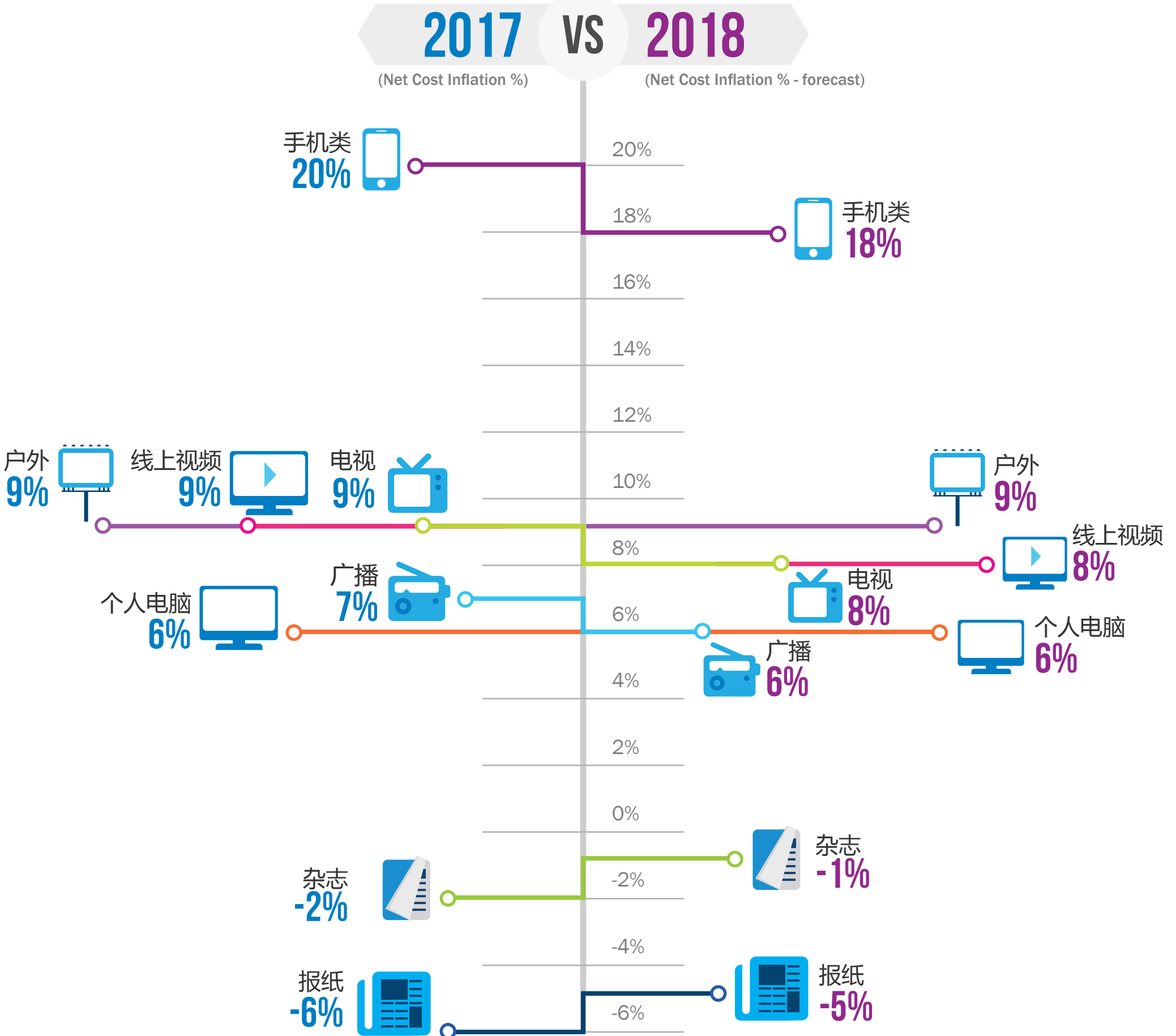


2018 年中国媒体价格增长预测报告

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



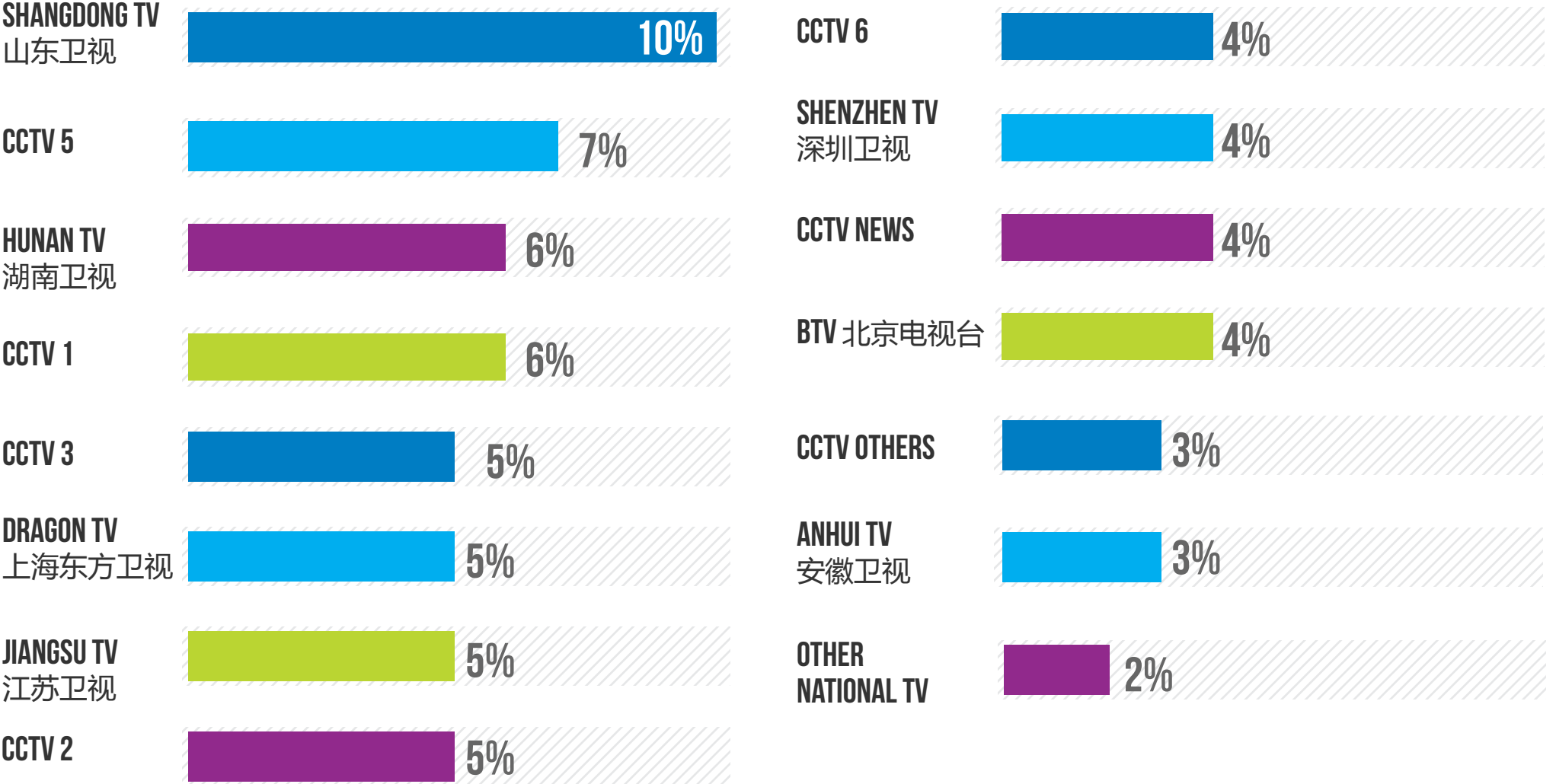
3. 媒介生态环境的
不断变化



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

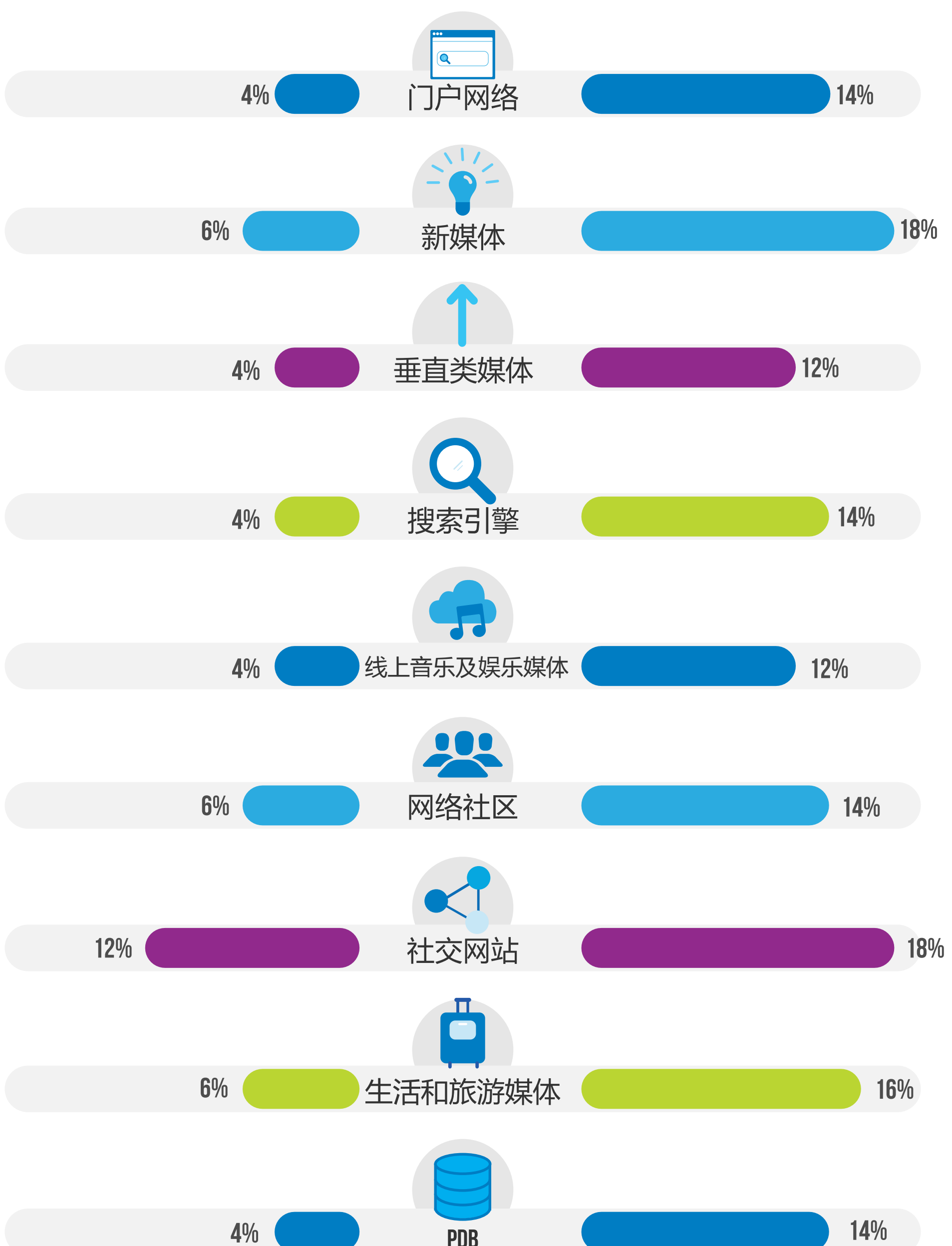
2018 年预测报告



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.