

ECI Media Management

inflation **2020 report**

Contents

(Clickable in downloaded version)

Introduction	3
Global Economic Outlook 2020	4
Global Inflation Trends	5
Global Events	7
Media and Technology Developments	8
Global Media Inflation	9
Regional Trends & Developments	10
Regional Inflation	11
North America	12
Europe, Middle East & Africa	14
Asia Pacific	35
Latin America	43
About ECI Media Management	47
Our Product Offering	48
Contacts	49



ECI Media Management

inflation

2020 report

As we enter a new decade, one thing that is certain is that global economies and technologies will continue to transform rapidly. The media industry is intrinsically linked to these forces, leading to changes in media inflation.

One of the key findings in ECI Media Management's 2020 Inflation Report is that TV inflation is expected to reach its highest level for several years. Given the technological and media context, this is does not come as a surprise. Of course, 2020 is set to be a year of sporting and political drama which naturally inflates TV pricing, but, more fundamentally, audiences are fragmenting and ad dollars are following consumer eyeballs to digital video, particularly the growing amount of

premium content that digital vendors are producing. As a result, TV vendors have fewer viewers, but increase their prices to maintain their advertising revenues.

Despite rising costs, TV remains the best way to deliver mass, quality audiences: digital inventory, while it is plentiful, is of varying quality and is susceptible to ad blocking and data privacy laws.

Advertisers must take advantage of and respond to the myriad changes in the media, technology and economic landscapes in order to drive the highest value from their investments. In the context of rising media prices, ECI Media Management empowers our clients by providing forensic analysis of their activity, and actionable insights so that they can successfully navigate the complex digital market and maximise TV effectiveness, with the ultimate goal of driving higher media value.

Global economic

outlook 2020

Global, regional and local media trends happen because of and alongside the economic backdrop; an understanding of this economic context is crucial in order to create an accurate interpretation of media inflation data. Both interest rates and inflation remain generally low, meaning that some media prices will rise significantly in real terms.

The IMF's global growth forecast for 2020 is 3.3%, and 3.4% for 2021

Projected growth is down 0.3% versus the estimation for the previous year. This is thanks to a slowdown in growth in emerging markets, China's slowing growth compared to their potential rate, and increased global tensions.

Strong growth amidst uncertainty

Global GDP remains strong, with the slowing of more mature markets counterbalanced by the return to historical norms by stressed emerging markets. Monetary easing in both advanced and developing markets is working: it is estimated that GDP would be 5% lower without the monetary stimulus. However, outcomes rely heavily on avoiding further escalation of the US-China trade war, the impact of Brexit, and the economic consequence of geopolitical tensions and social unrest.

Increased tensions and trade wars for the US

The ongoing trade war between the US and China has significant potential impact on many markets, which is driving global uncertainty: this is heightened by the outbreak of Coronavirus in Wuhan, which was ongoing at the time of publication and has affected global travel and local consumption. The US is also targeting the EU with high tariffs; the effects of these have been heightened thanks to increased tensions with Iran, leading to higher oil tariffs, which is affecting global oil supply.

Weather-related disasters

Natural disasters such as hurricanes in the Caribbean and bush fires in Australia, exacerbated by climate change, leave chaos in their wake. Reconstruction and repairs can exceed the billion-dollar mark, crippling smaller economies. Neighbouring countries are often impacted by migration.

The priority: international cooperation

Cross-border cooperation is crucial for many reasons. Countries need to resolve trade issues and disagreements using the WTO's rules-based systems, avoiding an increase in tariff and non-tariff borders. Failure to resolve these issues will likely weaken international investment, impacting long-term job growth. Trade cooperation will open doors to collaboration on matters such as reducing greenhouse gas emissions, slowing the effects of global temperature rises and addressing health emergencies.

Global inflation trends

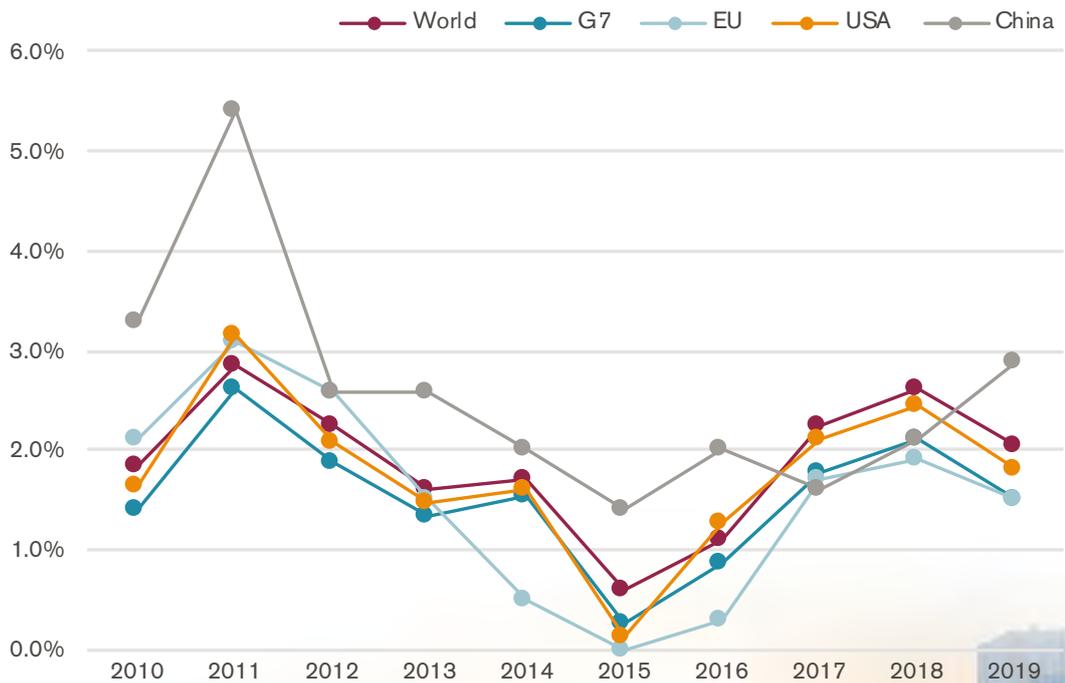
2019 saw an end to the steady rise in CPI inflation of the previous four years; only China saw a continued increase. The global average CPI inflation fell at a similar rate to that of the US and the G7; it fell less steeply in the EU.

China's increased CPI is partially down to increasing food prices and trade sanctions implemented by the US.

Reduced CPI inflation in the EU was in part due to export contractions, along with falling energy prices across the region.

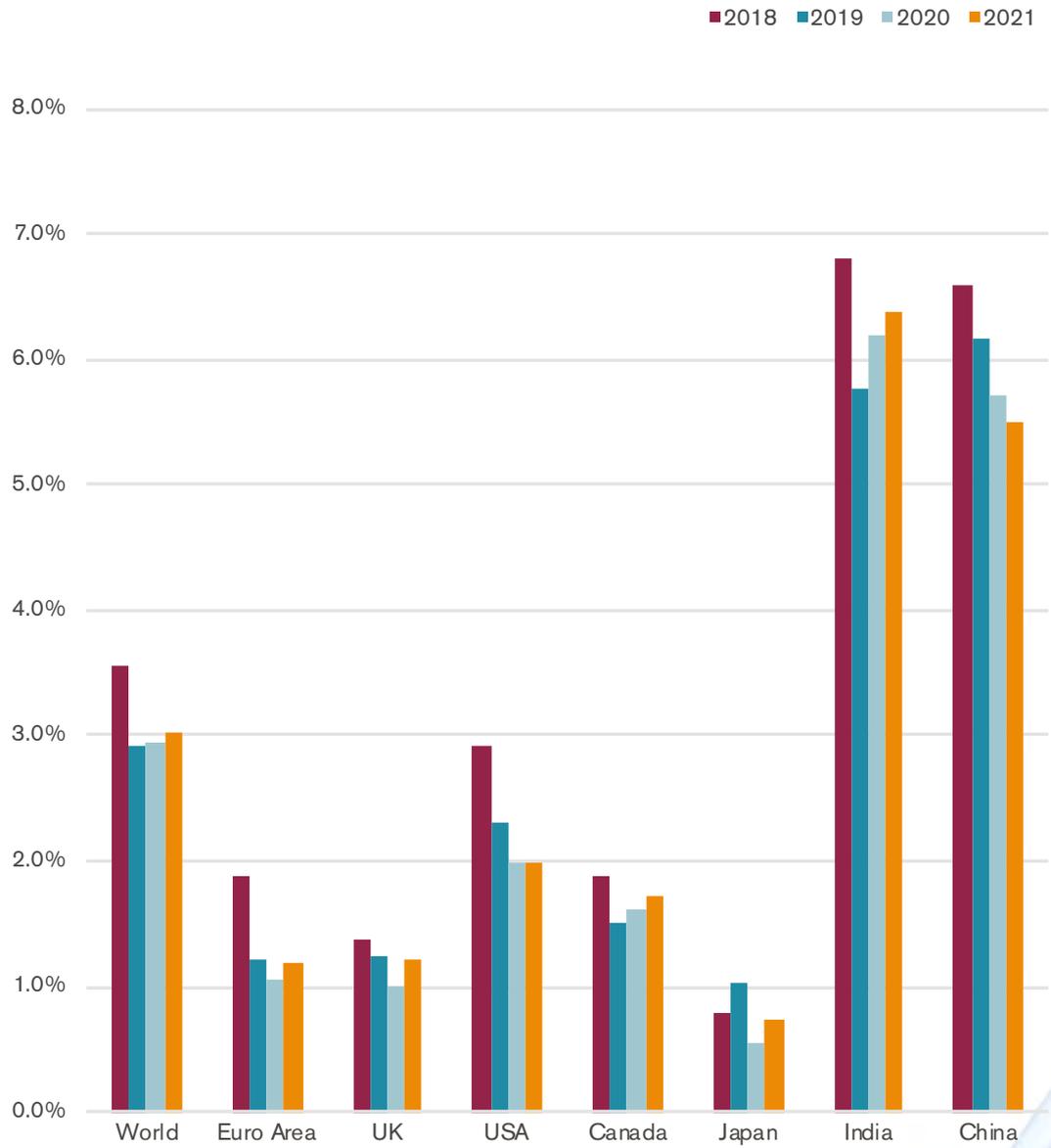
A slowdown in real GDP growth is reflected in declining CPI in the majority of countries. Real GDP growth is estimated to hold steady across most markets in 2020 and 2021: this is likely to be reflected in CPI inflation.

CPI Inflation, % change, year on year



Source: OECD

Real GDP, % change, year on year



Source: OECD Economic Outlook November 2019

Global events

The media industry, consumer behaviour and major global technological, political and cultural developments are inextricably entwined and interdependent: the most successful marketers are those who respond to global events so that their investments can benefit from changing prices and contexts.

Politics

Politics has major ramifications not only at a national level, but also globally. As the end of Trump's first term in office approaches, so too do the presidential election campaigns. It is predicted that total ad spend during the campaigns will reach \$10 billion, a 59% increase on 2016's estimated \$6.3 billion spend. It is anticipated that 16.5% of over-the-air TV revenues during the campaign period will come from the presidential campaigns. But the US isn't the only country that could experience political change: Hong Kong, India, Poland and New Zealand all have elections scheduled in 2020.

After 3.5 years of deliberation, the UK left the European Union on 31st January, entering into a transition period until 31st December 2020. However, nothing in terms of trade or a future relationship has been agreed between the two sides; the UK is hoping for a 'Canada-style' agreement, with few tariffs on traded goods.

Sport

Following a phenomenally successful Rugby World Cup in autumn 2019, Japan is running straight into the 2020 Olympic and Paralympic Games this summer. During the RWC, Japan achieved the four largest domestic audiences ever achieved for a rugby match; Japan – and global broadcasters – will no doubt be hoping to replicate this success during the Olympics. Domestic sponsorship revenue for the upcoming Olympic and Paralympic Games is already at around \$4 billion.

Australia is due to host the ICC Men's and Women's T20 Cricket World Cup this year, providing another opportunity to reach a large global audience. The men's tournament is expected to broadcast to around 2 billion people globally. Echoing the success of the Women's Football World Cup in 2019, it is anticipated that the 2020 Women's T20 will also out-perform previous events, similar to the 2017 Women's Cricket World Cup which enjoyed a 300% increase in viewing hours compared to 2013, and 1 billion Facebook impressions.

The 2020 UEFA European Championship is being hosted by cities across Europe, with the semi-finals and the final being held at London's Wembley Stadium. It is expected that 2 billion people around the world will tune in.

Copa America, having changed from triennially to quadrennially to coincide with the European Championship, will be hosted this year by Argentina and Colombia. Telemundo saw a peak viewership of 3.7 million for 2019's Brazil-Peru final, demonstrating the opportunities to reach a Latin American audience.



Media and technology developments

5G will open up a multitude of new opportunities

Roll-out of 5G, the next generation of wireless technology for mobile devices offering speeds up to 100 times faster than 4G, started in 2019, but it is in 2020 that its full impact will be felt. Major smartphone manufacturers are releasing 5G capable flagships that can make use of these faster speeds, resulting not just in consumers having faster access to content, but the supercharging of the Internet of Things and a more connected world.

The streaming revolution is transforming how we consume video content

2020 is set to be the year of the 'streaming wars': many of the major media players, including NBCUniversal, Warner and Disney either launched their platforms in late 2019, or are set to launch them this year. Viewers can expect well-known programming as well as exclusive original content, and the sheer choice may well mean that they spend as much as they did on cable bundles. Many of the platforms are ad-free, or at least have ad-free options, posing a challenge for both traditional TV broadcasters and advertisers.

Sports broadcasting is another battleground for the streaming platforms. Amazon Prime has attempted to offset increased competition from the likes of Dazn with various BPL exclusives, MLB and NBA games.

NBCUniversal's Peacock is also offering sports, with extensive coverage of the 2020 Olympic and Paralympic Games, and 2000 hours of Premier League football – 140 of which will not be broadcast on TV. Peacock is offering

tiered subscriptions, ranging from free limited programming with ads, to a paid-for ad-free version.

The death of the cookie will lead to new solutions for targeting and tracking.

Google has followed the example of Apple and Firefox example by announcing in January 2020 that it will kill off the cookie within two years. This will fundamentally affect the digital ecosystem: marketers will need to identify alternative solutions to targeting and tracking their audiences. In an ECI Thinks blog post in late 2019 we predicted a return to contextual marketing – click [here](#) to read more.

Blockchain developments have commercial uses

Blockchain is being adopted by major companies for commercial use. Its versatility means that it can be leveraged in many ways across sectors, for example the programmatic buying market. This will allow marketers, publishers and programmers to share data without the need to pool it in any one place; this in turn will increase transparency within the market. Buyer security will also be enhanced, minimising the estimated \$42 billion in ad fraud each year.

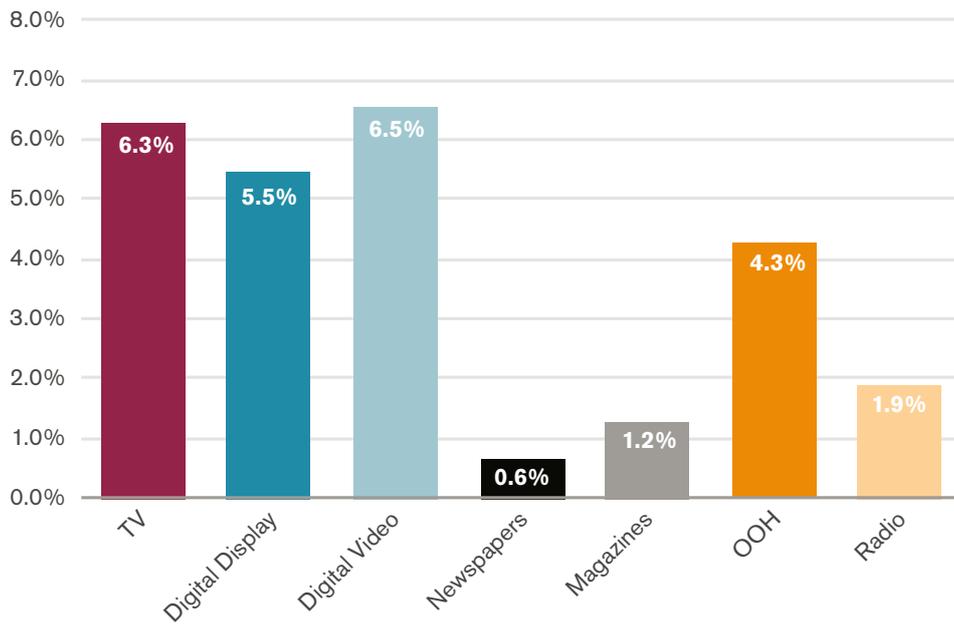
AI-assisted life

AI is becoming increasingly commonplace, with brands announcing interconnected home appliances coming in 2020. This will result in an increasing amount of data collected for each household, raising the question of data security. However, some brands have tackled this with tighter restrictions on what data is collected, and increased transparency to the consumer.

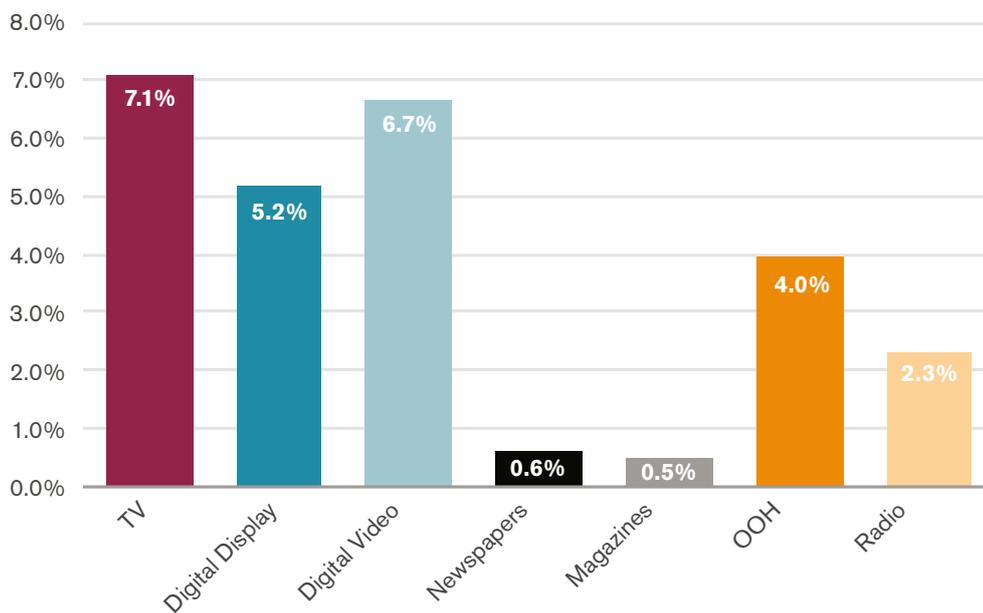
Global media

inflation

2019



2020



Regional trends

and developments

As a new decade starts, media inflation is largely stable in all four regions; however, there are some notable examples of volatility which we will explore in more detail in the rest of the document. Each region tells a different story in terms of media inflation, and in this section we will outline the reason for those variations, and their impact. We anticipate that TV and Digital will remain a driving force for inflation globally; Print will remain marginally inflationary, thanks in large part to the LATAM region.

In **NOAM**, the high investment into TV advertising during the US presidential election will have an impact on overall inflation levels for the region. We expect TV inflation to increase as the higher spend will be coupled with the continued transition from TV to OTT streaming services. Inflation for all media types is expected to grow year-on-year, except for Magazines and Radio for which we anticipate a slowdown in growth.

In **EMEA**, TV inflation is expected to remain mostly consistent with 2019 levels, despite the number of major sporting events that will be broadcast across the region in 2020. Lower demand for linear TV and an increase in the number of sporting events hosted on streaming platforms correlate with an audio-visual media inflation of mid-single digits. All other media types are set to experience a decrease in inflation levels, most notably Digital Display, which we anticipate will see a significant reduction versus 2019 levels. Print is expected to fall further into deflation as demand is distributed into other media types.

TV inflation in **APAC** is expected to reduce marginally in 2020, suggestive of a shift in demand in favour of Digital Video. This is further corroborated by a double-digit increase in Digital Video inflation for the region: the only other double-digit increase seen anywhere in the world was for Digital Display in APAC. High spend on Digital Video in China, largely as a result of the popularity of short video apps such as Douyin, is a key driver behind this regional trend. Newspapers are expected to see an increase in inflation levels as well, while Magazines are set to remain consistent with 2019 figures.

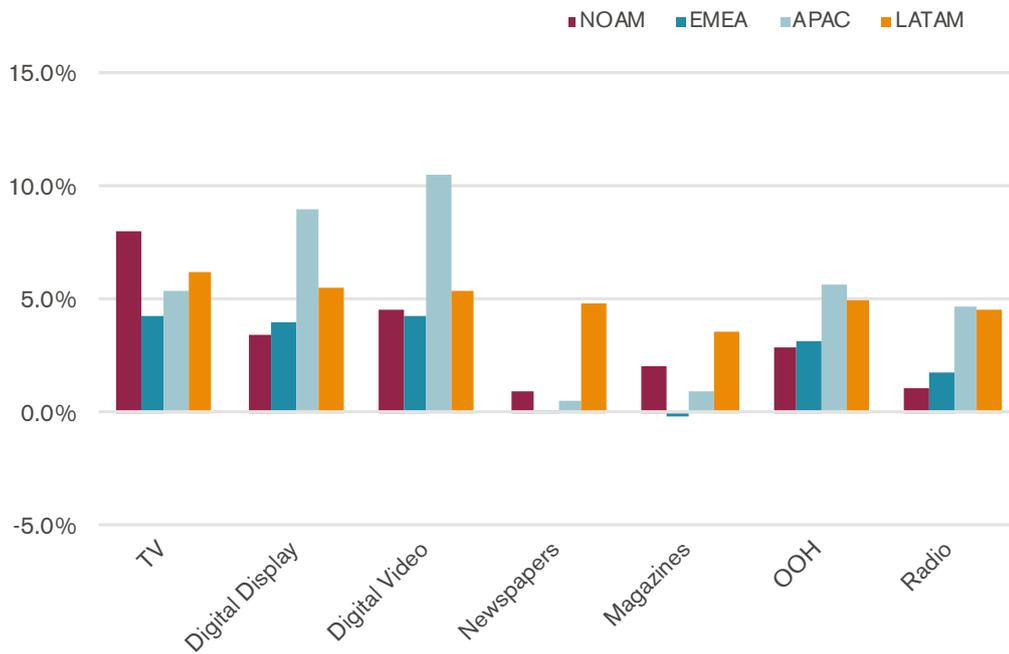
LATAM has largely maintained consistent inflation levels across media types, although there were some variations versus 2019: the decrease experienced by Digital, for example. Print, OOH and Radio are expected to retain their strong growth, with levels comparable to TV and Digital inflation in EMEA. This is indicative of the continued relevance of these more traditional media in an ever-digitalising landscape.

Over the next pages we look at media inflation in the markets of each region across the world. Experts in ECI offices and partners at a local level work with a wide variety of data sources to ensure that their insight and projections are as accurate as possible for our clients.

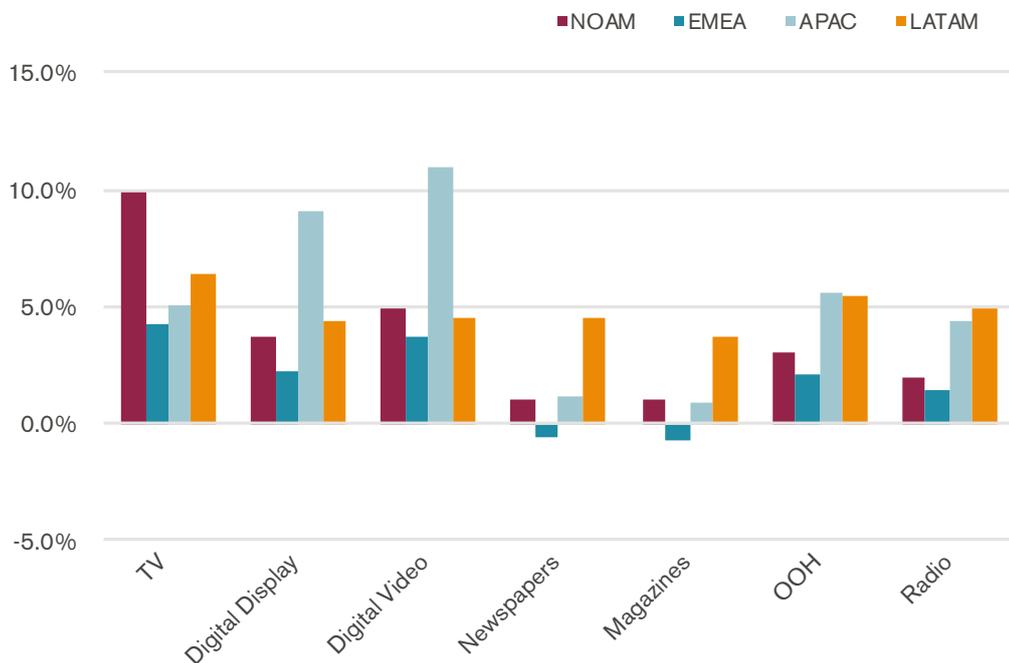
If you would like to discuss our findings or projections in more detail, please do of course get in touch – you can find our contact details at the end of this report.

Regional inflation

2019



2020





North America

USA

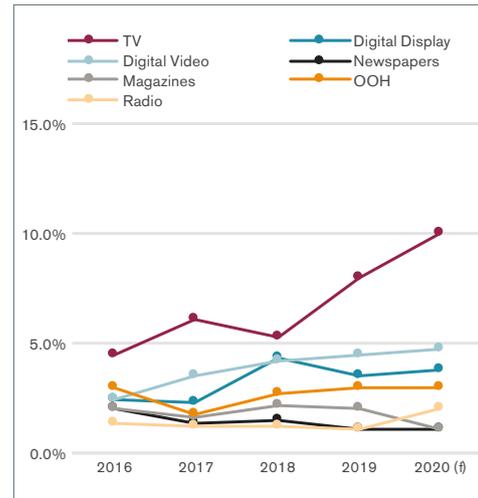
Context: The presidential election will drive increased media spend from the various campaigns in the lead-up to election day. The launch of various US-focused

streaming services such as HBO Max and NBCUniversal's Peacock will see the supply in TV drop as the market becomes more saturated; this will increase TV inflation levels.

5YT: A similar trend for most media across the period, with TV spiking from 2018 onwards. Digital Display saw a minor increase in 2018, but levelled out along with other media types.

2019: 2019 saw consistent inflation for most media types, with the exception of TV which started to spike.

2020: Most media maintained inflation levels from 2019. However, Magazines dipped below the trend, and TV continued to inflate above 2019 estimates.



Canada

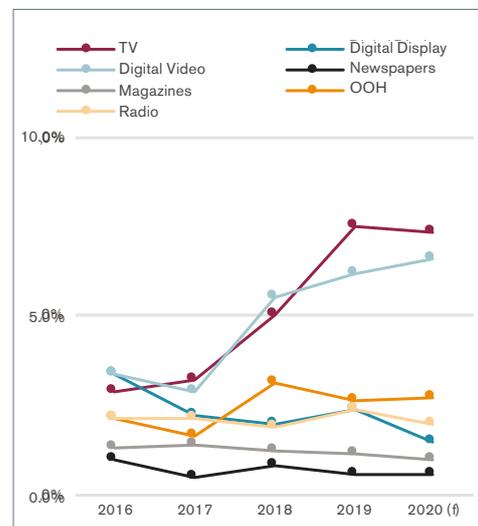
Context: Rising 2020 TV inflation is driven largely by demand on inventory, as well as an overall decline in ratings due to viewers moving to OTT streaming and other online alternatives. Local publishers have been slow

to produce online video inventory, delivering a demand that is currently still higher than supply: this has led to higher-than-expected inflation.

5YT: Most media types remained consistent. TV and Digital Video spiked in 2018, with a plateau at the end of the period.

2019: Digital Display and Radio saw a bounce, while TV and Digital Video maintained a sharp increase.

2020: The sharp rise experienced by TV and Digital Video is forecast to plateau in 2020, with Digital Display decreasing. Other media types remain consistent with previous predictions.



A photograph of the London skyline at sunset. The sky is a mix of blue and orange. In the foreground, there are several buildings, including a large, ornate classical building with a dome. In the middle ground, there are several modern skyscrapers, including the Gherkin (30 St Mary Axe) and the Shard. The Gherkin is illuminated with blue lights, and the Shard is illuminated with orange lights. The text "Europe, the Middle East and Africa" is overlaid on the image in a large, white, sans-serif font, centered in the lower half of the image.

Europe, the Middle East and Africa

UK

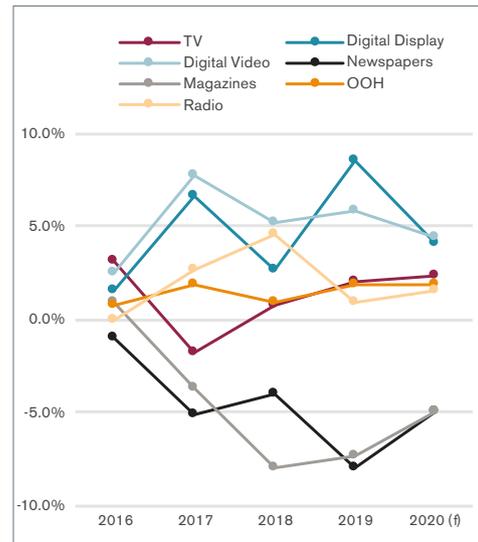
Context: Despite the political and economic uncertainty surrounding Brexit and its impact, the UK media landscape is

still expecting strong growth. This is in part due to its adoption of transformation in digital marketing.

5YT: Most media diverged from the start of the period. Digital media saw large spikes, while print experienced a steady increase in inflation. TV, OOH and Radio ended the period close to 2016 estimates.

2019: Digital Display experienced a bounce, while Radio and Newspapers saw a fall in inflation. TV, Video, OOH and Magazines remained close to 2018 estimates.

2020: Digital Display fell after the 2019 spike. Print deflation decreased, while the other media types remained consistent.



France

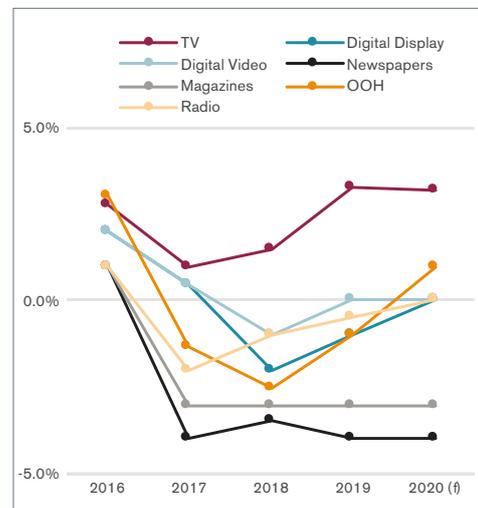
Context: JC Decaux has lost its monopoly on OOH in France, and have also withdrawn 2000 panels in Paris. This, alongside the fact that the International Motor Show taking in

place in Paris in the autumn, could explain OOH's predicted shift from deflationary in 2019 to inflationary in 2020.

5YT: All media fluctuated heavily across the period. TV and OOH are the only media types forecast to end the period inflationary: Video and Radio are expected to remain flat while Print media are anticipated to end the period deflationary.

2019: 2019 saw estimations rise compared to the previous period, with TV being the only medium to see inflation. A majority of media types ended the year deflationary.

2020: TV is expected to remain consistent, while Digital and Radio are likely to see a small increase in inflation. OOH is forecast to continue spiking into inflationary levels, while Print will remain deflationary.



Germany

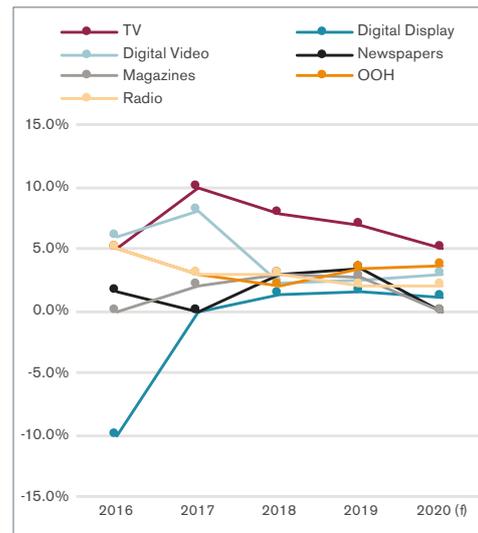
Context: TV remains the preferred medium in Germany, signalled by the above-average proportion of cable households. However, the digital space is an increasingly attractive way to reach younger audiences, with

12-19-year-olds spending almost twice as much time online as they do watching linear TV. This is reflected in rising inflation forecasts for Digital Video.

5YT: Inflation levels remained consistent throughout the second half of the period. TV fell from its 2017 spike, while Digital Video recovered from heavy deflation in 2016.

2019: All media types remained largely consistent with 2018 estimates, with only marginal deviation. OOH saw the largest increase.

2020: TV and Print inflation continue to fall; all other media types remain consistent with previous estimates.



Spain

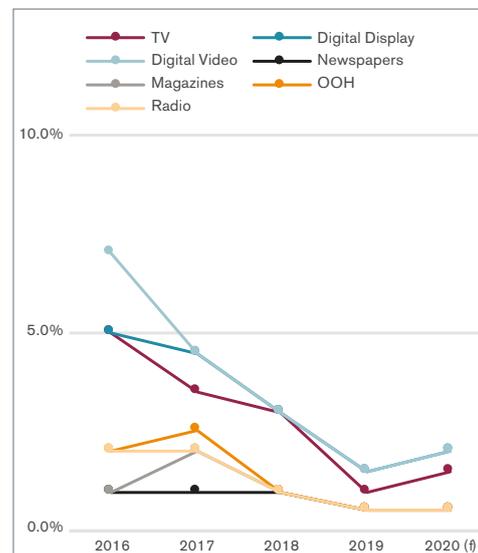
Context: The economic and political space in Spain has been challenging due to the market not having a government for the majority of 2019. It is expected that 2020

will be an improvement on 2019, with a new government in power. However, there are signs that investment will be limited in 2020.

5YT: All media types have seen a steady decrease across the period. Media remains inflationary across the period for all types, although Print, OOH and Radio are tending towards zero inflation.

2019: 2019 saw decreases in inflation for all media types, particularly for TV which experienced a steep decline.

2020: Digital and TV experienced small increases in estimates compared to 2019 figures. Print, OOH and Radio are set to remain consistent with 2019 figures.

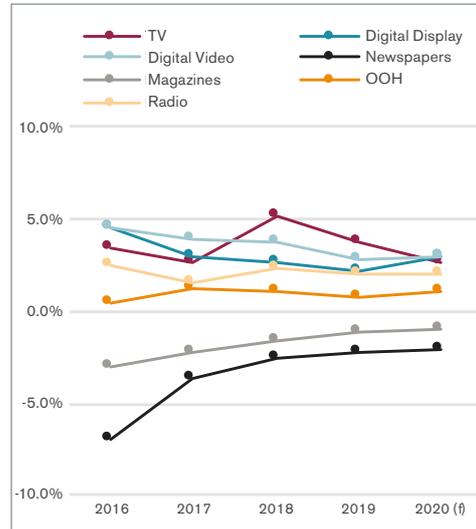


Italy

5YT: Inflation was reasonably consistent for all media types across the period. TV experienced a bounce in inflation estimates in 2018, while the others tended towards zero inflation.

2019: TV and Digital experienced marginal decreases in estimates, while other media types stayed consistent with previous figures.

2020: Most media types remained consistent with previous estimates, with the exception of Digital Video and Digital Display which are forecast to see a small spikes.



Russia

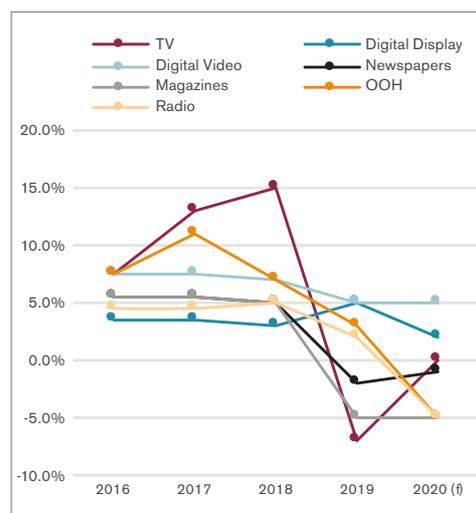
Context: The flattening of inflation for most media (notably Digital and Print) is partially due to a stagnation in mass consumer prices. This is the consequence of low oil prices combined with economic

sanctions from the EU and US, leading to a devaluation of the Ruble. Coupled with decreasing TV viewership, this is predicted to result in TV inflation bouncing back from deflationary to flat.

5YT: The period brought volatility for all media types, notably for TV which slumped in 2019, and for OOH which experienced a steady decrease following its 2017 peak.

2019: TV experienced the largest deviation, ending the year deflationary. All other media types followed a similar pattern of decreasing inflation, with Print ending the year deflationary.

2020: TV and Newspapers are expected to spike, while Magazines and Digital Video are forecast to remain consistent with previous estimations. Other media types are expected to decrease further.



Nordics

Context: TV inflation within the Nordic markets is mixed, with some expected to stabilise and others seeing decreases. In 2019, TV inflation in Norway fell due to low sold-out ratios; this is expected to continue into 2020. In Sweden, there have been initiatives to transition from Print into Digital,

for example one newspaper making its Sunday edition entirely digital; coupled with a continued fall in readership, this has led to a fall in Print inflation to zero, while Digital is seeing an increase in inflation across the region.

5YT: Digital has experienced high volatility across all markets, often fluctuating between inflationary and deflationary. Print remained around the zero-inflation mark for most markets, with TV inflationary across all markets.

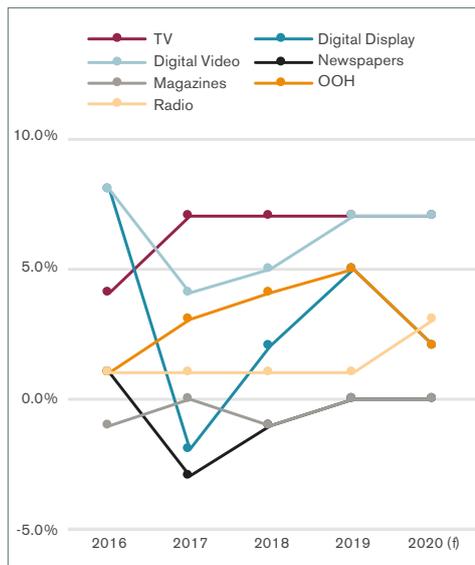
2019: Most media were stable; TV experienced a bounce for all markets except Denmark, where it remained constant. Sweden was the only market to experience decreased inflation for Digital.

2020: All markets are expected to see a decrease in Digital inflation, except for Denmark which will remain constant. Print is anticipated to experience flat inflation across all markets.

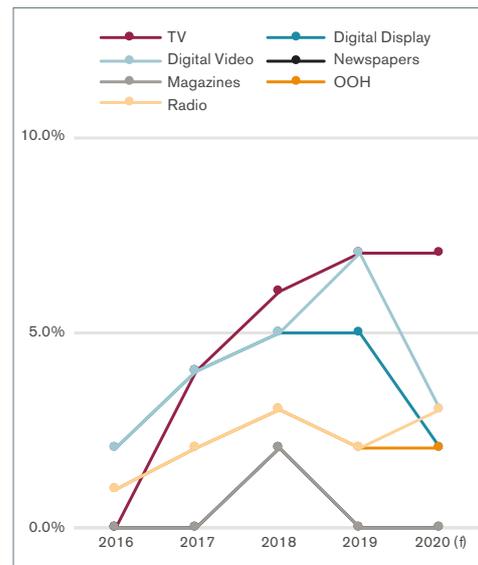


Nordics

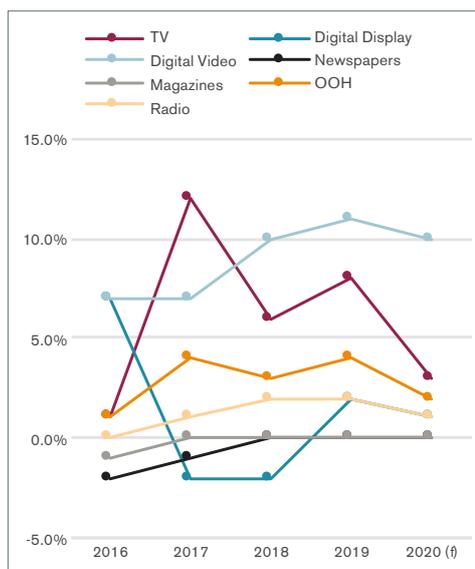
Denmark



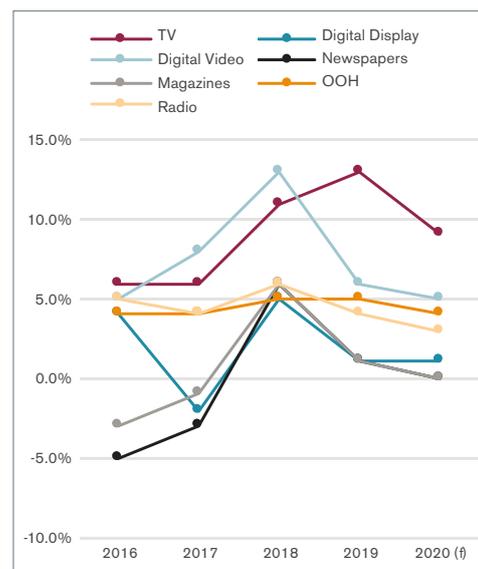
Finland



Norway



Sweden

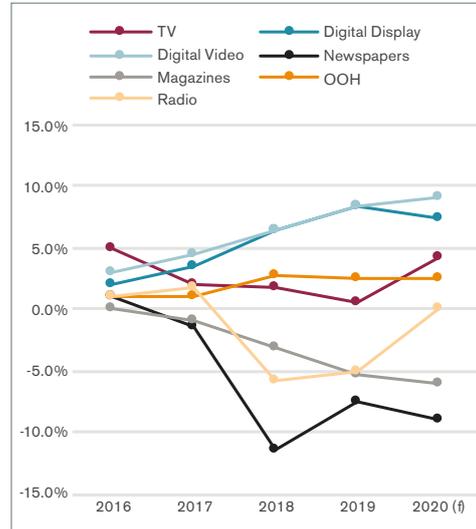


Ireland

5YT: Digital experienced steadily increasing inflation across the period, while Print saw decreasing inflation, with both Magazines and Newspapers falling into deflation. TV inflation dipped, but recovered to levels similar to those seen at the start of the period.

2019: Digital inflation continued to increase, and Magazines enjoyed a small bounce too. However, Newspapers continued to fall.

2020: TV is expected to recover from its steady decrease in the preceding years; Print, however, is forecast to fall further. Radio should see a bounce, resulting in zero inflation.



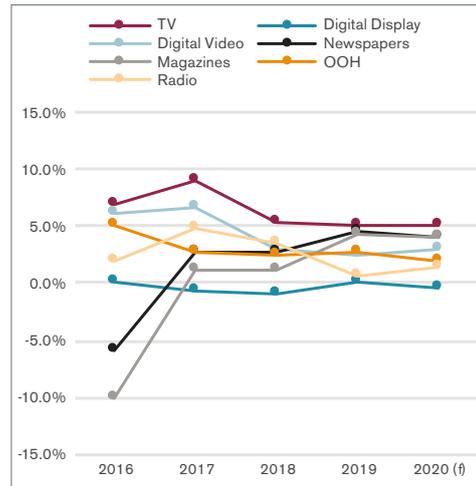
ACH

Austria

5YT: All media types remained relatively consistent across the period, with the exception of Print, which bounced in 2017.

2019: Inflation remained consistent with estimates from previous periods, with the biggest deviation seen by Print, which experienced a rise in inflation.

2020: All media are expected to remain consistent; the only deviations anticipated are in the form of marginal decreases for Print and Digital Display.

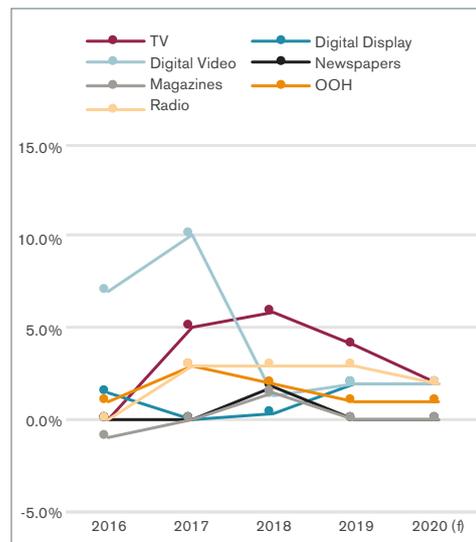


Switzerland

5YT: Most media ended the period with figures close to those they started it with; however, there were a few notable deviations. The most notable was TV's peak and Digital's trough, both of which eventually levelled out.

2019: TV started to decline from its peak, while Digital media saw marginal bounces from their estimations. Print, however, saw a decrease in inflation.

2020: TV is expected to continue its decreasing trend, and Radio is also forecast to fall. All other media are expected to remain constant.



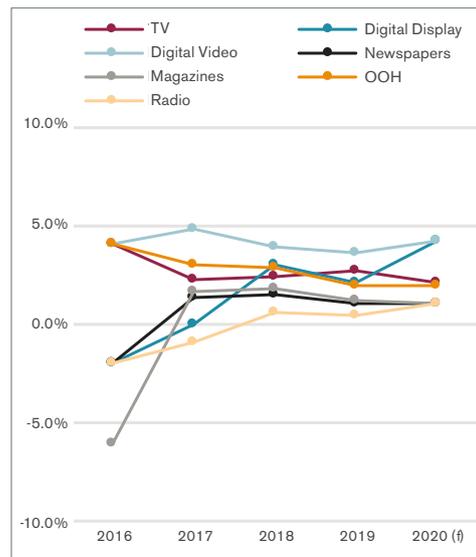
Benelux

Belgium

5YT: Print and Digital Display experienced volatility across the period. Some media types started the period at deflationary levels, but are expected to maintain inflationary levels this year.

2019: Digital Display, Print and OOH experienced marginal decreases in inflation, while TV saw a small increase in inflation.

2020: It is anticipated that Radio and both Digital media will experience increasing inflation. TV levels are expected to decrease, with OOH and Print remaining constant.

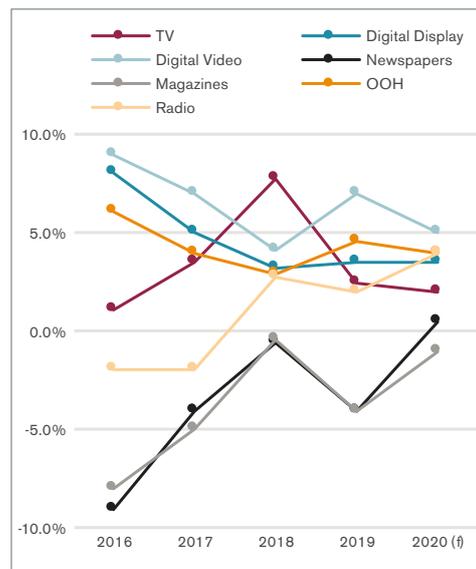


Netherlands

5YT: All media types experienced volatility across the period, with most seeing peaks and troughs. Print is expected to end the period with a lower deflationary figure than at the start of the period, while Digital inflation levels are expected to have decreased across the period.

2019: Print inflation recovered following a dip in 2018, while TV and Radio experienced a decrease in inflation. Digital Video inflation increased.

2020: Print deflation is expected to decrease, with Newspapers set to become marginally inflationary. Most other media will see small deviations from previous figures.



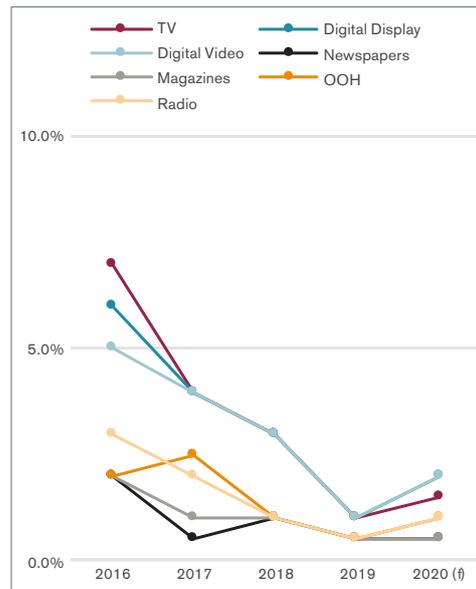
Southern Europe

Portugal

5YT: All media types saw a steady decrease in inflation across the period, although OOH experienced a small bounce in 2017.

2019: The trend of decreasing inflation continued for all media types.

2020: Print is forecast to remain constant in 2020, with all other media types expected to experience an increase in inflation levels.

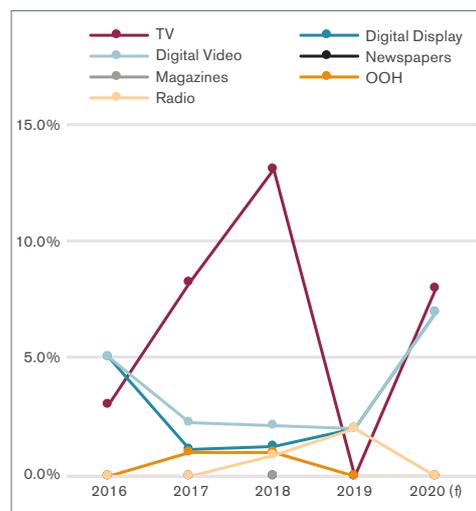


Greece

5YT: The period was highly volatile for all media types, notably TV's spike in 2018.

2019: Following its spike the previous year, TV inflation fell to zero in 2019. Radio saw a small increase, and all other media types remained constant.

2020: TV is expected to spike again, as are both Digital media. Print and OOH are expected to remain at zero inflation.



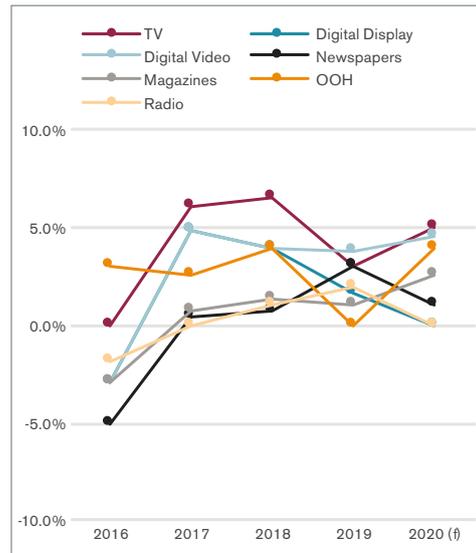
Central Europe

Czech Republic

5YT: Most media started the period either deflationary or flat, and saw an increase in their rate of inflation in 2017 and 2018. At the end of the period, all media were either flat or inflationary.

2019: TV, Digital Display and OOH inflation decreased, while Newspaper and Radio increased.

2020: TV and OOH inflation is expected to increase, but Digital Display and Radio are set to fall to zero inflation. Print is forecast to finish the year as inflationary.

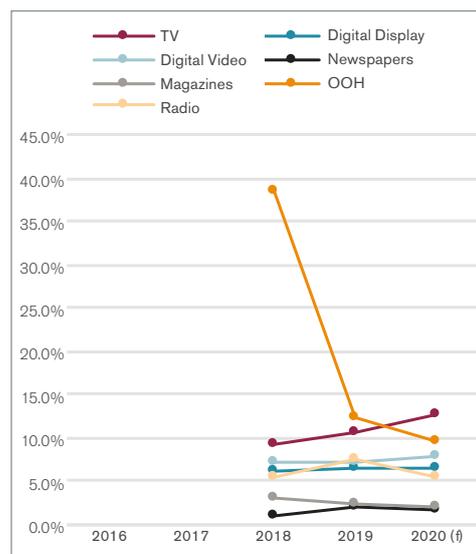


Hungary

5YT: Most media remained consistent across the period, with the exception of OOH in 2018. TV and Digital were both steadily inflationary.

2019: OOH experienced the biggest drop in inflation. TV and Newspaper inflation was slightly higher than in 2018.

2020: TV is expected to continue its upward trend – conversely, OOH will continue to decline. Most other media types will remain consistent with 2019 levels.



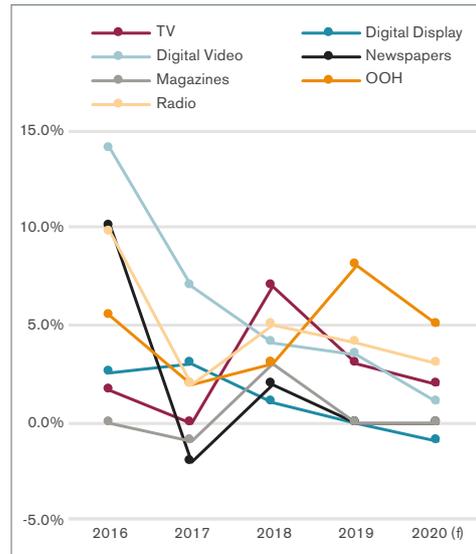
Central Europe

Poland

5YT: Media inflation in Poland has fluctuated significantly across the five-year period. Digital Video has decreased heavily from the start of the period, and is set to continue its decline into 2020.

2019: Inflation for all media types decreased versus 2018 levels, with the exception of OOH which enjoyed an increase.

2020: All media continued 2019's downward trend, including OOH which dropped from its 2019 peak.

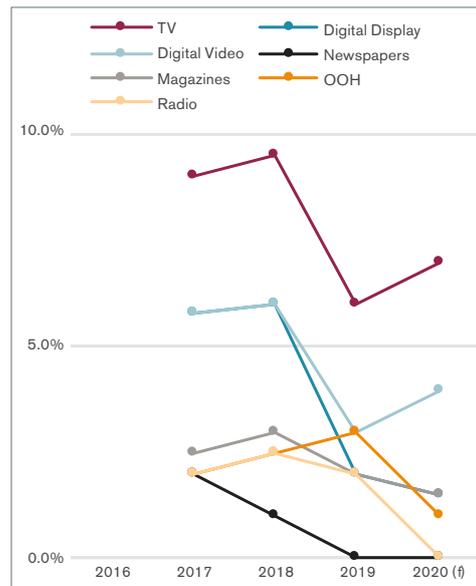


Slovakia

5YT: All media types expected to finish the period with a decreased inflationary figure compared to the start of the period. The largest decrease will be seen in TV and Digital Display.

2019: TV, Digital and Print decreased heavily in 2019; however, OOH inflation levels increased.

2020: Inflation for TV and Digital Video is expected to increase in 2020, and Newspapers will remain flat. However, all other media types are forecast to see a decrease in inflation.



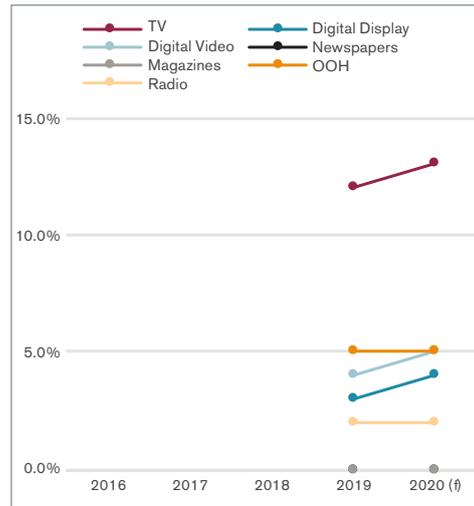
Central Europe

Slovenia

2YT: It is expected that all media types will either remain constant or increase their inflation levels.

2019: Print saw zero inflation, but all other media were inflationary.

2020: All media are expected to remain consistent with 2019 figures, with the exception of TV and both Digital media types.



Eastern Europe

5YT: Bulgaria and Serbia experienced a fall in media inflation across most media types, while Romania and Ukraine started and finished the period at relatively consistent levels for all media. That doesn't tell the full story for OOH in Ukraine however, which peaked at just under 60%.

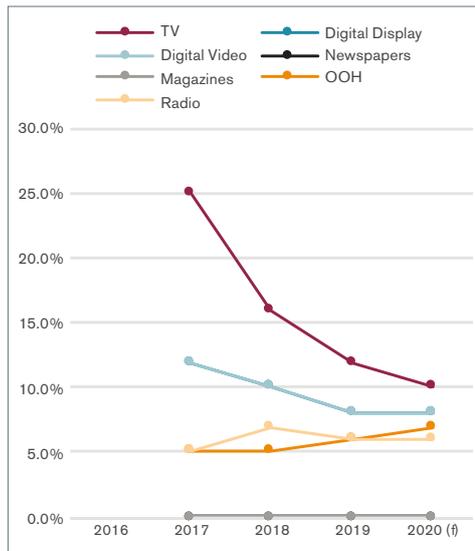
2019: TV inflation decreased in Bulgaria and Serbia, but increased in Romania and Ukraine. OOH increased across all four markets, while Digital experienced a decrease in inflation across most of the markets.

2020: Significant spikes in TV and OOH inflation levels in Ukraine are expected to reduce, while most media types in Serbia will see large decreases in inflation, reaching zero inflation in most cases.

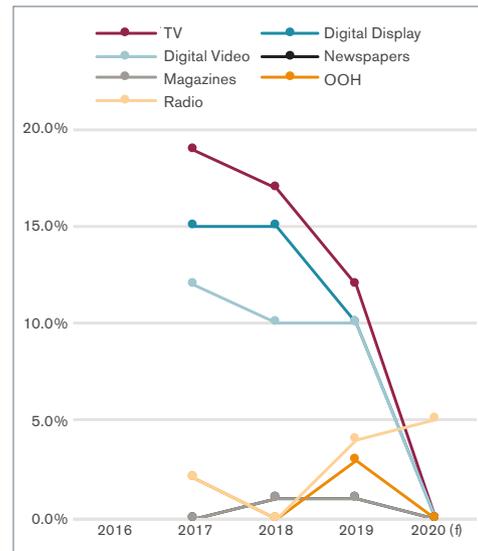


Eastern Europe

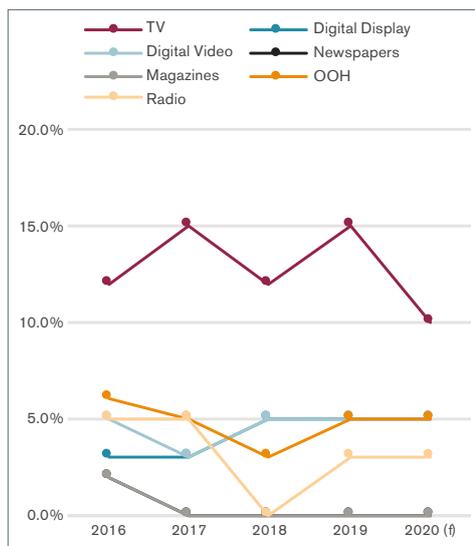
Bulgaria



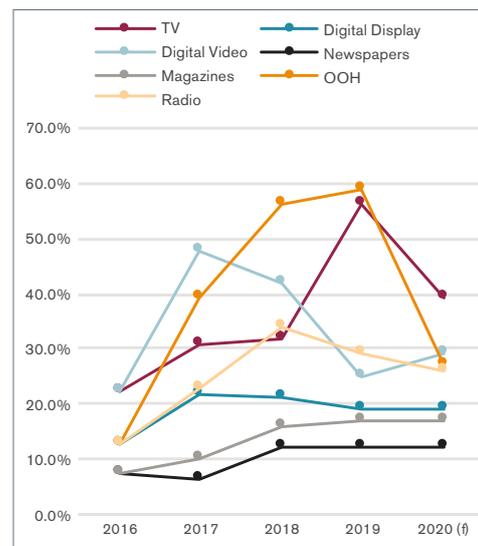
Serbia



Romania

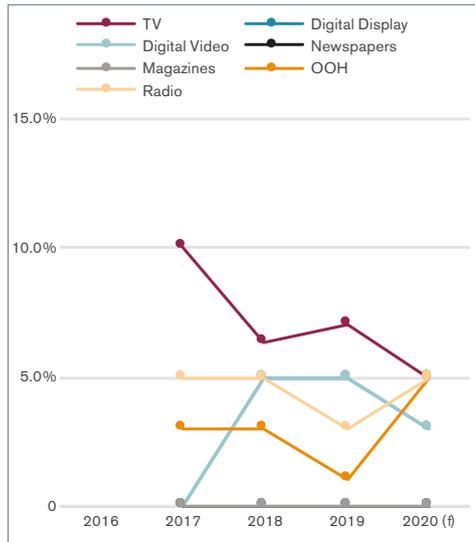


Ukraine

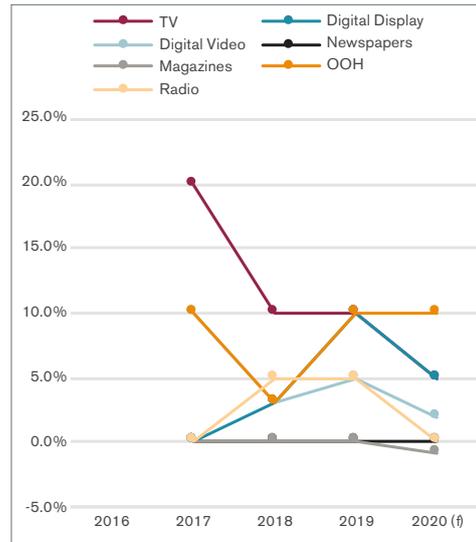


Baltics

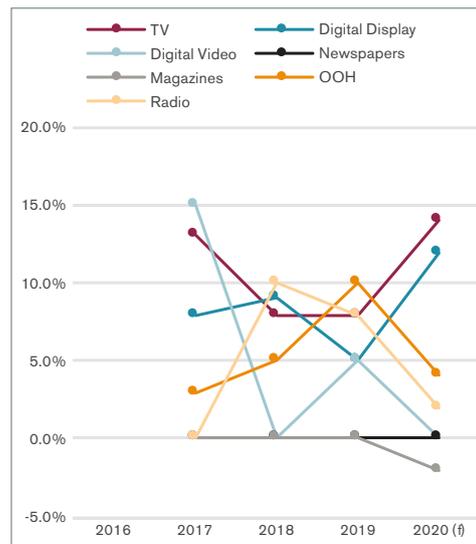
Estonia



Latvia



Lithuania



5YT: All markets have experienced volatile inflation levels, with TV and Digital fluctuating across the period in all markets.

2019: TV remained consistent in Latvia and Lithuania, but saw a small bounce in Estonia. Digital Video in Latvia and Lithuania experienced a similarly small bounce.

2020: TV inflation is forecast to fall in Estonia and Latvia, but increase in Lithuania. Both Digital media types in Estonia and Latvia are expected to decrease, as is Digital Video in Lithuania. In contrast, Digital Display is set to increase in Lithuania.

Middle East

5YT: Most markets have been volatile across the period. Turkey is the only market expecting an increase in Digital inflation: the UAE and Saudi Arabia maintained zero inflation for TV, while Turkey and Israel are expecting to finish the period with increased inflation across all media compared to the start of the period.

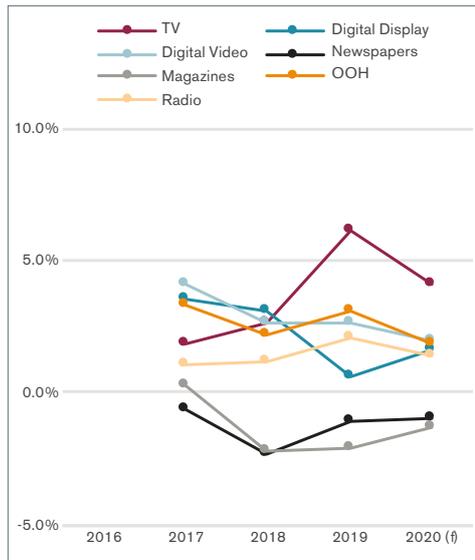
2019: TV in Turkey and Israel saw an increase in inflation levels compared to 2018. Inflation for Digital media fell across most markets, while Saudi Arabia saw a large increase in OOH inflation.

2020: Digital inflation is expected to increase across all four markets, while Print and TV are forecast to increase in Turkey.

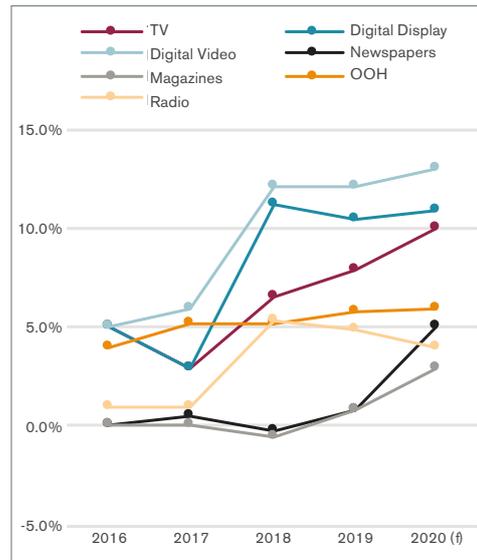


Middle East

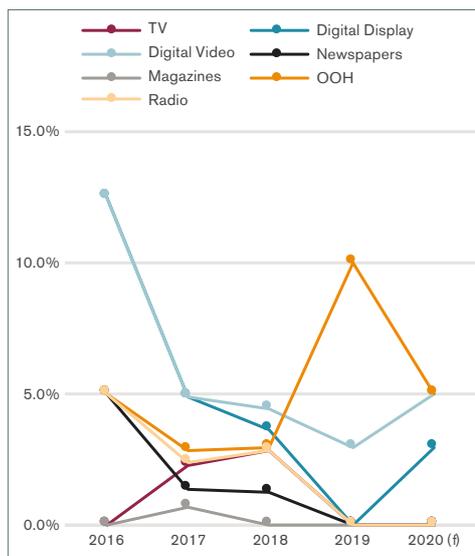
Israel



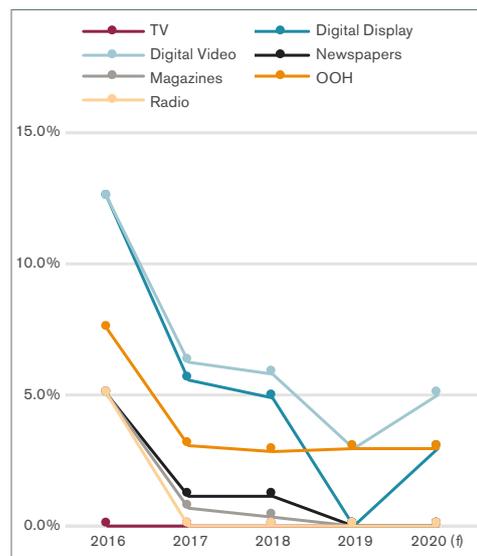
Turkey



Saudi Arabia



UAE



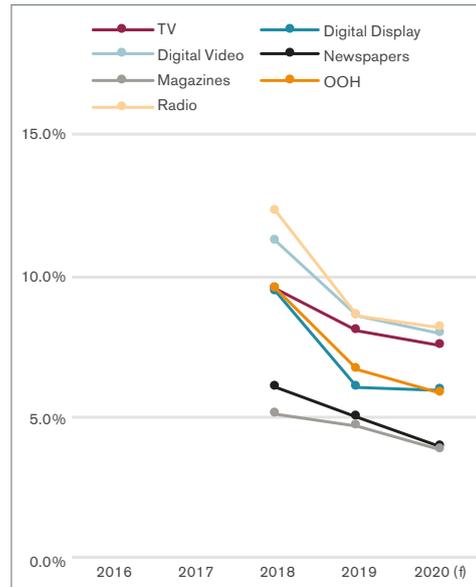
Africa

Nigeria

5YT: All media types are expected to see a decrease in inflation.

2019: There was decreasing inflation for all media types, with Digital and Radio experiencing the steepest declines.

2020: All media types are expected to level out compared to 2019, with Digital Display remaining constant.

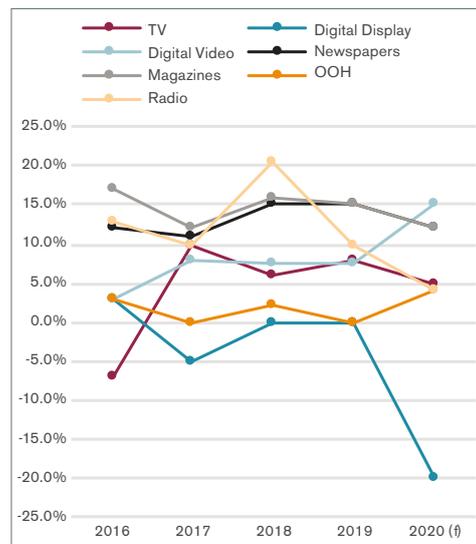


South Africa

5YT: Most media types fluctuated across the period, although Print and OOH deviated only minimally from the start of the period. Digital Video experienced high deflation at the end of the period.

2019: Inflation for most media types remained consistent with the previous year's levels; however, Radio experienced a decrease.

2020: Digital Video is expected to drop further into deflation; conversely, inflation for Digital Display is set to rise. Radio, TV and Print are forecast to experience a further decrease in inflation.



CIS

2YT: Inflation was generally fairly stable for all media types in Kazakhstan, Tajikistan and Azerbaijan: the only exception was TV in Kazakhstan. Conversely, most Uzbek media were volatile.

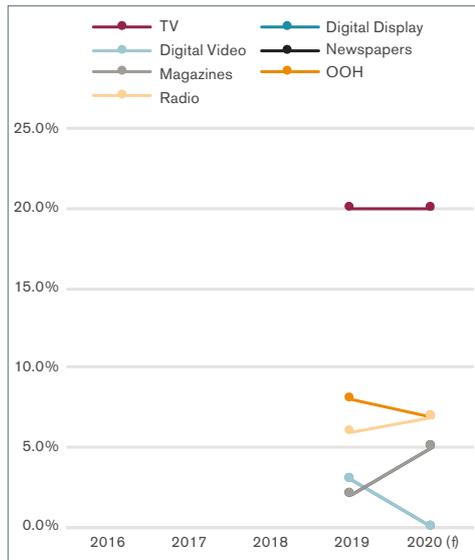
2019: All media types were inflationary across all markets.

2020: It is anticipated that 2020 will be a year of fluctuation in the region: Print inflation in Azerbaijan and Kyrgyzstan is expected to increase, while all media types except TV are forecast to decrease inflation levels in Uzbekistan.

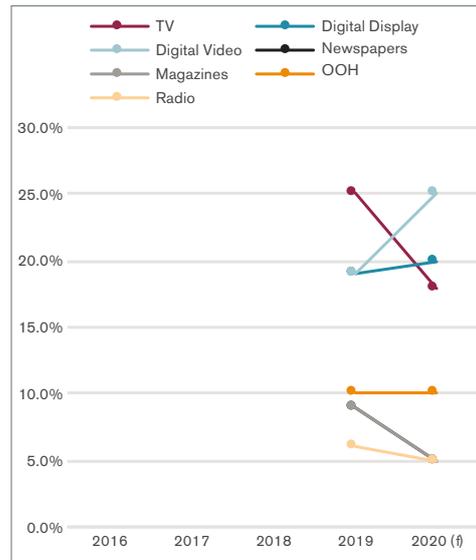


CIS

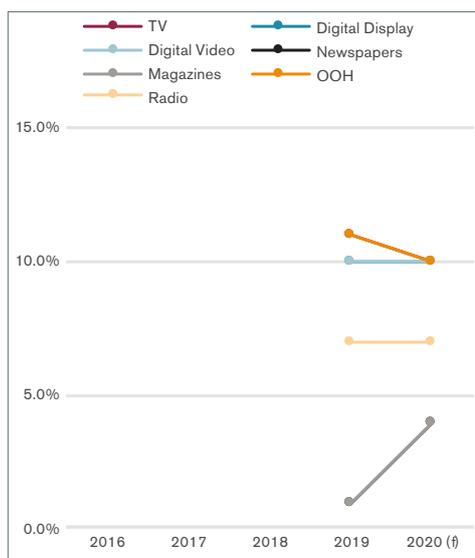
Azerbaijan



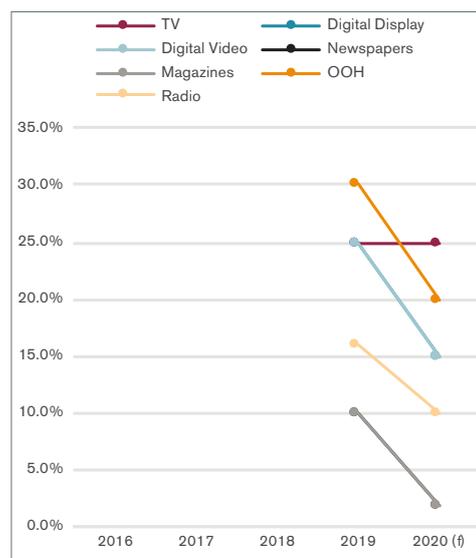
Kazakhstan



Kyrgyzstan



Uzbekistan





Asia Pacific

Australia

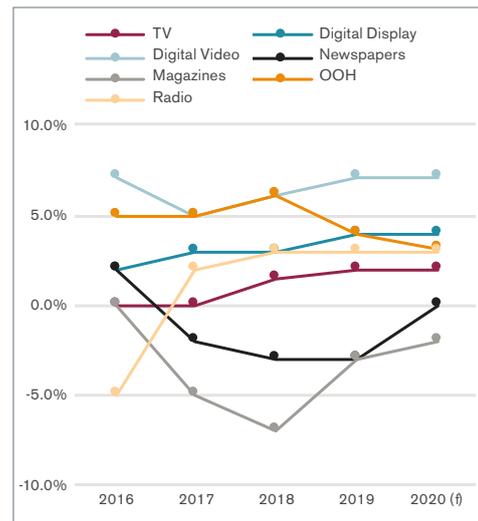
Context: Modest inflation rate fluctuations are reflective of a soft Australian economy. The recent bushfires have had a significant impact,

reducing consumer confidence across the market with a slowing of housing construction and prolonged drought.

5YT: Inflation levels are expected to end the period close to those at the start of the period. There was however some activity in the intervening time, with Magazines experiencing a significant trough and Radio spiking early on.

2019: Most media remained consistent with estimates from the previous years; notable exceptions include the increase in Magazine inflation and the decrease in OOH inflation.

2020: Most media are expected to experience consistency, except decreasing deflation for Print and decreasing inflation for OOH.

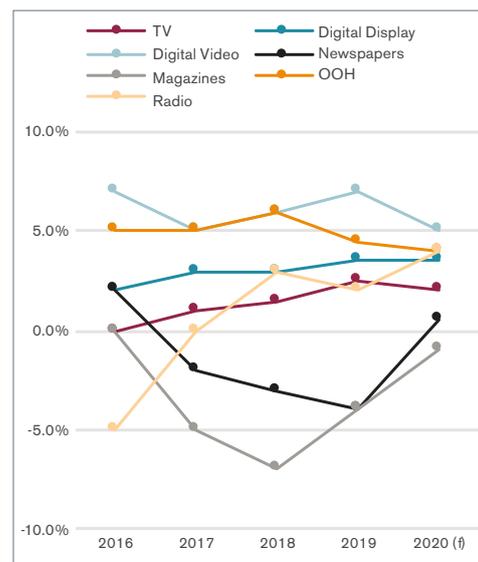


New Zealand

5YT: Print in New Zealand experienced a large trough during the period, while Radio spiked between 2016 and 2018. Other media types maintained relatively consistent inflation levels.

2019: OOH deflation decreased, while Digital inflation increased steadily compared to 2018. Magazines saw a decrease in deflation levels, but Newspapers experienced a marginal increase in deflation.

2020: Print is expected to decrease its inflation levels, and Newspapers should become inflationary. Inflation levels for Digital Video and OOH are set to fall.



China

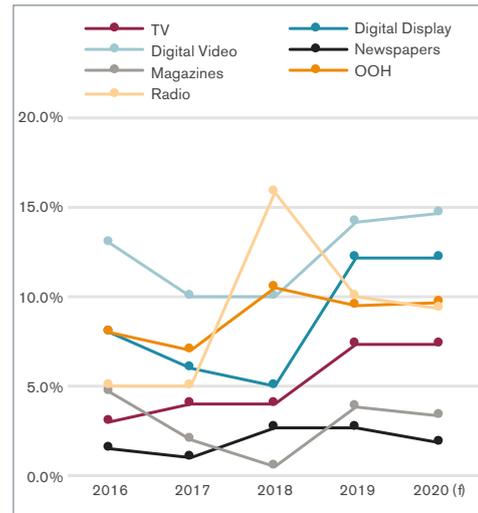
Context: The increased popularity of short video platforms such as Douyin and the increasing popularity of digitalised news apps is driving the digital marketplace. However,

only 61% of the market are deemed 'Netizens', meaning that there is still further growth potential for Digital.

5YT: Most media types are set to have had minimal deviations between the start and the end of the period. The exceptions are a spike in Radio inflation in 2018 and in Digital Display the following year.

2019: Inflation increased for Digital, TV and Magazines, but decreased for radio and OOH.

2020: Most media types are expected to remain consistent with figures from previous years, with just minimal decreases for Print and Radio.

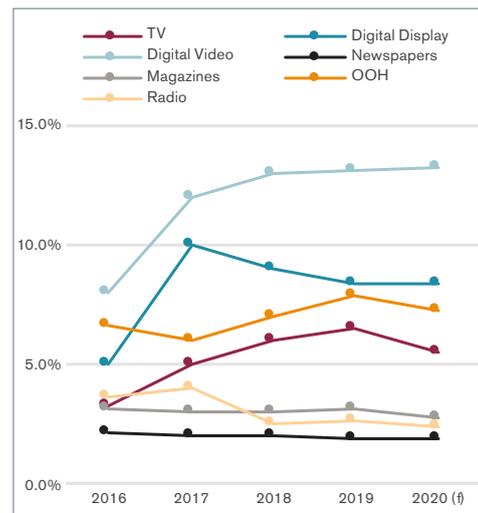


Hong Kong

5YT: Print is expected to have remained flat across the period, while TV and OOH are forecast to have experienced steady increases. Digital is set to end the period with higher inflation figures than it started with.

2019: Most media types remained consistent with inflation levels from the previous year. OOH and TV saw marginal increases to inflation, while Digital Display decreased slightly.

2020: TV and OOH are expected to experience a fall in inflation levels, while Digital Video is forecast to increase marginally.



Korea

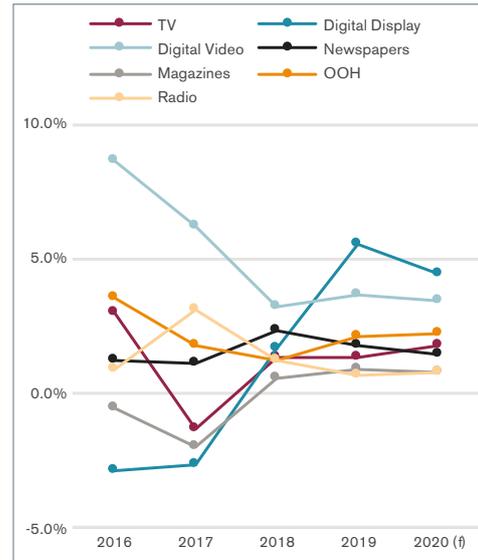
Context: Korea has the highest level of internet penetration in the world, and it's steadily increasing year on year: it's clear why marketers want to capitalise on this

reach opportunity. Furthermore, mobile ad spend is estimated at 77.9% of all digital spend in 2020.

5YT: The period was a volatile one for both Digital media types, while TV experienced a trough in 2017. Other media types saw only minor fluctuations across the period.

2019: Inflation figures for Digital Display increased, but other media saw only marginal changes versus the previous year.

2020: Digital Display is expected to experience a decline in inflation, and Digital video will also decrease, albeit more marginally. Most other media types are set to remain consistent with 2019 levels.

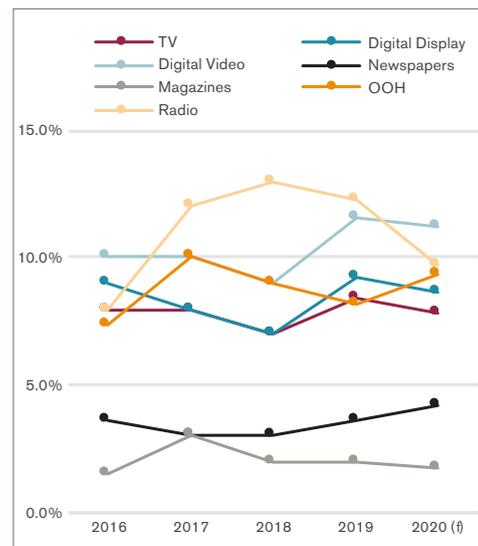


Malaysia

5YT: Radio inflation levels saw a steady arch over the period, with most other media types ending the period close to their original position.

2019: Digital inflation bounced in 2019, as did those of TV and Newspapers. However, Radio and Magazines experienced a slight decrease in inflation levels.

2020: Inflation levels for most media types are expected to decrease compared to those of 2019: OOH and Newspapers are the exceptions.

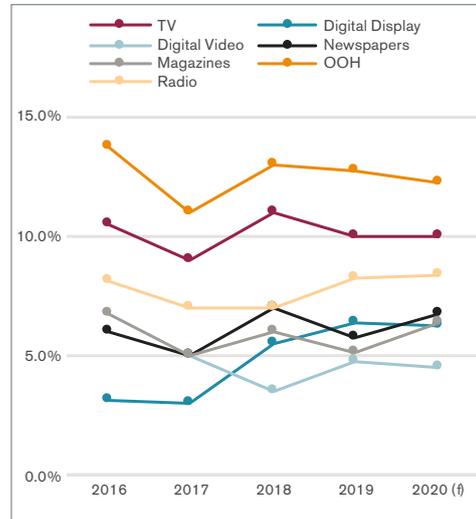


Philippines

5YT: Inflation levels for most media types were relatively stable, although inflation levels for Digital Display increased steadily.

2019: Digital and Radio inflation rates increased while TV, Print and OOH saw a steady decrease.

2020: Inflation levels for most media types are expected to remain consistent with those of previous years. The exception is Print, which is expected to experience a rise in inflation.

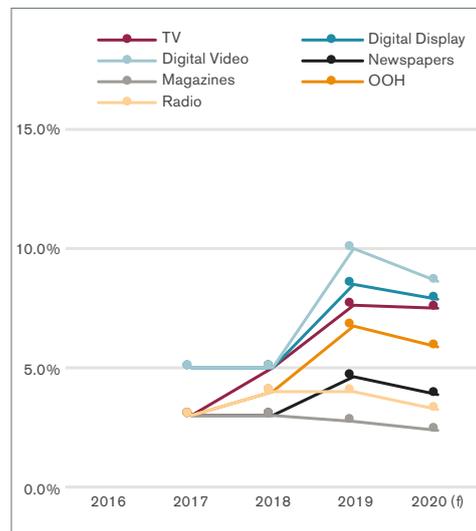


Singapore

4YT: All media types experienced a similar trend across the period, with minimal volatility.

2019: Most media types experienced a rise in inflation levels, except Radio and Newspapers, which saw slight decreases.

2020: Most media are expected to experience marginal decreases in their inflation levels; that of Digital Display is the most notable.

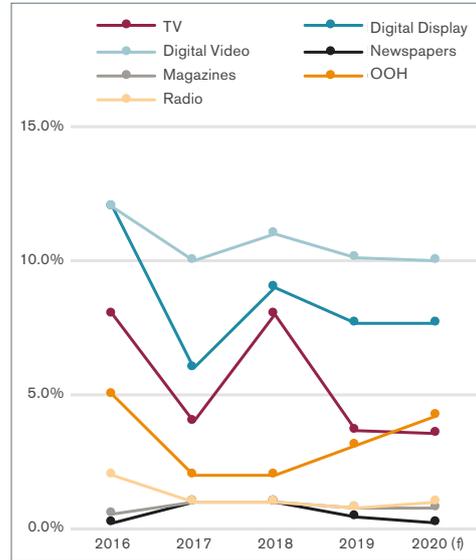


Taiwan

5YT: Print and Radio maintained a low inflation rate across the period, while TV and Digital Display fluctuated to higher levels.

2019: TV and Digital experienced a reduction in inflation levels, while OOH saw an increase.

2020: All media types are set to see minimal deviations from 2019 figures, with the exception of OOH which is expected to continue its steady increase in inflation.

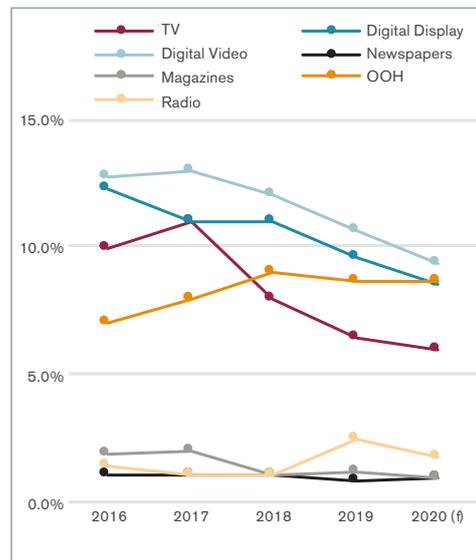


Thailand

5YT: Inflation for Digital and TV decreased steadily across the period, while other media types maintained more consistent inflation rates.

2019: Inflation for TV and Digital continued to decrease, OOH and Print remained consistent and Radio saw a small spike.

2020: Digital is expected to continue its downward trend, and although TV and Radio are also expected to decrease, they are forecast to do so at a slower rate. OOH and Print are set to remain consistent with 2019 figures.

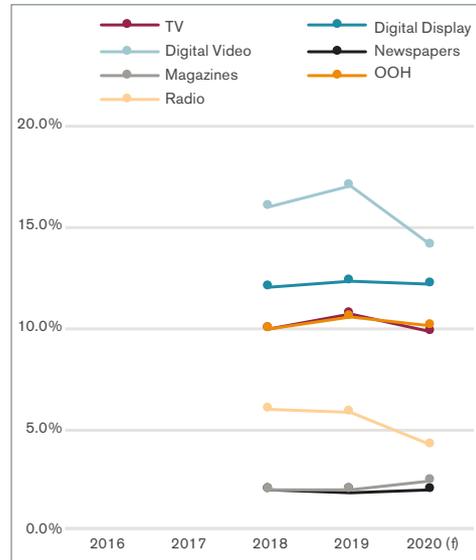


Vietnam

3YT: Most media types deviated only minimally from the start of the period: the largest change was seen from Digital Video, which ended the period with a lower inflation level than the one with which it started it.

2019: Digital Video and Display saw a small increase in inflation, but other media types remained consistent with 2018 figures.

2020: Digital Video, TV, OOH and Radio are all expected to experience a decrease in inflation rates. Print and Digital Display are likely to remain consistent with 2019 levels.



India

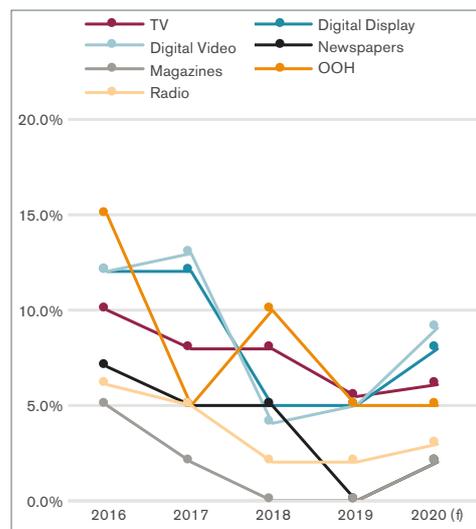
Context: TV viewership has changed: TRAI has allowed subscribers to select and pay for the channels they want, affecting viewership across channels and genres. This has resulted in channels moving from Paid

to Free and vice versa, further transforming viewing dynamics. However, the Cricket World Cup and Indian Premier League have helped offset the risk of lowered inflation levels.

5YT: High fluctuations have been seen across most media types over the period, with some dropping to zero inflation.

2019: Newspapers and OOH saw the steepest decline in inflation levels, with other media types remaining closer to the previous year's figures.

2020: Digital and Print are expected to see increased inflation levels, but other media types will deviate only minimally from 2019 levels.



Latin America

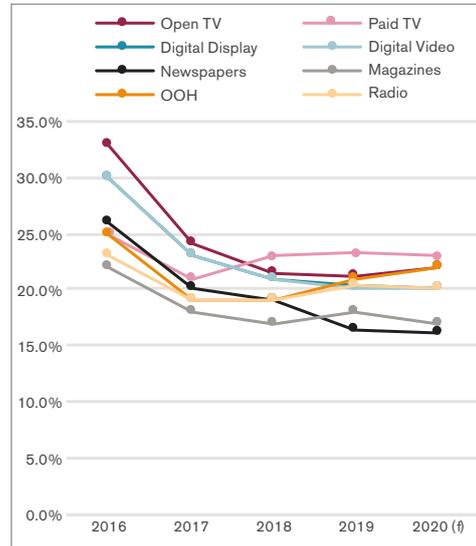


Argentina

5YT: High levels of Olympics-related inflation in 2016 for all media types were followed by an abrupt decline the following year. Since then, the market has remained fairly stable.

2019: Inflation levels were consistent in 2019, with most varying by only $\pm 1\%$. Newspapers and OOH were the only exceptions: the former fell by 2.5%, and the latter rose by 2%.

2020: All media are expected to maintain consistent inflation rates consistent with those of 2019.



Brazil

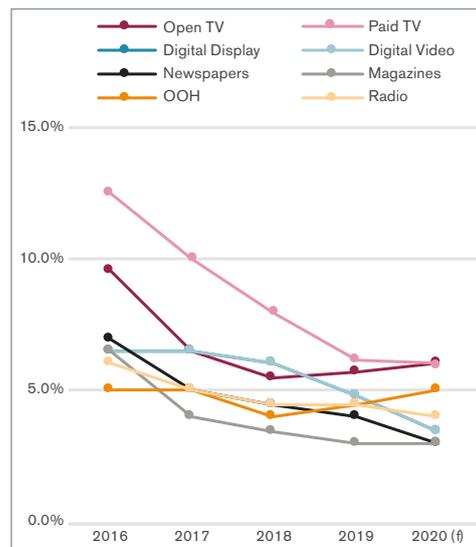
Context: TV remains the most important medium, reaching 98% of the population. However, with broadband advances across

the country over the last decade, 2020 should see digital media types thrive in this growing market.

5YT: Most media types have experienced a decline in inflation levels since the success of the 2016 Olympics in Rio de Janeiro. Some media have seen a small increase over the last year, or can expect them in the coming year.

2019: Open TV and OOH were the only two media types to see an increase in inflation in 2019; the others continued to fall steeply, or retained their 2018 levels.

2020: Digital expected to continue its downward trend, falling to 3% lower than its 2016 level. Open TV and OOH are once again the only two media forecast to see an increase over the next 12 months.

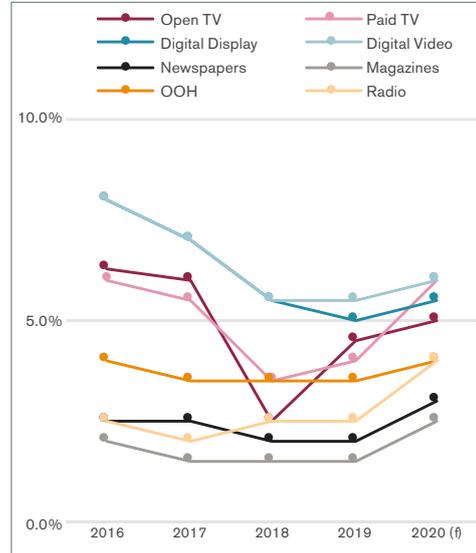


Chile

5YT: Following sharp declines in 2018, Digital and TV inflation has been recovered slowly. Other media have remained stable across the period.

2019: Inflation levels for most media types remained consistent from 2018 to 2019, with Open TV recovering almost entirely from its fall to 3.5% in 2018. Digital Display was the only medium to experience a decline in this period.

2020: All media are forecast to see an increase in inflation levels in 2020, with Radio and Pay TV increasing by 1.5% and 2% respectively.

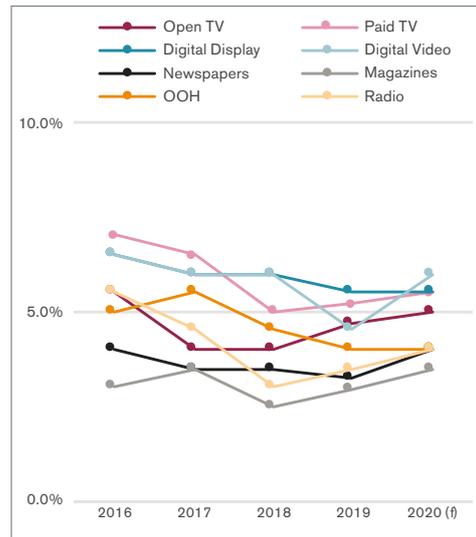


Colombia

5YT: Inflation levels in Colombia have seen a lot of change over the last five years. There was a gradual decline year on year until 2018 or even 2019 for some media.

2019: Some media, including TV and Radio, recovered from the steep decrease in inflation that they experienced in 2018, but Digital continued to fall to its lowest level in the five-year period.

2020: All media types are forecast to remain stable or improve in 2020, notably Digital Video and Print.



Mexico

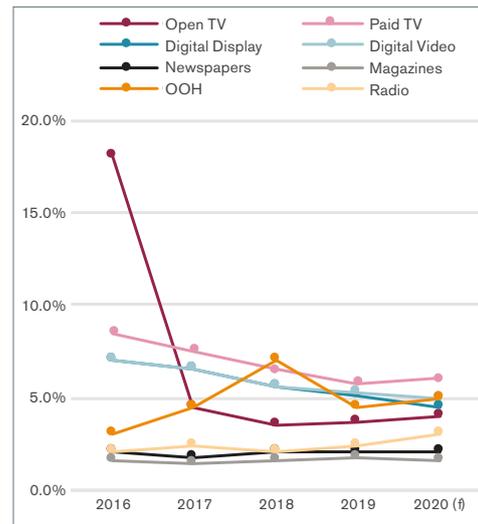
Context: Mexico's prominence within the Spanish-speaking LATAM markets is largely down to its high concentration of

newspapers, publishers, radio stations and TV networks. This concentration allows for inflation to remain stable across most media.

5YT: Inflation levels for most media types were fairly stable across the period, although there has been a slight downward trend since 2016.

2019: Digital saw a minor decrease in inflation levels, while traditional media such as Print and Radio increased to their highest inflation levels since before 2016.

2020: Both Open and Pay TV will experience their first joint inflation increase in over five years, while Digital and Print will decrease slightly. There will be minimal changes year on year across all channels.

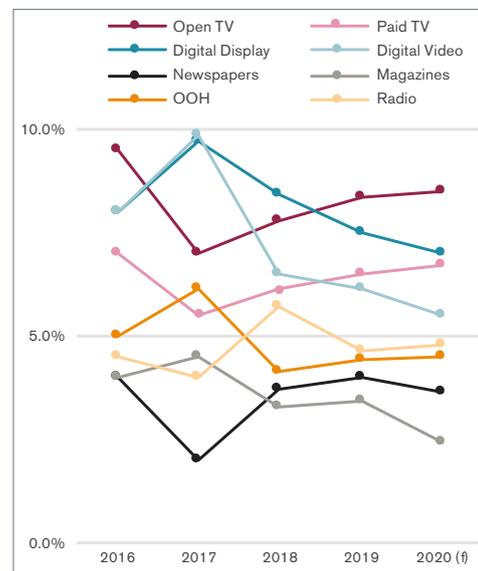


Peru

5YT: Both digital media types have demonstrated a constant decline in inflation levels since 2017, while both Open and Pay TV have risen steadily over the same period.

2019: Radio experienced the steepest change in inflation from 2018 to 2019, declining from 5.7% to 4.6%, while Digital Display fell by 0.9% to 7.5%. Open TV overtook Digital Display to achieve the highest inflation rates.

2020: TV, Radio and OOH are all forecast to continue to see an increase in their inflation rates in 2020, while the Print media are set to experience a decline.



About **ECI MEDIA MANAGEMENT**

ECI MEDIA MANAGEMENT: HIGHER MEDIA VALUE

Technology is transforming the media landscape at an unprecedented pace. But in the right hands, change can be a force for good. ECI Media Management, the market's fastest growing global media management company, leverages these changes to help you drive **higher media value** from your advertising investment.

A modern, forensic approach

Ever since our formation we have championed a modern approach to media and financial auditing. As pioneers in the field of digital auditing, we include sophisticated analysis of programmatic activity in our audit model, and we pride ourselves on a forensic, fact-based approach which harnesses the power of our world-class talent and proprietary technology. Along with our innovative benchmarking capabilities, we are confident in our ability to empower our clients to drive **higher media value** and media-led impact on business performance.

Cutting-edge services

Capitalising on today's dynamic, fast-paced media landscape to drive **higher media value** requires data-driven decision-making, global experience and a deep understanding of the latest technologies. At ECI Media Management we are proud to be able to offer these and so much more, including TV auditing, financial compliance auditing, pitch management, KPI setting and management and contract consultancy.

Global experience, local expertise

We are proud of our client portfolio, which contains some of the world's largest and leading advertisers. Our network of owned offices and leading affiliates supports them where they need us, across the Americas, Europe and Asia Pacific. We offer them high-level media intelligence and rigorous benchmarking and, ultimately, the insight, experience and savvy to ensure that their advertising investment and agency relationships drive **higher media value**.



Our **product** offering

Relationship Management

Pitch Management

Agency Contracts and Remuneration

Financial Auditing and Contract Compliance

Media Performance

Target Value[©]

Cost Tracking – All Media

Target Mark[®]

TV Analysis & Benchmarking

OnTarget[®]

Digital Analysis & Benchmarking

OOH / Print / Radio

Analysis & Benchmarking (TMI[©])

Media Consulting

Media Training and Bespoke Workshops

Media Strategy Effectiveness Review

Business Process and
Data Management Consulting

Contacts

To speak to one of our senior management team about any of our services please contact:

Fredrik Kinge

Chief Executive Officer

+46 704 24 03 70

fredrik.kinge@ecimm.com

Joakim Attack

Chief Commercial Officer

President, US

+1 310 430 8588 (US)

+46 705 46 68 06 (International)

joakim.attack@ecimm.com

Sofia Savvidou

Chief Operating Officer

+44 7435 227 595

sofia.savvidou@ecimm.com