

Ad Spend Remains Strong Across Asia

Contributed by Marketing Interactive
Wednesday, 22 December 2010

Nielsen reports that all 12 markets across Asia-Pacific recorded ad spend growth at the end of the third quarter.

Ad spend grew in all markets in the region for two consecutive quarters, totaled US\$37.1 billion, an increase of 9% from Q3 2009.

Double digit increases were seen in eight markets, the top five in the region included Indonesia and India (32%), Hong Kong (24%) and Australia (13%).

Some markets, including China have shown a deceleration in growth, with China's ad spend slowing to 7%.

Richard Basil-Jones (pictured), managing director for Nielsen Media Asia Pacific, said that Asia still dominates main media ad spend with 68% share in the region.

He added several Asian economies have been tackling rising inflation and introducing a tightening of stimulus spending.

Asia-Pacific - 10 December 2010