

Advertising spending share by media (%)

Media type	Jan-July 2011	Jan-July 2012	Growth
Newspapers	41.6	40.4	-0.5
Free-to-air TV	28.5	27.3	-1.9
Pay TV	21.8	24	12.8
Radio	4	4	1.8
In-store media	1.4	1.4	4
Outdoor	1.1	1.4	24.1
Magazines	1.3	1.3	1.9
Cinema	0.2	0.3	56.7
Total	100	100	2.6
	<i>(RM5.95 bil)</i>	<i>(RM6.11 bil)</i>	

Notes: Nielsen measures ad spending based on published rate cards except for outdoor which is based on actual spending data from six operators.

Source: Nielsen

©The Star Graphics