

NET ADVERTISING VOLUME

June 8, 2010

United Kingdom - Millions of Pounds

Medium		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Television	Total	3,358	2,996	3,137	3,164	3,362	3,482	3,319	3,413	3,334	2,996
	Change	+7.5%	-10.8%	+4.7%	+0.9%	+6.3%	+3.6%	-4.7%	+2.8%	-2.3%	-10.1%
Newspaper	Total	4,676	4,587	4,519	4,579	4,810	4,619	4,408	4,390	3,842	3,020
	National	1,914	1,753	1,641	1,617	1,678	1,625	1,626	1,643	1,529	1,311
	Regional	2,762	2,834	2,878	2,962	3,132	2,994	2,782	2,747	2,313	1,708
	Change	+12.0%	-1.9%	-1.5%	+1.3%	+5.0%	-4.0%	-4.6%	-0.4%	-12.5%	-21.4%
Magazines	Total	1,717	1,684	1,592	1,557	1,616	1,607	1,554	1,495	1,346	975
	Consumer	638	662	667	666	696	703	690	672	633	505
	Business	1,080	1,022	925	891	920	904	864	823	713	470
	Change	+5.1%	-1.9%	-5.5%	-2.2%	+3.8%	-0.5%	-3.3%	-3.8%	-9.9%	-27.6%
Radio	Total	409	373	376	402	417	399	367	380	348	309
	Change	+15.1%	-8.8%	+1.0%	+6.9%	+3.6%	-4.4%	-7.9%	+3.5%	-8.5%	-11.1%
Outdoor & Transport	Total	510	495	512	575	620	656	682	713	686	572
	Change	+17.1%	-2.9%	+3.5%	+12.1%	+7.9%	+5.8%	+4.0%	+4.6%	-3.8%	-16.7%
Direct Mail	Total	2,049	2,228	2,378	2,467	2,469	2,371	2,322	2,171	2,040	1,686
	Change	+9.2%	+8.7%	+6.7%	+3.7%	+0.1%	-4.0%	-2.1%	-6.5%	-6.0%	-17.4%
Directories	Total	868	902	918	941	972	1,005	994	960	809	0
	Change	+4.5%	+3.9%	+1.8%	+2.5%	+3.3%	+3.4%	-1.1%	-3.4%	-15.7%	-100.0%
Cinema	Total	128	164	180	180	192	188	188	170	171	181
	Change	+4.1%	+28.1%	+9.8%	+0.0%	+6.7%	-2.1%	+0.0%	-9.7%	+0.8%	+5.7%
Internet	Total	153	166	197	465	825	1,367	2,016	2,813	3,350	3,541
	Change	+200.0%	+8.5%	+18.7%	+136.0%	+77.4%	+65.7%	+47.5%	+39.5%	+19.1%	+5.7%
Total Advertising	Total	13,867	13,594	13,809	14,330	15,282	15,694	15,850	16,505	15,925	13,279
	Change	+10.0%	-2.0%	+1.6%	+3.8%	+6.6%	+2.7%	+1.0%	+4.1%	-3.5%	-16.6%
Exchange Rate (\$C - avg for year)		2.2499	2.2298	2.3582	2.2883	2.3842	2.2067	2.0886	2.1487	1.9617	1.7804
Total Television		7,554	6,681	7,396	7,239	8,015	7,685	6,933	7,334	6,539	5,334
Total Advertising		31,198	30,312	32,564	32,790	36,436	34,633	33,105	35,465	31,240	23,642
TV Share of Total Advertising (%)		24.2%	22.0%	22.7%	22.1%	22.0%	22.2%	20.9%	20.7%	20.9%	22.6%
Population (Millions)		59.6	59.7	59.9	60.1	60.3	60.4	60.6	60.8	60.9	61.1
Per Capita Television Advertising		127	112	123	120	133	127	114	121	107	87
Per Capita Total Advertising		524	508	544	546	605	573	546	584	513	387

Sources:

Revenue Figures: World Advertising Research Centre (WARC); **Average Exchange Rate:** Canada Customs and Revenue Agency; **Population:** U.S. Census Bureau International Database Mid-year Estimates

Note: Some figures may differ from previous charts due to updating.