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AN UNCOMMON SENSE

# GLOBAL ADVIEW PULSE LITE

YOUR CONNECTION TO GLOBAL  
ADVERTISING TRENDS

QUARTER 4 2014





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Advertising  
trends



By media  
type and  
sector



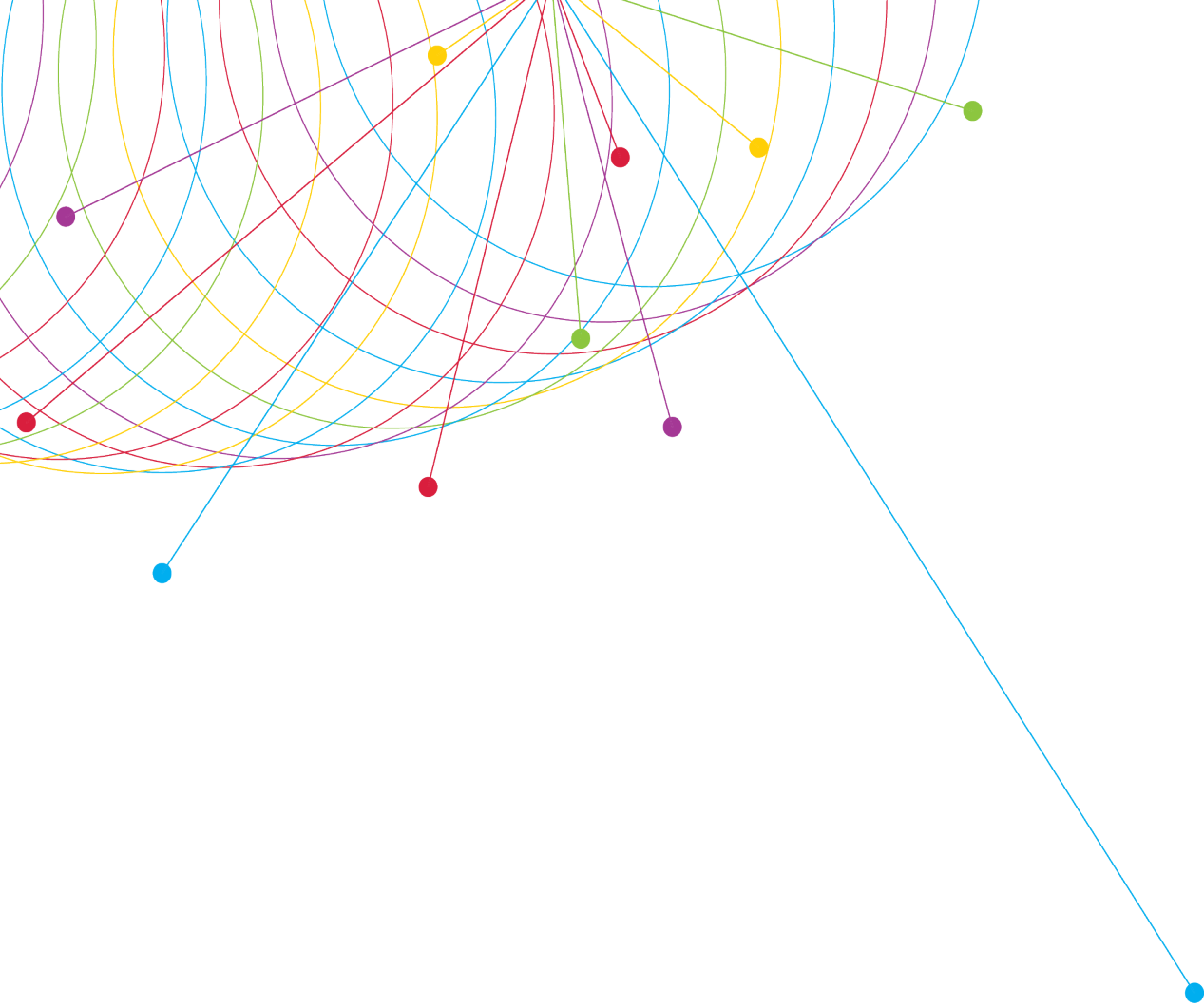
By region and  
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# WORLD TRENDS

YEAR TO DATE

# AD INVESTMENTS GROW 2.3% IN 2014



GLOBAL CONSUMER CONFIDENCE DECLINED TWO INDEX POINTS TO 96, AS EVERY REGION REGRESSED SLIGHTLY IN THE FOURTH QUARTER OF 2014



NEVERTHELESS, GLOBAL INDEX CLOSED THE YEAR UP TWO POINTS FROM LAST YEAR (94 IN Q4 2013)



ADVERTISERS INCREASE BUDGETS BY 2.3% YOY IN 2014, THOUGH SPENDING COOLS TO A 0.2% GROWTH DURING Q4



EUROPE'S AD MARKET GROWS 1.7% DURING Q4, UP BY 1.5% FOR THE FULL YEAR



ADVERTISING FROM HEALTHCARE BRANDS CONTINUE TO KEEP THE MARKET AFLOAT, DRIVEN BY MEDIA SPENDING ON PRESCRIPTION AND OVER-THE-COUNTER MEDICATIONS



US MID-TERM ELECTIONS ALSO PUMPED DOLLARS INTO THE MARKET

Advertising revenue grew by 2.3% year-on-year during 2014, according to Nielsen's quarterly Global AdView Pulse report, which covers over 40 markets.

Cautiousness seemed to underpin the attitudes of both consumers and brands, as consumer confidence globally declined two index points in the fourth quarter to 96. Though confidence is on the rise when looking at attitudes one year ago, continued geo-political tensions and some slowing in emerging market growth appeared to impact consumers' optimism on job prospects and personal finances.

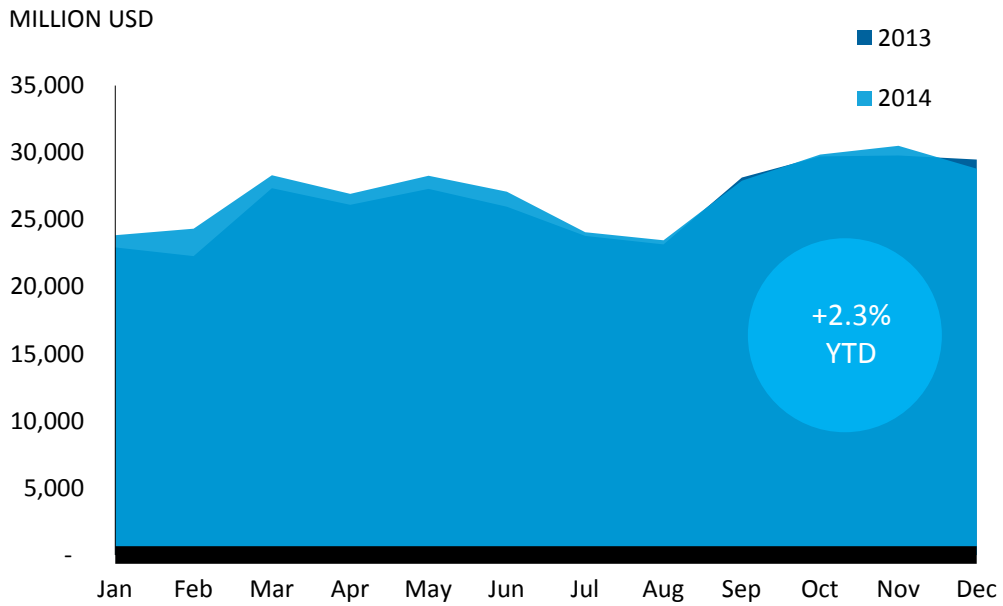
Hopes for a swift economic recovery were dashed by the Crimean crisis in the Ukraine during the first half of the year, which has had significant impacts on Europe's recovery and most notably, Russia's economy.

Though consumer sentiment has improved when looking at Nielsen's Global Survey Q4 2013, blind optimism has been replaced by stable and steady investment attitudes, both by consumers and advertisers.

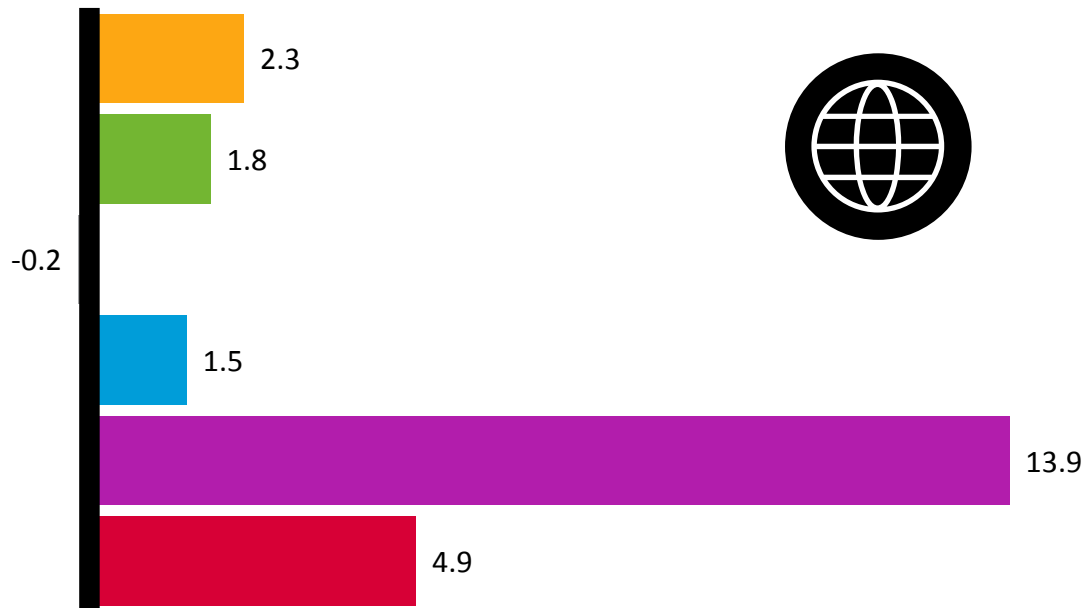
During the first half of 2014, brands invested considerably in communicating with their consumers, increasing spending by 5.4% during the first quarter, and 3.7% in the second. After the special events of the Sochi Olympics and World Cup Football, however, investments cooled—with minor increases of 0.5% during Q3 and 0.2% during Q4.



## ADVERTISING EXPENDITURE TREND – YEAR TO DATE



## REGIONS - YEAR ON YEAR % CHANGE



- GLOBAL
- NORTH AMERICA
- ASIA PACIFIC
- EUROPE
- LATIN AMERICA
- MIDDLE EAST & AFRICA

# CAUTIOUSNESS CONTINUES IN MOST REGIONS

After notable cooling in the third quarter, ad spending continued the trend further into the fourth quarter, as brands invested equivalent amounts to what they spent in Q4 2013.

Though consumer confidence indicators grew the most in North America out of all regions, advertising investment declined slightly in the fourth quarter by -0.8%, ending the full year at a 1.8% growth. Though U.S. midterm elections took place in November, ad spending increased just enough to keep the U.S. at a slight -0.4% decline during the fourth quarter—as the market was hit by budget cuts from FMCG advertisers.

Canadian advertisers were even more cautious, as investments declined -7.4% during the fourth quarter and -2.7% for the full year. In line with its neighbor, Canada's ad market was specifically impacted by significant drops in FMCG ad spending.

The Asia Pacific, which last quarter saw the first negative trend since the Nielsen Global AdView Pulse report began in 2007, ended 2014 with a -0.2% decline year-on-year. The slightly negative trend was due to two of the world's largest markets for advertising, China and Japan, which both reported decreases in advertising spending during Q4 2014. Thailand, which has experienced political unrest for the past year, saw the deepest budget cuts in the region.

Better news came from the previously ailing region of Western Europe, which saw spending grow 1.5% for the full year of 2014. The U.K. ad market grew 2.2% during 2014, and 3.8% when looking just at Q4. Greece and Portugal continued their double-digit investment patterns, with both markets investing 10-13% more in 2014 than they did in 2013.

Latin America's media spending increased by 13.9% during 2014, though these positive results are heavily impacted by inflation and the FIFA World Cup. Brazil's advertising market saw an 11.6% boost during 2014, slowing to 5.2% when looking at Q4.

After slowing growth in the third quarter (1.5%), the Middle East and Africa's ad market gained momentum in the fourth quarter, growing by 7.1% and ending the full year at +4.9%.

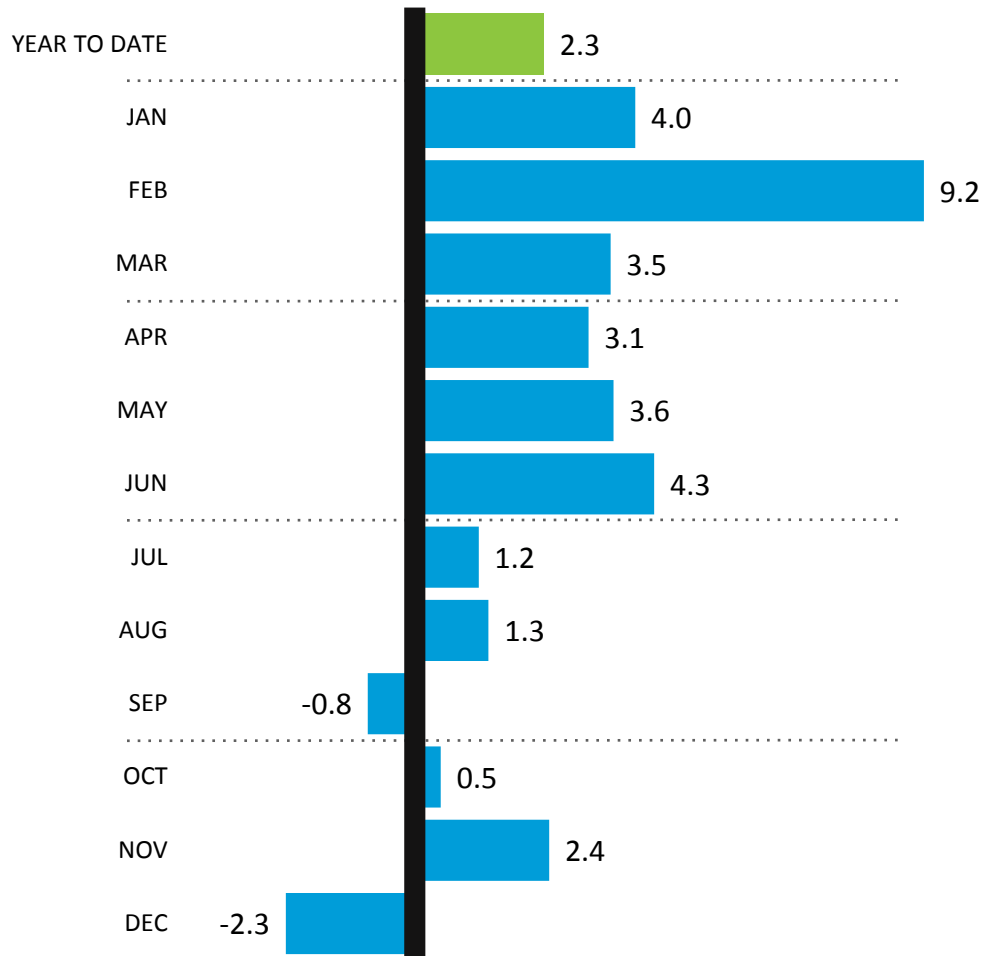
## MACRO ECONOMIC TRENDS

- GDP (constant prices)\* + 3.3%
- Consumer Prices\* + 3.8%
- Nielsen Consumer Confidence Index: 96\*\*  
(-2 compared to Q4 2014)

\*2014 vs. 2013 forecasts  
\*\*Q4 2014 survey



## YEAR ON YEAR % CHANGE BY MONTH



# RX AND POLITICS KEEP AD MARKET AFLOAT

Increases in healthcare and industry & services ad spending kept the global ad market in the black during the fourth quarter, with Q4 increases of 6.5% for healthcare (7.6% for the full year) and 6.9% for industry & services (7.2% for the full year).

Within the healthcare category, all regions increased spending in 2014 when compared with 2013, with double-digit increases coming from healthcare services (including prescription drugs) and over-the-counter medications. Procter & Gamble, Pfizer, and Johnson & Johnson ranked amongst the top 20 advertisers globally during 2014.

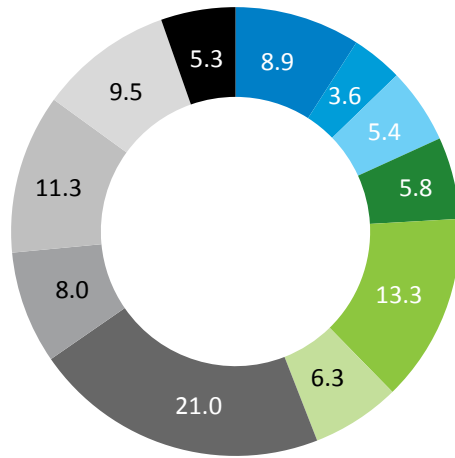
Industry & Services overtook the healthcare category in Q4 as the sector with the greatest percentage increase in ad spending, driven by an 18.5% percent increase in Q4 ad spending in North America. Diving deeper into the figures, mid-term elections in the U.S. drove a massive increase in political advertising spending during the fourth quarter—with just one governmental candidate from Texas spending approximately 11 million USD in Q4.

Representing 21% of all global spending, FMCG brands cut budgets by -0.5% during 2014, making deeper cuts during Q4 (-4.3%). While Latin America continued to invest in FMCG advertising (up 7.4% during Q4), North America (down 8.5%) and Asia Pacific (-7.4%) dragged the trends downward.

Globally, haircare and skincare advertisers contributed to the overall decline in FMCG ad spending, both slashing budgets by 12 to 13% during Q4. Confectionary advertising spend also dropped 6%, impacting the trend.



## SECTORS - % SHARE OF SPEND - YEAR TO DATE



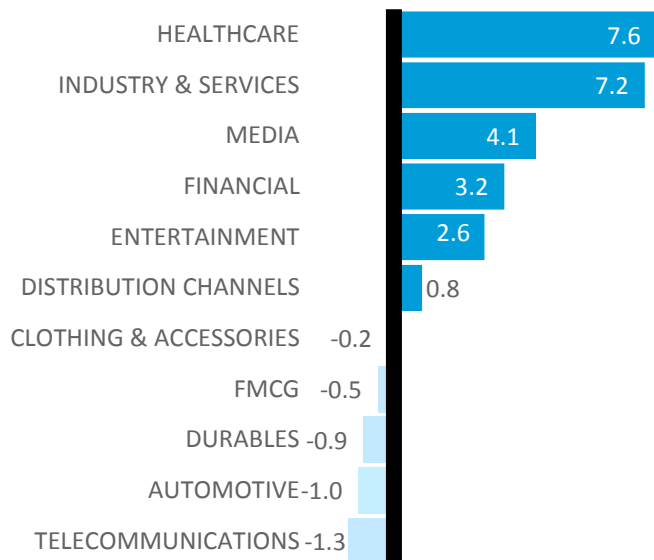
- AUTOMOTIVE
- CLOTHING & ACCESS.
- DISTRIBUTION
- DURABLES
- ENTERTAINMENT
- FINANCIAL
- FMCG
- HEALTHCARE
- INDUSTRY & SERV.
- MEDIA
- TELECOM.

## SECTORS - % CHANGE YEAR TO DATE



### HEALTHCARE AD SPENDING increases by 7.6% year-to-date

Though Industry & Services advertising unseats Healthcare as the leading advertiser in Q4



## TRENDS TO WATCH

2015 will be an interesting year for the advertising market, as there are no boosts from special events such as in 2014, with the Olympics, World Cup, and U.S. mid-term elections.

However, with the global economy forecasted by the IMF to grow at a faster rate in 2015 than in 2014 (projected at 3.8% compared to the 2014 estimation of 3.3%), Nielsen will be watching to see if advertisers and consumers will continue their path of stable, but cautious, investment.



# METHODOLOGY NOTES



# METHODOLOGY

The information included in this report has been compiled, harmonized and produced by **Nielsen Global AdView**.

The Nielsen Global AdView Pulse reports on advertising expenditure for Argentina, Australia, Bahrain, Belgium, Brazil, Canada, China, Croatia, Egypt, Germany, Greece, Hong Kong, Indonesia, Ireland, Italy, Japan, Kuwait, Lebanon, Malaysia, Mexico, The Netherlands, New Zealand, Norway, Oman, Pan-Arab Media, Philippines, Portugal, Puerto Rico, Qatar, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Switzerland, Taiwan, Thailand, Turkey, The United Arab Emirates, The United Kingdom, and The United States of America.

Pan-Arab Media refers to the media outlets in the Middle East that have significant viewership, readership or listenership in two or more markets and are not localized to only one market in the region. They do not represent a duplication with the coverage of each country and gather a significant amount of the advertising in the region.

## THE MEDIA GROUP WITHIN NIELSEN, IS THE DATA SOURCE FOR THE FOLLOWING COUNTRIES:

AUSTRALIA	NORWAY
BELGIUM	PHILIPPINES
CANADA	PUERTO RICO
CHINA*	SINGAPORE
CROATIA	SOUTH AFRICA
GERMANY	SOUTH KOREA
INDONESIA	SWITZERLAND**
IRELAND (REPUBLIC OF)	TAIWAN
ITALY	THAILAND
MALAYSIA	TURKEY
THE NETHERLANDS	UNITED KINGDOM
NEW ZEALAND	UNITED STATES OF AMERICA

*\*Provided by Nielsen CC Data*

*\*\* In association with Media Focus*

## THE DATA SOURCES FOR THE OTHER COUNTRIES INCLUDED IN THE REPORT ARE:

Argentina:	IBOPE
Bahrain	PARC (Pan Arab Research Centre)
Brazil:	IBOPE
Egypt:	PARC (Pan Arab Research Centre)
Greece:	Media Services
Hong Kong:	admanGo
Japan:	Nihon Daily Tsushinsha
Kuwait:	PARC (Pan Arab Research Centre)
Lebanon:	PARC (Pan Arab Research Centre)
Mexico:	Nielsen IBOPE
Oman	PARC (Pan Arab Research Centre)
Pan-Arab Media:	PARC (Pan Arab Research Centre)
Portugal:	Mediamonitor
Qatar	PARC (Pan Arab Research Centre)
Saudi Arabia:	PARC (Pan Arab Research Centre)
Spain:	Arce Media
UAE:	PARC (Pan Arab Research Centre)

The source for the macro-economic indicators is IMF (International Monetary Fund) – World Economic Outlook October 2014 (website: [www.imf.org](http://www.imf.org)).

The Nielsen Global Survey of Consumer Confidence and Spending Intentions was conducted between November 10 to 28 2014 and polled more than 30,000 online consumers in 60 countries throughout Asia-Pacific, Europe, Latin America, the Middle East, Africa and North America. The sample has quotas based on age and sex for each country based on their Internet users, and is weighted to be representative of Internet consumers and has a maximum margin of error of  $\pm 0.6\%$ . This Nielsen survey is based on the behavior of respondents with online access only. Internet penetration rates vary by country. Nielsen uses a minimum reporting standard of 60 percent Internet penetration or 10M online population for survey inclusion. The China Consumer Confidence Index is compiled from a separate mixed methodology survey among 3,500 respondents in China. The Nielsen Global Survey, which includes the Global Consumer Confidence Index, was established in 2005.

Figures are expressed in Million USD and are estimated net with Nielsen Global AdView estimated weighting factors, except for Australia, Ireland and the UK which are estimated net at source. USA and Spanish figures are based on apples-to-apples comparisons to the previous year, both in terms of coverage and methodology, in order to give a more accurate representation of the trends. The source for the exchange rates is OANDA (website: [www.oanda.com](http://www.oanda.com)) and the rate applied to all figures is the 2013 yearly average.

In order to reflect the most accurate picture for media type trends and macro-sector trends, the methodology used for each may differ. Adjustments and estimates necessary to represent the media type trends accurately may not be suitable for the macro-sector trends. In some cases a direct comparison is therefore not possible.

## MAP OF THE REPORT

- **World Trend:** this section includes all territories and relates to the following media types : Television, Newspapers, Magazines, Radio, Outdoor, and Cinema.
- **Regions:** this section includes spend on Television, Newspapers, Magazines, Radio, Outdoor, and Cinema. Each region includes the following countries:
  - **North America:** Canada, United States of America.
  - **Asia Pacific:** Australia, China, Hong Kong, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand.
  - **Europe:** Belgium, Croatia, Germany, Greece, Ireland, Italy, The Netherlands, Norway, Portugal, Spain, Switzerland, Turkey, United Kingdom.
  - **Latin America:** Argentina, Brazil, Mexico, Puerto Rico.
  - **Middle East and Africa:** Bahrain, Egypt, Kuwait, Lebanon, Oman, Pan-Arab Media, Qatar, Saudi Arabia, South Africa, United Arab Emirates.

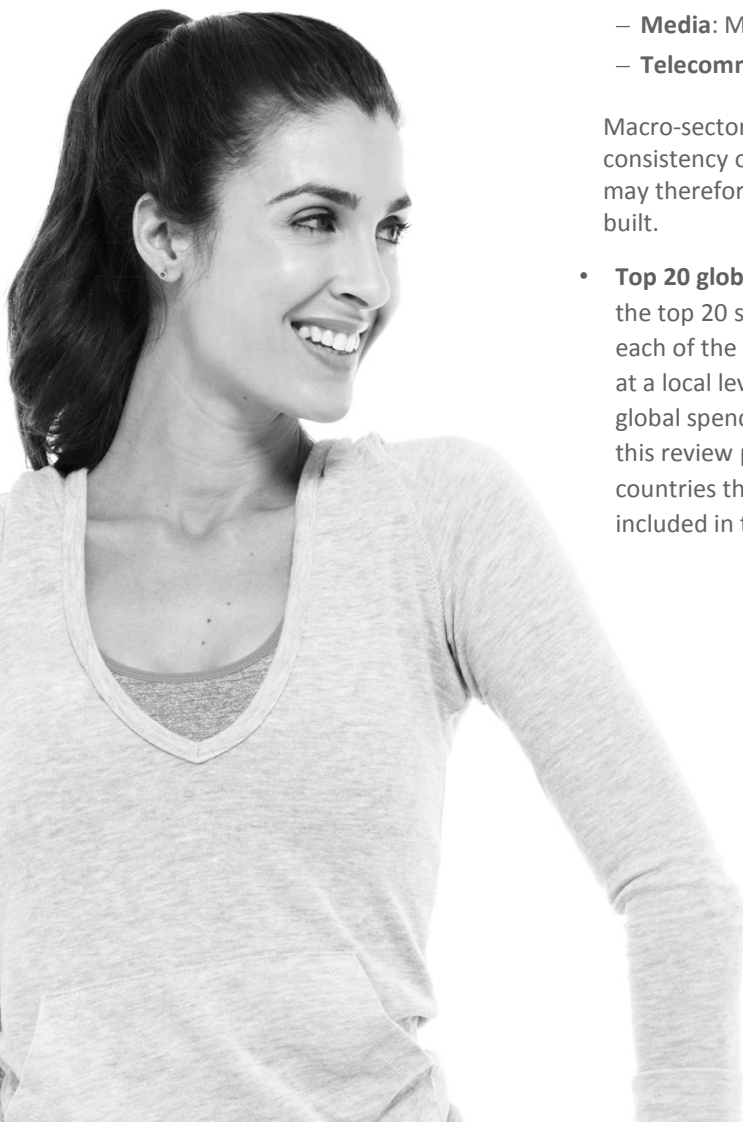
*Note: Pan-Arab Media refers to the media titles in the Middle East that have significant viewership, readership or listenership in two or more markets and are not localized to only one market in the region. They do not represent a duplication with the coverage of each country and gather a significant amount of the advertising in the region.*



- **Country breakdown** refers to all major media types available in the country (Television, Newspapers, Magazines, Radio, Outdoor, Cinema).
- **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 (including also: Mail Order, Multiple Product Retailers, On-line shopping & generic on-line services, Corporate/Image and sponsorship Distribution Channels)
  - **Durables:** Domestic Appliances, Furnishings & Decoration, Information Technology
  - **Entertainment:** Entertainment, Leisure products, Transport & Tourism
  - **Financial:** Financial
  - **Healthcare:** Healthcare
  - **Media:** Media & Publishing
  - **Telecommunications:** Telecommunications

Macro-sectors and Categories are harmonized in order to allow consistency of comparison between regions and countries. They may therefore differ to how the local sectors and categories are built.

- **Top 20 global spenders:** this ranking has been compiled to show the top 20 spenders at corporate/holding company level. Using each of the businesses comprising these international corporations at a local level the cumulative total has been reported. The top 20 global spenders rank is based on the Nielsen countries included in this review plus Spain, Portugal and Hong Kong. For the remaining countries the advertiser detail is not available in a way that can be included in the global ranking.



## MEDIA COVERAGE OVERVIEW

THIS TABLE PRESENTS AN OVERVIEW OF THE MEDIA TYPES COVERED IN EACH TERRITORY.

	TV	NEWSP.	MAGAZ.	RADIO	OUTDOOR	CINEMA	INTERNET
<b>NORTH AMERICA</b>							
CANADA							
USA							
<b>ASIA PACIFIC</b>							
AUSTRALIA							
CHINA							
HONG KONG							
INDONESIA							
JAPAN							
MALAYSIA							
NEW ZEALAND							
PHILIPPINES							
SINGAPORE							
SOUTH KOREA							
TAIWAN							
THAILAND							
<b>EUROPE</b>							
BELGIUM							
GERMANY							
GREECE							
IRELAND							
ITALY							
NETHERLANDS							
NORWAY							
PORTUGAL							
SPAIN							
SWITZERLAND							
TURKEY							
UK							

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	TV	NEWSP.	MAGAZ.	RADIO	OUTDOOR	CINEMA	INTERNET
<b>LATIN AMERICA</b>							
ARGENTINA							
BRAZIL							
MEXICO							
<b>MIDDLE EAST AND AFRICA</b>							
BAHRAIN							
EGYPT							
KUWAIT							
LEBANON							
OMAN							
PAN-ARAB MEDIA							
QATAR							
SAUDI ARABIA							
SOUTH AFRICA							
UAE							

## CONTACT

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## NIELSEN GLOBAL ADVIEW

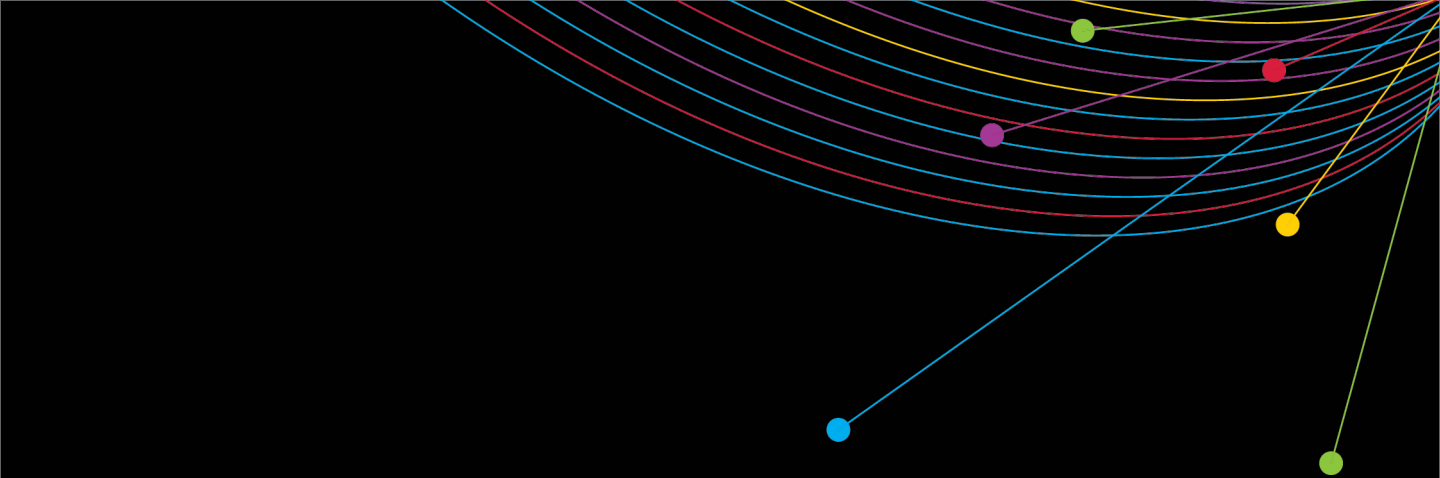
Nielsen Global AdView provides information on what advertisers are spending, where and how, in more than 80 countries. With a deep and complete knowledge of local market advertising trends, ad spend, creatives, and TV gross rating points (GRPs) can be compiled, linked and harmonized at brand and product level to enable quick strategic insight into competitive activity within a client's own product sector.

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## ABOUT NIELSEN

Nielsen N.V. (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90 percent of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com).

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