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## **BRICs and web lead global advertising surge**

Strong advertising spend in Brazil, Russia, India and China (BRICs) will spur the international advertising economy to faster growth in 2012, according to a new forecast from Warc ([www.warc.com](http://www.warc.com)), the global marketing intelligence service.

Warc's quarterly *International Ad Forecast* predicts average growth in expenditure on main media advertising across the world's 12 major advertising markets will accelerate from +4.6% at current prices in 2011 to +5.5% in 2012.

The figures underline the industry's continued rebound from the global advertising recession of 2009. The two main drivers of this recovery have been the growth of emerging markets and the prolonged rise of internet advertising which is due to grow more than twice as fast as any other mainstream medium this year.

For the US, the world's largest advertising market, current trends also represent the best start of any decade since the 1980s. The US is expected to enjoy growth in advertising expenditure of +3.5% at current prices in 2011 and +4.5% in 2012 respectively.

The BRICs will however lead the pack of fast-growing advertising markets. Of Warc's 12 forecast countries, India is expected to report the highest growth rate, with a rise of +18.5% in 2011 and a similar increase the following year.

Warc predicts Russia (+17%) will be the next fastest-growing advertising market in 2011, closely followed by China (+12.5%) and Brazil (+11%).

The BRICs growth rates contrast markedly with the sluggish performance of Japan, which is expected to eke out +1.2% growth in 2011, the smallest increase of the 12 markets forecast by Warc.

The major European countries all fall into the bottom half of Warc's forecast sample for adspend growth prospects. Of the European economies, Italy is expected to enjoy the best growth in advertising expenditure of +3.4% in 2011, followed by Germany (+3.3%), with the UK and France tied on +2.8%.

The figures confirm the rise of China's advertising sector on the world stage.



Warc predicts that China, which recently replaced Japan as the world's second biggest economy, will overtake the UK to be the world's fourth largest advertising sector in 2011 and beat Germany to the number three slot in 2012.

The US remains by far the world's largest ad market, accounting for approximately 43% of main media advertising spend in 2011 across the 12 countries covered by Warc's *International Ad Forecast*.

According to Warc, Japan's share (12.8%) will be the next biggest this year, followed by Germany (7.3%), China (currently 7%) and the UK (6.6%).

The Forecast also produces totals for individual media. On this basis, internet advertising is expected to grow by +12.7% across the 12 markets, or more than twice the rate of other growth media such as outdoor (+4.8%), television (+4.8%), cinema (+4.6%) and radio (+4.4%).

The downward trend for print media is expected to continue with both newspapers (-0.8%) and magazines (-0.4%) registering declines during 2011.

Suzy Young, Data Editor, Warc, said: *"The overall outlook for the global ad market is upbeat. Advertising experienced a stronger than expected bounce back last year following a dismal 2009. This will be consolidated in 2011/12 with the BRICs continuing to post double-digit growth and many of the established ad markets regaining or overtaking pre-recession levels. The Olympics will provide a welcome boost for the industry in 2012."*

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#### **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](http://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 International Ad Forecast* is updated four times a year and provides estimates for total advertising expenditure and expenditure on seven individual media for 12



markets. The markets covered by the forecast are: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Russia, 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.

Working with national partners and local industry experts, Warc harmonises figures across the 12 markets to ensure they are published for each country net of estimated media discounts and inclusive of agency commissions. All ad expenditure figures exclude production costs.

Warc data products are available on subscription from [www.warc.com](http://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](http://www.warc.com), visit [www.warc.com/Topics/ForecastsandData.topic](http://www.warc.com/Topics/ForecastsandData.topic) or take a free trial at [www.warc.com/trial](http://www.warc.com/trial)

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