

APAC To Outpace The West In Adspend Growth

Contributed by Advertising and Marketing
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The outlook for ad spend in Asia Pacific is predicted to grow at a rate of 3.3% in 2010, with the dominant markets of China and India leading the charge.

Heading into next year China is set to grow at a rate of 9.5% with India up a strong 14.4%. This is in contrast with Western Europe and North America where positive growth is not forecast until 2011.

The forecasts from ZenithOptimedia show overall Asia Pacific ad spend is predicted to drop -3.1% for this year compared to -8.4% last year skewed by figures from Japan.

The rest of Asia Pacific will show a slight growth of 0.7% year on year excluding Japan with China and India showing an increase of 5.7% and 6.5% respectively.

Developing markets is expected to grow at 7.8% in 2010 and 9.8% in 2011 but structural economic problems will drag developed markets down 2.9% in 2010 before modest 1.5% recovery in 2011.

The report showed the internet remains the key growth medium.

In Asia Pacific overall, internet growth for 2009 versus 2008 is forecast to be 11.3% slightly ahead of the global average of 9% for the same period.

With the exception of newspaper and magazine, which are declining, TV and radio are also projected to grow next year.

TV, which comprises 41% share of all media this year will also return to positive growth next year with an increase of 3.8%.

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