

MEDIA AD SPENDING BY HONG KONG S. A.R

Advertising Expenditure in US\$ million

Year	Television	Newspaper	Magazine	Radio	Cinema	OOH	Digital	Total
2008	798	882	464	99	0	329	0	2,572
2009	595	633	312	84	0	305	0	1,929
2010	650	774	358	85	0	342	121	2,330
2011	638	814	387	88	0	402	153	2,482
2012	669	777	403	78	0	459	251	2,636
2013	687	844	406	82	0	434	349	2,802
2014	736	805	378	78	0	455	676	3,127
2015	670	759	320	80	0	426	762	3,016
2016	608	583	187	83	0	409	774	2,644
2017	541	456	110	83	0	391	853	2,435
2018	558	365	77	85	0	403	955	2,443

