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GLOBAL ADSPEND GROWTH FORECAST TO RISE 5.2% IN 2014

London, 15th January 2014

The latest consensus ad forecast from Warc, the marketing intelligence service, indicates that global advertising expenditure will increase by 5.2% in 2014. This represents a significant improvement on the 3.2% growth predicted for 2013.

Warc's Consensus Ad Forecast is based on a weighted average of adspend predictions at current prices from ad agencies, media monitoring companies, analysts, Warc's own team and other industry bodies.

Of the 13 markets covered in the report, 12 are forecast net growth in adspend in 2014. The rate of growth has been revised upwards for four countries since our previous forecast in June 2013, with the UK demonstrating the greatest single rise (up 1.7pp). Forecasts for eight countries have been cut. It should be noted that total global adspend has also seen a 0.2pp dip in expectations from last year.

Adspend growth by country, 2014 vs 2013

	Yr-on-yr % change	Percentage point difference vs June
China	11.2	-0.2
India	11.0	-0.4
Russia	10.7	0.0
Brazil	10.4	-0.3
UK	5.4	1.7
US	4.0	-0.2
Australia	3.6	0.4
Canada	3.5	-0.1
Japan	2.0	-0.1
Spain	1.2	-0.8
Germany	1.2	-0.4
France	0.4	0.7
Italy	-0.2	0.1
Global	5.2	-0.2

Source: Warc's Consensus Ad Forecast (www.warc.com)

Italy is predicted to be the only country in which adspend will contract in 2014 – by 0.2%. Adspend in France, previously expected to decline in 2014, is now predicted to rise 0.4%, thanks to a 0.7pp upward revision.

The strongest performers will be China and India, which are expected to see all-media growth of 11.2% and 11.0% respectively. Adspend in all BRIC countries is expected to record double digit growth for the year.



All media, barring newspapers and magazines, are predicted to record year-on-year growth in 2014, with internet up the most, on 14.1%. Internet is the only channel for which forecasts have upgraded since the previous forecast.

Adspend growth by medium, 2014 vs 2013

	Yr-on-yr % change	Percentage point difference vs June
Internet	14.1	0.4
Cinema	5.8	-1.0
TV	5.0	-0.7
Out of home	4.8	-0.5
Radio	2.3	0.0
Magazines	-2.3	-0.3
Newspapers	-2.7	0.0

Source: *Warc's Consensus Ad Forecast*(www.warc.com)

Suzy Young, Data and Journals Director, Warc said: "Compared with the last two years, 2014 is looking more optimistic for advertisers globally. There are major sporting events in the form of the World Cup and winter Olympics, plus growth is starting to return to Western Europe and the BRICs are predicted to record stronger increases after a more muted 2013."

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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 Ad 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