

GLOBAL ADVERTISING MEDIA OWNER AD REVENUE SUMMARY – EXCLUDING U.S. POLITICAL

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
TV / PRO. VIDEO	\$174,573.3	\$173,830.3	\$175,591.9	\$171,933.4	\$170,413.5	\$168,090.1	\$143,900.6	\$157,350.5	\$160,627.9	\$163,842.5	\$165,817.1	\$167,985.3	\$169,690.3
• Growth	2.6%	-0.4%	1.0%	-2.1%	-0.9%	-1.4%	-14.4%	9.3%	2.1%	2.0%	1.2%	1.3%	1.0%
• Share	37.5%	35.7%	34.0%	31.1%	28.4%	25.8%	22.9%	21.0%	19.7%	18.9%	18.1%	17.4%	16.7%
AUDIO	31,611.3	31,967.0	32,214.6	32,695.6	32,171.6	32,224.9	23,473.2	27,614.2	28,773.8	29,195.1	29,372.7	29,491.8	29,677.0
• Growth	0.2%	1.1%	0.8%	1.5%	-1.6%	0.2%	-27.2%	17.6%	4.2%	1.5%	0.6%	0.4%	0.6%
• Share	6.8%	6.6%	6.2%	5.9%	5.4%	4.9%	3.7%	3.7%	3.5%	3.4%	3.2%	3.1%	2.9%
NEWSPAPERS	69,134.0	63,265.9	57,432.5	52,985.2	48,080.6	44,020.3	31,782.5	31,593.3	30,091.8	28,951.5	27,818.9	26,897.3	26,241.0
• Growth	-7.6%	-8.5%	-9.2%	-7.7%	-9.3%	-8.4%	-27.8%	-0.6%	-4.8%	-3.8%	-3.9%	-3.3%	-2.4%
• Share	14.9%	13.0%	11.1%	9.6%	8.0%	6.8%	5.1%	4.2%	3.7%	3.3%	3.0%	2.8%	2.6%
MAGAZINES	36,131.4	33,726.3	30,840.0	28,782.6	26,646.1	25,093.6	19,719.7	19,279.7	17,778.8	16,872.5	16,114.6	15,510.5	15,007.5
• Growth	-6.6%	-6.7%	-8.6%	-6.7%	-7.4%	-5.8%	-21.4%	-2.2%	-7.8%	-5.1%	-4.5%	-3.7%	-3.2%
• Share	7.8%	6.9%	6.0%	5.2%	4.4%	3.9%	3.1%	2.6%	2.2%	1.9%	1.8%	1.6%	1.5%
OUTDOOR	30,738.5	32,387.2	34,325.3	37,431.5	40,299.5	40,138.3	29,609.3	35,204.8	39,841.9	42,329.4	44,566.4	46,882.7	48,988.7
• Growth	3.4%	5.4%	6.0%	9.0%	7.7%	-0.4%	-26.2%	18.9%	13.2%	6.2%	5.3%	5.2%	4.5%
• Share	6.6%	6.7%	6.7%	6.8%	6.7%	6.2%	4.7%	4.7%	4.9%	4.9%	4.9%	4.9%	4.8%
CINEMA	1,789.9	2,100.6	2,167.1	2,225.6	2,636.1	2,819.7	594.6	1,028.1	1,975.1	2,305.7	2,373.6	2,477.2	2,549.4
• Growth	-1.2%	17.4%	3.2%	2.7%	18.4%	7.0%	-78.9%	72.9%	92.1%	16.7%	2.9%	4.4%	2.9%
• Share	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.1%	0.1%	0.2%	0.3%	0.3%	0.3%	0.3%
DIGITAL	121,109.9	149,263.8	183,250.3	227,032.7	279,269.4	338,862.5	379,254.7	477,138.4	535,803.6	581,926.5	630,119.2	676,938.6	723,019.1
• Growth	20.6%	23.2%	22.8%	23.9%	23.0%	21.3%	11.9%	25.8%	12.3%	8.6%	8.3%	7.4%	6.8%
• Share	26.0%	30.7%	35.5%	41.0%	46.6%	52.0%	60.4%	63.7%	65.8%	67.2%	68.8%	70.1%	71.2%
- SEARCH	63,312.9	72,147.4	82,565.3	95,390.7	110,440.1	124,549.1	130,059.0	156,057.4	177,288.2	189,970.8	205,418.7	216,091.6	230,734.0
• Growth	19.7%	14.0%	14.4%	15.5%	15.8%	12.8%	4.4%	20.0%	13.6%	7.2%	8.1%	5.2%	6.8%
• Share	13.6%	14.8%	16.0%	17.2%	18.4%	19.1%	20.7%	20.8%	21.8%	22.0%	22.4%	22.4%	22.7%
- EX-SEARCH	57,797.1	77,116.5	100,685.0	131,642.0	168,829.3	214,313.4	249,195.6	321,081.0	358,515.4	391,955.7	424,700.5	460,847.0	492,285.0
• Growth	21.5%	33.4%	30.6%	30.7%	28.2%	26.9%	16.3%	28.8%	11.7%	9.3%	8.4%	8.5%	6.8%
• Share	12.4%	15.8%	19.5%	23.8%	28.2%	32.9%	39.7%	42.9%	44.0%	45.3%	46.4%	47.7%	48.5%
TOTAL ADVERTISING	\$465,088.2	\$486,541.0	\$515,821.9	\$553,086.7	\$599,516.7	\$651,249.4	\$628,334.6	\$748,844.5	\$814,507.8	\$865,013.8	\$915,739.8	\$965,712.6	\$1,014,676.8
• Growth	4.0%	4.6%	6.0%	7.2%	8.4%	8.6%	-3.5%	19.2%	8.8%	6.2%	5.9%	5.5%	5.1%