

## Nielsen: Ratecard spend grew 7% in 2009

Contributed by Nielsen  
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Amidst an economic slowdown the Malaysian advertising market recorded a total ratecard spend of RM6.6 billion for the full year of 2009 - a growth of 7% compared to the same period in the previous year.

Following a 1% contraction in the first half of 2009, advertising spending rebounded with a double-digit growth of 14% compared to the same period in 2008, according to figures from The Nielsen Company.

Newspapers and terrestrial television continue to command the bulk of the total adspend pie - at 52% and 37% respectively, followed by radio (6%), magazines (2%) and outdoor (2%), point-of-sale, cinema and internet (1% each).

The top advertiser ranking continues to be led by FMCG and telecommunications advertisers - Procter & Gamble (RM189 million) emerges as the largest advertiser, followed by Unilever Malaysia (RM174 million) and Celcom (RM 116 million).

Two new entrants to the advertiser ranking are TM and the Ministry of Health.

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