

MEDIA AD SPENDING BY PAKISTAN

Advertising Expenditure in US\$ million

Year	Television	Print	Newspaper	Magazine	Radio	Cinema	OOH	Digital	Total
2009-2010	152	0	72	1.5	11	0	25	0	308
2010-2011	201	0	75	1.7	13	0	24	0	329
2011-2012	240	127	0	0	16	0	33	11	427
2012-2013	276	145	0	0	16	0	36	11	485
2013-2014	299	147	0	0	19	0	28	19	512
2014-2015	334	160	0	0	23	0	83	35	635
2015-2016	363	172	0	0	27	0	85	43	689
2016-2017	401	191	0	0	29	0	113	53	786
2017-2018	344	176	0	0	23	0	63	72	678
2018-2019	200	97	0	0	13	0	60	75	444

Noted : July - June Figure (12Months)

