

Advertising



TV ADVERTISING EXPENDITURE GROSS				
Country	Total Adspend 2008 (in million EUR)	TV Adspend 2008 (in million EUR)	Growth Rate TV Adspend 2008 vs. 2007 ¹	TV Share
AUSTRIA	2 607.09	622.90	4.4 %	23.9 %
BELARUS	n.a.	261.89	16.8 %	n.a.
BELGIUM	3 164.42	1 204.78	3.7 %	38.1 %
BULGARIA	526.91	404.18	28.0 %	76.7 %
CROATIA	727.07	469.17	1.8 %	64.5 %
CYPRUS	294.39	251.61	16.8 %	85.5 %
CZECH REPUBLIC	2 201.12	993.00	17.6 %	45.1 %
DENMARK	1 839.25	617.67	10.8 %	33.6 %
ESTONIA ²	111.16	29.96	-2.1 %	27.0 %
FINLAND ²	1 502.00	268.10	2.3 %	17.8 %
FRANCE	25 341.94	7 271.83 ³	n.a. ³	28.7 %
GERMANY	22 371.28	9 124.42	4.5 %	40.8 %
GREECE	2 668.87	862.04	-8.4 %	32.3 %
HUNGARY	2 237.18	1 376.56	7.2 %	61.5 %
ICELAND	n.a.	n.a.	n.a.	n.a.
IRELAND	1 873.44	363.21	-3.0 %	19.4 %
ITALY ²	7 772.44	4 596.02	-1.2 %	59.1 %
LATVIA	575.84 ⁴	467.15	40.9 %	81.1 %
LITHUANIA	533.43	388.00	17.0 %	72.7 %
LUXEMBOURG	124.91	13.67	19.1 %	10.9 %
MACEDONIA	326.35 ⁵	303.17	66.7 %	92.9 %
NETHERLANDS	5 716.00	3 079.00	1.7 %	53.9 %
NORWAY	3 075.70	914.80	13.3 % ⁶	29.7 %
POLAND	4 989.09	2 703.01	17.3 %	54.2 %
PORTUGAL	4 708.95	3 368.00	9.1 %	71.5 %
ROMANIA ⁷	6 931.14	6 536.43	n.a.	94.3 %
RUSSIA ²	7 220.85	3 775.03	22.3 %	52.3 %
SERBIA	1 052.19	812.55	5.8 %	77.2 %
SLOVAKIA	1 687.58	1 346.00	41.2 % ⁶	79.8 %
SLOVENIA	522.46 ⁸	285.16	17.1 %	54.6 %
SPAIN	18 958.17	10 850.09	4.9 %	57.2 %
SWEDEN	3 460.94	1 361.92	-1.4 %	39.4 %
SWITZERLAND	2 800.58	750.44	6.9 %	26.8 %
TURKEY	1 600 808.31	1 596 533.74	132.1 % ⁹	99.7 %
UKRAINE	2 863.47	2 232.73	33.8 %	78.0 %
UNITED KINGDOM ¹⁰	9 578.93	3 988.66	-4.0 %	41.6 %
Total Europe¹¹	150 365.14¹²	71 893.15¹³	7.0 %^{6,13}	47.6 %¹²
EU 26¹⁴	132 198.93	62 373.37	5.4 %⁶	47.1 %
JAPAN	33 357.38	15 135.56	-4.5 %	45.4 %
UNITED STATES ¹⁵	107 750.59	40 016.54	n.a. ¹⁶	37.2 %

¹Calculations are based on national currency. ²Net figures; ³Data not comparable to last year's. France Television changed its sales condition in Dec. 2007. Its prices are based on Net per sec. since January 2008. ⁴Data not comparable to last year's, because Internet is no longer included. ⁵Data not comparable to last year's, because Outdoor is newly included. ⁶Calculation based on EUR value; ⁷Data not comparable to last year's, because, in 2008, TV gross values were based on rate cards and not on CPP as in the year before. ⁸Data not comparable to last year's, because Radio is newly included. ⁹Calculation based on USD value; ¹⁰Figures for TV are gross. The remaining media are neither gross nor net but estimates used as industry standard. ¹¹Without Turkey; ¹²Without Belarus and Iceland; ¹³Without Iceland; ¹⁴Without Malta; ¹⁵Data are neither gross nor net. They are published by MAGNA by Brian Wieser; ¹⁶Data not comparable to last year's, since both methodology and research institute changed.

Source: IP NETWORK, local institutes