

## Advertising expenditure by region

	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>
North America	174,072	183,182	189,551	198,103	204,192
Western Europe	98,425	102,319	106,123	110,336	114,744
Asia Pacific	85,511	90,332	95,878	103,267	108,297
Central & E. Europe	19,160	22,310	25,702	29,596	33,428
Latin America	18,403	20,346	21,578	23,043	24,462
Africa/M. East/ROW	10,682	13,072	15,097	17,792	21,001
<b>Total*</b>	<b>406,254</b>	<b>431,562</b>	<b>453,928</b>	<b>482,137</b>	<b>506,123</b>

Source: ZenithOptimedia

\*Totals here are higher than the totals in the 'Global advertising expenditure by medium' table on page 22, since this table includes total ad spend figures for a few countries for which the spend is not itemised by medium