

TV ADVERTISING EXPENDITURE NET					
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	n.a.	n.a.	n.a.	n.a.	n.a.
BELARUS	53.39	n.a.	35.21	5.7%	66.0%
BELGIUM	n.a.	n.a.	n.a.	n.a.	n.a.
BULGARIA	n.a.	n.a.	n.a.	n.a.	n.a.
CROATIA	n.a.	n.a.	n.a.	n.a.	n.a.
CYPRUS	73.94	6.9%	46.70	8.0%	63.1%
CZECH REPUBLIC ²	657.27	1.7%	306.35	-2.0%	46.6%
DENMARK	n.a.	n.a.	n.a.	n.a.	n.a.
ESTONIA	86.60	18.3%	23.14	16.8%	26.7%
FINLAND	1 232.90	3.7%	242.90	5.3%	19.7%
FRANCE	10 570.00	3.8%	3 382.00	4.5%	32.0% ³
GERMANY	13 889.54	4.6%	4 114.26	4.7%	29.6%
GREECE	n.a.	n.a.	n.a.	n.a.	n.a.
HUNGARY	695.08	6.7%	289.95	7.4%	41.7%
ICELAND	n.a.	n.a.	n.a.	n.a.	n.a.
IRELAND	n.a.	n.a.	n.a.	n.a.	n.a.
ITALY	7 775.16 ⁴	0.7%	4 598.80	-1.6%	59.1%
LATVIA	109.02	27.1%	51.21	24.9%	35.7%
LITHUANIA	124.57	18.3%	54.17	20.7%	43.5%
LUXEMBOURG	n.a.	n.a.	n.a.	n.a.	n.a.
MACEDONIA	n.a.	n.a.	n.a.	n.a.	n.a.
NETHERLANDS	n.a.	n.a.	n.a.	n.a.	n.a.
NORWAY	n.a.	n.a.	n.a.	n.a.	n.a.
POLAND	n.a.	n.a.	n.a.	n.a.	n.a.
PORTUGAL	n.a.	n.a.	n.a.	n.a.	n.a.
ROMANIA ²	380.50	35.8%	230.00	35.6%	60.4%
RUSSIA	5 077.84	24.3%	2 476.93	30.3%	48.8%
SERBIA	122.26	22.9%	74.42	18.7%	60.9%
SLOVAKIA	n.a.	n.a.	n.a.	n.a.	n.a.
SLOVENIA	n.a.	n.a.	n.a.	n.a.	n.a.
SPAIN	7 112.06	8.2%	3 179.36	10.5%	44.7%
SWEDEN	n.a.	n.a.	n.a.	n.a.	n.a.
SWITZERLAND	n.a.	n.a.	n.a.	n.a.	n.a.
TURKEY	1 443.20	14.2% ⁵	754.90	17.8% ⁵	52.3%
UKRAINE	625.12	61.1%	346.78 ^{3,6}	n.a.	55.5% ³
UNITED KINGDOM	n.a.	n.a.	n.a.	n.a.	n.a.

¹Calculations are based on national currency.

²ARBOmedia estimates

³Includes sponsorship

⁴Data are not comparable with last year, because different media were taken into account in 2006 vs. 2005.

⁵Calculation is based on USD value.

⁶Data are not comparable with last year, because in 2005 sponsorship was not measured.

Source: IP NETWORK, local institutes