

OUTLOOK2020

FORECAST Media Cost Inflation/Deflation: 2020 vs 2019 (+/- %): Minimum, Maximum and Average Rate

Date: 13/11/2019

Legend:
Resps. = # of responses from agencies/auditors
Min = Lowest 2020 inflation
Max = Highest 2020 inflation

Region/Country	TELEVISION				RADIO				NEWSPAPERS				MAGAZINES				OUTDOOR				ONLINE DISPLAY				ONLINE VIDEO			
	Resps.	Min	Max	2020 Avg.	Resps.	Min	Max	2020 Avg.	Resps.	Min	Max	2020 Avg.	Resps.	Min	Max	2020 Avg.	Resps.	Min	Max	2020 Avg.	Resps.	Min	Max	2020 Avg.	Resps.	Min	Max	2020 Avg.
Americas																												
Argentina	16	+10	+49	+30.1	16	+8	+40	+27.5	16	+9	+43	+24.8	16	+10	+43	+25.4	16	+9	+45	+26.8	16	+10	+50	+28.3	15	+10	+50	+29.1
Brazil	13	+4	+10	+6.9	13	+4	+11	+6.1	13	+2	+9	+5.5	13	+2	+9	+5.2	12	+0	+9	+4.9	12	+3	+12	+7.1	12	+3	+12	+7.0
Canada	16	+2	+10	+6.7	16	+1	+8	+3.1	16	+0	+50	+4.8	16	+0	+10	+2.1	16	+2	+9	+3.6	16	+1	+10	+3.5	14	+2	+10	+5.5
Chile	12	+4	+10	+5.6	12	+1	+8	+3.9	12	+0	+9	+3.5	12	+0	+10	+3.2	12	+2	+9	+4.4	12	+2	+10	+5.8	11	+2	+10	+6.6
Colombia	14	+3	+10	+5.7	14	+1	+8	+4.8	14	+0	+9	+4.7	14	+0	+10	+4.5	14	+3	+10	+5.5	14	+2	+10	+5.9	13	+2	+10	+5.9
Mexico	17	+4	+16	+7.6	17	+2	+6	+4.0	17	-2	+6	+3.5	17	-8	+5	+2.9	17	+4	+7	+5.1	17	+2	+8	+4.5	15	+2	+8	+4.8
Peru	13	+4	+12	+6.9	13	+2	+10	+4.8	13	+1	+7	+3.6	13	+0	+5	+2.5	13	+1	+7	+4.4	13	+2	+20	+7.0	12	+2	+10	+5.5
USA	16	+3	+13	+7.8	16	-3	+5	+1.6	15	+0	+4	+1.5	16	+0	+6	+2.2	16	+0	+6	+2.9	16	-3	+4	+1.9	14	+2	+5	+3.7
APAC																												
Australia	15	+2	+9	+5.0	15	+0	+5	+2.1	15	-11	+6	-0.8	15	-13	+4	-2.1	15	+1	+6	+3.7	15	+0	+5	+2.6	14	+1	+10	+4.9
China	15	+5	+11	+7.1	15	+1	+10	+7.0	15	-2	+10	+1.7	15	+0	+5	+3.0	15	+2	+15	+8.9	15	+2	+20	+11.4	13	+2	+19	+12.5
Hong Kong	13	+2	+13	+5.3	12	+0	+4	+2.4	12	-6	+3	+1.1	12	-20	+5	+0.3	12	-7	+15	+5.4	12	+1	+30	+8.4	11	+1	+15	+9.5
India	14	+6	+22	+11.6	14	+2	+10	+5.9	14	+2	+9	+6.5	14	+0	+6	+2.9	14	+4	+13	+8.3	14	+3	+20	+10.4	12	+5	+20	+12.0
Indonesia	13	+5	+17	+11.5	11	+3	+18	+9.3	11	+1	+9	+4.8	11	+1	+9	+4.9	11	+4	+23	+12.7	12	+3	+15	+8.8	9	+4	+10	+6.4
Japan	13	+1	+10	+2.8	13	+0	+2	+0.5	13	-5	+1	-1.1	13	-9	+0	-1.8	13	-1	+3	+0.8	13	+0	+18	+3.5	13	+0	+25	+6.2
Korea	13	+0	+8	+4.0	13	+0	+9	+2.4	13	+0	+10	+2.5	13	+0	+10	+2.4	13	+1	+7	+3.3	13	+2	+7	+3.9	13	+2	+15	+6.8
Malaysia	15	+0	+20	+7.7	13	+2	+16	+9.3	13	+0	+9	+3.8	13	+0	+3	+1.2	14	+3	+15	+7.2	13	+0	+15	+6.9	12	+0	+18	+8.3
New Zealand	15	+2	+7	+4.7	15	+0	+4	+1.7	15	-6	+2	-0.9	15	-5	+2	-0.9	15	+1	+5	+3.2	15	+0	+5	+2.1	13	+0	+7	+3.3
Philippines	13	+4	+11	+7.3	11	+2	+10	+6.4	10	+1	+10	+5.0	10	+1	+10	+4.4	11	+2	+15	+8.0	11	+2	+10	+4.9	9	+2	+7	+4.4
Singapore	12	+1	+12	+6.5	11	+1	+5	+2.9	11	+0	+10	+4.3	11	+0	+15	+4.8	12	+1	+8	+5.4	12	+3	+15	+6.5	10	+2	+15	+8.1
Taiwan	14	+0	+8	+3.3	14	+0	+2	+0.7	14	+0	+1	+0.3	14	+0	+1	+0.6	14	+0	+9	+3.3	14	+0	+12	+5.3	12	+2	+15	+7.6
Thailand	14	+2	+9	+5.3	13	+0	+3	+1.3	13	-1	+2	+0.5	13	-1	+3	+0.6	14	+2	+15	+7.5	14	+0	+13	+6.6	12	+0	+14	+7.1
Vietnam	14	+4	+11	+7.8	12	+0	+12	+5.1	12	+0	+7	+2.3	12	-1	+7	+2.5	12	+0	+14	+7.8	13	+4	+17	+9.8	10	+4	+19	+10.7
Middle East & Africa																												
Israel	7	+0	+13	+4.2	7	+0	+3	+1.4	7	-2	+0	-1.0	7	-4	+0	-1.3	7	+1	+3	+1.9	7	+0	+4	+1.7	6	+0	+5	+2.0
Kazakhstan	8	+12	+25	+17.2	7	+1	+5	+3.4	7	+0	+7	+3.0	7	+2	+12	+6.0	7	+3	+10	+7.5	7	+2	+20	+9.6	6	+2	+15	+10.2
Nigeria	7	+3	+20	+7.5	7	+1	+20	+8.1	7	+0	+8	+3.9	7	+0	+6	+3.8	7	+2	+10	+5.9	7	+1	+13	+6.0	7	+4	+13	+7.9
Saudi Arabia	7	+0	+8	+1.9	8	+0	+4	+1.9	8	-4	+3	+0.5	7	-0	+1	+0.1	7	+1	+13	+3.9	7	+1	+5	+3.1	7	+1	+7	+4.0
South Africa	16	+3	+13	+8.0	16	+1	+15	+8.0	16	+0	+20	+7.5	16	+0	+20	+8.4	16	+2	+6	+4.0	15	-20	+13	+3.4	12	+2	+15	+5.3
United Arab Emirates	12	+0	+8	+2.4	13	+0	+17	+3.5	13	+0	+4	+0.8	12	-5	+5	+0.7	12	+0	+10	+3.4	12	+0	+7	+3.8	11	+0	+6	+4.3
Europe																												
Austria	16	+3	+8	+5.3	16	+1	+5	+2.4	16	+0	+6	+3.1	16	+0	+6	+2.8	16	+1	+3	+1.9	16	-2	+1	-0.2	14	+1	+5	+3.5
Belgium	16	+1	+4	+2.4	16	+1	+2	+1.7	16	-2	+3	+1.2	16	-2	+6	+1.8	16	+1	+5	+2.8	16	+1	+6	+3.1	14	+1	+5	+3.5
Czech Republic	14	+3	+13	+8.4	14	+0	+6	+2.8	14	-1	+5	+1.7	14	-1	+6	+1.6	14	+0	+7	+3.2	14	+0	+10	+4.5	12	+1	+9	+5.2
Denmark	16	+2	+11	+6.3	16	+1	+6	+3.4	16	-2	+2	+0.2	16	-2	+3	+0.8	16	+2	+7	+3.7	16	+1	+5	+2.9	14	+1	+15	+6.7
Finland	16	+2	+7	+5.1	16	+1	+5	+2.3	16	-2	+2	+0.5	16	-2	+2	+0.6	16	+2	+7	+3.2	16	+1	+10	+4.4	13	+1	+11	+5.3
France	15	+1	+7	+4.0	15	+0	+3	+1.0	14	-4	+2	+0.0	15	-3	+2	+0.3	15	+1	+5	+2.2	14	+0	+7	+2.2	14	+0	+10	+3.3
Germany	16	+0	+10	+5.6	15	+0	+5	+2.6	15	+0	+4	+2.5	15	-1	+9	+2.8	15	+0	+5	+2.8	15	-1	+4	+1.4	13	+1	+5	+2.9
Greece	16	+0	+12	+5.8	16	+0	+8	+1.7	16	-1	+5	+0.6	16	-1	+3	+0.6	14	+0	+4	+1.4	13	+0	+4	+2.2	12	+0	+5	+3.2
Hungary	15	+3	+13	+8.1	15	+2	+10	+3.9	15	+0	+3	+1.2	15	+0	+5	+1.6	15	+1	+15	+7.4	15	+1	+6	+4.3	12	+1	+8	+4.7
Ireland	14	+1	+11	+6.0	14	+0	+3	+1.6	14	-9	+1	-1.1	14	-6	+1	-0.7	14	+1	+5	+2.7	14	+0	+7	+2.8	13	+1	+9	+5.3
Italy	16	-2	+4	+2.5	16	-1	+5	+2.1	16	-7	+1	-1.8	16	-3	+1	-1.1	16	+0	+2	+1.2	16	+0	+5	+2.4	14	+0	+7	+3.5
Netherlands	16	+1	+15	+8.0	16	+0	+8	+3.4	16	-2	+2	+0.3	16	-2	+3	+0.6	16	+1	+5	+3.3	16	+1	+6	+2.7	13	+2	+5	+3.8
Norway	16	+1	+10	+5.4	16	+0	+5	+2.5	16	-1	+10	+1.3	16	-1	+12	+1.7	16	+1	+5	+3.6	16	+1	+7	+2.8	14	+1	+11	+5.6
Poland	15	+2	+9	+5.7	15	+2	+4	+2.6	15	-2	+1	-1.0	15	-2	+1	-0.7	15	+2	+8	+3.8	15	-1	+6	+3.9	14	+1	+10	+5.8
Portugal	16	+2	+8	+3.7	16	+0	+5	+2.0	16	-2	+2	+0.7	16	-2	+3	+1.0	16	+1	+8	+3.6	16	+0	+6	+3.1	14	+1	+7	+4.1
Russia	16	+0	+12	+6.4	16	+0	+7	+4.9	16	+1	+7	+3.3	15	+2	+5	+3.7	16	+0	+10	+6.0	16	+2	+9	+5.5	14	+4	+10	+7.4
Slovenia	12	+4	+15	+9.8	11	+2	+5	+2.5	11	+0	+3	+1.1	11	+0	+4	+1.3	11	+2	+8	+4.3	11	+2	+8	+3.9	10	+3	+8	+4.6
Spain	16	-1	+6	+2.4	16	+1	+5	+1.6	16	-2	+1	-0.4	16	-2	+2	+0.0	16	+0	+4	+1.8	16	+1	+7	+2.9	14	+1	+8	+4.2
Sweden	15	+3	+15	+9.7	15	+2	+6	+4.0	15	-1	+2	+0.9	15	-1	+2	+0.8	15	+2	+7	+5.0	15	+1	+5	+2.2	13	+3	+10	+5.5
Switzerland	15	+1	+5	+2.6	15	+1	+3	+1.6	15	-1	+4	+1.2	15	-1	+3	+1.1	15	+1	+4	+1.9	15	-2	+2	+1.1	13	+1	+3	+1.9
Turkey	16	+0	+15	+8.2	15	+0	+10	+4.0	15	-2	+25	+4.8	15	-2	+20	+3.5	15	-2	+15	+6.1	15	+0	+22	+10.6	12	+0	+21	+12.8
UK	16	-2	+10	+2.7	15	+1	+4	+1.9	16	-5	+3	-1.3	15	-5	+2	-1.4	15	+0	+3	+1.6	15	+0	+8	+2.2	13	+0	+8	+3.7
Ukraine	16	+8	+50	+28.9	14	+7	+32	+20.5	14	+2	+12	+7.8	14	+4	+18	+11.0	14	+5	+50	+27.0	15	+3	+26	+16.6	12	+3	+42	+24.5

OUTLOOK2020

ACTUAL Media Cost Inflation/Deflation: 2019 vs 2018 (+/- %): Minimum, Maximum and Average Rate

Date: 13/11/2019

Legend:
Resps. = # of responses from agencies/auditors
Min = Lowest 2019 inflation
Max = Highest 2019 inflation

Region/Country	TELEVISION				RADIO				NEWSPAPERS				MAGAZINES				OUTDOOR				ONLINE DISPLAY				ONLINE VIDEO			
	Resps.	Min	Max	2019 Avg.	Resps.	Min	Max	2019 Avg.	Resps.	Min	Max	2019 Avg.	Resps.	Min	Max	2019 Avg.	Resps.	Min	Max	2019 Avg.	Resps.	Min	Max	2019 Avg.	Resps.	Min	Max	2019 Avg.
Americas																												
Argentina	16	+15	+54	+33.2	16	+13	+51	+29.5	16	+10	+43	+26.8	16	+14	+47	+27.3	16	+13	+50	+28.4	16	+15	+61	+29.5	15	+15	+50	+28.6
Brazil	13	+4	+12	+8.2	13	+2	+10	+5.7	13	+2	+8	+5.3	13	+3	+8	+5.4	12	+0	+8	+5.3	12	+5	+33	+10.5	12	+4	+23	+10.1
Canada	16	+2	+9	+6.0	16	+1	+4	+2.2	16	+0	+1	+0.6	16	+0	+2	+1.0	16	+1	+4	+2.6	16	+2	+3	+2.2	14	+2	+8	+4.8
Chile	12	+3	+5	+4.6	12	+2	+6	+3.3	12	+1	+4	+2.4	12	-1	+4	+1.7	12	+2	+7	+3.7	12	+3	+8	+5.5	11	+3	+8	+6.1
Colombia	14	+3	+7	+5.1	14	+3	+7	+5.0	14	+2	+6	+4.1	14	+2	+6	+4.0	14	+3	+10	+5.3	14	+3	+7	+5.5	13	+3	+6	+5.0
Mexico	17	+3	+19	+8.3	17	+2	+5	+3.8	17	-2	+6	+3.4	17	-9	+6	+2.7	17	+4	+7	+5.1	17	+3	+8	+5.2	15	+3	+6	+5.1
Peru	13	+4	+11	+8.0	13	+2	+6	+4.8	13	+1	+7	+3.9	13	+0	+5	+3.0	13	+1	+6	+4.1	13	+4	+20	+7.7	12	+4	+10	+6.4
USA	17	+3	+10	+7.0	17	-3	+2	+0.9	16	+0	+4	+1.6	17	+0	+6	+2.3	17	+0	+5	+2.7	17	-3	+4	+1.9	15	+2	+7	+4.1
APAC																												
Australia	15	+2	+11	+5.0	15	-1	+5	+2.2	15	-5	+3	-0.5	15	-10	+0	-2.6	15	+0	+6	+3.8	15	-4	+7	+2.9	14	-1	+10	+5.1
China	15	+3	+10	+6.4	15	+1	+10	+7.6	15	-1	+3	+1.3	15	+0	+8	+3.4	15	+5	+15	+9.3	15	+7	+19	+12.1	13	+8	+17	+12.4
Hong Kong	13	+0	+13	+5.5	12	+0	+4	+2.4	12	-6	+4	+1.1	12	-20	+6	+0.7	12	-7	+15	+6.3	12	+0	+30	+8.9	11	+0	+15	+11.2
India	16	+6	+21	+11.9	16	+2	+10	+5.7	16	+0	+10	+5.9	16	+0	+5	+2.1	16	+5	+13	+8.9	16	+3	+15	+9.6	14	+5	+15	+11.2
Indonesia	14	+7	+23	+13.1	12	+3	+20	+10.4	12	+1	+8	+4.8	12	+1	+9	+5.2	12	+8	+23	+14.3	13	+5	+20	+10.6	9	+3	+9	+6.7
Japan	13	-1	+5	+2.2	13	-1	+2	+0.3	13	-7	+0	-1.8	13	-10	+0	-2.1	13	-1	+3	+0.5	13	+0	+15	+3.4	13	+0	+25	+5.6
Korea	13	+0	+8	+3.8	13	+0	+4	+1.0	13	+0	+8	+1.6	13	+0	+4	+1.1	13	+1	+8	+3.4	13	+1	+7	+3.9	13	+3	+15	+7.0
Malaysia	15	+1	+18	+7.6	13	+2	+16	+9.6	13	+1	+9	+3.4	13	+0	+3	+1.3	14	+3	+12	+7.0	13	+0	+15	+7.4	12	+0	+18	+9.0
New Zealand	13	+3	+7	+4.9	13	+0	+4	+1.4	13	-6	+2	-1.9	13	-5	+1	-2.0	13	+1	+8	+3.8	13	+0	+6	+2.2	11	+0	+7	+3.6
Philippines	11	+5	+11	+8.0	9	+4	+10	+7.0	9	+3	+10	+6.1	9	+3	+10	+5.5	9	+5	+15	+9.9	9	+3	+10	+5.8	7	+1	+6	+4.5
Singapore	12	-25	+11	+2.1	11	+1	+4	+3.1	11	+0	+8	+4.4	11	+0	+15	+3.2	12	+0	+10	+5.5	12	+2	+15	+7.3	10	+3	+40	+10.9
Taiwan	14	+0	+8	+3.1	14	+0	+2	+0.6	14	-1	+2	+0.5	14	-1	+2	+0.5	14	+0	+10	+4.0	14	+2	+11	+6.7	12	+4	+15	+9.0
Thailand	14	-3	+9	+5.4	13	+0	+3	+1.3	13	-1	+2	+0.3	13	-1	+2	+0.5	14	+0	+11	+7.6	14	+0	+13	+6.6	12	+0	+11	+7.3
Vietnam	14	+3	+11	+7.6	12	+0	+12	+4.4	12	+0	+5	+1.5	12	-1	+6	+2.0	12	+5	+15	+8.7	13	+4	+16	+10.2	10	+6	+19	+12.2
Middle East & Africa																												
Israel	7	+0	+15	+6.2	7	+0	+5	+2.1	7	-5	+3	-1.1	7	-5	-1	-2.1	7	+1	+6	+3.1	7	-5	+3	+0.6	6	+0	+5	+2.6
Kazakhstan	10	+7	+31	+18.3	9	+0	+5	+3.3	9	+0	+5	+2.5	9	+1	+10	+4.9	9	+4	+12	+7.0	9	+6	+18	+10.6	8	+5	+15	+10.7
Nigeria	8	+0	+18	+8.0	8	+0	+18	+8.5	8	+0	+7	+5.0	8	+0	+7	+4.7	8	+0	+10	+6.7	8	+0	+12	+6.0	7	+5	+15	+8.6
Saudi Arabia	8	+0	+6	+1.9	8	+0	+5	+2.0	8	-2	+17	+2.7	8	-1	+3	+0.9	6	+0	+10	+3.1	7	+0	+7	+3.9	7	+3	+7	+4.8
South Africa	16	+0	+13	+7.2	16	+1	+15	+7.9	16	+1	+20	+8.4	16	+1	+20	+8.6	16	+0	+6	+3.4	15	-25	+13	+1.9	12	+2	+7	+4.3
United Arab Emirates	12	+0	+5	+1.3	13	+0	+14	+2.7	13	-4	+4	+0.0	13	-5	+2	+0.1	11	+0	+8	+3.3	12	+0	+10	+4.3	11	+2	+8	+4.4
Europe																												
Austria	16	+3	+8	+5.5	16	-1	+4	+2.3	16	+1	+6	+3.4	16	+0	+6	+2.9	16	+1	+3	+2.0	16	-2	+2	-0.5	14	+2	+7	+4.0
Belgium	16	-4	+4	+2.1	16	-1	+2	+1.2	16	-1	+4	+1.3	16	-3	+6	+1.6	16	-1	+8	+2.9	16	+1	+6	+3.1	14	+2	+6	+3.4
Czech Republic	14	+4	+14	+8.0	14	+0	+4	+2.2	14	+0	+5	+2.0	14	+0	+6	+1.9	14	+0	+7	+2.9	14	+1	+8	+3.9	12	+2	+8	+4.6
Denmark	16	+3	+8	+6.3	16	+0	+6	+3.6	16	-2	+1	-0.0	16	-2	+2	+0.3	16	+1	+7	+3.7	16	+1	+5	+3.1	14	+1	+10	+7.0
Finland	16	+2	+15	+6.2	16	+0	+5	+2.5	16	-2	+7	+0.9	16	-2	+7	+0.9	16	+1	+6	+3.0	16	+1	+10	+4.6	13	+1	+11	+5.2
France	15	+2	+5	+3.6	15	-1	+3	+0.9	15	-4	+2	+0.1	15	-3	+2	+0.4	14	-1	+3	+1.7	15	-1	+3	+1.5	14	+0	+6	+3.3
Germany	16	+2	+10	+5.4	16	+1	+8	+3.3	16	+0	+5	+3.1	16	-6	+11	+2.8	16	-1	+5	+2.5	16	+0	+5	+1.5	14	+2	+7	+3.2
Greece	16	-9	+11	+4.8	16	+0	+10	+1.8	16	+0	+7	+0.8	16	+0	+3	+0.7	14	+0	+3	+1.4	14	-1	+4	+2.1	13	-3	+10	+3.7
Hungary	15	+5	+12	+8.1	15	+0	+500	+37.7	15	+0	+4	+1.3	15	+0	+5	+1.6	15	+2	+23	+8.6	15	+1	+7	+4.0	12	+2	+8	+5.3
Ireland	15	+1	+11	+7.0	15	-5	+3	+1.2	15	-8	+2	-1.1	15	-5	+2	-0.4	15	+0	+4	+2.8	15	+0	+9	+3.9	14	+0	+12	+6.2
Italy	16	-2	+4	+1.8	16	+1	+4	+1.9	16	-5	-1	-2.6	16	-4	+1	-1.4	16	+0	+2	+0.9	16	+1	+4	+2.5	14	+2	+7	+3.2
Netherlands	16	+3	+18	+9.5	16	+1	+8	+3.4	16	-1	+2	+0.0	16	-2	+2	+0.0	16	+1	+5	+2.9	16	+1	+5	+2.7	13	+2	+7	+4.3
Norway	16	-4	+10	+5.4	16	+0	+6	+2.6	16	-2	+10	+0.9	16	-2	+12	+1.5	16	+1	+6	+3.9	16	+1	+7	+2.7	14	+1	+11	+5.7
Poland	16	+3	+10	+7.6	16	+1	+4	+2.9	16	-2	+0	-1.0	16	-2	+1	-0.6	16	+2	+9	+4.8	16	+0	+6	+4.7	14	+3	+9	+6.7
Portugal	14	+1	+8	+4.2	14	+1	+5	+2.3	14	+0	+2	+0.8	14	+0	+4	+1.1	14	+1	+6	+4.0	14	+1	+5	+3.5	12	+1	+7	+5.0
Russia	16	-5	+16	+5.5	16	+0	+8	+5.0	16	-2	+5	+2.5	15	-5	+5	+3.1	16	+0	+11	+6.9	16	+5	+9	+6.1	14	+5	+11	+8.2
Slovenia	11	+0	+15	+9.5	10	+0	+5	+2.0	10	+0	+3	+1.0	10	+0	+4	+1.2	10	+0	+8	+4.2	10	+0	+8	+3.5	9	+0	+8	+4.2
Spain	16	+0	+4	+2.2	16	+0	+5	+1.8	16	-2	+1	-0.3	16	-2	+2	+0.3	16	+1	+4	+1.9	16	+1	+9	+3.3	14	+2	+9	+4.0
Sweden	15	+5	+16	+10.8	15	+3	+6	+4.8	15	-1	+2	+1.1	15	-1	+2	+1.1	15	+3	+9	+5.7	15	+1	+4	+2.2	13	+4	+10	+6.1
Switzerland	16	+0	+6	+3.1	16	+0	+3	+1.8	16	-3	+4	+0.8	16	-2	+3	+1.0	16	+0	+4	+1.7	16	+0	+4	+1.3	14	-3	+3	+1.2
Turkey	16	+3	+15	+9.1	15	+1	+10	+5.0	15	-0	+25	+9.5	15	-1	+20	+3.8	15	+0	+15	+5.6	15	+4	+23	+11.5	12	+5	+23	+13.1
UK	16	+0	+5	+2.6	16	+1	+5	+2.2	16	-8	+1	-2.2	16	-8	+3	-2.3												

OUTLOOK2020

FOUR YEAR TRENDS Media Cost Inflation/Deflation: 2020 vs 2019 vs 2018 vs 2017 (+/- % points)

Average Rate

Date: 13/11/2019

Region/Country	TELEVISION					RADIO					NEWSPAPERS					MAGAZINES					OUTDOOR					ONLINE DISPLAY					ONLINE VIDEO														
	2017 (A)	2018 (A)	2019 (A)	2020 (F)	20 vs '19	2017 (A)	2018 (A)	2019 (A)	2020 (F)	20 vs '19	2017 (A)	2018 (A)	2019 (A)	2020 (F)	20 vs '19	2017 (A)	2018 (A)	2019 (A)	2020 (F)	20 vs '19	2017 (A)	2018 (A)	2019 (A)	2020 (F)	20 vs '19	2017 (A)	2018 (A)	2019 (A)	2020 (F)	20 vs '19	2017 (A)	2018 (A)	2019 (A)	2020 (F)	20 vs '19	2017 (A)	2018 (A)	2019 (A)	2020 (F)	20 vs '19					
Americas																																													
Argentina	+31	+30	+33	+30	↓	-3	+26	+28	+30	+27	↓	-2	+25	+25	+27	+25	↓	-2	+26	+23	+27	+25	↓	-2	+27	+24	+28	+27	↓	-2	+27	+24	+28	+27	↓	-2	+27	+26	+29	+29	↑	+1			
Brazil	+10	+8	+8	+7	↓	-1	+7	+7	+6	+6	↑	+0	+6	+6	+5	+6	↑	+0	+7	+6	+5	+5	↓	-0	+6	+6	+5	+5	↓	-0	+6	+6	+5	+5	↓	-0	+9	+8	+10	+10	↓	-3			
Canada	+3	+4	+6	+7	↑	+1	+2	+2	+2	+3	↑	+1	+1	+1	+1	+5	↑	+4	+1	+1	+1	+2	↑	+1	+2	+2	+3	+4	↑	+1	+2	+2	+3	+4	↑	+1	+3	+3	+5	+5	↑	+1			
Chile	+6	+4	+5	+6	↑	+1	+2	+3	+3	+4	↑	+1	+2	+2	+2	+3	↑	+1	+1	+1	+2	+3	↑	+1	+4	+4	+4	+4	↑	+1	+4	+4	+4	+4	↑	+1	+8	+7	+6	+7	↑	+0			
Colombia	+7	+6	+5	+6	↑	+1	+6	+6	+5	+5	↓	-0	+6	+5	+4	+5	↑	+1	+6	+5	+4	+4	↑	+1	+7	+6	+5	+6	↑	+0	+7	+6	+5	+6	↑	+0	+6	+6	+5	+6	↑	+0			
Mexico	+13	+10	+8	+8	↓	-1	+4	+5	+4	+4	↑	+0	+4	+4	+3	+3	↓	-0	+4	+4	+3	+3	↓	-0	+5	+6	+5	+5	↓	-0	+5	+6	+5	+5	↓	-0	+7	+6	+5	+5	↓	-0			
Peru	+12	+9	+8	+7	↓	-1	+5	+6	+5	+5	↓	-0	+5	+4	+3	+3	↓	-0	+5	+3	+3	+3	↓	-0	+6	+4	+4	+4	↑	+0	+6	+4	+4	+4	↑	+0	+10	+6	+6	+6	↓	-1			
USA	+6	+5	+7	+8	↑	+1	+1	+1	+1	+2	↑	+1	+2	+1	+2	+2	↑	+0	+2	+2	+2	+2	↑	+0	+2	+3	+3	+3	↑	+0	+2	+3	+3	+3	↑	+0	+4	+4	+4	+4	↓	-0			
APAC																																													
Australia	+5	+5	+5	+5	↑	-0	+2	+3	+2	+2	↓	-0	+0	-1	-1	-1	↓	-0	-1	-3	-3	-2	↑	+1	+5	+5	+4	+4	↓	-0	+4	+2	+3	+3	↑	+0	+6	+5	+5	+5	↑	+0			
China	+8	+7	+6	+7	↑	+1	+9	+9	+8	+7	↓	-1	+1	+3	+1	+2	↑	+0	+3	+4	+3	+3	↓	-0	+9	+9	+9	+9	↓	-0	+12	+11	+12	+11	↓	-1	+15	+13	+12	+12	↓	-0			
Hong Kong	+4	+6	+5	+5	↓	-0	+3	+3	+2	+2	↓	-0	+2	+2	+1	+1	↓	-0	+3	+3	+1	+0	↓	-0	+6	+8	+6	+5	↓	-1	+9	+8	+9	+8	↓	-0	+14	+13	+11	+10	↓	-2			
India	+11	+12	+12	+12	↓	-0	+6	+6	+6	+6	↑	+0	+7	+7	+6	+6	↑	+0	+3	+3	+2	+3	↑	+1	+9	+9	+9	+8	↓	-1	+11	+10	+10	+10	↑	+1	+12	+11	+11	+12	↑	+1			
Indonesia	+13	+14	+13	+11	↓	-2	+13	+12	+10	+9	↓	-1	+7	+7	+5	+5	↑	+0	+8	+6	+5	+5	↓	-0	+17	+15	+14	+13	↓	-2	+11	+12	+11	+9	↓	-0	+9	+9	+7	+6	↓	-0			
Japan	+1	+2	+2	+3	↑	+1	+0	-0	+0	+1	↑	+0	+1	-1	-2	-1	↑	+1	-2	-2	-2	-2	↑	+0	+0	+0	+0	+1	↑	+0	+2	+3	+3	+4	↑	+0	+3	+4	+6	+6	↑	+1			
Korea	+4	+4	+4	+4	↑	+0	+2	+2	+1	+2	↑	+1	+2	+2	+2	+2	↑	+0	+2	+2	+1	+2	↑	+1	+3	+4	+3	+3	↓	-0	+5	+4	+4	+4	↑	+0	+8	+8	+7	+7	↓	-0			
Malaysia	+8	+8	+8	+8	↑	+0	+14	+12	+10	+9	↓	-0	+3	+4	+3	+4	↑	+0	+1	+2	+1	+1	↓	-0	+9	+8	+7	+7	↓	-0	+8	+9	+7	+7	↓	-1	+10	+11	+9	+8	↓	-1			
New Zealand	+6	+6	+5	+5	↓	-0	+1	+2	+1	+2	↑	+0	-1	-2	-2	-1	↑	+1	-1	-2	-2	-1	↑	+1	+4	+4	+4	+3	↓	-1	+2	+2	+2	+2	↑	+0	+3	+3	+4	+3	↓	-0			
Philippines	+11	+9	+8	+7	↓	-1	+8	+8	+7	+6	↓	-1	+6	+5	+6	+5	↓	-1	+6	+5	+6	+4	↓	-1	+13	+12	+10	+8	↓	-2	+5	+6	+6	+5	↓	-1	+4	+4	+5	+4	↓	-0			
Singapore																																													
Taiwan	+3	+4	+3	+3	↑	+0	+2	+1	+1	+1	↑	+0	+1	+1	+1	+0	↓	-0	+1	+1	+1	+1	↑	+0	+2	+3	+4	+3	↓	-1	+8	+8	+7	+5	↓	-1	+10	+10	+9	+8	↓	-1			
Thailand	+7	+6	+5	+5	↓	-0	+1	+2	+1	+1	↓	-0	-1	+1	+0	+1	↑	+0	+1	+1	+0	+1	↑	+0	+8	+8	+8	+7	↓	-0	+9	+9	+7	+7	↓	-0	+10	+10	+7	+7	↓	-0			
Vietnam																																													
Middle East & Africa																																													
Israel	+2	+3	+6	+4	↓	-2	+1	+1	+2	+1	↓	-1	-1	-2	-1	-1	↑	+0	+0	-2	-2	-1	↑	+1	+3	+2	+3	+2	↓	-1	+4	+3	+1	+2	↑	+1	+4	+3	+3	+2	↓	-1			
Kazakhstan																																													
Nigeria																																													
Saudi Arabia	+2	+2	+2	+2	↑	+0	+2	+3	+2	+2	↓	-0	+1	+1	+3	+0	↓	-2	+1	+1	+1	+0	↓	-1	+3	+3	+3	+4	↑	+1	+5	+4	+4	+3	↓	-1	+5	+5	+9	+4	↓	-1			
South Africa	+7	+8	+7	+8	↑	+1	+9	+11	+8	+8	↑	+0	+8	+10	+8	+8	↓	-1	+8	+9	+9	+8	↓	-1	+3	+3	+3	+4	↑	+1	+2	+3	+2	+3	↑	+2	+4	+5	+4	+5	↑	+1			
United Arab Emirates	+3	+1	+1	+2	↑	+1	+4	+5	+3	+4	↑	+1	+1	+1	+0	+1	↑	+1	+1	+1	+0	+1	↑	+1	+3	+2	+3	+3	↑	+0	+6	+4	+4	+4	↓	-1	+6	+6	+4	+4	↑	+0			
Europe																																													
Austria	+5	+5	+6	+5	↑	-0	+3	+3	+2	+2	↑	+0	+2	+3	+3	+3	↑	+0	+1	+2	+3	+3	↑	+0	+2	+2	+2	+2	↑	+0	-1	-1	-0	-0	↑	+0	+3	+3	+4	+3	↓	-0			
Belgium	+2	+3	+2	+2	↑	+0	+1	+1	+1	+2	↑	+1	+1	+2	+1	+1	↑	+0	+2	+2	+2	+2	↑	+0	+3	+3	+3	+3	↑	+0	+3	+3	+3	+3	↑	+0	+5	+4	+3	+3	↑	+0			
Czech Republic	+6	+7	+8	+8	↑	+0	+2	+2	+2	+3	↑	+1	+2	+2	+2	+2	↑	+0	+2	+2	+2	+2	↑	+0	+3	+3	+3	+3	↑	+0	+3	+3	+4	+4	↑	+1	+5	+4	+5	+5	↑	+1			
Denmark	+6	+6	+6	+6	↑	+0	+4	+4	+4	+3	↓	-0	-0	-0	-0	+0	↑	+0	+1	+1	+0	+1	↑	+0	+3	+3	+4	+4	↑	+0	+3	+3	+3	+3	↑	+0	+6	+6	+7	+7	↑	+0			
Finland	+4	+6	+5	+5	↓	-1	+2	+2	+2	+2	↑	+0	+0	+0	+1	+1	↑	+0	+1	+1	+1	+1	↑	+0	+3	+3	+3	+3	↑	+0	+3	+3	+5	+4	↓	-0	+5	+5	+5	+5	↑	+0			
France	+3	+4	+4	+4	↑	+0	+1	+1	+1	+1	↑	+0	+0	+0	+0	+0	↑	+0	+0	+1	+0	+0	↑	+0	+2	+1	+2	+2	↑	+0	+2	+2	+2	+2	↑	+1	+4	+3	+3	+3	↑	+0			
Germany	+4	+6	+5	+6	↑	+0	+4	+2	+3	+3	↓	-1	+2	+3	+3	+3	↓	-1	+2	+3	+3	+3	↓	-0	+2	+2	+2	+3	↑	+0	+1	+0	+1	+1	↑	+0	+3	+2	+3	+3	↑	+0			
Greece	+8	+10	+5	+6	↑	+1	+1	+1	+2	+2	↓	-0	-1	+1	+1	+1	↑	+0	-1	+1	+1	+1	↑	+0	+2	+2	+1	+1	↑	+0	+2	+3	+2	+2	↑	+0	+4	+5	+4	+3	↓	-0			
Hungary																																													
Ireland	+6	+7	+7	+6	↓	-1	+2	+1	+1	+2	↑	+0	-1	-2	-1	-1	↑	+0	-1	-0	-2	-1	↑	+0	+3	+3	+3	+3	↑	+0	+4	+4	+4	+3	↓	-1	+5	+6	+6	+5	↓	-1			
Italy	+3	+3	+2	+2	↑	+1	+2	+2	+2	+2	↑	+0	-4	-3	-3	-2	↑	+1	-1	-2	-1	-1	↑	+0	+1	+1	+1	+1	↑	+0	+3	+3	+2	+2	↑	+0	+4	+4	+3	+3	↑	+0			
Netherlands	+5	+7	+10	+8	↓	-2	+1	+3	+3	+3	↓	-0	-1	-1	+0	+0	↑	+0	-1	-0	+0	+1	↑	+1	+2	+3	+3	+3	↑	+0	+3	+3	+3	+3	↑	+0	+5	+5	+4	+4	↓	-1			

About these results

- All network agencies and media auditors invited to submit cost forecasts for 2020, and actuals for 2019;
- Seventeen companies participated in total:
 - Accenture
 - AuditStar
 - Cortex Media
 - DentsuAegis
 - DG2 Worldwide Group
 - Ebiquity
 - ECI Media Management
 - EMM
 - Havas
 - ID Comms
 - MAGNA GLOBAL (IPG MediaBrands)
 - Media Path
 - Omnicom Media Group
 - PricewaterhouseCoopers
 - R3
 - Stars
 - Zenith Media
- Unweighted averages generated by WFA (based on min. 3 forecasts per market/media)
- 50 markets covered across 7 media;
- These numbers represent average price inflation in its broadest sense
 - various assumptions made:
 - full calendar year
 - all channels/publications/sites, etc
 - full range of dayparts mixture of buying routes
- Individual blend of the above can have significant implications for own rate of inflation (vs market average rate)
 - e.g. price can be radically different in one month to another
 - e.g. clearly scope for one publication to be going up while another going down
- Ultimately these forecasts are just that, forecasts only. This data is not intended to dictate the level of fees in any way which are entirely the subject of individual negotiation.



Hogan
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Please note: All WFA benchmarks, survey results, agendas and minutes are reviewed by Hogan Lovells LLP, our competition lawyers

WFA Competition law compliance policy

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