



FOR IMMEDIATE RELEASE

CONTACTS:

Julia Monti, +1 646 654 4412, julia.monti@nielsen.com

Alessandra Rossi, +31 20 398 8213, alessandra.rossi@nielsen.com

The Small Screen Captured Big Ad Revenue in 2012

Advertisers gravitated to the small screen in 2012 and pulled away from newspapers and magazines, according to Nielsen's quarterly Global AdView Pulse report. The \$350 billion in global TV ad spending represented a 4.3 percent year-over-year increase, and a strong second half in North America contributed to a 3.2 percent rise in global ad spending for the year. Overall, TV ad spending accounted for 62.8 percent of global ad dollars in 2012.

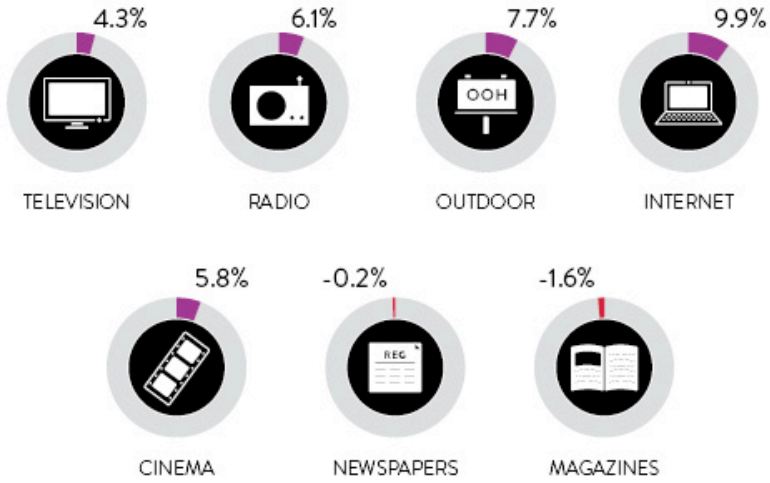
Ad spending in print mediums other than magazines and newspapers did rise in 2012, but the percentage increases trailed those in the TV realm. While spending in newspapers and magazines dipped for the year (-1.6 and -0.2 percent, respectively), these mediums remain key ways for advertisers to communicate with consumer, as they maintained the second and third place spots based on share of overall ad spend. Newspapers accounted for nearly 20 percent and magazines accounted for 8 percent, proving that they remain major mediums for advertisers to communicate with consumers.

Display Internet advertising, although measured in a smaller subset of countries, grew 9.9 percent in 2012. Latin America played a noteworthy role in the increase, as Internet ad spend in this region jumped 21.2 percent for the year. The 7.4 percent annual increase in Internet advertising in Europe was also noteworthy, given the region's current economic situation.

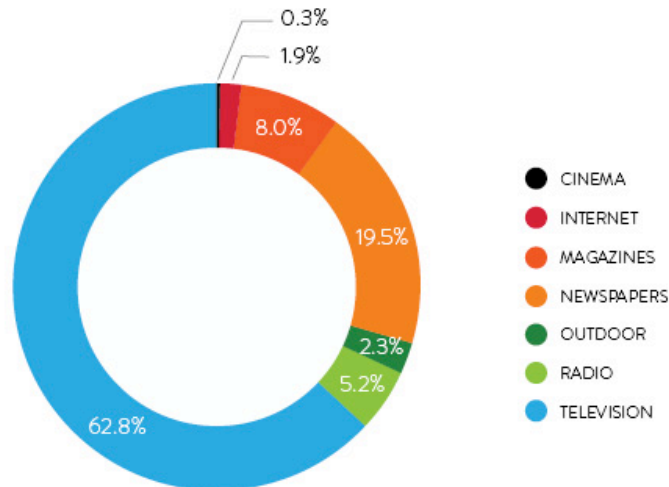
Cinema ad spend continued to climb each quarter throughout 2012, which helped the sector see a spike of nearly 6 percent for the full year. While cinema spending remains relatively small, accounting for just 0.3 percent share of ad spend, regions like Europe (7.4% increase YOY) and Asian Pacific (10.3% increase YOY) continue to contribute to the medium's growing importance among advertisers looking to reach theatre-going consumers.

"With 63 percent of ad dollars being spent to advertise on TV, it's clear that the medium is widely regarded as the most efficient and effective way to reach consumers, continuing to grow especially in emerging markets," said Randall Beard, Global Head, Advertiser Solutions for Nielsen. "As we move into 2013, we'll be monitoring which regions, sectors and media types continue to drive global advertising, and which emerge and propel the industry to new heights."

YOY PERCENT CHANGE BY MEDIA TYPE,
JANUARY TO DECEMBER 2012 VS. SAME PERIOD 2011



**PERCENT SHARE OF GLOBAL AD SPEND BY MEDIA TYPE,
JANUARY TO DECEMBER 2012**



Methodology

Nielsen Global AdView Pulse measures ad spending for TV, newspapers, magazines, radio, outdoor, cinema and Internet display advertising. Ad spend is based mainly on published rate-cards. Some markets may exclude select media due to data availability.

The external data sources for the other countries included in the report are:

- Argentina: IBOPE
- Brazil: IBOPE
- Croatia: Nielsen in association with Ipsos
- Egypt: PARC (Pan Arab Research Centre)
- France: Yacast
- Greece: Media Services
- Hong Kong: admanGo
- Japan: Nihon Daily Tsushinsha
- Kuwait: PARC (Pan Arab Research Centre)
- Lebanon: PARC (Pan Arab Research Centre)
- Mexico: IBOPE
- Pan-Arab Media: PARC (Pan Arab Research Centre)
- Portugal: Mediamonitor



Saudi Arabia: PARC (Pan Arab Research Centre)

Spain: Arce Media

Switzerland: Nielsen in association with Media Focus

UAE: PARC (Pan Arab Research Centre)