



Embargoed until 00.01 GMT, May 4, 2011

Global adspend to increase 5.1% in 2011

Prospects for global adspend in 2011 have improved, according to the latest Warc Consensus Forecast of leading adspend predictions.

Figures collated by Warc, (www.warc.com), the global marketing intelligence service, put the current consensus for 2011 global adspend growth at +5.1%, up from the previous +4.5% consensus figure published in November. The current consensus is also for growth to accelerate to +6.2% next year.

This upswing comes despite unrest in the Middle East and the impact of the devastating Japanese earthquake. However, predicted ad growth is still below the long-term trend: the global ad economy experienced average annual growth of +6.8% in the years between 1981 and 2009.

Warc's *Consensus Forecast* publishes figures based on a weighted average of predictions from various sources including advertising agencies, media monitoring companies, industry bodies and Warc's own data.

According to these sources, India should lead the current growth spurt with an anticipated rise in total adspend of +17.5% in 2011. It will be closely followed by its fellow BRIC markets, with double-digit growth expected for each BRIC country in 2011 (Russia +16.2%, China +13.3% and Brazil +10.8%). The strength of the BRICs is such that they are expected to dominate the top four country spots across all seven forecast media (see notes below) in terms of 2011 revenue growth.

Of the 13 major markets covered by the *Consensus Forecast*, all bar Japan are expected to record adspend increases for both 2011 and 2012.

Australia and Canada are predicted to register strong performances across both years, with annual growth in excess of +5%. The US and Western Europe, by contrast, are anticipated to rise by between +2.5% and +3.5% this year, with the London Olympics and the Euro 2012 football tournament in Poland and Ukraine providing additional boosts for 2012.



In terms of individual media, online advertising is predicted to expand by around +13% annually throughout the forecast period. TV (+5.7% in 2011; +7.2% in 2012) and outdoor (+6.2%, 2011; +6.8%, 2012) will also provide significant boosts in both years.

Suzy Young, Data Editor, Warc, said: *"Despite recent jolts to the world economy the recovery in the global ad market remains concrete. The latest Consensus Forecast shows impressive levels of growth, particularly across the BRICs. It is encouraging to note that many sources now point to a strengthening ad market."*

Contact details:

Suzy Young, Data Editor, Warc
e: suzy.young@warc.com
t: +44 (0)20 7467 8140
m: +44 (0)7905 373353

Note to Editors:

All figures quoted above are in **2011 current prices**. See [accompanying slides](#) for data charts. Further data charts available from Warc on request.

About Warc Forecasts & Data

Warc (www.warc.com) has produced trusted and independent data on advertising expenditure and media costs for more than 25 years. It has partnerships with leading advertising organisations in more than 80 countries.

The *Warc Consensus Forecast* is updated four times a year and provides estimates for total advertising expenditure and expenditure on seven individual media for 13 markets. The markets covered by the forecast are: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Russia, Spain, UK and US.

The media covered by Warc's forecasts are: TV, newspapers, magazines, internet, outdoor, radio and cinema. Totals for individual media include both display and classified advertising. The figures for internet advertising expenditure incorporate display, classified and search.

Warc data products are available on subscription from www.warc.com. They are used by leading advertisers, media agencies and media owners in all markets.

To find out more about Warc's data products and its flagship online service, www.warc.com, visit www.warc.com/Topics/ForecastsandData.topic or take a free trial at www.warc.com/trial

ENDS