



The Nielsen Company  
770 Broadway  
New York, NY 10003  
[www.nielsen.com](http://www.nielsen.com)

## News Release

### Contact:

Aaron Lewis  
(646) 654-8673  
Aaron.Lewis@nielsen.com

### U.S. AD SPENDING FELL 15.4% IN THE FIRST HALF, NIELSEN REPORTS

**NEW YORK, NY – September 1, 2009** – The Nielsen Company reported today that U.S. advertising for the first half of 2009 fell 15.4% compared to the first half of 2008. Preliminary figures show that U.S. ad expenditures declined over \$10.3 billion to a total spend of \$56.9 billion in the first two quarters.

Cable Television ad spending was the only medium to show growth through the first six months of the year (+1.5%). The increase is especially significant since Nielsen reported Cable TV ad spending was down 2.7% through the first quarter this year. Spanish Language Cable TV also saw ad spending tick up 0.6%.

The rest of Nielsen's measured media showed year-to-year declines, ranging from Internet (-1.0%) to Local Sunday Supplements (-45.7%). African-American television (a subset of Network, Cable, Syndicated, and Local), continues to grow, increasing 14.3% through the first six months of 2009.

"While some of the larger categories have cut back spending, we see others that continue to raise the ante on their media investments," said Annie Touliatos, VP for Nielsen's advertising information services. "What's interesting is that we're not just seeing a rise in spending for recession-friendly products like fast food restaurants. We're seeing a lot more promotion of technological innovations like smartphones, computer software, and consumer-driven web sites. These advertisers see potential for their products despite our stressed economy and are leveraging advertising to drive their success."

### Year-to-Year Change in Ad Spend, by Media

Media Category	First Half 2009 vs. First Half 2008 Change
Cable TV	1.5%
Spanish Language Cable TV	0.6%
Internet	-1.0%
FSI Coupon	-5.5%
Network TV	-7.0%
Network Radio	-9.0%
Spot Radio	-9.1%
Spanish Language TV	-10.1%
Syndication TV	-11.6%
Local Newspaper	-13.2%
Outdoor	-14.9%



Spot TV 101-210 DMAs	-17.4%
National Magazine	-21.2%
National Sunday Supplement	-22.4%
National Newspaper	-22.8%
Local Magazine	-25.4%
B-to-B Magazines	-31.8%
Spot TV Top 100 DMAs	-32.1%
Local Sunday Supplements	-45.7%
<b>Grand Total</b>	<b>-15.4%</b>

Source: The Nielsen Company

\*\* Internet advertising expenditures account for CPM-based, image-based advertising. These reported estimated expenditures do not account for paid search advertising, text only, paid fee services, performance-based campaigns, sponsorships, barter, in-stream ("pre-rolls") players, messenger applications, partnership advertising, promotions and email campaigns, compound image/text ad or house advertising activity.

### PRODUCT CATEGORY AD SPENDING

Automotive ad spending once again emerged as the largest product category, despite cutting back 31%, or \$1.68 billion. Local auto dealerships also cut back spending significantly, declining 26.2% in the first half of 2009.

Quick Service Restaurants continued thriving through the economic downturn and showed added spending from many companies, including McDonalds, Sonic, Domino's Pizza, and Papa John's. The industry placed second among all industries with an ad spend of \$2.2 billion. Direct Response Products, meanwhile, grew the most (6.7%) among the top 10 industries, due mostly to increased advertising for products marketed by Idea Village, AllStar Products, and Dish Direct.

### Top Ten Product Categories, by Ad Spend

Product Category	Q1-Q2 2009 (millions)	Q1-Q2 2008 (millions)	% Change
Automotive (Factory & Dealer Assoc.)	\$3,681.2	\$5,363.6	-31.4%
Quick Service Restaurant	\$2,200.7	\$2,093.4	5.1%
Pharmaceutical	\$2,148.0	\$2,421.2	-11.3%
Wireless Telephone Services	\$1,871.4	\$1,847.1	1.3%
Motion Picture	\$1,709.0	\$1,680.7	1.7%
Auto Dealerships - Local	\$1,688.5	\$2,288.3	-26.2%
Department Stores	\$1,565.8	\$1,637.2	-4.4%
Direct Response Products	\$1,260.1	\$1,181.1	6.7%
Restaurants	\$834.6	\$867.7	-3.8%
Furniture Stores	\$773.8	\$802.9	-3.6%
<b>Total Top 10 Product Categories</b>	<b>\$17,733.1</b>	<b>\$20,183.1</b>	<b>-12.1%</b>

Source: The Nielsen Company

NOTE: Data excludes B-to-B Magazine spending

Outside the top 10, there was significant growth among many major product categories. Multi-Function Mobile Phones (i.e smartphones, PDA's, etc.) enjoyed the highest percentage change



among all categories that spent a minimum of \$200 million in the first half of 2009. Promotion of Apple's updated iPhone models and T-Mobile's Sidekick led the category's 104% surge in spending.

Nielsen also found that Cable TV Services picked up its ad spending 62% to almost \$500 million, a direct result of ad buys this year leading up to June's DTV transition.

#### Top Ten Product Categories, by % Change

Product Category	% Change
Mobile Telephones – Multi-Function	104.0%
Cable TV Services	62.3%
Websites	47.4%
Tax Services	46.6%
Computer Software	42.9%
Insurance	39.0%
Legal Services	32.1%
Facial Moisturizers	18.9%
Financial Investment Websites	18.8%
Institutions (non-university)	15.9%

Source: The Nielsen Company

NOTE: Minimum product category spend of \$200 million  
Data excludes B-to-B Magazine spending

#### About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).