

MEDIA AD SPENDING BY SOUTH KOREA

Advertising Expenditure in US\$ million

Year	Television	Newspaper	Magazine	Radio	Cinema	OOH	Digital	Total
2008	2,575	1,547	448	258	0	597	1,111	6,537
2009	2,287	1,400	409	208	0	583	1,160	6,048
2010	2,702	1,534	456	239	0	699	1,444	7,075
2011	3,034	1,611	475	251	98	672	1,788	7,929
2012	3,035	1,544	474	220	144	706	2,019	8,142
2013	2,995	1,442	434	210	159	741	2,299	8,279
2014	3,263	1,395	409	256	165	709	2,526	8,722
2015	3,497	1,401	389	277	198	740	2,801	9,303
2016	3,494	1,373	353	284	210	732	3,157	9,602
2017	3,408	1,312	321	260	213	723	3,584	9,820
2018	3,440	1,250	309	266	215	731	3,854	10,066

Source By Industry

