

AD OUTLAYS BY MEDIUM

Global spending in millions of dollars and share of total ad spend

MEDIUM	2006	2007	2008	2009	2010
Newspapers	\$123,031	\$124,047	\$127,366	\$130,955	\$134,829
	29.0%	27.8%	26.8%	26.1%	25.4%
Magazines	\$52,959	\$54,393	\$56,427	\$58,518	\$60,588
	12.5%	12.2%	11.9%	11.7%	11.4%
TV	\$160,356	\$168,359	\$180,335	\$189,110	\$198,894
	37.8%	37.7%	37.9%	37.7%	37.5%
Radio	\$35,347	\$36,472	\$37,782	\$39,437	\$41,032
	8.3%	8.2%	7.9%	7.9%	7.7%
Cinema	\$1,870	\$1,984	\$2,180	\$2,414	\$2,691
	0.4%	0.4%	0.5%	0.5%	0.5%
Outdoor	\$23,516	\$25,126	\$27,145	\$29,099	\$31,249
	5.5%	5.6%	5.7%	5.8%	5.9%
Internet	\$27,185	\$35,999	\$44,583	\$51,963	\$60,888
	6.4%	8.1%	9.4%	10.4%	11.5%