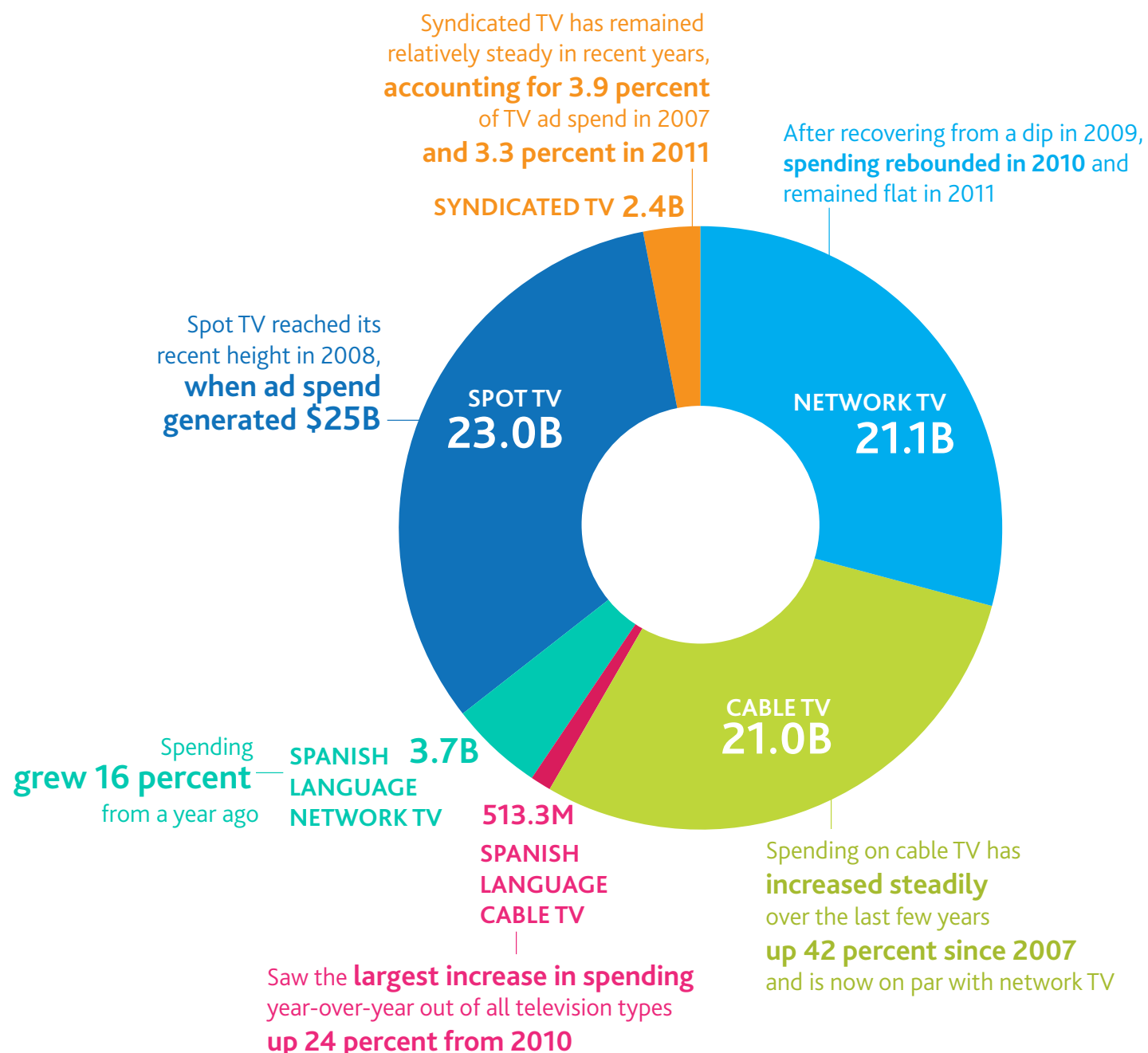


TELEVISION AD SPEND⁵

	2007	2008	2009	2010	2011
Total TV	\$66.8B	\$69.2B	\$63.7B	\$68.7B	\$71.8B

2011 SPEND BY MEDIA TYPE (USD)



SOURCES:

- Nielsen, Ad*Views (2011). Ad*Views Online only reports on estimated Online Display Spend
- Nielsen, Cross-Platform Report (Q4 2011)
- Nielsen, Ad*Views (2011)
- Nielsen, Ad*Views (2009-2011)
- Nielsen, Ad*Views (2007-2011)

STATE OF THE MEDIA SPRING 2012 ADVERTISING & AUDIENCES PART 3: BY MEDIA TYPE



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www.nielsen.com

AN IN-DEPTH LOOK AT AUDIENCES AND ADVERTISING BY MEDIA TYPE

American advertisers and consumers' appetite for television is apparent, as TV holds the lion's share of ad dollars and consumers' media time. The third and final part of Nielsen's look at audiences and advertising offers an in-depth look at media by platform.

Television ad spend in 2011 was up 4.5 percent from 2010, with spending on Spanish-language cable and network TV seeing double digit growth (up 24% and 16%, respectively). Though print makes up a significant share of annual ad spend--accounting for 25 percent--more is spent on TV than all other platforms combined.

28.4s
The average length of a TV commercial in 2011

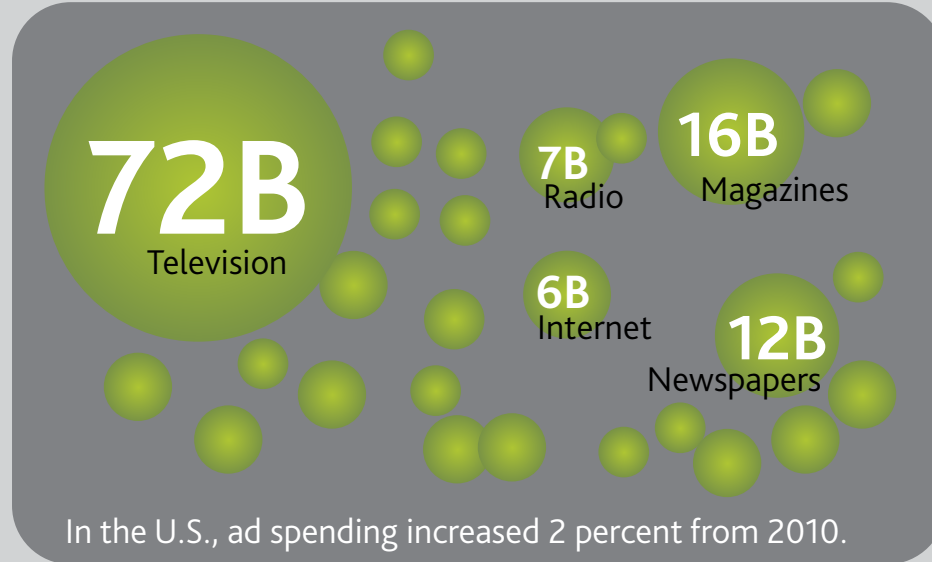
Overall, the amount of national TV ad units rose 14% from 2010 to 2011

YOY % CHANGE IN AD SPEND

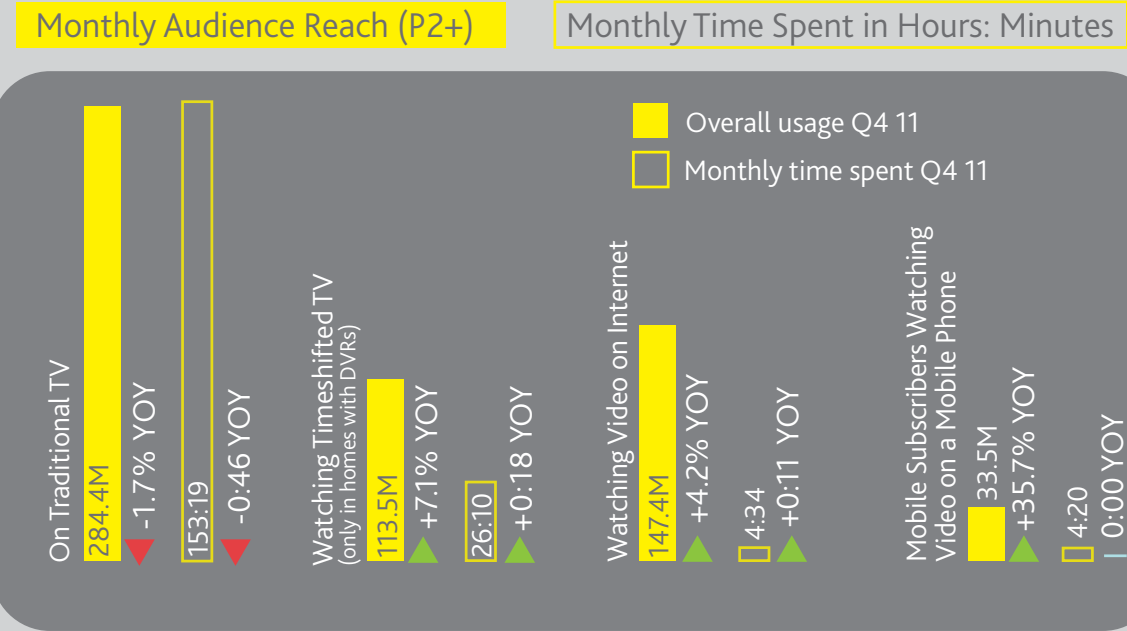
+5.4%
CABLE TV

-0.5%
NETWORK TV

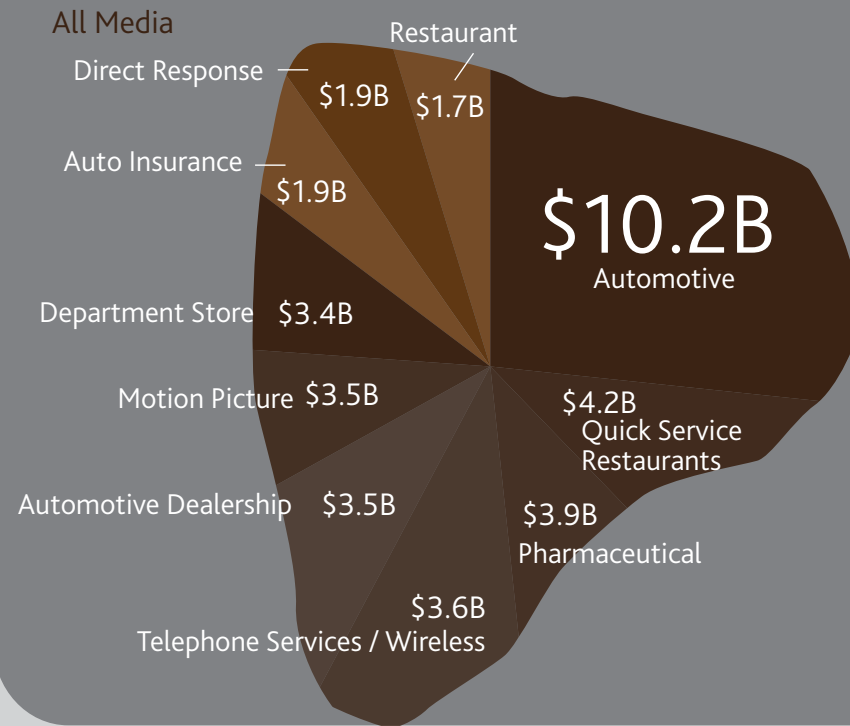
2011 AD SPEND BY MEDIA TYPE (USD)¹



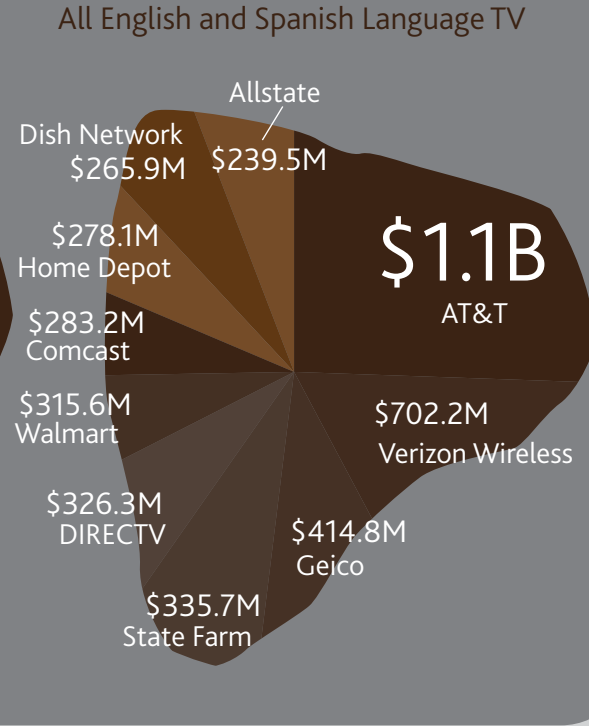
CROSS-PLATFORM VIDEO VIEWING²



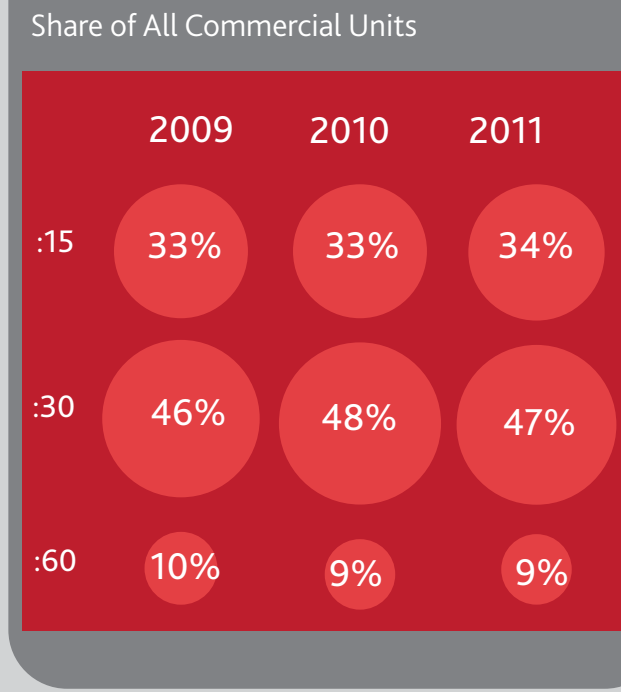
TOP CATEGORIES BY SPEND³



TOP BRANDS*⁴



TV COMMERCIAL LENGTH⁴



Read as: In 2011, \$10.2 billion was spent on Automotive advertising

* AT&T Wireless Web Access, Verizon Wireless Web Access, Geico Auto Insurance, State Farm Auto Insurance, DIRECTV Satellite Services, Wal-Mart Dept Store, Comcast Xfinity, Home Depot Home Improvement, Dish Network Satellite Services, Allstate Auto Insurance