

MYERSBIZNET MEDIA BUSINESS REPORT

MyersBizNet Media Business Report 2014
LEGACY ADVERTISING SPENDING (excluding Digital)
Official Marketing / Advertising Spending Data 2010 - 2020

UPDATED 01-06-14 Data reported in 000,000

"Legacy" refers to revenues generated for traditional non-digital advertising and marketing spend within each category

	<u>2013</u>			<u>2014</u>		
	% Change	\$	% Share	% Change	\$	% Share
Newspaper Advertising	-8.6%	20,151	15.3	-4.0%	19,345	14.3
Local & National Spot Broadcast TV	-13.8%	20,064	15.2	9.8%	22,030	16.3
Cable/Satellite Network Television	8.0%	25,009	19.0	8.2%	27,060	20.1
Broadcast Network TV	-5.2%	17,438	13.2	1.0%	17,613	13.1
Consumer Magazines Advertising	-3.0%	14,587	11.1	-2.5%	14,222	10.5
Terrestrial Radio	-6.4%	14,931	11.3	1.0%	15,080	11.2
Out-of-Home/Place-Based	4.5%	7,083	5.4	3.6%	7,338	5.4
Business-to-Business Magazines	-10.0%	4,576	3.5	-8.0%	4,210	3.1
Local/Regional Cable TV	-4.5%	4,826	3.7	4.0%	5,019	3.7
Broadcast Syndication	-1.5%	2,256	1.7	-4.0%	2,166	1.6
Cinema Advertising	11.0%	798	0.6	7.0%	854	0.6
TOTAL - U.S. Only	-4.4%	\$131,718	100.0	2.4%	\$134,936	100.0

Source: MyersBizNet Media Business Report© copyright 2014

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2013-2020 are estimates. Hispanic Media Data will be issued separately.

Facebook display ads included in display category.

References: Barclays Capital, BIA/Kelsey, CAB, Carat, Credit Suisse, Deutsche Bank Equity Research, DMA, eMarketer, Goldman Sachs, GroupM, IAB, JPMorgan Chase, Kantar Research, Universal McCann/Magna Global, Morgan Stanley, MPA, Needham Research, Nielsen, PQ Media Alternative Media Research Series, PriceWaterhouseCoopers, TAB, TvB, UBS, Verona Suhler Stevenson Communications Industry Forecast, Wachovia, , DP-AA, Miller Kaplan, Wedbush, Zenith Optimedia, .

**Excludes World Cup Revenues; Includes political revenues

This forecast includes Olympics, NFL, NCAA and other sports programming