

WPP Media

▼ THIS YEAR
NEXT YEAR ►

2025 GLOBAL
END-OF-YEAR
FORECAST

DECEMBER 2025



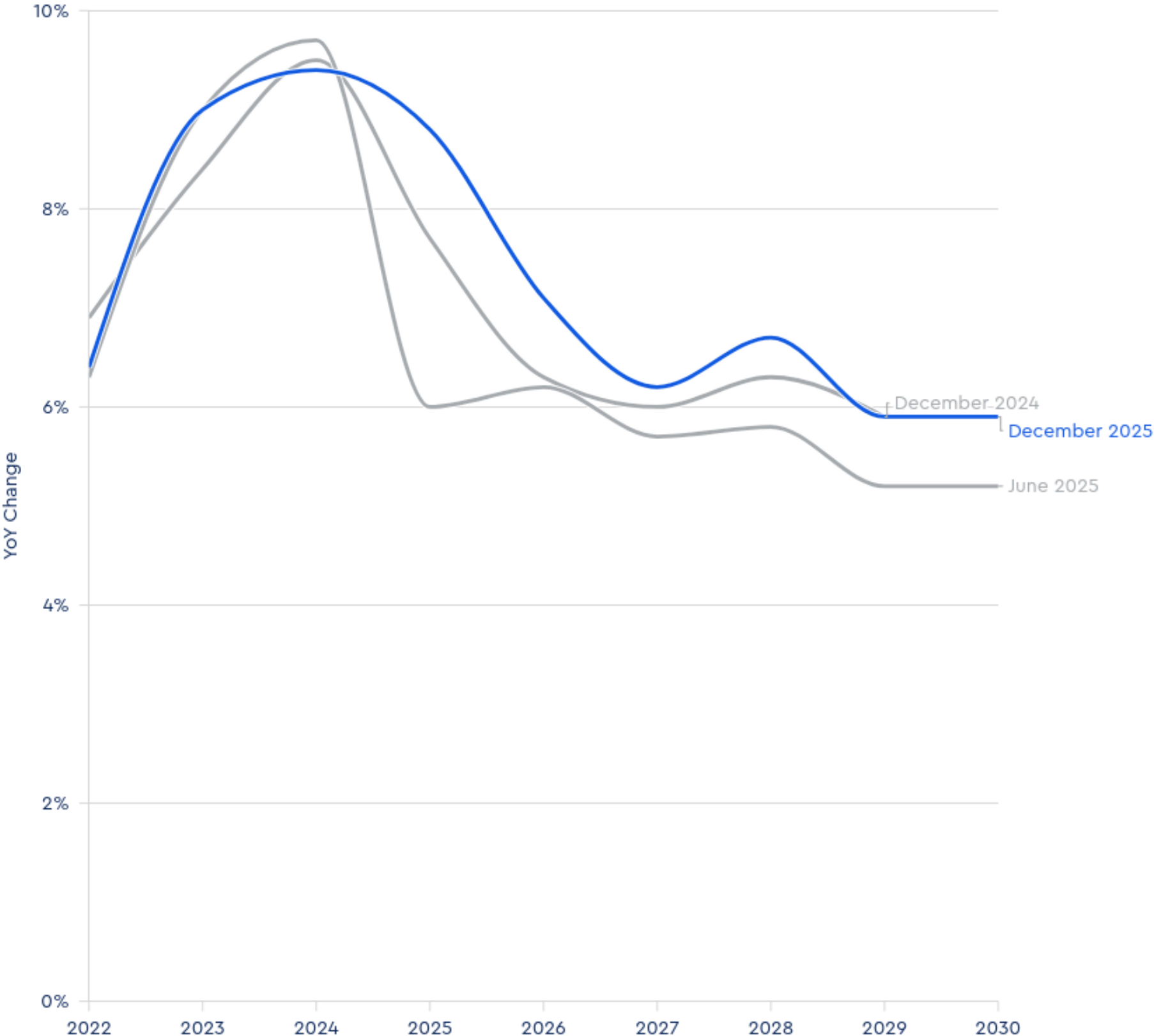
OVERVIEW

8.8%
in 2025

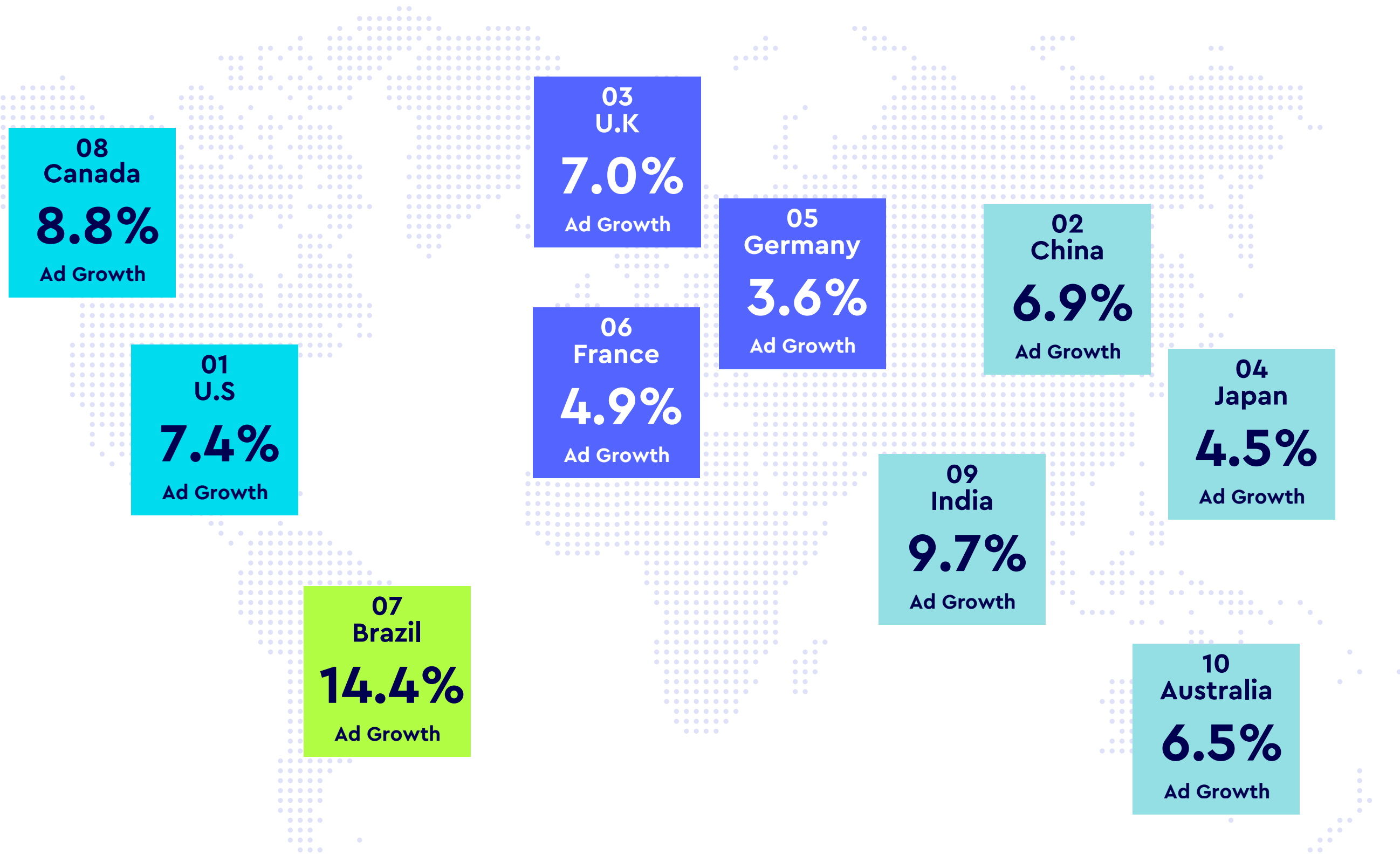
Global ad revenue growth
ex-U.S. political advertising

7.1%
in 2026

Global ad revenue
will top \$1.2 trillion



2026 MARKET FORECASTS



DRIVERS OF FORECAST CHANGES



Diminished tariff impacts

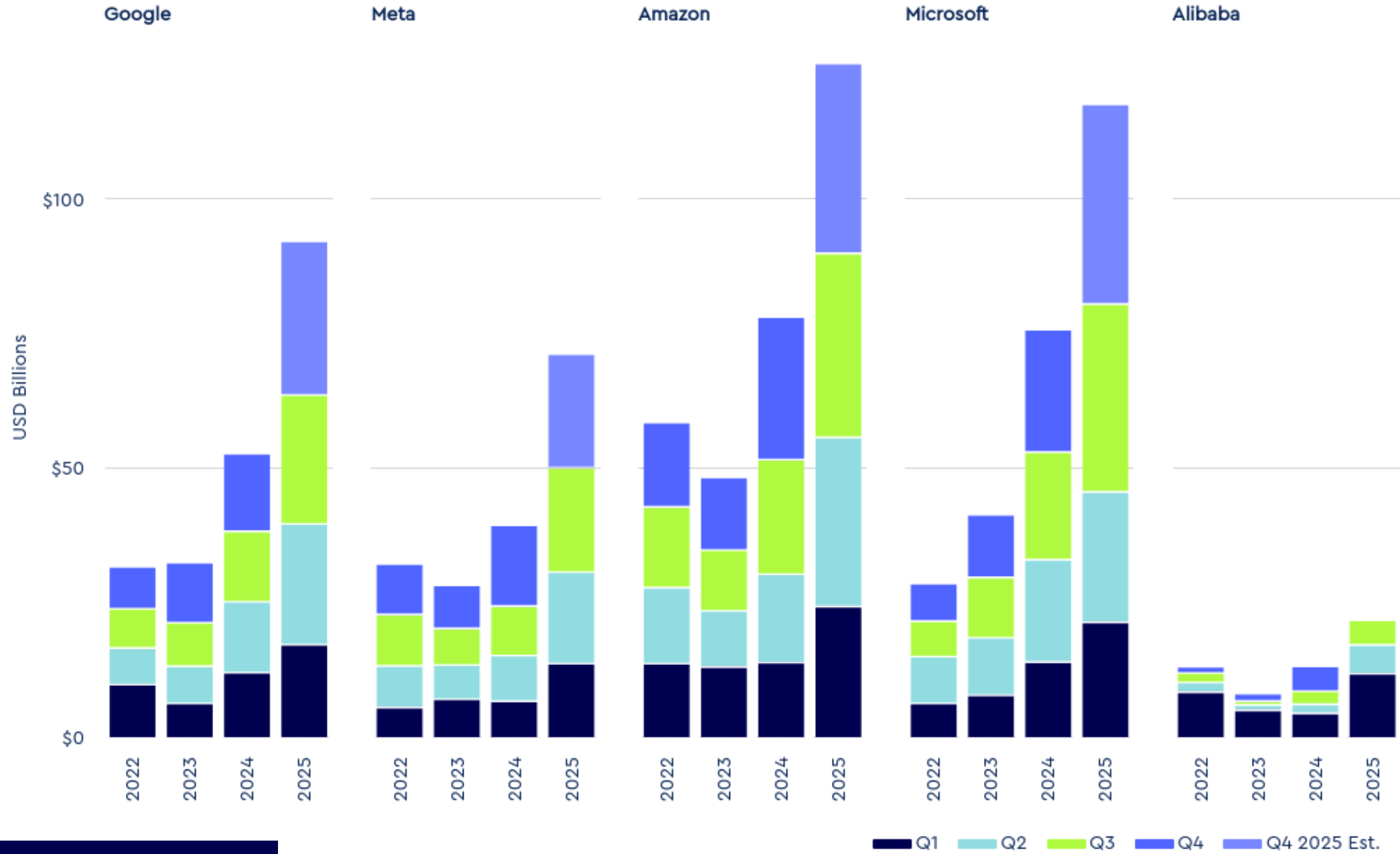
Retailers, consumers and manufacturers mitigated the effects, and the U.S. administration softened the blow.



The AI Boom

Advances in AI have led to investment by tech companies, and new AI-endemic advertisers.

Capital expenditure rising rapidly
Big Four set to spend more than \$400 billion in 2025



Source: Company Filings, WPP Media • 2025
CAPEX estimates based on company guidance

WE EXPECTED THIS GROWTH

TYNY December 2024

As these [new AI] companies and large established "incumbents" look to grow [their] categories and consolidate market share, we expect many will rely heavily on marketing and advertising (as we saw with digital disruptors such as Airbnb, Uber, and Booking Holdings in the last decade).



TYNY June 2025

Upgrades to the December forecast could come as a result of: Technological innovation, investment, and revenue that maintains or exceeds its current velocity

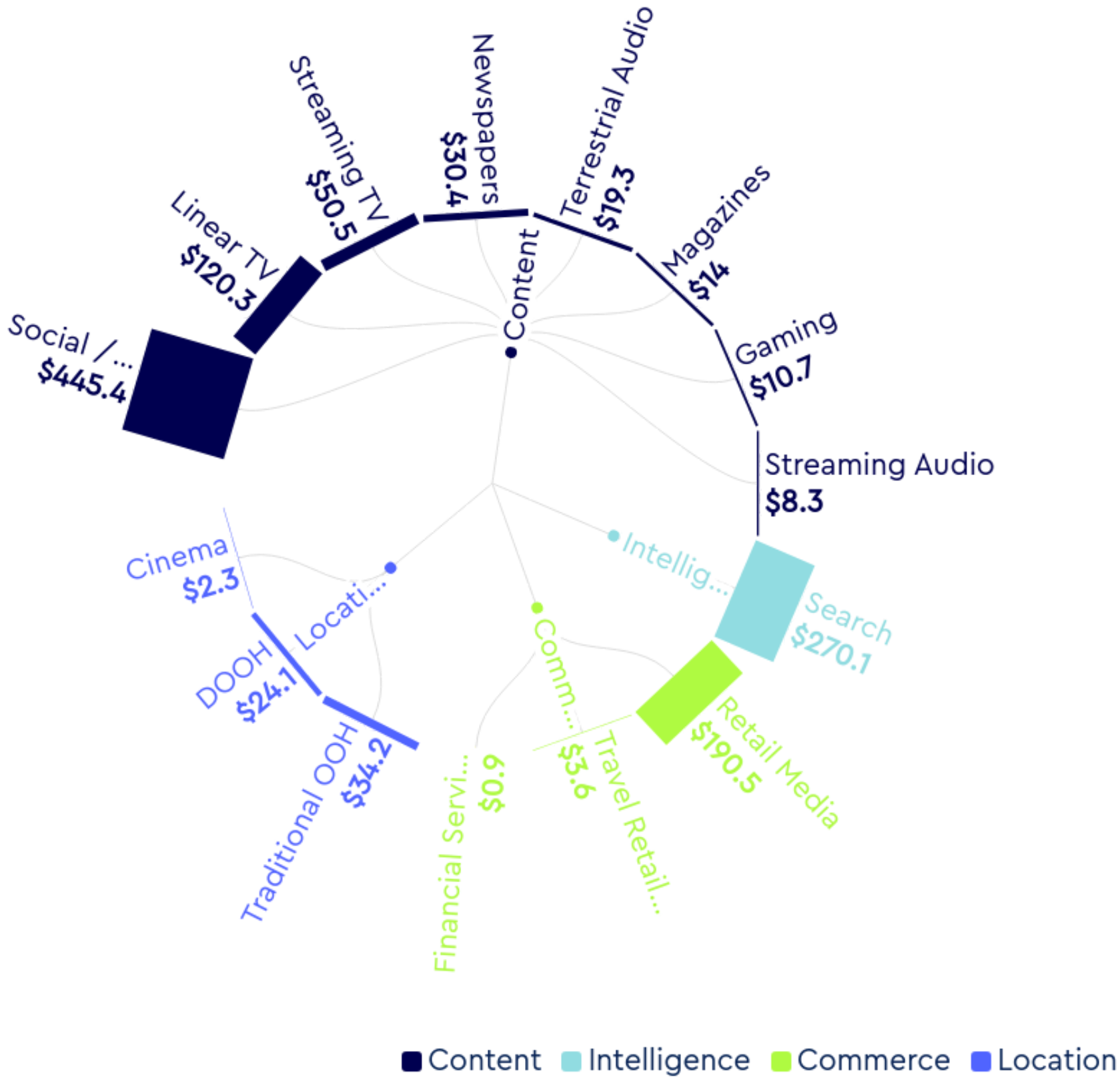
FURTHERING THE SHIFT TO DIGITAL

83.7% Digital in 2026

Including the digital extensions of TV, Audio, Print, OOH

59.0% Content-driven in 2026

Commerce and Intelligence gaining share



INTELLIGENCE

As consumers utilize chat interfaces and AI platforms become more proactive, we expect share gains and new key players.

TV

Consolidation expected as media owners fight linear losses and new platform gatekeepers.

SOCIAL

Age restrictions and declining usage are headwinds, but revenue growth suggests that advertisers aren't moving to alternatives.

COMMERCE

Closed-loop measurement holds appeal, and benefits from shift out of TV/other digital, but AI-platforms represent a risk and consolidation is likely.

AUDIO

Terrestrial declines won't fully offset by streaming gains. Measurement remains a constraint on growth despite growing interest in podcasts.

OOH

Strength in transit and airport inventory is fueling growth, in addition to the digitization of premium furniture and programmatic buying.

PRINT

Publishers need new monetization models in the zero-click world, perhaps leading to deeper partnerships with advertisers.

GAMING

While fast-growing, multiple headwinds constrain opportunity: brand suitability, gamer expectations, scalability.

INTELLIGENCE

+10.3%
2026

TV

+2.1%
2026

SOCIAL

+7.8%
2026

COMMERCE

+9.4%
2026

AUDIO

+0.3%
2026

OOH

+6.7%
2026

PRINT

-5.7%
2026

GAMING

+25.6%
2026

THE INEVITABLE OUTCOME

Consolidate or collapse



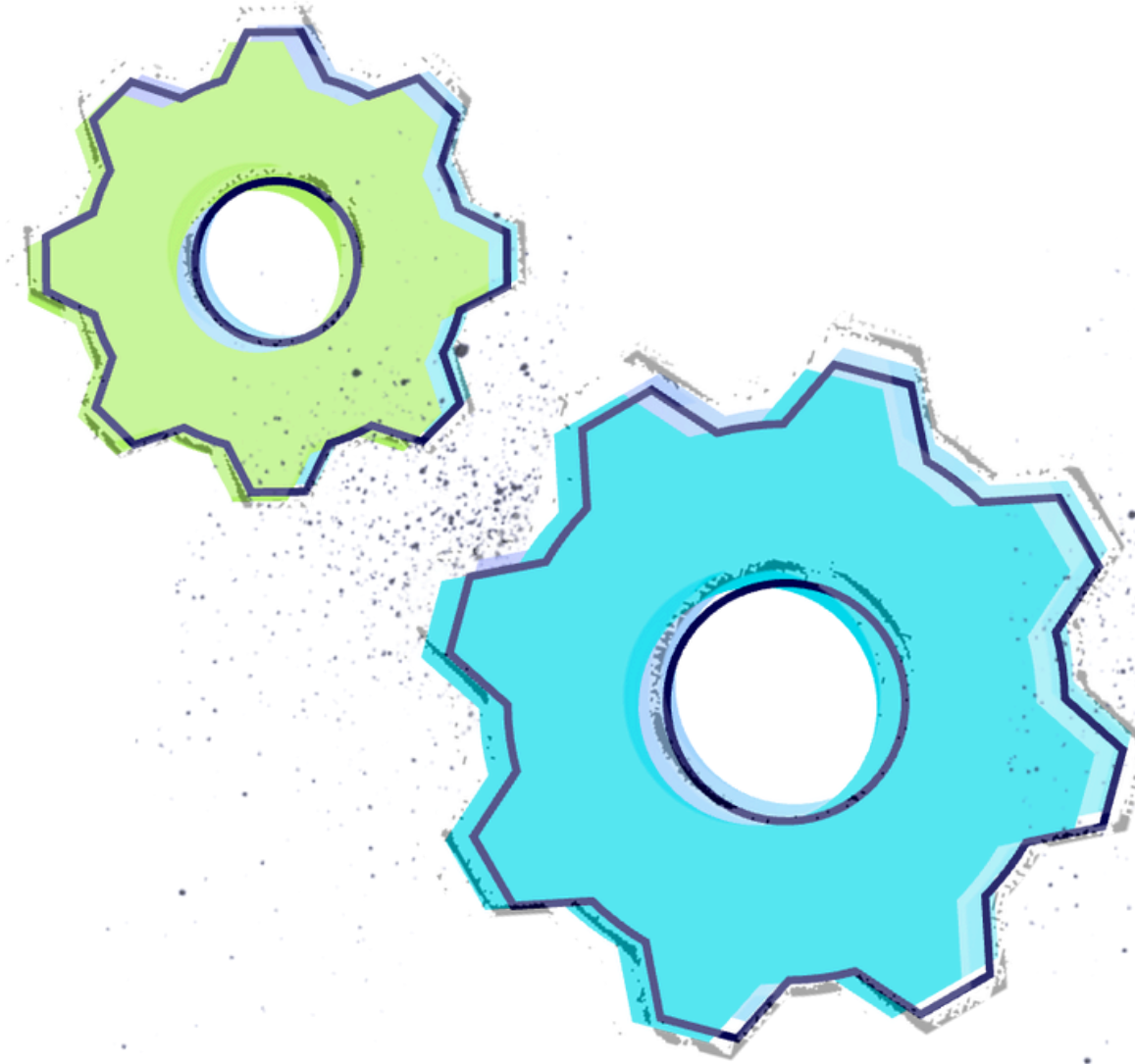
TV - National (ITV, Nexstar), regional (MFE), and global (WBD, Netflix) media owners are looking at mergers as a way to compete with global platforms.



COMMERCE - The "messy middle" of retail networks must merge (Valiuz), partner (Etsy/OpenAI), or cede media revenue.



PRINT - Traditional media owners face regulatory hurdles in scaling for the new era of advertising - i.e. Redbird IMI's failed bid for the Telegraph.



NOW IS THE AI ERA OF ADVERTISING

THE FUTURE OF ADVERTISING IS...



Personalized - uses quality and quantity of data insights



Pervasive - engages across multiple surfaces, contexts and need states



Proactive - offers suggestions that are helpful and relevant to consumers

FUTURE OF ADVERTISING INTELLIGENCE

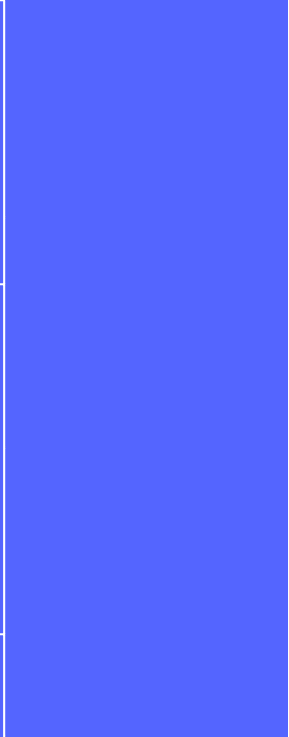
A WPP Media Framework

DATA ASSETS	AI / TECH CAPABILITY	DISTRIBUTION	TRANSACTION CAPABILITY	CONTENT / MEDIA
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180 Total Points
2x Weighting for Prediction & Recommendation Algorithms

>80 distinct variables
Mutually exclusive, collectively exhaustive

Full scoring framework and detailed rankings to be shared in January 2026
Planned updates on a quarterly basis, with additional companies assessed



**THANK
YOU**

