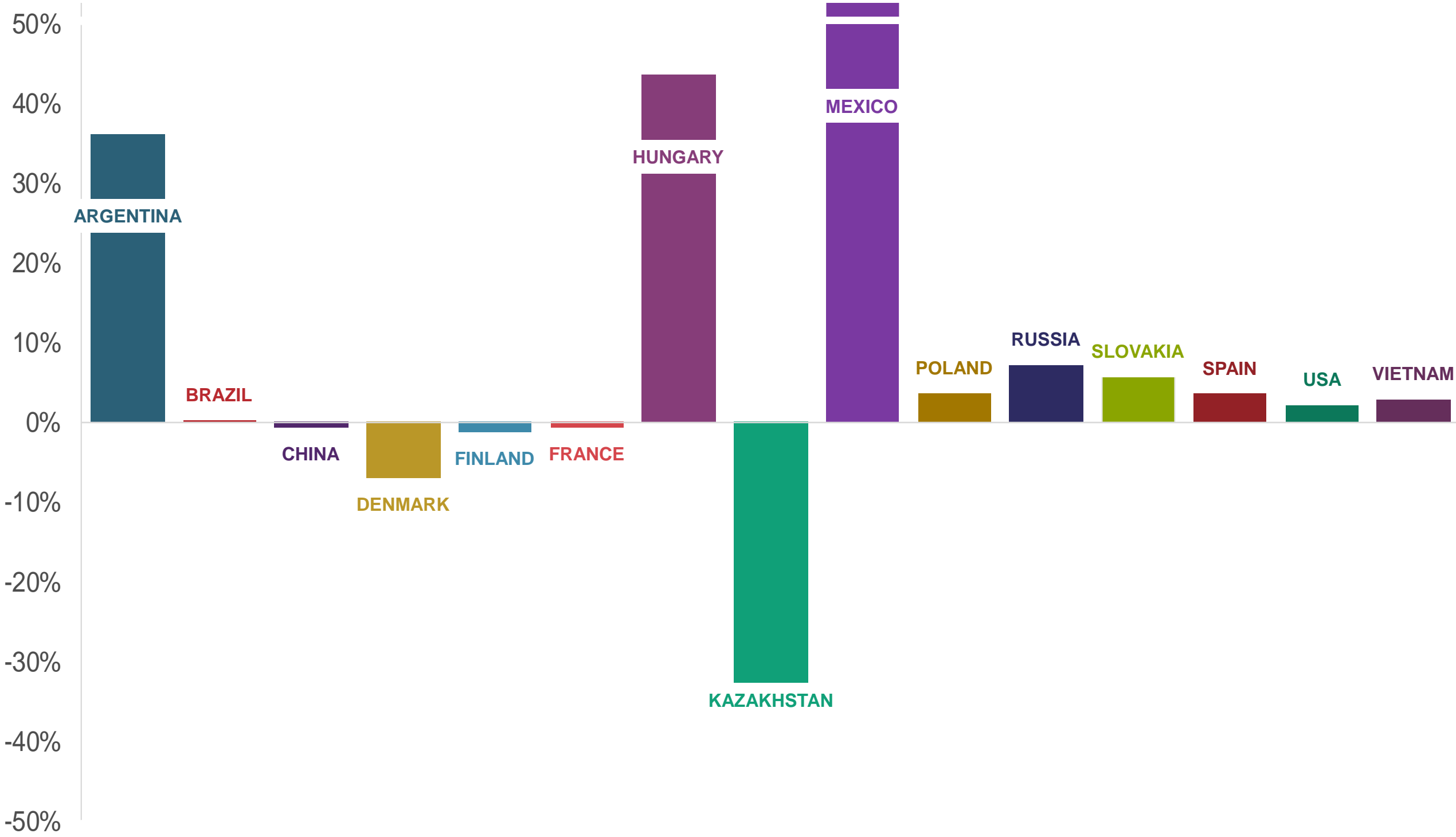


KANTAR MEDIA

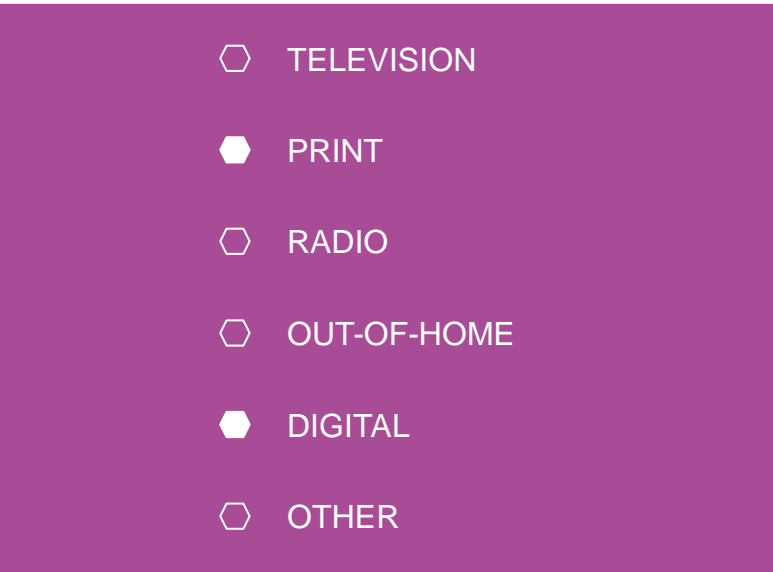
Kantar Global Adex Trends

Q1-Q4 2016

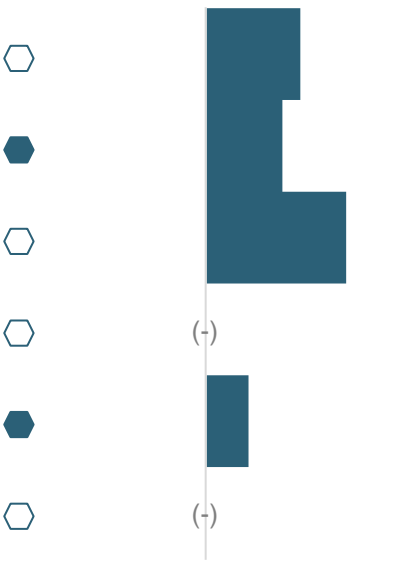
CHANGE OF ADVERTISING EXPENDITURE BY COUNTRY Q1-Q4 2016 vs. Q1-Q4 2015



CHANGE OF ADVERTISING EXPENDITURE BY MEDIA TYPE Q1-Q4 2016 vs. Q1-Q4 2015

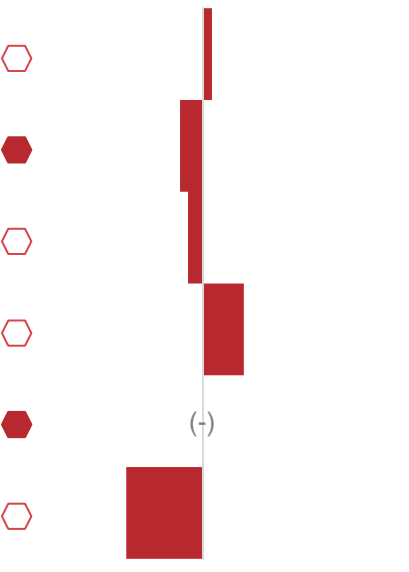


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ARGENTINA

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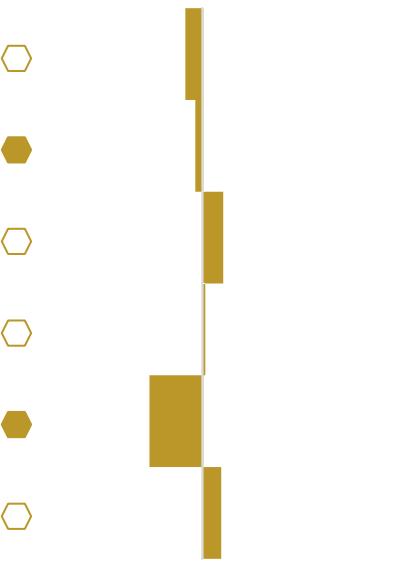
BRAZIL

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CHINA

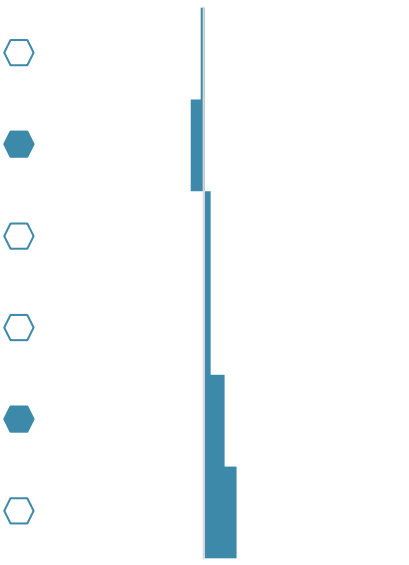
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DENMARK

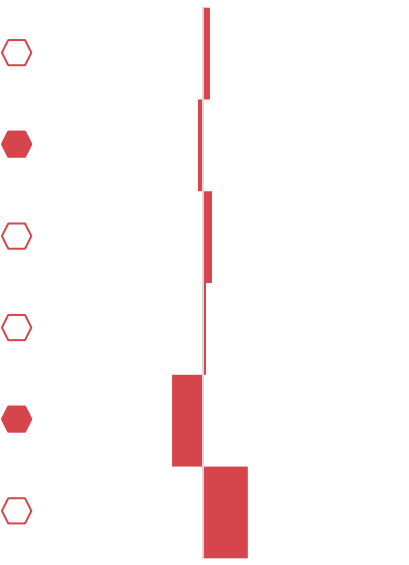


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FINLAND

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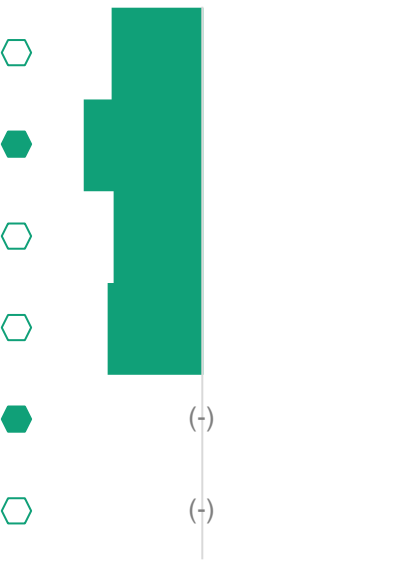
FRANCE

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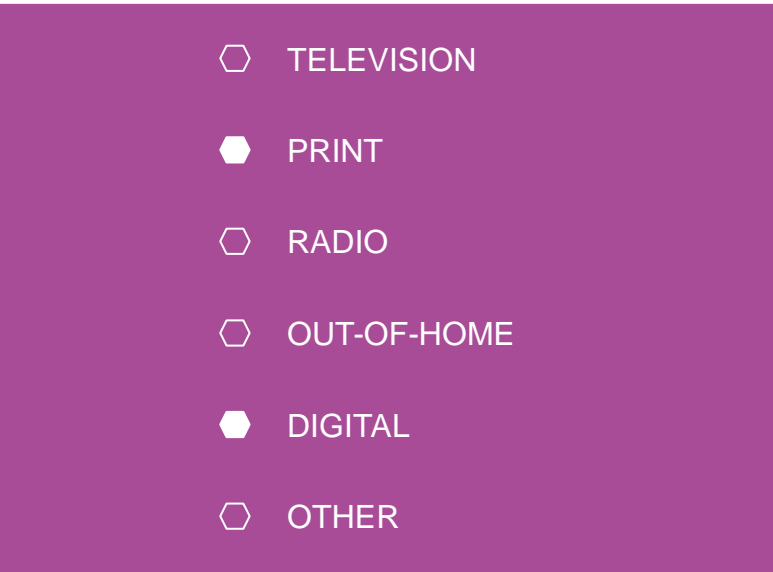
HUNGARY

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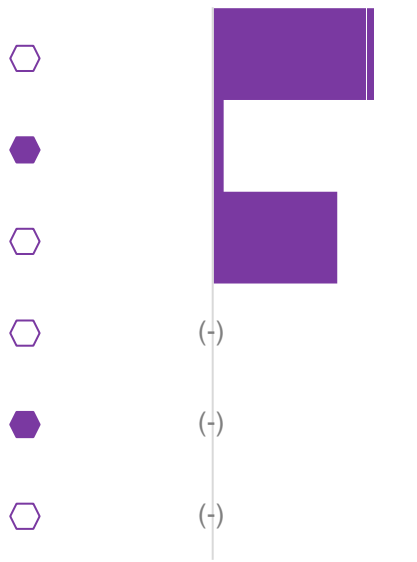


KAZAKHSTAN

CHANGE OF ADVERTISING EXPENDITURE BY MEDIA TYPE Q1-Q4 2016 vs. Q1-Q4 2015

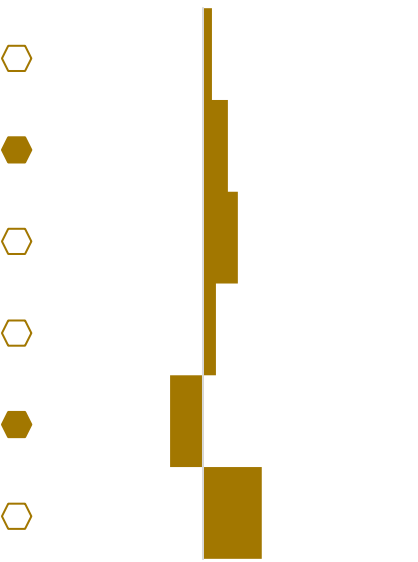


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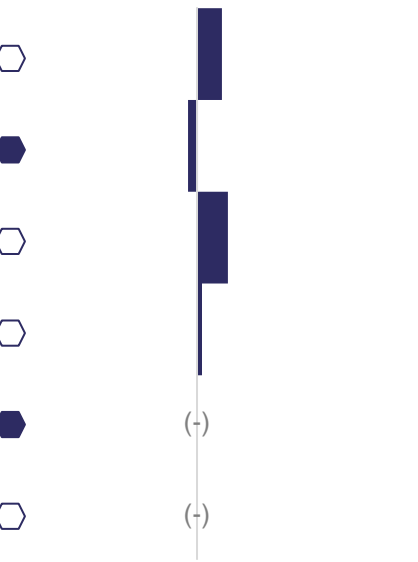
MEXICO

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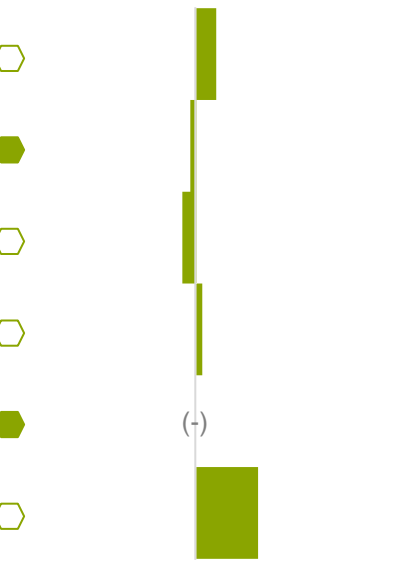
POLAND

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RUSSIA

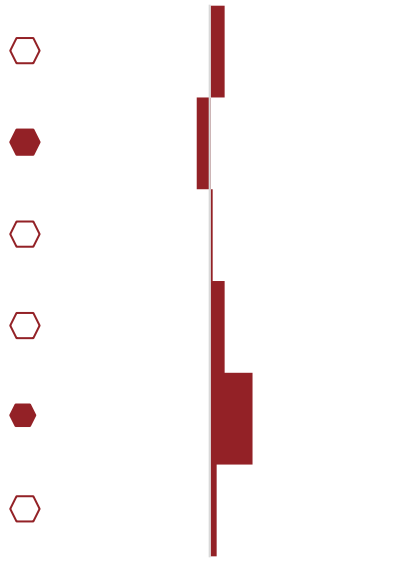
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SLOVAKIA



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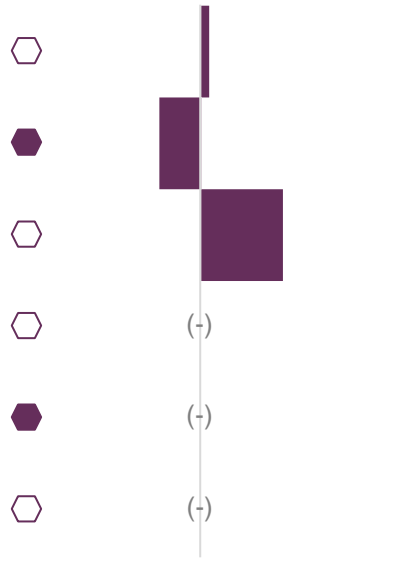
SPAIN

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USA

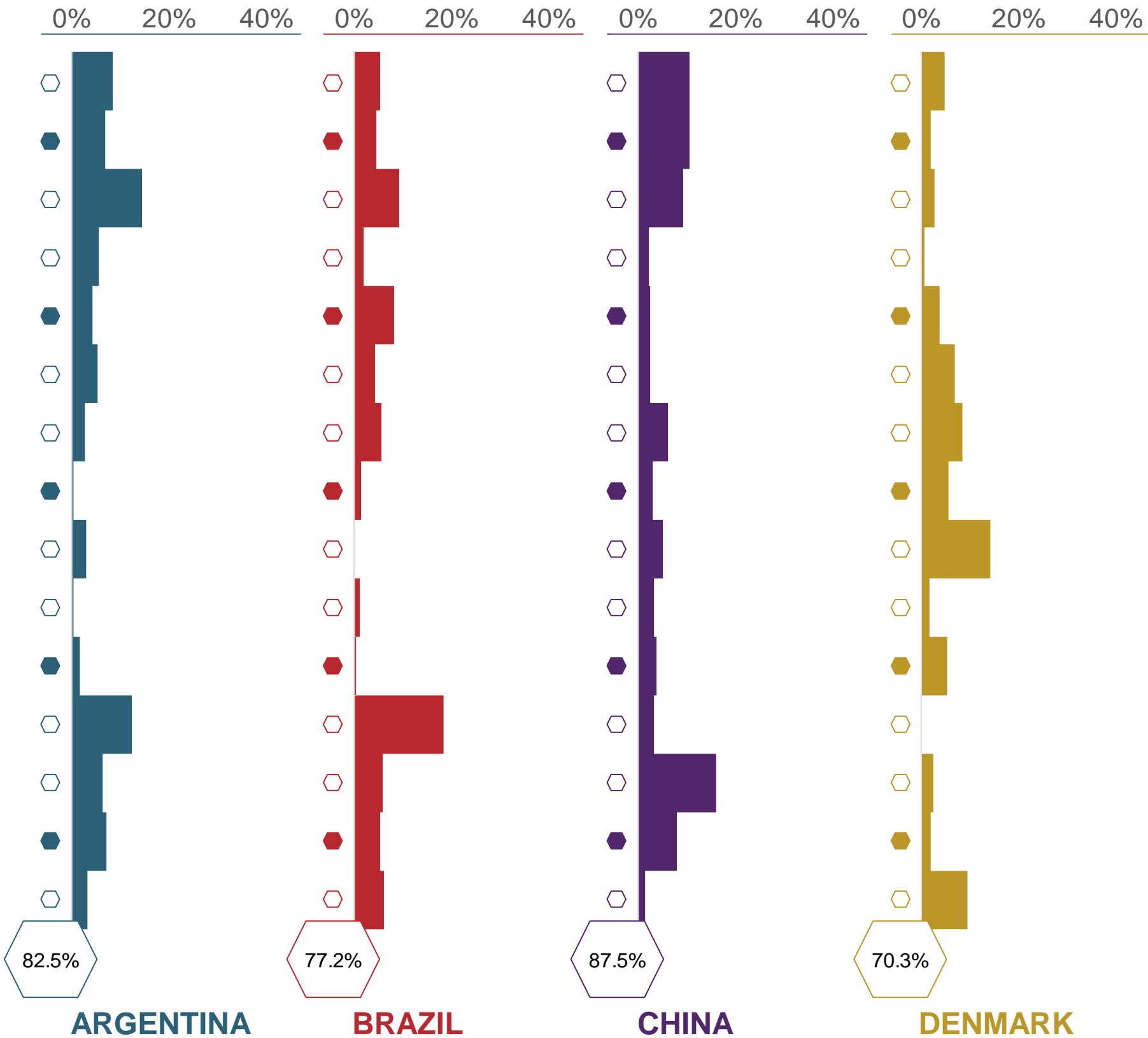
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VIETNAM

ADVERTISING EXPENDITURE BY MARKET CATEGORY Q1-Q4 2016

- FOOD
- BEVERAGES & ALCOHOLS
- HYGIENE & BEAUTY CARE
- HOUSEHOLD PRODUCTS
- FINANCIAL
- TELECOMS
- AUTOMOTIVE
- CLOTHING & ACCESSORIES
- TRAVEL & TOURISM
- COMPUTER & AUDIO VIDEO
- HOUSEHOLD APPLIANCES, FURNITURE & DECO
- RETAIL
- PHARMACEUTICAL PRODUCTS / MEDICINE
- MEDIA, BOOKS, CD&VIDEO
- LEISURE



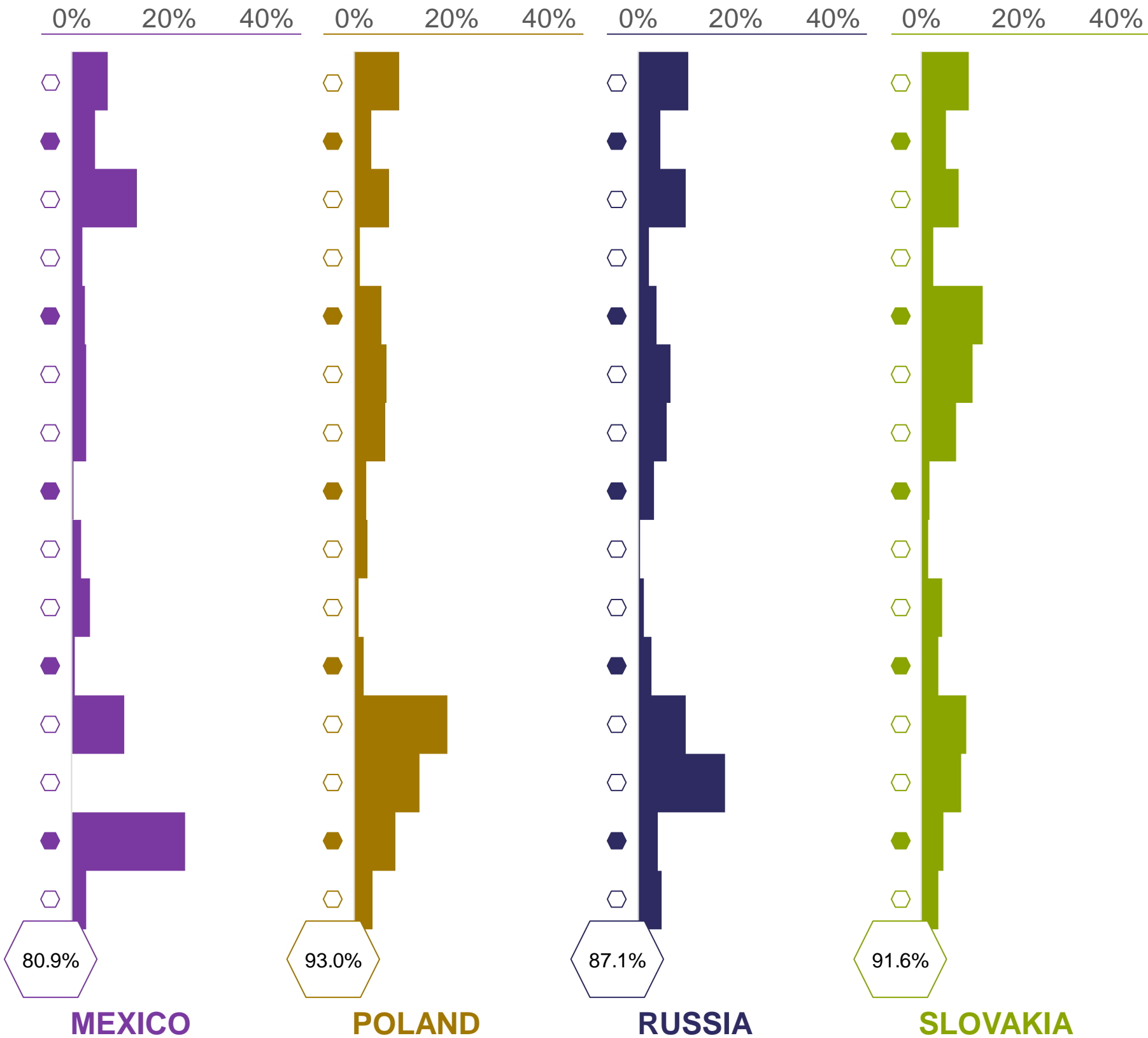
ADVERTISING EXPENDITURE BY MARKET CATEGORY Q1-Q4 2016

- FOOD
- BEVERAGES & ALCOHOLS
- HYGIENE & BEAUTY CARE
- HOUSEHOLD PRODUCTS
- FINANCIAL
- TELECOMS
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- PHARMACEUTICAL PRODUCTS / MEDICINE
- MEDIA, BOOKS, CD&VIDEO
- LEISURE



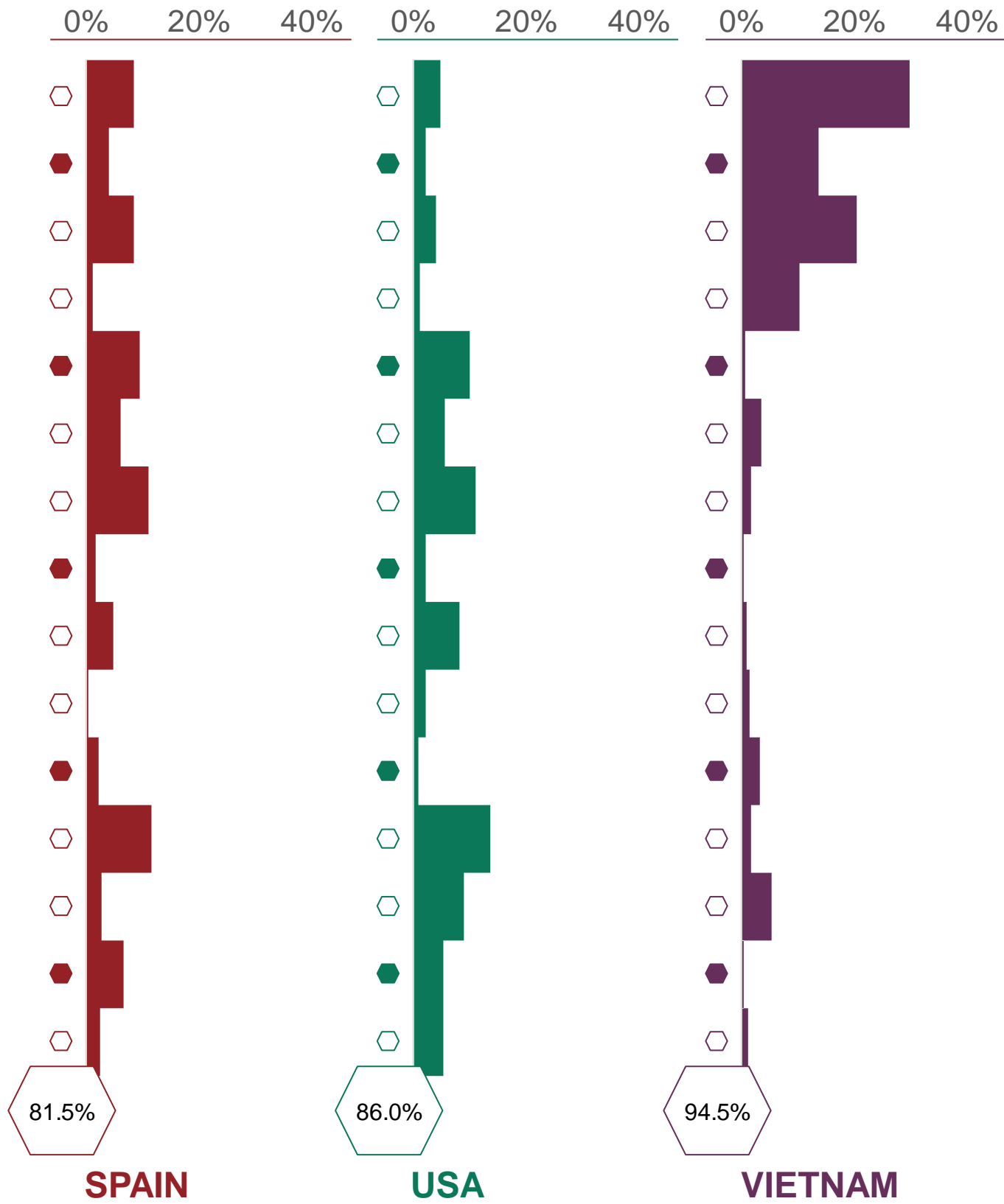
ADVERTISING EXPENDITURE BY MARKET CATEGORY Q1-Q4 2016

- FOOD
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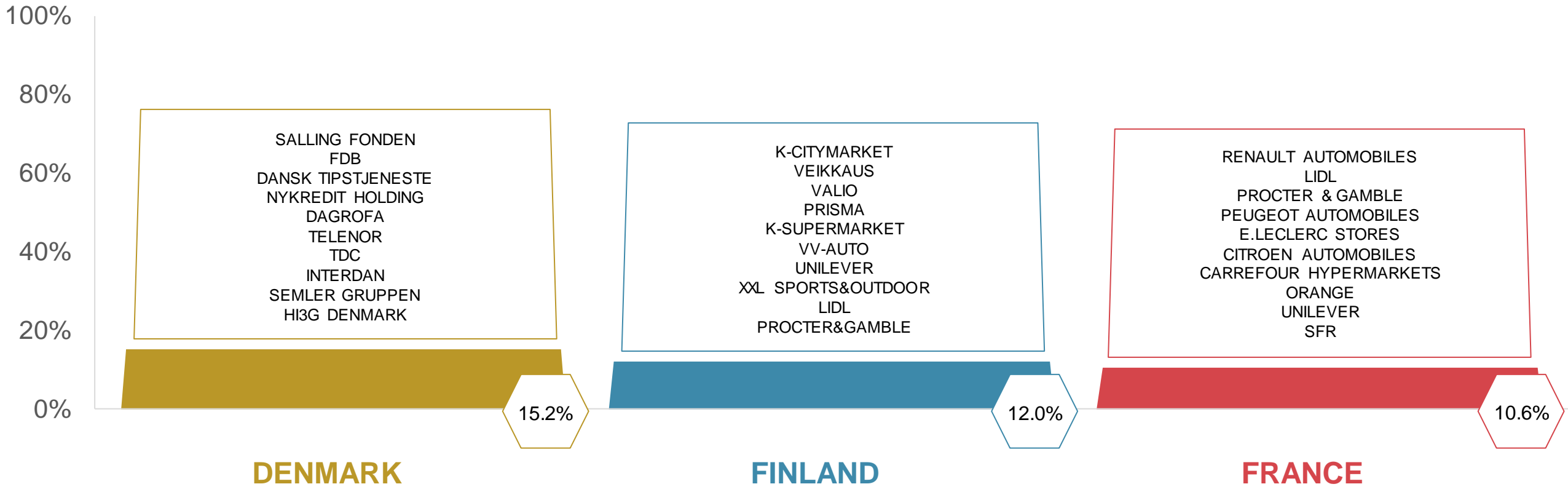
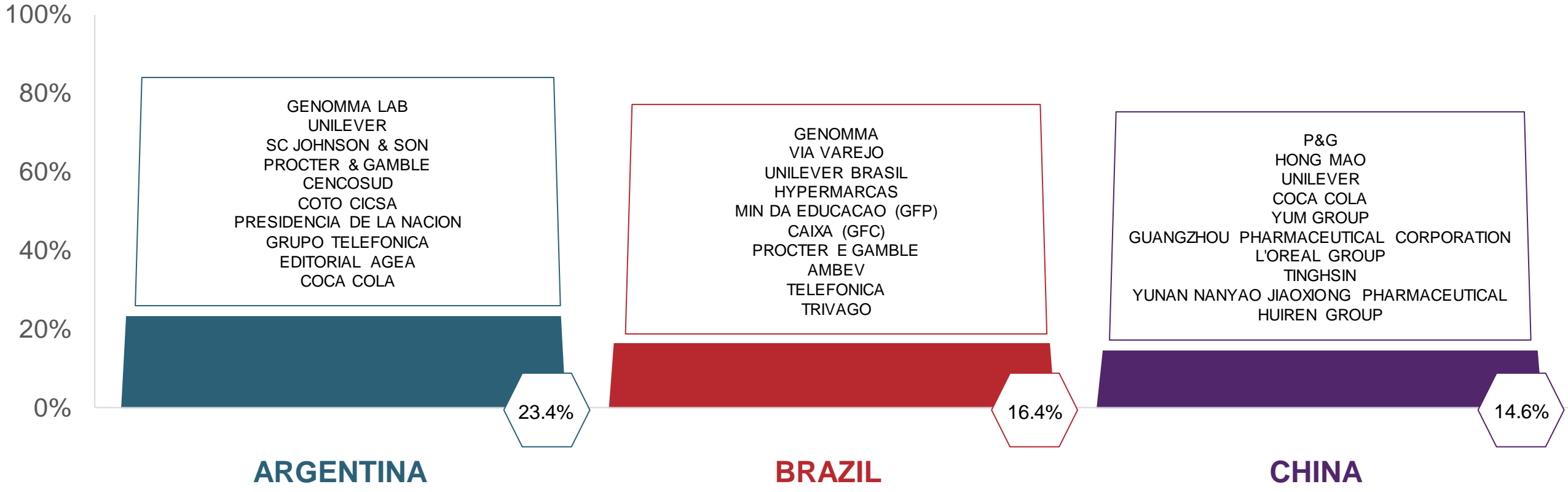


ADVERTISING EXPENDITURE BY MARKET CATEGORY Q1-Q4 2016

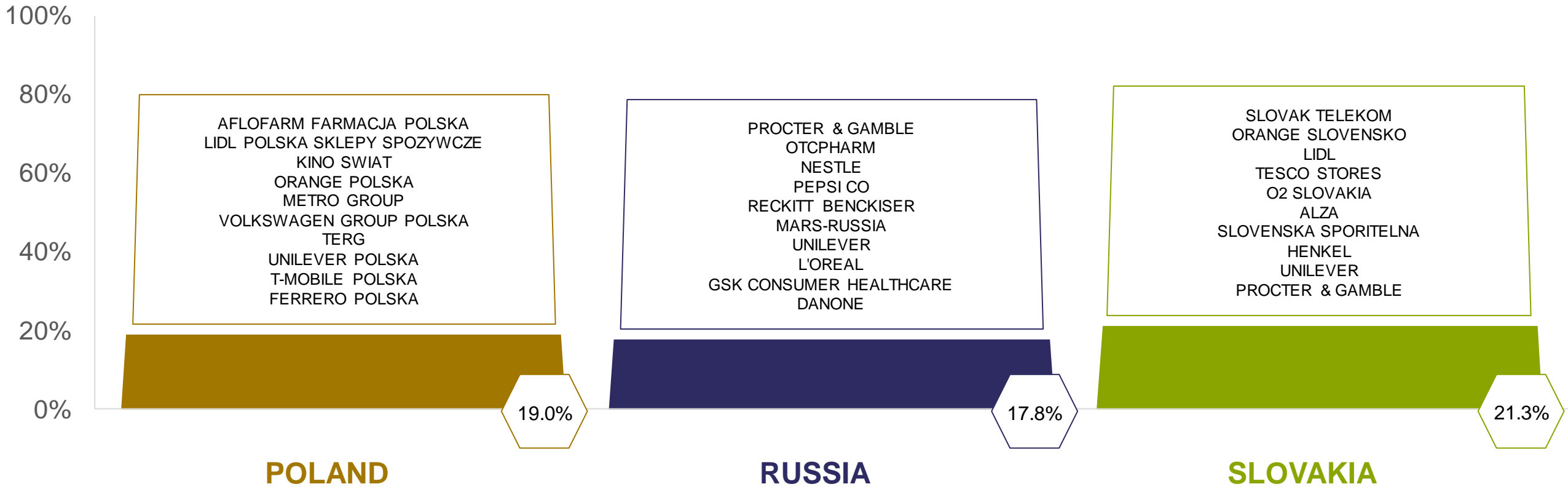
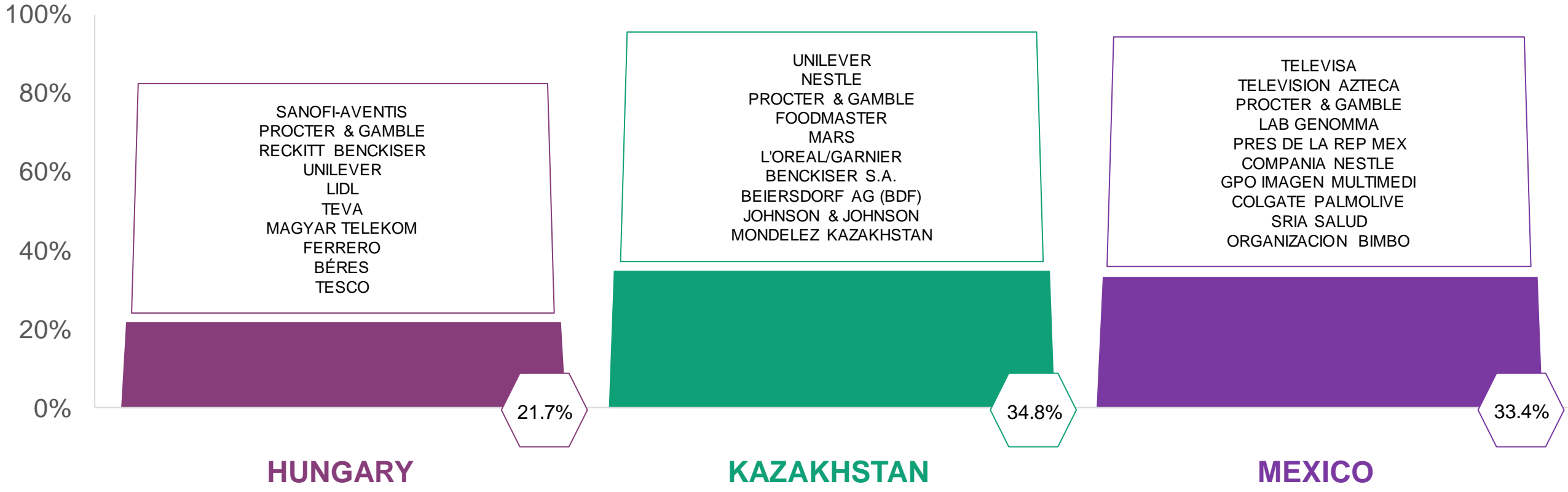
- FOOD
- BEVERAGES & ALCOHOLS
- HYGIENE & BEAUTY CARE
- HOUSEHOLD PRODUCTS
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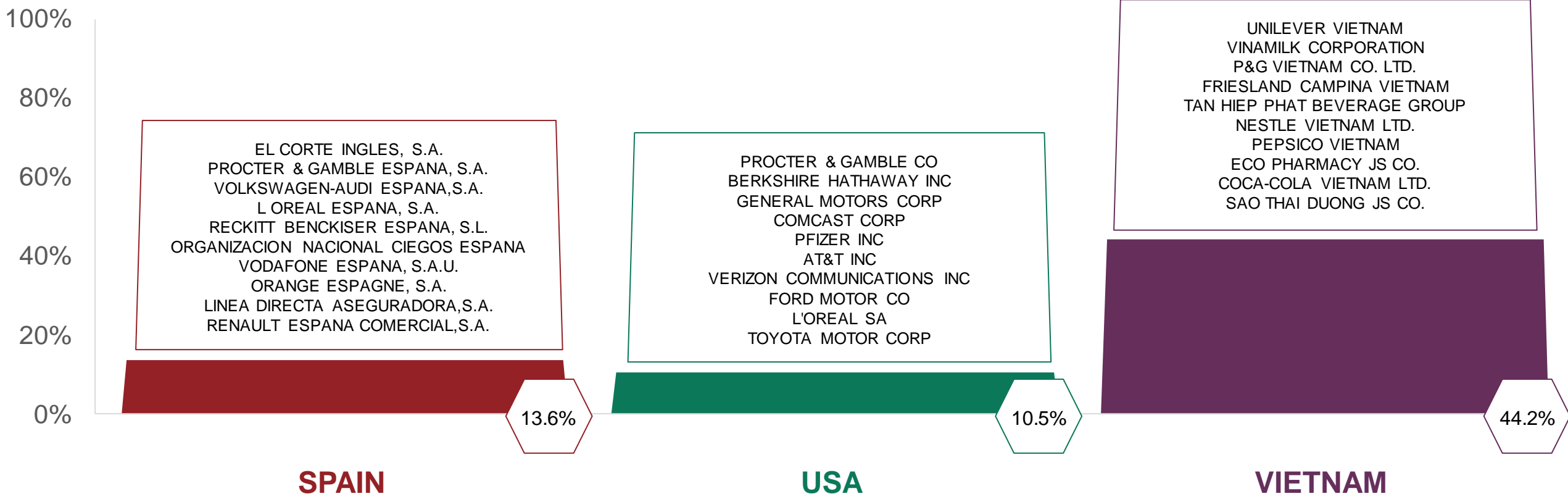
TOP 10 ADVERTISERS/BRANDS BY COUNTRY Q1-Q4 2016



TOP 10 ADVERTISERS/BRANDS BY COUNTRY Q1-Q4 2016



TOP 10 ADVERTISERS/BRANDS BY COUNTRY Q1-Q4 2016



About Kantar Media

Kantar Media is a global leader in media intelligence, providing clients with the data they need to make informed decisions on all aspects of media measurement, monitoring and selection. Part of Kantar, the data investment management arm of WPP, Kantar Media provides the most comprehensive and accurate intelligence on media consumption, performance and value. For further information, please visit us at www.kantarmedia.com



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