

TARGETING THE FUTURE CUSTOMER

AVERAGE MEDIA CONSUMPTION

DAILY AVERAGE PER PERSON WORLDWIDE IN MINUTES

- Television
- Newspapers
- Magazines
- Mobile internet
- Outdoor
- Radio
- Desktop internet



50%

of all advertising budgets will be directed at digital channels by 2021



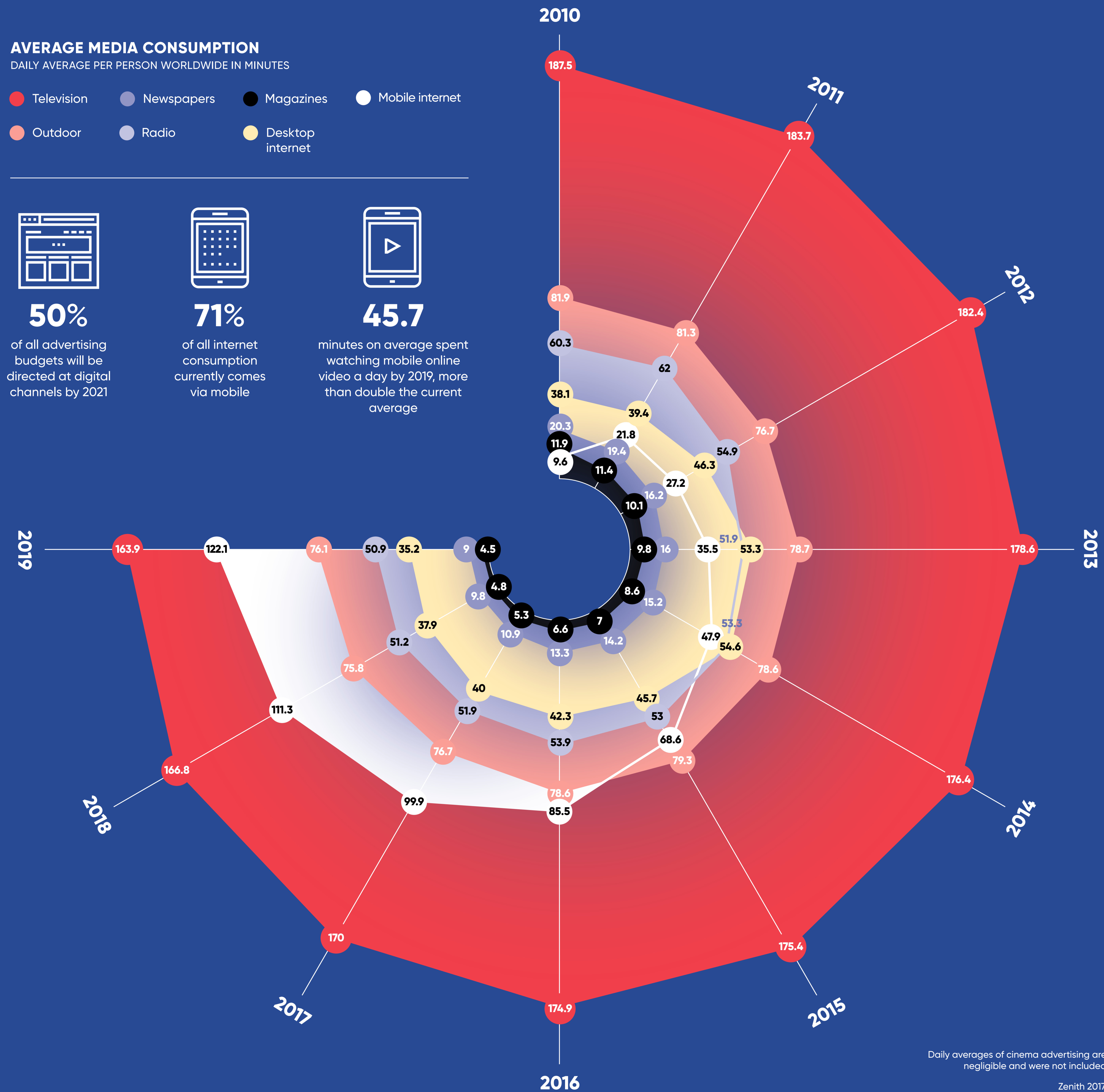
71%

of all internet consumption currently comes via mobile



45.7

minutes on average spent watching mobile online video a day by 2019, more than double the current average

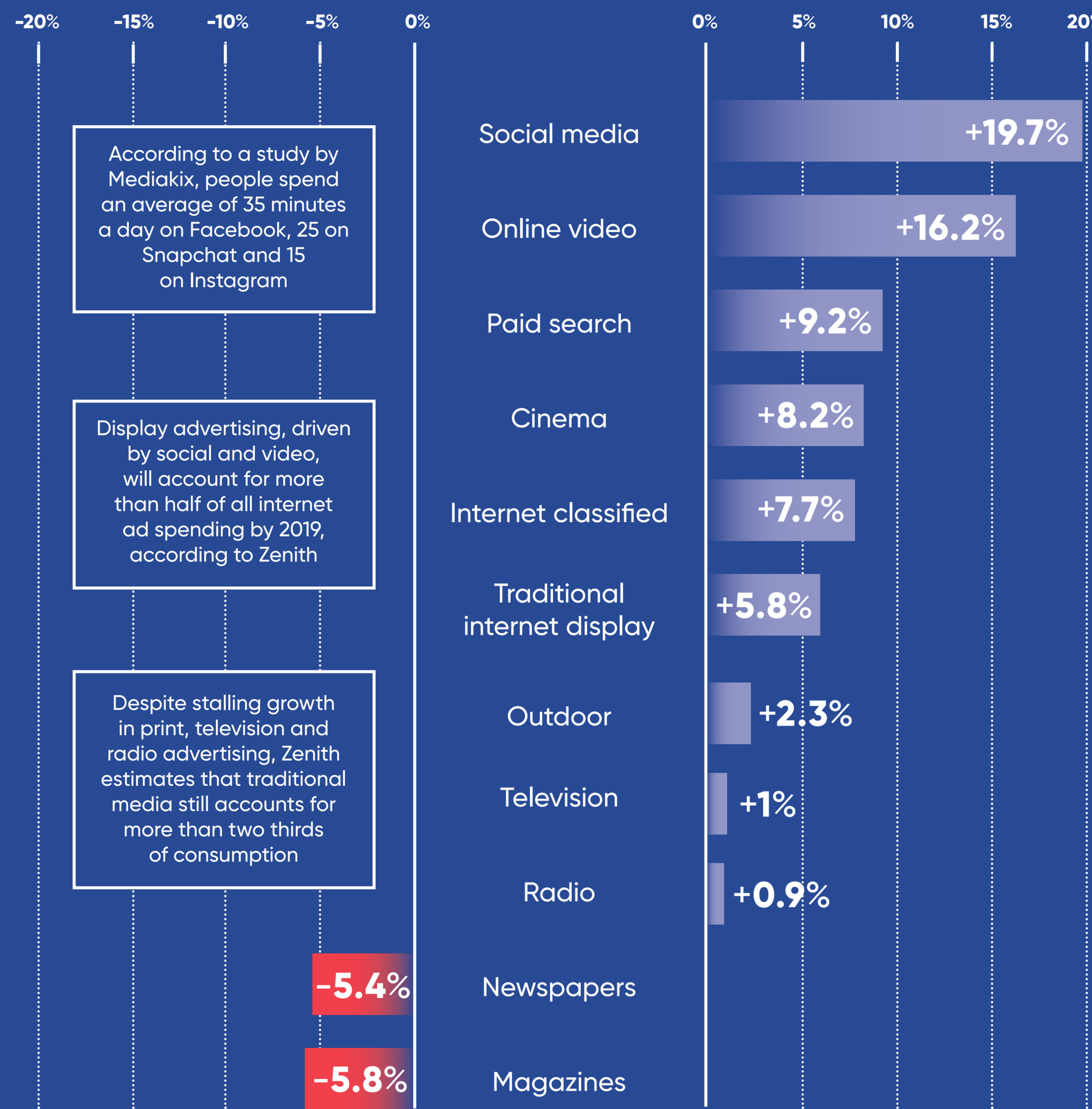


Daily averages of cinema advertising are negligible and were not included
Zenith 2017

How brands market themselves to the consumers of tomorrow very much depends on predictions for media consumption. No, print is not yet dead, but forecasts for the amount of time spent with traditional media such as TV, radio and newspapers show that the future is very much digital and, increasingly, mobile

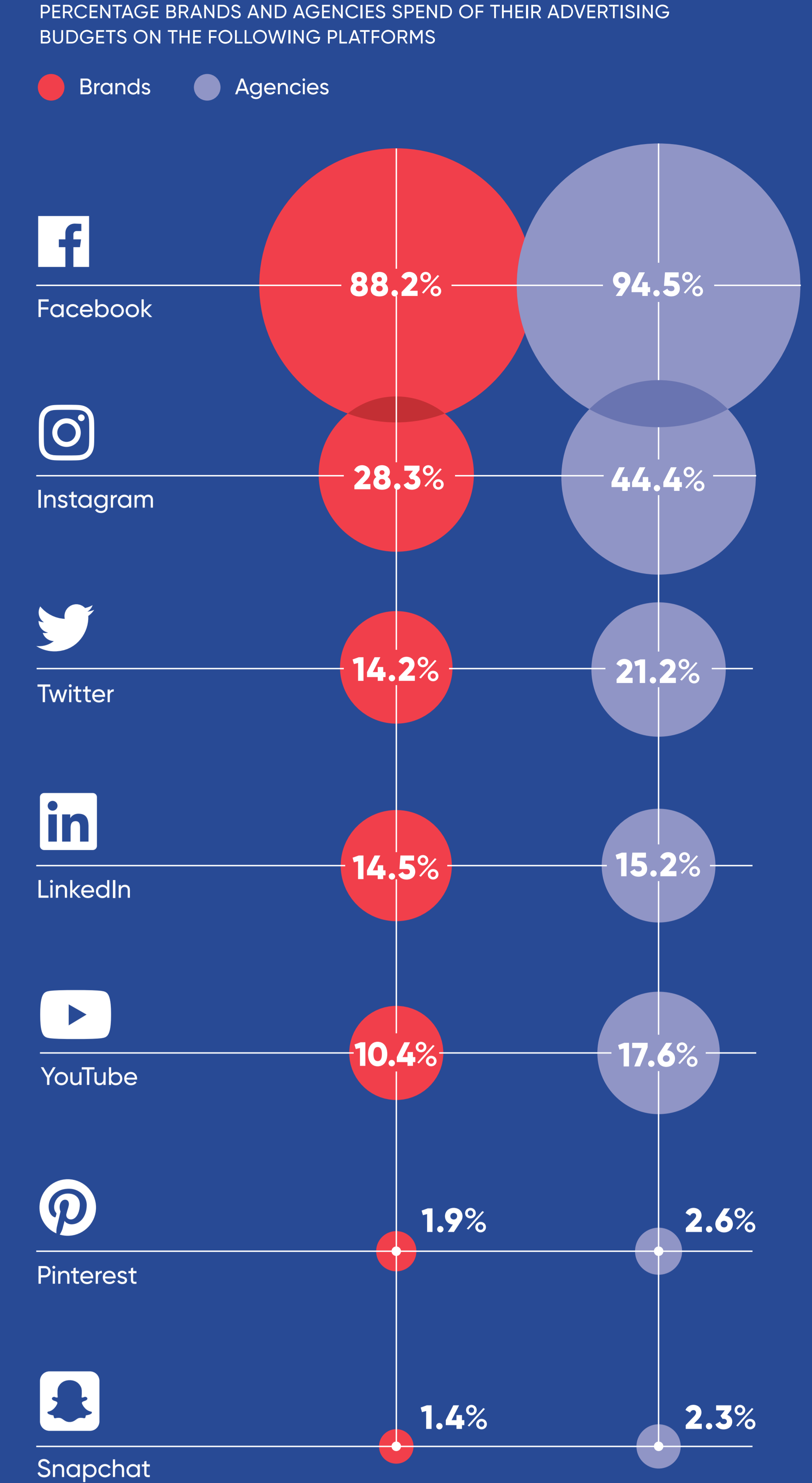
GROWTH RATE BY ADVERTISING MEDIUM

ANNUAL GROWTH IN WORLDWIDE SPENDING BETWEEN 2016 AND 2019



MOST POPULAR SOCIAL MEDIA FOR ADVERTISING

PERCENTAGE BRANDS AND AGENCIES SPEND OF THEIR ADVERTISING BUDGETS ON THE FOLLOWING PLATFORMS



ADVERTISING SPENDING WORLDWIDE

