

COST COMPARISON BOOK

CENTRAL EASTERN EUROPE – 2009

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Introduction

We are glad to introduce the third issue of CEE Cost Comparison Book.

Unfortunately we cannot pass along to mention the global crisis, which reached our CEE region with its entire negative influence. We can set out that this year will be different from the previous ones which manifests already in the data (compared to 2008) as well.

As you may know CEE Cost Comparison Book covers 14 countries (Estonia, Latvia, Lithuania, Russia, Ukraine, Poland, Czech Republic, Slovakia, Hungary, Slovenia, Croatia, Serbia, Romania, Bulgaria), contains data about general economics, total market advertising spending, 6 target groups (18+ (adults), 18-49, Main Shoppers 18+, Young Adults (15-24), Upmarket (25-49 ABC), Businessmen (Top 5%)) and the CPTs and CPPs are calculated on Net-Net (prices after deducting discounts and agency commission).

We hope that the refreshed CEE Cost Comparison Book will be a useful information source and a great help for our clients, partners and colleagues in these hard days of global crisis.

Map of Central East Europe



Methodology

Last year's methodology has not changed significantly, it was proposed by MEC MediaLab Hungary, partly based on Global Cost Comparison. We have refreshed and expanded the methodology description with the new media-types. All prices are calculated in EURO, as most of the countries are part of the European Union and are aspiring to join the Euro Zone soon.

Television

Television is one of the most difficult media, because here is the widest gap between the lowest and the highest CPP, mainly because of the size of the clients. All costs are based on 30sec cost/GRP which is the most common way of calculating TV price in this region. We think this book must be consumer (advertiser) centric, so the TV CPP is defined on the cost of a midsize client – entering as a very new advertiser the TV market, and has no prior history on the market – with an average day-part and channel-mix. The midsize client definition was specified by the local agencies.

Print

Different CPTs were calculated for newspapers and magazines. The basic advertising unit for newspapers is the full-color junior page on an average day. For magazines it is the 1/1 full-color page without any surcharge. The costs of the ads are net-net.

CPP calculation started with a readership rank with top 5 newspapers or top 10 magazines by target group. Calculation is based on one insertion by each selected title, like a campaign, and then is evaluated in terms of their combined coverage divided into combined costs.

Radio

The basic advertising unit is the 30 sec commercial. In the radio calculation we would like to be as client friendly as possible so the weight of the radio campaign was an average defined by the local offices.

Outdoor

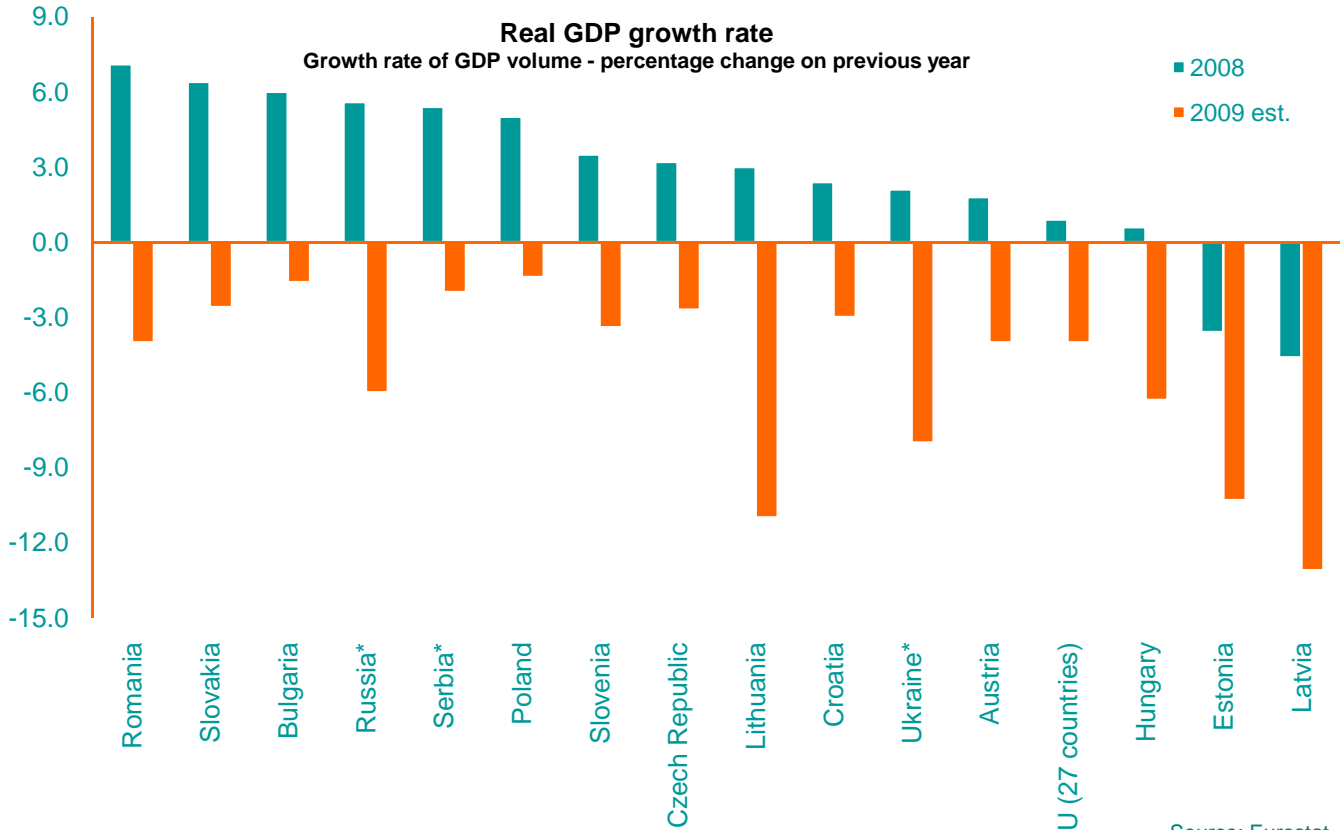
In case of outdoor we would like to show only a slight overview. Due to the lack of precise coverage and GRP data and to achieve simple data comparability we have chosen a simpler method to calculate outdoor price. The basis of the calculation is the average price of one Euro-Billboard (5.04*2.38 m) in case of an average size BB campaign.

Internet

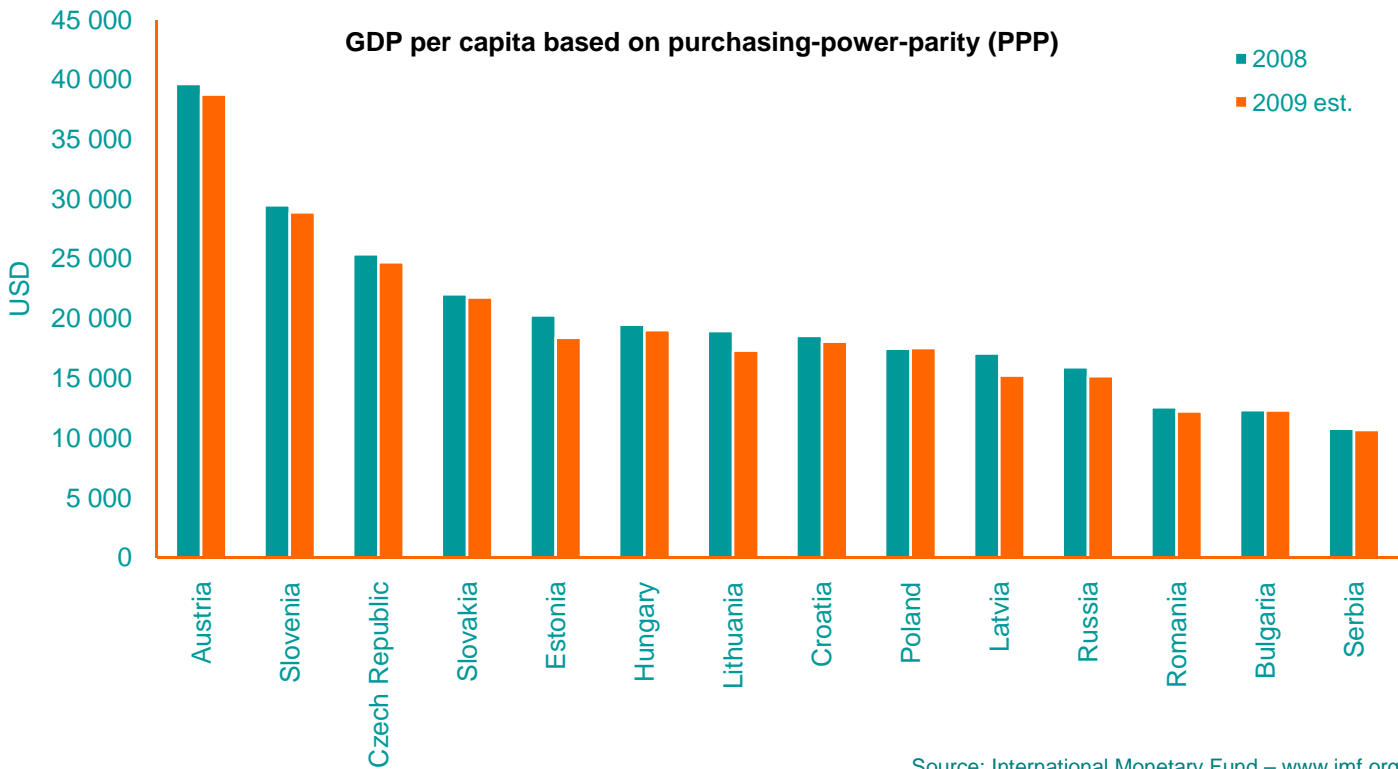
The so called 'conventional indices based media-planning' is just evolving on Internet market and therefore adequate indices are not fully available. That is the main reason why we decided to demonstrate Internet price with a 'piece' based calculation as we did with outdoor. So the basis of ad-view price calculation is CPM (cost per thousand download) data for an average campaign which contains expensive and cheap sites as well.

Besides CPM we would like to share cover data as well for different target groups by countries. The basis of coverage calculation is the monthly 1+ Internet users, which means those people, who are using Internet at least once a month.

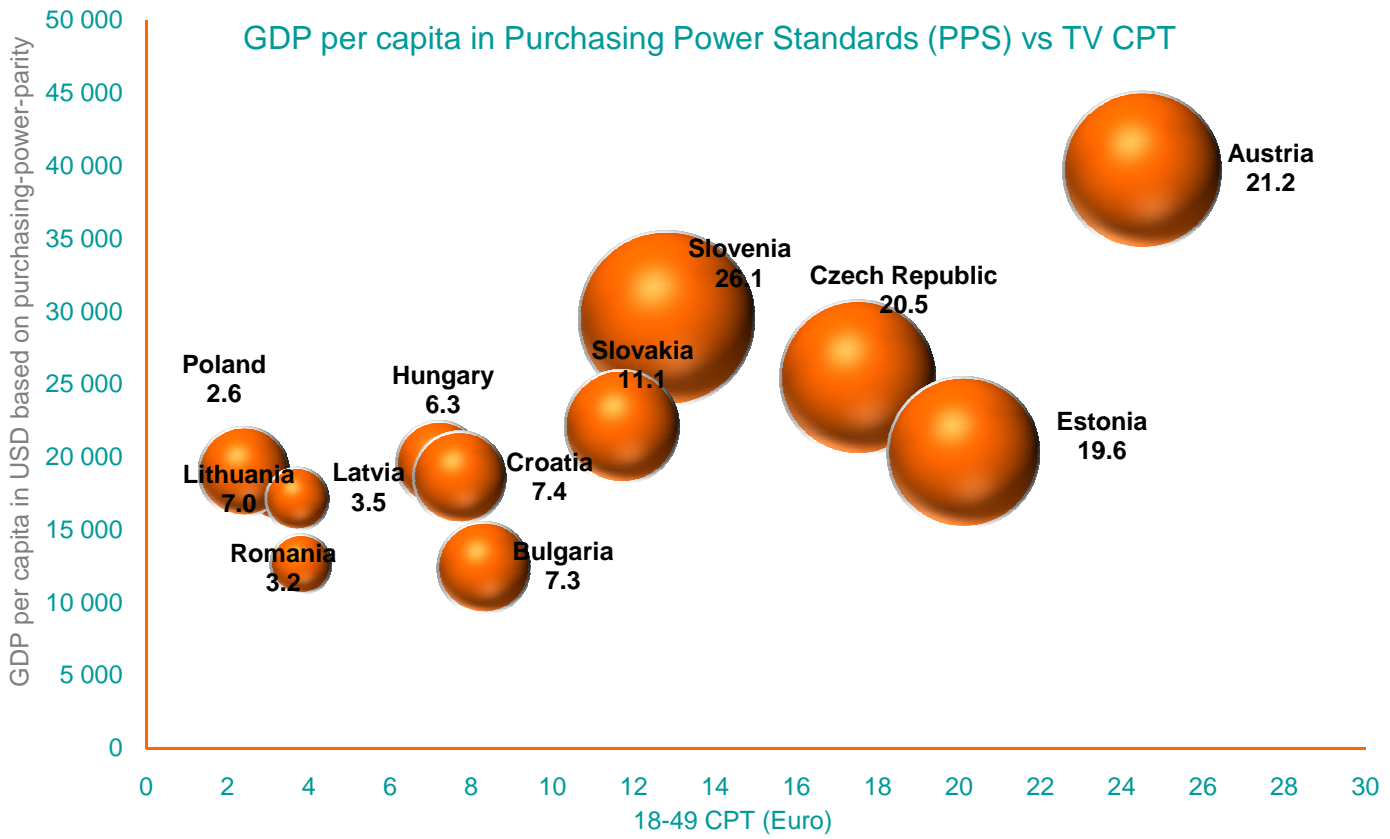
Economic data



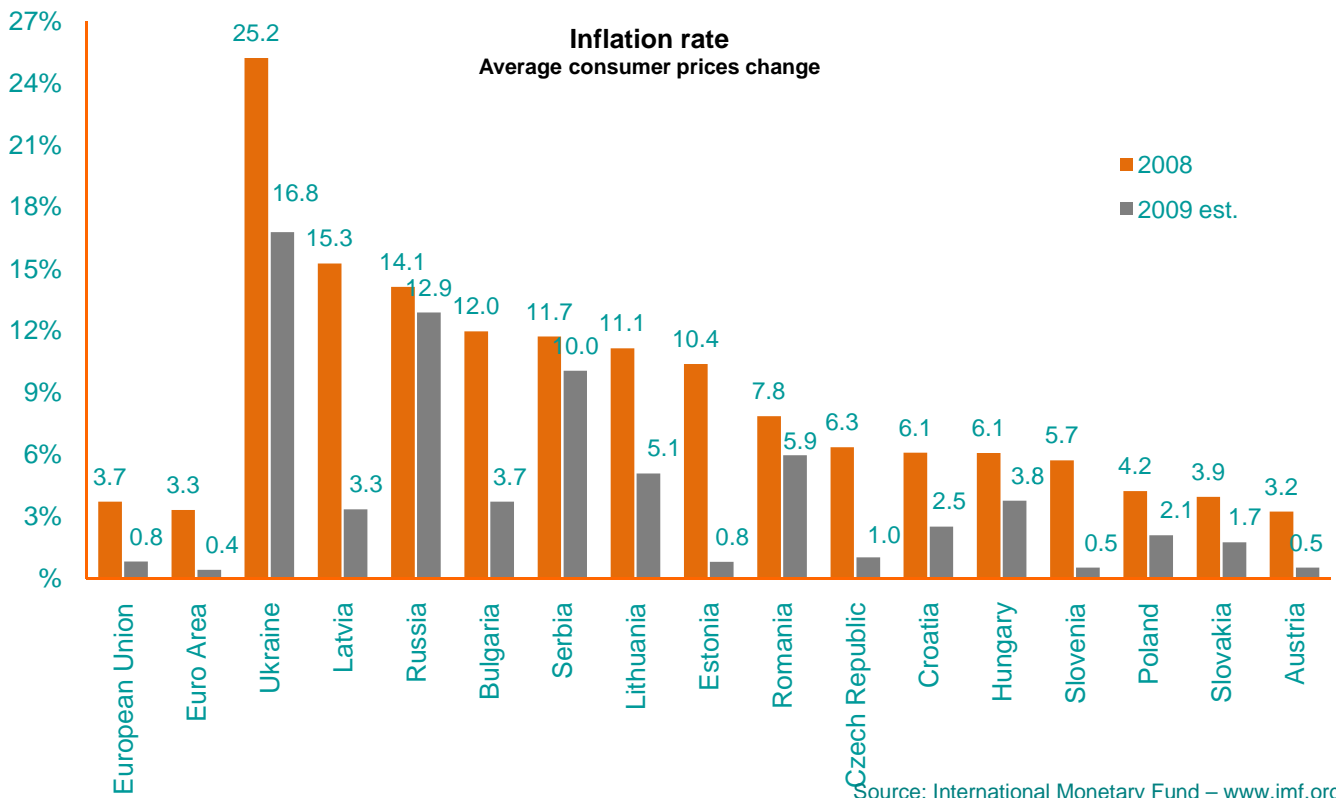
Source: Eurostat
* Source: International Monetary Fund – www.imf.org



Source: International Monetary Fund – www.imf.org

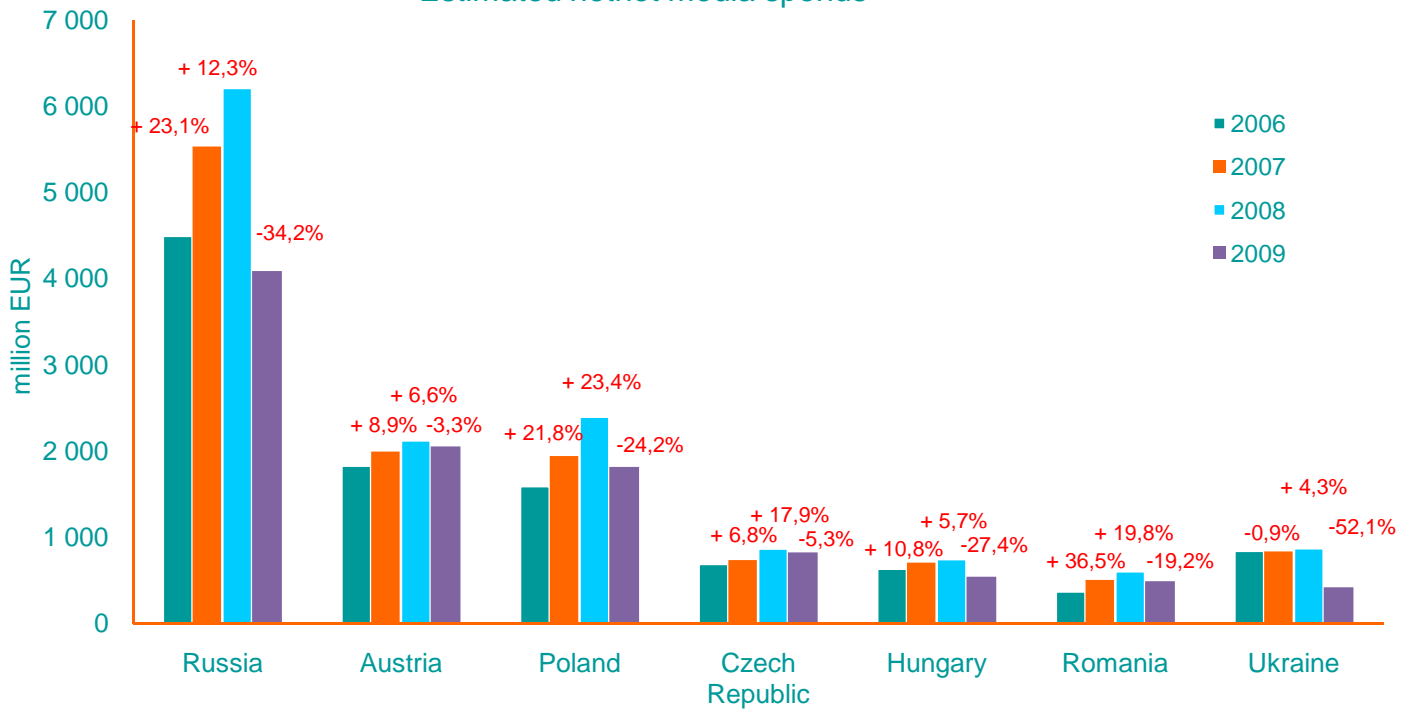


Source: International Monetary Fund – www.imf.org

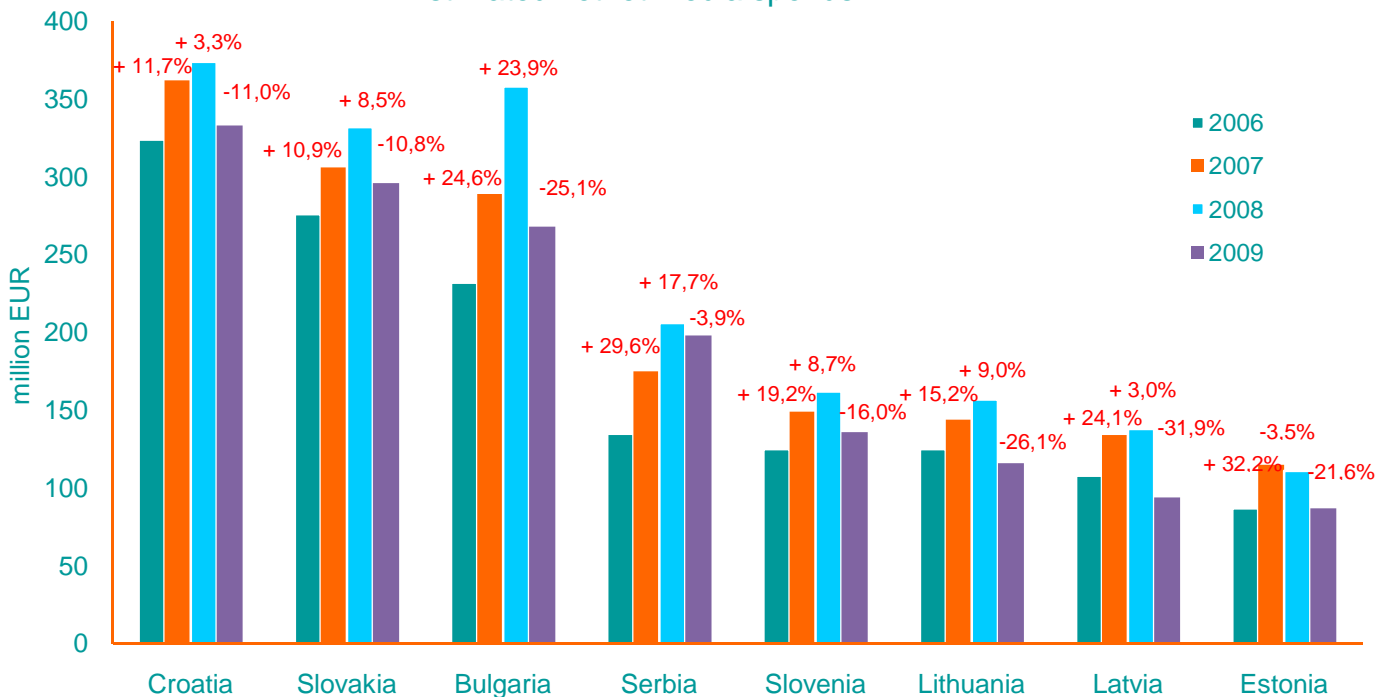


Source: International Monetary Fund – www.imf.org

Estimated netnet media spends



Estimated netnet media spends

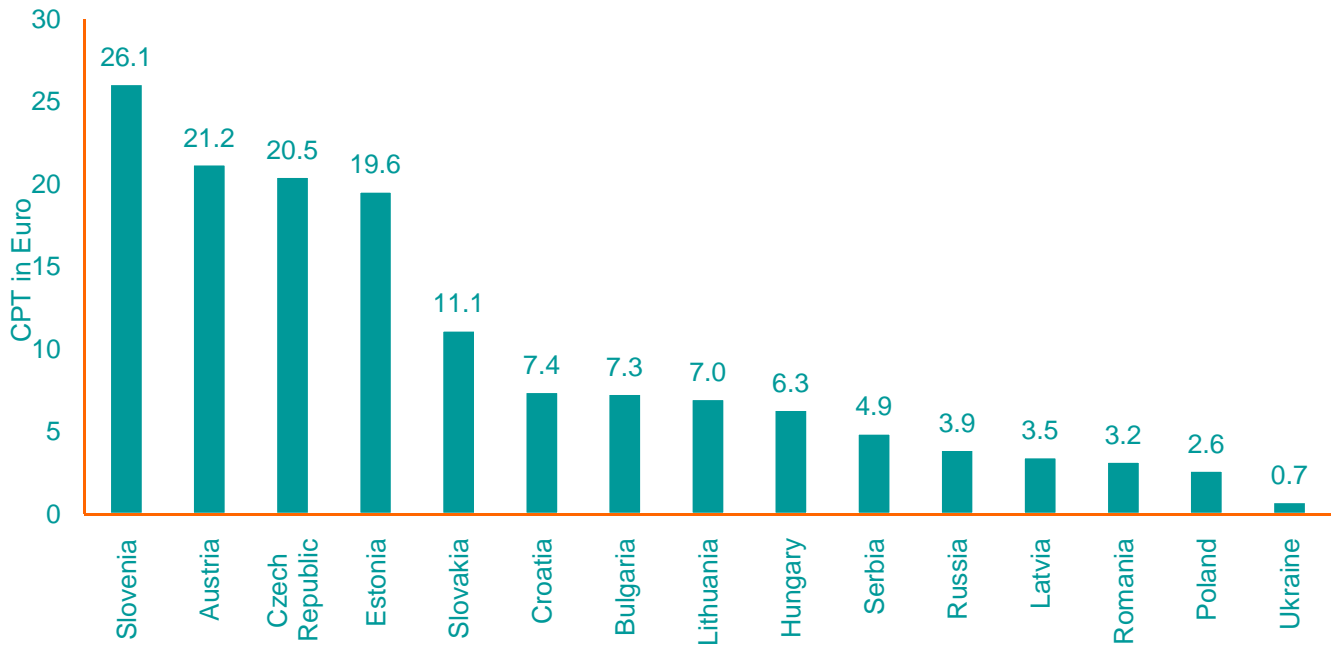


Global trends of CEE markets

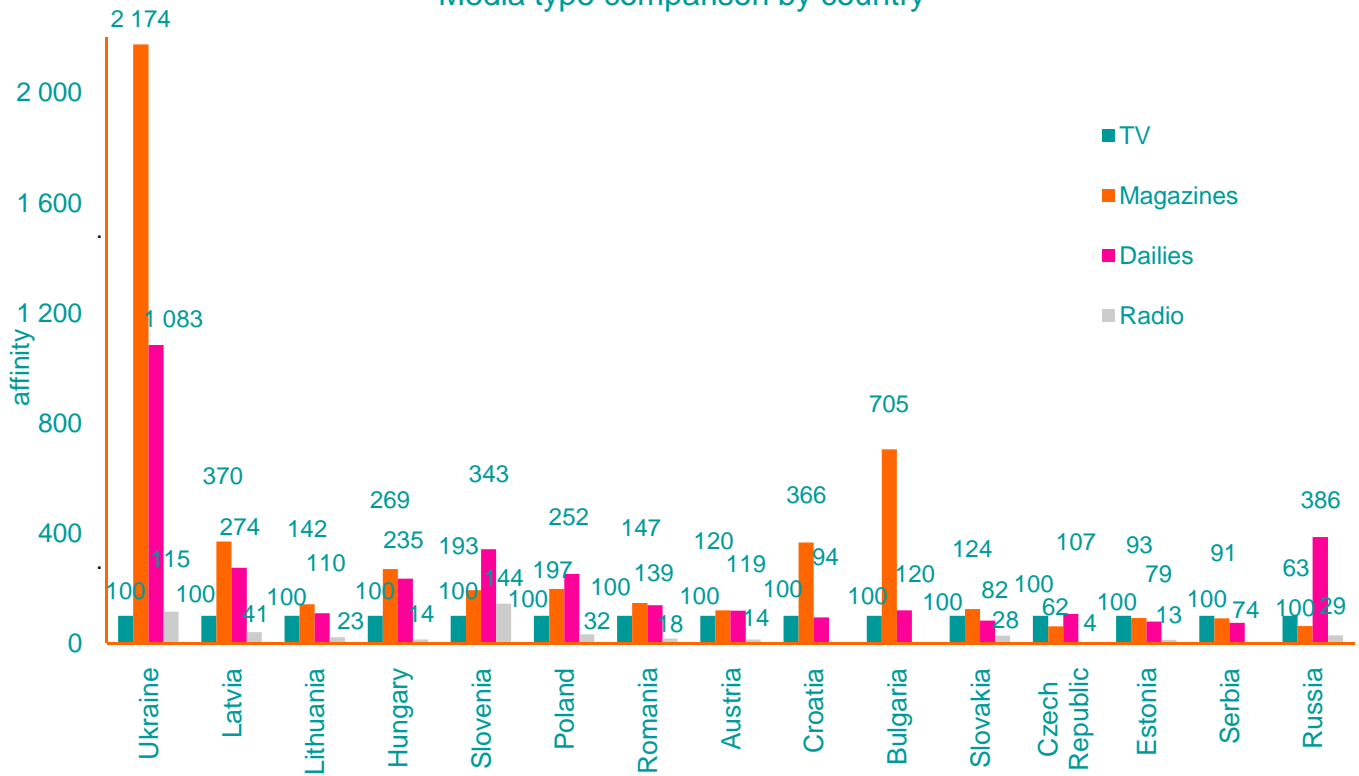
In every country the economical crisis provoked its negative effect. Almost everywhere a huge decrease is expected in ad spends. In case of TV, ad spends are decreasing after a long growth-period, but it has still almost the most significant role in advertising. Its „competitor“ can be only the Internet, which is still growing and becoming a more important channel to the consumers in the period of recession. Print and radio are in the most difficult situation, because their shares are decreasing continuously, mainly in case of print. OOH market is also losing its role in point of ad spends.

Examples from the database

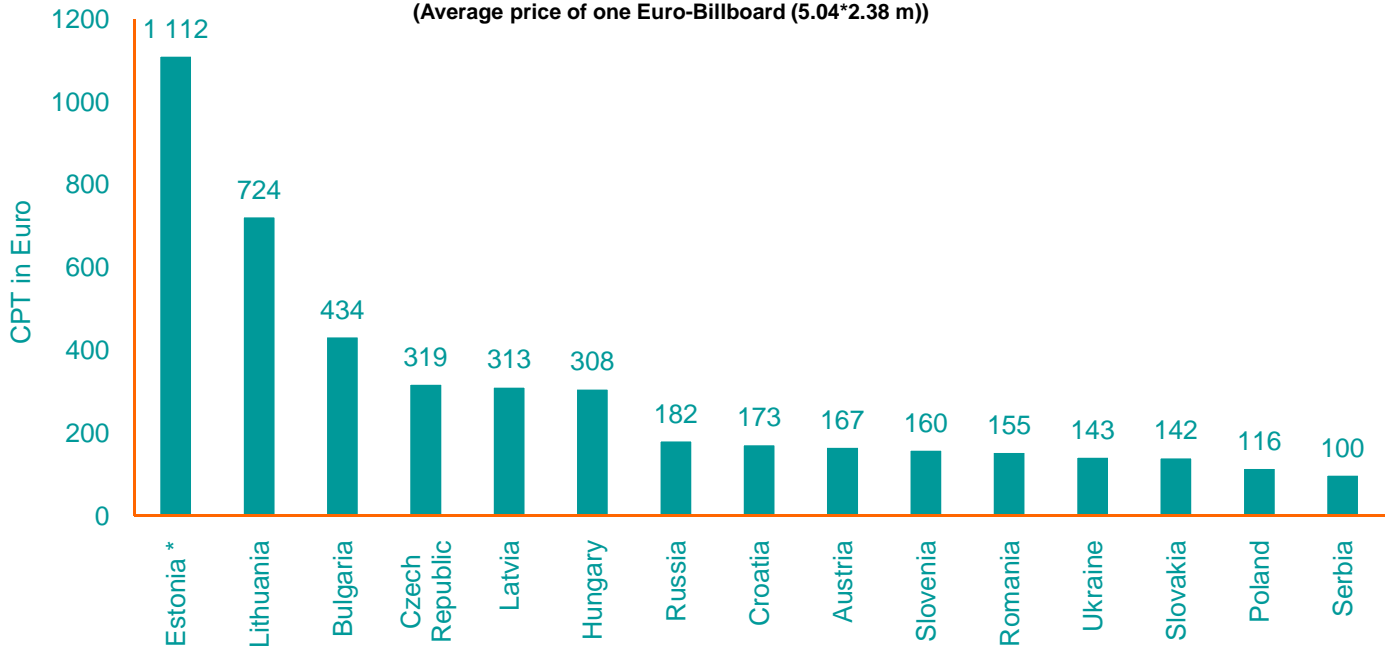
TV CPT comparison among countries (A18-49)



Media type comparison by country

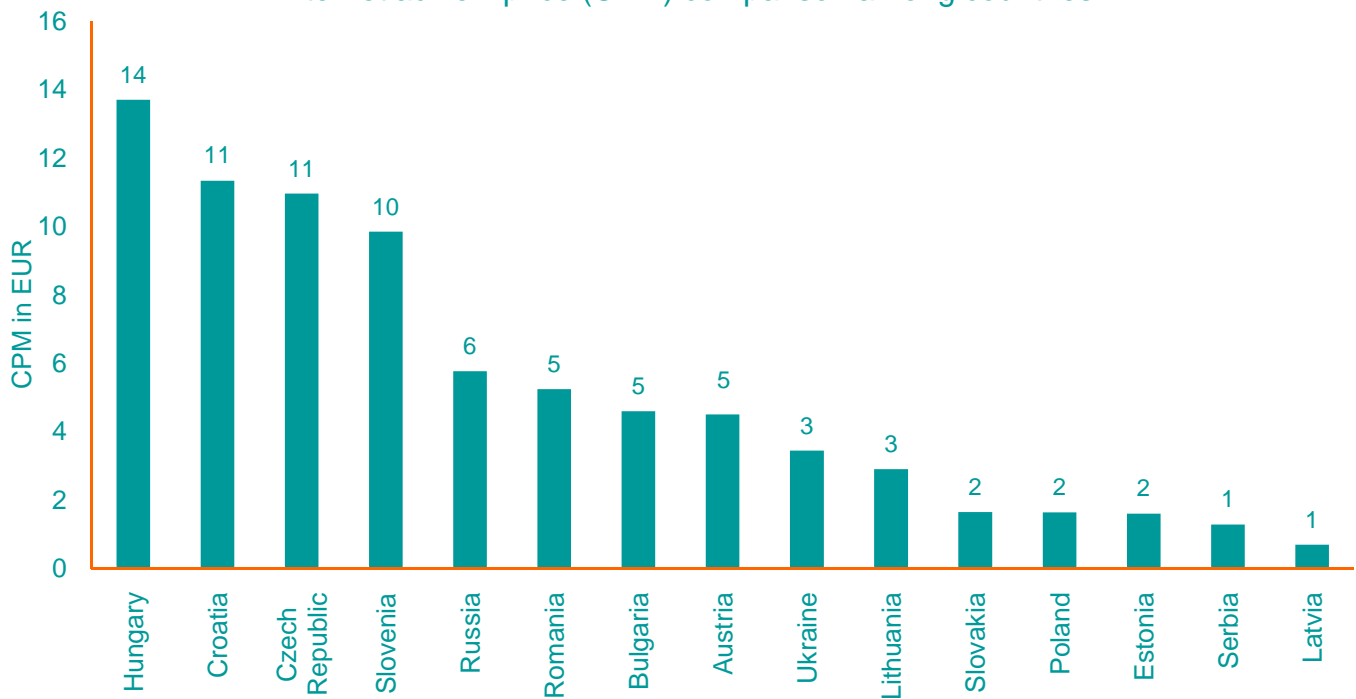


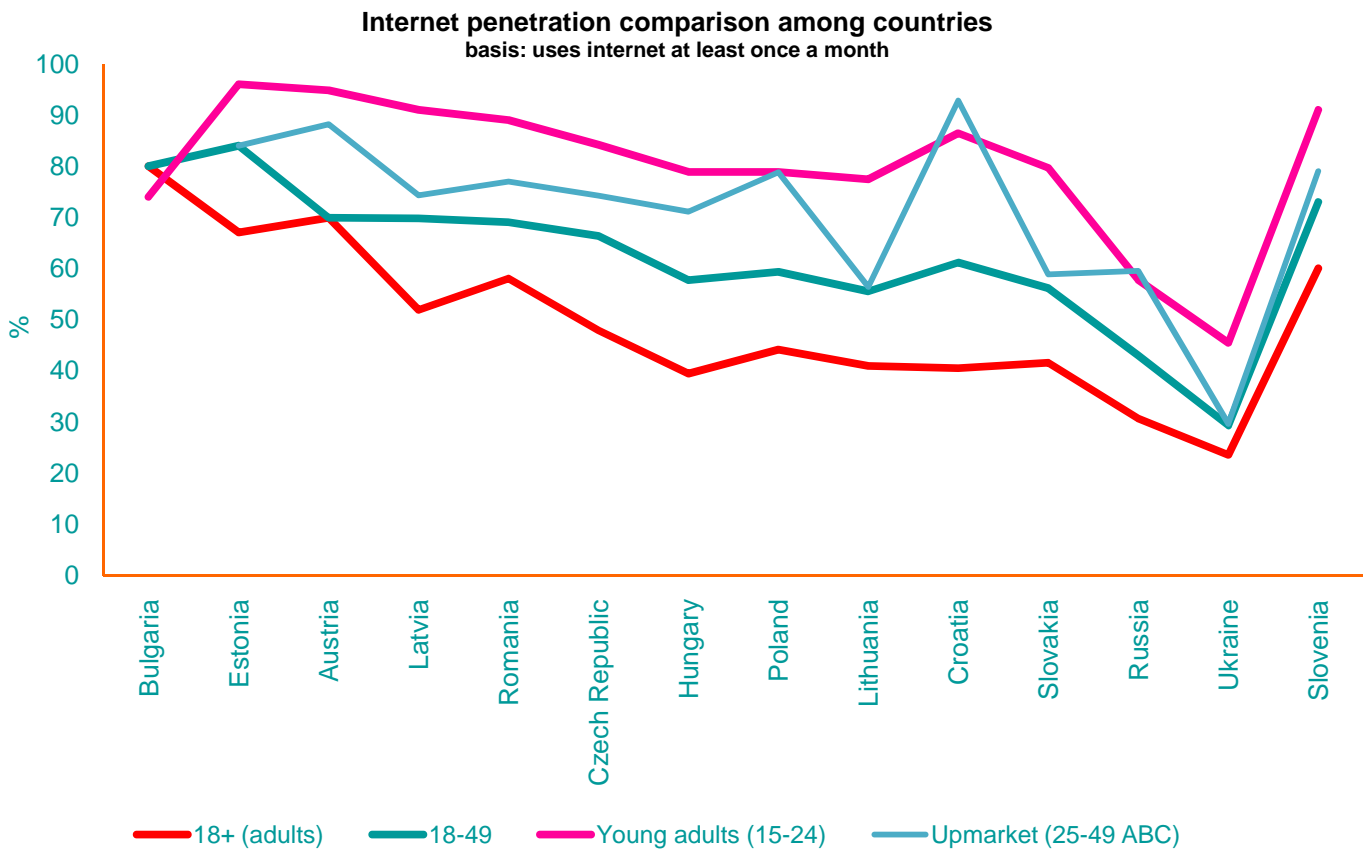
Billboard price comparison among countries
 (Average price of one Euro-Billboard (5.04*2.38 m))



* Estonian BB size is 6*3 m

Internet adviev price (CPM) comparison among countries

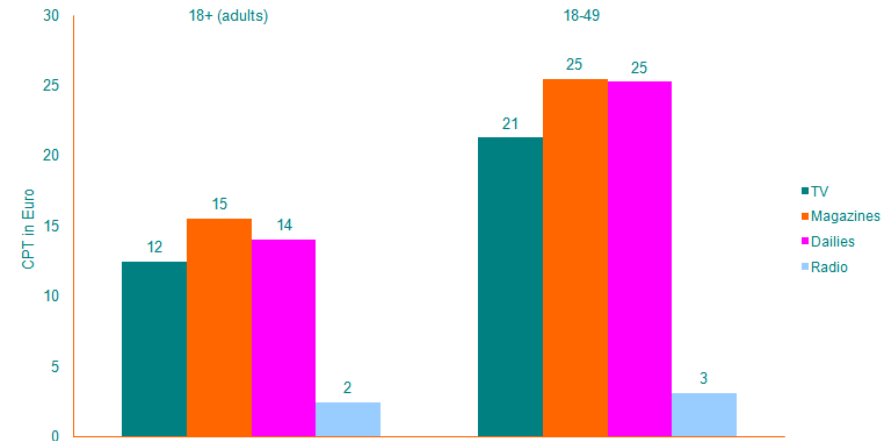
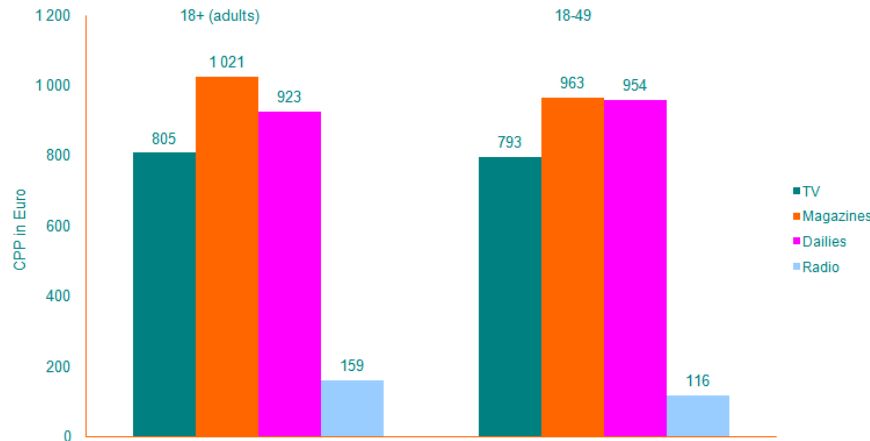




Austria

CPP in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	6 500 000	3 740 000	3 330 000	1 110 000	2 720 000	790 000
Magazines TG size	6 554 000	3 784 000	4 034 000	1 029 000	2 373 000	522 000
Dailies TG size	6 554 000	3 784 000	4 034 000	1 029 000	2 373 000	522 000
Radio TG size	6 601 000	3 786 000	4 240 000	1 008 000	2 233 000	568 000
TV	805	793	738	799	893	629
Magazines	1 021	963	953	943	898	732
Dailies	923	954	954	1 041	891	749
Radio	159	116	171	100	112	124

CPT in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	6 500 000	3 740 000	3 330 000	1 110 000	2 720 000	790 000
Magazines TG size	6 554 000	3 784 000	4 034 000	1 029 000	2 373 000	522 000
Dailies TG size	6 554 000	3 784 000	4 034 000	1 029 000	2 373 000	522 000
Radio TG size	6 601 000	3 786 000	4 240 000	1 008 000	2 233 000	568 000
TV	12	21	22	72	33	80
Magazines	15	25	24	98	37	142
Dailies	14	25	24	108	37	145
Radio	2	3	4	10	5	22



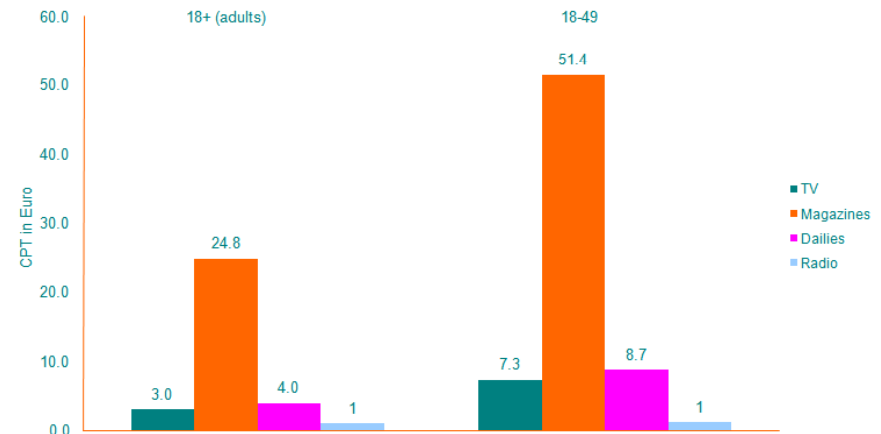
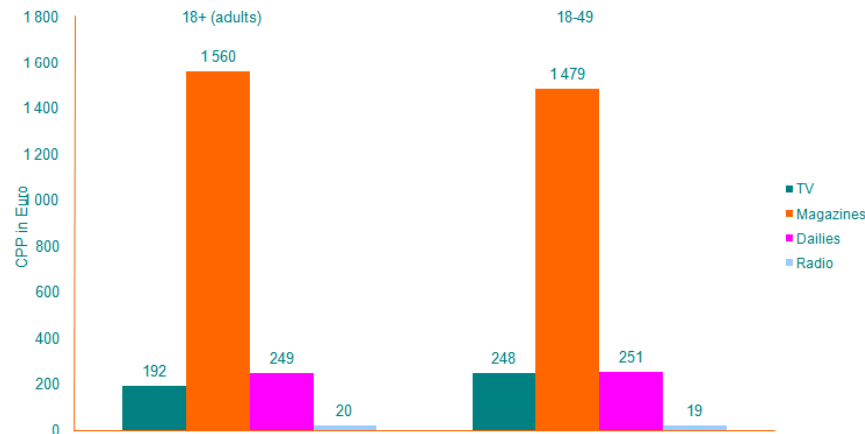
We expect that only online expenditure will increase in 2009, so it is important to discover and encourage new online marketing strategies within this advertising channel. New online advertising possibilities would help to head about the competitors. In Q1 2009 there are no big changes regarding the allocation of media budgets compared to Q1 2008. There is a slight increase of online expenditures and a slight decrease of print expenditures. We expect that this situation will continue in the full year 2009.

Bulgaria

CPP in Euro						
	18+ (adults)	18-49	Housewife 18+*	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	6 305 000	3 399 000	2 606 000	1 131 000	1 938 000	171 000
Magazines TG size*	6 284 512	2 875 778	1 212 071	1 426 390	2 190 368	n/a
Dailies TG size*	6 284 512	2 875 778	1 212 071	1 426 390	2 190 368	n/a
Radio TG size	1 948 000	1 684 000	1 520 000	472 000	n/a	n/a
TV	192	248	156	314	244	156
Magazines	1 560	1 479	626	857	1 443	n/a
Dailies	249	251	245	430	220	n/a
Radio	20	19	n/a	22	n/a	n/a

* 25-54 Female in case of print

CPT in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	6 305 000	3 399 000	2 606 000	1 131 000	1 938 000	171 000
Magazines TG size*	6 284 512	2 875 778	1 212 071	1 426 390	2 190 368	n/a
Dailies TG size	6 284 512	2 875 778	1 212 071	1 426 390	2 190 368	n/a
Radio TG size	1 948 000	1 684 000	1 520 000	472 000	n/a	n/a
TV	3.0	7.3	6.0	27.8	12.6	91.2
Magazines	24.8	51.4	51.7	60.1	65.9	n/a
Dailies	4.0	8.7	20.2	30.1	10.0	n/a
Radio	1	1	n/a	5	n/a	n/a



* - Magazin data is measured with a special survey where the base is the magazin readers!

In case of TV it is the first time for several years in a row in 2009, when the market evidences decrease in the TV prices. Duopolistic TV market is dominated by 2 groups, which compete severely. TV market is shrinking and the budgets to TV stations are reallocated with greater audience.

Print market is segmented with few, but bigger publishing houses. The number of foreign titles on the market is increasing and new international brands are launched despite the crises (e.g. Glamour in May 2009, Forbes and GQ expected till the end of the year). The print quality is improving and providing more creative solutions for advertising.

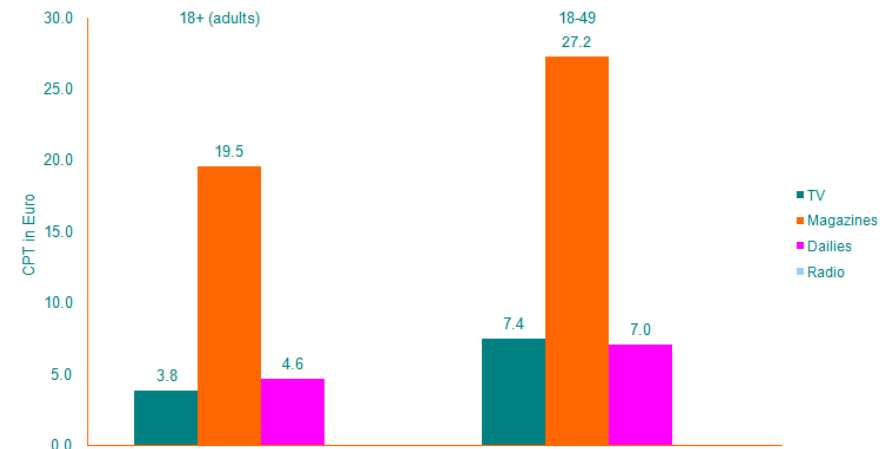
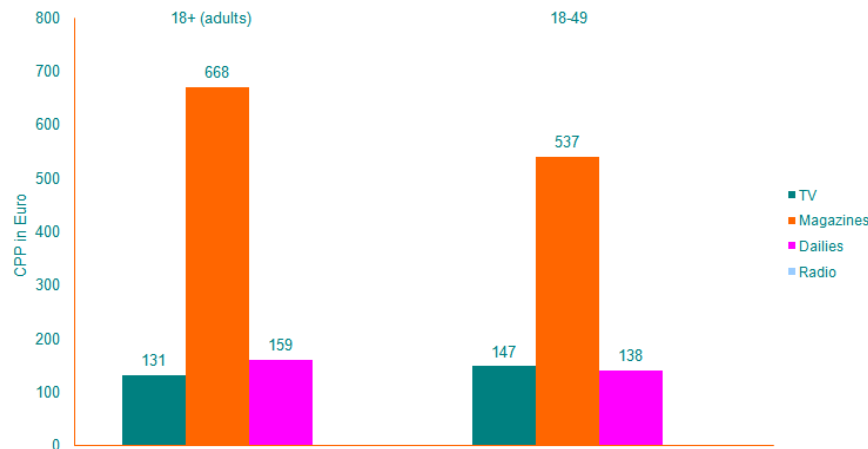
The consolidation of Bulgarian radio market finished in 2008, and new players aren't expected. New internet broadcasting radio stations have been launched, but with no commercial success up-to-now and the number of online listeners are limited.

The online penetration is growing, although it's pace has significantly slowed down. Crisis boosted pay-per-click advertising and the launch of a number of CPC networks. The major publishers' CPM is not affected. Two official internet databases – Nielsen and Gemius – have entered to the market, and the average time spent per visitor is increasing.

Croatia

CPP in Euro						
	18+ (adults)	18-49	(Housewife 18+ 30-54)	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	3 428 129	1 975 539	1 337 871	596 559	675 354	352 781
Magazine TG size	3 428 129	1 975 539	1 558 303	596 559	675 354	352 781
Dailies TG size	3 428 129	1 975 539	1 558 303	596 559	675 354	352 781
Radio TG size	3 428 129	1 975 539	1 337 871	596 559	675 354	352 781
TV	131	147	133	160	167	187
Magazines	668	537	578	399	517	318
Dailies	159	138	145	129	131	119
Radio	n/a	n/a	n/a	n/a	n/a	n/a

CPT in Euro						
	18+ (adults)	18-49	(Housewife 18+ 30-54)	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	3 428 129	1 975 539	1 337 871	596 559	675 354	352 781
Magazine TG size	3 428 129	1 975 539	1 558 303	596 559	675 354	352 781
Dailies TG size	3 428 129	1 975 539	1 558 303	596 559	675 354	352 781
Radio TG size	3 428 129	1 975 539	1 337 871	596 559	675 354	352 781
TV	3.8	7.4	10.0	26.8	24.7	52.9
Magazines	19.5	27.2	37.1	66.9	76.5	90.2
Dailies	4.6	7.0	9.3	21.6	19.4	33.7
Radio	n/a	n/a	n/a	n/a	n/a	n/a

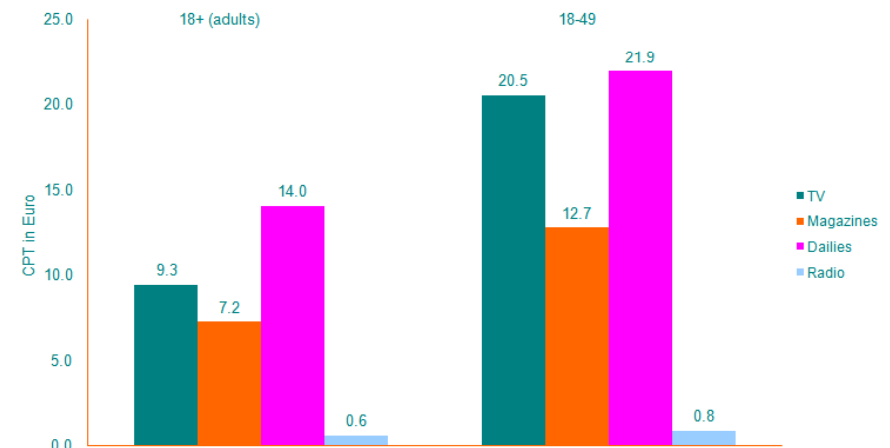
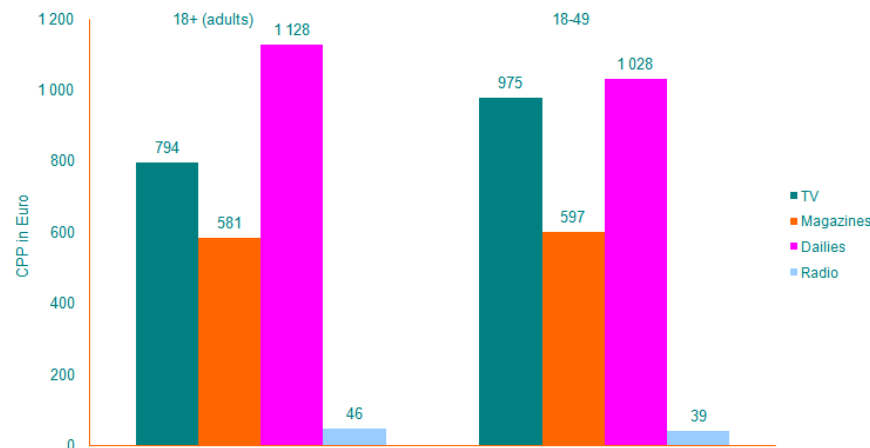


All budgets in marketing are decreased about 10% - 30% because of the crisis. Regular media split is changed and consumers are more focused on media that are affordable like TV & internet & radio than print (because they have to pay for it). In the future TV will stay the main media, but there are many indicators that internet and new media will take bigger share in media market than now.

Czech Republic

CPP in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	8 497 000	4 769 000	4 000 000	1 370 000	1 992 000	621 000
Magazine TG size	8 070 000	4 698 000	4 147 000	1 350 000	1 943 000	538 000
Dailies TG size	8 070 000	4 698 000	4 147 000	1 350 000	1 943 000	538 000
Radio TG size	8 192 000	4 836 000	4 862 000	1 515 000	2 122 000	418 000
TV	794	975	636	1 408	1 015	982
Magazines	581	597	486	680	560	518
Dailies	1 128	1 028	1 149	1 151	1 076	890
Radio	46	39	49	55	39	34

CPT in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	8 497 000	4 769 000	4 000 000	1 370 000	1 992 000	621 000
Magazine TG size	8 070 000	4 698 000	4 147 000	1 350 000	1 943 000	538 000
Dailies TG size	8 070 000	4 698 000	4 147 000	1 350 000	1 943 000	538 000
Radio TG size	8 192 000	4 836 000	4 862 000	1 515 000	2 122 000	418 000
TV	9.3	20.5	15.9	102.8	51.0	158.2
Magazines	7.2	12.7	11.7	50.3	28.8	96.3
Dailies	14.0	21.9	27.7	85.3	55.4	165.4
Radio	0.6	0.8	1.0	3.6	1.8	8.0



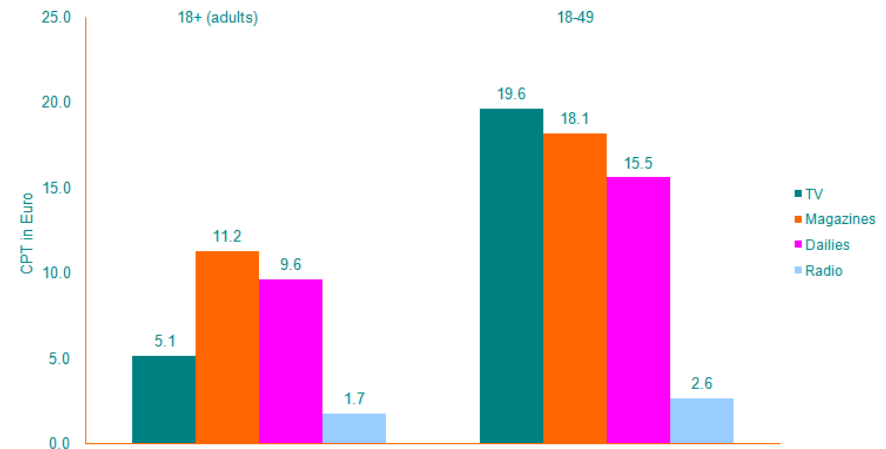
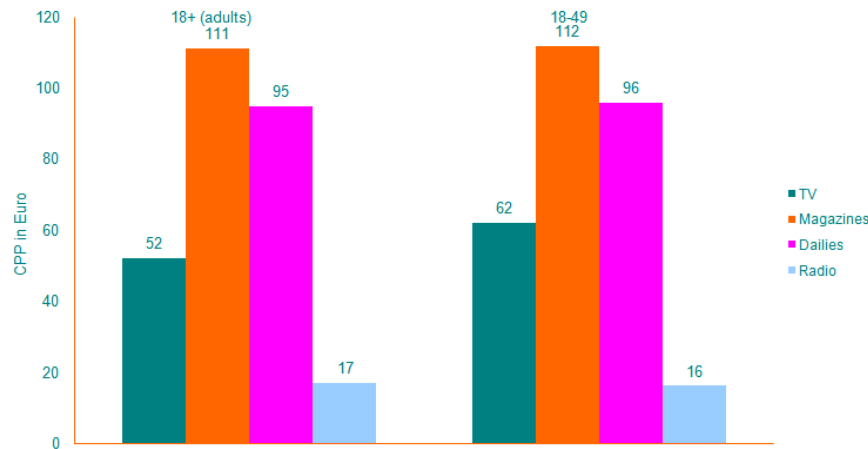
Czech economy drop in 3,4% in terms of GDP in the 1st quarter of 2009. The fall down was hampered by increase of consumers expenditures (+3%) and government expenses (it will remain probably the only one inducement of economy). But the growth of real income is stopped and the growth of unemployment is expected in upcoming months. There seems to be no significant reaction of consumers to crisis yet. Small cars sales have increased in Q1 in favor of the mid and higher classes as a result of heavy promotions. Even travel agencies seem to be selling (and advertising) as usual.

Ad budget cuts affect the free space on media; it leads to increases of last-minute offers with significant discounts. Advertisers wait for the second part of the year. Digitalization of TV (DVB-T) leads to fragmentation of calm TV waters. New DVB-T channels are tracked by audience measurement. We expect further fragmentation in the end of 2009 and 2010. TV suffers from recession the least, when advertisers do not cut budgets then TV decrease it's CPP. Press budgets are concentrated - focused to fewer publishers. Radio and Outdoor suffers the most. Internet is still growing, but with less momentum.

Estonia

CPP in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	1 017 000	316 000	692 000	208 000	481 000	46 000
Magazine TG size	989 000	616 000	691 000	195 000	432 000	362 000
Dailies TG size	989 000	616 000	691 000	195 000	432 000	362 000
Radio TG size	988 000	617 000	525 000	209 000	246 000	21 000
TV	52	62	42	84	56	61
Magazines	111	112	93	93	101	81
Dailies	95	96	93	109	92	96
Radio	17	16	17	20	18	31

CPT in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	1 017 000	316 000	692 000	208 000	481 000	46 000
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Dailies TG size	989 000	616 000	691 000	195 000	432 000	362 000
Radio TG size	988 000	617 000	525 000	209 000	246 000	21 000
TV	5.1	19.6	6.1	40.2	11.7	133.3
Magazines	11.2	18.1	13.4	47.9	23.5	22.3
Dailies	9.6	15.5	13.4	55.8	21.4	26.5
Radio	1.7	2.6	3.3	9.7	7.4	146.9

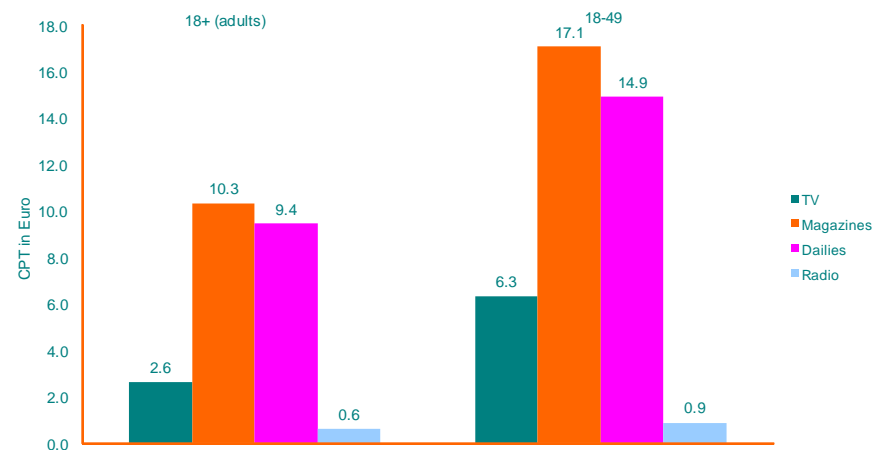
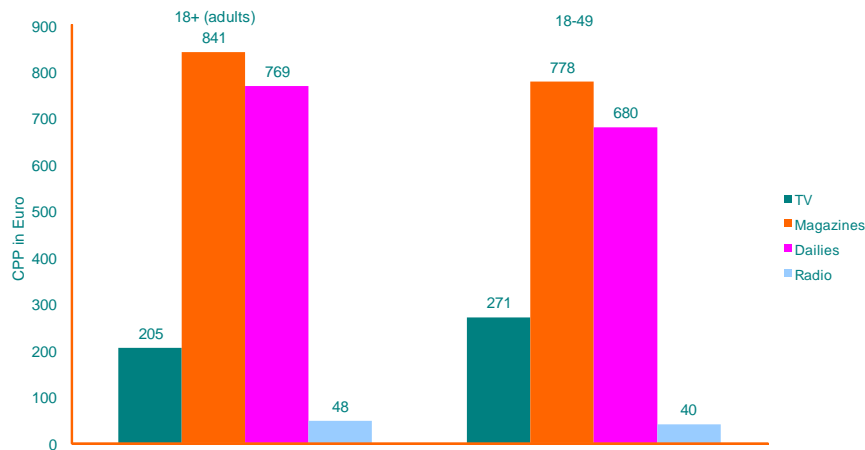


Due to economic recession overall advertising market in Q1 2009 dropped by 34% comparing to the same period in 2008. TV is the media channel least affected by economic recession (2% growth in turnover in Q1 2008 comparing to Q1 2009). Print media is rapidly losing its' share in overall ad market turnover (newspapers experienced 7% fall comparing to Q1 2008, magazines 2% correspondingly). Outdoor channels' share also grew 2%; new solutions like LED screens are offered. Advertising money is shifting towards Internet channels thus print media channels are actively developing WebPages.

Hungary

CPP in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	7 870 581	4 271 264	3 964 605	1 292 438	2 536 469	474 148
Press TG size	8 141 207	4 558 425	4 797 566	1 403 791	2 213 800	513 593
Radio TG size	8 141 207	4 558 425	4 797 566	1 403 791	2 213 800	513 593
TV	205	271	175	387	271	308
Magazines	841	778	717	769	682	791
Dailies	769	680	822	850	637	553
Radio	48	40	49	51	36	38

CPT in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	7 870 581	4 271 264	3 964 605	1 292 438	2 536 469	474 148
Press TG size	8 141 207	4 558 425	4 797 566	1 403 791	2 213 800	513 593
Radio TG size	8 141 207	4 558 425	4 797 566	1 403 791	2 213 800	513 593
TV	2.6	6.3	4.4	29.9	10.7	65.0
Magazines	10.3	17.1	14.9	54.8	30.8	154.0
Dailies	9.4	14.9	17.1	60.6	28.8	107.6
Radio	0.6	0.9	1.0	3.6	1.6	7.5



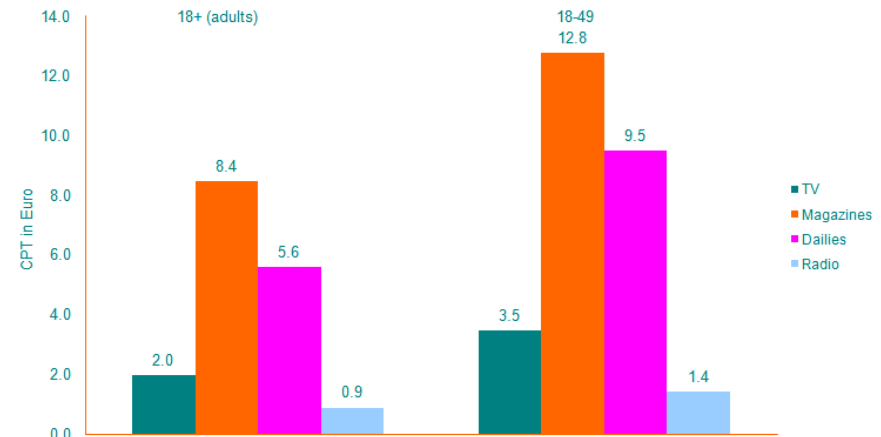
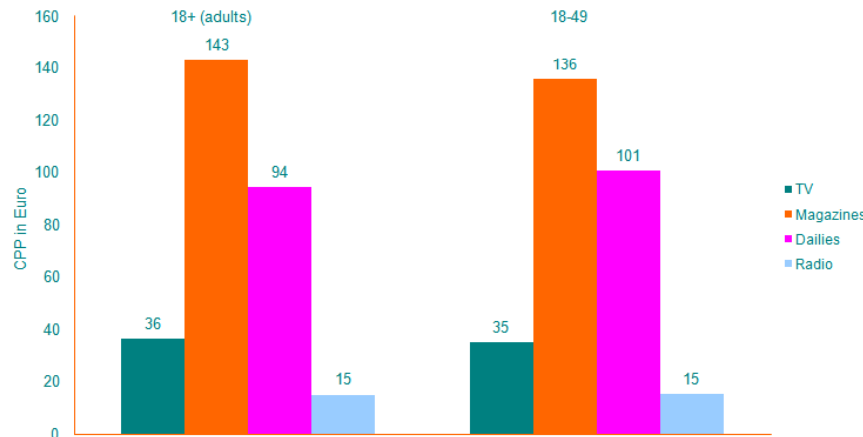
Due to estimations (government and financial institutes) a 6-7% GDP fall is expected in 2009. Decreasing consumption of goods started before the financial crisis already. The commerce of the cheaper, private label products has grown due to the income reduction, for this reason the branded label producers regroup their expenditures (ATL to BTL) which further decrease the media market size. The hardest hit industries (bank sector, car industry, telecom, travel and tourism) were those where the biggest budget cuts occurred - caused by the crisis.

According to our estimation, this year the whole advertisement market will be 15.5% smaller than in 2008. Although TV still plays a dominant role in advertising, it could not avoid the negative effect of crisis. We estimate a 16% decrease in ad spend for national TV channels and a stagnation for cable channels. Press media is a double loser of the recession. Circulation and readership started to decline already few years ago and in 2009 the fall of the salaries accelerated this process even more and according to our estimation, advertisers will spend approx. 20% less in print. Although there was no significant change in the radio audience data, this medium suffered the most of the advertisers' budget cuts. The penetration of Internet rose by 8% compared to 2008 (home access by 21%). It will be the only increasing medium in 2009. The increase is firstly based on the success of the fast growing search marketing and only secondly for the classic banner advertisements.

Latvia

CPP in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	1 848 002	1 013 431	838 926	354 662	582 887	168 062
Press TG size	1 694 260	1 061 750	1 337 760	348 480	527 720	135 110
Radio TG size	1 700 150	1 071 660	1 096 250	364 010	500 680	128 770
TV	36	35	30	42	54	46
Magazines	143	136	131	119	118	109
Dailies	94	101	88	114	87	81
Radio	15	15	14	18	14	13

CPT in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	1 848 002	1 013 431	838 926	354 662	582 887	168 062
Press TG size	1 694 260	1 061 750	1 337 760	348 480	527 720	135 110
Radio TG size	1 700 150	1 071 660	1 096 250	364 010	500 680	128 770
TV	2.0	3.5	3.5	12.0	9.3	27.2
Magazines	8.4	12.8	9.8	34.2	22.3	80.7
Dailies	5.6	9.5	6.6	32.7	16.5	59.9
Radio	0.9	1.4	1.3	4.9	2.7	10.1



On print market more and more publishers will launch and re-launch their online version. Several magazines and supplements have been closed due to economic circumstances.

On radio market new radio stations have been launched which broadcast only in internet. The number of online radio listeners is growing, and the radio websites become more interactive and technically advanced.

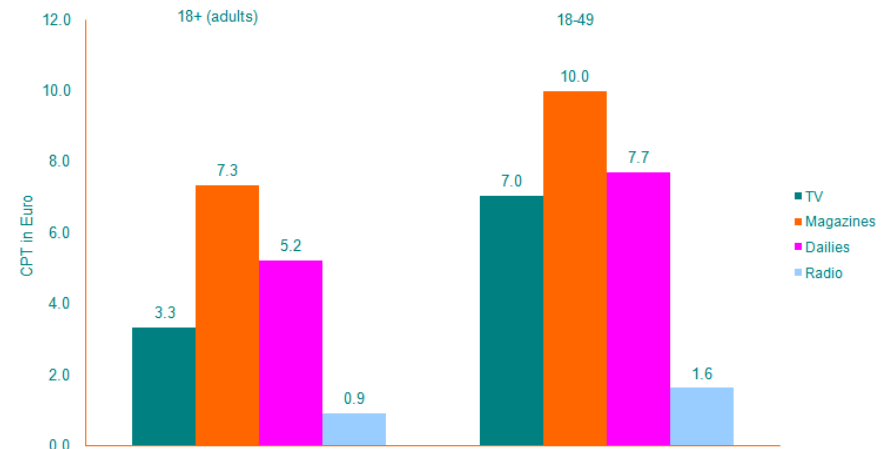
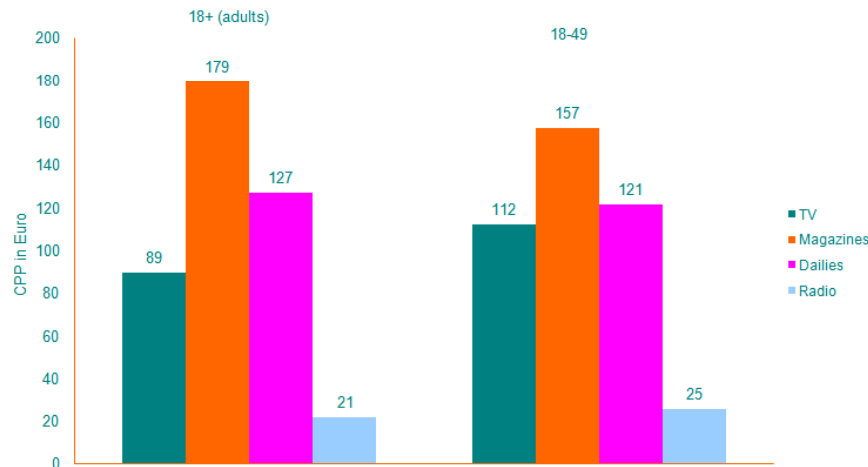
The usage of online video, audio content and option of targeting and pay-per-click is continuously increasing. There is growing demand for using Google Analytics and other tools for post-campaign analysis.

Crisis gives us more new solution for ads campaign: new ads formats, new ads spaces. Media are more flexible and responsive for innovation!

Lithuania

CPP in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	2 685 000	1 597 000	1 230 000	535 000	1 134 000	183 000
Press TG size	2 445 000	1 579 000	2 021 000	534 000	1 062 000	88 000
Radio TG size	2 426 000	1 568 000	774 000	508 000	748 000	98 000
TV	89	112	74	130	101	84
Magazines	179	157	171	169	156	118
Dailies	127	121	127	132	112	91
Radio	21	25	25	22	24	29

CPT in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	2 685 000	1 597 000	1 230 000	535 000	1 134 000	183 000
Press TG size	2 445 000	1 579 000	2 021 000	534 000	1 062 000	88 000
Radio TG size	2 426 000	1 568 000	774 000	508 000	748 000	98 000
TV	3.3	7.0	6.0	24.2	8.9	45.8
Magazines	7.3	10.0	8.4	31.6	14.7	133.9
Dailies	5.2	7.7	6.3	24.6	10.6	103.7
Radio	0.9	1.6	3.2	4.3	3.3	29.3

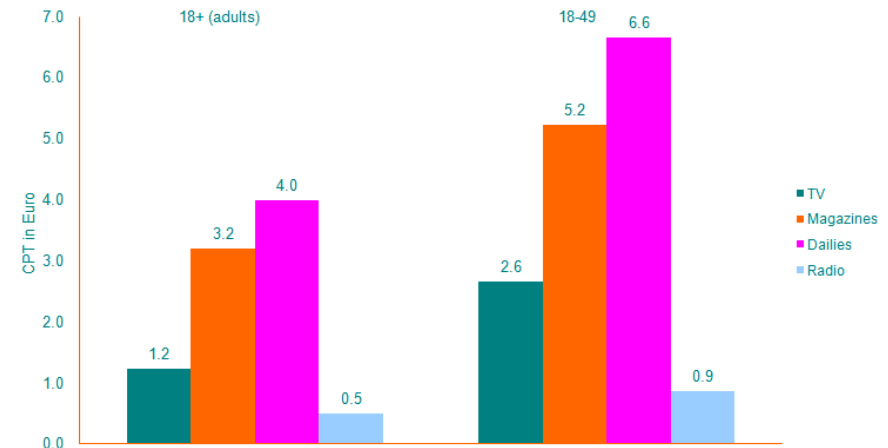
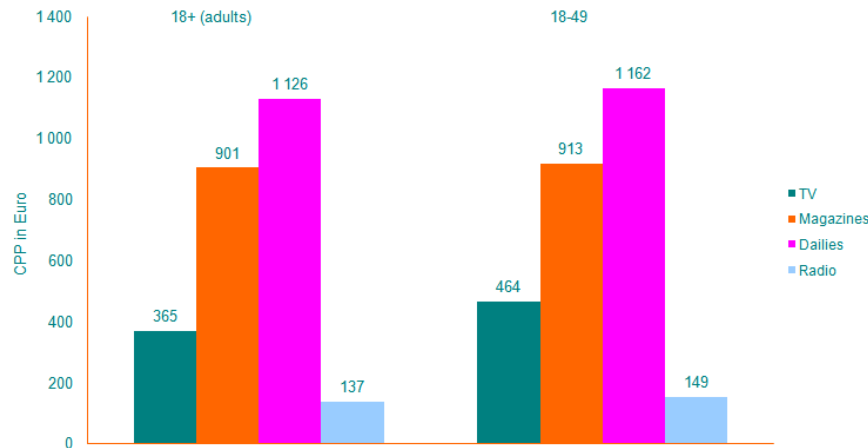


Crisis affects Lithuanian market – it is predicted that advertising market will decrease by ~27%. In spite of the rate card inflation in some media this year - the overall tendency is net price deflation (bigger discounts, more added values for clients). The most crisis affected medium will be print – advertising volume in newspapers has decreased by 30,5% in 2009 Q1 comparing to 2008 Q1, in magazines – by 23.6%. TV and radio are at the better situation – decrease by 7.1% and 12.5% in 2009 Q1 comparing to 2008 Q1. Media are competing for clients’ budgets and are more flexible about various untraditional and creative solutions.

Poland

CPP in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	30 079 000	17 604 000	13 242 000	5 213 000	5 944 000	2 008 000
Press TG size	28 353 766	17 550 390	21 277 527	5 330 060	5 430 141	1 710 442
Radio TG size	28 280 502	17 483 993	21 024 219	5 313 358	5 286 064	1 716 817
TV	365	464	277	587	453	562
Magazines	901	913	854	680	780	644
Dailies	1 126	1 162	1 154	1 369	927	729
Radio	137	149	120	131	81	128

CPT in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	30 079 000	17 604 000	13 242 000	5 213 000	5 944 000	2 008 000
Press TG size	28 353 766	17 550 390	21 277 527	5 330 060	5 430 141	1 710 442
Radio TG size	28 280 502	17 483 993	21 024 219	5 313 358	5 286 064	1 716 817
TV	1.2	2.6	2.1	11.3	7.6	28.0
Magazines	3.2	5.2	4.0	12.8	14.4	37.7
Dailies	4.0	6.6	5.5	25.8	17.5	42.5
Radio	0.5	0.9	0.6	2.5	1.5	7.5



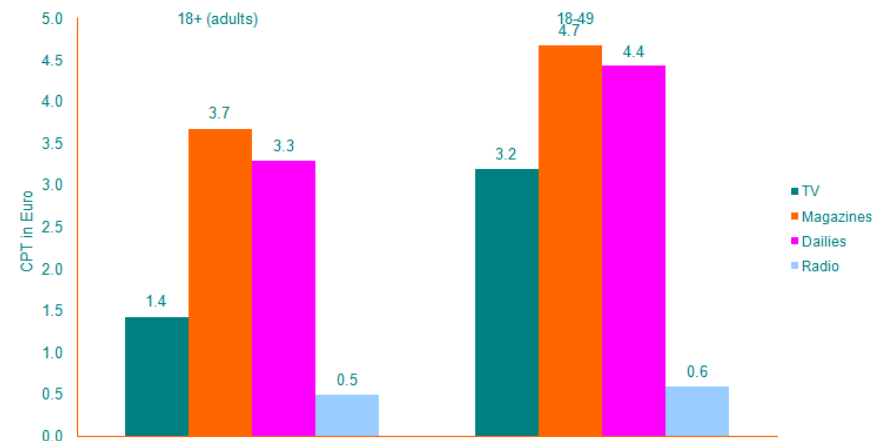
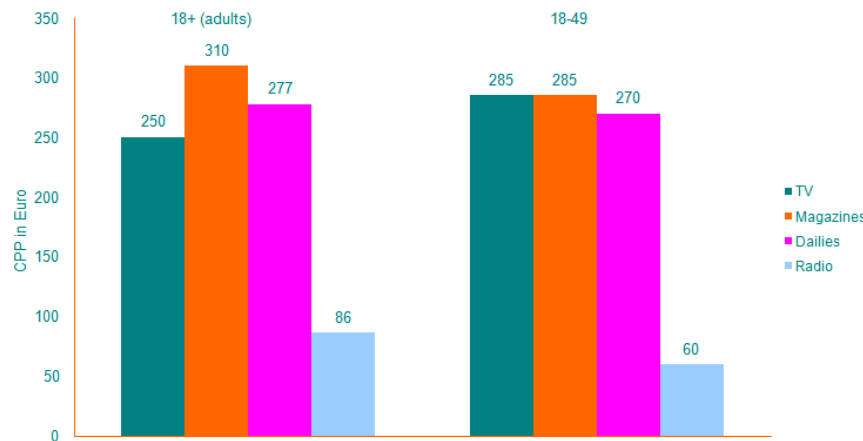
The slowdown in real wages and increased job insecurity caused the curb of real private consumption and beyond this the reduction of the GDP. In Poland it seems that consumer do not feel threaten by crisis yet. Although the consumer behaviour did not change a lot in Poland the citizens still seem to be afraid of the consequences of the recession. Effect of crisis already visible in media in Q1 '09 (4,4% drop). Despite the crisis, FMCG budgets are stable so far for Q1 2009. TV suffered less than other media due to flexible price policy & ATV growth. Press more vulnerable - drop as sales intensifies ad market crisis. So far, Internet seems to be resistant to crisis with 18% growth in Q1 '09.

Romania

CPP in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	17 545 000	8 949 000	7 156 000	2 632 000	3 670 000	760 000
Press TG size*	8 451 000	6 099 000	4 951 000	1 813 000	3 105 000	414 000
Radio TG size	17 482 117	10 300 959	11 083 194	3 142 001	4 346 043	518 443
TV	250	285	219	398	265	256
Magazines	310	285	205	230	238	255
Dailies	277	270	297	291	247	269
Radio	86	60	89	68	49	35

* urban population

CPT in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	17 545 000	8 949 000	7 156 000	2 632 000	3 670 000	760 000
Press TG size	8 451 000	6 099 000	4 951 000	1 813 000	3 105 000	414 000
Radio TG size	17 482 117	10 300 959	11 083 194	3 142 001	4 346 043	518 443
TV	1.4	3.2	3.1	15.1	7.2	33.7
Magazines	3.7	4.7	4.1	12.7	7.7	61.6
Dailies	3.3	4.4	6.0	16.1	7.9	64.9
Radio	0.5	0.6	0.8	2.1	1.1	6.8



The total TV consumption is increasing, the share of the main TV channels have a downward trend and move to the niche channels. In 2009 the expected decrease of TV market is ca. 20%.

The readership of quality newspapers is slightly decreasing which is compensated by being sold with a DVD or a book. The number of Sunday editions and also the consolidation of tabloid segment is increasing. Press might be severely affected in 2009 having up to 40% decrease of volume investment.

Radio is estimated with up to 25% decrease due to financial crisis. The main radio networks strengthen their national coverage.

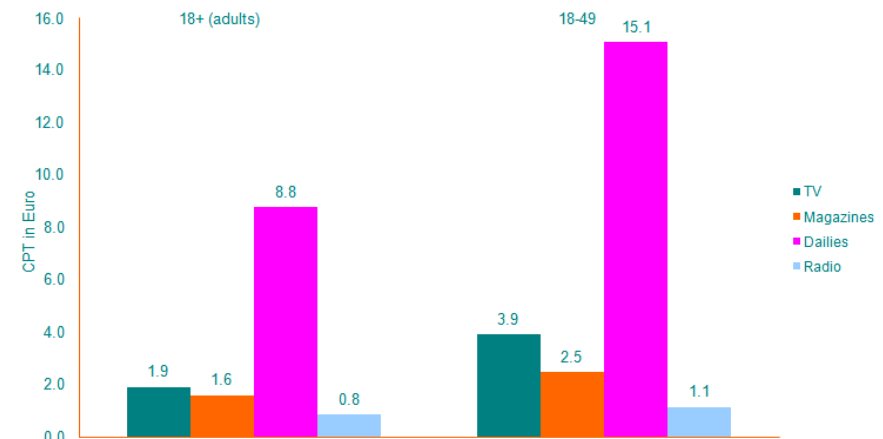
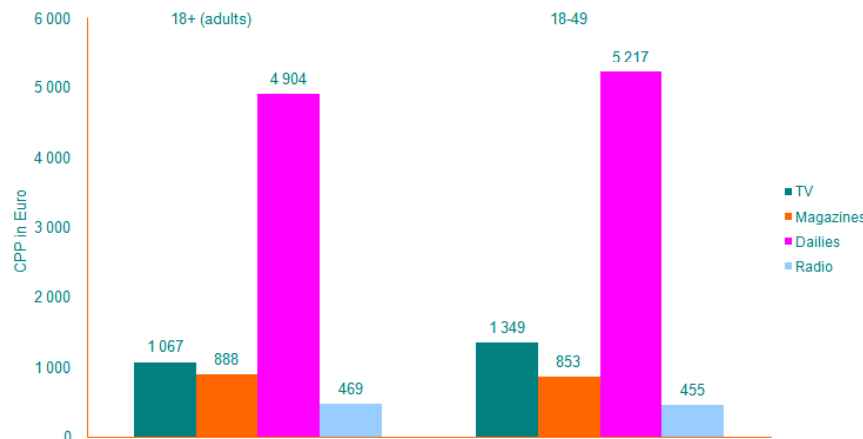
OOH market is fragmented with 3-4 main players and more than 20 small players. This market might be severely affected up to 35% market decrease.

The number of residential internet users is increasing through new, more affordable and better quality services. It is expected to be the only medium with increasing trend in 2009, up to 10%.

Russia

CPP in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	56 113 850	34 489 870	24 052 880	8 444 620	19 140 060	1 541 530
Press TG size	55 980 230	34 532 480	29 299 710	10 087 250	4 769 810	2 618 010
Radio TG size	56 033 390	40 036 240	n/a	23 851 030	n/a	n/a
TV	1 067	1 349	853	1 912	1 259	1 355
Magazines	888	853	730	692	633	795
Dailies	4 904	5 217	4 840	5 270	3 473	4 956
Radio	469	455	n/a	607	n/a	n/a

CPT in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	56 113 850	34 489 870	24 052 880	8 444 620	19 140 060	1 541 530
Press TG size	55 980 230	34 532 480	29 299 710	10 087 250	4 769 810	2 618 010
Radio TG size	56 033 390	40 036 240	n/a	23 851 030	n/a	n/a
TV	1.9	3.9	3.5	22.6	6.6	87.9
Magazines	1.6	2.5	2.5	6.9	13.3	30.4
Dailies	8.8	15.1	16.5	52.2	72.8	189.3
Radio	0.8	1.1	n/a	2.5	n/a	n/a

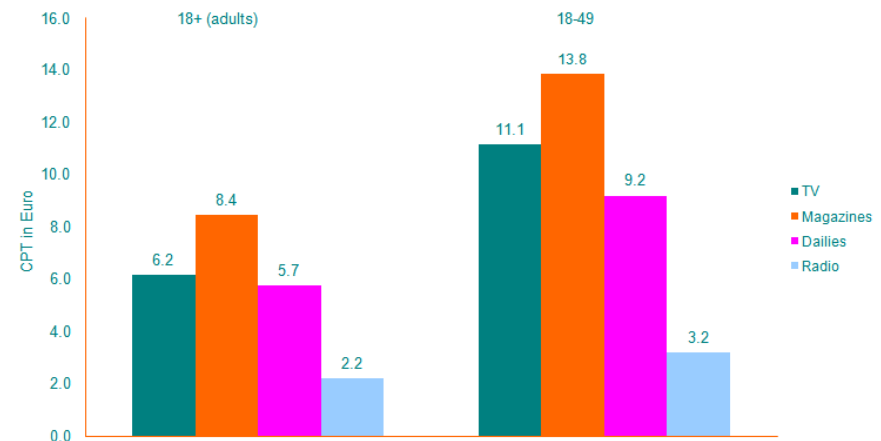
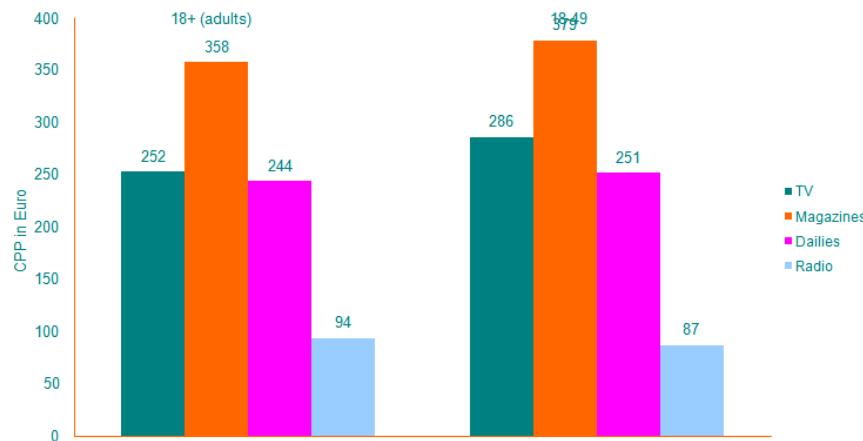


Economical problems make advertisers cut their marketing spends and turn to agencies for better costs. Largest cuts in most sensitive categories like Automotives, Retail, Luxury, White goods, Home electronics etc. FMCG in general remain stable or even grow. Due to Q1 ACAR report TV spends reduced 20%; radio - 38%; print media - 42%; outdoor - 36%; Internet - 15%. Zero inflation on TV for 2009 has attracted budgets from other media. TV inventory is about to be sold, this emerges spends in other media vehicles (OOH demonstrates weak signs of recovery in March-April, 2009). Print and outdoor suffered more than other media due to crisis.

Slovakia

CPP in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	4 100 188	2 562 990	1 617 740	818 984	845 023	311 083
Press TG size	4 245 450	2 736 580	2 848 740	864 820	1 075 940	125 540
Radio TG size	4 245 450	2 736 580	2 848 740	864 820	1 075 940	125 540
TV	252	286	198	419	280	299
Magazines	358	379	319	389	321	200
Dailies	244	251	236	294	206	162
Radio	94	87	92	85	82	70

CPT in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	4 100 188	2 562 990	1 617 740	818 984	845 023	311 083
Press TG size	4 245 450	2 736 580	2 848 740	864 820	1 075 940	125 540
Radio TG size	4 245 450	2 736 580	2 848 740	864 820	1 075 940	125 540
TV	6.2	11.1	12.3	51.2	33.1	96.1
Magazines	8.4	13.8	11.2	45.0	29.9	159.1
Dailies	5.7	9.2	8.3	34.0	19.2	129.3
Radio	2.2	3.2	3.2	9.8	7.6	55.5



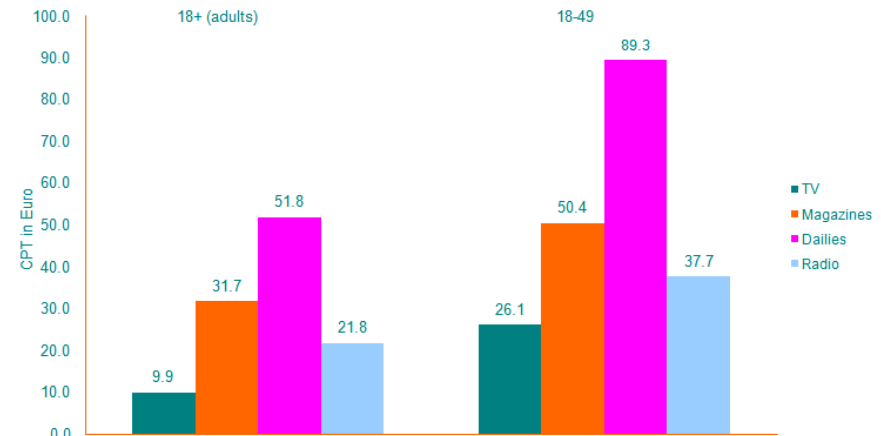
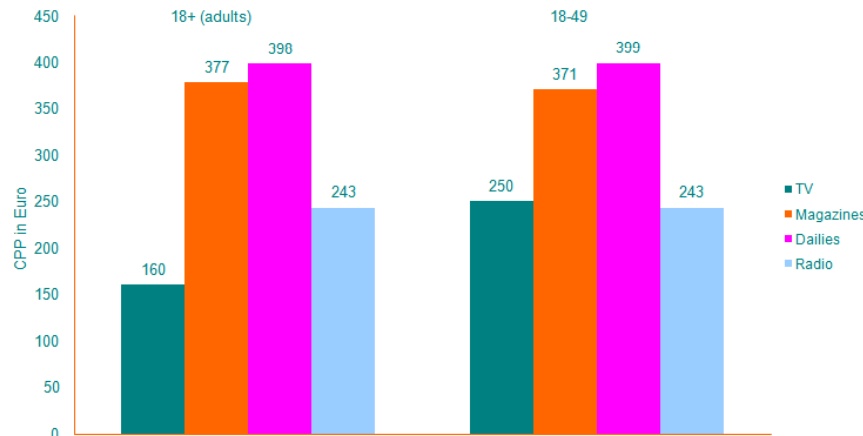
Recession influences advertising market quite significantly - we are expecting decrease 10% comparing to 2008. The most struggling is dailies segment where the drop will be even much higher. Recession also keeps ad price flat to 2008 level; some deflation in particular segments (especially in print). Advertisers are oriented on ROI which means shift from image-building communication (e.g. less sponsorship activities) to sales support (more promotional campaigns).

The market is dominated by TV advertisement and TV will be leading medium for next couple of years. The media with highest growth is internet, on the other hand investment into radio shows decreasing trend. Traditional OOH media are fully developed and penetrated and that means increasing focus on non-traditional forms of OOH. Fragmentation of print market continues.

Slovenia

CPP in Euro						
	18+ (adults)	18-49	(Housewife 18+ 30-54)	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	1 609 770	958 855	678 295	252 754	285 874	119 350
Press TG size	1 189 000	735 600	385 600	228 200	34 300	83 100
Radio TG size	1 116 400	645 000	321 100	168 700	30 500	75 400
TV	160	250	120	750	415	405
Magazines	377	371	313	274	327	323
Dailies	398	399	425	376	313	316
Radio	243	243	243	103	243	243

CPT in Euro						
	18+ (adults)	18-49	(Housewife 18+ 30-54)	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	1 609 770	958 855	678 295	252 754	285 874	119 350
Press TG size	1 189 000	735 600	385 600	228 200	34 300	83 100
Radio TG size	1 116 400	645 000	321 100	168 700	30 500	75 400
TV	9.9	26.1	17.7	296.7	145.2	339.3
Magazines	31.7	50.4	81.1	120.3	952.9	388.6
Dailies	51.8	89.3	202.8	279.0	1 350.2	567.2
Radio	21.8	37.7	75.7	61.2	796.7	322.3

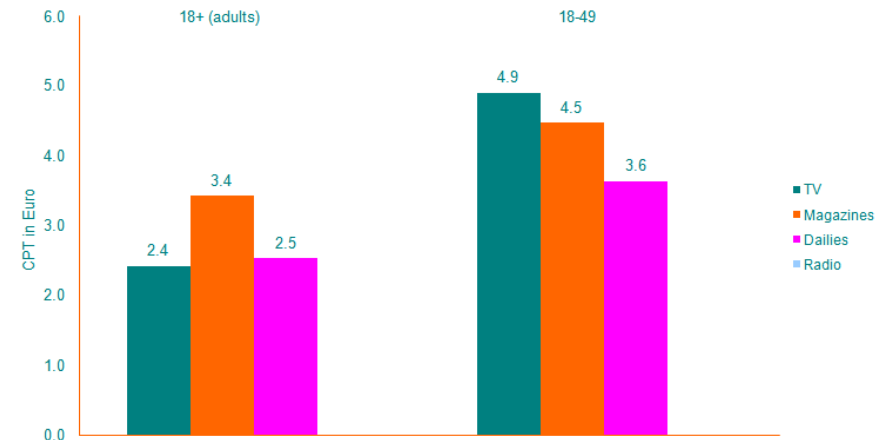
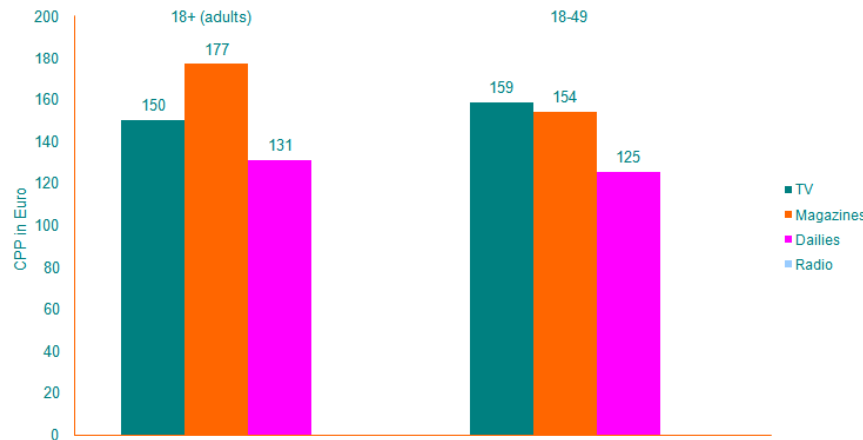


Due to crisis we expect that advertising expenditure in 2009 will be lower for approx. 7% in total in comparison to previous year. Television will obtain the leading position with highest investments between the media. Print media is expected to suffer the highest decrease of investments especially because of high fragmentation of print market in general. OOH is - due to high printing costs and fixed environment taxes - an expensive medium so also here overall decrease of investments is predicted. Internet is becoming an important channel in each media campaign so slight growth is expected.

Serbia

CPP in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	6 209 611	3 240 408	2 427 335	909 982	1 153 434	331 521
Press TG size	5 170 846	3 444 324	3 451 624	1 027 715	766 552	288 144
Radio TG size	n/a	n/a	n/a	n/a	n/a	n/a
TV	150	159	149	207	167	176
Magazines	177	154	165	119	122	116
Dailies	131	125	128	154	96	86
Radio	n/a	n/a	n/a	n/a	n/a	n/a

CPT in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	6 209 611	3 240 408	2 427 335	909 982	1 153 434	331 521
Press TG size	5 170 846	3 444 324	3 451 624	1 027 715	766 552	288 144
Radio TG size	n/a	n/a	n/a	n/a	n/a	n/a
TV	2.4	4.9	6.1	22.8	14.5	52.9
Magazines	3.4	4.5	4.8	11.6	15.9	40.1
Dailies	2.5	3.6	3.7	15.0	12.5	29.8
Radio	n/a	n/a	n/a	n/a	n/a	n/a



Medias are increasing discounts due to crisis and print suffers the most with decrease of ad spend for more than 25%. TV is still dominant media channel in Serbia. In next few years digitalization of TV is expected. Cable TV is expending constantly with more than 38% of market.

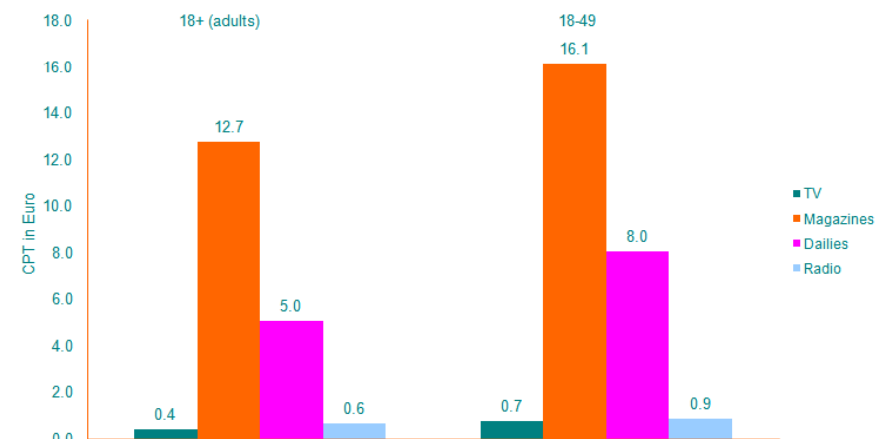
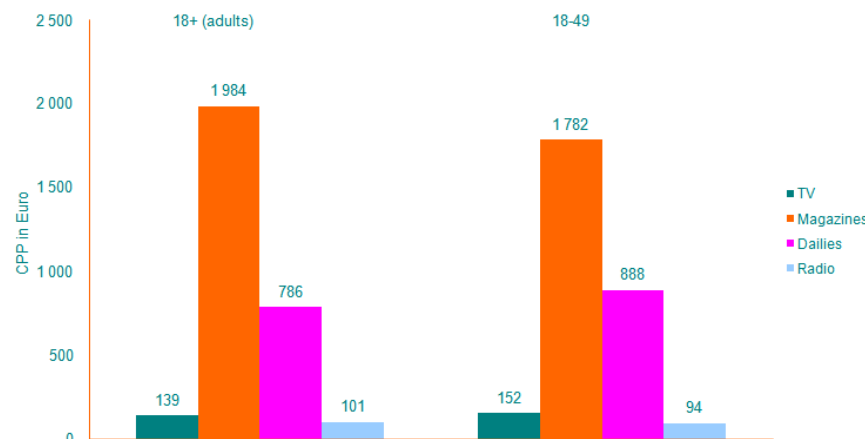
Despite the crisis internet is in constant growth, but still with a small share in ad spend (ca. 2%).

Ukraine

CPP in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size*	35 675 321	20 454 931	17 035 192	6 678 655	15 198 198	786 016
Press TG size*	15 575 690	11 057 160	7 493 490	3 848 760	5 247 800	735 710
Radio TG size*	15 575 690	11 057 160	7 493 490	3 848 760	5 247 800	735 710
TV	139	152	122	179	146	176
Magazines	1 984	1 782	1 350	1 658	1 760	1 848
Dailies	786	888	866	1 199	799	560
Radio	101	94	104	93	93	90

*settlement population above 500 000 people

CPT in Euro						
	18+ (adults)	18-49	Housewife 18+	Young Adults (15-24)	Upmarket (25-49 ABC)	Businessmen (Top 5%)
TV TG size	35 675 321	20 454 931	17 035 192	6 678 655	15 198 198	786 016
Press TG size	15 575 690	11 057 160	7 493 490	3 848 760	5 247 800	735 710
Radio TG size	15 575 690	11 057 160	7 493 490	3 848 760	5 247 800	735 710
TV	0.4	0.7	0.7	2.7	1.0	22.4
Magazines	12.7	16.1	18.0	43.1	33.5	251.2
Dailies	5.0	8.0	11.6	31.2	15.2	76.2
Radio	0.6	0.9	1.4	2.4	1.8	12.2



World recession, high local currency devaluation and war inside biggest TV seller resulted in significant market volume and price decreasing.

It would be very difficult to prove high media inflation level for next years for the clients (in a presents price level is 2005/2006). TV with strong monopoly is remaining main media with more than 50% share, and determining prices/inflation level for other Medias.

Mediaedge:cia

Central and Eastern Europe

Anna Lubowska

CEO Central & Eastern Europe
anna.lubowska@mecglobal.com

ul. Dobra 56/66
Warszawa
PL – 00-312
Poland
Office: +48 225 527 765
Fax: +48 225 527 770

Jiri Svoboda

Managing Director, Czech Republic
jiri.svoboda@mecglobal.com

Rozkosneho 3
Praha
CZ – 150 00
Czech Republic
Office: +420 227 177 400
Fax: +420 227 177 401

Izabela Albrychiewicz and Malgosia Wegierek

Deputy Managing Directors, Poland
izabela.albrychiewicz@mecglobal.com,
malgosia.wegierek@mecglobal.com

ul. Dobra 56/66
Warszawa
PL – 00-312
Poland
Office: +48 225 527 777
Fax: +48 225 527 770

Jan Havelka

Executive Director, Slovakia
jan.havelka@mecglobal.com

Karadžičova 8
Bratislava
SK – 821 08
Slovakia
Office: +421 257 880 420
Fax: +420 257 880 413

Zsolt Simon

Managing Director, Hungary
zsolt.simon@mecglobal.com

80 Lajos utca
Budapest
H – 1037
Hungary
Office: +36 1 801 81 11
Fax: +36 1 801 81 12

Bogdan Prajisteanu

Managing Director, Romania
bogdan.prajisteanu@mecglobal.com

55, Dr. Iacob Felix, 2nd floor
Bucharest
RO – 011033
Romania
Office: +402 131 971 56
Fax: +402 131 971 53

www.mecglobal.com

A GroupM Company