

Ad spending for year-to-date (YTD) September

Media type	Share (%)		Growth (%)
	YTD September 2012	YTD September 2011	
FTA television	27.6	28.6	-0.3
Pay television	24.3	21.9	14.1
Newspapers	39.9	41.5	-0.6
Magazines	1.3	1.3	1.1
Radio	4.0	4.1	1.0
Cinema	0.3	0.2	63.6
Outdoor	1.3	1.1	22.2
In-store media	1.3	1.3	2.4
Total	100 (RM8.02bil)	100 (RM7.77bil)	3.2

Source: Nielsen

Note: Excludes Internet ad spend