

Global advertising expenditure by medium (US\$ million)

| | 2005 | 2006 | 2007 | 2008 | 2009 |
|--------------|----------------|----------------|----------------|----------------|----------------|
| Television | 150,881 | 160,670 | 167,823 | 178,735 | 186,412 |
| Newspapers | 119,269 | 123,405 | 126,191 | 130,231 | 133,719 |
| Magazines | 52,772 | 54,604 | 56,445 | 58,626 | 61,154 |
| Radio | 34,382 | 35,334 | 36,347 | 37,503 | 39,105 |
| Internet | 18,727 | 24,385 | 31,271 | 37,910 | 42,912 |
| Outdoor | 21,806 | 23,775 | 25,483 | 27,396 | 29,487 |
| Cinema | 1,740 | 1,836 | 1,950 | 2,135 | 2,356 |
| Total | 399,577 | 424,008 | 445,511 | 472,536 | 495,145 |

Source: ZenithOptimedia