

Jack Myers Media Business Report Official Marketing / Advertising Spending Data 2012-2013-2014 UPDATED 01-30-13 Data reported in 000,000									
	2012			2013			2014		
	% Change	\$	% Share	% Change	\$	% Share	% Change	\$	% Share
Cable/Sat TV Network Television Digital	22.5%	976	28.1	25.0%	1,220	24.1	30.0%	1,586	21.9
Broadcast Network TV Digital	40.0%	1,313	37.9	40.0%	1,838	36.3	32.5%	2,436	33.7
Online Originated Video Content Advertising	75.0%	1,180	34.0	70.0%	2,007	39.6	60.0%	3,211	44.4
TOTAL - U.S. Only	44.0%	\$3,469	100.0	46.0%	\$5,065	100.0	42.8%	\$7,232	100.0

Source: Jack Myers Media Business Report© copyright 2013

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2013-2014 are estimates.

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, RAB, TvB, UBS, Verona Suhler Stevenson Communications Industry Forecast, Wachovia, Wedbush, Zenith Optimedia, IAB PricewaterhouseCoopers.

**Excludes World Cup Revenues; Includes political revenues

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