

## New Zealand, Advertising expenditure by medium

NZ\$ millions, current prices

	TOTAL	Newspapers	Magazines	Television	Radio	Cinema	Outdoor	Internet	of which online video	of which social media	of which search
2017	2,453.8	353.0	184.0	566.0	277.0	11.0	140.0	922.8	33.9	50.8	541.0
2018	2,541.1	324.0	173.0	556.0	276.0	11.0	143.0	1,058.1	39.2	42.0	659.5
2019	2,586.8	298.3	163.5	550.3	275.6	11.2	148.2	1,139.7	46.3	49.4	718.8
2020(f)	2,610.1	275.3	155.5	540.2	276.5	11.3	152.8	1,198.5	53.1	58.6	759.3

	TOTAL	Newspapers	Magazines	Television	Radio	Cinema	Outdoor	Internet	of which online video	of which social media	of which search
2018	3.6%	-8.2%	-6.0%	-1.8%	-0.4%	0.0%	2.1%	14.7%	15.7%	-17.4%	21.9%
2019	1.8%	-7.9%	-5.5%	-1.0%	-0.1%	1.6%	3.6%	7.7%	18.0%	17.6%	9.0%
2020(f)	0.9%	-7.7%	-4.9%	-1.8%	0.3%	0.6%	3.1%	5.2%	14.7%	18.6%	5.6%

Note: Data are net of discounts, include agency commission and exclude production costs.

Source: WARC Data, Advertising Standards Association, IAB