



Asia Pacific / Feb 2024

2024 (Jan-Feb):	25.4	327
2023 (Jan-Feb):	60.6	311
YoY Comparison:	-58.0%	5.1%

[illegible]

2024 Creative & Media (Jan-Feb):	62.1	447
2023 Creative & Media (Jan-Feb):	129.0	476
YoY Comparison:	-51.9%	-6.1%

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.