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## News Release

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**FOR IMMEDIATE RELEASE**

**GLOBAL AD SPEND UP IN 2008 VS 2007 DESPITE WORSENING ECONOMY: NIELSEN**  
**Asia Pacific buoys global ad sector, while US and Europe down overall**  
**Q4 suffers ad spend declines globally after a strong Q3**

**AMSTERDAM, 8<sup>th</sup> April 2009:** Global advertising spending in 2008 maintained positive growth versus 2007, despite the impact of the global financial crisis on the sector, according to The Nielsen Company's global advertising trends report, Global AdView Pulse.

Released today, the report reveals that global advertising spend in 2008 was up 1.5 percent compared to 2007, thanks largely to strong growth of 7.7 percent in the Asia Pacific region. In comparison, the U.S. and Europe appear to have been worse hit by the economic slowdown, with both regions posting ad spending declines of 2.5 percent for the year. The countries posting the strongest growth in ad spend were largely in the Asia Pacific region, including China (+17.1%), Indonesia (+15.4%) and Malaysia (+12.5%). Spain recorded the biggest decline in ad spend for the year (-14.1%), while South Korea and Taiwan also saw large drops (-7.5% and -7.2% respectively).

But while ad spend for the year was up on 2007, the three months to December 2008 were the weakest recorded for the year as the impact of the worsening economy took its toll – all three months in quarter four showed negative growth (Oct: -1.0%; Nov: -2.3%; and Dec: -4.8%). (See Chart 1).

“The advertising industry has been one of the worst hit by the economic slowdown, so the negative numbers for Q4 didn't come as a surprise,” states Ben van der Werf, Managing Director of Global AdView for The Nielsen Company. “However, the impact of the Olympic Games and the US Presidential Elections have balanced out the negative impact of the final quarter of the year.”

Comparisons of ad spend across media show that print continues to take the brunt of the economic downturn – magazine ad sales were down 6.3 percent and newspapers saw a 2.8 percent decline. Television and radio were holding ground for the year, however, up 4.2 percent and 0.4 percent respectively.

Across the regions, global growth in television was mainly due to the increased ad spend in the Asia Pacific region (+11.7%) and slight increases in North America (+1.1%). Radio also saw strong growth in Asia Pacific (+9.9%), although North America and Europe both recorded negative growth (-3.2% and -0.9% respectively). For print media, however, even growth in the Asia Pacific region was soft, with newspapers up just 1.0 percent and magazines up 2.4 percent. In North America newspaper ad spend was down 8.6 percent and magazines were down 9.6 percent. European newspaper and magazine ad spend also dropped in 2008 (-4.8% and -5.7% respectively).

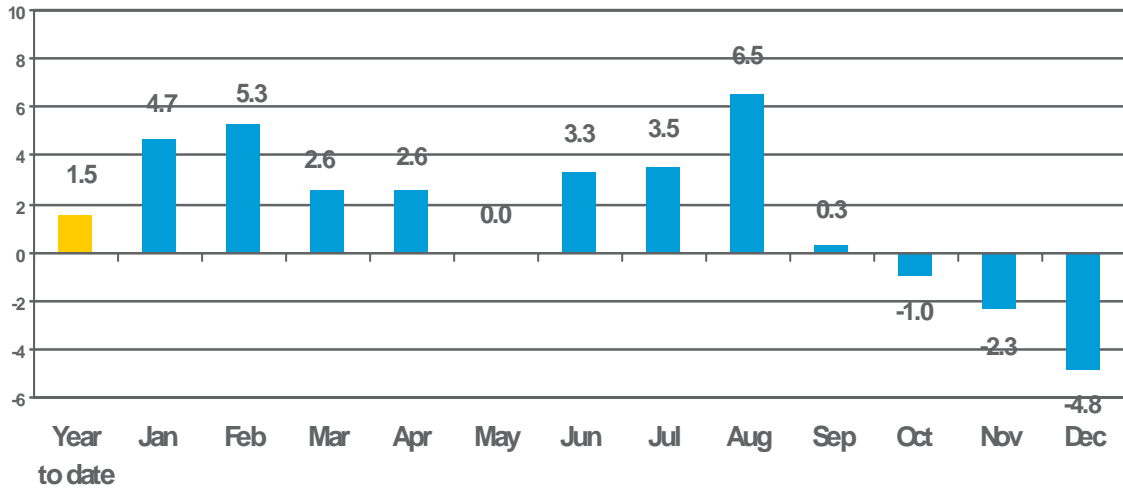
“Both newspapers and magazines have been affected by a large reduction of advertising investments,” observes Ben van der Werf. “Even in Asia Pacific the growth is really contained compared to the previous trend shown, and was not enough to balance the steep declines in the other two regions. As a result, both print media have lost share of spend to television.”

During 2008 ad spend across the majority of macro-sectors was up on the previous year, with the exception of automotive, durables, financial and telecommunication, which altogether represent 25 percent of global advertising expenditure.

By sector, automotive experienced the biggest reduction in media spend (-6.0%) followed by the financial sector (-4.6%). In contrast, distribution channels saw strong growth (+9.5%), thanks largely to the increased retailer promotional activity, as did the healthcare (+6.7%) and entertainment (+5.2%) sectors.

“The decline in auto, durables, finance and telcos is no surprise as these sectors seem to have been affected by the economic crisis more than others,” notes Ben van der Werf. “Auto and finance were already showing negative trends at the end of the first nine months of the year, and with a softer Q4 across the board, these sectors certainly took a further hit.”

**Chart 1: Year on year percentage change by month (2008 vs 2007)**



**Table 2: Top 20 global advertisers for 2008**

1 PROCTER & GAMBLE	11 MCDONALD'S
2 GENERAL MOTORS	12 NESTLE
3 UNILEVER	13 HONDA
4 FORD	14 SONY
5 TOYOTA	15 RECKITT & BENCKISER
6 L'OREAL	16 TIME-WARNER
7 VERIZON COMMUNICATIONS	17 NISSAN
8 AT&T	18 GLAXO SMITHKLINE
9 JOHNSON & JOHNSON	19 CHRYSLER
10 VOLKSWAGEN GROUP	20 T-MOBILE

**About Nielsen Global AdView**

Nielsen Global AdView integrates advertising information from different countries: a unique combination of on-the-ground local country knowledge plus centralized harmonization expertise. Spend and creative content from over 80 countries can be compiled, linked and harmonized to enable quick strategic insight into the competitive advertising arena. Through a local network of subsidiaries and partnerships, coverage represents an unsurpassable 85 percent of the world's advertising expenditure and comes with over 10 years experience in providing international advertising services.

**About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com)