

## March 2012 vs 2013 advertising expenditure

Media type	Share (%)		Growth vs March 2012 (%)
	March 2012	March 2013	
Free-to-air television	25.6	24.9	12.7
Pay television	21.8	30.4	61.4
Newspapers	44.1	37.9	-0.6
Magazines	1.3	1.0	-8.0
Radio	4.3	3.6	-4.9
Cinema	0.2	0.2	13.6
Outdoor	1.4	1.1	-9.1
In-store media	1.3	1.0	-10.5
<b>Grand total</b>	<b>100</b>	<b>100</b>	<b>15.8</b>
	<b>(RM853.68mil)</b>	<b>(RM988.47mil)</b>	

*Note: Increase in share of voice for Pay TV in 2013 is also due to additional channels monitored.*

*Source: Nielsen*