

Ad spending for January 2013 vs 2012

Media type	January 2013 Share (%)	January 2012 Share (%)	Growth vs January 2012 (%)
FTA Television	24.1	26	10
Pay Television	31.9	24	57.8
Newspapers	36.2	41.2	4.3
Magazines	0.9	1.4	-18.1
Radio	3.9	4.2	10
Cinema	0.2	0.2	12.5
Outdoor	1.2	1.5	-4.4
In-Store Media	1.6	1.6	12.2
Grand Total	100 (RM912.62mil)	100 (RM769.68mil)	18.6

Source: Nielsen
Excludes internet advertising

