

# Perbelanjaan Pengiklanan (ADEX) Jan - Ogos 2013

	2012		2013	
	Pendapatan (RM juta)	Penguasaan pasaran (%)	Pendapatan (RM juta)	Penguasaan pasaran (%)
<b>Televisyen</b>	<b>3,649.99</b>	<b>51.4</b>	<b>4,907.07</b>	<b>58.7</b>
-TV percuma	1,950.52	53.4	1,966.47	40.1
-TV berbayar	1,699.47	46.6	2,940.61	59.9
<b>Radio</b>	<b>284.61</b>	<b>4.0</b>	<b>299.95</b>	<b>3.6</b>
<b>Majalah</b>	<b>91.06</b>	<b>1.3</b>	<b>80.63</b>	<b>1.0</b>
<b>Akbar</b>	<b>2,858.10</b>	<b>40.3</b>	<b>2,881.20</b>	<b>34.4</b>
<b>Pawagam</b>	<b>22.74</b>	<b>0.3</b>	<b>22.44</b>	<b>0.3</b>
<b>Pengiklan luar</b>	<b>94.36</b>	<b>1.3</b>	<b>85.08</b>	<b>1.0</b>
<b>Iklan ditempat jauh</b>	<b>95.26</b>	<b>1.3</b>	<b>88.62</b>	<b>1.1</b>
<b>Jumlah</b>	<b>7,096.13</b>	<b>100</b>	<b>8,364.98</b>	<b>100</b>