

TV ADVERTISING EXPENDITURE GROSS

Country	Total Adspend 2006 (in million EUR)	Growth Rate Total Adspend 2006 vs. 2005 ¹	TV Adspend 2006 (in million EUR)	Growth Rate TV Adspend 2006 vs. 2005 ¹	TV Share
AUSTRIA	2 255.20	5.5%	545.37	7.4%	24.2%
BELARUS	n.a.	n.a.	179.21	29.1%	n.a.
BELGIUM	2 816.91	18.0%	1 071.17	9.1%	38.0%
BULGARIA	320.48	27.5%	226.81	33.0%	70.8%
CROATIA	632.14	17.0%	406.67	12.5%	64.3%
CYPRUS	260.63	7.6%	235.14	4.8%	n.a.
CZECH REPUBLIC	1 680.56	11.0%	807.24	8.5%	48.0%
DENMARK	1 694.76	6.9%	532.34	6.7%	30.3%
ESTONIA	n.a.	n.a.	148.48	20.2%	n.a.
FINLAND	n.a.	n.a.	n.a.	n.a.	n.a.
FRANCE	22 058.00	13.2%	6 327.28	9.3%	28.7% ²
GERMANY	20 804.28	6.4%	8 295.44	3.1%	39.9%
GREECE	2 343.57	6.9%	793.56	1.1%	33.9%
HUNGARY	2 137.93	6.9%	1 378.56	4.8%	64.5%
ICELAND	n.a.	n.a.	n.a.	n.a.	n.a.
IRELAND	1 686.77 ³	14.5%	326.19	13.8%	19.3%
ITALY	30 952.96 ³	-2.4%	10 719.54	0.2%	34.6%
LATVIA	325.46	33.5%	240.15	35.8%	n.a.
LITHUANIA	360.65	16.1%	262.75	16.8%	72.8%
LUXEMBOURG	102.00	n.a.	10.28	-9.7%	10.1%
MACEDONIA	151.84 ³	61.3%	121.11	64.9%	79.8%
NETHERLANDS	5 153.00	2.1%	2 802.00	0.1%	54.4%
NORWAY	2 878.13 ³	16.0%	718.86	3.9%	25.0%
POLAND	4 031.72	18.5%	2 046.05	22.5%	50.7%
PORTUGAL	4 050.22	11.3%	2 840.20	14.4%	70.1%
ROMANIA	3 567.85	20.7%	3 185.67	21.3%	89.3%
RUSSIA	11 989.59	-5.9%	8 007.48	-17.1%	66.8%
SERBIA	624.54	14.0%	521.60	11.7%	83.5%
SLOVAKIA	1 019.35	19.2%	799.87	22.5%	78.5%
SLOVENIA	376.63	8.2%	194.41	0.9%	51.6%
SPAIN	16 795.85	12.2%	9 298.84	14.1%	55.4%
SWEDEN	4 008.64	9.8%	1 645.43	11.7%	41.0%
SWITZERLAND	2 294.41	8.5%	546.48	9.9%	23.8%
TURKEY	177 981.67	302.4% ⁴	174 751.27	321.2% ⁴	n.a.
UKRAINE	1 909.42 ³	62.9%	1 441.72	75.7%	75.5%
UNITED KINGDOM ⁵	13 903.60	2.1%	5 699.60	-5.6%	41.0%
Total Europe⁶	163 187.09⁷	16.0%^{8,9}	72 400.99¹⁰	15.5%^{8,10}	51.3%^{8,11}
Total West. Europe	134 058.93¹⁰	9.8%^{8,12}	52 433.21¹⁰	8.4%^{8,10}	35.6%^{8,13}
Total Cent./East. Europe⁶	29 128.16¹⁴	23.1%^{8,14}	19 967.78	22.9%⁸	68.9%^{8,14}
EU 24¹⁵	138 818.69¹⁶	12.5%^{8,17}	57 045.38¹⁸	12.5%^{8,18}	45.2%^{8,19}
JAPAN	26 873.68	0.4%	12 855.32	-1.2%	47.8%
UNITED STATES ²⁰	121 769.93 ³	-3.4%	54 597.57	-5.2%	44.8%

¹ Calculations are based on national currency.

² Without sponsorship

³ Data are not comparable with last year, because different media were taken into account in 2006 vs. 2005.

⁴ Calculation is based on USD value.

⁵ Figures 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.

⁶ Without Turkey

⁷ Without Belarus, Estonia, Finland and Iceland

⁸ Calculation is based on Euro value.

⁹ Without Belarus, Estonia, Finland, Iceland and Luxembourg

¹⁰ Without Finland and Iceland

¹¹ Without Belarus, Cyprus, Estonia, Finland, Iceland and Latvia

¹² Without Finland, Iceland and Luxembourg

¹³ Without Cyprus, Finland and Iceland

¹⁴ Without Belarus, Estonia and Latvia

¹⁵ Without Malta

¹⁶ Without Estonia and Finland

¹⁷ Without Estonia, Finland and Luxembourg

¹⁸ Without Finland

¹⁹ Without Cyprus, Estonia, Finland and Latvia

²⁰ Data are neither gross nor net. They were published by Universal McCann/Robert J. Coen.

Source: IP NETWORK, local institutes