



China / Jan 2021

2021 Jan:	1,258.6	639
2020 Jan:	1,244.8	537
Comparison:	1.1%	19.0%



China / Jan 2021

2021 Jan:	1,455.3	172
2020 Jan:	975.5	178
YoY Comparison:	49.2%	-3.4%

2021 Creative & Media (Jan)	2,713.9	811
2020 Creative & Media (Jan)	2,220.3	715
YoY Comparison:	22.2%	13.4%

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.