



ASIA PACIFIC **ADVERTISING TRENDS 2023**

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Overview

This report assesses and projects key advertising trends across all major media in 14 Asia Pacific markets with a focus on television, including free and pay-TV and Internet advertising, including search, display and video. Market analysis is provided with dashboard models tracking net advertising expenditure after discounts across TV, Internet, UGC/ social video, Premium Online Video, Print including newspapers and magazines, Radio and OOH media.

Market Coverage



Australia



China



Hong Kong



India



Indonesia



Japan



Korea



Malaysia



New Zealand



Philippines



Singapore



Taiwan



Thailand

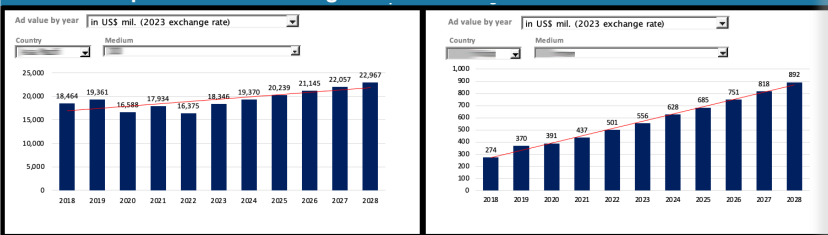


Vietnam

DASHBOARDS AND PIVOT TABLE

DASHBOARDS

Market Comparison: Advertising Value



Market Comparison: Advertising Share



PIVOT TABLE

Medium: [Dropdown] Internet [Dropdown]

Sum of Value in US\$ mil. (2023 constant exchange rate) Column Labels [Dropdown]

Row Labels	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
India											
India											
Australasia											
Australia											
New Zealand											
East Asia											
China											
Hong Kong											
Japan											
Korea											
Taiwan											
Southeast Asia											
Indonesia											
Malaysia											
Philippines											
Singapore											
Thailand											
Vietnam											

COUNTRY MODELS

COUNTRY MODELS

Macro Economics	2018	2019	2020	2021	2022	2023	2024
Exchange Rate (Local/US\$)							
% US\$ Appreciation							
% Real GDP Growth							

Australia Advertising -- By Media (in US\$, constant 2023 exchange)

US\$ mil.	2018	2019	2020	2021	2022	2023	2024
TV							
Free-to-air (FTA)							
Pay							
Internet *							
Display							
Search							
Online Video							
Premium AVOD							
UGC AVOD							
% Online Video / Total Internet Advertis							
Print							
Newspapers							
Magazines							
OOH							
Radio							
Cinema							
Total							

Australia Advertising Annual Growth

%	2018	2019	2020	2021	2022
TV					
Free-to-air (FTA)					
Pay					
Internet *					
Display					
Search					
Online Video					
Print					
Newspapers					
Magazines					
OOH					
Radio					
Cinema					
Total					

Australia Advertising Market Share

%	2018	2019	2020	2021	2022
TV					
Free-to-air (FTA)					
Pay					
Internet *					
Display					
Search					
Online Video					
Print					
Newspapers					
Magazines					
OOH					
Radio					
Cinema					
Total					

Australia Advertising -- By Media (in A\$)

Local currency (mil.)	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	% CAGR 2018-23	% CAGR 2023-28
TV													
Free-to-air (FTA)													
Pay													
Internet *													
Display													
Search													
Online Video													
Premium AVOD													
UGC AVOD													
Print													
Newspapers													
Magazines													
OOH													
Radio													
Cinema													
Total													

Australia Advertising -- By Media (Based on current US\$, fluctuating annualized exchange rate)

US\$ mil.	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	% CAGR 2018-23	% CAGR 2023-28
TV													
Free-to-air (FTA)													
Pay													
Internet *													
Display													
Search													
Online Video													
Premium AVOD													
UGC AVOD													
Print													
Newspapers													
Magazines													
OOH													
Radio													
Cinema													
Total													

MARKET PROFILE

Asia Pacific Advertising Trends 2023

MARKET OVERVIEW

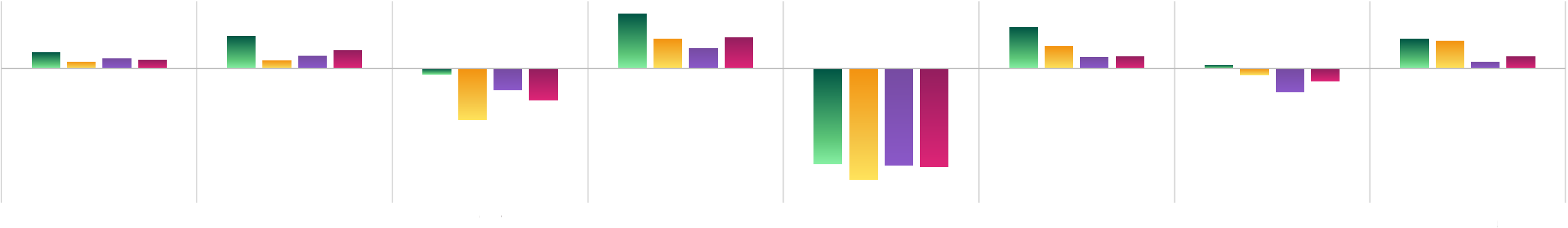
Advertising Revenue



Market Share by Media



Macro & Net Advertising Growth



MARKET ANALYSIS

Macro

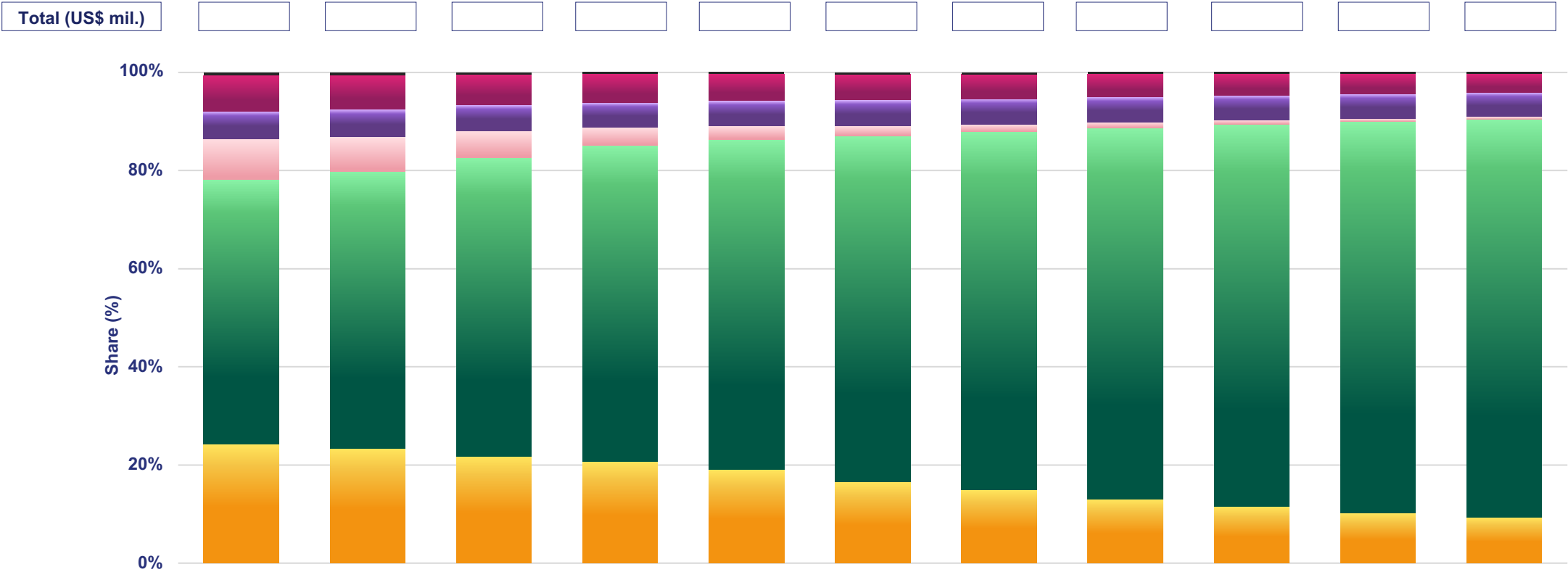
- Australia's GDP is projected to grow by 1.5% in 2023, with a slight dip in 2024.
- Investment in infrastructure is expected to increase significantly over the next five years.
- Consumer spending is projected to remain stable, with a slight increase in 2023.
- The unemployment rate is expected to remain low, around 4.5%.

Media

- Australia's media market is projected to grow by 1.5% in 2023, with a slight dip in 2024.
- OOH media is expected to see significant growth, particularly in digital and outdoor advertising.
- Total advertising revenue is projected to increase by 1.5% in 2023, with a slight dip in 2024.
- The media market is expected to remain stable, with a slight increase in 2023.

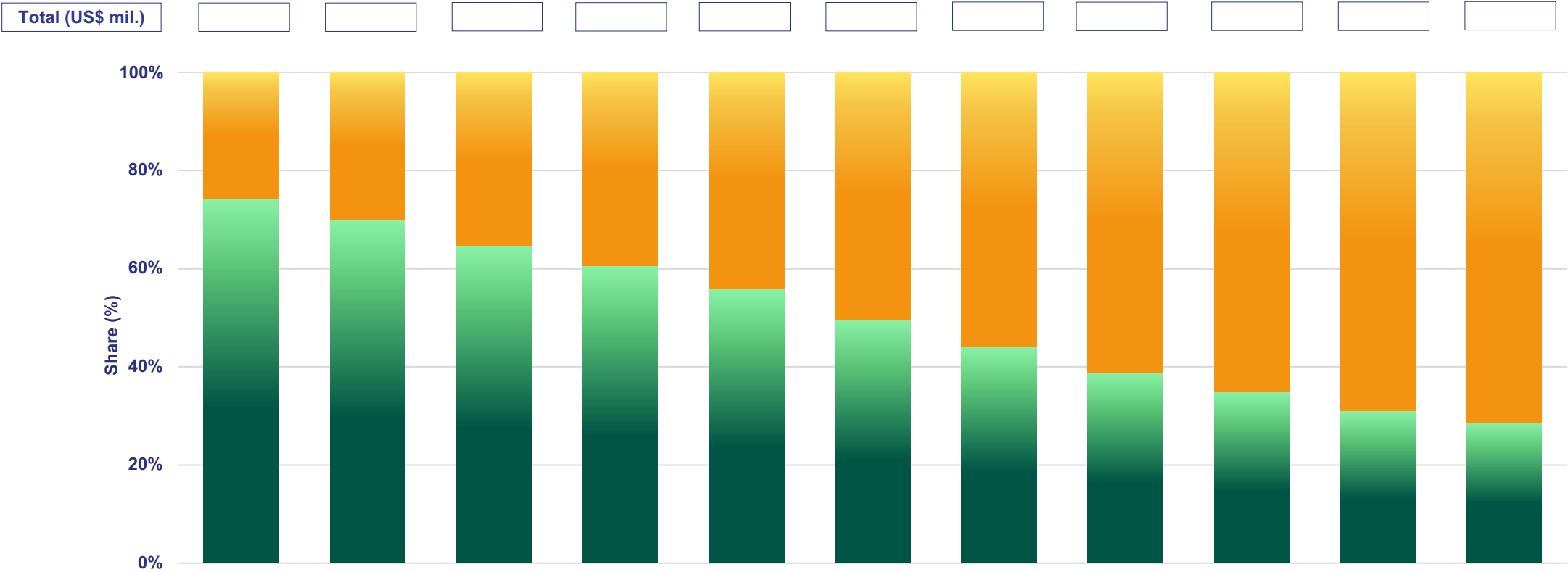
NET ADVERTISING

Net Advertising Revenue



VIDEO ADVERTISING

Net Video Advertising Revenue



PREMIUM ONLINE VIDEO AND TV ADVERTISING

Net Premium Online Video and TV Advertising Revenue

