GLOBAL ADVIEW
PULSE lite

YOUR CONNECTION TO GLOBAL ADVERTISING TRENDS
QUARTER 1 2013
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GLOBAL ADVERTISING TRENDS
YEAR TO DATE

MAIN EVENTS
• Global consumer confidence increases 2 points from Q4 to 93
• Consumer confidence increases in 20 of 29 European countries
• The civil war in Syria continued in Q1 and has recently heightened tensions internationally

MAIN FACTS
• Growth in global advertising slows slightly in Q1, growing 1.9%
• Europe advertising continues to decline with -4.4 percent for the quarter
• North America see no growth or decline in advertising spend
• Latin America returns to fast growth with 11.9% increase for Q1

ADVERTISING EXPENDITURE TRENDS
YEAR ON YEAR % CHANGE BY MONTH

YEAR TO DATE

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<thead>
<tr>
<th>Month</th>
<th>JAN</th>
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<th>MAR</th>
<th>APR</th>
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<tr>
<td></td>
<td>1.9</td>
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</table>

MACRO ECONOMIC TRENDS

- GDP (constant prices)* + 3.3%
- Consumer Prices** + 4.0%
- Nielsen Consumer Confidence Index: 93** (+2 compared to Q4 2012)

*2013 vs. 2012 forecasts
**Q1 2013 survey
MORE OF THE SAME AS GLOBAL AD MARKET GROWS 1.9% IN Q1

Global advertising in Q1 slowed slightly to grow just 1.9 percent YOY, a total spend of USD 76.6 billion. It was a case of ‘as you were’ in the first quarter as the trends in the regions were as expected with a decline in advertising only witnessed in Europe, however no growth was seen either in North America as it reported a flat quarter for advertising spend.

The Middle East & Africa continued its recovery from the previously seen advertising decline with a growth in advertising spend for the region of 2.9 percent. However, it is important to point out that the region is far from over its problems and this is highlighted by Egypt’s decline in advertising spend by 20 percent with civil unrest a particular problem for this country.

Latin America was the star performer for Q1 with a growth of 11.9 percent and all countries contributed to this growth with increases in advertising spend for Q1. This region is characterised by the emerging nature of its countries. Some of these countries, however, are facing challenges such as Argentina which is witnessing rising unemployment and high inflation.

Taking a closer look at Europe it is clear that advertising spend is still declining under the weight of economic problems and it appears unlikely that the region will recover from these challenges in the short term.

Asia Pacific continued to increase advertising spend steadily with a 5.8 percent increase for Q1. The best performers in the region were China, Indonesia and Philippines who all saw roughly 20 percent growth. The only decrease in spend for the region was a -1.1 percent in advertising in Japan.
TRENDS TO WATCH

With no Presidential election in 2013 and the federal government imposing fiscal cuts throughout the year it remains to be seen what effect this will have on US advertising spend.

With no sign of an end to the conflict in Syria and the recent escalation with Egypt backing the rebels it remains to be seen if this region can overcome the internal divides in the near future to bring peace and rebuild a chance of prosperity for the majority of its inhabitants.

* based mainly on estimated net figures

REGIONS - YEAR ON YEAR % CHANGE

-4.4

1.9

2.9

5.8

11.9

GLOBAL
EUROPE
NORTH AMERICA
LATIN AMERICA
ASIA PACIFIC
MIDDLE EAST & AFRICA
MEDIA TYPES

Quarter 1 2013’s trends for media types showed few surprises. Television remains the dominant media type in terms of advertising investments (with 59% media share) and this position does not look likely to be threatened any time soon. Television, however, was not immune to the problems seen in Europe registering a -2.9 percent decrease in this region.

Print has continued to decline slowly with both Magazines (-2.8%) and Newspapers (-4.7%) registering decreases for the first quarter of 2013. Newspapers decreased in North America, Europe and Asia Pacific whilst Magazines decreased in Europe, Asia Pacific, Latin America and Middle East & Africa showing that this trend is now being seen in multiple regions of the world.

Television remains the most favored means on communicating with customers with a 59.0 percent share of spend.
MEDIA TYPES - CONTINUED

Display Internet advertising, though measured in a smaller subset of countries, reported a significant 26.3 percent growth for the first quarter. This growth was particularly impressive in the Asia Pacific (+33.2%) and Latin America (+48.2%). Even in Europe, despite the economic problems, internet continued to grow with increases of 10.4 percent for the quarter.

No media type reported growth in every region, as Outdoor reported an 11.9 percent decrease in advertising levels for Latin America.
MACRO SECTORS

The fastest growing sector for the first quarter was Industry & Services with an 8 percent increase in advertising spend. The most significant category to contribute to this growth was Industry, Agriculture and Property with an increase of 28.7 percent.

The FMCG sector continued to grow at a fast rate with a 6.1 percent increase for the quarter. This was mainly driven by Drink with a 9.7 percent increase and Cosmetics & Toiletries with a 5.6 percent increase for Q1. Inside Drink the category Spirits performed particularly well with an increase of 36 percent for the quarter.

Two sectors suffering, primarily due to the ongoing economic situation that affects the Western world, are Financial and Automotive. Both saw a decline in advertising spend with -2.9 percent and -5.1 percent respectively. In the Automotive sector the category that saw the biggest decrease was Commercial Vehicles (-23%). In Financial, Investment & Savings and Card Services both saw the biggest decrease (-14%) in advertising expenditure.
CATEGORIES RANK AND % SHARE OF SPEND, YTD

<table>
<thead>
<tr>
<th>Category</th>
<th>% Share</th>
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<tbody>
<tr>
<td>MEDIA &amp; PUBLISHING</td>
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<tr>
<td>AUTOMOTIVE</td>
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<td>HEALTHCARE</td>
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<td>ENTERTAINMENT</td>
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<td>FOOD</td>
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<td>COSMETICS &amp; TOILETRIES</td>
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<td>TELECOMMUNICATIONS</td>
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<td>DISTRIBUTION CHANNELS</td>
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<td>INSTITUTIONS</td>
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<tr>
<td>DRINK</td>
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<tr>
<td>INDUSTRY, AGRICULTURE &amp; PROPERTY</td>
<td>3.7</td>
</tr>
<tr>
<td>CLOTHING &amp; ACCESSORIES</td>
<td>3.3</td>
</tr>
<tr>
<td>TRANSPORT &amp; TOURISM</td>
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<tr>
<td>FURNISHINGS &amp; DECORATION</td>
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<tr>
<td>BUSINESS SERVICES</td>
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<td>LEISURE PRODUCTS</td>
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<tr>
<td>HOUSEKEEPING PRODUCTS</td>
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<td>INFORMATION TECHNOLOGY</td>
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<tr>
<td>TOBACCO</td>
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</tbody>
</table>

TOP 20 GLOBAL SPENDERS, YTD

1. PROCTER & GAMBLE
2. UNILEVER
3. L'OREAL
4. FORD MOTOR COMPANY
5. GENERAL MOTORS
6. TOYOTA MOTOR
7. AT&T
8. VOLKSWAGEN GROUP
9. MCDONALD'S
10. HONDA MOTOR
11. MICROSOFT
12. NESTLE
13. TIME WARNER
14. NISSAN
15. PEPSICO
16. MARS
17. CHRYSLER
18. PFIZER
19. THE COCA COLA COMPANY
20. JOHNSON & JOHNSON
METHODOLOGY

The information included in this report has been compiled, harmonized and produced by Nielsen Global AdView.

The Nielsen Global AdView Pulse reports on advertising expenditure for Argentina, Australia, Brazil, Canada, China, Croatia, Egypt, Germany, Greece, Hong Kong, Indonesia, Ireland, Italy, Japan, Kuwait, Lebanon, Malaysia, Mexico, The Netherlands, New Zealand, Norway, Pan-Arab Media, Philippines, Portugal, Puerto Rico, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Switzerland, Taiwan, Thailand, Turkey, The United Arab Emirates, The United Kingdom, and The United States of America.

Pan-Arab Media refers to the media outlets in the Middle East that have significant viewership, readership or listenership in two or more markets and are not localized to only one market in the region. They do not represent a duplication with the coverage of each country and gather a significant amount of the advertising in the region.

* Provided by Nielsen CC Data
** AGB Nielsen in association with Ipsos
*** In association with Media Focus

THE MEDIA GROUP WITHIN NIELSEN, IS THE DATA SOURCE FOR THE FOLLOWING COUNTRIES:

<table>
<thead>
<tr>
<th>AUSTRALIA</th>
<th>PHILIPPINES</th>
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<tbody>
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<td>CANADA</td>
<td>PUERTO RICO</td>
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<td>CHINA*</td>
<td>SINGAPORE</td>
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<td>CROATIA**</td>
<td>SOUTH AFRICA</td>
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<tr>
<td>INDONESIA</td>
<td>SWITZERLAND***</td>
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<td>THAILAND</td>
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<td>MALAYSIA</td>
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<td>THE NETHERLANDS</td>
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<td>NEW ZEALAND</td>
<td>UNITED STATES OF AMERICA</td>
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<tr>
<td>NORWAY</td>
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The source for the macro-economic indicators is IMF (International Monetary Fund) – World Economic Outlook April 2013 (website: www.imf.org).

The Nielsen Global Survey of Consumer Confidence and Spending Intentions was conducted between February 18–March 8, 2013 and polled more than 29,000 online consumers in 58 countries throughout Asia-Pacific, Europe, Latin America, the Middle East, Africa and North America. The sample has quotas based on age and sex for each country based on their Internet users, and is weighted to be representative of Internet consumers and has a maximum margin of error of ±0.6%. This Nielsen survey is based on the behavior of respondents with online access only. Internet penetration rates vary by country. Nielsen uses a minimum reporting standard of 60 percent Internet penetration or 10M online population for survey inclusion. The China Consumer Confidence Index is compiled from a separate mixed methodology survey among 3,500 respondents in China. The Nielsen Global Survey, which includes the Global Consumer Confidence Index, was established in 2005.

### THE DATA SOURCES FOR THE OTHER COUNTRIES INCLUDED IN THE REPORT ARE:

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<thead>
<tr>
<th>Country</th>
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<td>Brazil</td>
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<td>Greece</td>
<td>Media Services</td>
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<td>Japan</td>
<td>Nihon Daily Tsushinsha</td>
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<td>Kuwait</td>
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Figures are expressed in Million USD and are estimated net with Nielsen Global AdView estimated weighting factors, except for Australia, Ireland and the UK which are estimated net at source. USA and Spanish figures are based on apples-to-apples comparisons to the previous year, both in terms of coverage and methodology, in order to give a more accurate representation of the trends. The source for the exchange rates is OANDA (website: www.oanda.com) and the rate applied to all figures is the 2012 yearly average.

In order to reflect the most accurate picture for media type trends and macro-sector trends, the methodology used for each may differ. Adjustments and estimates necessary to represent the media type trends accurately may not be suitable for the macro-sector trends. In some cases a direct comparison is therefore not possible.

MAP OF THE REPORT

• **World Trend**: this section includes all territories and relates to the following media types: Television, Newspapers, Magazines, Radio, Internet, Outdoor, and Cinema.

• **Regions**: this section includes spend on Television, Newspapers, Magazines, Radio, Internet, Outdoor, and Cinema. Each region includes the following countries:
  – **North America**: Canada, United States of America.
  – **Asia Pacific**: Australia, China, Hong Kong, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand.
  – **Europe**: Croatia, Germany, Greece, Ireland, Italy, The Netherlands, Norway, Portugal, Spain, Switzerland, Turkey, United Kingdom.
  – **Latin America**: Argentina, Brazil, Mexico, Puerto Rico.
  – **Middle East and Africa**: Egypt, Kuwait, Lebanon, Pan-Arab Media, Saudi Arabia, South Africa, United Arab Emirates.

*Note: Pan-Arab Media refers to the media titles in the Middle East that have significant viewership, readership or listenership in two or more markets and are not localized to only one market in the region. They do not represent a duplication with the coverage of each country and gather a significant amount of the advertising in the region.*
• **Country breakdown** refers to all major media types available in the country (Television, Newspapers, Magazines, Radio, Outdoor, Cinema, Internet).

• **Macro-sectors** include the following Categories:
  – **Automotive**: Automotive
  – **Industry & Services**: Business Services, Property, Institutions, Power & Water
  – **Clothing & Accessories**: Clothing & Accessories
  – **FMCG**: Cosmetics & Toiletries, Drinks, Food, Housekeeping Products, Tobacco
  – **Distribution Channels**: Distribution Channels (including also: Mail Order, Multiple Product Retailers, On-line shopping & generic on-line services, Corporate/Image and sponsorship Distribution Channels)
  – **Durables**: Domestic Appliances, Furnishings & Decoration, Information Technology
  – **Entertainment**: Entertainment, Leisure products, Transport & Tourism
  – **Financial**: Financial
  – **Healthcare**: Healthcare
  – **Media**: Media & Publishing
  – **Telecommunications**: Telecommunications

Macro-sectors and Categories are harmonized in order to allow consistency of comparison between regions and countries. They may therefore differ to how the local sectors and categories are built.

• **Top 20 global spenders**: this ranking has been compiled to show the top 20 spenders at corporate/holding company level. Using each of the businesses comprising these international corporations at a local level the cumulative total has been reported. The top 20 global spenders rank is based on the Nielsen countries included in this review plus Spain, Portugal and Hong Kong. For the remaining countries the advertiser detail is not available in a way that can be included in the global ranking.
CONTACT

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NIELSEN GLOBAL ADVIEW

Nielsen Global AdView provides information on what advertisers are spending, where and how, in more than 80 countries. With a deep and complete knowledge of local market advertising trends, ad spend, creatives, and TV gross rating points (GRPs) can be compiled, linked and harmonized at brand and product level to enable quick strategic insight into competitive activity within a client’s own product sector.

ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, please visit www.nielsen.com.

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