

# U.S. Marketing Spending

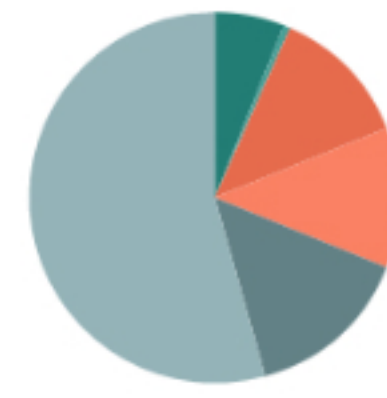
## 2016 versus 2015

2016 U.S. Measured Media Spending: \$127.7B



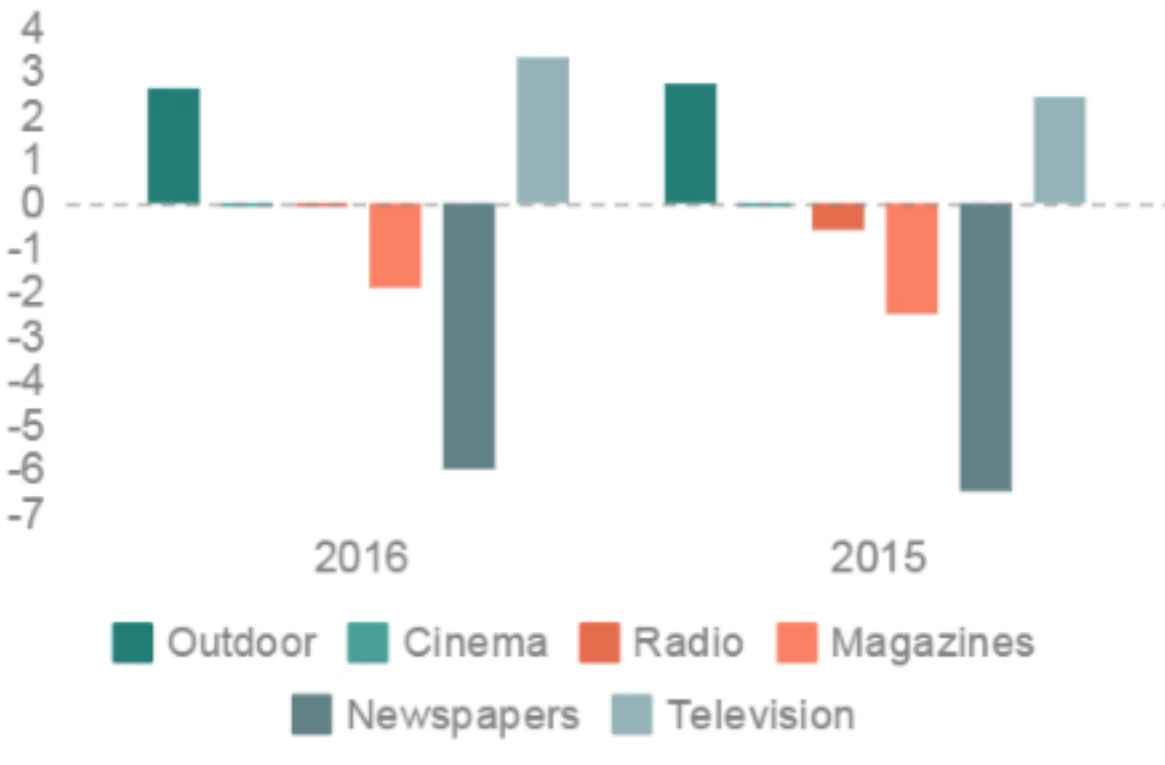
Outdoor (6%) Cinema (1%) Radio (12%)  
Magazines (12%) Newspapers (13%)  
Television (56%)

2015 U.S. Measured Media Spending: \$126.5B



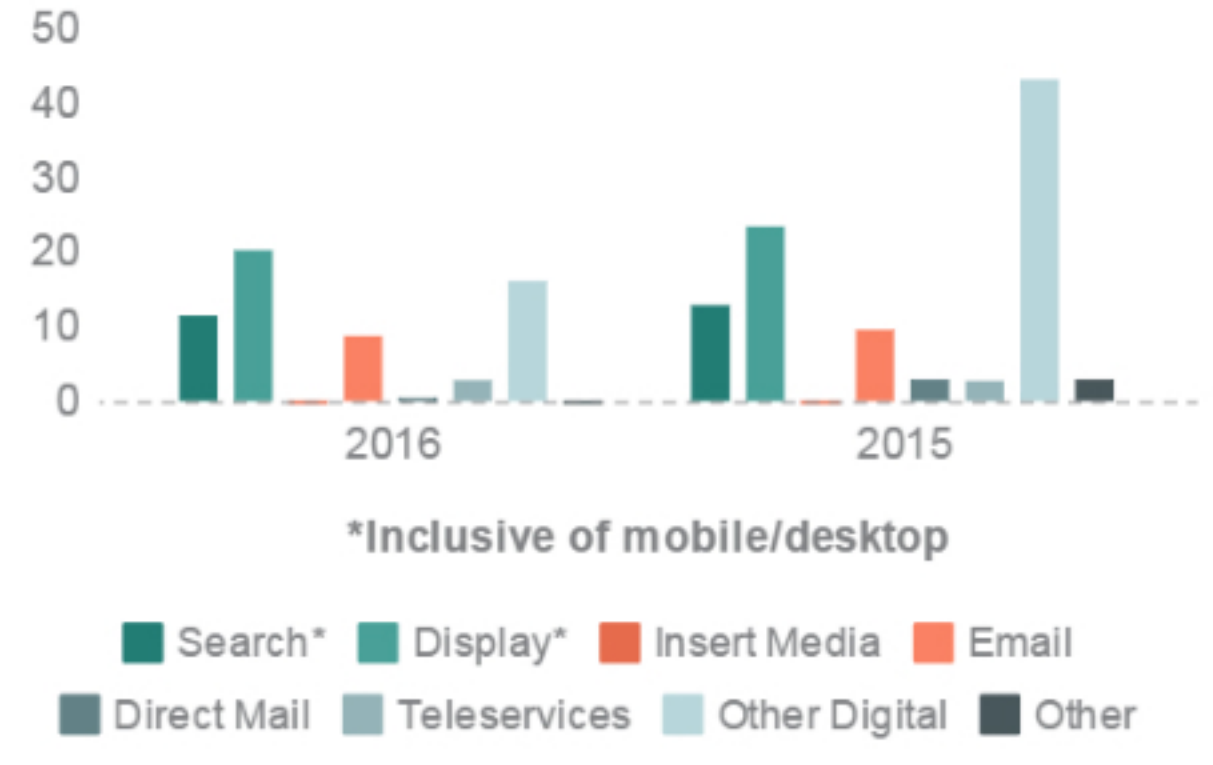
Outdoor (6%) Cinema (1%) Radio (12%)  
Magazines (12%) Newspapers (14%)  
Television (54%)

Percentage Changes in U.S. Measured Media Spending: 2016 vs. 2015



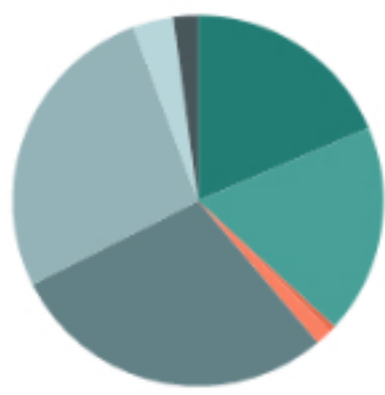
Outdoor Cinema Radio Magazines  
Newspapers Television

Percentage Changes in U.S. Direct and Digital Marketing Spending: 2016 vs. 2015



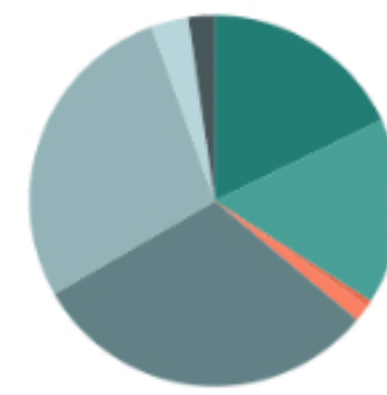
\*Inclusive of mobile/desktop  
Search\* Display\* Insert Media Email  
Direct Mail Teleservices Other Digital Other

2016 U.S. Direct and Digital Marketing Spending: \$163.7B



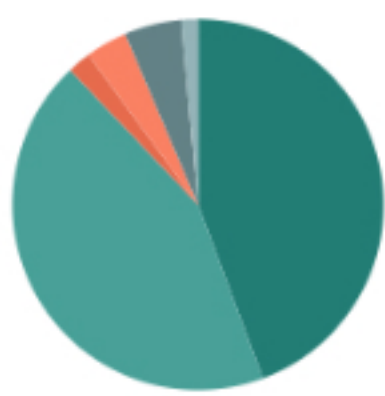
Search (19%) Display (18%) Insert Media (0%)  
Email (2%) Direct Mail (29%) Teleservices (27%)  
Other Digital (4%) Other (2%)

2015 U.S. Direct and Digital Marketing Spending: \$153.2B



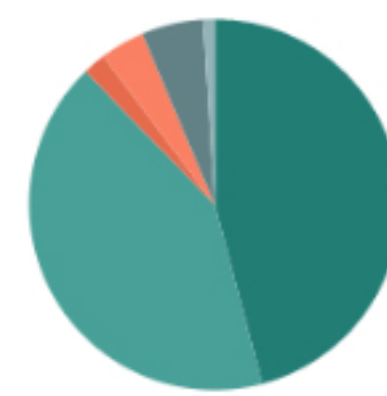
Search (18%) Display (16%) Insert Media (1%)  
Email (2%) Direct Mail (31%) Teleservices (28%)  
Other Digital (3%) Other (2%)

2016 U.S. Digital Ad Spending: \$68.6B



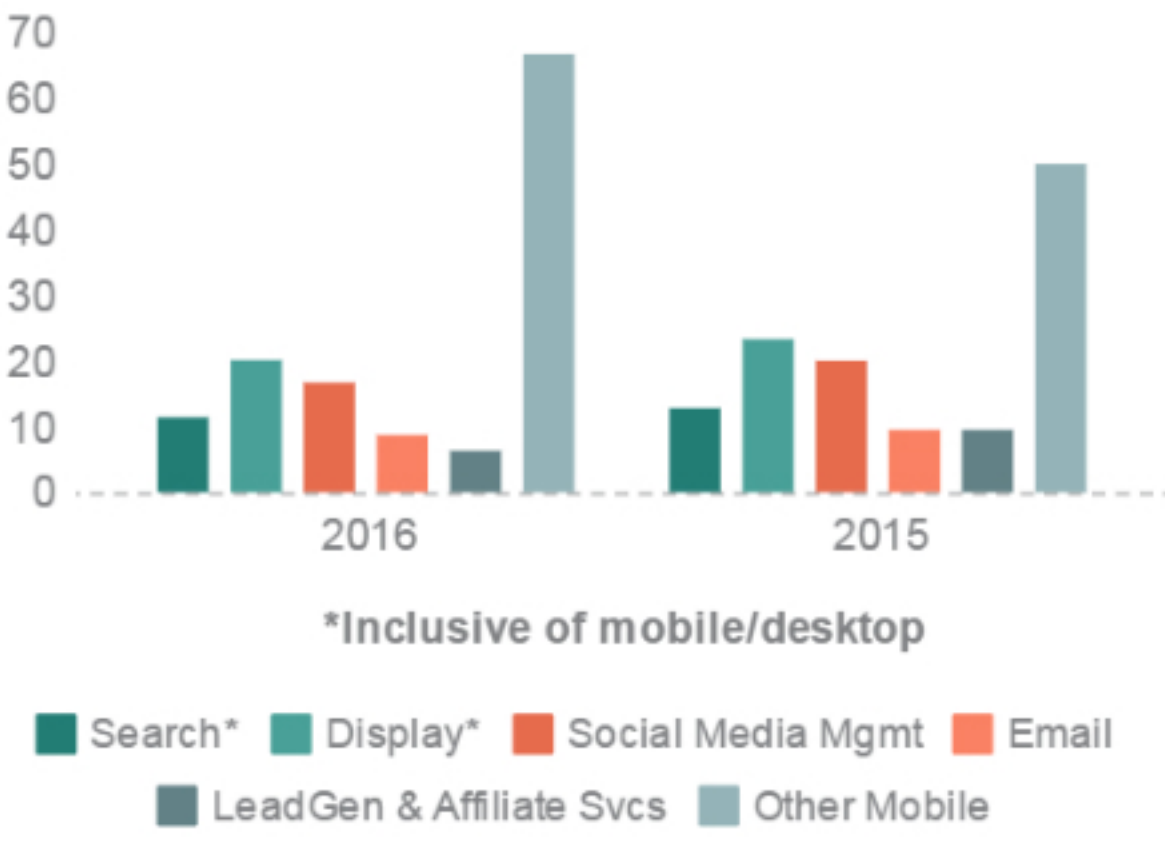
Search (44%) Display (44%) Social Media Mgmt (2%)  
Email (4%) LeadGen & Affiliate Svcs (5%)  
Other Mobile (1%)

2015 U.S. Digital Ad Spending: \$59.5B



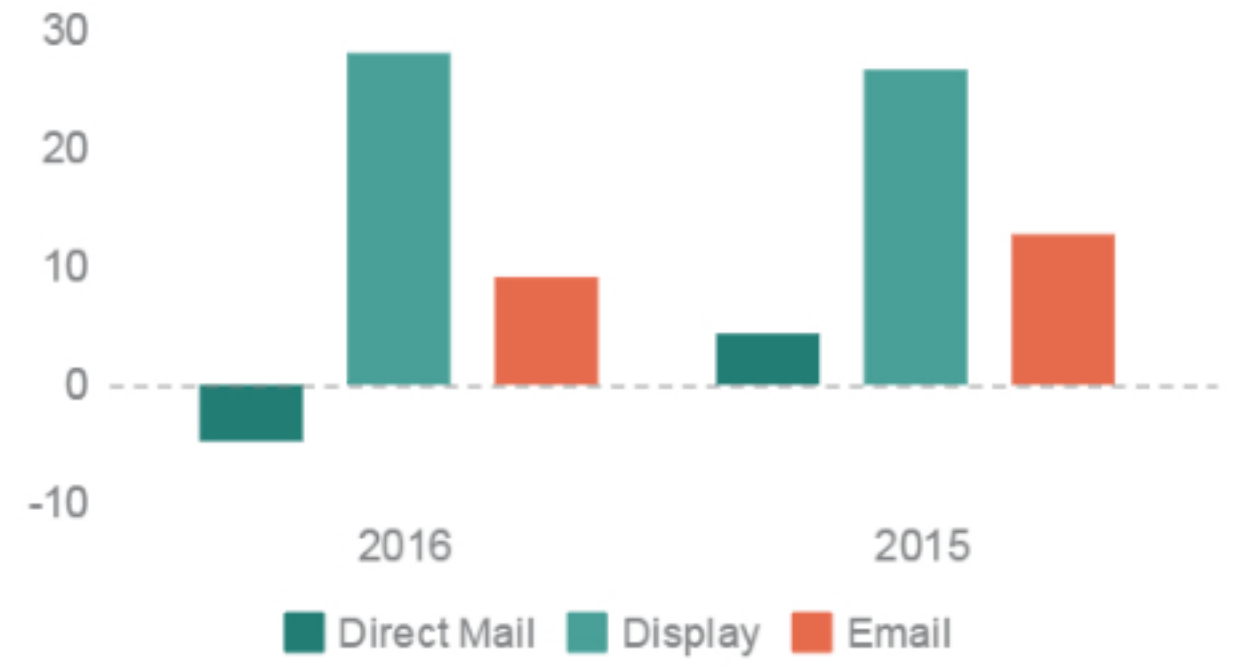
Search (46%) Display (42%) Social Media Mgmt (2%)  
Email (4%) LeadGen & Affiliate Svcs (5%)  
Other Mobile (1%)

Percentage Changes in U.S. Digital Ad Spending: 2016 vs. 2015



\*Inclusive of mobile/desktop  
Search\* Display\* Social Media Mgmt Email  
LeadGen & Affiliate Svcs Other Mobile

Percentage Changes in U.S. Digital Data Spending in Support of Direct Mail, Display, and Email: 2016 vs. 2015



Direct Mail Display Email

2016 U.S. Digital Data Spending in Support of Direct Mail, Display, and Email: \$11.72B



Direct Mail (76%) Display (14%) Email (10%)

2015 U.S. Digital Data Spending in Support of Direct Mail, Display, and Email: \$11.6B



Direct Mail (81%) Display (10%) Email (9%)