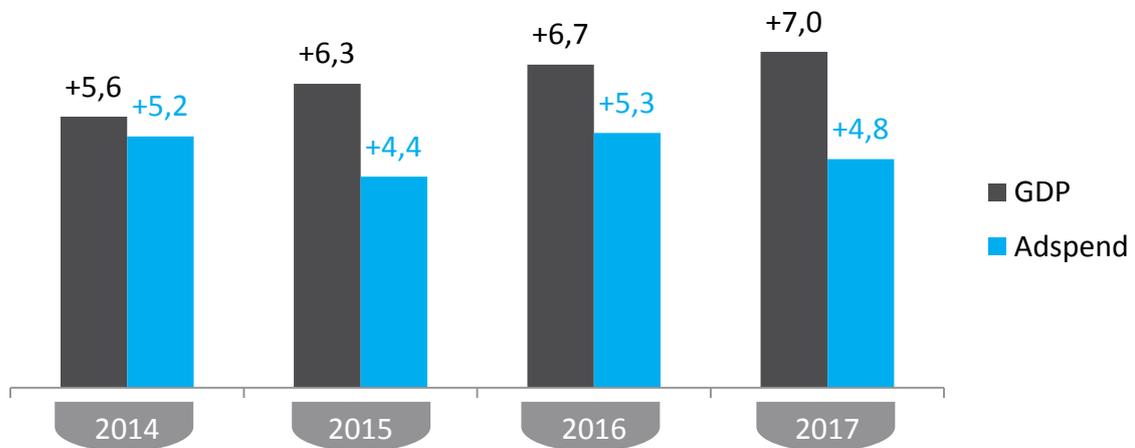


## Executive summary: Advertising Expenditure Forecasts March 2015

ZenithOptimedia predicts global ad expenditure will grow 4.4% in 2015, reaching US\$544 billion by the end of the year. Our forecast for 2015 is down (by 0.5 percentage points), mainly because of the severe economic problems in Russia, Ukraine and Belarus, and a slowdown in China, which is now so large that relatively small changes in growth visibly affect the global total.

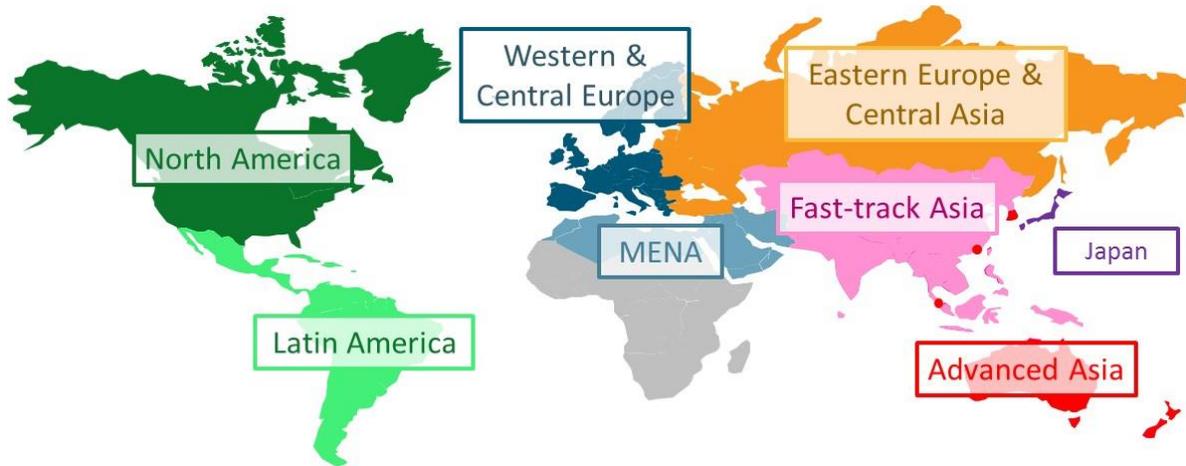
### Growth of advertising expenditure and GDP 2014-2017 (%)



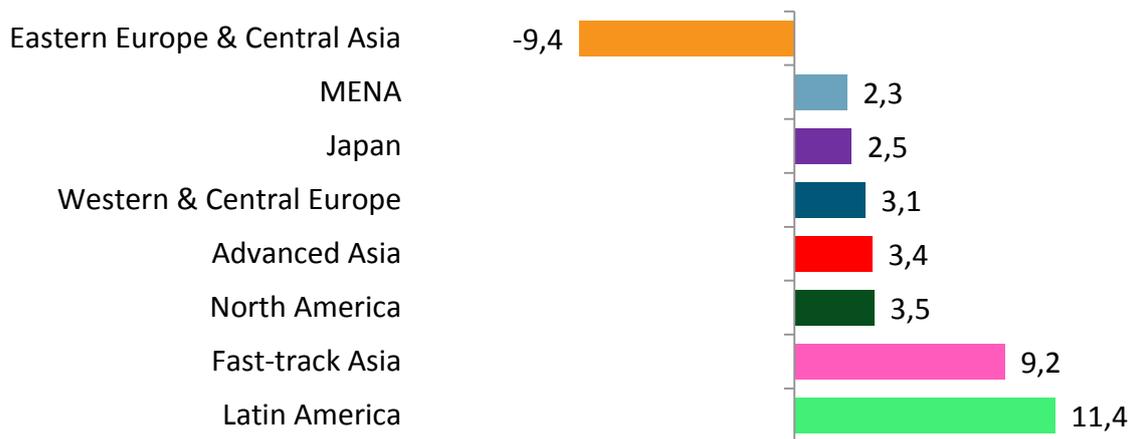
Source: ZenithOptimedia/IMF

### Forecast by regional bloc

Since the December 2012 edition of our forecasts we have looked at the growth rates of different regional blocs defined by the similarity of the performance of their ad markets as well as their geographical proximity. This captures the behaviour of different regional ad markets more effectively than looking at regions defined purely by geography, such as Western Europe, Central & Eastern Europe and Asia Pacific. See the end of the Executive Summary for a complete list of countries by bloc. At the end of last year we revised the definition of these blocs. We used to separate the Peripheral Eurozone (Portugal, Ireland, Italy, Greece and Spain) from Northern and Central Europe, because the periphery was substantially weaker. However, the performance of the two regions has now converged, and we have combined them into a single region called Western & Central Europe.



**Growth in adspend by regional bloc 2014-2015 (%)**



Source: ZenithOptimedia

### Western & Central Europe

For the last few years the ad markets at the periphery of the Eurozone have been by far the worst-performing in Europe, which was why we separated them out in a bloc called the Peripheral Eurozone. Between 2007 and 2013, adspend fell 28% in Italy, 41% in Ireland, 43% in Portugal, 47% in Spain and 62% in Greece. Over this period the Eurozone's core markets remained stable: adspend shrank by just 2% in France and by 3% in Germany.

However, Greece, Portugal, Spain and Ireland all began to make strong recoveries in 2014, and over the next few years we expect them to substantially outperform the average rate for Western & Central Europe, admittedly from their much-reduced base levels. Their recovery helped adspend in Western & Central Europe grow 2.9% in 2014, a substantial improvement on its 0.8% decline in 2013.

Meanwhile the economies of France and Italy in particular are stagnating. They have not made the sort of economic reforms that the peripheral markets were forced into, and political instability

makes any bold reform unlikely in the near future. We forecast adspend in France to shrink at an average rate of 0.3% a year between 2014 and 2017, while Italy grows just by 0.3%, well below the Eurozone average of 1.8%.

Outside the Eurozone, the stand-out ad market in Western & Central Europe is the UK, which is currently booming thanks to the rapid adoption of internet advertising. Adspend in the UK grew an estimated 8.4% in 2014, and we forecast the same rate of growth for 2015.

We expect growth in the UK and the peripheral Eurozone markets to counterbalance the weakness in the core Eurozone, allowing Western & Central Europe to grow at an average of 2.8% a year between 2014 and 2017.

### **Eastern Europe & Central Asia**

Eastern European advertising markets, such as Russia and Turkey, generally recovered quickly after the 2009 downturn and continued their healthy pace of growth, largely (though not entirely) unaffected by the problems in the Eurozone for the next four years. Their near neighbours in Central Asia, such as Azerbaijan and Kazakhstan, have behaved very similarly, so we have gathered them together under the Eastern Europe & Central Asia bloc. This bloc grew 11.5% in 2013.

The conflict in Ukraine severely disrupted the domestic ad market, while Russia has suffered from sanctions imposed by the US and the EU, the sanctions it imposed in response, and a withdrawal of international investment. These shocks have been exacerbated by a sharp drop in the price of oil, which accounts for 70% of Russia's exports, and devaluation of the Ukrainian and Russian currencies. These problems have since spread to Belarus, whose main trading partner is Russia by some distance. We forecast adspend in Ukraine to shrink 62.3% this year, on top of a 51.2% decline in 2014. Russian adspend grew just 4.3% in 2014, which was the first year of growth below double-digit rates since 2009, and we expect the market to shrink by 16.5% in 2015. We forecast a 33.5% decline in adspend in Belarus this year, following 7.6% growth in 2014.

Overall we expect adspend in Eastern Europe & Central Asia to shrink by 9.4% in 2015. In the past adspend in this region has been volatile, with large declines swiftly followed by rapid gains. In this case, however, we think the region will be slow to recover, and we forecast just 2.6% growth in 2016 and 6.6% in 2017.

### **Japan**

Japan behaves differently enough from other markets in Asia to be treated separately. Despite recent measures of economic stimulus Japan remains stuck in its rut of persistent low growth. Adspend growth has averaged 2% a year for the last five years, and we expect it to remain at that rate between 2014 and 2017.

### **Advanced Asia**

Apart from Japan, there are five countries in Asia with developed economies and advanced ad

markets that we have placed in a group called Advanced Asia: Australia, New Zealand, Hong Kong, Singapore and South Korea. We estimate growth here at a disappointing 1.5% in 2014, after weakness in the property market damaged consumer confidence in Singapore and Australia suffered from low prices for its key commodity exports. As these problems recede we expect growth in Advanced Asia to pick up to an average of 3.4% a year through to 2017.

### **Fast-track Asia**

We characterise the rest of Asia as Fast-track Asia (China, India, Indonesia, Malaysia, Pakistan, Philippines, Taiwan, Thailand and Vietnam). These economies are growing extremely rapidly as they adopt Western technology and practices, while benefiting from the rapid inflow of funds from investors hoping to tap into this growth. Fast-track Asia barely noticed the 2009 downturn (ad expenditure grew by 7.4% that year) and since then has grown very strongly, ending 2014 up an estimated 10.0%. However, the Chinese economy – the main engine of growth in Fast-track Asia – is finally starting to slow after years of blistering growth, and the ad market is slowing down alongside it (although with an official target of 7.0% GDP growth in 2015, China's growth rate remains one most markets will envy). China accounts for 64% of adspend in Fast-track Asia, so its slowdown naturally has a large effect on the region as a whole. We expect ad expenditure in Fast-track Asia to grow at an average rate of 9.0% a year between 2014 and 2017, down from 13.5% over the last five years.

We have not changed the definition of North America, Latin America or the Middle East & North Africa (MENA) in this analysis.

### **North America**

North America was the first region to suffer the effects of the financial crisis, but it was also quick to recover, and adspend in North America has been more robust than in Europe since 2010. We estimate that adspend grew 4.7% in 2014, boosted by the Winter Olympics and mid-term elections. In the absence of these events we forecast 3.5% growth in 2015, followed by 4.0% in 2016 (which will benefit from the Summer Olympics and the US Presidential elections) and 3.6% in 2017.

### **Latin America**

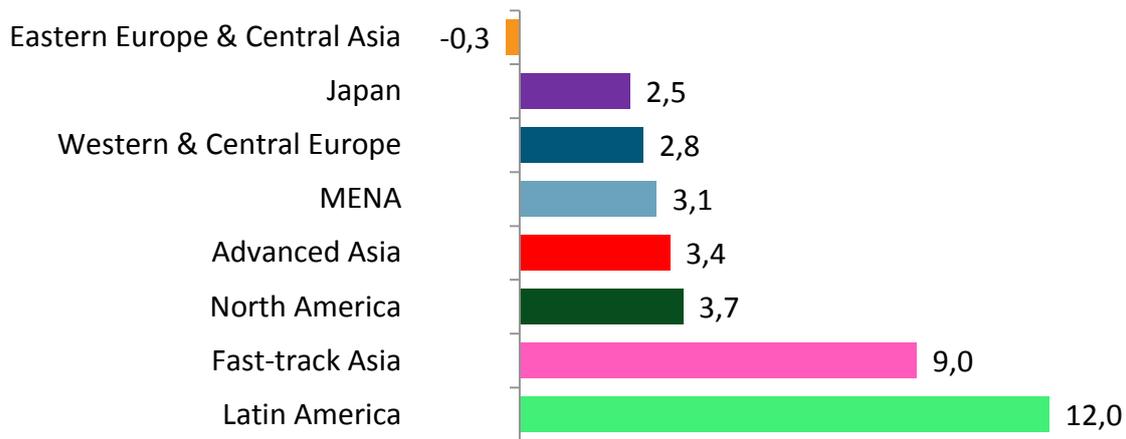
Latin America's economies are more volatile than those of Fast-track Asia, but its ad market has been growing at a similar rate. Now that China is slowing down we expect Latin America to be the fastest-growing region for each of the next three years. Adspend grew by an estimated 11.2% in 2014, thanks partly to the popularity of the FIFA World Cup in Brazil, and we forecast 11.4% growth in 2015. The Summer Olympics – also hosted in Brazil – should help boost growth to 14.2% in 2016, followed by 10.5% growth in 2017.

### **MENA**

The Arab Spring left many advertisers in the Middle East & North Africa cautious about attracting negative attention. Adspend shrank 14.9% in 2011, and grew a meagre 1.4% in 2012. Confidence

and activity began to recover in 2013, when adspend grew 4.7%. However, while the conflict in Iraq and Syria has had little direct effect on the big advertising markets, it has made advertisers more cautious about investing in the region as a whole. We estimate adspend grew only 2.3% in 2014, and we forecast an average rate of annual growth of 3.1% between 2014 and 2017.

**Average annual growth in adspend by regional bloc 2014-2017 (%)**



Source: ZenithOptimedia

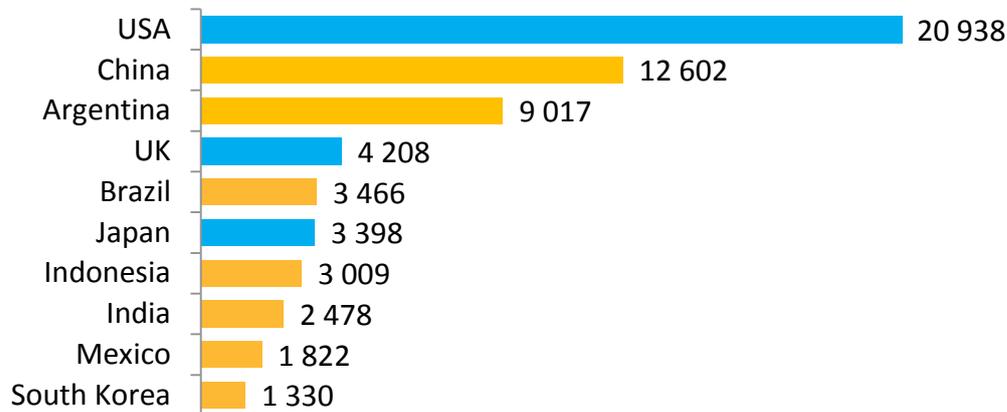
As we have done for previous editions, we can divide our blocs into three categories: low growth, steady growth and rapid growth. At the low end the current stand-out is Eastern Europe and Central Asia, which we forecast to shrink by an average of 0.3% a year over our forecast period. We then have five regions with very similar growth rates of between 2% and 4% a year: Japan, Western & Central Europe, MENA, Advanced Asia and North America, in ascending order of growth. Fast-track Asia and Latin America are by far the fastest-growing blocs, averaging 9% and 12% annual growth respectively.

**Forecast by leading advertising markets**

Despite the rapid growth of the Rising Markets\*, the US is still the biggest contributor of new ad dollars to the global market. Between 2014 and 2017 we expect the US to contribute 26% of the US\$79 billion that will be added to global adspend. After the US, however, the biggest contributors are much younger and more dynamic. China comes second, accounting for 16% of additional ad dollars over this period, followed by Argentina and the UK, accounting for 11% and 5% respectively.

Seven of the ten largest contributors will be Rising Markets, contributing 43% of new adspend over the next three years. Overall, we forecast Rising Markets to contribute 57% of additional ad expenditure between 2014 and 2017, and to increase their share of the global market from 35% to 38%.

### Top ten contributors to adspend growth 2014-2017 (US\$m)



Source: ZenithOptimedia

China overtook Japan to become the world's second-largest ad market in 2014. We expect to see a few more changes at the top over the next three years. In 2016 we expect the UK to overtake Germany to take fourth place. Argentina, which ranked 14<sup>th</sup> in 2014, will be 7<sup>th</sup> in 2017, though its growth is currently fuelled by inflation rather than added value.

### Top ten ad markets

US\$m, current prices. Currency conversion at 2013 average rates.

2014		Adspend	2017		Adspend
1	USA	176,236	1	USA	197,174
2	China	45,406	2	China	58,008
3	Japan	45,002	3	Japan	48,400
4	Germany	24,597	4	UK	26,803
5	UK	22,595	5	Germany	25,773
6	Brazil	15,715	6	Brazil	19,181
7	France	13,149	7	Argentina	15,860
8	Australia	12,271	8	France	13,034
9	South Korea	11,386	9	Australia	13,017
10	Canada	11,127	10	South Korea	12,717

Source: ZenithOptimedia

## Global advertising expenditure by medium

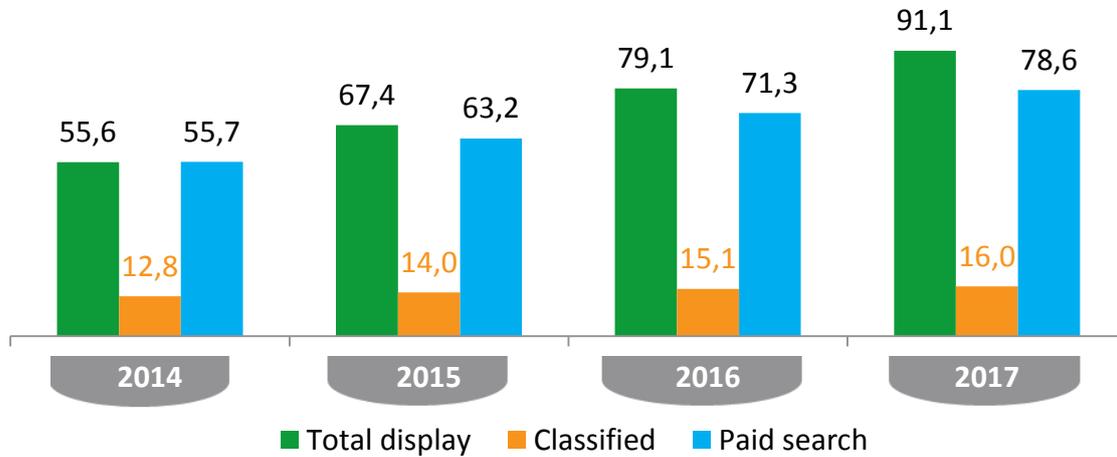
The internet is still the fastest growing medium by some distance. We estimate it grew 18.5% in 2014, and we forecast an average of 14% annual growth between 2014 and 2017.

Display is the fastest-growing sub-category, with 18% annual growth forecast to 2017. Here we include traditional display (such as banners), online video and social media. Improved advertising formats are making internet display more interactive and attention-grabbing, while programmatic buying is evolving to allow more sophisticated targeting of display audiences ever more efficiently. Measurement agencies are investing in research that should measure consumers' exposure to traditional display ads more accurately, and track their exposure to video ads across desktop computers, tablets and television screens. Some broadcasters are starting to trade packages that include both online video and television spots; online video is also starting to be sold by programmatic buying, providing advertisers with more control and better value. Online video is also benefiting from the explosion of mobile video consumption. Smartphones have bigger and better displays, and transmission technologies like 4G are improving connection speeds, making it possible for consumers to watch high-quality video content wherever and whenever they choose. Online video is now growing faster than any other digital category or sub-category – it grew 34% in 2014, and we forecast it to grow at 29% a year for the rest of our forecast period. Meanwhile social media has embraced the opportunities offered by the transition to mobile, integrating advertising seamlessly into the flow of social content, and is growing at 25% a year.

We expect paid search to grow at an average rate of 12% a year to 2017, driven by continued innovation from the search engines, including the display of richer product information and images within ads, better localisation of search results, and mobile ad enhancements like click-to-call and geo-targeting. Search platforms are also improving the addressability of their ads, giving advertisers more control over where, when and to whom their ads are exposed.

Online classified has been subdued since the downturn in 2009; after the initial shift from print to digital, classified publishers have had to compete with new paid-for and free alternatives for matching buyers and sellers. We forecast average annual growth of 7% for the rest of our forecast period.

Internet adspend by type 2014-2017 (US\$ billion)



Source: ZenithOptimedia

Mobile advertising (by which we mean all internet ads delivered to smartphones and tablets, whether display, classified or search, and including in-app ads) has established itself as a mainstream advertising product, but is still rapidly expanding and is growing nine times faster than desktop internet. We forecast mobile advertising to grow by an average of 39.8% a year between 2014 and 2017, driven by the rapid spread of devices and improvements in user experiences. By contrast we forecast desktop internet advertising to grow at an average of just 4.6% a year.

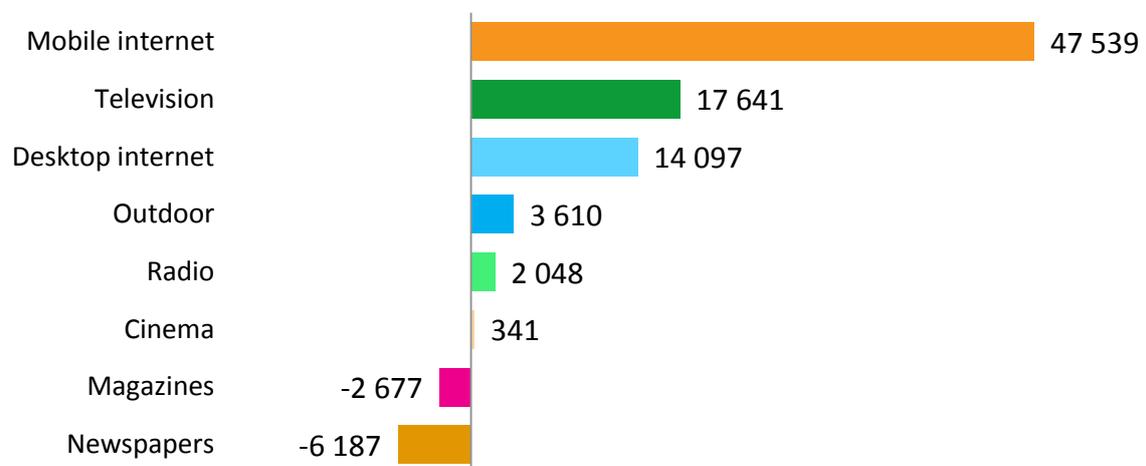
We estimate global expenditure on mobile advertising at US\$27.4 billion in 2014, representing 22.1% of internet expenditure and 5.3% of total advertising expenditure (this total excludes a few markets where we don't have a breakdown by medium). By 2017 we forecast this total to rise to US\$75.0 billion, which will be 40.4% of internet expenditure and 12.7% of all expenditure. This means that mobile will leapfrog radio, magazines, outdoor and newspapers to become the world's third-largest medium by the end of our forecast period.

Since it began in the mid-1990s, internet advertising (both desktop and mobile) has principally risen at the expense of print. Over the last ten years internet advertising has risen from 4% of total global spend in 2004 to 24% in 2014. Meanwhile newspapers' share of global spend has halved from 30% to 15%, while magazines' has fallen from 13% to 7%. Internet adspend overtook total adspend on both newspapers and magazines in 2014. We predict internet advertising will increase its share of the ad market from 21.4% in 2014 to 31.4% in 2017, while newspapers and magazines will continue to shrink, at average rates of 3% and 2% a year respectively.

Note that our figures for newspapers and magazines include only advertising in printed editions of these publications, not on their websites, or in tablet editions or mobile apps, all of which are picked up in our internet category.

Mobile is now the main driver of global adspend growth. We forecast mobile to contribute 62% of all the extra adspend between 2014 and 2017 (again excluding markets where we don't have a breakdown by medium). Television will be the second-largest contributor (accounting for 23% of new ad expenditure), followed by desktop internet (18%). The gains made by outdoor, radio and cinema will be cancelled out by the continued decline of newspapers and magazines, which we expect to shrink by a combined US\$9 billion over the forecast period.

**Contribution to global growth in adspend by medium 2014-2017 (US\$ million)**

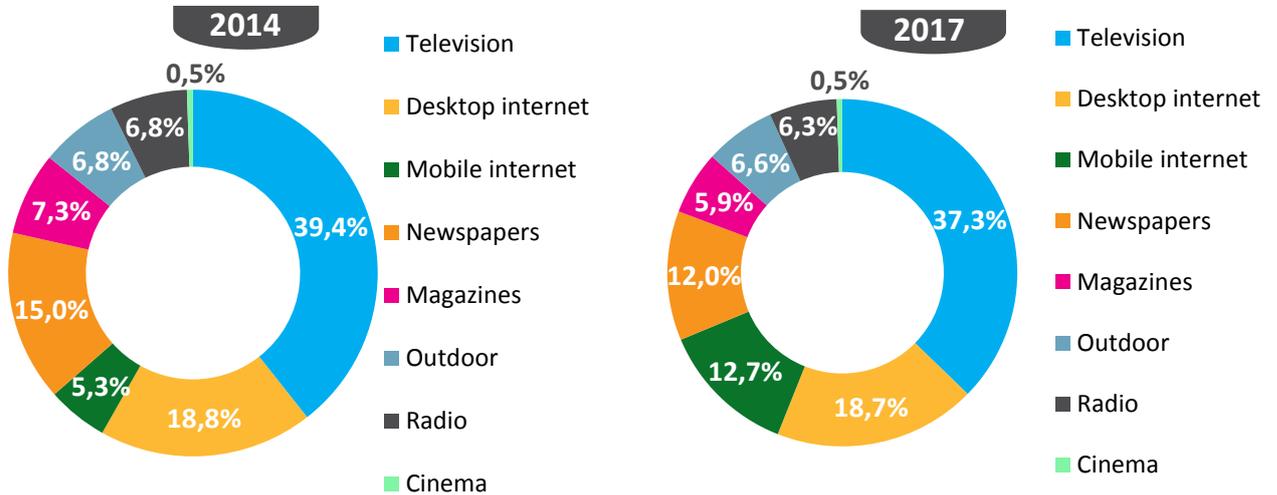


Source: ZenithOptimedia

Television is still by some distance the dominant advertising medium, attracting 39% of spend in 2014. Television offers unparalleled capacity to build reach, and establish brand awareness and associations. We forecast television adspend to grow by an average of 3% a year through to 2017.

Despite this healthy growth, television's share of global adspend is likely to fall back slightly over the next few years as desktop and mobile internet grow much faster. Television's market share has grown steadily over the last three and a half decades, from 29.9% of spend in 1980 to 39.7% in 2013. We think it has now peaked, however; we estimate that television's share slipped slightly to 39.4% in 2014 and forecast it to fall further to 37.3% in 2017. Marketers are also beginning to move small budgets away from television to online video, which we expect to grow from 2.1% of global adspend in 2014 to 3.9% in 2017. The audiovisual share of the market will therefore fall by only 0.3 percentage points, from 41.5% in 2014 to 41.2% in 2017.

Share of global adspend by medium (%)



Source: ZenithOptimedia

## Appendix

### List of countries included in the regional blocs

**North America:** Canada, USA

**Western & Central Europe:** Austria, Belgium, Bosnia & Herzegovina, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, UK

**Eastern Europe & Central Asia:** Armenia, Azerbaijan, Belarus, Bulgaria, Estonia, Georgia, Kazakhstan, Latvia, Lithuania, Moldova, Russia, Turkey, Ukraine, Uzbekistan

### Japan

**Advanced Asia:** Australia, Hong Kong, New Zealand, Singapore, South Korea

**Fast-track Asia:** China, India, Indonesia, Malaysia, Pakistan, Philippines, Taiwan, Thailand, Vietnam

**Latin America:** Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Mexico, Panama, Peru, Puerto Rico, Uruguay, Venezuela

**Middle East & North Africa:** Bahrain, Egypt, Israel, Kuwait, Oman, Qatar, Saudi Arabia, UAE

\*We define Mature Markets as North America, Western Europe and Japan, and Rising Markets as everywhere else

*Advertising Expenditure Forecasts is published quarterly priced £495. It may be ordered in hard or soft copy from [www.zenithoptimedia.com](http://www.zenithoptimedia.com)*

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