

ADVERTISING EXPENDITURE (JANUARY - MAY 2012 vs 2013)

	2012		2013	
	REVENUE (RMm)	Market share (%)	REVENUE (RMm)	Market share (%)
Television	2,033.32	49.8	2,795.97	57.8
FTA TV	1,068.05	52.5	1,178.65	42.2
PAY-TV	965.27	47.5	1,617.33	57.8
Radio	166.40	4.1	178.58	3.7
Magazines	55.33	1.4	47.86	1.0
Newspapers	1,695.09	41.6	1,690.66	34.9
Cinema	10.75	0.3	14.94	0.3
Outdoor	58.32	1.4	53.07	1.1
In-store media	60.04	1.5	56.99	1.2
TOTAL	4,079.26	100	4,838.07	100

Source: Nielsen Media Research Adex