Carat Says Global Ad Market To Remain Flat

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Carat has upgraded its global ad spending forecasts with Asia expected to jump to 7.2% by 2011, thanks to a buoyant China market and spending around the Shanghai Expo.

Across the region China has been singled out as a key market for growth with Carat predicting 16.1% growth this year and 16.6% in 2011.

Japan is expected to falter due to its weak economy and Australia is tipped to rise a modest 2.3% this year and 3.2% in 2011.

Globally, the ad market looks flat with Carat expecting just 2.9% growth this year and a further 4% in 2011.

Jerry Buhlmann, newly appointed CEO of Aegis Media, described the market as "increasingly benign" and said there was room for "modest recovery" through this year and into 2011.

â€œThe overall data, however, mask some significant variance in macro economic factors â€“ most importantly the relative decoupling of Asia and Latin America from the rest of the world," he said.

"Elsewhere we see stabilisation in all the major markets with the exception of Germany, Spain and Japan."

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