



THIS YEAR
NEXT YEAR
2023

GLOBAL AD SPEND GROWTH

2022

7.8%

2023f

4.6%



Global ad spend is estimated to reach USD 859bn in 2023.

Digital to drive growth in 2023 at 8% vs 2022

	Global ad spend (USD bn)				
Medium	2021	2022	2023	2022 vs 2021	2023f vs 2022
Digital	548	602	650	10%	8%
TV	136	141	135	4%	-5%
Print	36	33	30	-7%	-9%
OOH	21	21	22	3%	2%
Radio	21	21	21	2%	-3%
Cinema	1	2	2	113%	8%
All media	762	821	859	7.8%	4.6%

Global: Digital share of ad spend estimated to reach 76% in 2023

Medium	Global Media Share	
	2022	2023f
Digital	73%	76%
TV	17%	16%
Print	4%	4%
OOH	3%	3%
Radio	3%	2%
Cinema	0.2%	0.2%
All media	100	100

India fastest growing market in top 10; ranked 8th globally

	2023f rank	Share of Ad spend
United States	325	38%
China	146	17%
Japan	51	6%
United Kingdom	49	6%
Germany	35	4%
France	26	3%
Canada	20	2.4%
India	18	2.1%
Brazil	16	1.9%
Australia	15	1.7%
Top 10	701	82%
Global	859	



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INDIA AD SPEND GROWTH

2022

15.7%

2023f

15.5%



India: Digital continues to be the largest medium.

Digital leading the share of ad spends in 2023 at 56%

	Indian ad spend (INR crs)			Share of Medium		
Medium	2021	2022	2023f	2021	2022	2023f
Digital	57,846	68,642	82,542	53%	54%	56%
TV	36,929	39,578	43,227	34%	31%	30%
Print	12,067	13,519	14,520	11%	11%	10%
OOH	1,100	2,595	3,400	1%	2%	2%
Radio	1,581	1,818	1,951	1%	1%	1%
Cinema	1 122	665	810	0.10%	1%	1%
All media	1,09,636	1,26,818	1,46,450			

Summary

- Global ad spend is estimated to grow at 4.6% in 2023 to reach US\$859bn
 - An incremental US\$ 38bn estimated to be added in 2023
- Digital share to be at 76% globally
- India is ranked 8th globally, to continue as the fastest-growing market among the top 10
- India ad spend estimated to grow at 15.5% in 2023 to reach INR 1.46 lakh crores
 - An incremental INR 20kcr is estimated to be added in 2023
 - Digital to take 71% share from the incremental INR20k cr & TV 18%
 - Sports, search, e-commerce platforms, online video, all languages & markets across print and radio estimated to drive growth
- Digital estimated to drive ad spend with a growth of 20%
- Digital share in 2023 is estimated to be 56%
 - TV & digital together estimate to take 86% of ad spend share
- Telecom, retail, media, gaming, fintech, travel & tourism estimated to drive growth in 2023

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