The Nielsen Company Introduces New Definitive Guide to Media & Marketing Trends in Asia Pacific

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Includes Hottest Product Categories, Advertising Trends and Consumer Insights for a Region Home to More than Half te World's Population
September 20, 2007 â€“ Hong Kong: Already recognized as the most culturally diverse region globally, Asia Pacific is a potpourri of mature, emerging and rapidly industrializing consumer markets which are home to more than half the worldâ€™s population and some of the worldâ€™s most dynamic, rapidly expanding media and marketing sectors. Acknowledging the growing importance of this region on the world stage, The Nielsen Company has produced its first joint ACNielsen/Nielsen Media Research consumer and marketing insights report â€“Nielsen Asia Pacific Media & Marketing Trends 2007.

The new report is being released to Nielsen clients with separate Media and Market booklets reviewing three years of media ad spending trends and consumption insights across 12 markets; and consumer and marketing insights and statistical information across 16 markets.

â€œAs the leading provider of advertising information services, radio audience measurement and consumer and retail market research across the region, The Nielsen Company is uniquely positioned to present this inaugural Media & Marketing Trends report,â€• comments Lisa Lee, Senior Vice President, International Communications, The Nielsen Company.

â€œThe last 15 years have seen dramatic changes across the Asia Pacific region, driven by significant economic and demographic development. The effect has been equally dramatic on the shopping habits of the regionâ€™s consumers. Our combined research resources bring together the first regional and market review of changing consumer lifestyles, attitudes and purchasing behavior, together with insights into advertising, emerging radio audience markets and consumer trends across key markets in the region,â€• Lee said.

In addition to India and China, the region is home to seven other countries with populations of 50 million or more, including Indonesia, the worldâ€™s fourth most populous country. Excluding Japan, Asia is growing at seven percent annually, two percent ahead of the rest of the world, as it has been for the last four years.

To gain or retain market share, leading global, regional and local marketers invested more than US$78.6 billion1 during 2006 to advertise on television, in newspapers and magazines; representing a massive 14 percent increase over Calendar 2005. The emerging advertising juggernaut is China, which has recorded annual ad spending growth estimated at 21-22 percent since 2005. An example of the sheer size of this market is that US$9 billion was invested in 2006 on the largest advertising category, Pharmaceuticals, which exceeded the annual main media spend for Australia and New Zealand combined,â€• Lee summarized.

A selection of Market insights covered in the Nielsen Trends booklets:
- How is rapid urbanization impacting emerging markets, and what are the implications for global and local marketers?

- From an economic perspective, comparing countriesâ€™ development in terms of GDP per head of population at Purchasing Power Parity (PPP), the region has five countries that rank in the worldâ€™s top 25 â€“ Hong Kong, Australia, Singapore, Japan and Taiwan.

- The region is also home to fast-growing developing countries like Malaysia, Thailand and China. China is currently ranked 87th in the world with GDP at PPP of US$7,500.

- With comparisons of ad spending over a three-year period in 12 markets across the region; which are the escalating ad growth markets? Which brands spend the least and the most per capita to reach their consumers?

- What hot sectors in Retail are driving sales across 16 markets and what are the emerging Shopper trends?

- Which main Media sectors were the most popular vehicles for advertising across the region? How do these perform within each market? Which markets are slowing down their advertising activity or are they escalating?

- How are the individual marketsâ€™ economies performing, and what are the emerging consumption patterns across this diverse region?

- What is driving consumersâ€™ buying trends and attitudes across Asiaâ€™s emerging markets,and how does this compare to

more mature markets in the Pacific?

- Driving most of the escalating upward trends in main Media ad spending were the growth engine markets of China and India.
- Our marketing insights examine whatâ€™s looming for clients and the Media.