What Marketers Can Learn From Global Media Trends

Contributed by eMarketer
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Making sense of worldwide shifts in media usage and ad spending trends

The global advertising and media industry has been going through massive changes in recent years, between the inexorable shift from traditional to digital channels and a recession that damaged markets around the world.

To help marketers make sense of the often-conflicting data and shed some light on the trends that will have the greatest effect on their business, eMarketer collaborated with Starcom MediaVest Group to produce the â€œGlobal Media Intelligence Report.â€•

The report covers six major regions worldwide and outlines digital and total media advertising spending trends from 2009 through 2014, along with detailed data on demographics, broadband and mobile penetration, media usage, and consumer behavior in each region.

The â€œGlobal Media Intelligence Reportâ€• provides insight into many trends, large and small, and raises questions that may prove important for marketers in coming years.

Key insights from the report include:
* The global recession sped up the shift of marketing dollars to digital in large developing markets such as China, India and Brazil.
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* Asia-Pacific will surpass North America as the worldâ€™s biggest advertising market soon after 2014.
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* While the Middle East and Africa account for only 2.9% of total media spending worldwide, the $14 billion in spending estimated this year represents growth of 11.4%, the fastest of any major region in the world.
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* Online ad spending in Latin Americaâ€”though small compared to more mature regionsâ€”will more than double over the next four years, growing from $2 billion in 2010 to $4.2 billion in 2014.
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* The aging of the large UK online audience could be an early indicator of a trend that could lead to greater internet penetration throughout Western Europe.
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* The disparate internet adoption rates throughout emerging regions like Central and Eastern Europe will make mobile an attractive option to marketers.

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