



Press Release

WARC Data relaunched - the most rigorous and accurate benchmarks for media planning and strategy in the world

An independent and objective one-stop resource, WARC Data harmonises, aggregates, verifies and evaluates data from over 100 reputable sources, including a new collaboration with Nielsen

01 October 2019 - WARC, the global authority on advertising and media effectiveness, has today re-launched WARC Data, an independent and dedicated data product that helps brands, agencies and media owners plan effective advertising and media strategies and investment each and every day.

Providing more information than ever before, the improved WARC Data delivers the industry's most accurate benchmarks for understanding media spend across channels, categories and geographies. By using the unique process 'HAVE', WARC Data rigorously harmonises, aggregates, verifies and evaluates data from over 100 reputable sources, which now includes new category data drawn from a collaboration with [Nielsen](#).

WARC Data harmonises all data so that it's net of discounts, includes agency commission and excludes production costs; aggregates data from media owners, either directly or through industry bodies; verifies all data meticulously prior to publication; and evaluates these data with expert analysis drawn from over 40 years of experience, giving a holistic view of market dynamics.

James McDonald, Managing Editor, WARC Data, comments: "With millions of ad dollars being wasted each year through ineffective marketing, now more than ever before, brands' budgets need to work harder in the media mix to maximise reach and ultimately increase media effectiveness.

The thousands of unique insights by category, country and channel available on WARC Data will empower users to make smarter strategic decisions towards creating more

effective marketing. Furthermore, our unique position in the industry allows us to work with stakeholders directly. As such, we do not rely on modelled or estimated data - we believe our independent and trustworthy data is closer to reality than equivalent data from other sources.”

Matt O’Grady, Nielsen’s Chief Commercial Officer of International Media, added:

“Through our unique collaboration with WARC, together we have raised the bar of industry standard for net advertising investment. These highly valued industry benchmarks will help make budgets work harder to achieve marketing success.”

The improved [WARC Data](#), covering 19 categories and 97 countries, with over 3,000 dynamically updating charts and more than 50,000 unique insights, offers:

- Advertising investment: unique insights drawn from Nielsen Ad Intel data provide a new industry-standard for net advertising investment by medium currently in 23 markets (additional markets coming soon) across 19 categories:
 - Categories: alcoholic drinks, automotive, business & industrial, clothing & accessories, financial services, food, household & domestic, leisure & entertainment, media & publishing, non-profit, public sector & education, pharma & healthcare, politics, retails, soft drinks, technology & electronics, telecoms & utilities, tobacco, toiletries & cosmetics, transport & tourism
 - Markets: Australia, Belgium, China, Germany, Indonesia, India, Ireland, Italy, Japan, Malaysia, Netherlands, New Zealand, Norway, Philippines, Singapore, South Africa, Republic of Korea, Spain, Taiwan, Thailand, Turkey, United Kingdom, United States
 - Media: Newspapers, magazines, TV, Radio, OOH, cinema, internet display
- Advertising forecasts: covering 97 markets, including 19 product category projections by medium for 23 markets.
- Benchmarks: ROI and media allocation benchmarks from successful campaigns to improve campaign performance.
- Media Owner profiles: dynamic charts and datasets - updated quarterly - on media owners to guide understanding of the media landscape.

- Data points: thousands of downloadable, ready-to-use charts and datasets on media spend, costs and consumption by channel, target audience and country (97 markets).
- Media costs database: media inflation forecasts for 50 markets and historic CPM and GRP data by medium and target audience for 62 markets.
- Global Advertising Trends reports: an analysis of key advertising and media investment trends drawing on WARC's entire range of market data, published monthly with a different focus for each edition.
- Exclusive surveys: proprietary WARC survey results pertaining to mobile marketing and martech, as well as WARC's Global Marketing Index - a monthly barometer of advertising budget growth and trading conditions by region.

[WARC Data](#) is part of [WARC](#), which powers the marketing segment by providing rigorous and unbiased evidence, expertise and guidance to make marketers more effective. WARC Data is available by subscription. For more information visit [here](#).

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WARC - A global authority on advertising and media effectiveness

WARC is part of Ascential: the path-to-purchase company that combines intelligence, data and insights to drive growth in the digital economy. We do this by delivering an integrated set of business-critical products in the key areas of product design, marketing and sales.

WARC powers the marketing segment by providing rigorous and unbiased evidence, expertise and guidance to make marketers more effective. WARC services include best practice guides, case studies, research papers, special reports and advertising trend data, webinars, awards, events and advisory services.

WARC has 1,200 client companies, 75,000 active users in 100+ countries; collaborates with 50+ industry partners; has offices in the UK, US and Singapore.

WARC Data - The most rigorous and accurate benchmarks for media planning and strategy in the world

WARC Data sets new industry-standard for net advertising investment due to our unique methodology: HAVE. We harmonise, aggregate, verify and evaluate data to provide expert analysis drawn from over 40 years of experience.

Our sources now, include a collaboration with Nielsen, allowing users to benchmark their strategy by category, channel and country.

WARC Data - methodology

WARC's advertising expenditure data are net of discounts, include agency commission and exclude productions costs.

Data is drawn from media owners - either directly or via the industry bodies in each market. Nielsen's data are, for the most, reported at a gross level and are calculated by applying rate card prices to volume.

Through a collaboration, WARC has now harmonised Nielsen's gross figures with net media owner data to create an entirely new and unique measure of advertising investment across 19 product verticals in 25 markets. The harmonisation factors in the formats Nielsen monitors and pairs these with the formats offered by media owners; totals are therefore balanced to account for any lack of coverage in the Nielsen data.

This results in trustworthy data, far closer to reality than equivalent data from other sources. All other data are verified prior to publication, we ensure our partners use watertight approaches to market monitoring.