



PRESS RELEASE

Friday, 30 January 2015

French Advertising Market 2014

Initial previsions

For the first time since the publication of the first “French Advertising Market” report in 1959, the IREP is able to provide, as early as January, **an initial estimate of the net advertising revenue trends* by major media category for the previous year.**

This is made possible by the introduction of a semi-annual survey in 2009 and a quarterly survey in 2013 as a response to the need for more frequent indicators in an increasingly volatile market.

The information provided in the table below is a combination of the results of the first three quarters of 2014 (compared to 2013), the initial data from the annual survey of the advertising market and interviews with industry experts.

Note: the following categories are currently not included in these estimates: cinema, addressed and unaddressed advertising mail and directories.

| <i>Source: IREP</i> | Estimates 2014/2013* | <i>Comparison 2013/2012</i> |
|--|---------------------------------|---------------------------------|
| Television | 0-% to -0.5% | -3.5% |
| Radio (national advertising) | -2% to -2.5% | -0.1% |
| Internet (display + search, all devices) | +4.5% to +5% | +4% |
| Press | -8.5% to -9% | -8.4% |
| Outdoor | +0.8% to +1.3% | -1.7% |
| Total (of the categories reported in the table) | -1.4% to -1.7% | -3% |

* These figures are calculated based on net media revenues (including sales rep commissions, after discounts excluding exchange of goods, including classified advertising).

Based on the current scope, the results for 2014 confirm the trends identified in the semi-annual and quarterly surveys: the market is continuing to decline, albeit more slowly – at about half the rate compared to 2013.

In this context, the Internet is continuing to grow and outdoor advertising is also following a positive trend. As regards television advertising, revenues will remain largely unchanged.

The final results will be published on Thursday, 19 March 2015 at the annual presentation of the French Advertising Market 2014.

See also :

3 quarters 2014 : <http://www.irep.asso.fr/actualites.php?id=168>

1st half of 2014 : <http://www.irep.asso.fr/actualites.php?id=167>

1st quarter 2014 : <http://www.irep.asso.fr/actualites.php?id=163>

2013 : <http://www.irep.asso.fr/actualites.php?id=160>

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