



Nielsen Global AdView
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News Release

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INTERNATIONAL ADVERTISING SPENDING GROWS 4.7 PERCENT in 2007:

NIELSEN GLOBAL ADVIEW

Amsterdam, 10th April 2008 – Advertising spending increased 4.7 percent in 2007 in the countries where The Nielsen Company directly monitors it, according to a report issued today by Nielsen Global AdView

According to Nielsen, the Asia Pacific region showed the greatest increase in 2007 (+12.1%), fuelled by rapid growth in ad spend in China and India. Europe, Middle East & Africa (EMEA) closed the year up 4.9 percent, while North America is stable in comparison to 2006 with a yearly result of -0.5 percent.

All media types are closing the year positively. TV shows the highest rise for the year (+5.2%) The trend is positive for this media in Asia Pacific and EMEA, while it is slightly declining in North America.

Magazines, which close the year at +4.4 percent, are the only growing media type in North America and are showing a double digit growth in Asia Pacific.

Newspapers are showing a +3.8 percent increase overall; North America is the only region showing a decline for this media.

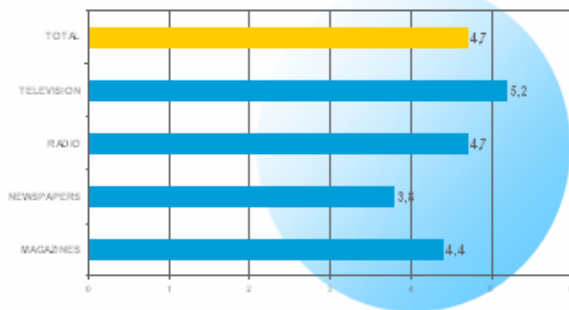
Radio advertising expenditure is also increasing at global level (+4.7%). If we take the regions separately, in both Asia Pacific and EMEA Radio is indeed showing a plus sign. However, once again, we see a decline in North America where the media type closes the year at -1.9 percent.

By industry sector, looking at advertising spend over 2007, **Automotive** and **Media** were the only macro-sectors to have spent less globally than last year (-3.2% and -1.5% respectively). **Distribution** was stable while the remaining sectors increased their spend in advertising and therefore showed positive trends for 2007. However, looking at the different regions, all categories increased spending in Asia Pacific. In EMEA, the **Distribution** and **Durables** sectors spent the same as they did in 2006, while the other sectors increased their ad spend. In North America, the scenario was reversed: all sectors showed a decline, with the only exceptions being FMCG and Financial.

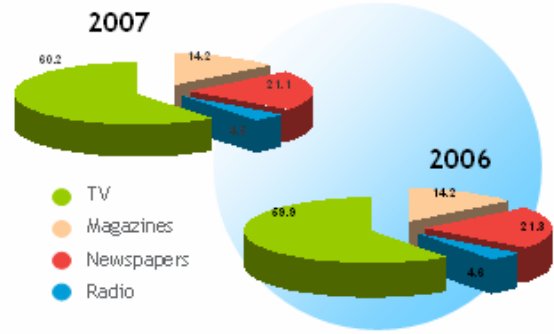
World



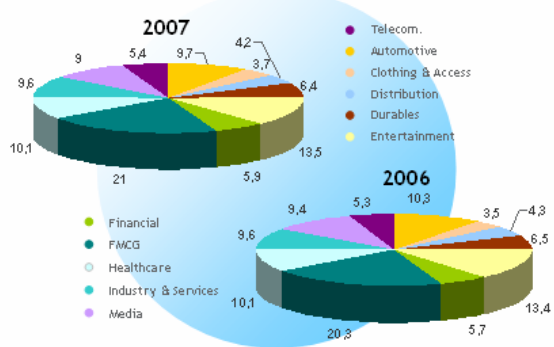
Media -- % change year to date



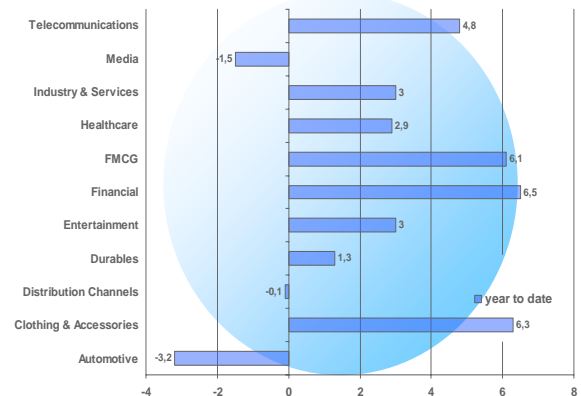
Media -- % Share of Spend -- year to date



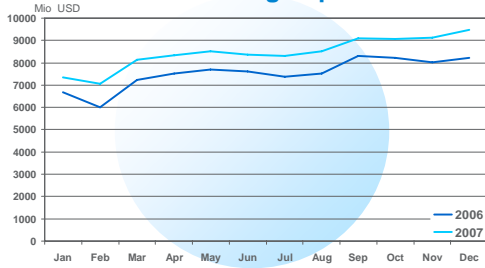
Sectors -- % Share of Spend -- year to date



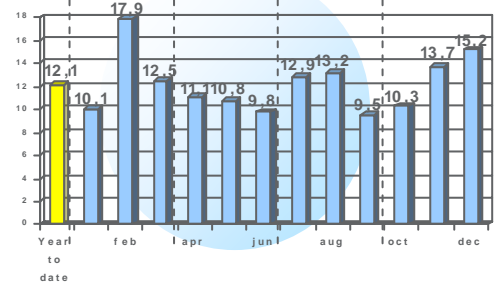
Sectors -- % change year to date and last



Total Market -- Advertising Expenditure Trend

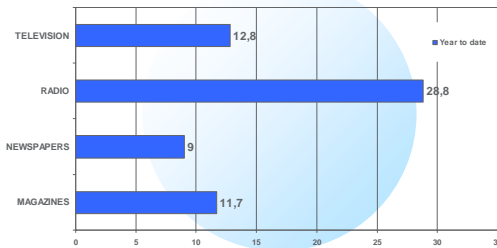


Total Market -- Year on year % change by month

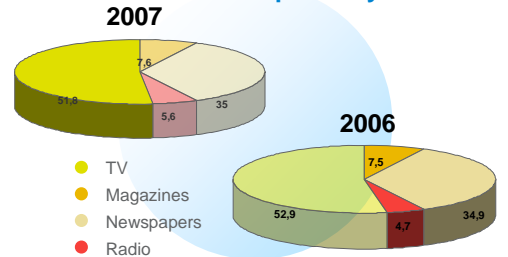


Media Types

Media -- % change year to date and last month



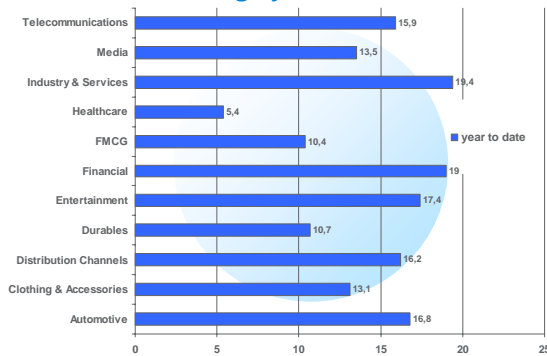
Media -- % Share of Spend -- year to date



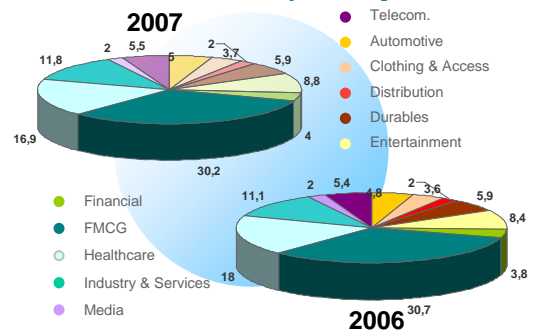
Media share calculated on the countries that cover all media (China and Indonesia excluded since they do not cover Radio)

Macro- Sectors

Sectors -- % change year to date and last month

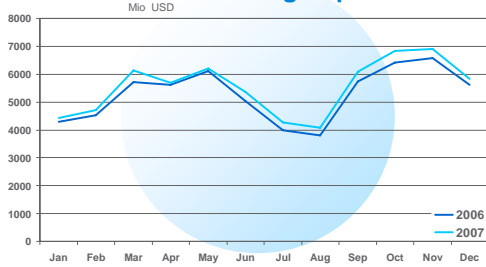


Sectors -- % Share of Spend -- year to date

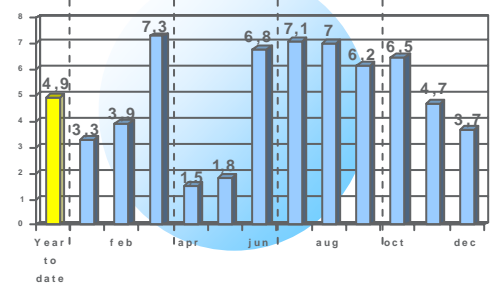


Notes: SOUTH KOREA now included -- Radio data is now available for India for 2007 and it has therefore been included in the report

Total Market -- Advertising Expenditure Trend

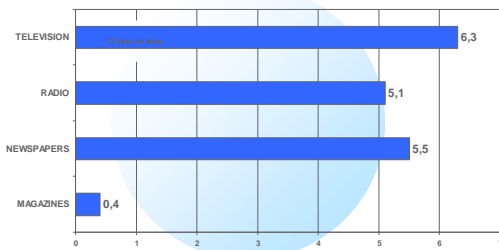


Total Market -- Year on year % change by month

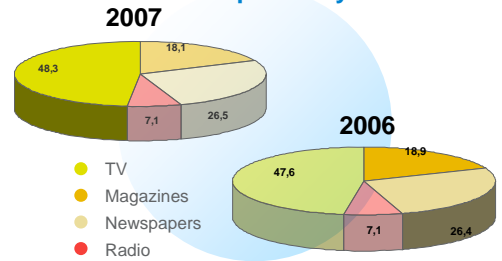


Media Types

Media -- % change year to date and last month

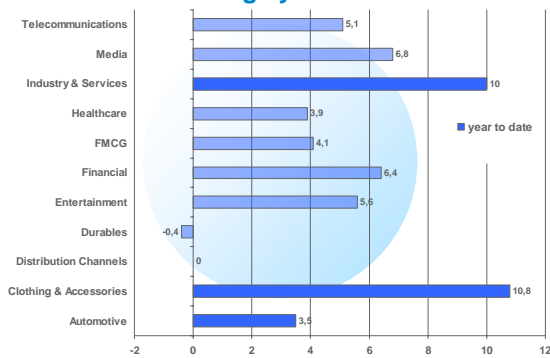


Media -- % Share of Spend -- year to date

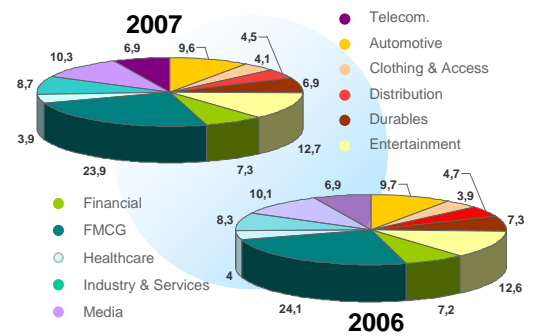


Macro- Sectors

Sectors -- % change year to date and last month



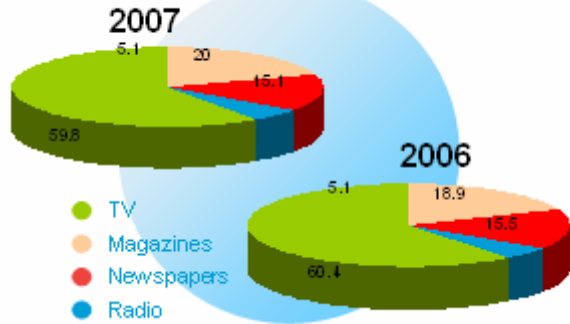
Sectors -- % Share of Spend -- year to date



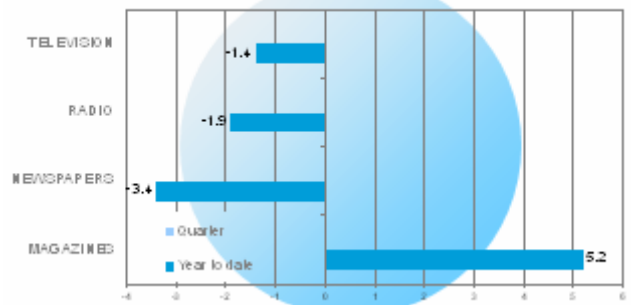
North America

Media Types

Media -- % Share of Spend -- YTD

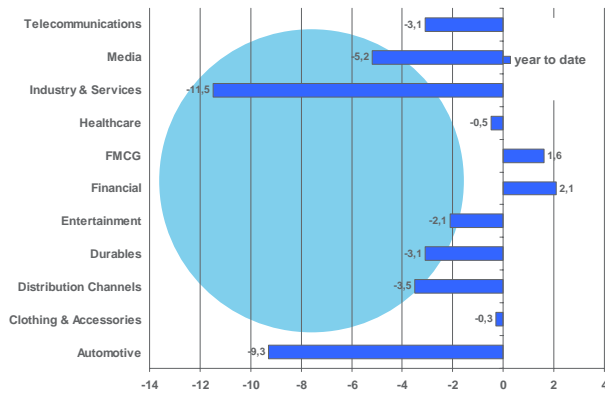


Media -- % change YTD and last quarter

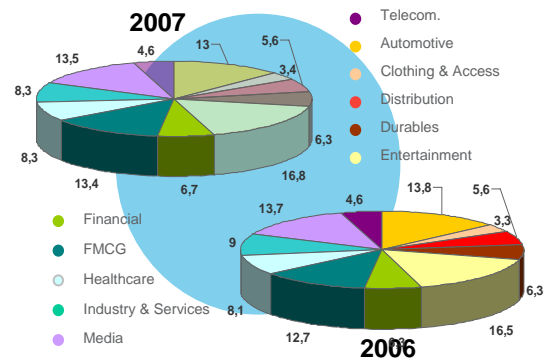


Macro- Sectors

Sectors -- % change year to date and last month



Sectors -- % Share of Spend -- year to date



Methodology Notes

This report is run by Nielsen Global AdView and reports on advertising expenditure for the Nielsen territories (*Australia, Canada, China, Germany, Hong Kong, India, Indonesia, Italy, Malaysia, Netherlands, New Zealand, Norway, Philippines, Singapore, South Africa, South Korea, Switzerland, Thailand, UK, USA*).

The source of information for all data included in the report is Nielsen Media Research, the media services business of The Nielsen Company. Figures are expressed in Million USD, and are gross except for the countries that provide the industry with discount factors (*Italy, Australia, Thailand*).

The **World Trend** section includes all Nielsen territories (as listed above) and relates to the following media types: TV, Newspapers, Magazines and Radio.

The different **Regions** include spend on TV, Newspapers, Magazines and Radio and the following countries:

- **Asia Pacific:** *Australia, China, Hong Kong, India, Indonesia, Malaysia, New Zealand, Philippines, Singapore, South Korea, Thailand*
- **Europe and Africa:** *Germany, Italy, Netherlands, Norway, South Africa, Switzerland, UK*
- **North America:** *Canada, USA*

The **Country breakdown** refers to all media types available in the country.

Macro-sectors include the following Categories:

- **Automotive:** *Automotive*
- **Industry & Services:** *Business Services, Property, Institutions, Power & Water, Clothing & Accessories: Clothing & Accessories*
- **FMCG:** *Cosmetics & Toiletries, Drinks, Food, Housekeeping Products, Tobacco*
- **Distribution Channels:** *Distribution Channels*
- **Durables:** *Domestic appliances, Furnishings & Decoration, Information Technology*
- **Entertainment:** *Entertainment, Leisure products, Transport & Tourism*
- **Financial:** *Financial*
- **Healthcare:** *Healthcare*
- **Media:** *Media & Publishing*
- **Telecommunications:** *Telecommunications*

Nielsen Global AdView

Global AdView provides international advertising services. Global AdView provides information on what an advertiser's competitors are spending, where and how, in more than 80 countries, along with a deep and complete knowledge of local market advertising trends.

Spend and creative content can be linked, compiled and harmonized at brand and product level to enable quick strategic insight into competitive activity within a client's own product sector.

Nielsen Media Research

Nielsen Media Research, one of the major businesses of The Nielsen Company, is active in 40 markets offering television, radio and outdoor audience measurement, print readership, advertising information services and customized media research.

Nielsen Media Research is the recognized market standard for media information in the largest advertising territories. Thanks to the local presence of our own branches in more than 20 of the world's leading advertising markets (including North America, Europe, Asia Pacific and Africa) we can measure expenditure and creatives daily, providing an always open window on the world of media.

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit www.nielsen.com

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