

# Advertiser Optimism Next Six Months...

## *Online, Cable TV and Mobile*

Percentage of Ad Budget Next Six Months by Medium	Wave Ten Fall 2008			Wave Nine Spring 2008			Wave Eight Fall 2007		
	Increase	Maintain	Decrease	Increase	Maintain	Decrease	Increase	Maintain	Decrease
Online	68%	25%	7%	72%	24%	4%	76%	21%	3%
Broadcast TV	16%	51%	33%	14%	56%	30%	22%	53%	25%
Cable TV	27%	49%	24%	28%	52%	20%	34%	49%	17%
Magazines	18%	47%	35%	22%	49%	29%	24%	52%	24%
National Newspapers	9%	43%	48%	10%	46%	44%	10%	53%	37%
Local Newspapers	11%	47%	42%	14%	46%	40%	14%	49%	37%
Radio	16%	49%	35%	17%	50%	33%	16%	54%	30%
Outdoor	17%	54%	30%	19%	55%	26%	22%	56%	22%
Mobile	51%	37%	12%	53%	38%	9%	55%	38%	7%

Q: Imagine the amount of your company's/your client's total (SEGMENT) advertising budget as a whole is a pie, and each of these media types is a share of the pie. In the next six months, would you expect the share spent on each to increase, decrease or stay the same as compared to the previous six months?

BASE: ALL RESPONDENTS



Point of Pessimistic Transition



Point of Interest



**ADVERTISER PERCEPTIONS**