

Advertising

TV ADVERTISING EXPENDITURE GROSS				
Country	Total Adspend 2007 (in million EUR)	TV Adspend 2007 (in million EUR)	Growth Rate TV Adspend 2007 vs. 2006 ¹	TV Share
AUSTRIA	2 462.71	596.49	9.4 %	24.2 %
BELARUS	n.a.	238.35	39.0 %	n.a.
BELGIUM	3 088.69	1 161.35	8.4 %	37.6 %
BULGARIA	429.05	315.84	39.3 %	73.6 %
CROATIA	709.09	461.47	13.4 %	65.1 %
CYPRUS	295.71	215.48	22.2 %	72.5 %
CZECH REPUBLIC	1 765.76	852.67	2.3 %	48.3 %
DENMARK	1 836.84	556.78	4.6 %	30.3 %
ESTONIA	n.a.	221.33	49.1 %	n.a.
FINLAND ²	1315.00	262.10	7.9 %	19.9 %
FRANCE	23 317.98	6 741.36	6.5 %	28.9 %
GERMANY	22 119.55 ³	8 734.40	5.3 %	39.5 %
GREECE	2 654.73	941.52	18.6 %	35.5 %
HUNGARY	2 157.13	1 352.23	-1.3 %	62.7 %
ICELAND	n.a.	n.a.	n.a.	n.a.
IRELAND	1 821.83	374.32	14.8 %	20.5 %
ITALY ²	7 969.10	4653.49	1.2 %	58.4 %
LATVIA	441.73	334.06	40.2 %	75.6 %
LITHUANIA	448.50	331.61	26.2 %	73.9 %
LUXEMBOURG	120.47	11.48	11.7 %	9.5 %
MACEDONIA	221.48	179.74	48.4 %	81.2 %
NETHERLANDS	5 576.87	3 027.38	8.0 %	54.2 %
NORWAY	3 048.66	807.42	8.7 %	26.5 %
POLAND	5 040.75 ⁴	2 639.19	22.1 %	52.4 %
PORTUGAL	4 392.12	3 085.78	8.6 %	70.3 %
ROMANIA	4 871.35	4 426.13	43.0 %	90.9 %
RUSSIA	14 510.54	9 457.69	19.3 %	65.2 %
SERBIA	941.26	783.25	52.0 %	83.2 %
SLOVAKIA	1 210.29	953.49	16.3 %	78.8 %
SLOVENIA	452.55	243.62	25.3 %	53.8 %
SPAIN	18 737.25	10 347.79	11.3 %	55.6 %
SWEDEN	4 046.56	1 623.79	1.0 %	40.1 %
SWITZERLAND	2 432.01	631.93	18.7 %	26.0 %
TURKEY	657 051.88	653 520.14	316.0 % ⁵	99.5 %
UKRAINE	2 204.16 ⁶	1 663.99	28.7 %	75.5 %
UNITED KINGDOM ⁷	13 180.15	5 375.56	3.4 %	40.8 %
Total Europe⁸	153 819.87⁹	73 603.08¹⁰	10.6 %¹¹	47.6 %⁹
EU 26¹²	129 752.67¹³	59 379.24	8.8 %¹⁴	45.6 %¹³
JAPAN	26 799.70	12 079.24	-0.9 %	45.1 %
UNITED STATES ¹⁵	106 785.67	48 354.95	-1.5 %	45.3 %

¹Calculations are based on national currency. ²Net figures; ³Data not comparable to last year, because Cinema is newly included. ⁴Data not comparable to last year, because out-door and internet are newly included. ⁵Calculation is based on USD value; ⁶Data not comparable to last year, because radio is no longer included. ⁷Figures for TV are gross. The remaining media are neither gross nor net but estimates used as industry standard. Internet is included. Data not comparable with last year due to new methodology. ⁸Without Turkey; ⁹Without Belarus, Estonia and Iceland; ¹⁰Without Iceland. ¹¹Without Iceland; Calculation is based on EUR value. ¹²Without Malta; ¹³Without Estonia; ¹⁴Calculation is based on EUR value. ¹⁵Data are neither gross or net. They were published by Universal McCann/Robert J. Coen.

Source: IP NETWORK, local institutes