

2019	January	February	March	April	May	June	July	August	September	October	November	December	Total
AUTOMOTIVE	161 985 350	230 767 085	260 472 348	242 722 168	241 221 534	240 722 608	232 587 580	227 867 824	212 155 925	255 688 629	300 289 710	228 485 312	2 834 966 073
BUSINESS TO BUSINESS & INDUSTRIAL	43 672 125	59 763 271	63 343 458	57 815 896	74 263 801	50 387 889	57 224 967	68 726 597	58 120 018	71 295 480	67 542 061	50 388 492	722 539 055
FINANCIAL SERVICES	417 247 074	536 413 852	553 161 835	545 786 702	584 570 744	596 904 996	637 959 573	689 381 286	647 550 661	671 244 905	732 543 904	436 542 840	7 049 308 372
GOVERNMENT EDUCATION & HEALTH	160 701 292	107 659 398	121 939 244	188 334 965	137 216 166	81 442 006	84 918 019	74 154 613	78 400 840	98 333 394	106 584 930	90 377 830	1 330 062 697
MEDIA ADVERTISING & PROMOTIONS	1 881 678	2 915 365	2 449 157	3 747 968	4 004 768	3 205 393	5 709 393	7 649 759	10 822 729	4 999 377	6 791 740	3 090 157	57 267 484
MULTIMEDIA	148 377 243	198 407 956	245 423 473	196 583 902	241 981 967	231 047 114	223 778 633	206 556 250	201 292 602	235 348 384	267 425 860	190 128 201	2 586 351 585
PROFESSIONAL SERVICES	92 113 550	106 111 829	118 566 663	110 225 685	114 771 232	107 105 447	119 964 291	125 168 721	128 555 561	122 241 750	114 841 060	101 238 805	1 360 904 594
RETAIL	616 330 705	663 543 976	727 840 655	781 062 169	840 760 400	770 401 802	765 279 483	771 639 601	872 602 054	897 073 029	1 091 083 992	874 866 163	9 672 484 029
SMALL DISPLAY ADS	2 584 663	3 856 944	4 026 433	4 011 900	5 210 286	4 141 633	4 420 755	4 172 321	3 689 971	3 663 363	4 187 870	2 374 527	46 340 666
SOCIAL RESPONSIBILITY & WELFARE	64 223 881	73 925 547	129 120 773	82 631 707	84 524 567	94 120 496	59 412 699	85 986 135	129 761 411	82 949 959	81 656 431	92 798 893	1 061 112 499
TRAVEL SPORT AND LEISURE	225 902 672	222 529 170	249 085 587	245 667 844	218 923 270	221 174 260	239 415 441	248 284 367	253 246 276	297 114 718	315 460 978	327 338 307	3 064 142 890
FMCG COMBINED	446 903 218	696 497 704	871 269 122	865 800 776	931 473 510	924 983 813	903 426 743	898 125 646	928 295 919	972 050 674	974 224 740	822 385 696	10 235 437 561
TOTAL	2 381 923 451	2 902 392 097	3 346 698 748	3 324 391 682	3 478 922 245	3 325 637 457	3 334 097 577	3 407 713 120	3 524 493 967	3 712 003 662	4 062 633 276	3 220 010 223	40 020 917 505

Source: Nielsen WhizAd Jan- Dec 2019, excluding Self promo and Media Promo

2020	January	February	March	April	May	June	July	August	September	October	November	December	Total YTD2020	TOTAL YTD 2019
AUTOMOTIVE	159 426 966	227 252 085	259 653 109	102 055 775	64 771 836	123 187 819							936 347 590	1 377 891 093
BUSINESS TO BUSINESS & INDUSTRIAL	43 082 598	57 283 139	53 774 129	47 855 270	67 885 502	54 430 047							324 310 685	349 246 440
FINANCIAL SERVICES	507 878 680	600 733 616	614 419 095	441 656 632	395 723 056	478 042 080							3 038 453 159	3 234 085 203
GOVERNMENT EDUCATION & HEALTH	124 346 706	103 171 035	127 098 784	151 193 622	135 083 454	216 606 415							857 500 016	797 293 071
MEDIA ADVERTISING & PROMOTIONS	2 955 041	2 981 813	3 688 903	2 539 486	1 689 695	4 559 481							18 414 419	18 204 329
MULTIMEDIA	158 817 352	178 762 320	210 315 629	144 400 422	132 133 976	193 310 469							1 017 740 168	1 261 821 655
PROFESSIONAL SERVICES	86 191 289	119 747 936	114 436 418	78 382 890	87 531 047	110 156 152							596 445 732	648 894 406
RETAIL	653 591 281	781 171 537	688 006 867	326 353 774	386 342 999	582 048 524							3 417 514 982	4 399 939 707
SMALL DISPLAY ADS	1 732 903	2 608 678	1 971 662	812 922	1 283 567	1 260 678							9 670 410	23 831 859
SOCIAL RESPONSIBILITY & WELFARE	52 391 329	78 279 182	126 897 947	228 656 776	156 731 890	105 674 838							748 631 962	528 546 971
TRAVEL SPORT AND LEISURE	239 321 795	252 527 422	219 701 431	115 306 915	127 165 822	192 391 471							1 146 414 856	1 383 282 803
FMCG - TOTAL	448 412 743	728 990 004	888 990 936	723 499 751	549 828 609	555 078 107							3 894 800 150	4 736 928 143
Total	2 478 148 683	3 133 508 767	3 308 954 910	2 362 714 235	2 106 171 453	2 616 746 081	0	0	0	0	0	0	16 006 244 129	18 759 965 680

16 006 244 129

CATEGORY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL YTD
AUTOMOTIVE	-2%	-2%	0%	-58%	-73%	-49%							-47%
BUSINESS TO BUSINESS & INDUSTRIAL	-1%	-4%	-15%	-17%	-9%	8%							-8%
FINANCIAL SERVICES	22%	12%	11%	-19%	-32%	-20%							-6%
GOVERNMENT EDUCATION & HEALTH	-23%	-4%	4%	-20%	-2%	166%							1%
MEDIA ADVERTISING & PROMOTIONS	57%	2%	51%	-32%	-58%	42%							-24%
MULTIMEDIA	7%	-10%	-14%	-27%	-45%	-16%							-9%
PROFESSIONAL SERVICES	-6%	13%	-3%	-29%	-24%	3%							-29%
RETAIL	6%	18%	-5%	-58%	-54%	-24%							-146%
SMALL DISPLAY ADS	-33%	-32%	-51%	-80%	-75%	-70%							29%
SOCIAL RESPONSIBILITY & WELFARE	-18%	6%	-2%	177%	85%	12%							-21%
TRAVEL SPORT AND LEISURE	6%	13%	-12%	-53%	-42%	-13%							-22%
FMCG -TOTAL	0%	5%	2%	-16%	-41%	-40%							

Medium Share 2019	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
AUTOMOTIVE	7%	8%	8%	7%	7%	7%	7%	7%	6%	7%	7%	7%	7%
BUSINESS TO BUSINESS & INDUSTRIAL	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
FINANCIAL SERVICES	18%	18%	17%	16%	17%	18%	19%	20%	18%	18%	18%	14%	18%
GOVERNMENT EDUCATION & HEALTH	7%	4%	4%	6%	4%	2%	3%	2%	2%	3%	3%	3%	3%
MEDIA ADVERTISING & PROMOTIONS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MULTIMEDIA	6%	7%	7%	6%	7%	7%	7%	6%	6%	6%	7%	6%	6%
PROFESSIONAL SERVICES	4%	4%	4%	3%	3%	3%	4%	4%	4%	3%	3%	3%	3%
RETAIL	26%	23%	22%	23%	24%	23%	23%	23%	25%	24%	27%	27%	24%
SMALL DISPLAY ADS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
SOCIAL RESPONSIBILITY & WELFARE	3%	3%	4%	2%	2%	3%	2%	3%	4%	2%	2%	3%	3%
TRAVEL SPORT AND LEISURE	9%	8%	7%	7%	6%	7%	7%	7%	7%	8%	8%	10%	8%
FMCG - ALL	19%	24%	26%	26%	27%	28%	27%	26%	26%	26%	24%	26%	26%

Medium Share 2020	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL YTD
AUTOMOTIVE	6%	7%	8%	4%	3%	5%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	6%
BUSINESS TO BUSINESS & INDUSTRIAL	2%	2%	2%	2%	2%	2%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	2%
FINANCIAL SERVICES	20%	19%	19%	19%	19%	18%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	19%
GOVERNMENT EDUCATION & HEALTH	5%	3%	4%	6%	6%	8%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	5%
MEDIA ADVERTISING & PROMOTIONS	0%	0%	0%	0%	0%	0%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0%
MULTIMEDIA	6%	6%	6%	6%	6%	7%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	6%
PROFESSIONAL SERVICES	3%	4%	3%	3%	4%	4%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	4%
RETAIL	26%	25%	21%	14%	18%	22%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	21%
SMALL DISPLAY ADS	0%	0%	0%	0%	0%	0%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0%
SOCIAL RESPONSIBILITY & WELFARE	2%	2%	4%	10%	7%	4%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	5%
TRAVEL SPORT AND LEISURE	10%	8%	7%	5%	6%	7%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	7%
FMCG - ALL	18%	23%	27%	31%	26%	21%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	24%

