## **ADVERTISING EXPENDITURE (JANUARY - MAY 2012 vs 2013)** 2012 2013

Market

Market

34.9 0.3

11

1.2

300

1,690.66

14.94

53.07

56.99

4,838,07

(RMm)	share (%)	(RMm)	share (%)
2,033.32	49.8	2,795.97	57.8
1,068.05	52.5	1,178.65	42.2
965.27	47.5	1,617.33	57.8
	2,033.32 1,068.05	2,033.32 49.8 1,068.05 52.5	(RMm) (%) (RMm)   2,033.32 49.8 2,795.97   1,068.05 52.5 1,178.65

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
D. 31.	70010	17	770 00	27

1.695.09

10.75

58.32

60.04

4.079.26

Newspapers

In-store media

Source: Nielsen Media Research Adex

Cinema

TOTAL

Outdoor

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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

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	

41.6

0.3

1.4

1.5

LOO

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	

Television	2,033.32	49.8	2,795.97	57.8
FTA TV	1,068.05	52.5	1,178.65	42.2
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