

# MEDIA STRATEGY

GLOBAL ADVERTISING EXPENDITURE & MEDIA MIX, (US MILLION \$)



	<b>2013</b>	<b>%</b>	<b>2014</b>	<b>%</b>
NEWSPAPERS	127,366	27	130,955	26
MAGAZINES	56,427	12	58,518	12
TELEVISION	180,335	38	189,110	38
RADIO	37,782	8	39,437	8
CINEMA	2,180	0.5	2,414	0.5
OUTDOOR	27,145	6	29,099	6
INTERNET	44,583	9	51,963	10
<b>TOTAL</b>	<b>475,818</b>		<b>501,496</b>	

SOURCE : Zenith Optimedia.com

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## Media Spend-2014

	Rs. In Billion	%
TELEVISION	15.2	37
PRINT	12.4	31
OOH	9.0	22
RADIO	3.6	9
INTERNET	0.4	1
CINEMA	0.2	0.5
<b>TOTAL</b>	<b>41</b>	<b>100</b>

SOURCE: NEILSEN/UNILEVER MEDIA  
HABIT STUDY, 2014