



Asia Pacific / Jan 2024

2024 (Jan):	20.7	218
2023 (Jan):	26.2	154
Comparison:	-21.0%	41.6%

[illegible]

2024 Creative & Media (Jan):	43.3	288
2023 Creative & Media (Jan):	56.1	211
YoY Comparison:	-22.9%	36.5%

The R3 New Business League has been compiled since 2002 using data supplied by multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to [greg@rthree.com](mailto:greg@rthree.com) or visit [www.rthree.com](http://www.rthree.com) for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing ROI.