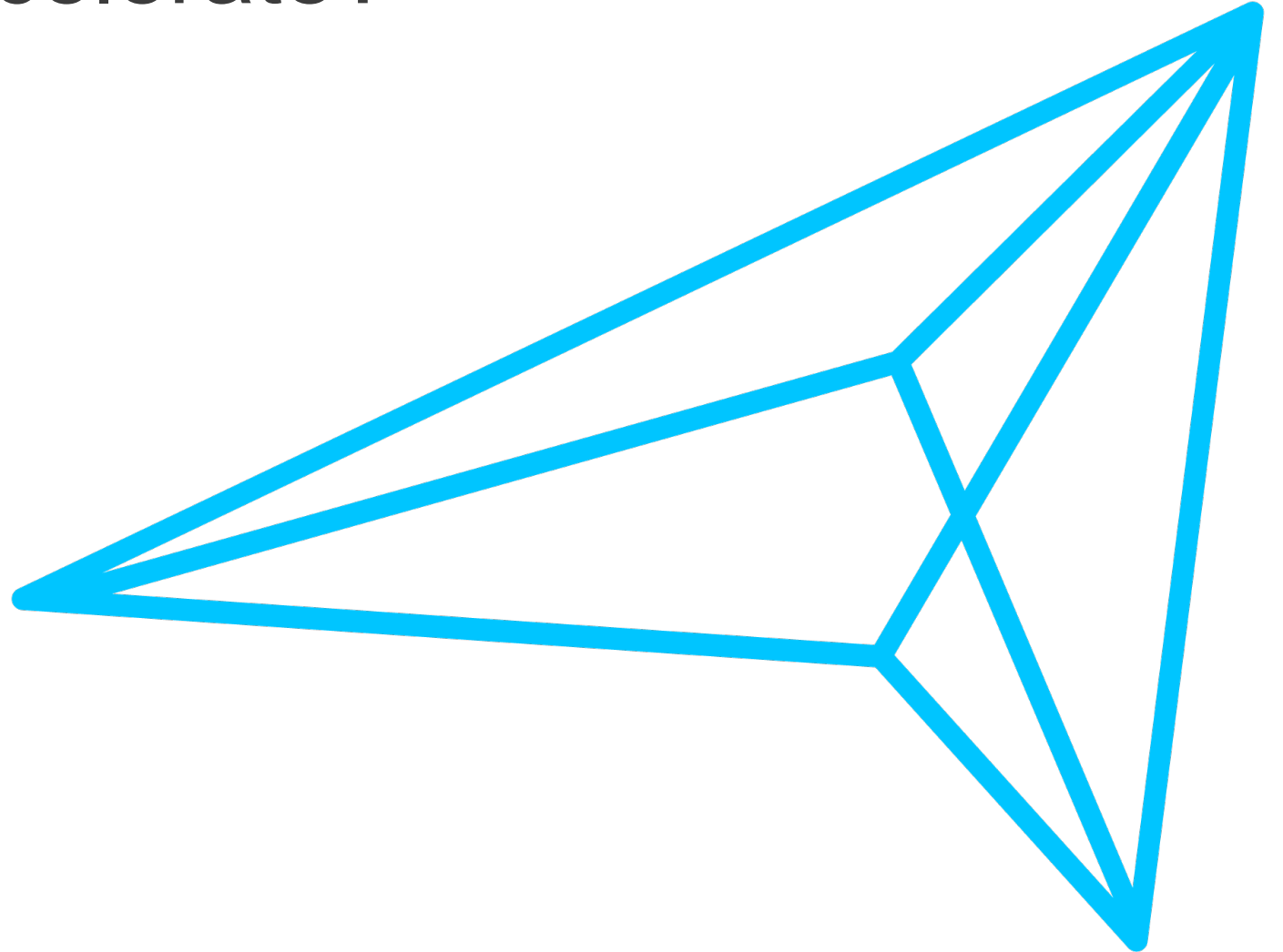


Can advertising accelerate?

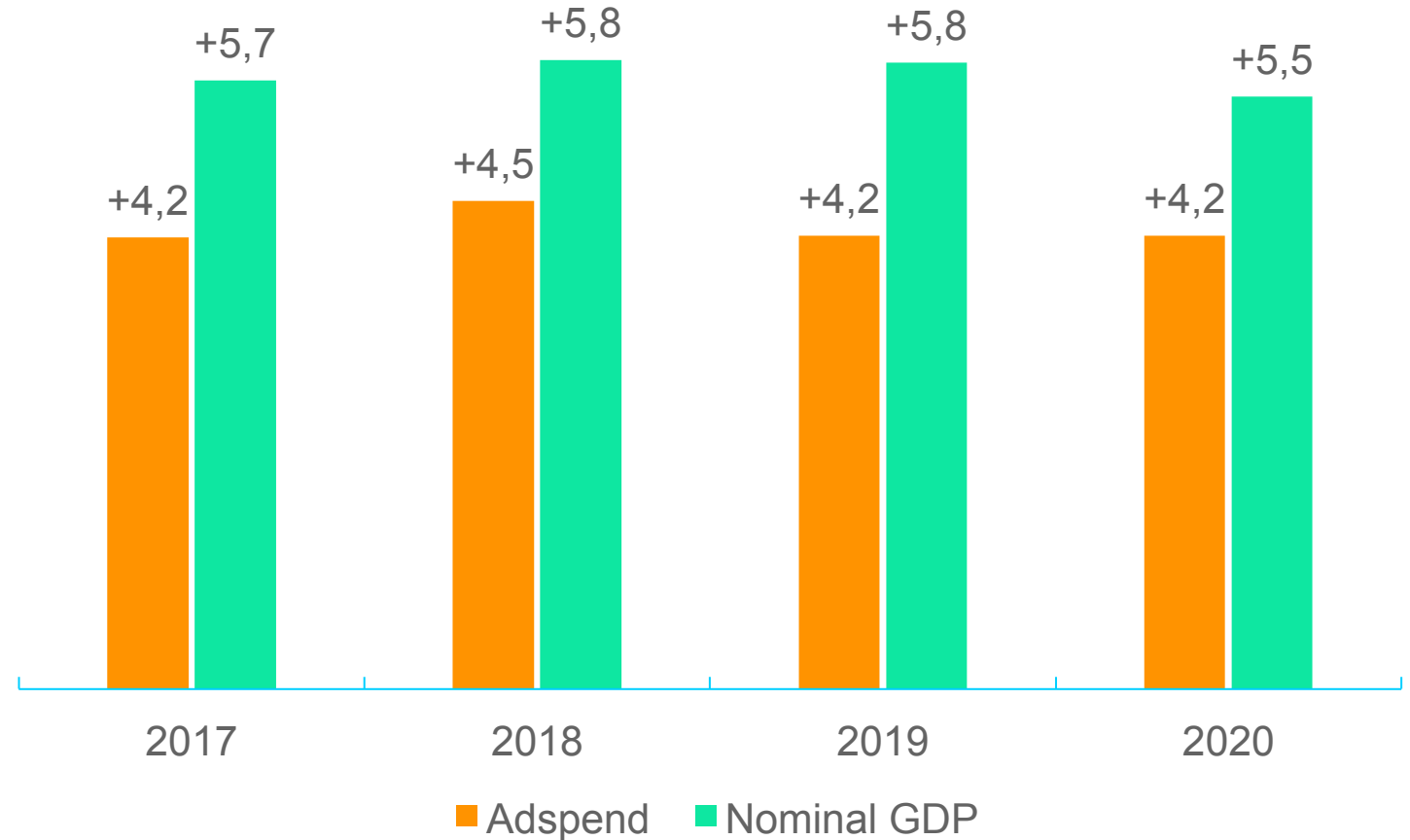
2 October 2018



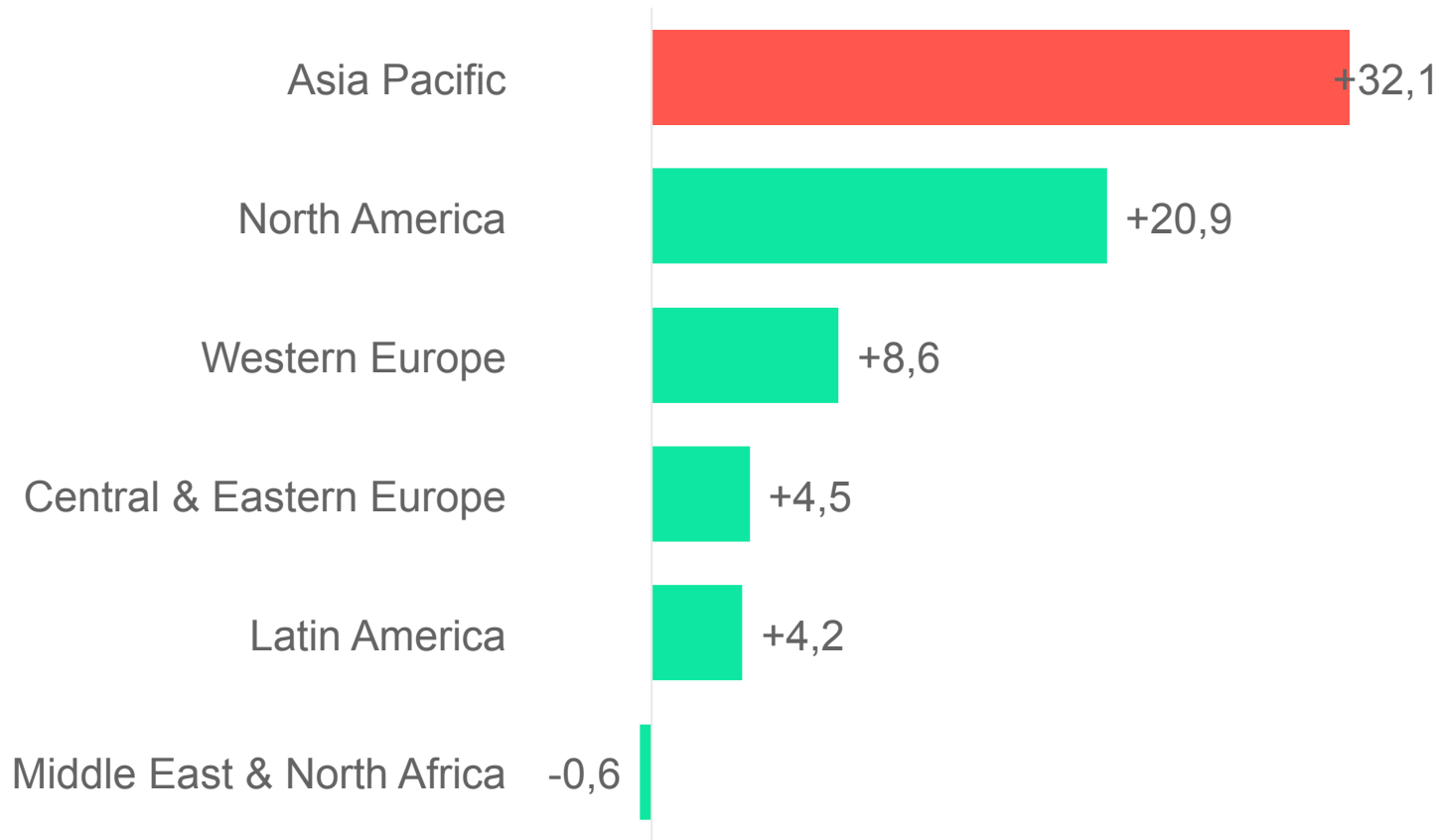
The global outlook is stable but
cautious

*Global adspend
is growing
behind output*

Year-on-year growth in global adspend (%)



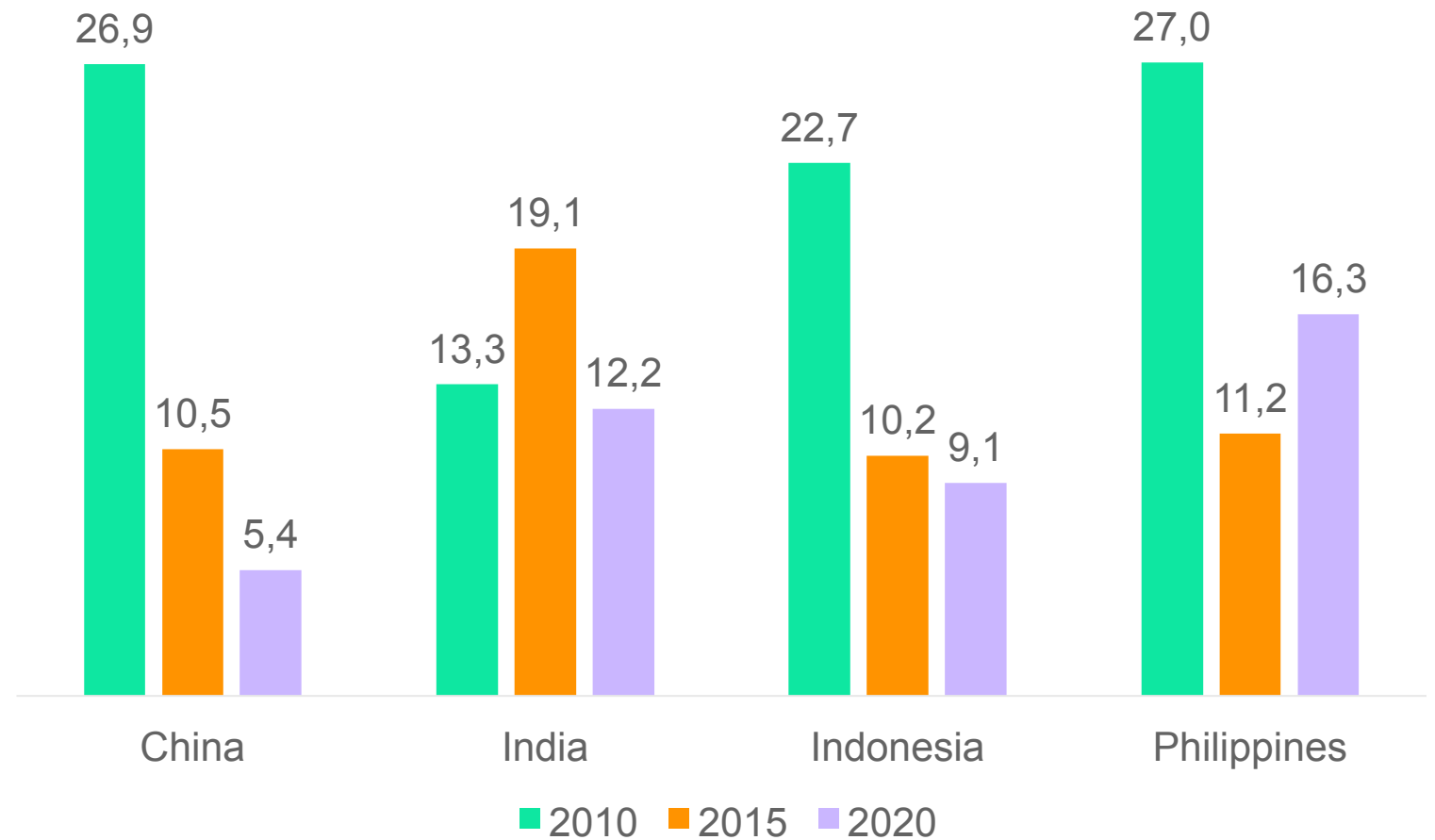
Net increase in adspend 2017-2020 (US\$bn)



43% of new ad dollars will come from Asia Pacific

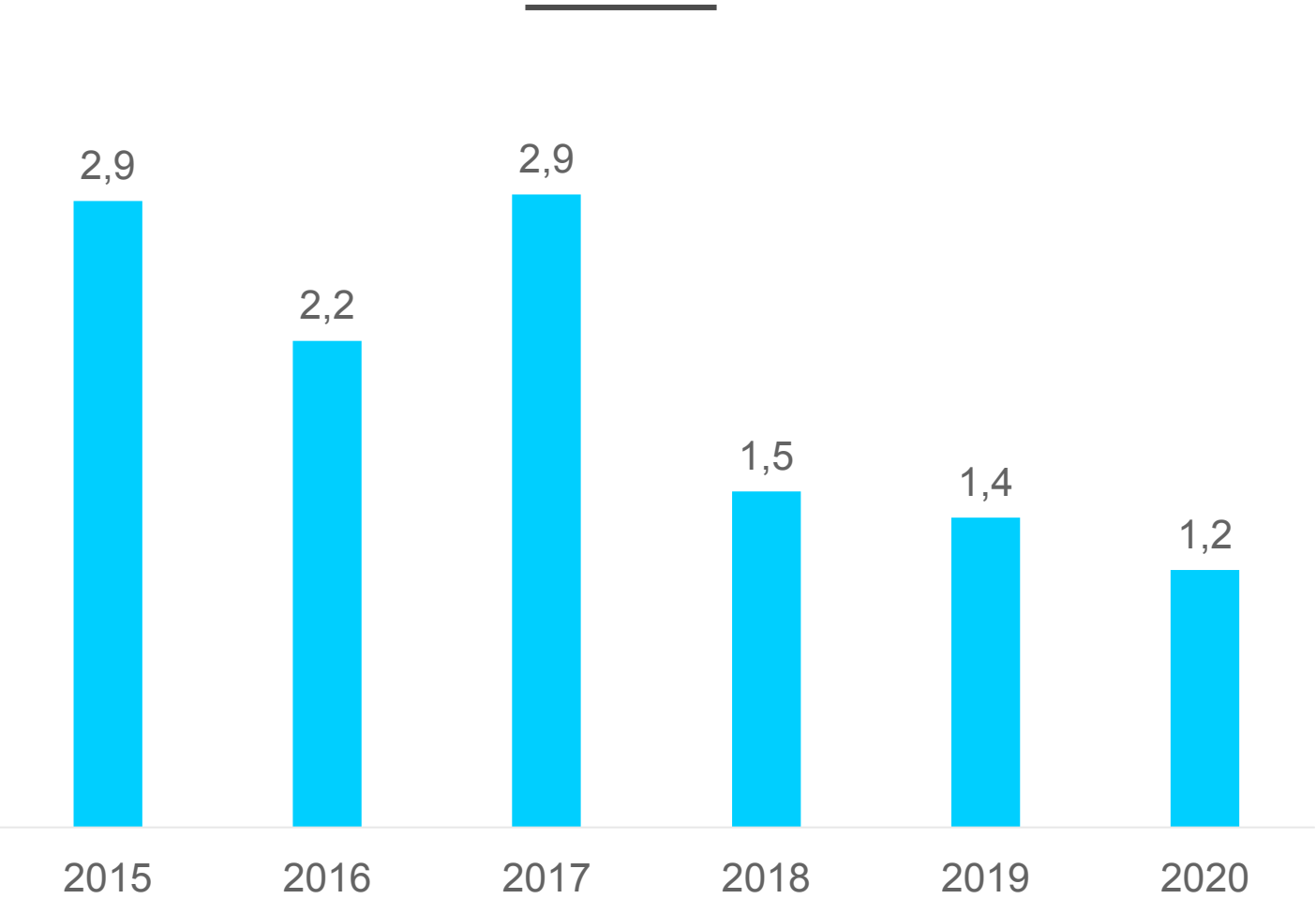
*China now
outpaced by
India, Indonesia
and the
Philippines*

Year-on-year growth in adspend (%)



Algorithms and bandwidth are
driving the evolution of media

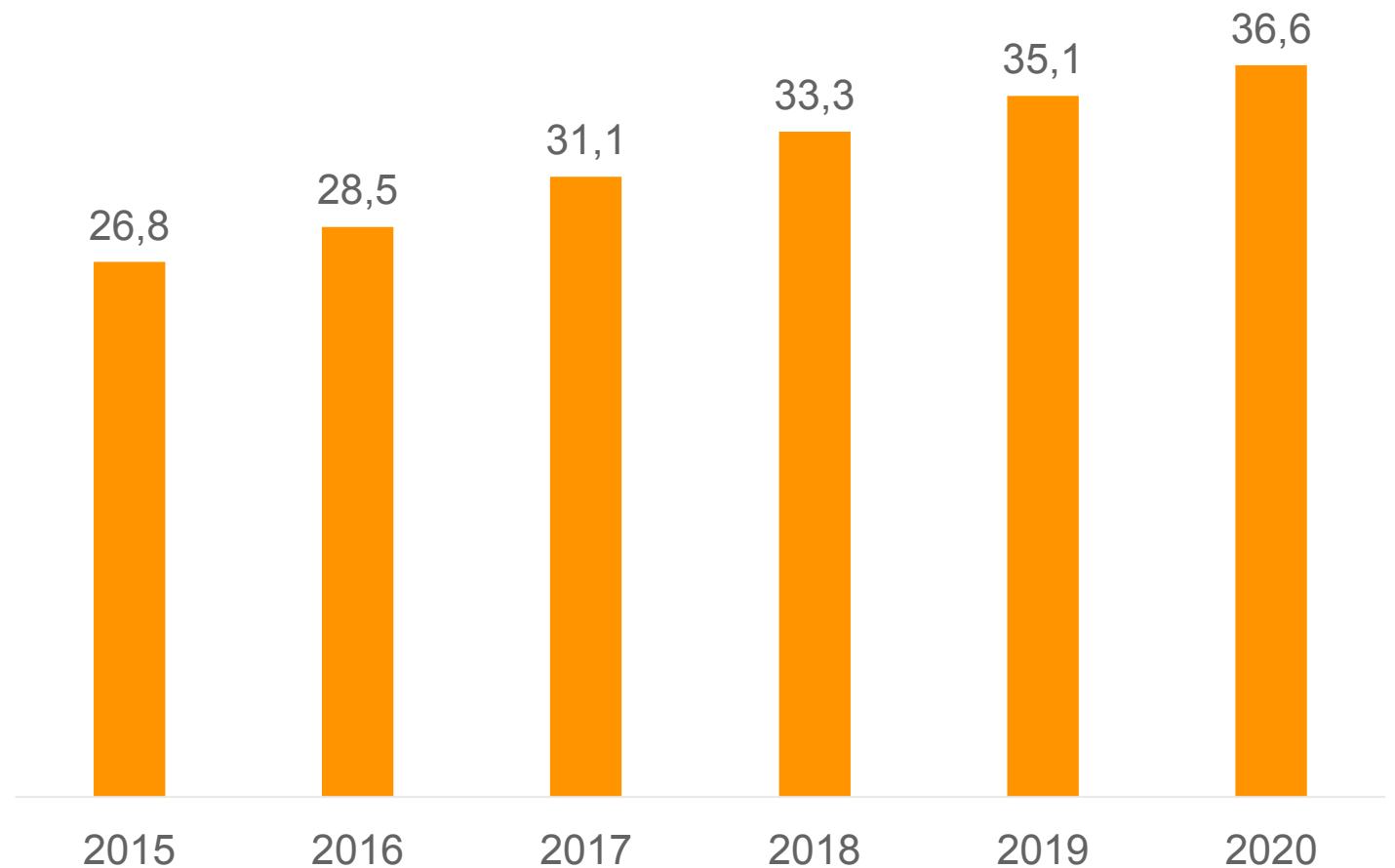
Year-on-year growth in average time spent with media (%)



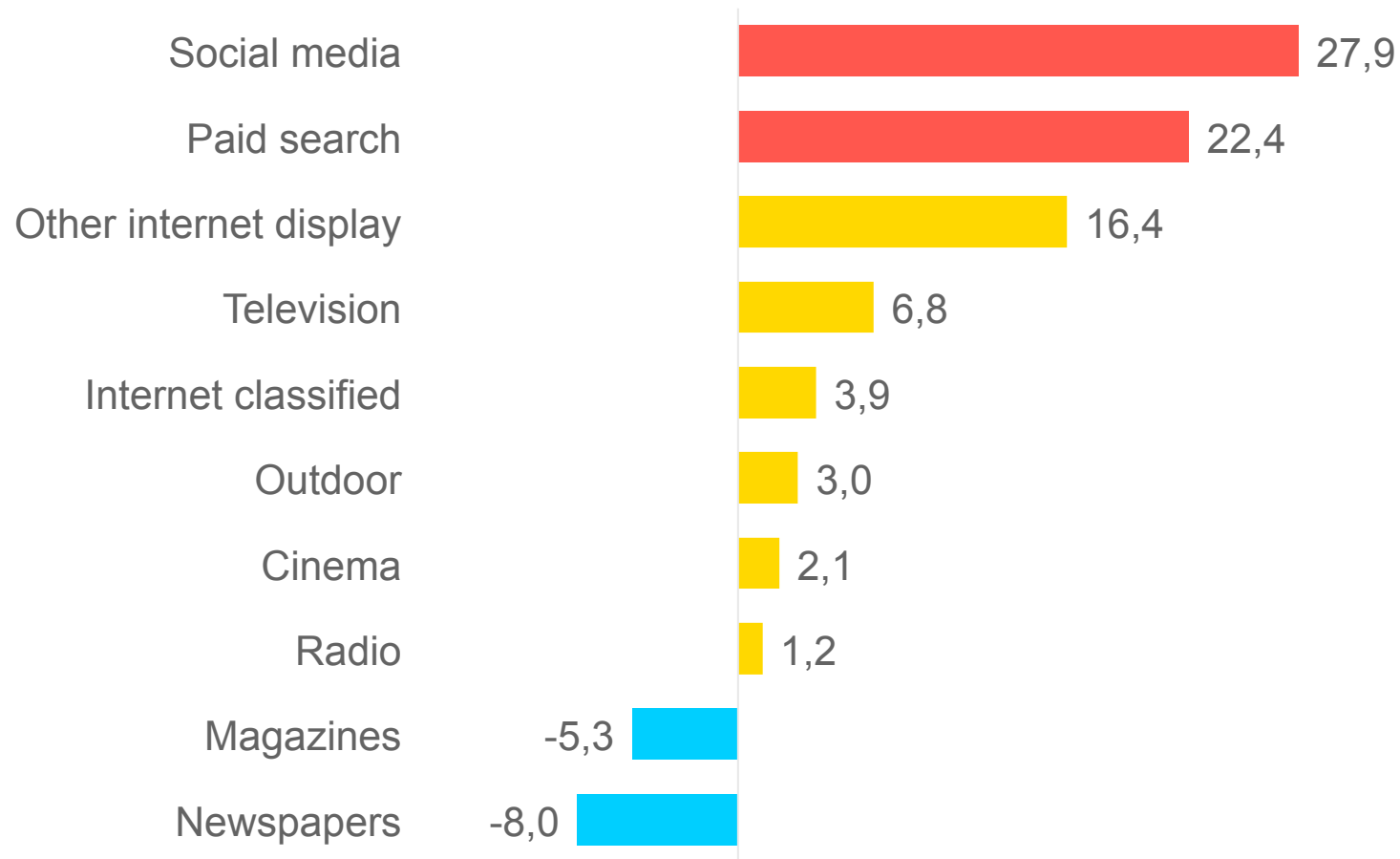
Media consumption growth is slowing

*But the internet
continues to gain
share of
consumers' time*

Internet share of global media consumption (%)



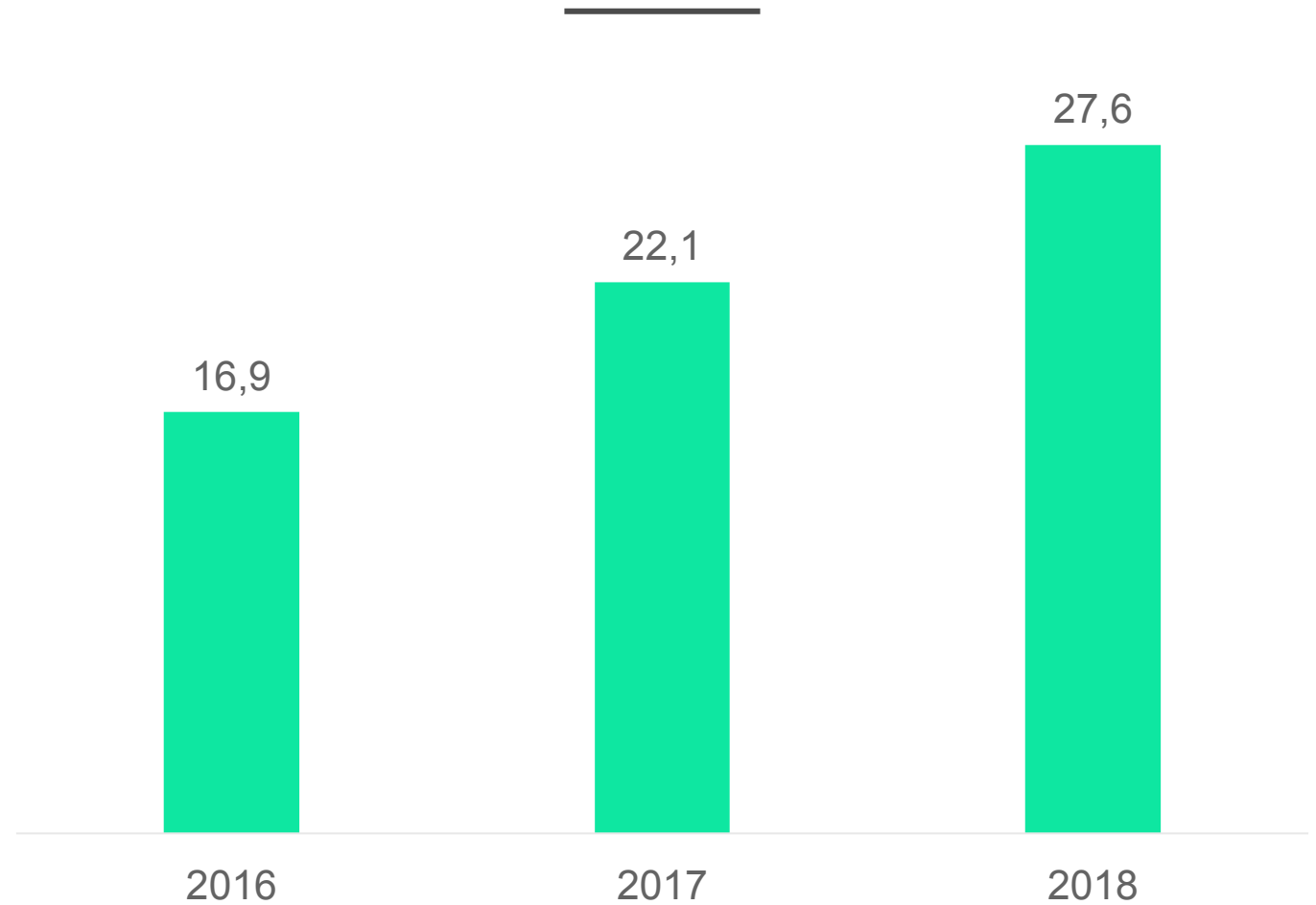
Net increase in adspend 2017-2020 (US\$bn)



*Social media and
paid search will
drive 67% of
adspend growth*

*Voice is the next
step in the
evolution of
search*

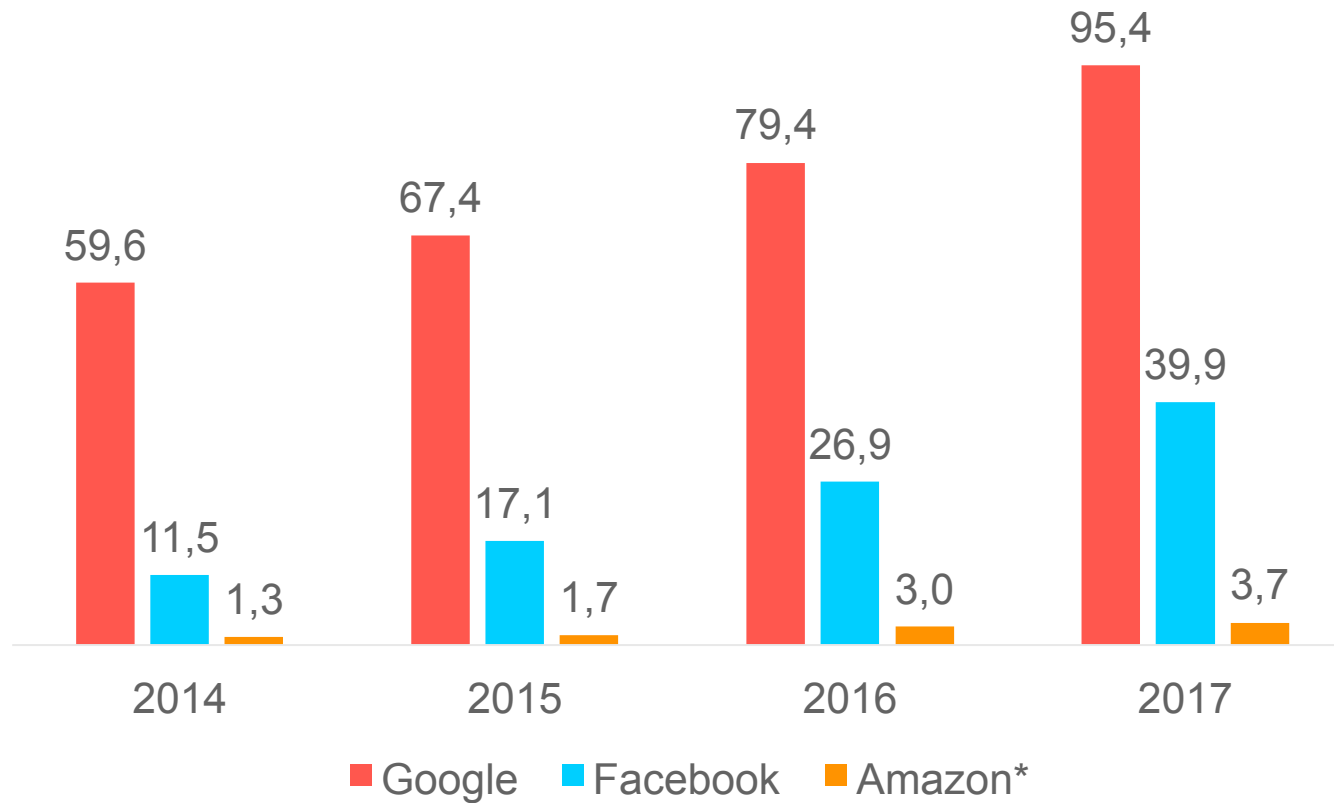
Voice assistant penetration in the US (%)



A large, solid orange triangle that points towards the top right corner of the slide, occupying the right half of the image.

The commerce opportunity

*Advertising revenue (US\$bn)**



Amazon's ad business is small but ramping up quickly

China shows the potential of e-commerce advertising

E-commerce advertising: share of total adspend in China (%)

