



China / Mar 2024

1

[illegible]

2024 Creative & Media (Jan-Mar):	275.8	109
2023 Creative & Media (Jan-Mar):	514.9	104
YoY Comparison:	-46.4%	4.8%

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.