DIGITAL ADVERTISING THRIVES IN COVID ECONOMY

MAGNA reveals that the global advertising market place shrank by -4.4% to $569 billion amidst the COVID-induced recession, but some markets (US, China) proved more resilient than initially feared, thanks to the scale and resilience of digital media formats (+8%).

TEN KEY FINDINGS

1. According to MAGNA’s latest report, media owners’ linear advertising revenues decreased by an estimated -18% to $233 billion globally, amidst global economic recession, in line with MAGNA’s spring forecasts (-16%).

2. Digital advertising sales slowed down but continued to grow through the COVID-19 crisis: +8% to reach $336 billion (58% of total advertising transactions).

3. Total global advertising revenues (linear + digital) shrank by $25 billion (-4.2%), down to $569 billion a milder decline than expected in June (-7.2%).

4. Travel, automotive and restaurants made the heaviest advertising budget cuts while CPG/FMCG, finance and technology remained stable overall.

5. Sixty-six of the 70 markets analyzed by MAGNA shrank this year. The world’s two largest markets, US (-1.3%) and China (+0.2%), were among the most resilient, while top ten markets declined between -4% and -8%.

6. The Latin America region suffered the most (-11.3%), followed by EMEA (-6.4%) and APAC (-4.9%).

7. Looking at 2021, COVID-19 vaccination, economic recovery and delayed cyclical events will fuel a global rebound for marketing and advertising activity: +7.6% to $612 billion (linear: +3.5%, digital +10.4%, US +4.1%).

8. Despite economic recovery, global linear advertising spend will remain $42 billion smaller (15% smaller) than the pre-COVID-19 level of 2019.

9. Asia Pacific has been less affected than other regions by the COVID-19 pandemic and economic recession. This is a combination of strong economic resilience in China (GDP +1.9%), offsetting weaker performance in Japan (-5.3%) and India (-10.3%).

10. Record levels of political advertising spending brought $6.1 billion in incremental advertising sales and generated two percentage points of extra market growth that benefitted local TV ($3.6 billion) and, for the first time, digital media ($1.5 billion).

GLOBAL MARKET PLACE: -4% IN 2020

The latest MAGNA study of global advertising market trends, reveals that media owners’ advertising revenues decreased by approximately $25 billion in 2020 (-4.2%), from $594 billion in 2019 to $569 billion. Most industry verticals reduced marketing and advertising spending due to the severe economic recession triggered by the COVID-19 pandemic, as global GDP shrank by -4.4% according to the IMF. The global advertising market will, however, recover by +7.6% in 2021, to reach $612 billion, as a gradual return to normal business conditions will fuel robust economic recovery (real GDP growth +5.2%, IMF).

Brand advertising budgets and therefore linear ad formats (linear TV, linear radio, print, out-of-home and cinema) suffered the most from the economic recession and the restrictions to consumer
mobility. Global linear ad spend shrank by -17.7% to $232.6 billion, marginally worse than expected by MAGNA in the spring (-16%).

Television remains the largest linear advertising channel with $149 billion in advertising revenues in 2020. Ad sales shrank by -12% in 2020, in line with expectations, due to the cancellation of many TV campaigns in key verticals (e.g. automotive) and the postponement of major sports events. Print, radio and OOH ad sales declined more heavily: -24% to -25%. Out-of-home, the most dynamic linear media channel pre-COVID was hurt by the decline in consumer mobility, traffic and audience, in addition to the fall in demand from local and national advertisers. Finally, theater closures caused cinema advertising to decline by -66% this year.

Digital formats advertising sales (search, video, social, banners) grew by +8% to $336 billion, to reach a market share of 59% globally. Back in June, MAGNA was expecting digital media spend to grow slightly (+1%) despite the COVID-19 recession; in fact, digital media spending grew way beyond expectations partly because of the COVID-19 impact accelerated the organic transition towards a digital-centric marketing ecosystem. Digital media consumption (social and video in particular) accelerated since lockdown; e-commerce exploded as large brands and small business ramped up their digital business in addition to “Direct-to-consumer” brands and ecommerce specialists; many local stores or restaurants started to use search and social marketing to advertise delivery, or “click-and-collect” to keep their business alive while stores were closed. Finally, consumer brand marketers showed a preference for lower-funnel marketing tools, at the expense of branding campaigns, that is classic in any recession time. In the last five years, the share of digital media had grown by three to four percent per year to reach 52% in 2019; in 2020 it jumped by seven percent to 59%. The COVID-19 impact on lifestyles and business model will accelerate the digital transition in a lasting way: one year ago MAGNA was forecast the share of digital formats to reach 64% by 2024; now MAGNA expects that market share to reach 67% in 2024 and 69% in 2025.

Search remains the largest digital advertising formats (+7% to $164 billion, 49% of total digital advertising) as product search from ecommerce giants (Alibaba, Amazon) offset the slowdown of classic search engines (Baidu, Google). Social media ad formats benefitted from an acceleration in penetration and time spent during and since lockdown, and from the explosion in the volume of ad insertions compensated a lower revenue per insertion; social advertising grew by +17% to $87 billion. Digital video ad spend increased by +15% to reach $45 billion, as strong growth from short-form platforms (Youtube) offset the slowdown of full episode players and outstream video.

As the pandemic and economic crisis was global, so was the impact on advertising spending and revenues across markets. Latin America experienced the worst downturn (-11.3%) and EMEA performed below average (-6.4%). Asia Pacific markets shrank by an average -4.9% while North America was the most resilient region (-1.5%) helped by the scale of digital advertising and record levels of political spending. Sixty six of the 70 markets analyzed by MAGNA shrank this year, with two markets growing nominally due to hyper-inflation (Argentina and Ukraine) and two markets showing real albeit moderate advertising growth: China (+0.2%) and Taiwan (+2.0%). Among the largest ad markets, the two largest, US (-1.3%) and China (+0.2%) were also the most resilient this year, while the rest of the top ten markets declined between -4% and -8%.

Where total ad spend was almost stable, it was almost entirely caused by a large and resilient digital media segment, while linear media was down double-digit like everywhere else. In the US and China typically, the share digital media was already beyond 60% at the beginning of the year, and digital media spend grew by 10% in both markets; US linear media declined on par with the global average (-16%) while linear media decline in China was worse than average (-26%). Conversely the worst performance came from emerging markets where the digital media market share was too small to offset the heavy cuts in linear ad spend, even if digital spending grew too: Chile (-17%), Colombia (-20%), Malaysia (-22%).

2021: LINEAR STABILIZES, DIGITAL ACCELERATES
If, as expected, large scale COVID-19 vaccination takes place in the first half of the year, restrictions to business and mobility are gradually lifted, global economic activity should recover strongly. In its October forecast, the IMF predicted +5.2% for global GDP growth. Major events, if they can finally take place (Summer Olympics in Tokyo, UEFA Football Championship in Europe, and the Dubai World Expo) will also fuel the stabilization and recovery in marketing budgets and advertising spending.

In that scenario, MAGNA predicts global ad spend to grow by +7.6% to $612 billion. MAGNA raises its previous forecast (June: +6.1%) by 1.5 percent point. All regions will recover to some degree: APAC: +11%, LATAM: +9%, EMEA: +8%, North America: +4%.

Vincent Létang, EVP Global Market Intelligence at MAGNA and author of the report, said:

"Back in the spring, MAGNA predicted that digital media organic growth factors would drive digital to grow despite the COVID-19 recession (+1% globally, +3% in the US). It turns out digital media resilience was even stronger than expected (+8% globally, +10% in the US) and possibly because of COVID-19. Indeed the pandemic triggered a tremendous acceleration in both supply (digital media usage and audiences, ecommerce) and demand (small businesses embracing digital media to keep their business alive, big brands pivoting towards lower-funnel marketing channels as they typically due in recession times). MAGNA believes the return of consumer mobility, major events and economic recovery will prompt most industry vertical to grow their linear advertising budgets in 2021, but the long-term trajectory has shifted even further towards a digital-centric marketing environment for years to come."

APAC OVERVIEW: -4.9% IN 2020

Asia Pacific has been less affected than other regions by the COVID-19 pandemic and economic recession. In October 2020, the IMF was expecting full year real GDP to shrink by just -1.7% in 2020. This is one of the most resilient performances globally, although it is worse than prior IMF expectations from earlier in the year. This is a combination of strong economic resilience in China (GDP +1.9%), offsetting weaker performance in Japan (-5.3%) and India (-10.3%). The reduced economic expectations in APAC come almost entirely from weaker expectations for India compared to earlier in the year. India was expected to grow in the spring, but has been revised by the IMF to the third weakest performance of all large markets in 2020 (behind only Italy and Spain).

While APAC as a region is expected to be resilient compared to other regions in 2020, this slightly negative performance in 2020 still feels like extremely weak performance relative to the historically strong economic growth in the region. Furthermore, while COVID-19 has been largely contained in APAC, outside of India, the global and trade-reliant nature of many APAC economies means that the global recession still caused a significant headwind to local economies. The COVID-19 crisis and accompanying recession is also impacting domestic consumption throughout the region and, as a result, brands are cutting marketing spend.

Furthermore, there are several compounding events that remain headwinds to marketing activity and advertising spend in APAC such as the overhang of the “cold” trade war with the US, and continued political unrest in Hong Kong.

In that environment, Asia Pacific media owners advertising revenues decreased by an estimated -4.9% in 2020 to $174 billion. This is the weakest APAC performance since 2009 (-4.0%) and it is in-line with the global ad market decline in 2020 (-4.2%).

For full-year 2020, linear advertising ad sales (linear TV, print, radio, OOH) shrank by -19%. This is far worse than 2009’s -5.7% performance for linear advertising. The difference for total APAC growth is that in 2009 linear advertising formats represented 87% of total budgets; in 2020, linear advertising formats only represented 42% of total advertising spending. Revenues from digital advertising formats slowed down compared to 2019 (+15%) but still grew by an estimated +9.0% in 2020.
In 2021, the APAC advertising economy will rebound by +11% to reach $193bn, as the economy surpassing the prior high water mark from 2019.

APAC remains the second largest global advertising, behind North America but $60 billion ahead of EMEA which. Because EMEA’s decline is expected to be even larger than that of APAC this year, the gap between the regions will widen further.

The APAC advertising market is concentrated around the two largest markets China and Japan, combining to represent 69% of total regional spending. The strongest performance in the region in 2020 came from Taiwan (+2%) and China (+0%) – the only two market to remain stable or positive despite the global recession. The worst market performance came from Malaysia (-22%), Hong Kong (-20%), and India (-16%).

Advertising spending and growth in APAC continues to be driven by digital formats. Digital advertising sales slowed down but still grew by +9% in 2020 to reach $101bn. That impressive strength was driven by social media (+19%), video (+12%) and search (+9%). Static banners (-7%) were the only digital format to experience decline this year. Mobile digital ad sales continue to be where most growth in consumption and spending as mobile advertising increased by +16%. Smartphones and feature phone continue to play a larger role in the digital life of APAC consumers, and the Chinese market is one of the most advanced large mobile digital market globally, in terms of both features and in share of digital spending. In 2021, digital spending growth will rebound to +13% due to the slightly easier comparison with 2020 growth, to reach $114bn.

In APAC, like in most global regions, lower funnel direct digital ad formats held up better as a result of COVID-19 slowdowns compared to upper funnel brand advertising. As budgets were adjusted to reflect the new post-Coronavirus economic reality, brands consistently prioritize spending that is easiest to attribute directly to sales. As a result, search and social as well as performance video remain the bastions of digital ad spending strength in APAC. Paid search remains by far the largest portion of digital ad spending in APAC, representing just over half of total digital budgets, and whatever weakness there is in core search engines is offset by continued organic growth in eCommerce related product listing ads.

Television advertising spending declined by an estimated -15% in 2020 to reach just 27% of total budgets. Television budgets had already declined by -3% in 2019, the first decline since 2009, and the impact of the global recession and COVID-19 lockdowns in 2020 has accelerated the shift to digital advertising. The Olympics in Tokyo were expected to be a supporting factor for brand advertising and television spending in 2020; their postponement until 2021 means that 2021 spending will likely be stronger (+7.4%), but compounded the pain felt this year in the APAC television industry. During the lockdown period, consumption of linear television, which had been eroding in recent years, rose sharply. In China, TV viewing grew by almost 50% y/y during the early stages of lockdown, but returned to 2019 levels in the spring as businesses, schools and factories reopened. In India, linear TV consumption increases peaked around +30% vs 2019 during some weeks but has also returned to normal levels since. Almost every APAC market (like most global markets) saw a spike in television consumption as quarantines went into place, but viewing returned to its long-term pattern of erosion by the summer.

Print ad sales continued to decline, with newspapers (-27%) and magazines (-26%) both weak this year. Print represents such a small portion of total spending, however (just 6% in APAC) that these declines do not have a huge impact on total regional growth. Many verticals or brands that might consider deeper print cuts have already cut print formats entirely from their media plans for years and the remaining users. Radio ad sales declined by -23% in 2020, following a -3% decrease in 2019 (the first decline since 2009 in radio).

Out of home has been strong in APAC in recent years, but quarantines and shutdowns have hurt OOH audiences and sales in the first half and MAGNA believes full-year 2020 ad revenues declined by -22% to $10 billion before recovering by +10% in 2021.
Leigh Terry, CEO IPG Mediabrands APAC, said:

"Notwithstanding the pandemic and accompanying economic instability, there has been a resilience across Asia that has meant spend in the back half of the year came back as visibility and confidence grew. Whilst there will be many more challenges across our region as a result of Covid-19 there is a degree of cautious optimism that is reflected in the projected growth numbers."

Gurpreet Singh, Managing Director MAGNA APAC, said:

"Covid-19 has shown a visible impact on advertising economy in 2020 on the back of reduced economic growth. Linear media has been worst hit with negative growth across all APAC markets this year, whereas digital has shown more resilience leading to positive growth in all markets. Although digital has grown at relatively slower pace than last year it is gaining share of spends faster than expected, leading to the highest share of advertising spends in the majority of APAC markets. Significant rebound is expected in 2021 with all markets predicted to show relatively higher overall growth than a normal year."

CHINA

KEY FINDINGS

- Chinese media owners advertising revenues were stable in 2020 (+0.2%), the worst performance in the past 20 years for the Chinese market but one of the most resilient in the world this year as China one of only five global markets that will not shrink in 2020.

- Digital advertising sales grew +10% despite the global recession.

- Digital spending reaches CNY 395 billion ($57 billion) to represent 72% of total spending, making China the second most mature digital media market, behind the UK but ahead of the US.

- China did not outperform when it comes to linear advertising formats, whose sales declined by -19%, slightly worse than the global average (-18%).

Chinese media owners advertising revenues were flat in 2020 (+0.2%), the worst performance in the past 20 years (the Chinese market actually grew during the 2008/2009 recession), but still one of the five global markets that did not shrink this year in 2020. Total Chinese ad sales (linear+digital) remain stable at CNY 552 billion ($80bn), as China remains comfortably the second largest advertising market behind the US ($227bn) and ahead of Japan ($40bn). The market performance is significantly stronger than both the APAC average (-4.9%) and the global average (-4.2%).

China was the first market exposed to COVID-19, but ultimately was not one of the worst impacted thanks to an early, aggressive and effective government response. China has had just 86,000 total cases, and slightly less than 5,000 deaths. Early in the year, this represented the global lead. However, 60 million cases, and 1.4 million deaths later, China’s response to the Coronavirus represents a huge success. And China’s economic performance reflects this success. **Chinese GDP is thus expected to increase by +1.9% in 2020 (IMF WEO October 2020), the only large economy to avoid recession.** While this may represent very weak growth historically for China, and China did suffer negative GDP for the first time in decades in Q1 (-6.8%), the economy has been growing again since Q2. The fact that a ‘terrible’ economic year for China still delivers growth, while most developed markets are seeing recessions in the mid to high negative single digits, is telling for the enduring strength of the Chinese economy on the global stage, and the effectiveness of its economic governance. In 2021, Chinese GDP is now expected to increase by +8.2% (IMF), higher than the prior forecasts, as some of the 2020 investment and consumption might be deferred into 2021.

Digital ad formats revenues grew by +10% to reach CNY 395 billion ($57 billion), and will grow to represent 72% of total spend (as linear media will decline much more significantly this year). Digital ad spend growth came primarily from **mobile devices** which saw spending increase by +17% in
2020 to reach 83% of total digital spending. China is one of the most advanced digital markets in the world, with a huge share of total spending represented by digital media, and a huge share of digital advertising spending coming from mobile devices.

By format, **Search remains, by far, the largest segment**, and represents 59% of total ad budgets in China. Search advertising spending increased by an estimated +11% in 2020. This includes some declines in core search advertising spending, offset by continued strength from eCommerce search advertising giants Alibaba and JD.com. In fact, the **five digital media giants (Alibaba, Tencent, Baidu, Sina, and Sohu) together control more than 75% of total digital advertising revenues** in the only market where Western giants (Google, Facebook and Amazon) are completely absent. Growth was strongest in social media advertising, where ad spending increased by +22% even in the COVID-driven recession as consumer engagement with social media grew during lockdowns and beyond. Finally, digital video advertising will increase by +11%. The only significant declines in digital media formats came from static banners, declining by -9%.

**Linear advertising formats decreased by -19%,** shrinking to just 28% of total ad budgets in China in 2020. The largest share of linear spending goes to **television, where advertising declined by -18%** to fall to just 20% of budgets this year. While the television market is very concentrated in China, demand evaporated during the heights of the COVID-19 crisis and cost increases were unable to offset those declines. In addition, most PSTV networks stopped recording variety shows which are very popular in China. Furthermore, the delay of the Tokyo Olympics was a blow to total revenues. As a result, many brands cancelled or postponed their campaign plans. Other linear advertising formats did not see significant spikes in consumption during quarantine. **Radio consumption remained stable around 57 minutes per day, only slightly higher than 53 minutes per day in 2019.** Radio ad sales decreased by -27% to just 2.4% of total budgets. **Print ad sales declined by -25%.** OOH advertising sales declined by only -10%, one of the most resilient performance in the world this year (average -25%) due to stability in revenues generated by digital OOH screens. Finally, **cinema ad spend declined by -84% as many cinemas remain closed for most of the year.**

Across **industry verticals**, the worst budget cuts in 2020 came from retail, auto, and travel. The strongest performance came from technology, appliances, food and beverages. Chinese car sales were already slowing down pre-COVID and declined almost to zero during the first quarter quarantine, and while they have recovered significantly since, automotive remains one of the weaker industry vertical. Travel and retail will have an overhang for the full year from both formal restrictions as well as consumer reluctance to expose themselves to public spaces.

**In 2021, the Chinese market will grow by +10.9% to reach CNY 612bn ($89bn) as GDP is expected to increase by +8.2%.**

**JAPAN**

**KEY FINDINGS**

- Media owners advertising revenues declined by nearly -8% in 2020, to JPY 4.4 trillion ($40.3 billion) (linear: -17%, digital: +5.5%) as the Japanese economy contracted by -5.3% amid ongoing Covid-19 restrictions and the postponing of the Tokyo Olympics.
- Economic stabilization in 2021 (GDP +2.3%) and the 2021 Olympics will help the advertising market to recover (+9%).

Japan remains the third largest ad market in the world and the second largest in APAC, behind China, with $40 billion in 2020 net ad revenues. Historically, the Japanese ad market has been very stable, growing by around +2% to +4% per year. **In 2020, ad spend declined by -7.8% amid economic and public health uncertainty.** Additionally, some lingering negative impacts from the October 2019 sales tax rate hike led to reduced spend in the first quarter.
A significant rebound is expected for most media formats in 2021, due in part to the delayed effect of the Olympics. Linear ad sales will grow +9% to 2.6 trillion yens ($24 billion), driven by strong growth from television (+12%) and OOH (+8%).

In the spring of 2020 the COVID-19 outbreak had a relatively mild direct impact in Japan compared to North America and Europe, with approx. 17,000 cases and a thousand deaths (40 times less than the UK for instance) as of late May. The safety measures taken by the Government were also relatively mild compared to the severe lockdowns experienced in Europe or America. Cases began to climb again in August, rising to a peak of nearly 2,000 cases per day. September and October saw a gradual slowdown, but the number of daily Covid-19 cases then began to rise again in November. As of mid-November, Japan had 135,000 cases, still well below the UK (1.5 million cases with half the population of Japan), but well above neighboring South Korea (31,000 thousand) and China (86 thousand). In response to the second wave in the fall, the Japanese government is considering limiting attendance for large public events (including sporting events) and scaling back on the government-supported “GoTo” campaign that offers discounts for domestic travel and eating out at restaurants. In addition to the direct effects of the Covid-19 pandemic, the lingering slowdown of consumption caused by the October 2019 sales tax rate hike plus the costs and missed income caused by the postponement of the Olympics to 2021 have combined to trigger a deep economic recession this year. The IMF predicts real GDP to shrink by -5.3% this year (Oct. 2020 forecast).

The Olympics being moved to 2021 was a significant blow to the Japanese economy, one which may have cost Japan $3 to $6 billion in lost tourism revenue, maintenance fees, and contract renegotiations. New Prime Minister Suga and Thomas Bach, the head of the International Olympics Committee (IOC), met in November to discuss plans for the 2021 Tokyo Games. Both expressed confidence that the Olympics will not be postponed again, though it is possible fans will not be able to attend all events and country delegations may have to be pared down. On the vaccine front, the government has agreed to purchase 120 million doses of the Pfizer and BioNTech vaccine, as well as at least 100 million doses of the AstraZeneca vaccine. Once available, the vaccine will be free to all citizens.

In this uncertain economic environment, linear ad sales (linear TV, radio, print, OOH) decreased by -17% in 2020, to JPY 2.4 trillion ($22 billion). This is the worst-ever linear media performance for the Japanese ad market. During the 2009 recession, when Japanese real GDP contracted by a similar amount (-5.4%), but linear advertising dropped by only -14%.

Media consumption—and linear television consumption in particular—increased significantly in March. TV viewing was up +23% over 2019 levels in the week of March 23, following the nationwide state of emergency announcement, and remained elevated for around the next two months. Since then, consumption has gradually returned to 2019 levels as mobility restrictions were phased out and people returned to their usual routines. The rise in TV supply was of little help to TV vendors in the face of declining demand in the second quarter. Reduced demand from heavily affected industry verticals (entertainment, auto, retail, travel, etc.) was first felt in late March and April, as TV campaigns typically require one month notice for cancellation. TV ad spend stabilized somewhat in the second half, but television pricing (CPM) fell by an estimated -9% (30” spot, free TV, A18-49) for the full year, causing television advertising revenues to drop to 1.4 trillion yens ($13.2 billion), a decline of -13%. This is the steepest decline in more than 20 years.

Print ad formats (newspapers and magazines) also saw significant declines this year, -20% overall. Radio ad sales shrank by -12%. Cinema ad spend was cut almost in half, -40%. Most major new film releases have been postponed, and attendance remains low at the theaters that have re-opened. OOH advertising sales declined -26% for the year, with steep erosion for both static (-26%) and digital (-25%) OOH formats. According to Apple Mobility Trends, transit mobility across Japan was down by around -40% between early April and mid-May, with steeper declines were seen in larger cities like Tokyo (-50%), Osaka (-50%), and Fukuoka (nearly -60%). Transit, driving, and walking mobility have since recovered, and are all above the January 13 baseline level as of mid-November. The government may introduce further restrictions on mobility following the November surge in cases. The Japanese OOH market share is around double the global average (9% vs 5%) due to the
high population density and huge commuting numbers. These conditions make OOH more efficient than elsewhere, which is reflected in higher costs.

**Digital advertising sales grew by +5.5% in 2020,** reaching two trillion yen ($18.4 billion), or 46% of total NAR (APAC average: nearly 60%). Digital video and social media formats are expected to be the most resilient, increasing by +12% and +14%, respectively. Search will grow by +3% to reach nearly $9 billion, close to half of all digital ad sales. Mobile spend will be up +11% this year. A little over 70% of all digital ad dollars go towards mobile formats.

The 2021 Tokyo Olympics will be broadcast on networks in the "Japan Consortium", a joint venture between several commercial television and radio networks that cover Olympics and FIFA World Cup matches. **State-owned, ad-free NHK will be the main broadcaster,** while the commercial networks (Fuji TV, TV Asahi, and Nippon TV) will air specific events. Commercial TV and radio networks will offer special advertising packages around the event at a premium. Television pricing will see a moderate recovery (+2.5% CPM inflation). MAGNA anticipates television ad sales will grow by +12% in 2021. Sports newspapers, such as Sports Nippon and Sankei Sports, are also expected to see some minor driver from the Olympics, but, overall, we expect newspaper spend will still be flat (+1%) 2021. OOH will benefit from increased spending by domestic and international brands and Olympic sponsors targeting Japanese audiences and tourists. **Digital ad spend will increase +10% in 2021,** driven again by digital video (+12%) and social (+14%). Over the next five years we expect digital will continue to grow by +8% to +10% per year to reach nearly 60% market share by 2025.

**AUSTRALIA**

**KEY FINDINGS**

- Australia’s advertising market declined by -6.2% in 2020, to 15.7 billion dollars ($10.9 billion). as GDP shrinks by -4.5% due to the COVID-triggered recession.
- Linear ad sales decrease by -25% while digital advertising sales increase by +6%.
- TV ad sales fell by -16%, radio by -27%, print by -32%, and OOH by -38%.
- In 2021, MAGNA predicts Australian advertising spending to recover by +11% (linear +17%, digital +9%) to reach AUD 17.5bn, as the economy stabilizes and recovers (GDP +3.3%).

Australia has had reasonable success combating the COVID-19 outbreak. There have been less than 30,000 total cases in the country, and less than 1,000 deaths. While there was a second wave in the late summer in Australia, the COVID-19 crisis is once again under control (despite spiking in most other large countries heading into the winter). Australia’s economy is still going to shrink by -4.5% this year, however, due to the Australian economy’s significant reliance on raw materials, tourism, and international trade.

In this context, **Australia’s advertising market declined by -6.2% in 2021 to reach AUD 15.7bn ($10.9 billion).** This will be a result of linear ad spending declining by -25%, and digital ad spending growing by +6%.

**Digital advertising spend remained robust,** growing by +6% full-year. That strength came primarily from social media (+12%), digital video (+13%), and search (+7%). Digital ad sales now represent 68% of total ad budgets, one of the highest share in the world. As with many countries and regions, brands in Australia prioritized “lower funnel” direct advertising formats that support e-commerce sales. Brand advertising campaigns, that target consumers higher in the funnel, has been weaker than direct advertising, but has also started to recover in the second half of the year. Weakness in digital advertising came from static banners (-9%), and other digital advertising (-11%). **In 2021, digital will grow by +9%**.

**Linear advertising formats experienced a -25% decline in advertising revenues in 2020.** They combine to represent just under a third of total advertiser budgets, and the largest is television.
Television advertising revenues declined by -16% to represent just 18% of total budgets. In addition, while the summer Olympics in Tokyo were not expected to be a huge tailwind for advertising spending (rather than just reallocating budgets throughout the year in 2020), their delay until 2021 created an additional headwind for TV advertising spending in 2020. Furthermore, while TV consumption did spike in Australia as it did in many markets in the Spring, it wasn’t as long-lasting as it was in many markets, quickly returning to the normal consumption baseline.

Other linear formats have suffered even more severe declines in 2020. Radio ad sales shrank by -27%, print declined by -32%, and out-of-home ad sales decreased by -38%. Cinema advertising collapsed by -67% as theaters closed for most of the year and no US blockbuster was released after March. Despite the relatively mild impact of COVID-19 on Australia measured in case counts, COVID-19 did have a significant impact on consumer behaviour. Working-from-home patterns are focused on metro areas, and that is also where most of the OOH inventory is. Furthermore, air travel being largely grounded since March has also impacted OOH spending.

Looking at industry verticals in 2020, advertising spending was weakest in travel, restaurants, and automotive. Resilience, on the other hand, came from technology, personal care, and pharma. Strength in some larger industries will require lowering COVID-19 quarantine thresholds. For example, foreign students are a very important part of the Australian economy, both in terms of the fees they pay as well as broader economic impetus they provide in terms of expenditure on essentials like food and accommodation. That impetus has been largely missing in 2020. That is just one of many examples of how the COVID-19 crisis has disrupted the Australian business and advertising economy.

In 2021, Australian advertising spending will increase by +11.3% to reach AUD 17.5bn, as the economy stabilizes and recovers (GDP +3.3%). This will surpass the prior high in 2019. Spending has already picked up in Q4, and brands are demonstrating optimism about 2021’s business conditions and are spending accordingly.

INDIA

KEY FINDINGS

- The Indian ad market contracted by an estimated -15.8% in 2020, following several years of double-digit growth. The lowest ever growth was in 2012 when the industry grew by +5.1%.

- Digital media is the only media type that managed to grow ad sales (+10.3%) to the point that it is now on par with television advertising (248 billion rupees – 37% market share for each).

- All media formats will return to growth in 2021 with total ad sales increasing by +26.9%, one of the strongest growth rates expected by MAGNA in world next year.

India, going into 2020 was already experiencing a tangible slowdown in economic activity. With the outbreak of the COVID-19 pandemic in the spring, economy and all businesses had a free fall. The first coronavirus case in India was confirmed on January 30 and by March 24 all of India was under lockdown, which lasted until mid-May. Phasing out restrictions began in a calibrated manner starting June 1 and all services opened up with the November 1 “unlock 6.0”. The state of the economy was complex and challenging to make any predictions on recovery with successive sets of lockdowns. IMF revised real GDP growth rate from +7% (Oct 2019) to +2% (Apr 2020) to -4.5% (June 2020) and finally in October 2020 said Indian economy may shrink by -10.3% for full-year 2020.

The pandemic triggered advertisers to drastically cut ad spend by the end of March and signs of revival began to show up only sometime in July 2020. The extent of cut backs was severe for industries like Travel & Tourism, Hospitality and Retail, while some product categories in Personal Hygiene & Health, Pharma, Gaming, Home Entertainment and Technology showed resilience or growth. There were also some steep spending increases from product categories that had never run
any campaigns or had a negligible impact pre-COVID: Hand Sanitizers, Household Cleaners, Payment Banks & Surgical Goods & Equipment.

During the first nine months of the pandemic, access to media, distribution challenges and the fear of virus attack altered the media consumption behavior, leaving behind a softened advertising landscape. Total advertising spends in 2020 will contract by -15.8% from ₹798 billion ($11.3 billion) to ₹672 billion ($9.5 billion).

The only bright side of 2020 is that digital media was much more resilient and the only media to show growth, although at a slower pace. When the whole country was cooped in their homes, digital activity substantially increased across sectors including traditional brands. This aided, digital ad sales to grow double digit (+10.3%) led by Social (+17%) and Video (+12%) formats.

TV ad sales, the largest media format in 2019 (37% market share), shrank by -14.8%. With this, digital will take a bigger slice of the pie, equating shares with that of television (248 billion rupees – 37% market share for each). Overall, linear ad sales fell by an estimated -26% in 2020.

The return of live sports and broadcast production, as well as the festive season likely helped with ad spend stabilization in the second half. It is estimated that second half of the year helped the market to recover to about of 80% of 2019 spends. While the degree of recovery varies for each media, OOH will need a longer window to reclaim and return to 2019 revenue levels.

In 2021, the advertising market performance will be tied to the pandemic and the business outlook depends on how quickly vaccination can get the outbreak contained. As road maps are being drawn for distributing and administering vaccines, mass immunization requires unprecedented preparation and timelines are fluid where we stand today. Assuming the outbreak is indeed under control at some point in the year, and the IMF GDP growth prediction (+8.8%) materializes, MAGNA expects all media formats to return to growth. Linear ad sales will rise +31% and digital +19%, leading to overall growth of +27%, from ₹672 billion ($9.5 billion) to ₹853 billion ($12.1 billion).

NOTES ON OTHER MARKETS

SOUTH KOREA

South Korea’s tackling of the COVID-19 crisis has been impressive in the global context. There have been just 30,000 cases, and less than 1,000 deaths i.e. fewer cases and four times less fatalities than in the Essex county of New Jersey. Because the government implemented comprehensive and early social distancing orders, and most companies implemented work from home in late February, the shutdown was shorter and the economic impact was much milder than in many other countries. By mid-April, restrictions began to relax, and business and circulation were close to normal by early May. Nevertheless, real GDP is expected to decline by just -1.9% for full-year 2020, due to the sharp decrease in international demand for Korean manufactured products.

Media owners’ advertising revenues were affected by the economic slowdown, with a full year decline of -3.6% to KRW 11 trillion ($9.4 billion). Linear advertising declined by -19%, while digital advertising grew by +12%.

Ad spending growth was driven by digital formats, with total digital spending growing by +12% to approach 60% of total advertising budgets. This is a huge change in media mix considering that just three years ago digital advertising formats represented just 43% of total budgets. Mobile devices drive most spending growth and will see spending increase by +20%. By format, strength will comes from social media (+20%), digital video (+18%), and search (+8%). Digital consumption has increased sharply because of the COVID-19 crisis, and new patterns of living by most consumers. Brands have shifted spend rapidly to digital advertising formats, and digital is far less impacted than linear formats from COVID-19. These changes are lasting, and budgets will not return to the long-term trend after the COVID-19 crisis is in the past.
Television advertising spending shrank by -19%, to KRW 2.5 trillion. While viewing spiked just as the COVID-19 crisis hit in the spring, the return to normal for viewing trends was only weeks afterward. Furthermore, news ratings fell throughout the quarantine after initial spikes, and viewing transitioned to general entertainment as consumers succumbed to news fatigue. Other linear ad formats have also suffered in 2020: print (-15%), OOH (-26%), and radio (-20%). Like most markets, cinema will be hit the most and will decline by nearly -40% in 2020.

In 2021, ad spending in South Korea is expected to bounce by +8% to reach KRW 11.8 trillion ($8.6bn), although the prior 2019 spending level will not be reached until 2022.

INDONESIA

The Indonesian advertising market shrank by -9.1% in 2020 to IDR 92.6 trillion ($6.5 billion). Indonesian GDP fell by a relatively mild -1.5% in 2020, significantly better than the global average (-4.4%). Despite that outperformance, linear advertising sales decreased by -16% in 2020, although digital offset that decline, growing by +6.5%. Some of the relative weakness in the Indonesian market is due to the low adoption of digital advertising (just 35% of total budgets vs global average of 58%) compared to developed markets where larger digital budgets were able to better offset linear ad spending declines as a result of the COVID-19 global recession.

TV ad revenues decline by -10% but still represent 51% of total budgets. TV vendors face weak spend during from Coronavirus lockdown, and 2020’s TV spending is up against the tough comparison from the April 2019 with general elections that boosted TV spending. Print ad spending will decline by -30%, radio ad sales will decline by -50%, and OOH will drop by -30%.

Digital advertising sales grew by +6.5% in 2020 as the market share of digital advertising grows to 35% of total budgets. Strength came from mobile device spending, which increased by +17%. By format, strength came from social media (+18%) and digital video (+16%), as well as search advertising (+6%).

In 2021, Indonesian ad spend will increase by +10%, surpassing the prior high in 2019.

THAILAND

Media owners advertising revenues fell off by -14.7% in 2020 to THB 112 billion ($3.6bn). Linear ad sales shrank by -20%, and digital ad revenues grew by +11%. This is worse than the -12% decline recorded in 2016, when Thailand’s media economy struggled with entertainment blackouts following the death of the former King.

The economy is predicted to dwindle by -7.2% on a real GDP basis in 2020, significantly worse than the global average, despite the relatively mild direct impact on the Thai population, partly because tourism contributes to 7% of national GDP. Tourists were not allowed to return to Thailand in any capacity until the end of October, and restrictions remain in place. Thailand declared a COVID-related national state of emergency in March, and the total impact of COVID-19 in Thailand has been mild with just 4,000 cases and fewer than 100 deaths. Like many other APAC markets, however, despite an impressive response to COVID-19, the economy is still impacted. The reliance on outside economic forces drags down markets that responded more effectively to COVID-19 by reducing sources of demand.

Television advertising revenues spending contracted by -13% in 2020 while other linear ad formats suffered a lot more: print (-35%), radio (-22%), and OOH (-21%).

Digital advertising expanded by +11% in 2020, a far cry from 2019’s +23% growth rate, but still extremely robust in a global economic recession. Some of this strength comes from the relative immaturity of digital advertising in Thailand (it represents just 20% of total advertiser budgets), but also reflects the resilience seen across digital advertising in APAC and globally. Spending growth was driven by digital video (+13%), social media (+20%), and search (+11%).
**HONG KONG**

Advertising sales dropped by -21% in Hong Kong in 2020 following a decline of -5% in 2019. This is the second worst performance in APAC (behind Malaysia) and it is mostly caused by the deep economic crisis and political uncertainty. Real GDP is expected to decline by -7.7% (IMF October 2020) due to several factors. The first is of course the global COVID-19 recession, but the main cause of this extreme market weakness is not COVID-19. In fact, Hong Kong has been extremely effective at combating the Coronavirus with just 6,000 cases and only 100 deaths. Instead, the decline of marketing and advertising activity is driven by public protests that started in 2019 and have been going on and off throughout 2020, creating an environment of significant uncertainty and making brands hesitant to invest.

Weakness in advertising spending has disproportionately hurt linear advertising, where spending shrank by -32%. **Television ad sales fell by -30%**, including a huge drop in revenues for the leading broadcaster TVB (80% viewing share in free TV). Other linear formats such as print (-44%), out of home (-22%), and radio (-13%) also suffered significant downturns.

Digital advertising formats, on the other hand, grew by +8% to reach a third of total advertiser budgets. Growth will come from video (+14%), social media (+15%), and search (+8%).

Brand marketing has also changed because of the crisis, with higher demands on discounts and bonuses for linear media. Furthermore, there is more ad-hoc planning and last-minute campaign changes in reaction to market changes, and more efforts spent on contingency plans. Finally, not surprisingly, there are stronger Ecommerce and social commerce efforts from advertisers.

In 2021, MAGNA expects the Hong Kong ad market to rebound by +11% to HKD 23bn ($2.9bn). It will then continue to grow moderately during the next four years (+3-4% per year). Because of the sharp drop in 2019 and 2020, Hong Kong’s advertising economy is not expected to regain the 2018 spending level by the end of the forecast period in 2025, although it will grow back to 96% of the 2018 level by 2025.

**MALAYSIA**

Media owners advertising revenues in Malaysia declined by -22% in 2020 to reach MYR 4.3bn ($1bn).

The Malaysian economy shrank by -6.7% in 2020 as Malaysia has a largest exposures to industries vulnerable to COVID-19 shutdowns: restaurants, retail and travel/tourism sectors represent 62% of small and medium businesses in Malaysia, and many of them cut ad spend massively, even when business slowdown was relatively mild and temporary. Furthermore, **Malaysia suffered one of the sharpest declines in population mobility**, with transit decreasing by -80% within a few days of the beginning of quarantine. While activity has returned to normal, this still created a significant gap in spending throughout 2020 that the trending recovery in the second half cannot fully repair. That is the reason why Malaysia’s advertising spending performance was among the weakest in the APAC region in 2020.

In that environment, the -22% decline in total advertising revenues came from a contrasted combination of linear advertising sales falling off a cliff (-42%) while digital ad spending continued to grow organically (+8%).

Digital ad spend was driven by spending on mobile devices, which will still grew by +18% to represent 65% of total digital ad spending. By format, digital growth was fuelled by social media (+15%), video (+9%), and search (+7%). Only static banner display spend decreased (-9%). Linear media, on the other hand, suffered budget slashes across the board: television -26%, print (-49%), out of home (-44%), and radio (-50%).
TAIWAN

Advertising sales in Taiwan rose by +2.0% in 2020 to reach TWD 82.7 billion ($2.7bn). The Taiwanese economy was stable 2020 according to IMF (GDP +0%), better than almost every market. In the APAC region, this is only falling short of China, and results in the best overall APAC performance. Part of the reason for this strength his Taiwan’s successful combating of the Coronavirus. Taiwan suffered just 600 cases, and less than 10 deaths. In addition, because of the prompt and effective methodology for tackling Coronavirus, Taiwan did not need implement mandatory lockdowns on restaurants or places of entertainment, rather just implemented a mandatory mask policy everywhere. This avoided the giant hole in advertising spending in March and April, when the first quarantines went into place almost everywhere else.

Nevertheless, linear ad spending decreased by an estimated -14% this year, but that was more than offset by digital ad spending expanding by +13%. Within digital, growth was fuelled by ad campaigns on mobile devices, which soared by +18% to reach 81% of total digital spending. By format, growth came from social media (+23%), search (+11%), and digital video (+7%).

Television ad sales dropped by -9%, i.e. less than global regional average. In addition, because there were few shutdowns there was only a small spike in viewing unlike many markets as some consumers ended up working from home voluntarily. Other linear formats also suffered relatively mild declines by international standards (out of home and radio both -11%) but print ad revenues fell by -35%.

In 2021, Taiwan advertising spending is expected to grow by +9.6% to TWD 91bn.

PHILIPPINES

Advertising spending in the Philippines fell by -13% in 2020, down PHP 105bn ($2.0bn). The economy contracted by -8.3% in 2020 as several key industries like travel (tourism is nearly 13% of GDP) or export manufacturing, suffered from the global COVID-19 pandemic.

That -13% decline in advertising spending was the combination of linear advertising revenues dropping by -16%, and digital advertising growing by +10%. Linear media still represents by far the lion’s share of spending in the Philippines, with TV alone commanding more than 60% of advertising spending. Television spending dropped by -11% in 2020, while other linear formats fared much worse: print (-47%), radio (-13%), and out-of-home (-37%).

Digital ad spending strength will be led by spending on mobile devices, which will see spending increases of +18% (although still a far cry from 2019’s +35% mobile spending growth). By format, digital strength will be led by social (+19%), video (+12%), and search (+5%).

SINGAPORE

Singapore’s advertising sales decreased by -6.1% in 2020 to SGD $2.1bn ($1.5bn). As Singapore’s economy suffered from a -7.4% drop in a real GDP, linear advertising declining by -14%. The continued growth of digital ad spending (+12%) was not enough to offset the heavy downturn in linear media budgets.

Television spending increased by +5% in 2020 despite the COVID-19 related shutdowns and the global recession. This is for several reasons. First: a unusually low comp: television advertising had dropped significantly in 2019 (-10%) due to Mediacorp cutting prices to meet dwindling demand. In addition, the Singapore government stepped in to purchase significant television inventory at market prices to support COVID-19 safety campaigns. Singapore’s government increased their spending by +50% in linear media y/y in Q1, and represented 20% of total spending in the entire market. Government spending on television continued into the second half although at slightly lower levels. In addition, there was some television spending related to the Singapore General Election held in July to elect members of the 14th Parliament of Singapore. Finally, there was some spending by the Health Promotion Board to battle against the 2020 outbreak of Dengue in Singapore.
If Government ad spend rescued television in 2020, it was not enough to offset huge ad spend cuts from the private sector, resulting in heavy declines for print (-30%), out of home (-25%) and radio (-15%). Print was especially hard hit by reductions in ad budgets across industries such as retail, autos, exhibitions, and real estate.

Digital ad spending growth (+12%) was led by social media campaigns (+21%), search (+10%), and digital video (+15%) with only static banners (-5%) generating smaller advertising sales. Digital spending growth was spearheaded by food, tech, finance, and personal care.

**NEW ZEALAND**

The advertising economy eroded by -4.7% to NZD 2.7bn ($1.8bn) in New Zealand in 2020. This is reflective of linear ad formats declining by -14%, and digital media growing by +4%. New Zealand has been a high-profile success story at tackling the COVID-19 crisis, with just 2,000 cases, 25 deaths, and near-total eradication on the island. However, this was at the cost of a very aggressive shutdown, with only supermarkets and pharmacies remaining open as essential services. As a result, the New Zealand economy will decline by -9.2% in 2020, significantly worse than the global average (-4.4%).

The resilience of digital advertising came from social media campaigns (+19%), digital video (+6%), and search (+5%), with digital ad sales reaching 55% of total budgets at the end of 2020. This contrasts with heavy reduction in linear media ad sales, in television (-9%), print (-24%), radio (-10%) and OOH (-20%). Television spending was actually more resilient than the 2020 decline figure suggests, because the 2019 Rugby World Cup created a tough comparison for 2020 spending.

In 2021, the New Zealand advertising economy will rebound by +5% to reach NZD 2.9bn, essentially making up the entire gap of spending lost in 2020. 2021 will also see a return to the long-term consumption trends that were seen pre-COVID (falling linear TV audiences, increases in digital usage and Ecommerce growth). Consumer spending has also recovered significantly towards the end of 2020 which will cause a strong performance heading into 2021.

**VIETNAM**

Advertising revenues declined by -5.1% in Vietnam in 2020 to VND 27.8tn ($1.2bn). This was caused by linear media ad sales dropping by -9%, while digital ad sales growing by +15% from a relatively low basis. Linear media still represents the vast majority of spending in Vietnam (83%) despite the negative performance this year, and weakness of ad sales affected TV (-7%), print (-20%), out of home (-35%), and radio (-10%).

The relatively small declines in linear media (at least compared to many other markets) are reflective of an economy that has coped with the global COVID-19 crisis better than most. Real GDP in Vietnam is expected to grow by +1.6% in 2020, and Vietnam stands out with just 1,300 COVID-19 cases, and 35 deaths, despite being near the global epicentre of the virus.

**PAKISTAN**

Linear and digital ad spend both grew by high-single-digits to double-digits from 2013 until 2018, which was plagued with economic and political uncertainty. The Pakistani rupee depreciated by over -30% amidst a growing current account deficit, and the media industry was hit hard by spending cuts from many major TV spending verticals, including CPG/FMCG and communications. 2019 saw a return to stability for the Pakistani economy the advertising market, bolstered by cyclical events like the 2019 Cricket World Cup.

The COVID-19 pandemic has now damaged this economic recovery: the IMF expects real GDP will be down -0.4% this year, a relatively minor decline but still a slowdown from previous years of +2% to +6% growth. Consumer price inflation will remain high (+11%). Pakistan went into COVID-19 lockdown on March 24, which was extended through May 9. As of mid-November, Prime Minister
Khan is not considering a second lockdown, citing damage to the economy, despite the urging of health experts to ban large public gatherings.

In this context, linear spend declined -6% in 2020, a relatively modest decline compared to many other APAC markets. Cinema saw the steepest decline, -15%, from a very low base; OOH -10%; and television and radio -5%. Digital spend slowed significantly, but still saw double-digit growth: +18%, bringing total net digital ad revenues to $15 million—just 18% of total NAR. Digital video (+28%) and social (+23%) are the engines of growth, followed by search (+11%) and finally display (+4%).

2021 should bring a recovery for most media formats, including radio (+3%), OOH (+4%), and magazines (+1%). Television will see continued erosion, -2%, while digital will accelerate (+21%). Growth will continue in 2022, supported by improving macroeconomic fundamentals (real GDP: +4%, following growth of +1% in 2021).

SRI LANKA

The Sri Lankan advertising economy contracted by -11% this year, falling to $310 million. Real GDP is likely to decline by -4.6%, according to the October 2020 IMF report (April report: -0.5%), and nominal GDP will be flat amid CPI inflation of +5%.

Sri Lanka weathered the spring spike in Covid-19 cases fairly well, with less than 200 new cases per day at the peak in late May. In early October the number of cases began to increase exponentially, growing by 300 to 800 cases per day—more than three times the case rate in the spring. The capital, Colombo, went into a lockdown at the end of October, including a curfew and a ban on travel except for essential services. Earlier in the year, the government had imposed a three-month lockdown that latest until the end of June.

Linear ad sales eroded by -17% for the full year, dropping to $226 million, with out-of-home (-30%), cinema (-30%), and television (-20%) seeing the steepest declines. Digital, on the other hand, grew by +14% to reach $80 million, a little over 25% of total advertising revenues. As we see across APAC, the strongest growth comes from video (+35%) and social (+22%), with search (+11%) seeing more moderate increases.

The IMF expects economic improvement in 2021, with real GDP forecast to grow by +5.3%. Improved macroeconomic fundamentals will support ad spend growth for both linear (+6%) and digital (+21%) formats. All ad formats, including print (+1%) and television (+6%), are expected to see some level of growth in 2021. The total advertising market will rise by +10% in 2021, to $370 million.

KEY MAGNA FORECASTS

<table>
<thead>
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<th>KEY REGIONS</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
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</tr>
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<td>WORLD (EXCL. CE)</td>
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<td>EMEA</td>
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### TABLE 2: ADVERTISING GROWTH FORECASTS - KEY MARKETS

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<th>Key Markets</th>
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<tr>
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<td>Canada</td>
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<td>China</td>
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<td>10.9%</td>
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<td>4.9%</td>
<td>-7.2%</td>
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<td>Japan</td>
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<td>Russia</td>
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### TABLE 3: REVISIONS FROM PREV. (JUNE '20) MAGNA FORECASTS

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<tr>
<th>YOY % Growth</th>
<th>June 20</th>
<th>Dec. 20</th>
<th>Change</th>
<th>June 20</th>
<th>Dec. 20</th>
<th>Change</th>
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<td>+4.0%</td>
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<tr>
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<td>+9.1%</td>
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<td>Central and Eastern Europe</td>
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<td>+9.1%</td>
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<tr>
<td>Developed Markets</td>
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<td>Asia Pacific</td>
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<td>Total TV</td>
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<td>1.3%</td>
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<td>+1.3</td>
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<tr>
<td>Total Digital</td>
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<td>9.5%</td>
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ABOUT MAGNA

MAGNA is the centralized IPG Mediabrands resource that provides strategic investment and media intelligence for agency teams and clients. We utilize our insights, forecasts and strategic relationships to provide clients with a competitive marketplace advantage.

MAGNA harnesses the aggregate power of all IPG media investments to develop go-to-market strategies, designing unique partnerships to drive maximum value for our clients. MAGNA has set the industry standard for more than 60 years by predicting the future of media value. We publish more than 40 annual reports on audience trends, media spend and market demand as well as ad effectiveness.

MAGNA infuses the organization with knowledge that empowers better decision-making. We are a team of experts across five key competencies who support IPG cross-functional teams through: Partnership, Enablement, Accountability and Connectivity. Follow us on Twitter @MAGNAGlobal.

To access full reports and databases or to learn more about our subscription-based research services, contact forecasting@magnaglobal.com.

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