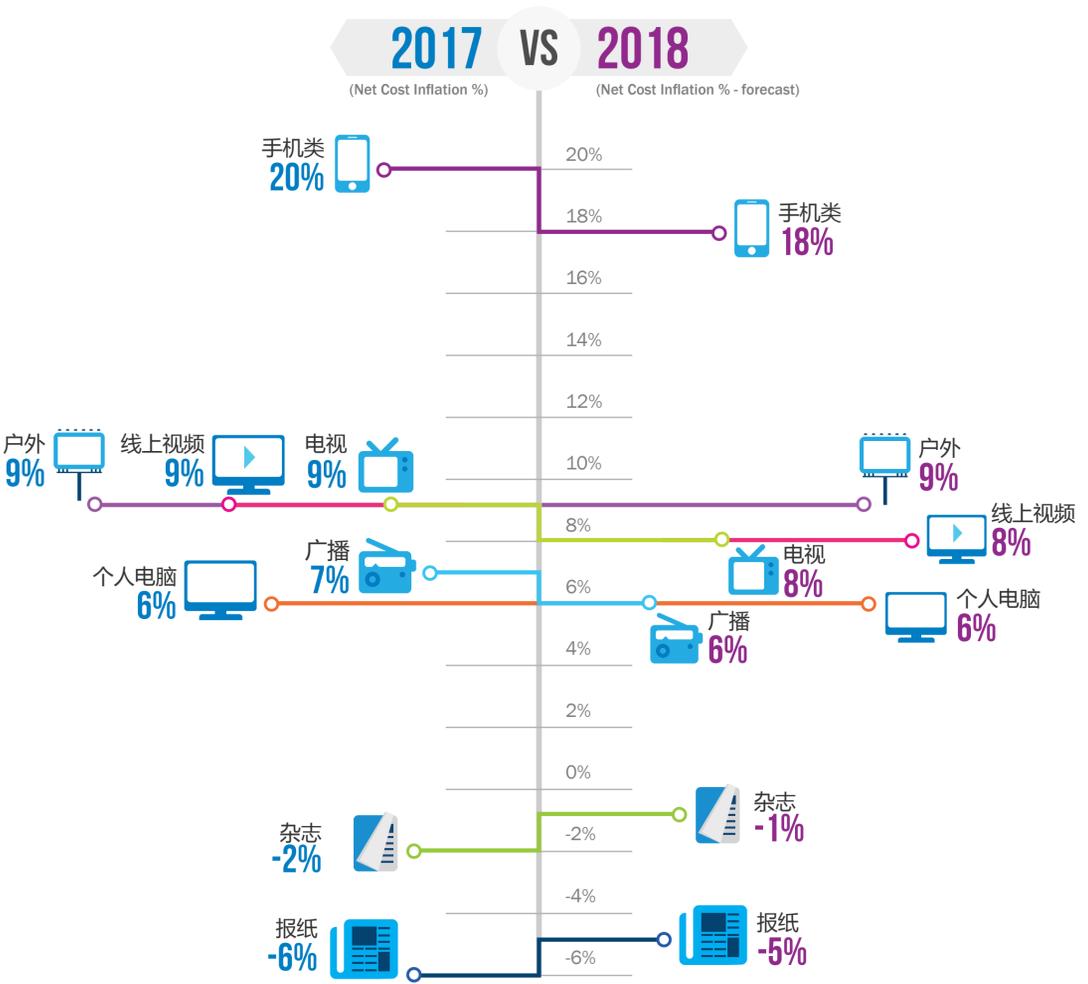


2018 年中国媒体价格增长预测报告

媒体净价涨幅

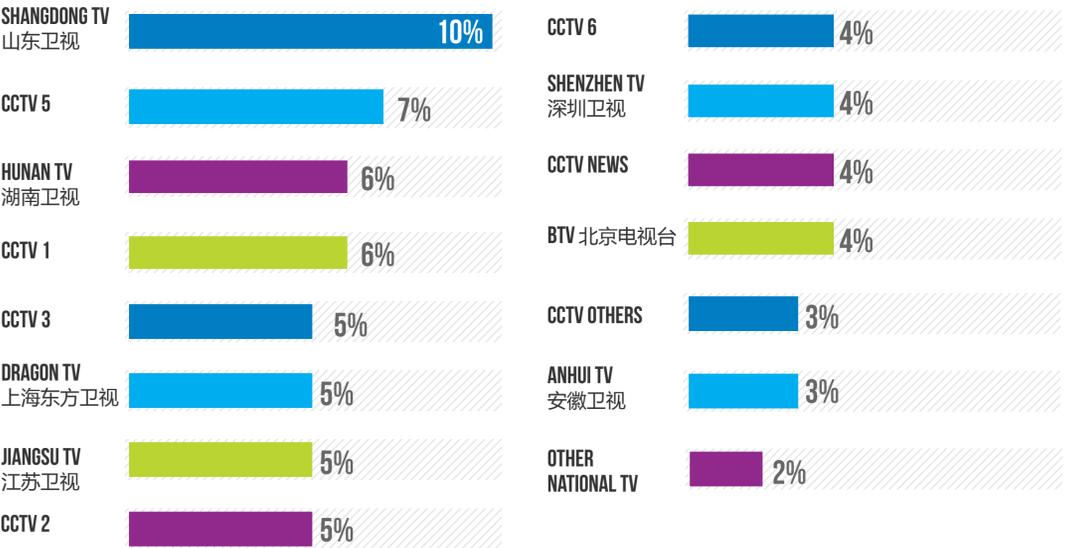


媒体价格增长驱动因素分析

- 1. 宏观经济素：** GDP 增长，CPI 增长
- 2. 媒介投放量变化：** 媒介投放量与企业当前发展现状同步
- 3. 媒介生态环境的不断变化**
- 4. 不同行业的发展状况以及对媒介传播的诉求**

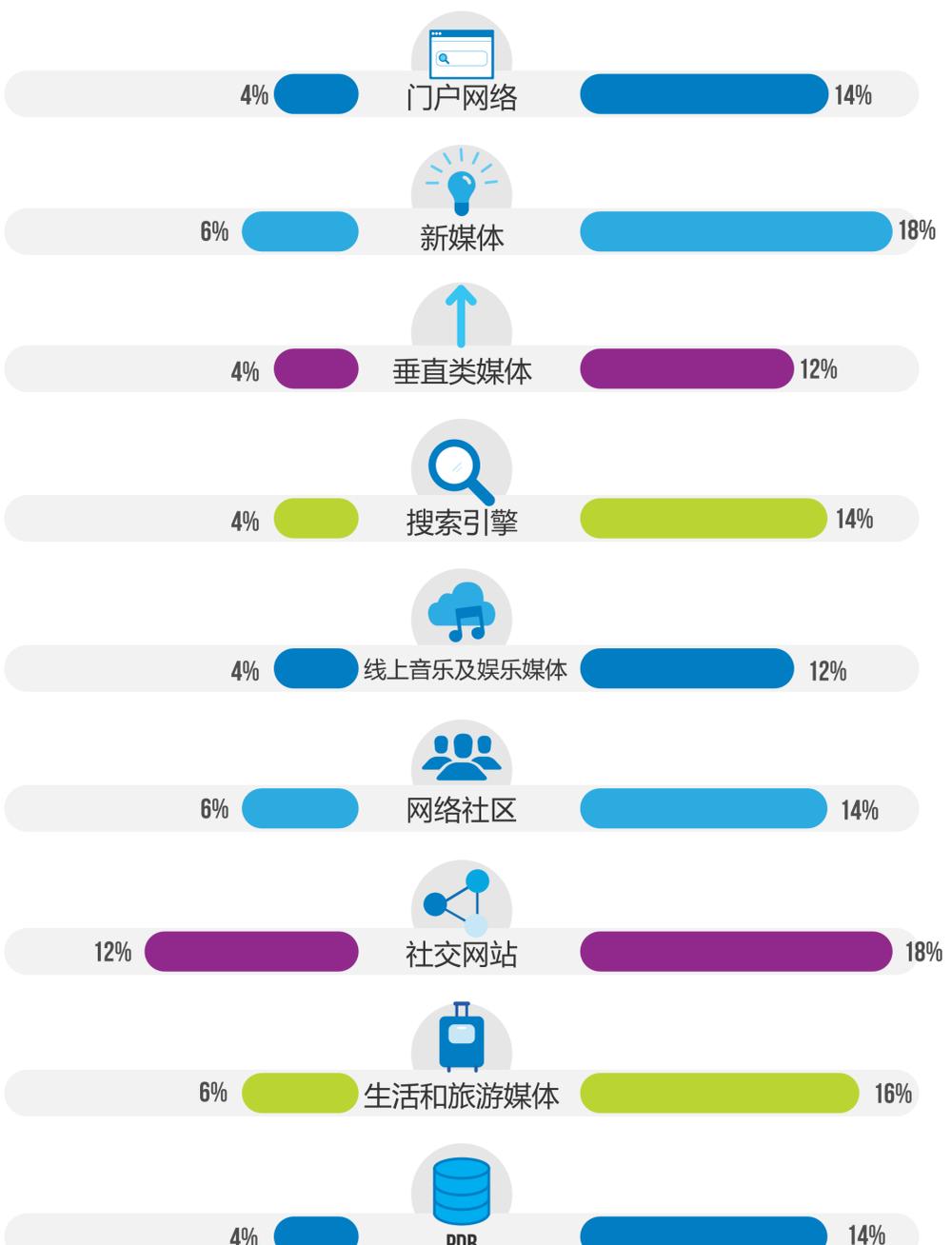
电视媒体净价涨幅

2018 年预测报告



网络媒体净价涨幅 2018 年预测报告

手机类媒体净价涨幅 2018 年预测报告



METHODOLOGY

We have analyzed all key media in China: TV, Newspapers, Magazines, Radio, OOH, Digital and Mobile. Inflation forecasts have been divided into 2 sections - national inflation and local inflation for the top 24 cities in China. For OOH we have included: Building LCD's, Railway media, Bus Transit, etc. For Digital we have included: Portals, Search Engines, Video, SNS, Weibo, Network Community, IM, AD Alliance/Network and Vertical channels, etc. For each media, both the Rate Card Inflation and the forecast Net Inflation are shown.