.2.
- The global index recorded a value of 55.4, the highest since February 2014 and the third-highest since monitoring began in January 2012.

WARC's GMI: Global TV budgets turn positive

WARC Data

Global, Marketing budgets by medium, 2017/18



Note : An index value over 50 indicates budget growth. A value under 50 indicates contraction.

SOURCE › **WARC Data, *Global Marketing Index, January 2018***

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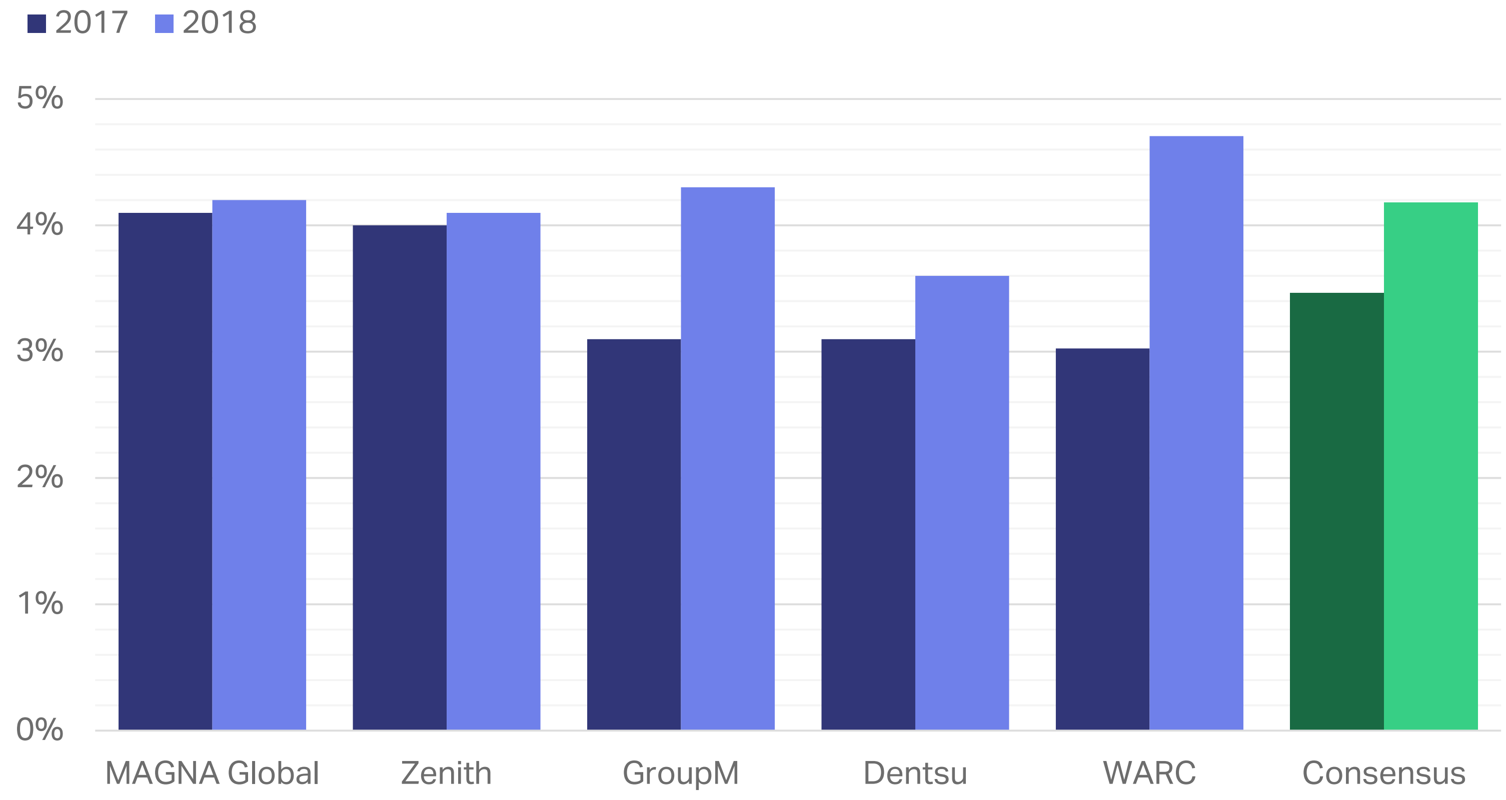
Latest WARC research

- The index for global TV budgets recorded modest growth in January (50.2), reversing a prolonged downturn which extends back to November 2014. Regional results show TV budgets expanding across Europe (54.5), but contracting across Asia and the Americas.
- OOH also registered mild growth on a global level, aided by expanding budgets in Asia.
- The global decline of press continued at the same rate in January, at 33.7. Mobile continued to be the fastest growing medium (71.5), while digital budgets excluding mobile also continue to rise strongly.

WARC Consensus Forecast: Global adspend to rise 4.2% this year

WARC Data

Year-on-year % change in advertising expenditure, US$ current prices



SOURCE › WARC Data, *Adspend Database* (February 2018); MAGNA Global, Zenith, GroupM (December 2017), Dentsu (January 2018)

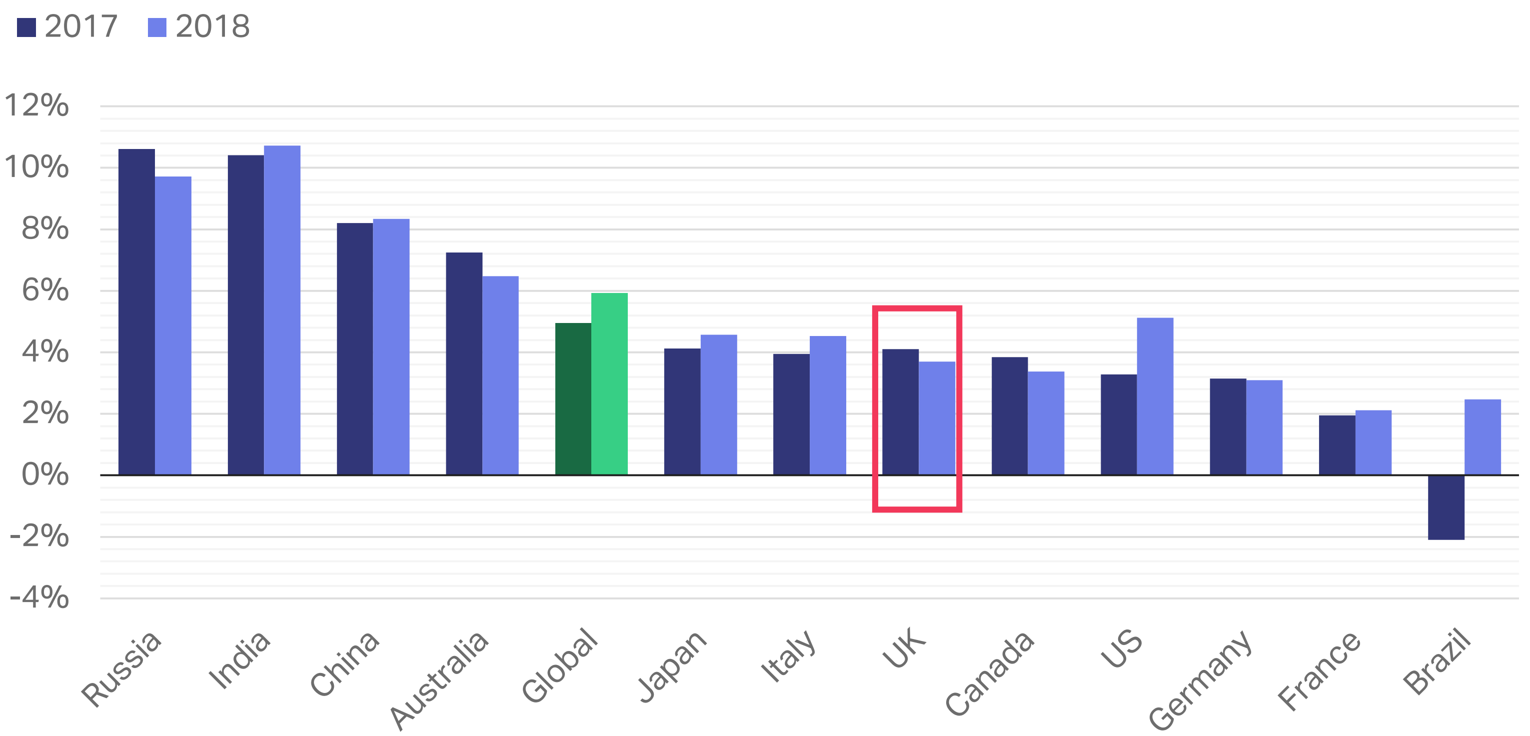
Latest WARC research

- Global advertising spend is expected to grow by 4.2% in dollar terms this year, an acceleration from the estimated 3.5% rise in 2017, according WARC's latest Consensus Forecast, a weighted average of third-party growth projections.
- Major sporting events such as the FIFA World Cup and Winter Olympics, atop campaign spending during the US mid-terms, are expected to be major contributors to market growth.
- WARC's forecasts are the most optimistic for global growth this year, with the 4.7% rise inflated by an expected weakening in the US dollar versus major domestic currencies (**read more**).
- Dentsu's projections (3.1% for 2017 and 3.6% for 2018) have been downgraded by 0.7 percentage points (pp) apiece. MAGNA upwardly revised its 2017 estimtate by 0.4pp, though 2018 growth has been scaled back by 0.3pp. Revisions by Zenith and GroupM are negligible.
- The latest projections equate to an estimated 3.5% rise in 2017 (unchanged from November's report), and a 4.2% rise in 2018 (down 0.3pp).

WARC International Ad Forecast: UK growth upwardly revised

WARC Data

Year-on-year % change in advertising expenditure, PPP current prices



SOURCE › **WARC Data, *International Ad Forecast*, February 2018**

Get the data

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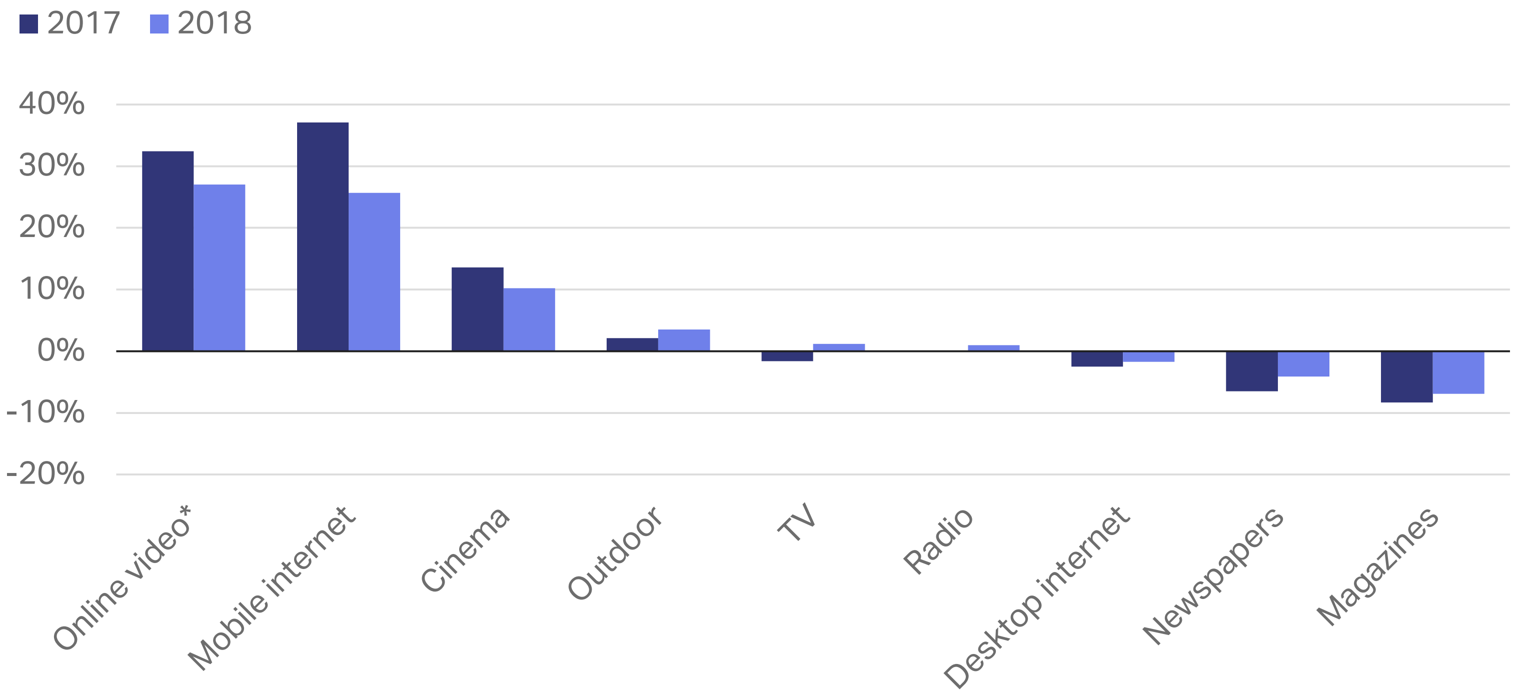
- When assessing ad market growth in Purchasing Power Parity (PPP) terms, which remove the distorting impact of exchange rate fluctuations, global adspend is expected to rise by 5.9% in 2018, data from WARC's latest **International Ad Forecast** show.
- Russia (+9.7%), India (+10.7%), China (+8.3%) and Australia (+6.5%) are expected to expand ahead of the global rate this year.
- UK growth has been marginally upgraded by 0.1 percentage point to 3.7% this year, while the full-year estimate has also been upwardly revised, to 4.1% growth (+0.2pp). Data from the **AA/WARC Expenditure Report** show that **mobile is a driving force in UK ad market growth**.
- Almost all other markets are expected to demonstrate growth this year. Further, Brazil is the only market thought to have contracted last year; adspend in the country is thought to have recorded a 2.1% dip. While this does equate to growth of 3.3% in local currency, it shows the reduced buying power of the Real following 2016's recession.

WARC International Ad Forecast: Online video set to record strongest growth this year

WARC Data

Year-on-year % change in advertising expenditure, PPP current prices



Note: *Online video is included in internet growth totals.

SOURCE › WARC Data, *International Ad Forecast*, February 2018

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- Online video is expected to be the fastest-growing ad medium this year, with adspend rising by approximately 27% on a PPP basis, according to data included in WARC's latest **International Ad Forecast**.
- Much of the online video growth will come from increasing spend on mobile, which is also anticipated to record rapid growth (+26%) this year. However, this does represent a slowdown from the estimated 37% rise in 2017.
- Cinema (+10.2%), outdoor (+3.5%), TV (+1.2%) and radio (+1.0%) are the other media expected to record growth this year.

More from WARC Data

About WARC Data
WARC has published independent and objective advertising research since 1982.

Our data products are trusted by the world's leading brands, ad and media agencies, media owners, research bodies, academic institutions and market analysts.

www.warc.com/data

Benchmarks
Utilise WARC's suite of benchmarks to measure your ROI against industry sector and geography, decide on the right media mix for your campaign, and compare your ad/sales ratio with the sector's wider performance.

Databases
Instantly access advertising spend data in 96 markets across major media and formats.

Check CPM and GRP costs by media and target audience in 63 markets.

Data points
Access hundreds of pre-made charts and datasets on media consumption, spend and costs.

Forecasts
WARC produces detailed adspend forecasts for 12 key markets, which between them account for two-thirds of global advertising expenditure, atop a biannual forecast for media inflation drawn from a consensus of exclusive agency data.

Global Marketing Index
Established in 2011, the Global Marketing Index (GMI) is designed to provide a unique monthly indicator of expenditure and business conditions for marketers worldwide.

Our panel of 10,000 marketing professionals is invited to give its views of current business conditions, including marketing spend, media budgets and staffing. The results provided exclusively to WARC Data subscribers each month.

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