

MEDIA AD SPENDING BY VIETNAM

Advertising Expenditure in US\$ million

Year	Television	Newspaper	Magazine	Radio	Cinema	OOH	Digital	Total
2008	359	63	42	1	0	0	0	465
2009	492	65	43	2	0	0	0	602
2010	478	62	41	2	0	0	18	600
2011	596	55	37	1	0	0	28	717
2012	583	46	30	1	0	0	36	696
2013	878	45	30	1	0	0	50	1,005
2014	1,046	39	23	2	0	0	69	1,179
2015	1,200	38	22	3	0	0	97	1,359
2016	1,275	34	18	4	0	0	131	1,462
2017	1,294	26	18	30	0	0	156	1,523
2018	1,378	19	19	30	0	0	180	1,626

