

MEDIA AD SPENDING BY CHINA

Advertising Expenditure in US\$ million								
Year	Television	Newspaper	Magazine	Radio	Cinema	OOH	Digital	Total
2008	20,346	6,794	747	771	0	3,689	2,419	34,765
2009	23,155	7,159	887	917	0	3,872	3,484	39,474
2010	26,080	7,786	1,014	1,273	0	4,889	5,364	46,407
2011	29,151	8,185	1,108	1,620	0	5,949	8,048	54,061
2012	31,017	7,542	1,092	1,794	0	6,741	11,729	59,915
2013	33,994	6,681	1,030	1,891	0	7,035	17,179	67,812
2014	33,386	5,532	906	2,008	0	7,458	24,084	73,374
2015	31,867	4,232	750	2,066	0	7,842	33,798	80,555
2016	30,688	2,800	595	2,108	0	8,157	43,299	87,647
2017	29,000	1,610	422	2,108	0	8,279	51,786	93,205
2018	28,014	934	317	2,119	0	8,403	59,450	99,236

Source By Industry

