



China / Feb 2024

2024 (Jan-Feb):	21.9	41
2023 (Jan-Feb):	65.4	33
YoY Comparison:	-66.5%	24.2%

[illegible]

2024 Creative & Media (Jan-Feb):	161.9	56
2023 Creative & Media (Jan-Feb):	302.4	61
YoY Comparison:	-46.5%	-8.2%

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 or visit 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.