

CHANGE BY COUNTRY

CHANGE BY MEDIA

MARKET CATEGORIES

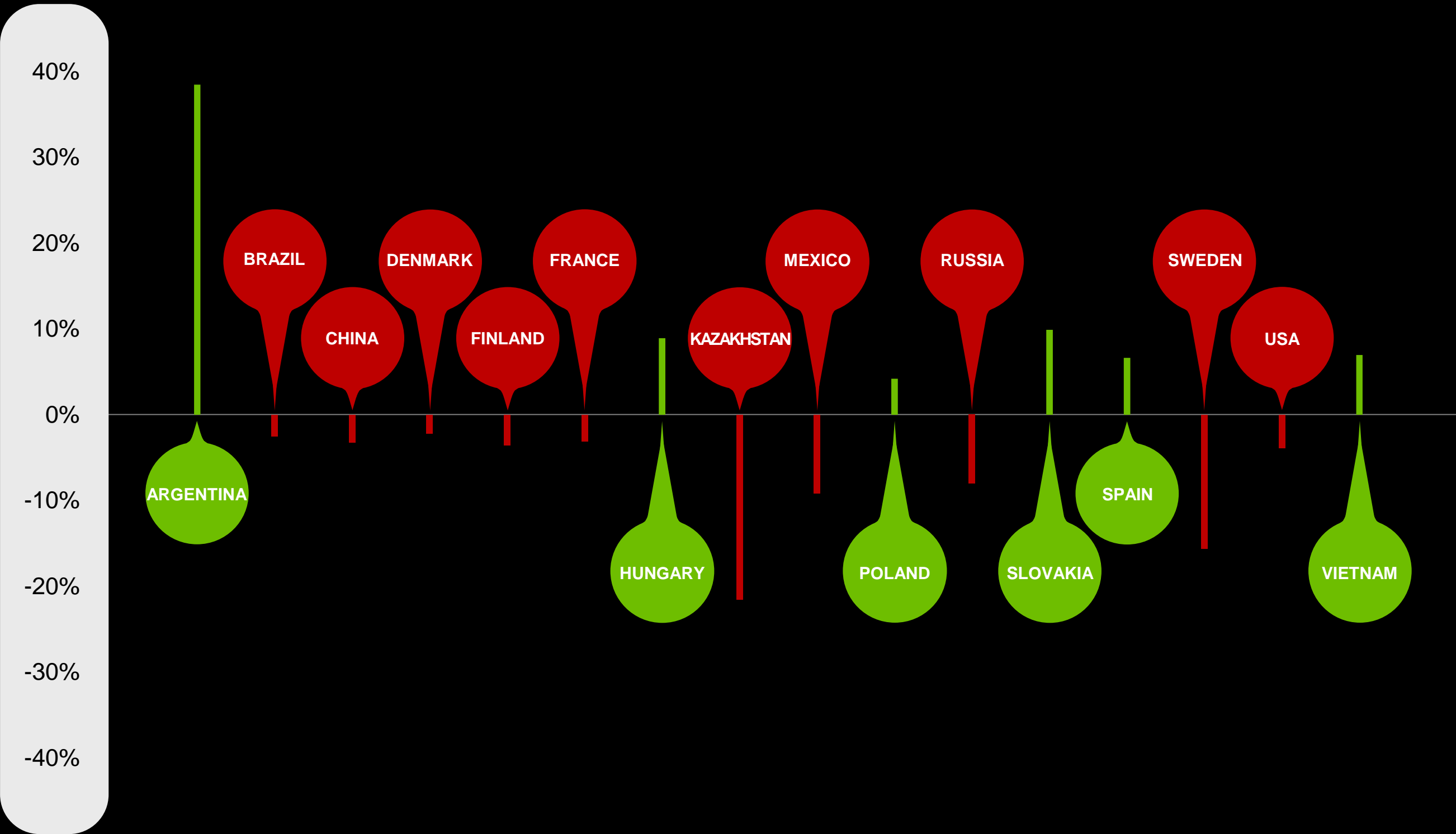
TOP ADVERTISERS

KANTAR MEDIA

KANTAR GLOBAL ADEX TRENDS

Q1-Q2 2015 vs. Q1-Q2 2014

CHANGE OF ADVERTISING EXPENDITURE BY COUNTRY Q1-Q2 2015 vs. Q1-Q2 2014

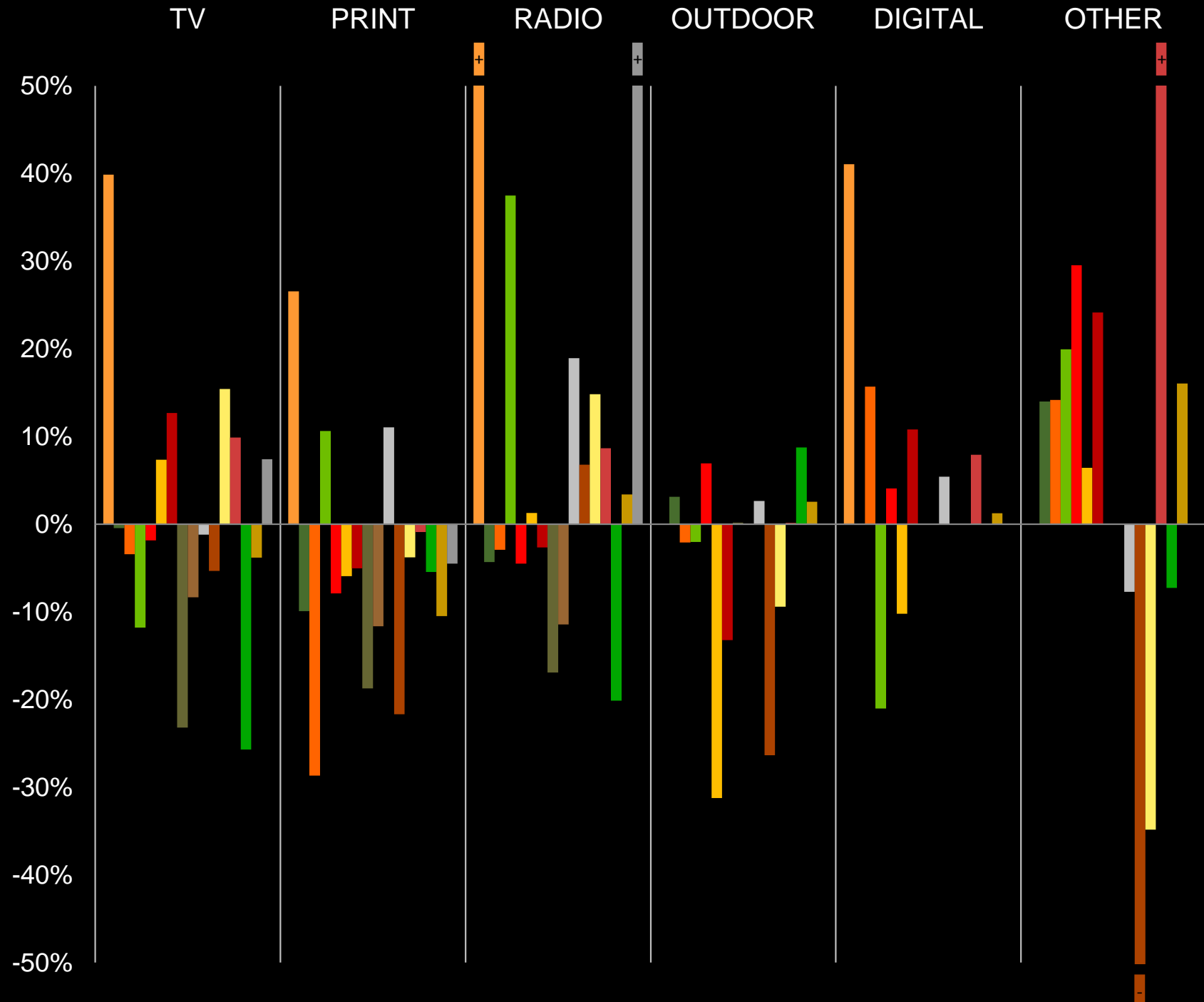


CHANGE OF ADVERTISING EXPENDITURE BY MEDIA TYPE Q1-Q2 2015 vs. Q1-Q2 2014

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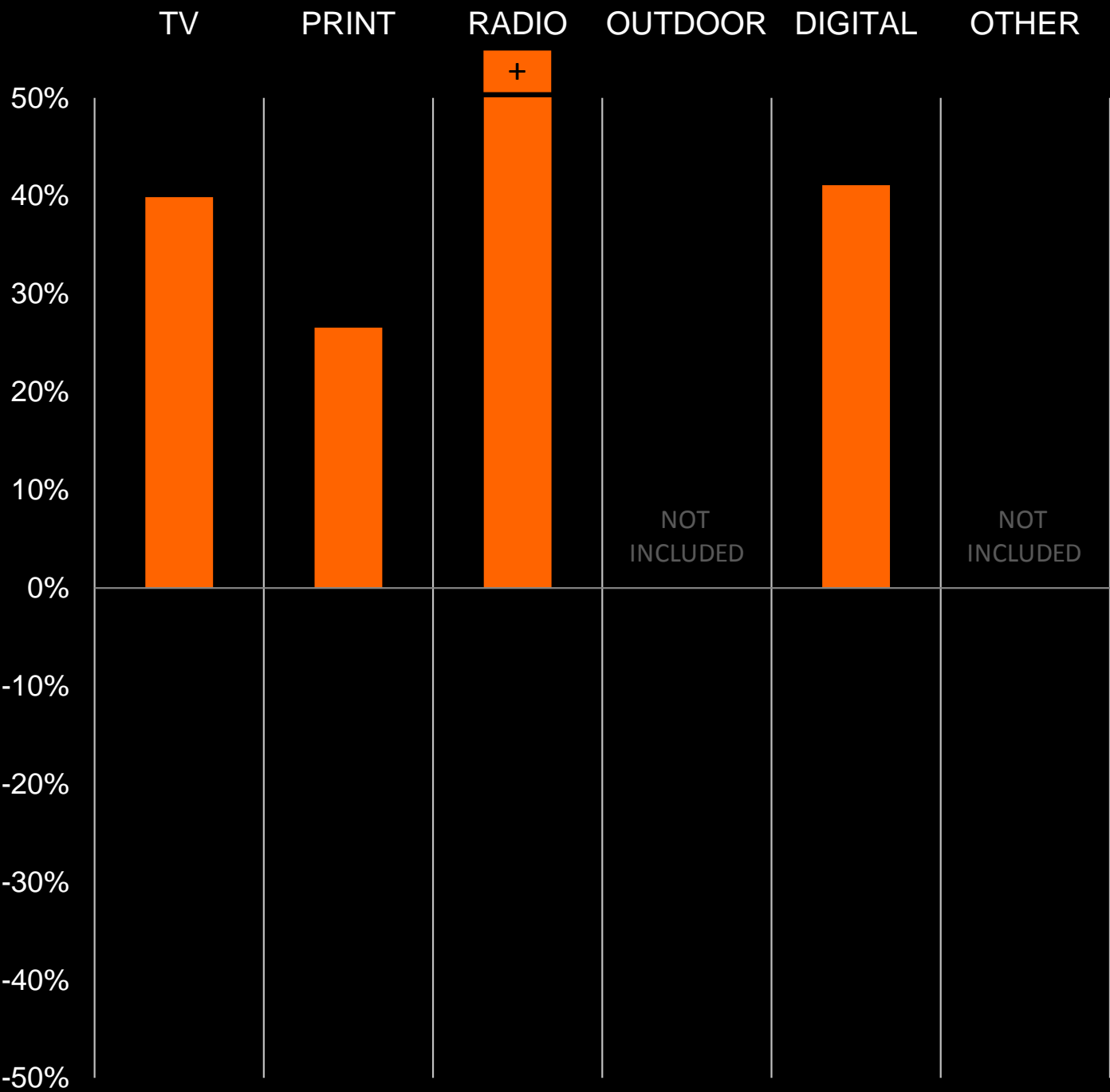
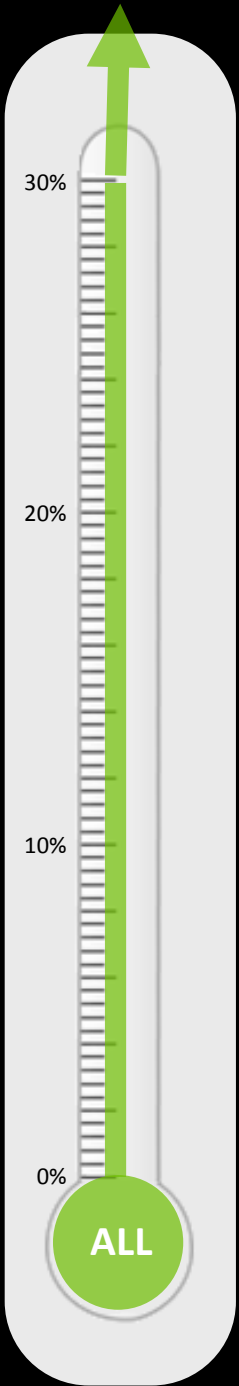
ALL LISTED COUNTRIES



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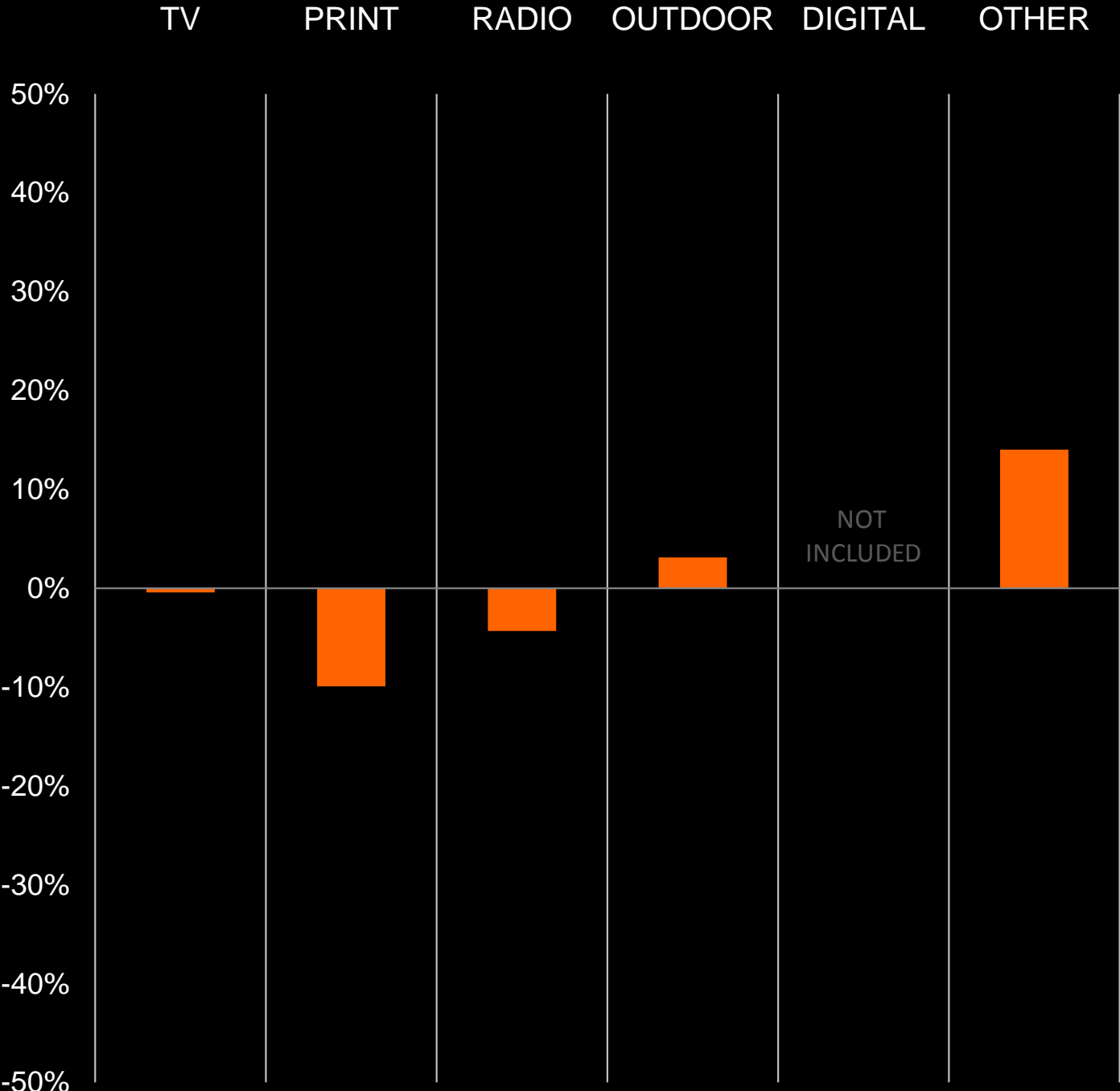
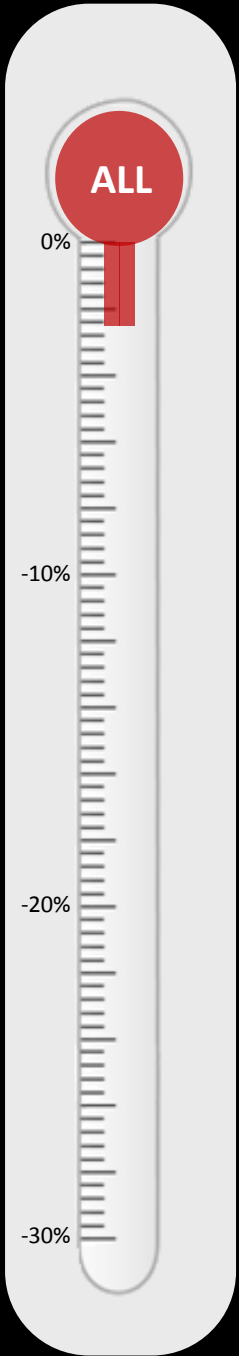
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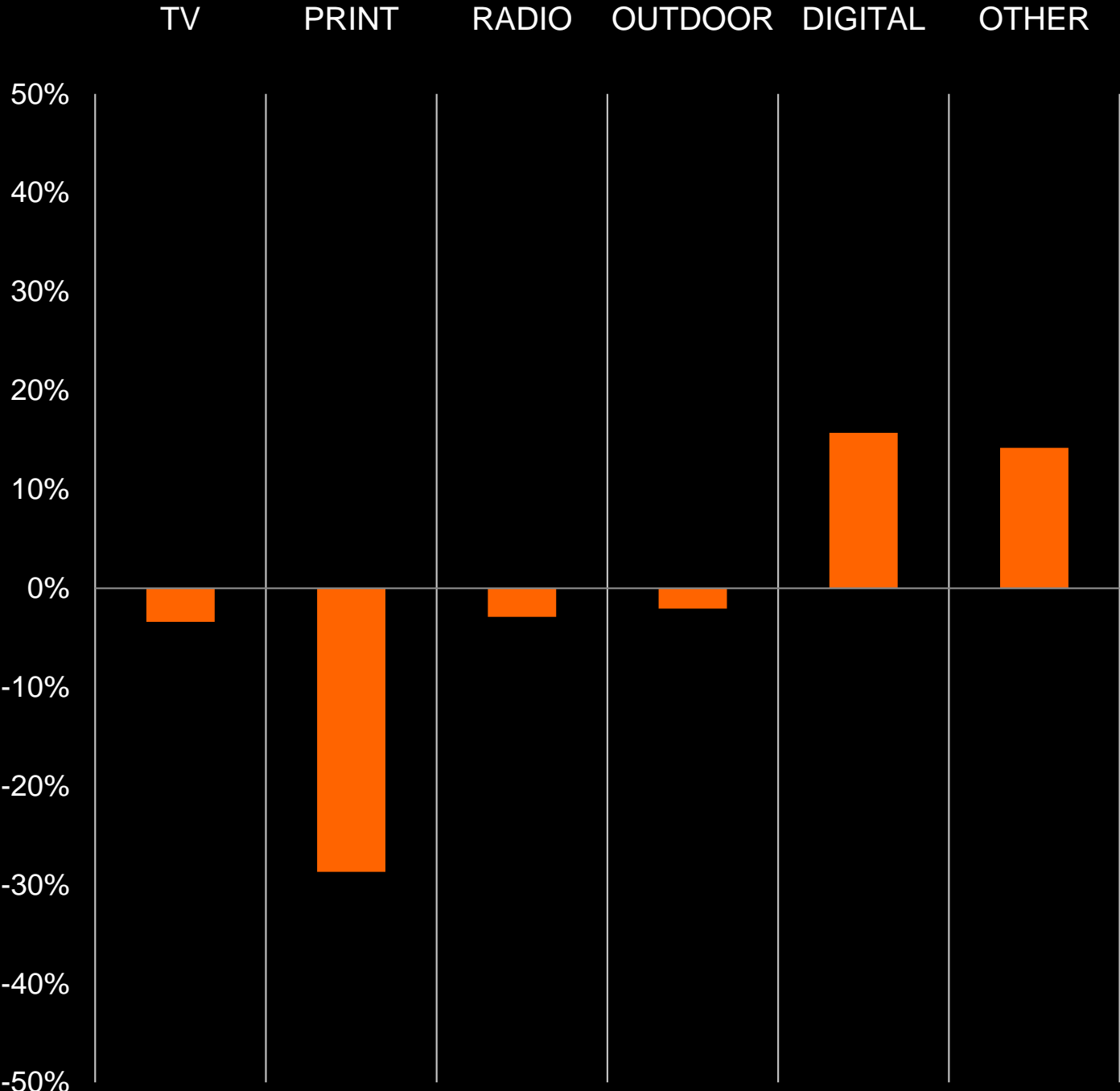
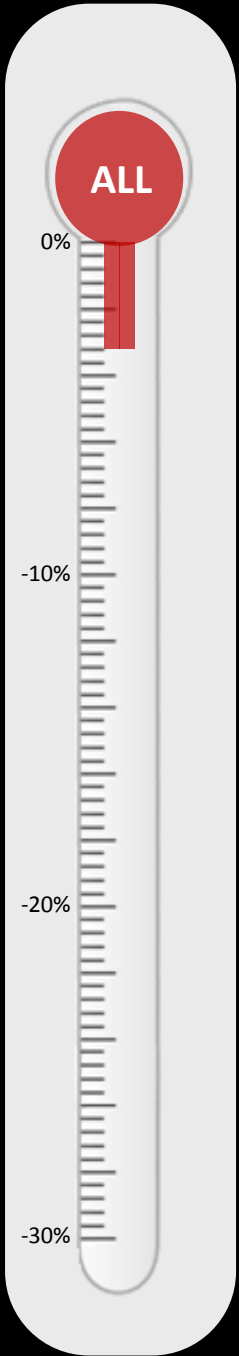
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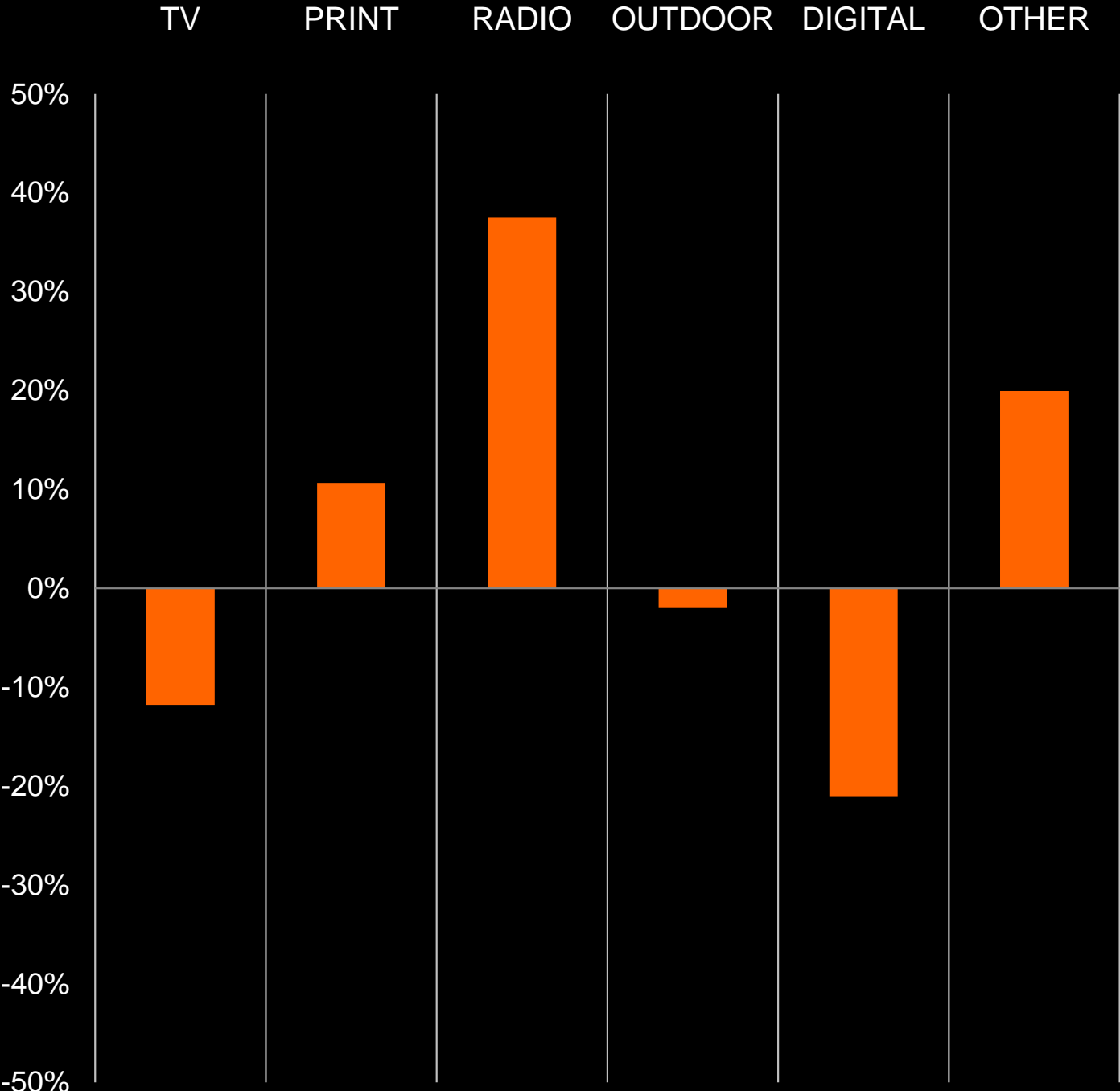
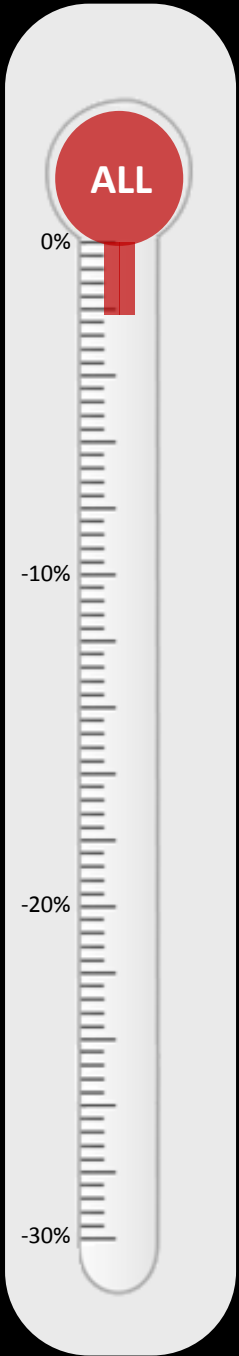
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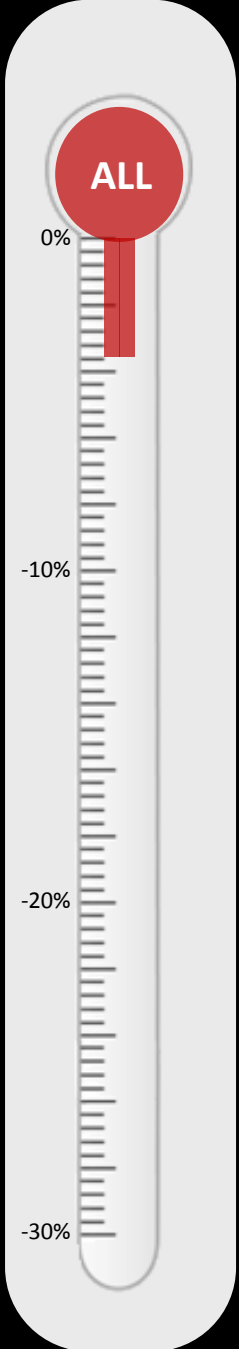
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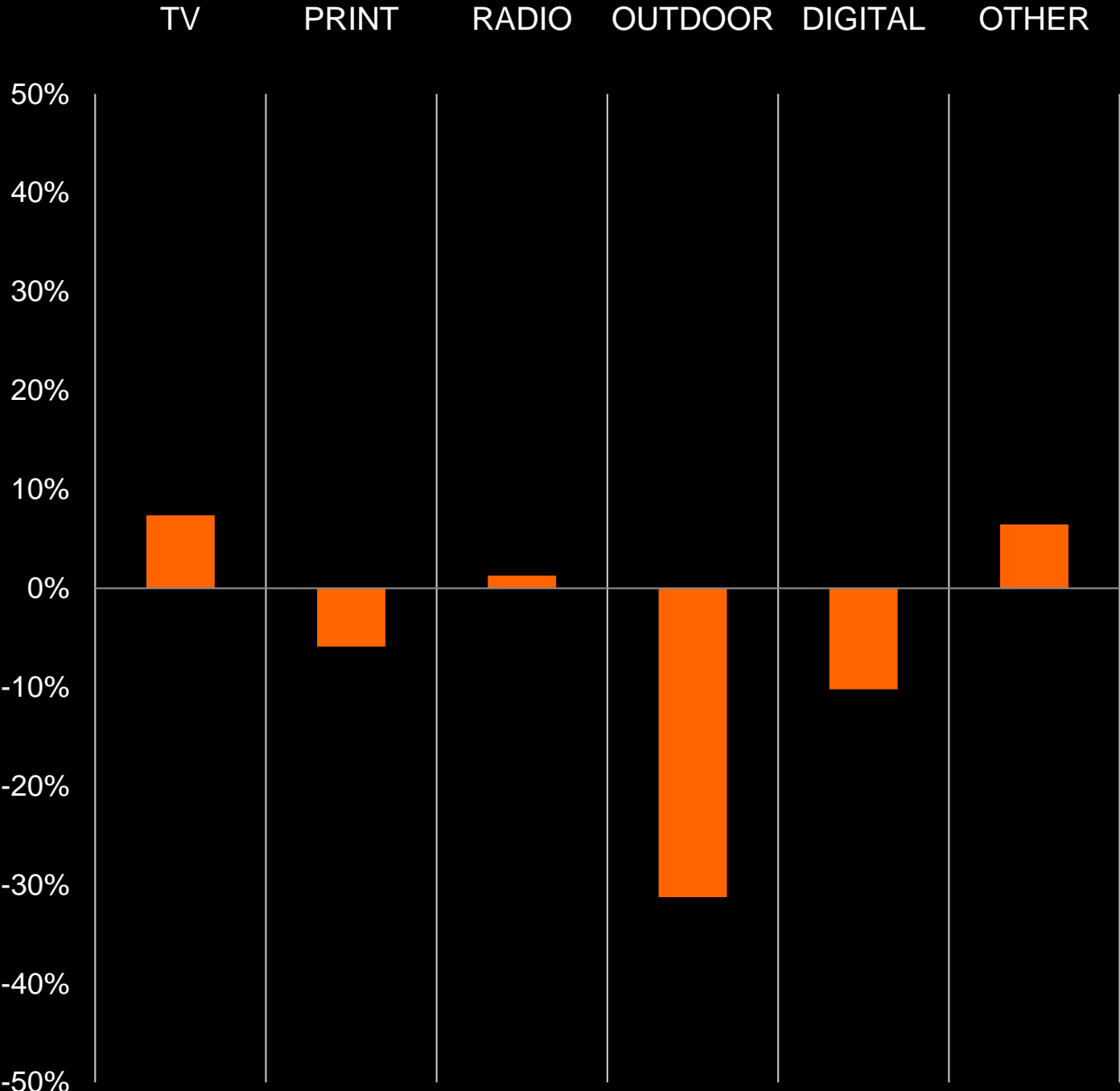
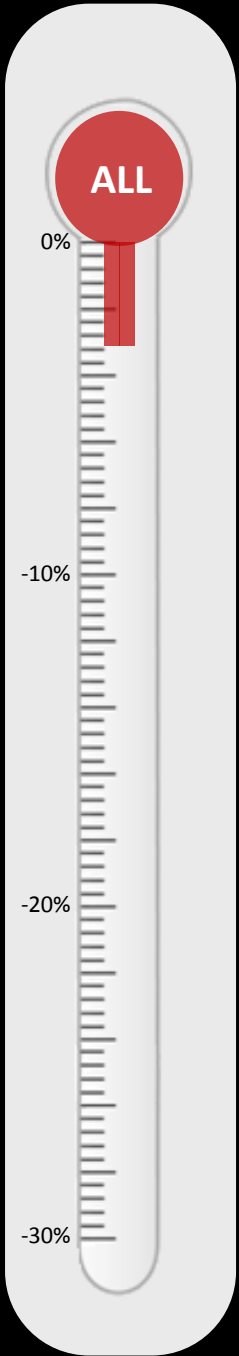
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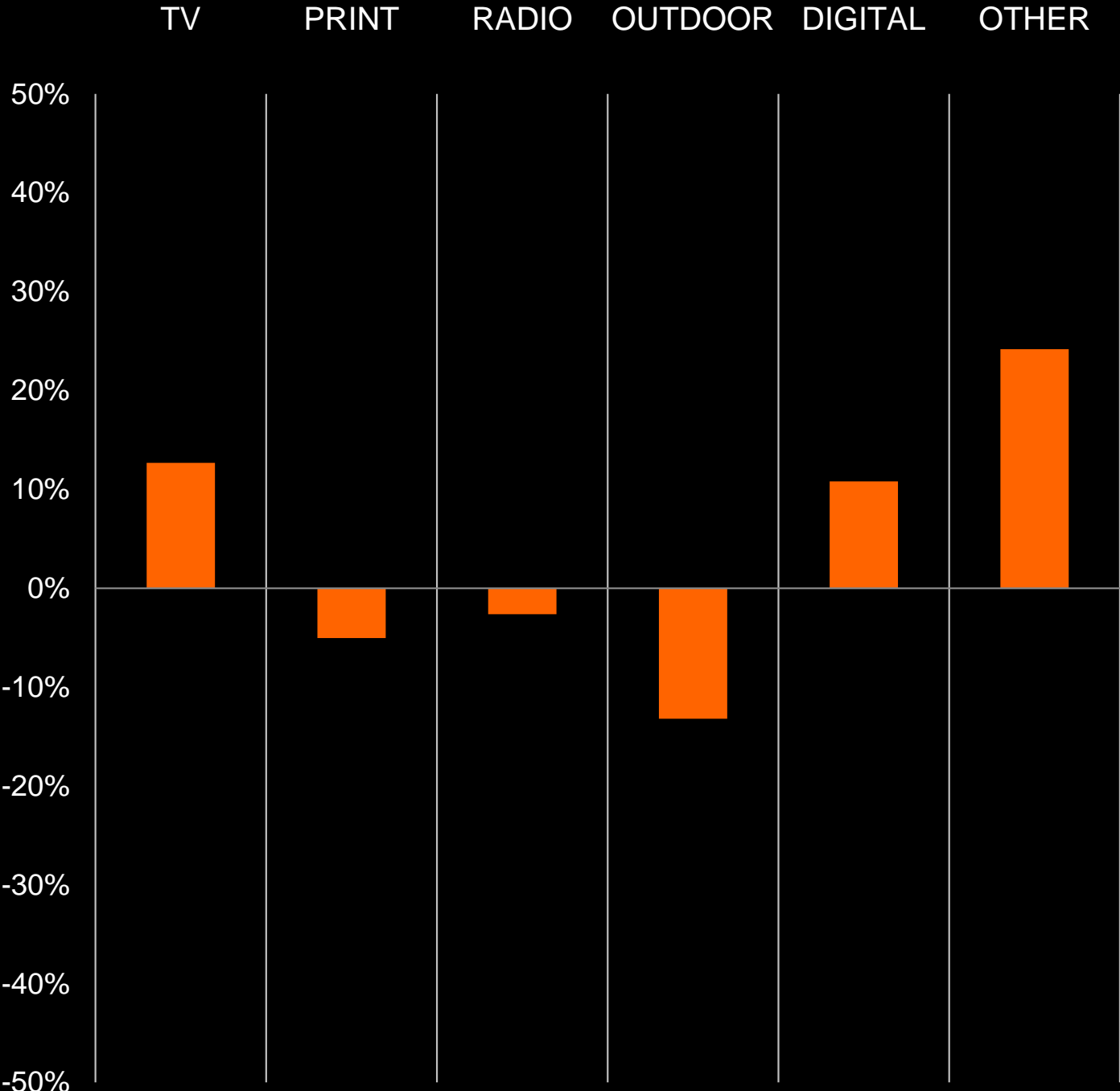
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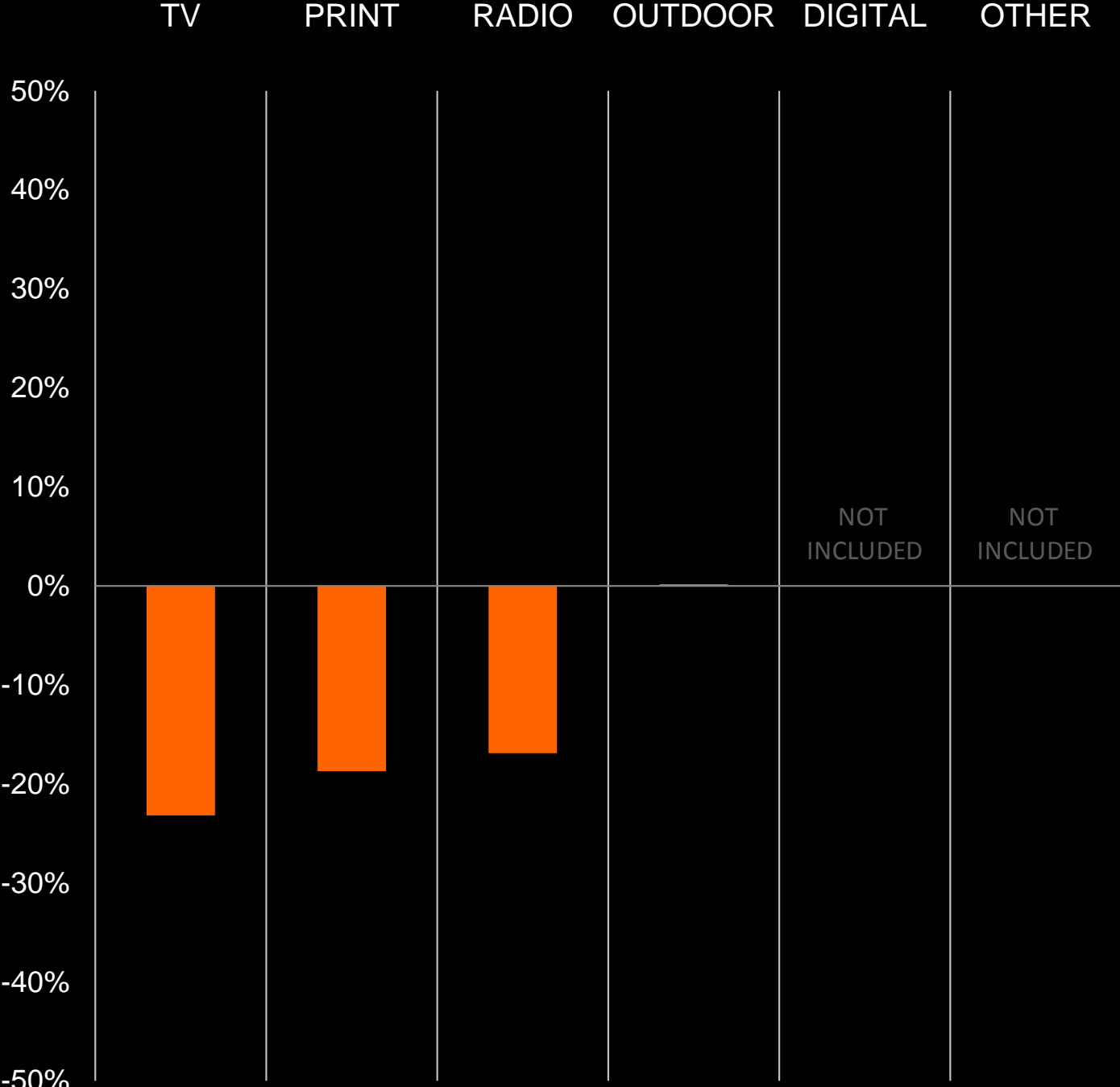
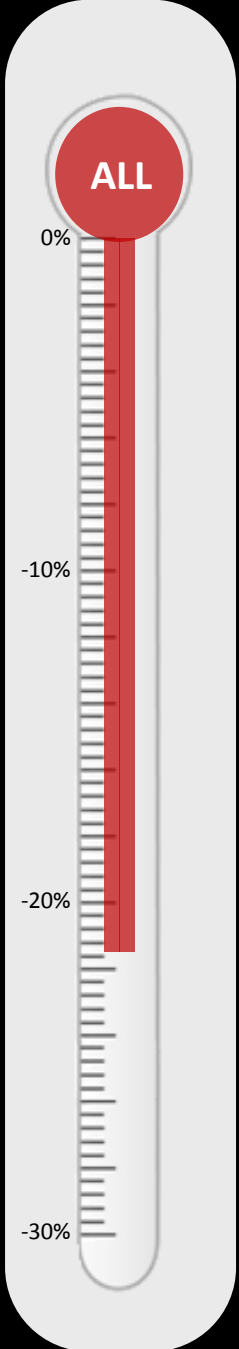
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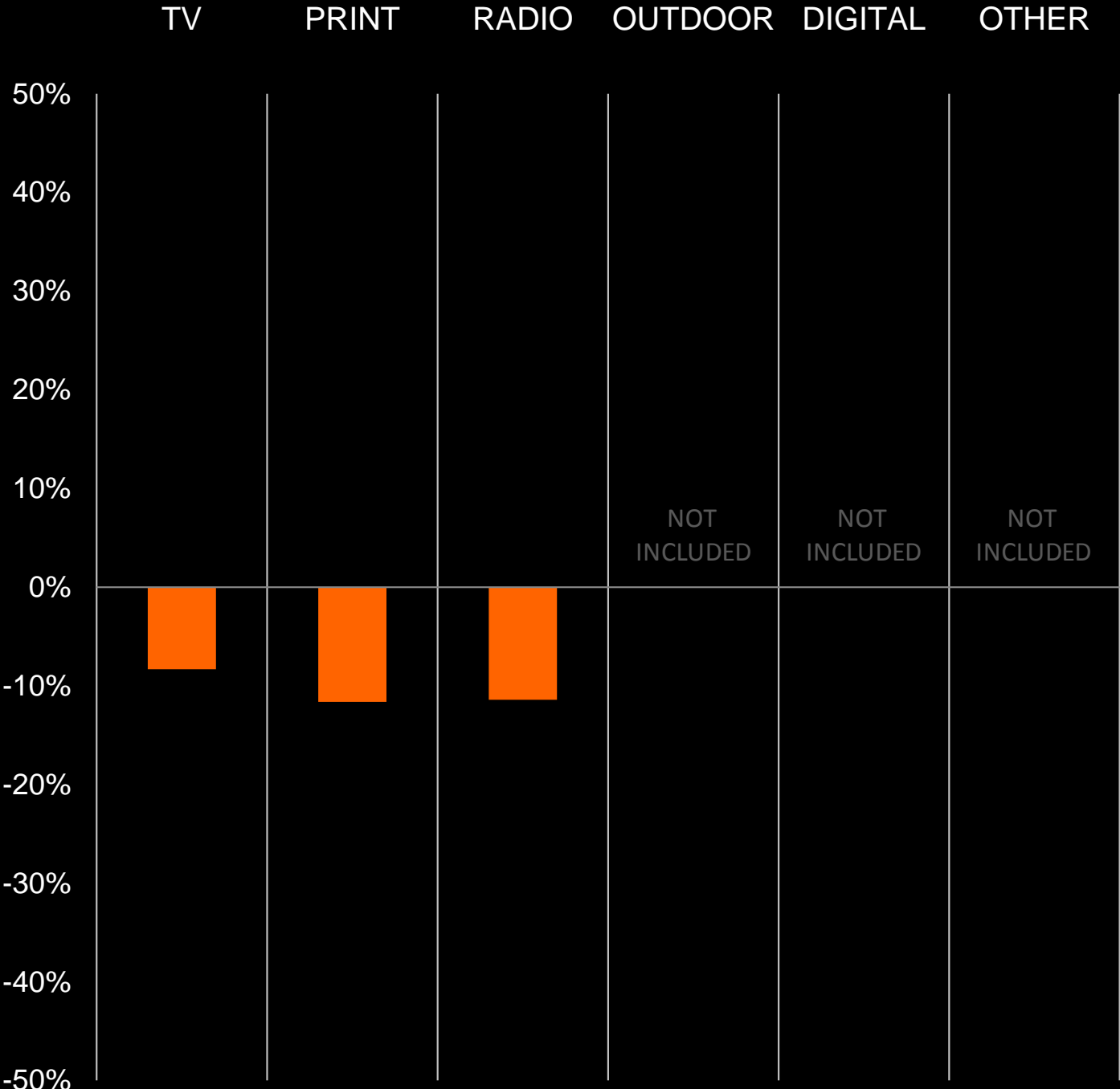
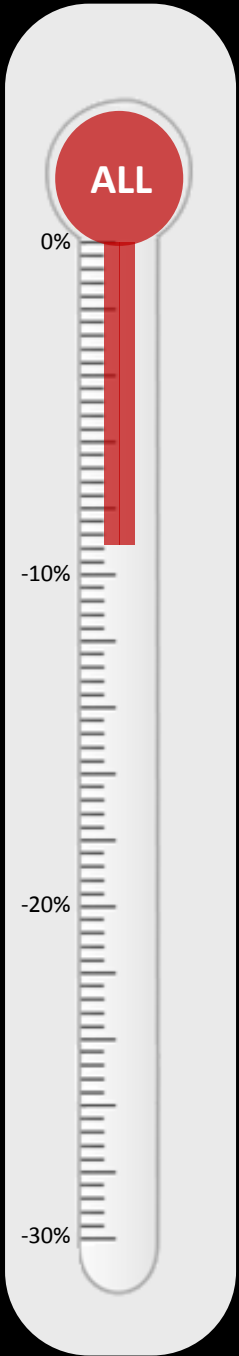
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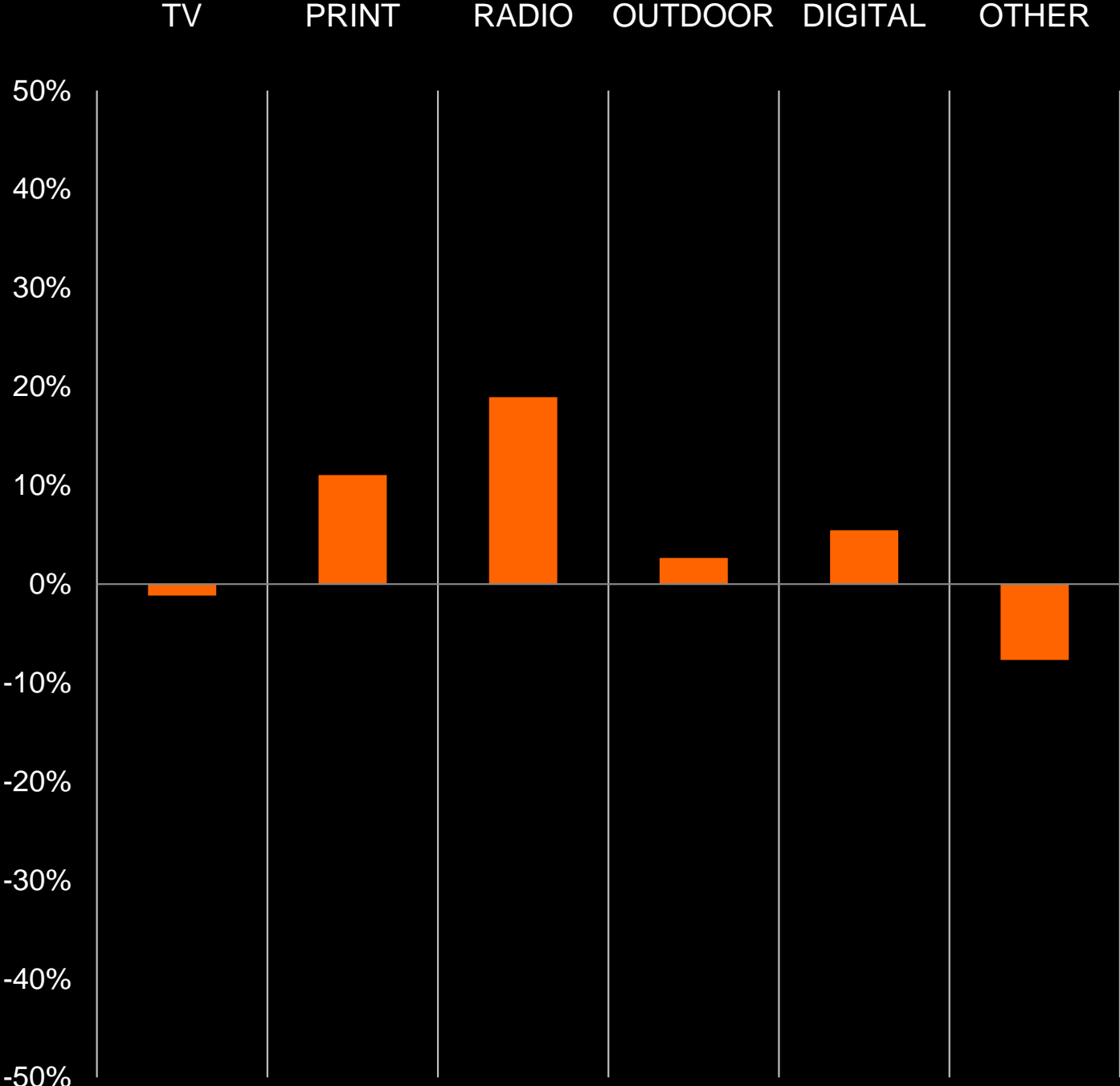
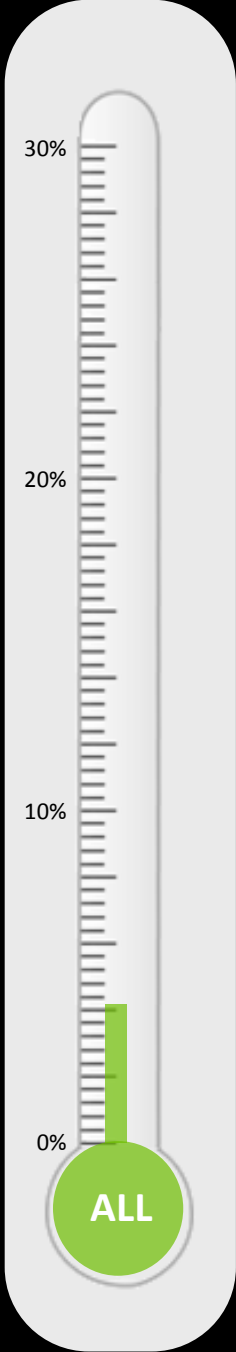
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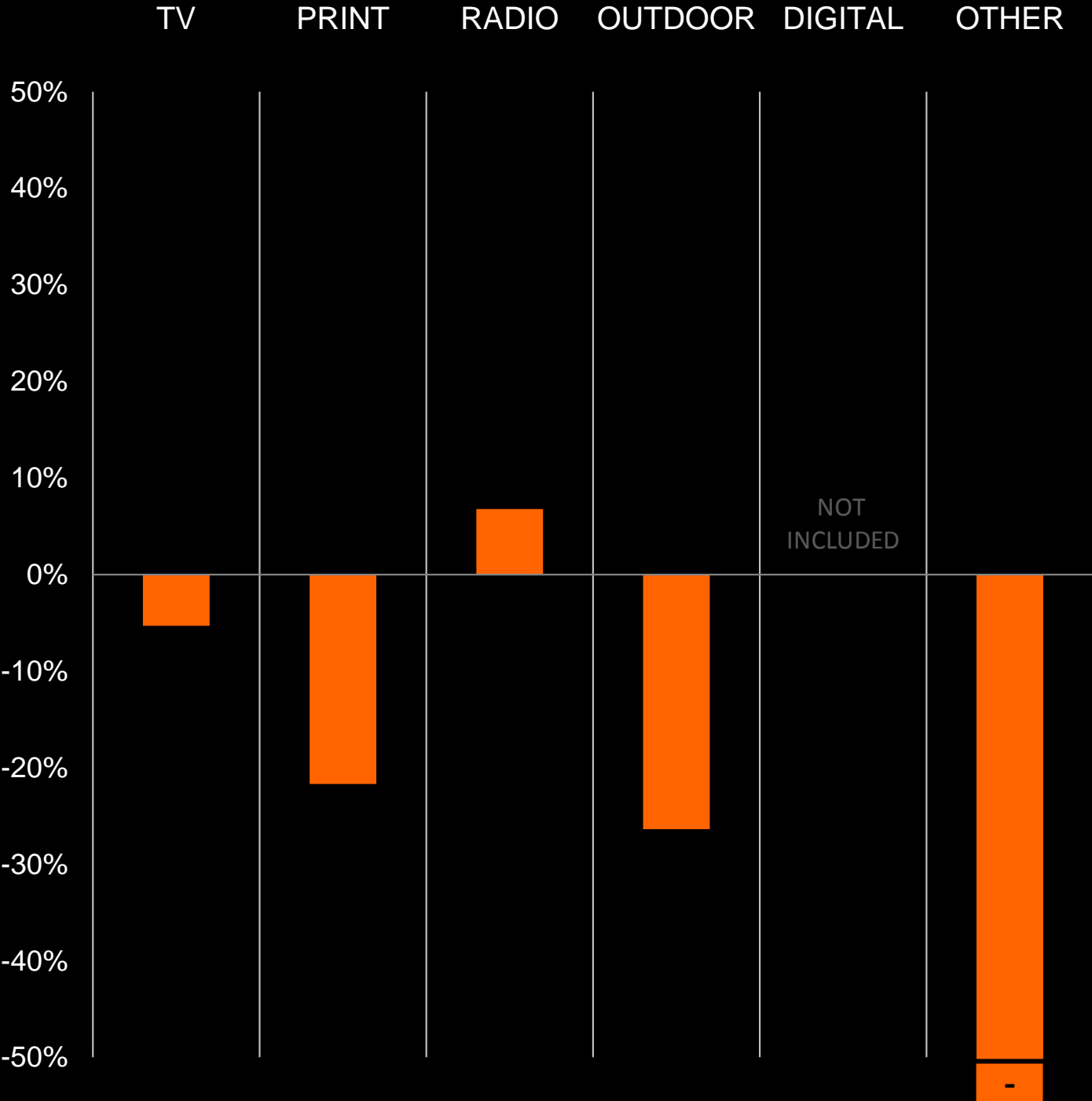
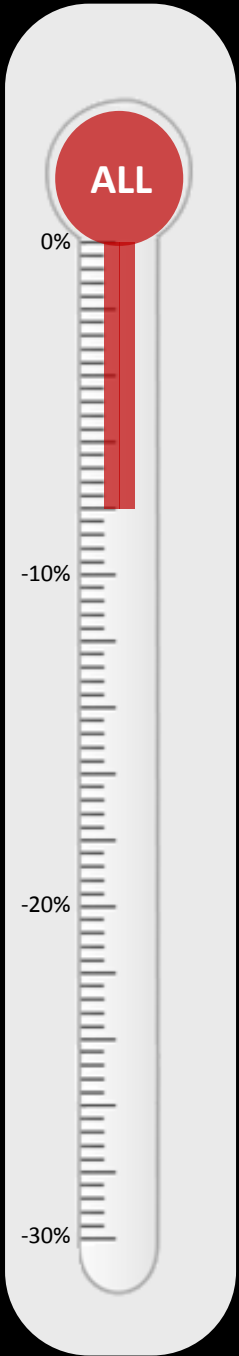
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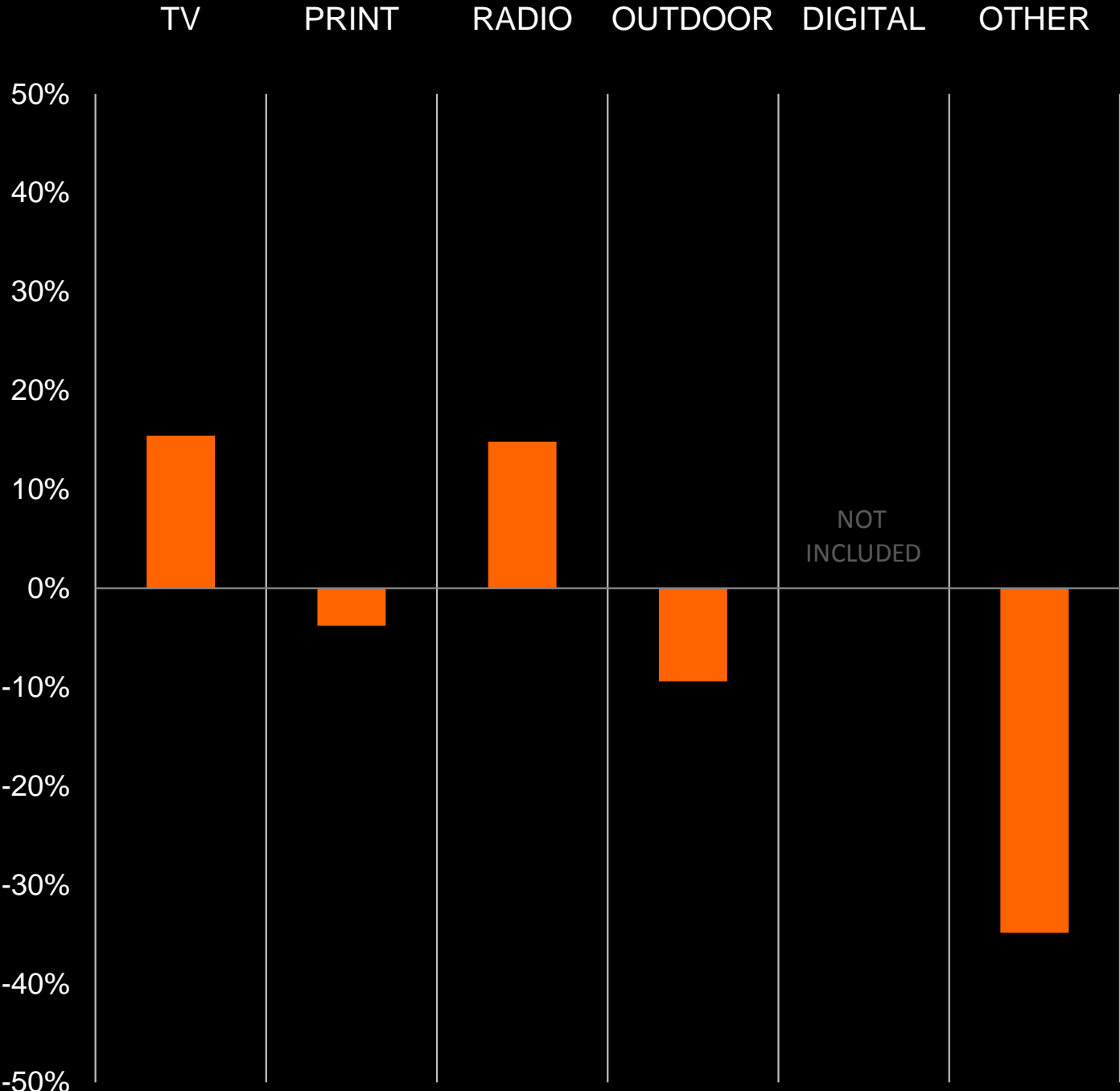
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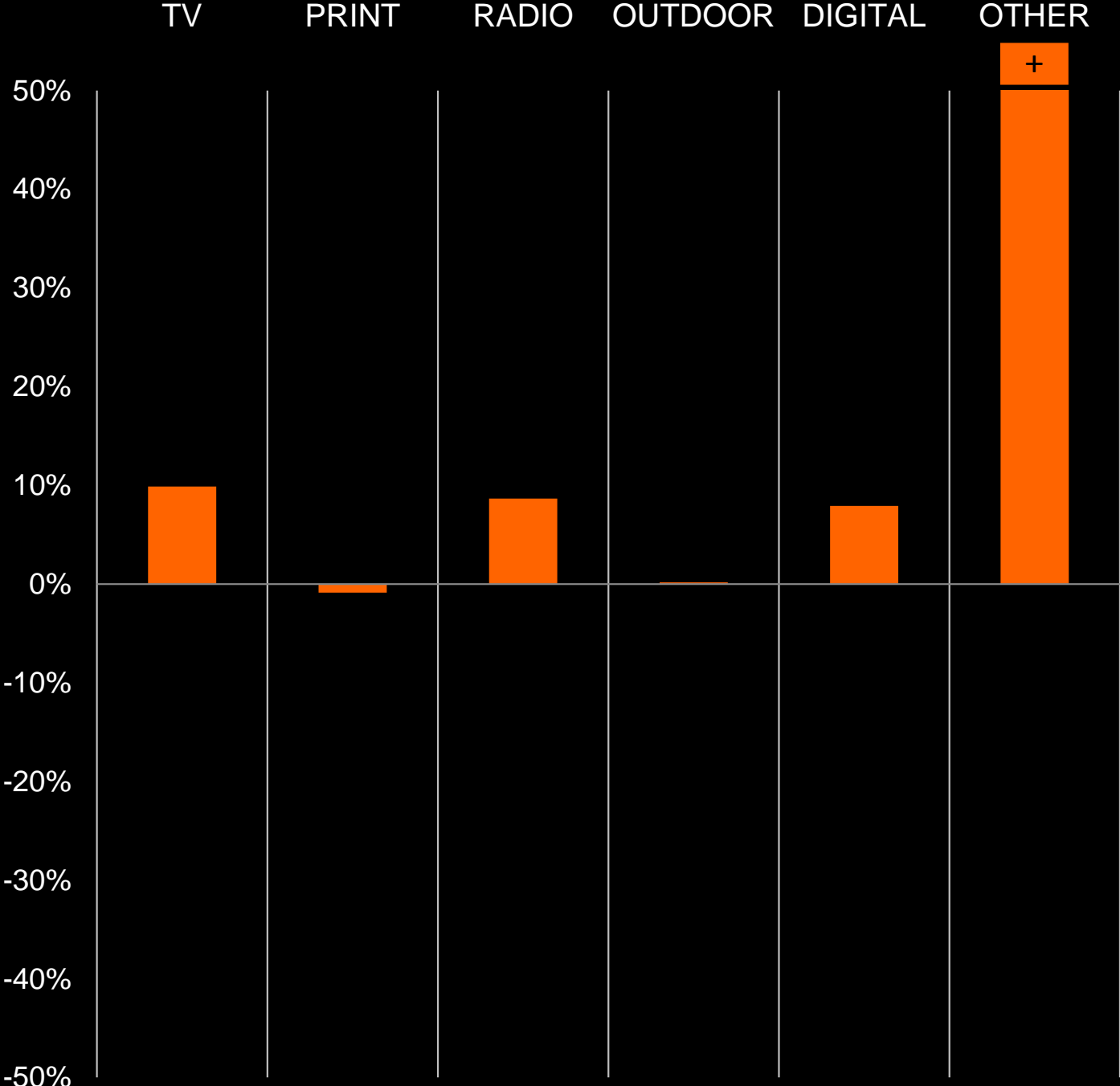
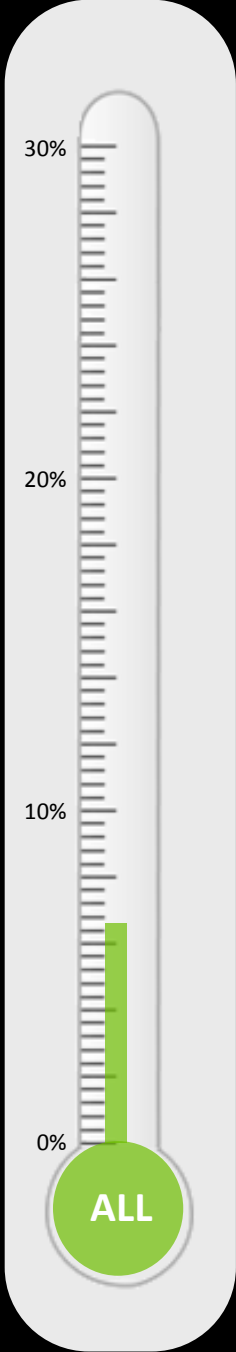
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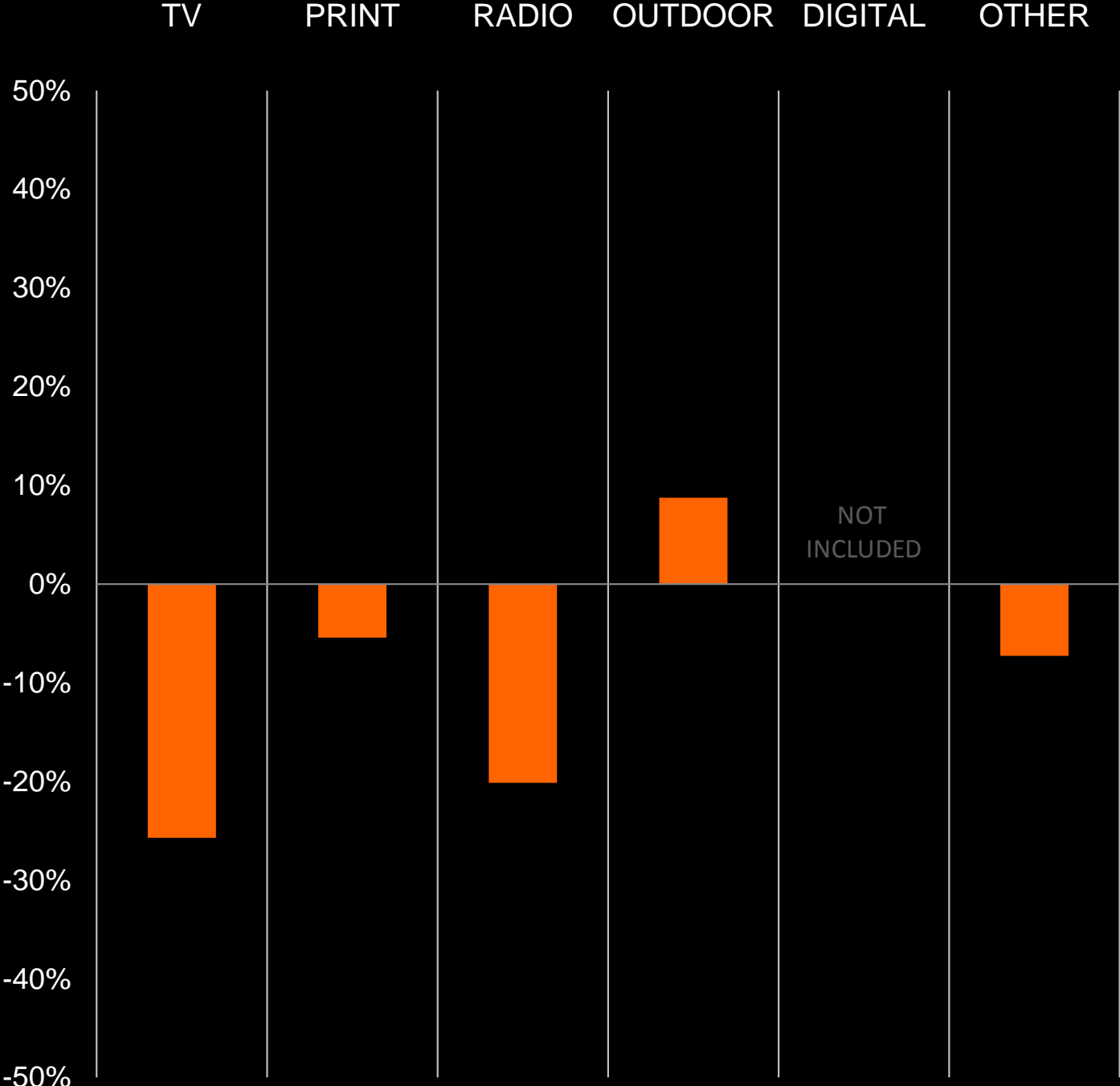
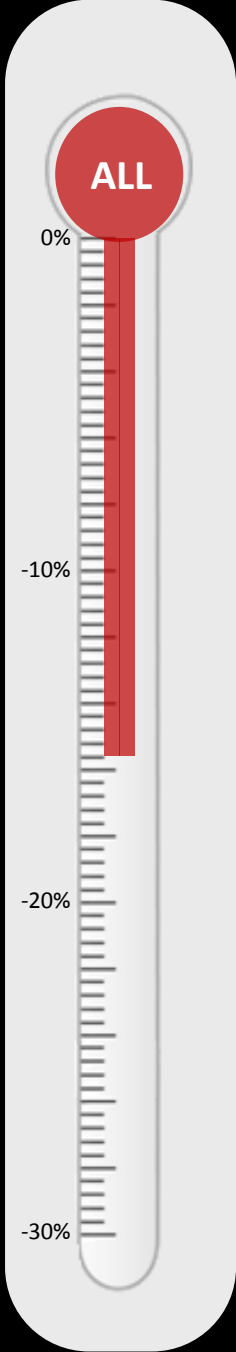
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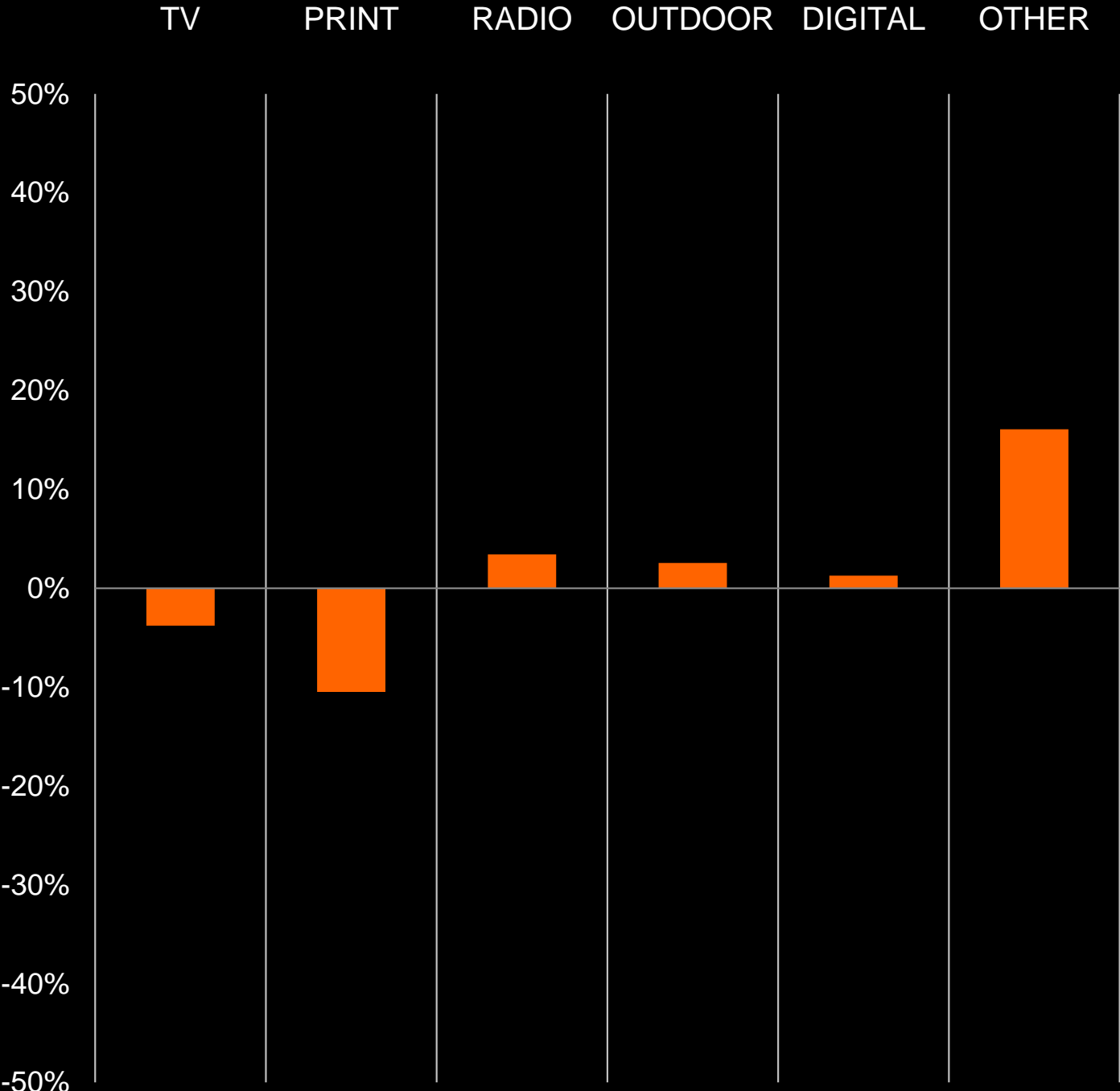
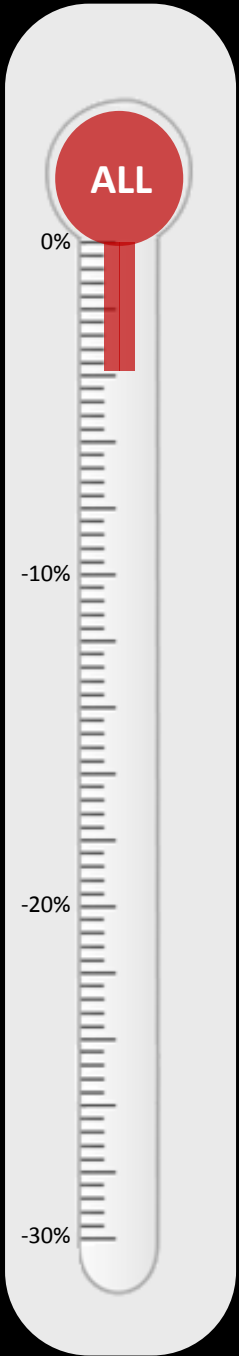
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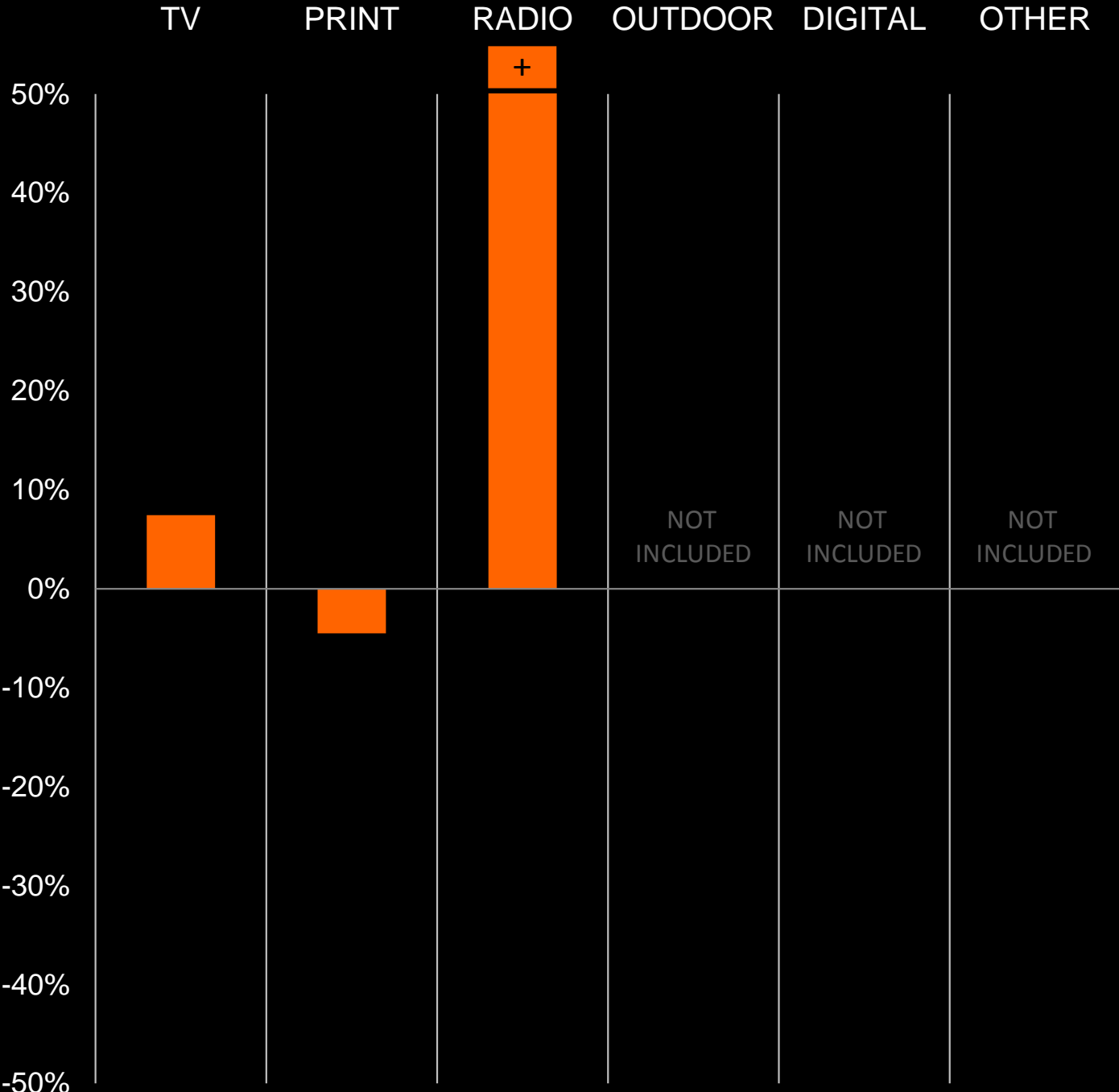
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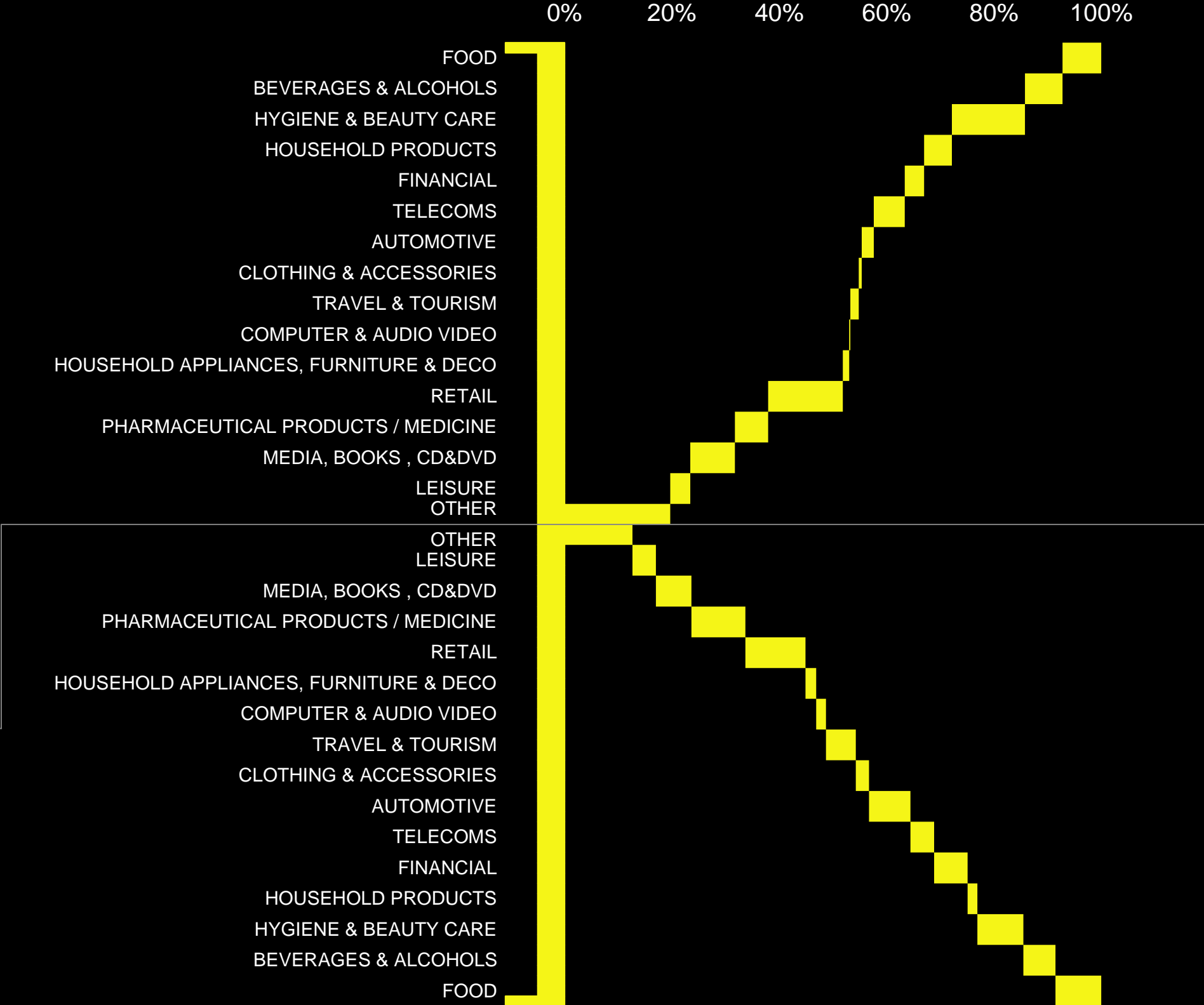
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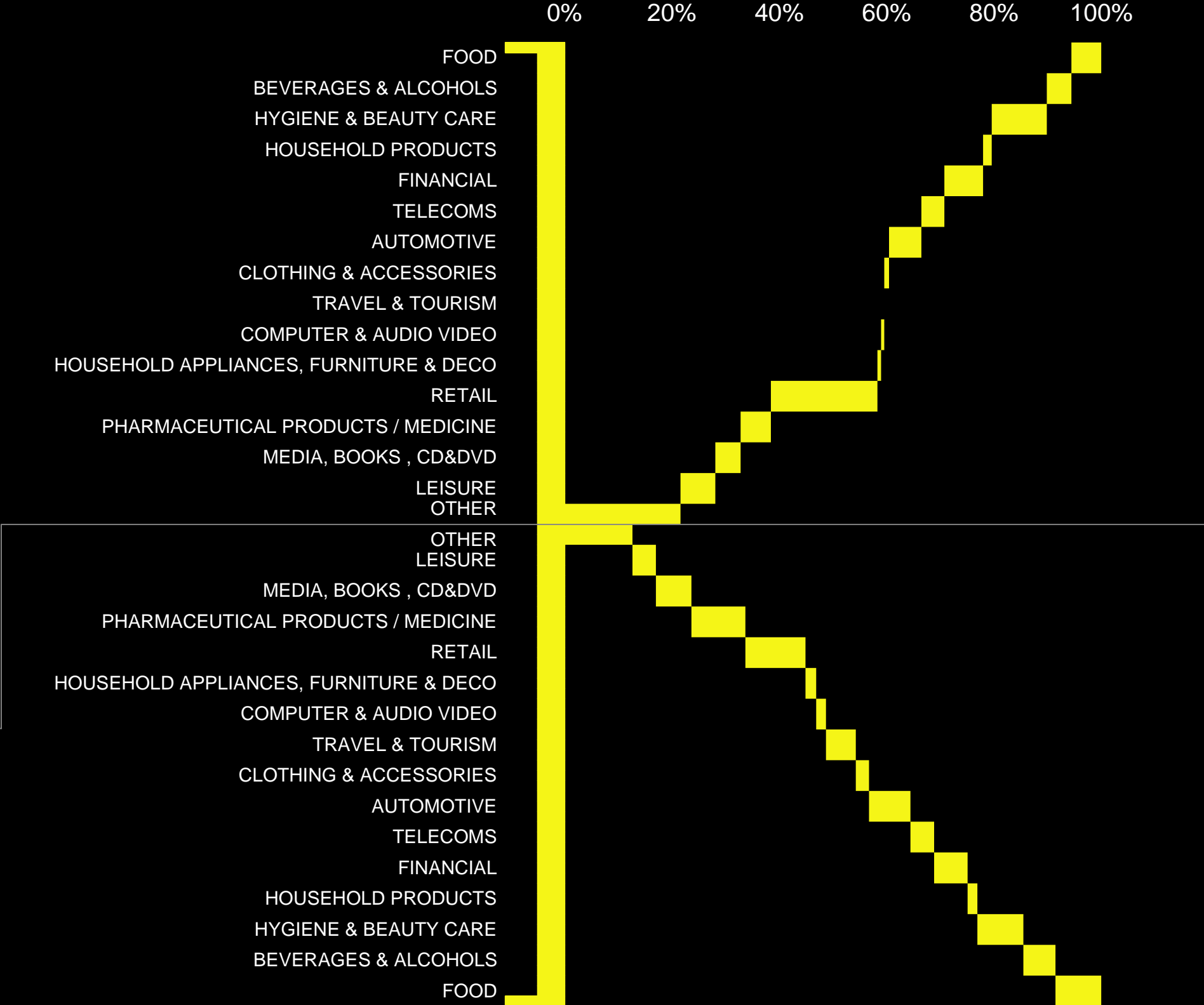
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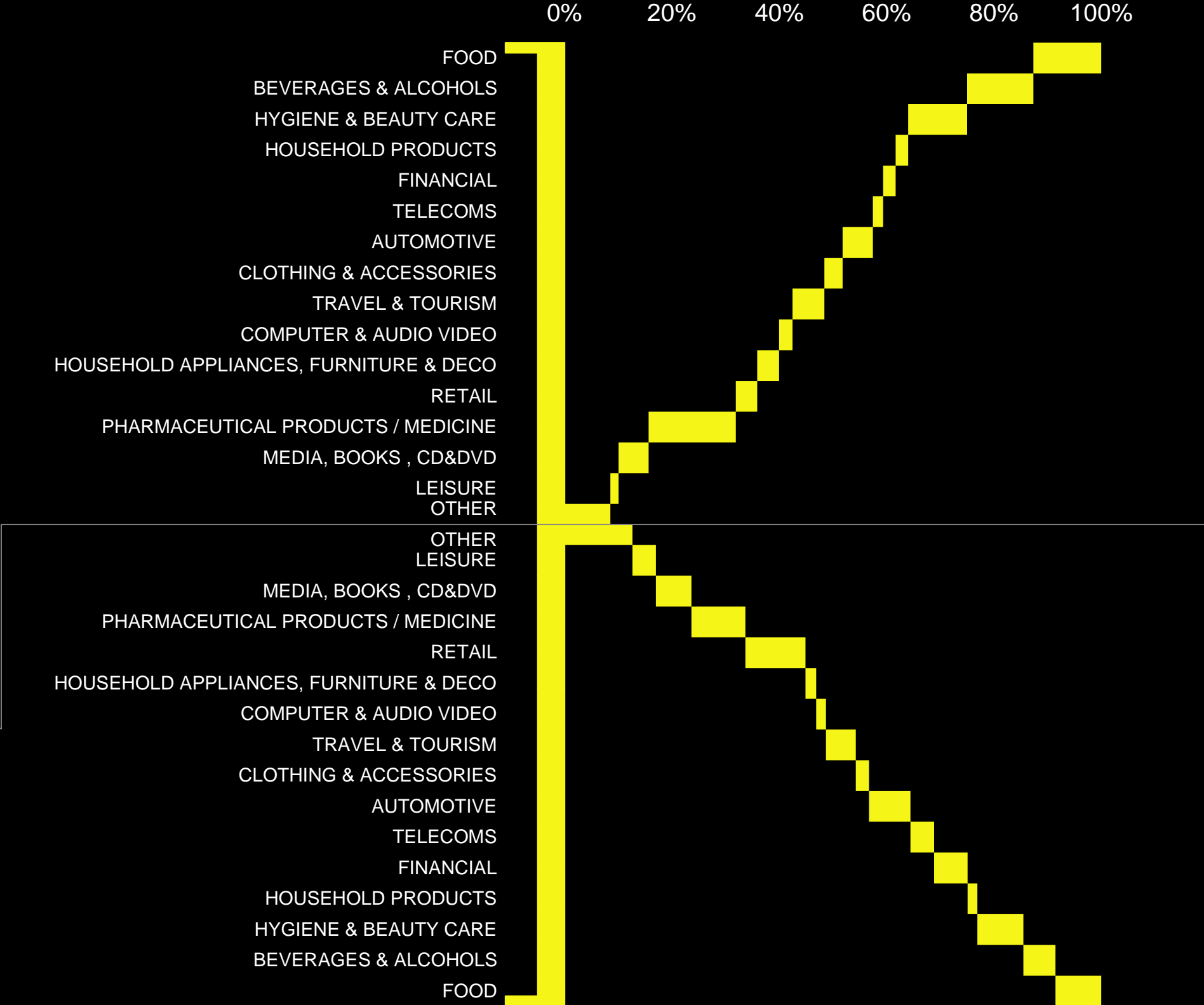
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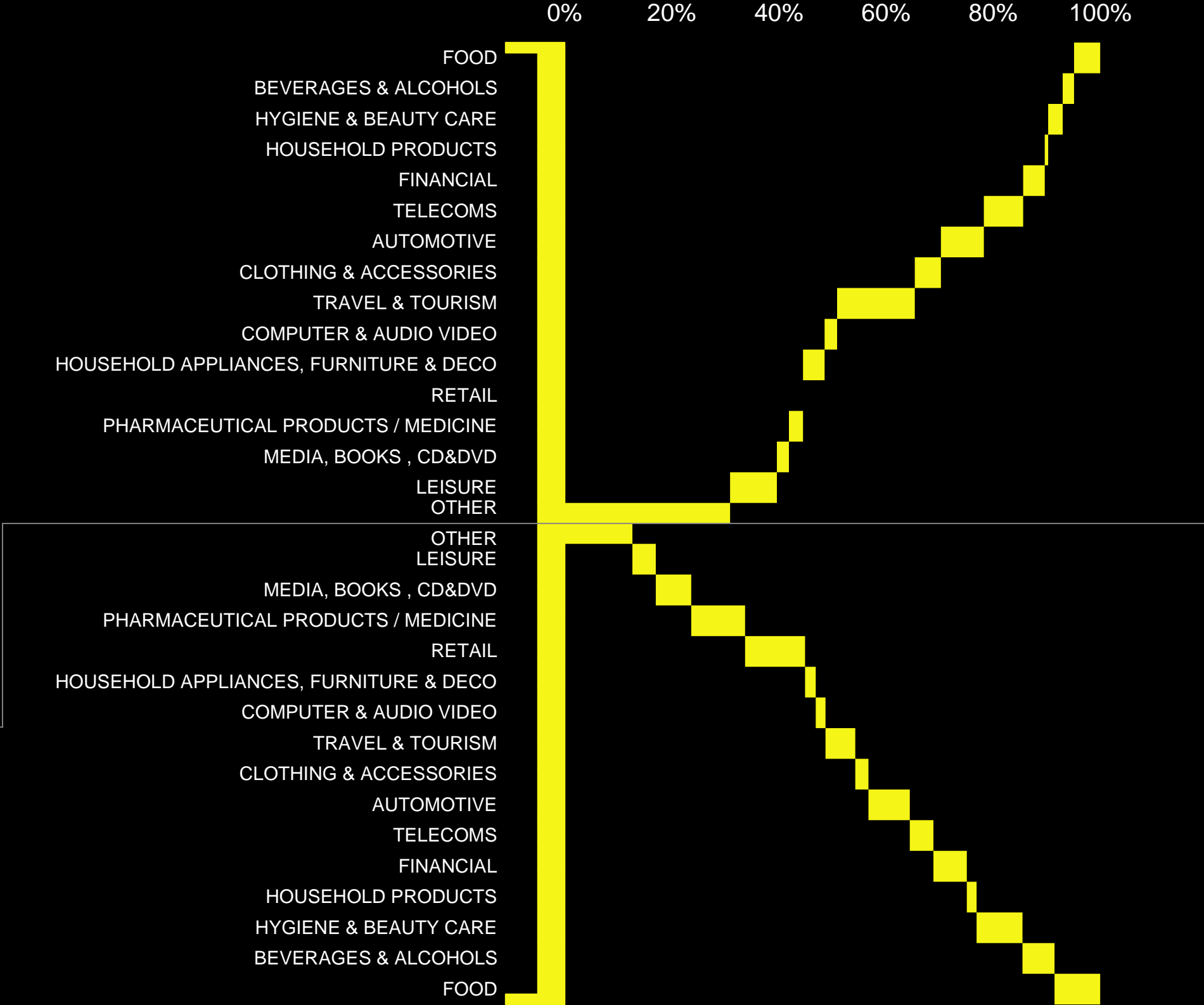
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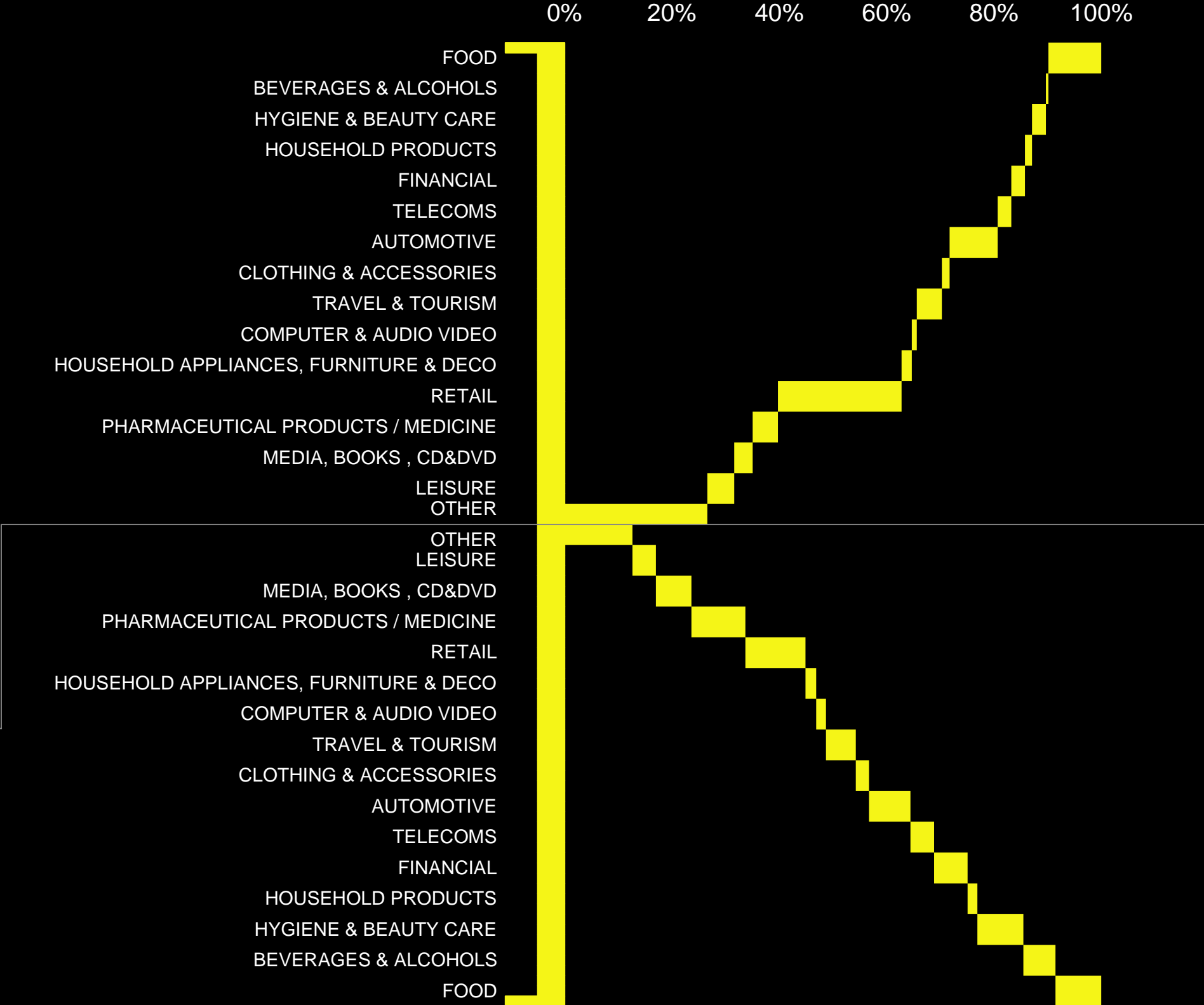
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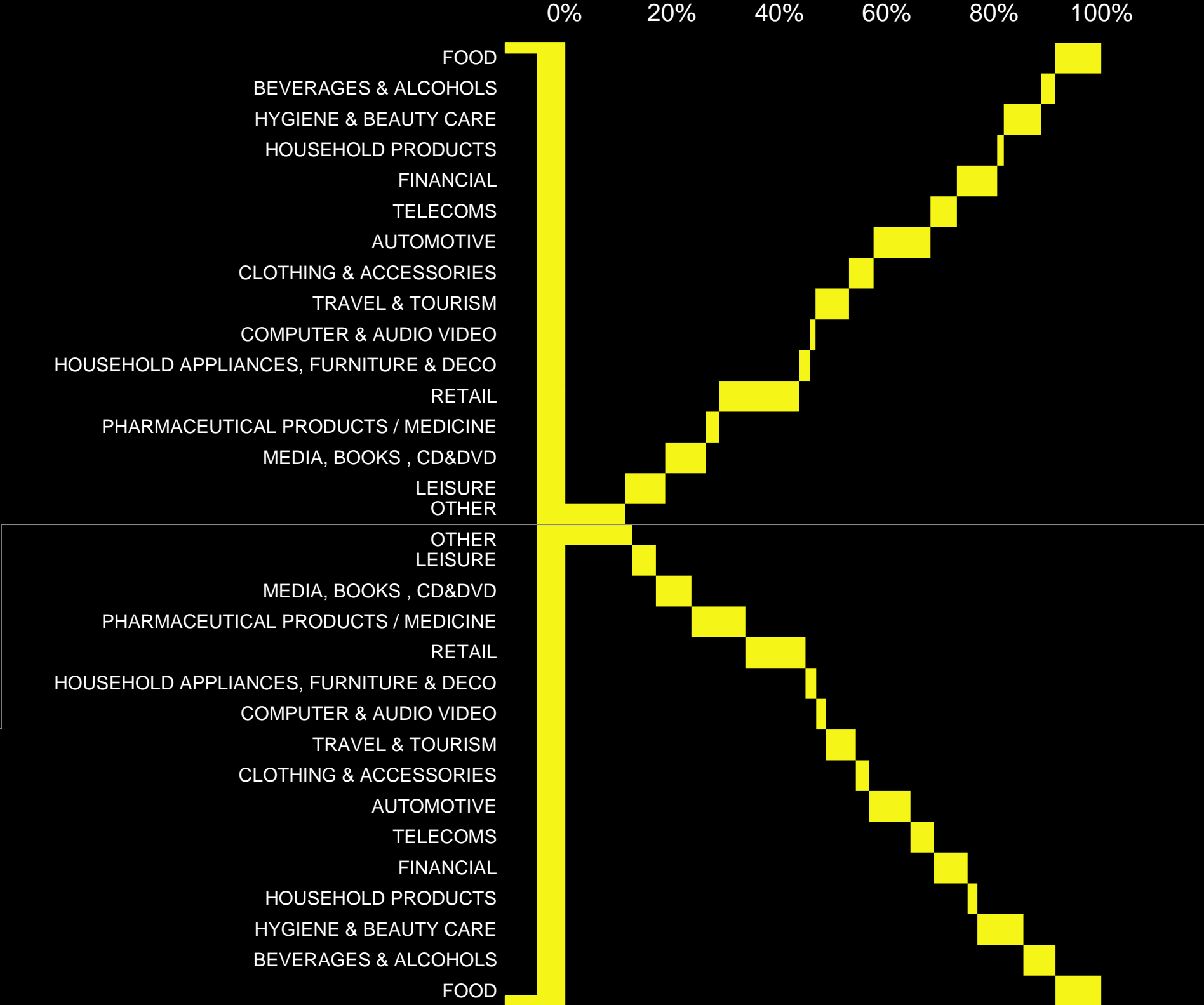
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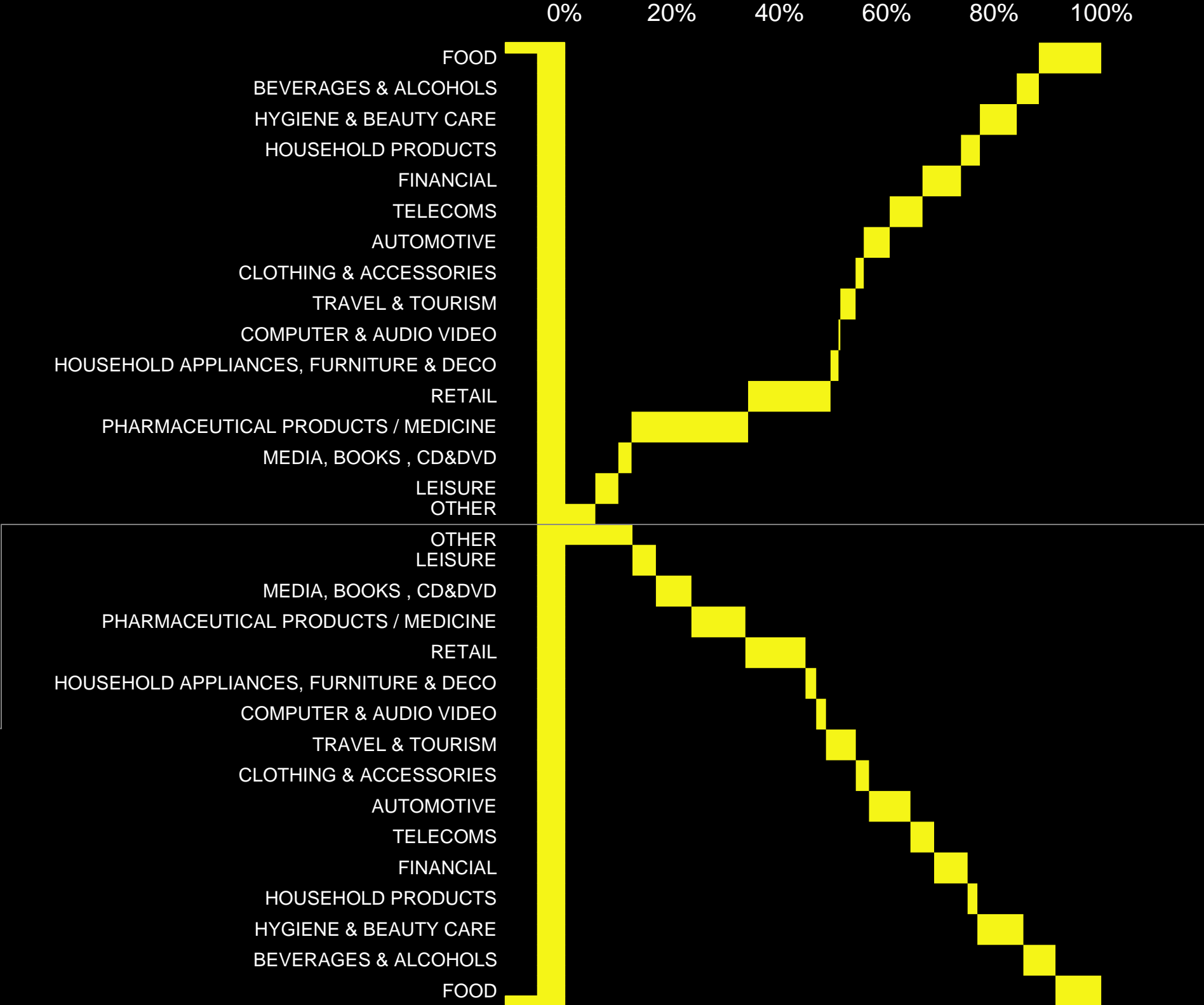
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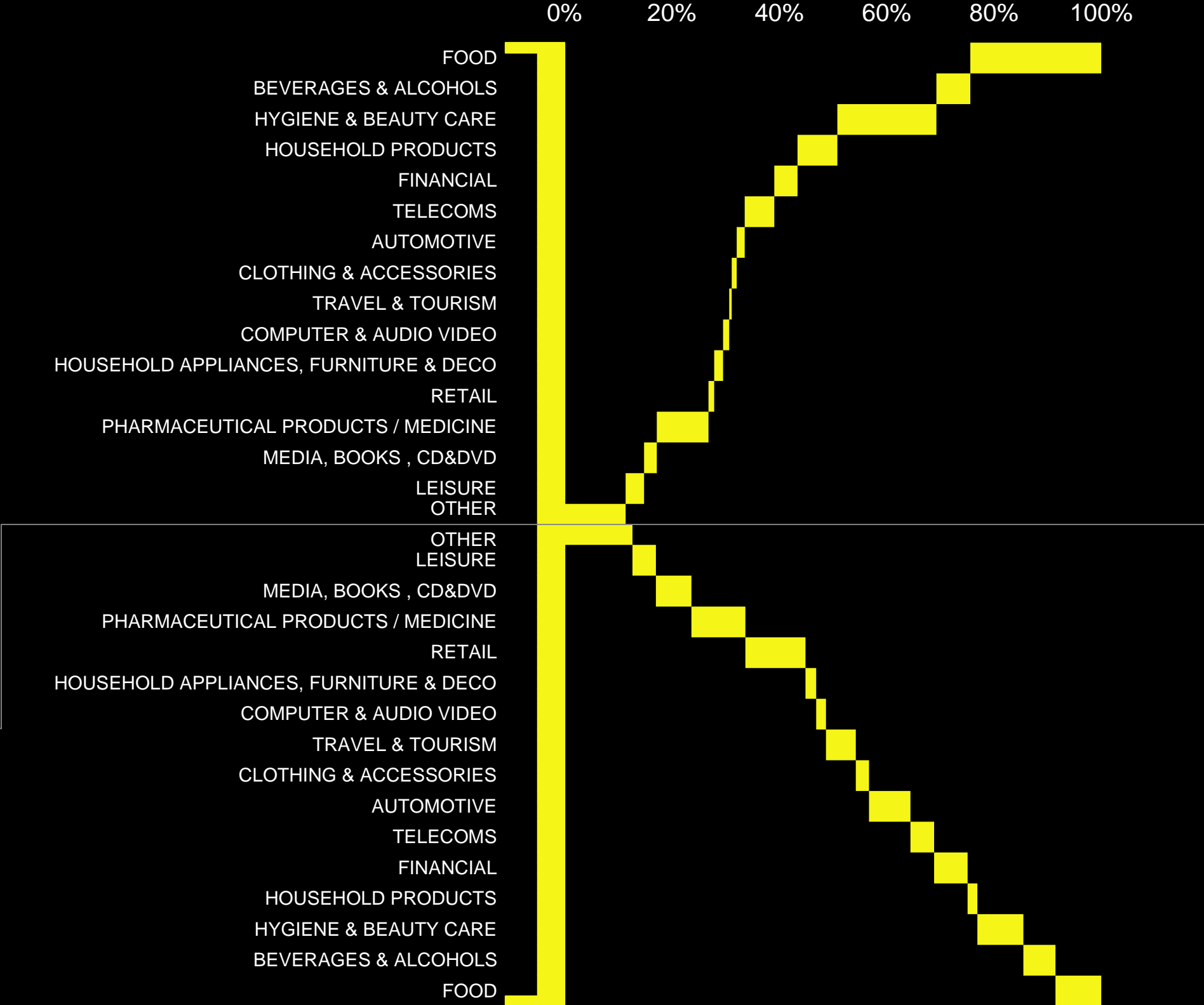
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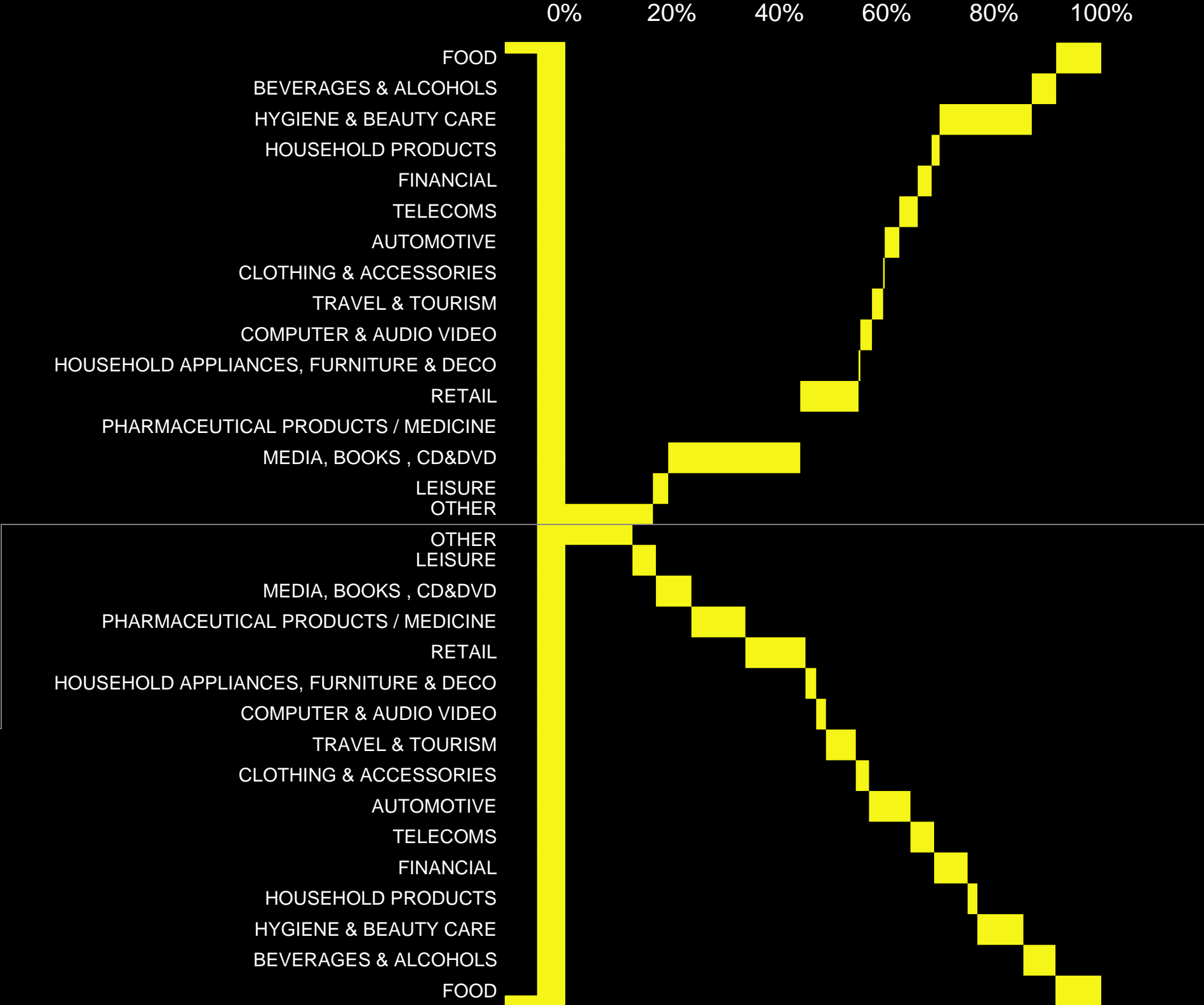
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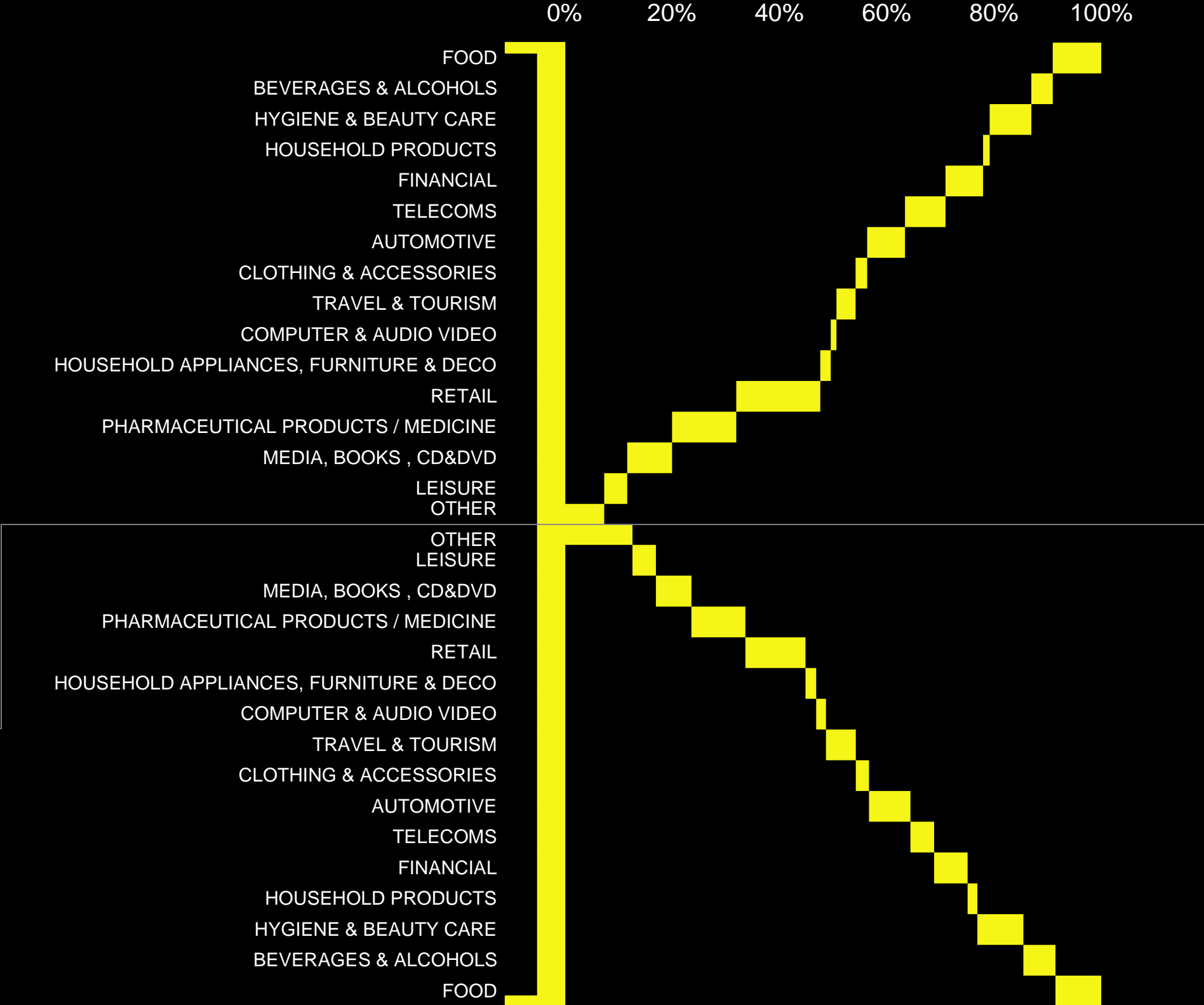
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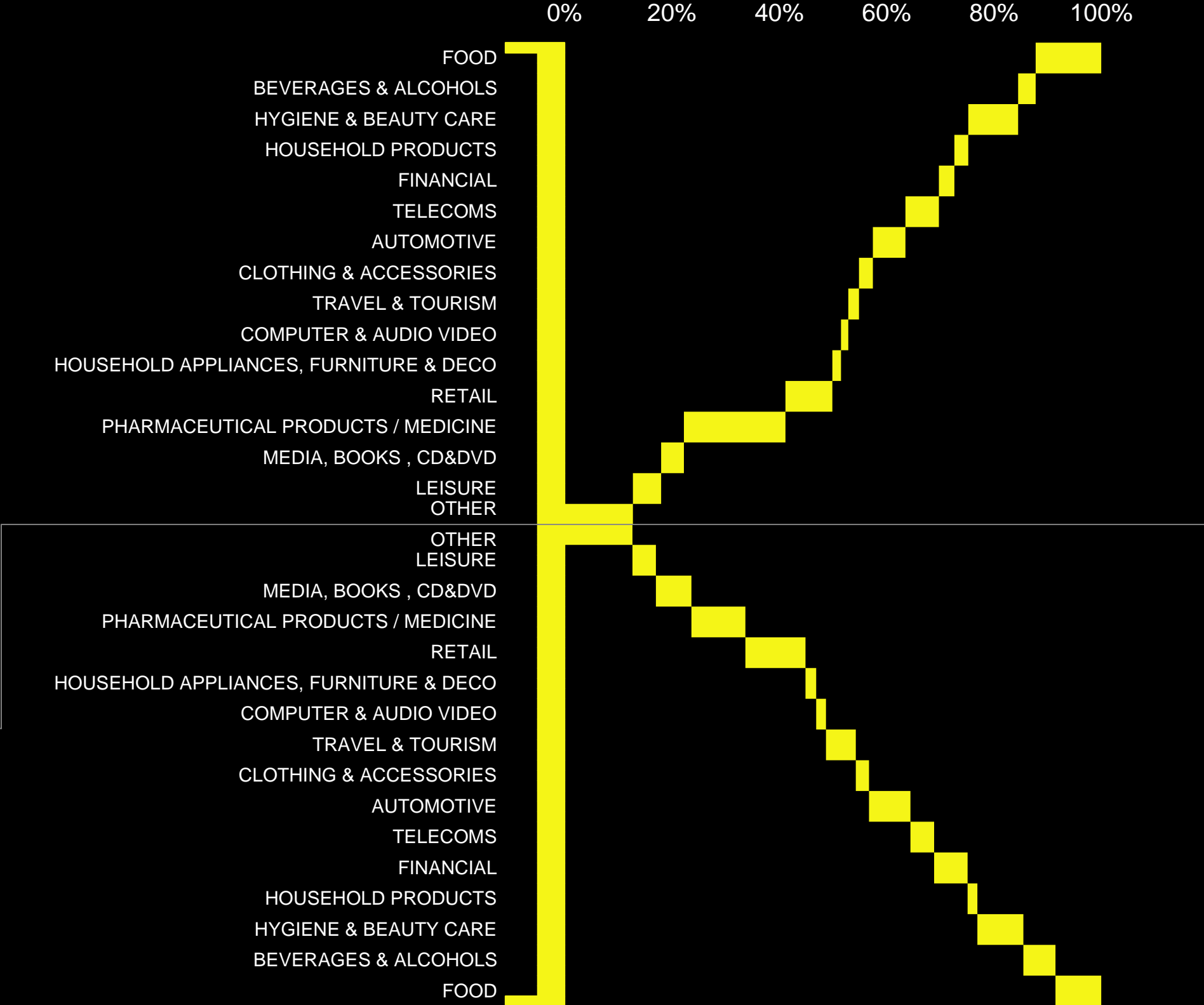
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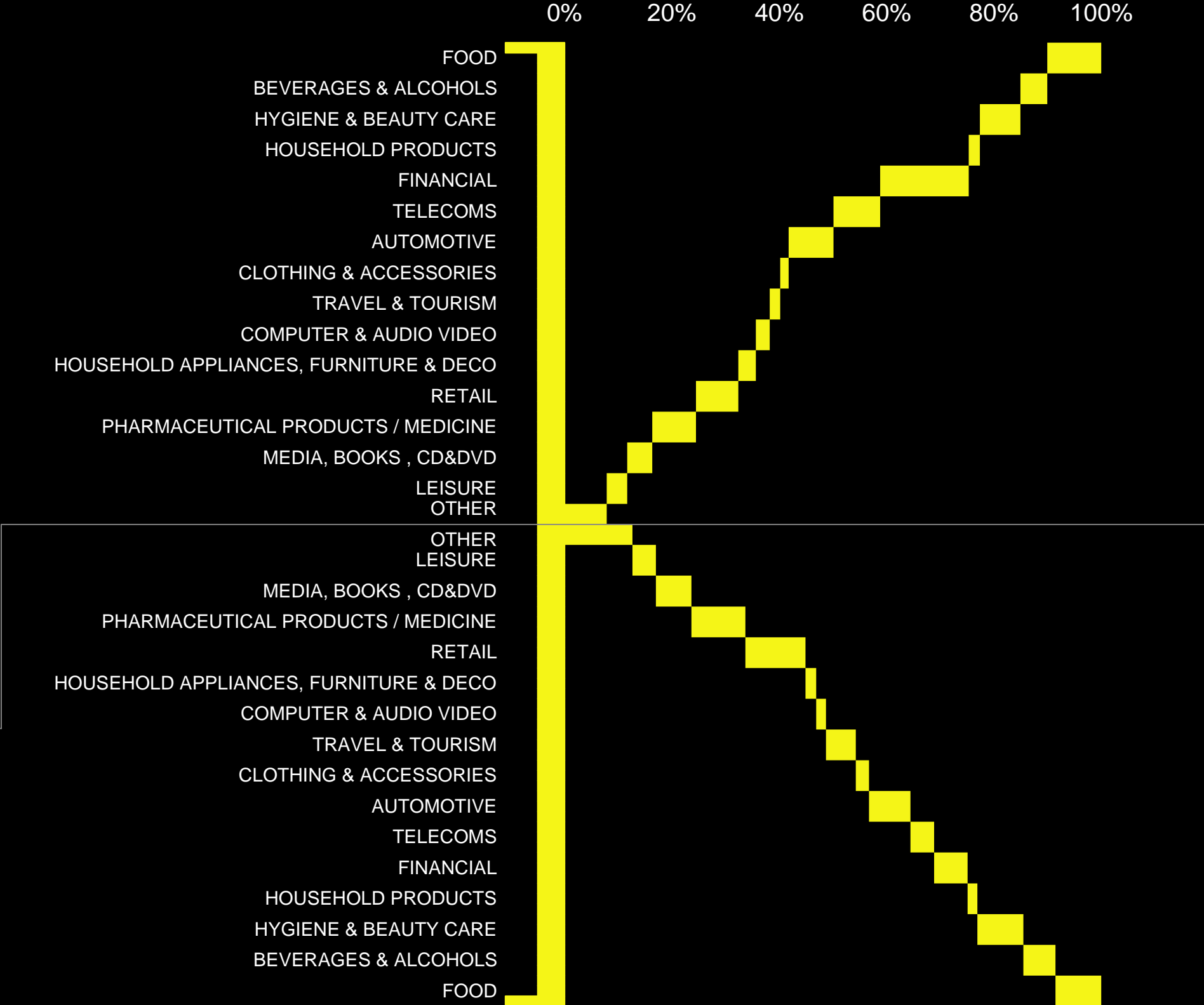
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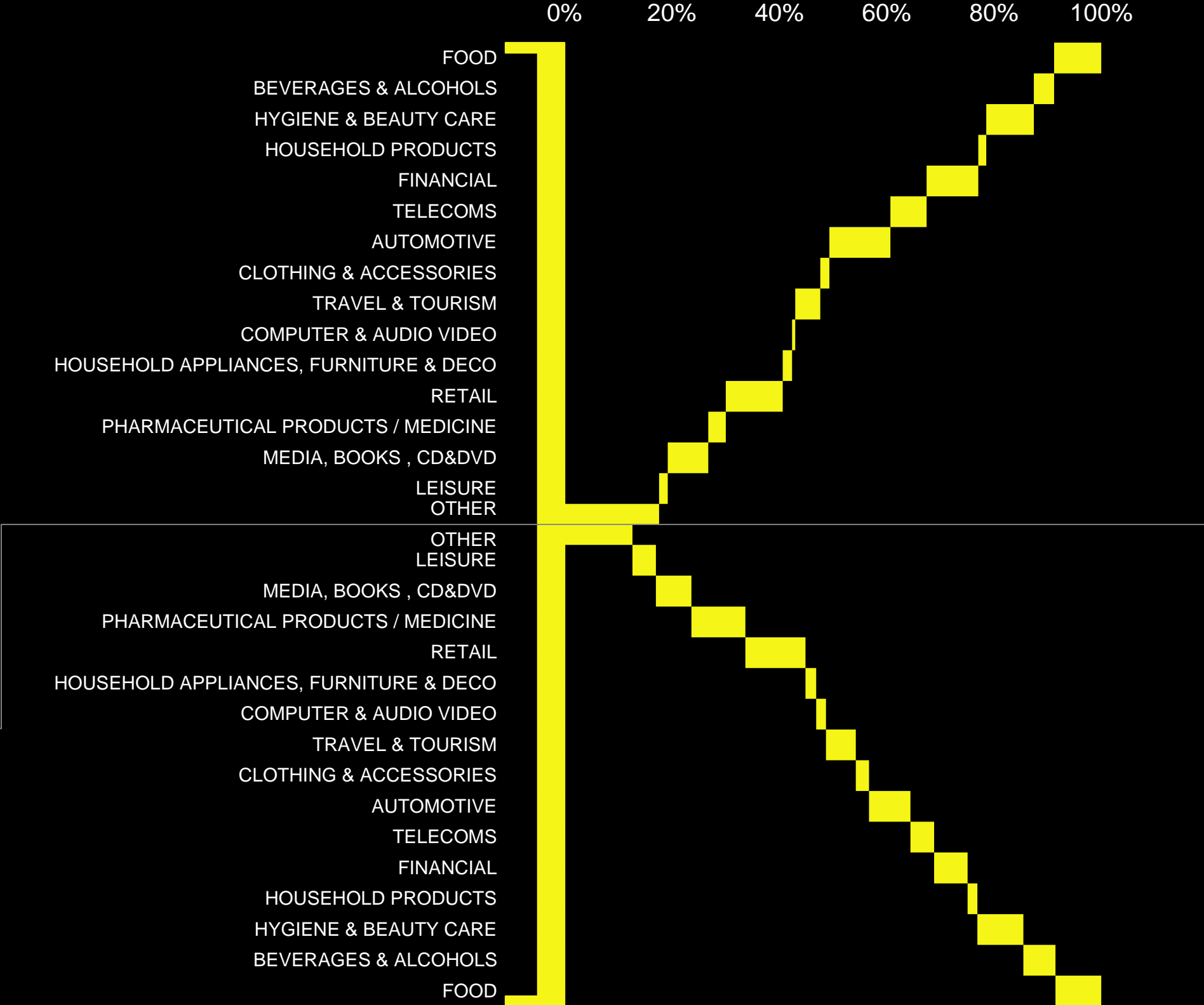
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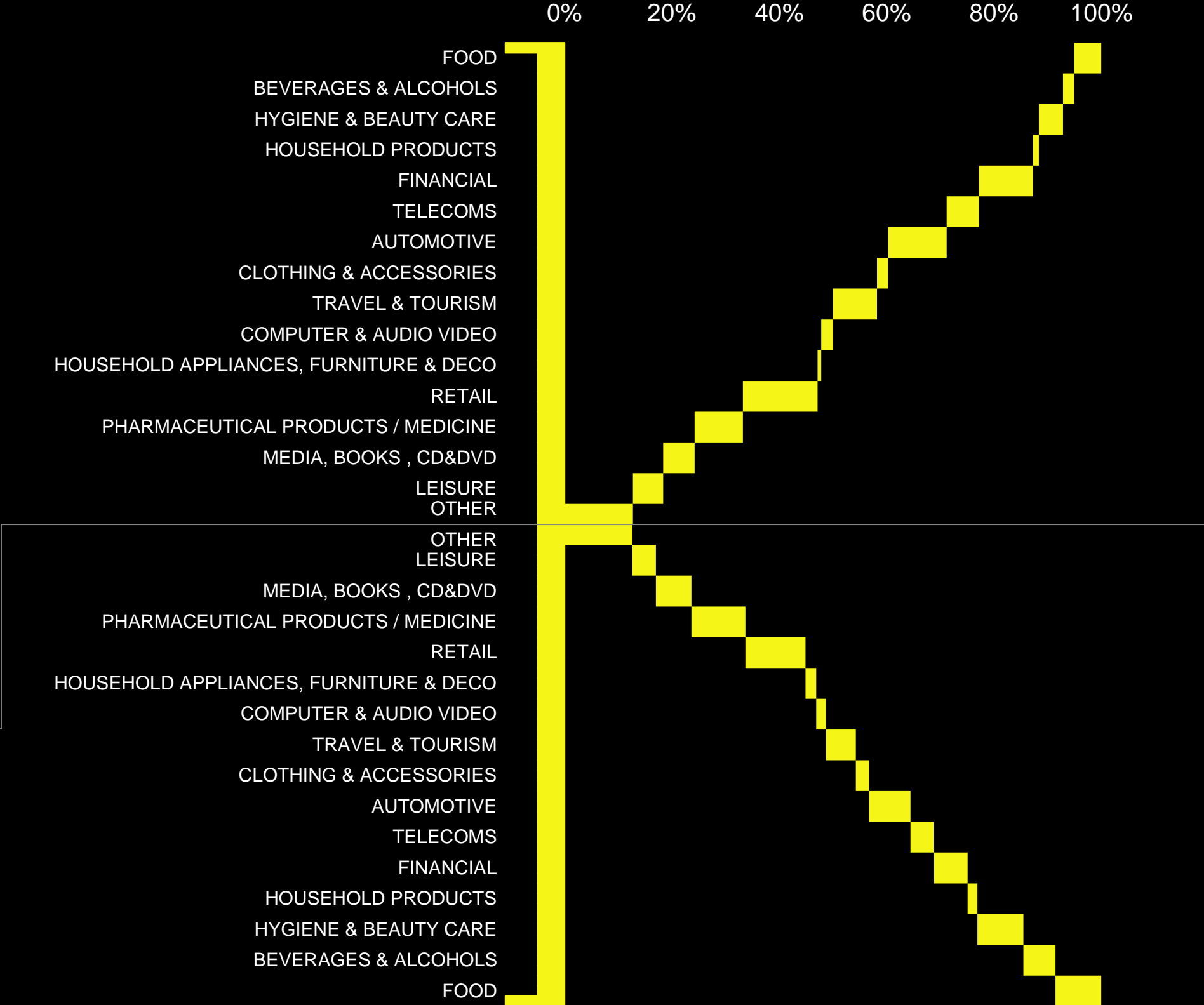
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 - MEXICO
 - POLAND
 - RUSSIA
 - SLOVAKIA
 - SPAIN
 - USA**
 - VIETNAM

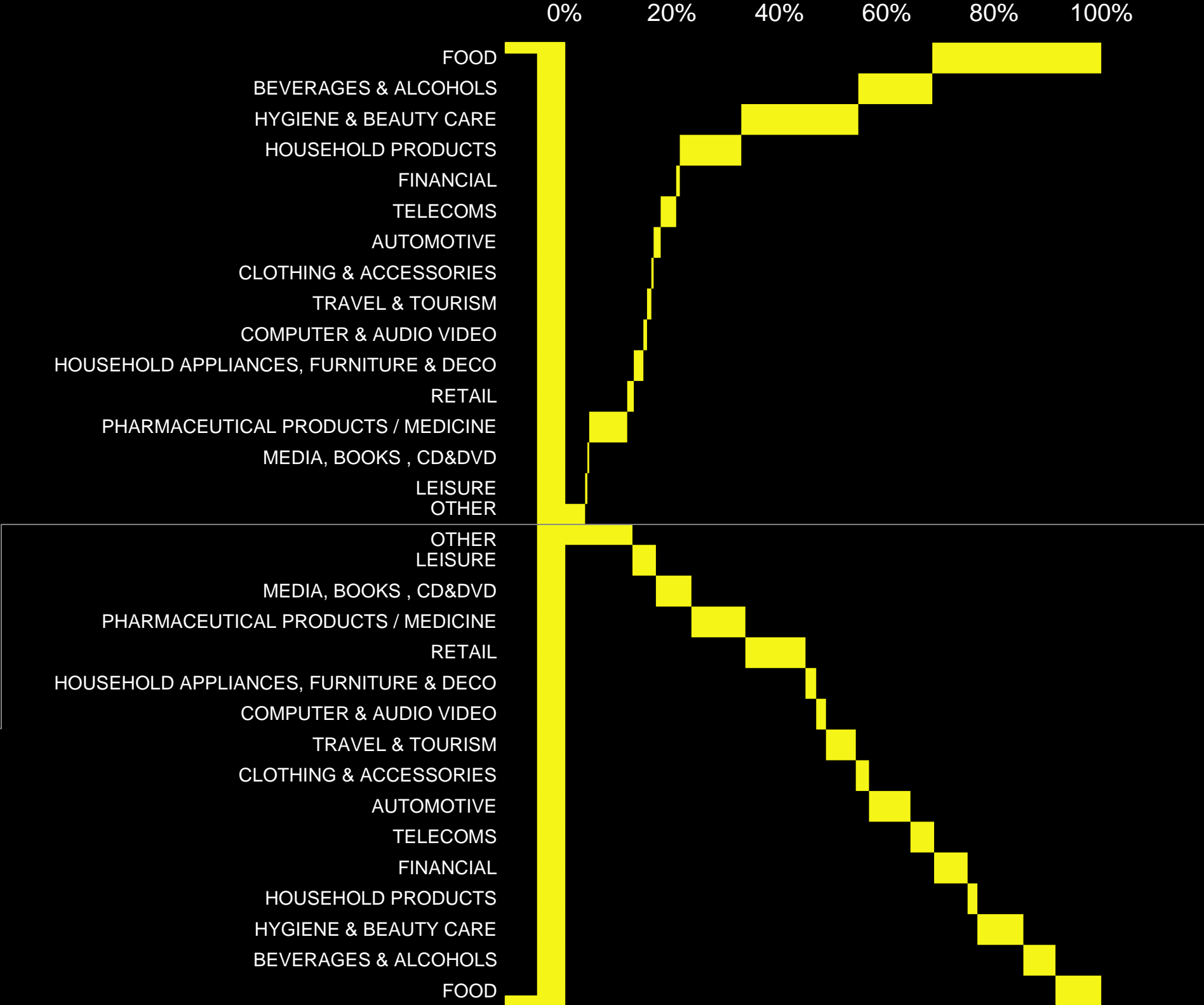
ALL LISTED COUNTRIES



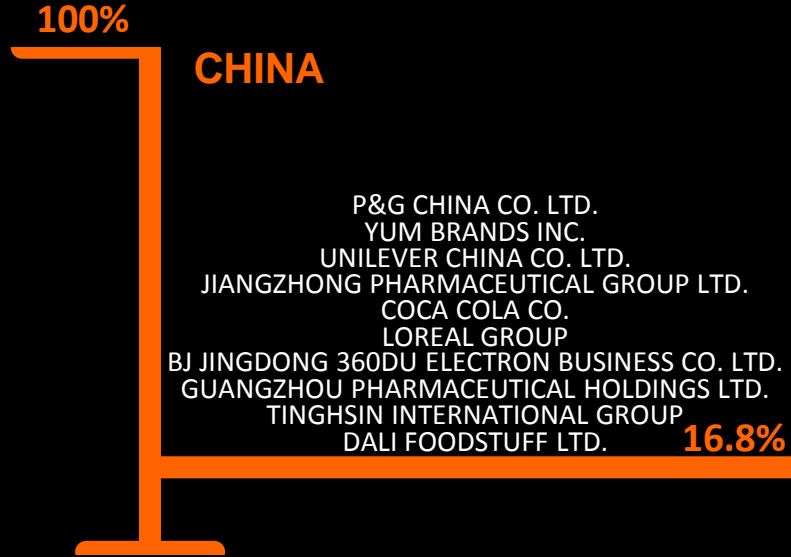
ADVERTISING EXPENDITURE BY MARKET CATEGORY Q1-Q2 2015 vs. Q1-Q2 2014

- Select a view
- ARGENTINA
 - BRAZIL
 - CHINA
 - DENMARK
 - FINLAND
 - FRANCE
 - HUNGARY
 - KAZAKHSTAN
 - MEXICO
 - POLAND
 - RUSSIA
 - SLOVAKIA
 - SPAIN
 - USA
 - VIETNAM**

ALL LISTED COUNTRIES



TOP 10 ADVERTISERS/BRANDS BY COUNTRY
Q1-Q2 2015 vs. Q1-Q2 2014



TOP 10 ADVERTISERS/BRANDS BY COUNTRY
Q1-Q2 2015 vs. Q1-Q2 2014

