

2018/2019 Adex and inflation projection

2019 Advertising Expenditure Forecast- updated Q3

	2018		% change	2019 (v 2)		% change
	Bt. M.	%		Bt. M.	%	
Digital TV	66,000	57%	5%	64,680	55%	-2%
Cable & sat.	2,400	2%	-11%	2,100	2%	-13%
Total TV	68,400	59%	4%	66,780	57%	-2%
Radio	4,600	4%	3%	4,370	4%	-5%
Newspapers	6,100	5%	-21%	4,880	4%	-20%
Magazines	1,300	1%	-34%	975	1%	-25%
Cinema	7,100	6%	4%	7,881	7%	11%
Outdoor	6,800	6%	6%	6,868	6%	1%
Transit	5,900	5%	0%	6,195	5%	5%
In-Store	1,100	1%	16%	1,100	1%	0%
Internet*	15,348	13%	34%	18,055	15%	18%
Total	116,648	100%	5%	117,104	100%	0%

Rev-6 : 13 Sep

2019 Advertising Expenditure Forecast- updated

	2018		% change	2019		% change
	Bt. M.	%		Bt. M.	%	
Digital TV	66,000	57%	5%	66,000	57%	0%
Cable & sat.	2,400	2%	-11%	2,100	2%	-13%
Total TV	68,400	59%	4%	68,100	58%	0%
Radio	4,600	4%	3%	4,370	4%	-5%
Newspapers	6,100	5%	-21%	4,880	4%	-20%
Magazines	1,300	1%	-34%	975	1%	-25%
Cinema	7,100	6%	4%	6,319	5%	-11%
Outdoor	6,800	6%	6%	6,664	6%	-2%
Transit	5,900	5%	0%	6,490	6%	10%
In-Store	1,100	1%	16%	1,100	1%	0%
Internet	15,348	13%	34%	17,863	15%	16%
Total	116,648	100%	5%	116,761	100%	0%

Rev-4 : 22 Apr 19