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# News Release

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## OVERALL AD SPENDING IS DOWN 0.6%, NIELSEN REPORTS, DESPITE GAINS IN TELEVISION AD SPENDING

**New York, December 18, 2008** — Advertising spending declined by just 0.6% through the first three quarters of 2008 compared to the same period last year, according to preliminary figures released today by The Nielsen Company.

Cable TV set the pace for ad spending, climbing 8.4% over the same time period last year. Overall, television showed the most growth, representing four of the top five media categories. After a 6% dip through the first half of 2008, Network TV – thanks to a boost from Olympic broadcasts - worked its way back up to a slight growth (0.9%) through the third quarter.

Media Category	Jan-Sept '08 vs. Jan-Sept '07 % Change
Cable TV	8.4%
Syndication TV	2.5%
National Sunday Supplement	2.4%
Hispanic Cable TV	1.1%
Network TV	0.9%
Spot Radio	0.8%
Spot TV – Top 100 DMAs	0.7%
Spot TV – 101 to 210 DMAs	-0.2%
Local Magazine	-0.6%
FSI Coupon	-1.7%
Hispanic TV	-2.0%
Outdoor	-2.7%
Network Radio	-3.5%
National Magazine	-5.1%
Internet (display only)*	-5.6%
National Newspaper	-6.4%
Business to Business	-8.1%
Local Newspaper	-8.7%
Local Sunday Supplements	-9.9%
<b>TOTAL</b>	<b>-0.6%</b>

Source: The Nielsen Company

\* Internet advertising expenditures account for CPM-based, image-based advertising. These reported estimated expenditures do not account for paid search advertising, text only, paid fee services, performance-based campaigns, sponsorships, barbers, in-stream ("pre-rolls") players, messenger applications, partnership advertising, promotions and email campaigns or house advertising activity.



On the other end, Local Sunday Supplements showed the biggest decline, dropping almost 10%. The four lowest-performing categories in terms of percent change were all print-based media.

### Category Spending

Spending for the 10 largest advertising categories reached over \$30 billion in the first three quarters of this year, 1% more than the same period last year. Most of the top 10 product categories showed increased spending, with the exception of Automotive (-8%), Pharmaceutical (-4%), and Auto Dealerships (-3%).

Product Category	Jan - Sept 2007 \$ mil	Jan - Sept 2008 \$ mil	% Change
Automotive (Factory & Dealer Assoc.)	8,505.2	7,857.5	-8%
Pharmaceutical	3,855.3	3,682.1	-4%
Auto Dealerships - Local	3,422.9	3,327.1	-3%
Quick Service Restaurant	2,929.6	3,258.1	11%
Motion Picture	2,665.8	2,683.2	1%
Wireless Telephone Services	2,663.7	2,675.8	0%
Department Store	2,432.4	2,615.7	8%
Direct Response Product	1,657.6	2,110.4	27%
Restaurant	1,225.1	1,334.6	9%
Furniture Stores	1,189.2	1,186.7	0%
<b>Top 10 Product Categories</b>	<b>30,546.9</b>	<b>30,731.3</b>	<b>1%</b>

Source: The Nielsen Company  
NOTE: Data does not include Internet or B-2-B spending.

The Direct Response Product category showed the largest period-over-period advertising growth (27%), driven largely by significant ad spending by Guthy-Renker, Rosetta Stone, and Allstar Marketing.

Quick Service Restaurants also showed a healthy increase in spending at 11%, accounting for an additional \$328 million. Wendy's/Arby's Group and Jack-in-the-Box each increased spending approximately 30% in the first nine months of 2008. Yum! Brands, the top advertiser, increased its spending 10% to reach \$698 million.

Automotive (Factory & Dealer Associations), the top category with \$7.8 billion, showed the biggest decline in advertising. Spending for Ford Motor Company (-\$320 million, -22%) and Cerberus Capital Management (-\$247 million, -26%), were among the most significant drops.

### Advertiser Spending

Ad spending by the top 10 companies for the first three quarters of 2008 reached over \$12.2 billion—down 4% from \$12.7 billion during the same time period in 2007. Three of the top 10 advertisers increased their budgets while the majority showed decreases.

General Electric showed the greatest increase in terms of percent (19%), followed by Verizon (10%) and Johnson & Johnson (5%).



<b>Parent Company</b>	<b>Jan - Sept 2007 \$ mil</b>	<b>Jan - Sept 2008 \$ mil</b>	<b>% Change</b>
Procter & Gamble Co.	2,526.0	2,342.3	-7%
General Motors Corp.	1,730.4	1,659.6	-4%
AT&T Inc.	1,351.1	1,317.6	-2%
Verizon Communications Inc.	1,018.8	1,125.6	10%
Toyota Motor Corp.	1,246.8	1,194.1	-4%
Ford Motor Co.	1,452.0	1,112.9	-23%
Johnson & Johnson	1,005.2	1,059.1	5%
Time Warner Inc.	983.9	878.2	-11%
General Electric Co.	680.3	807.9	19%
PepsiCo Inc.	749.5	730.5	-3%
<b>Total Top 10</b>	<b>12,743.8</b>	<b>12,227.8</b>	<b>-4%</b>

Source: The Nielsen Company  
Note: Data does not include Internet or B-2-B Spending

The three automotive companies on the Top 10 list (GM, Toyota, Ford) collectively accounted for a decrease of \$462 million in spending (-10%).

#### **About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).