

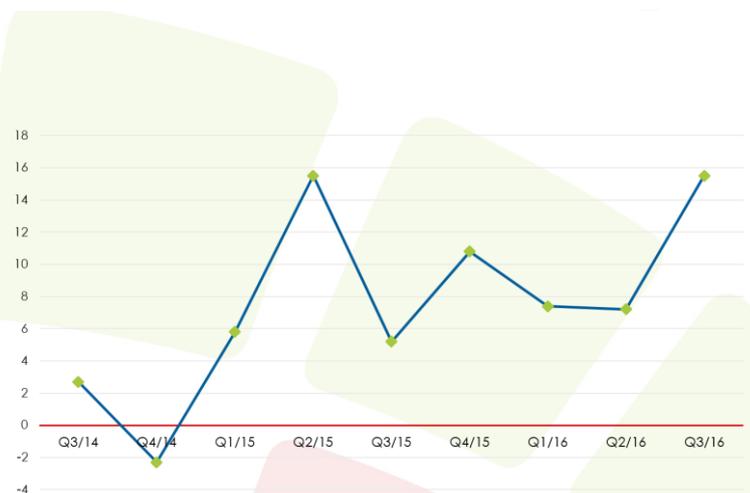
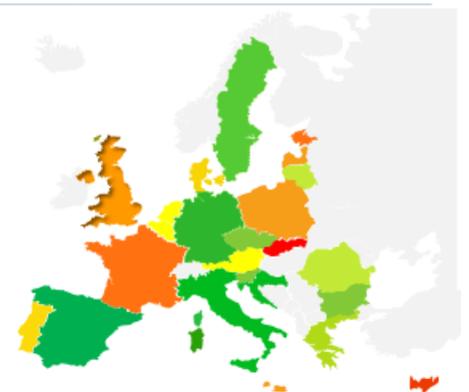
European ad industry enters the last quarter of 2016 with a business confidence boost

Brussels, 07 November 2016 - Business confidence levels in the European advertising and marketing industry recorded a sharp growth from +7 in July 2016 to +16 in October 2016, according to the European Advertising Business Climate Index released today by the European Association of Communications Agencies.

The boost is tempered by the UK's recovery from a post-Brexit shock (soaring from -31 to +4.1), a confidence increase in Spain and Germany, and a decline in Denmark, Cyprus and Slovakia. Following the latest positive economic developments in the country, Spain marks the highest advertising business confidence in Europe (+38). The Italian ad sector experienced a slight decrease in confidence, falling from +35 to +30, but is still among the highest in Europe, together with the ad industries of Sweden and Germany (+27). Surprisingly, Greece marks a significant jump from -2 to +21, making it to the positive side of the spectrum for the first time in 2 years. The Croatian ad industry also experienced a remarkable confidence boost rising from +7 to +31.

eaca Advertising Business Confidence Index

Austria: 12	Italy: 30
Belgium: 14	Latvia: 6
Bulgaria: 22	Lithuania: 18
Czech Republic: 22	Malta: 5
Denmark: 9	Netherlands: 12
Germany: 27	Poland: 5
Estonia: -2	Portugal: 10
Greece: 21	Romania: 18
Spain: 38	Slovenia: 23
France: -5	Slovakia: -17
Croatia: 31	Sweden: 27
Cyprus: -9	United Kingdom: 4.1

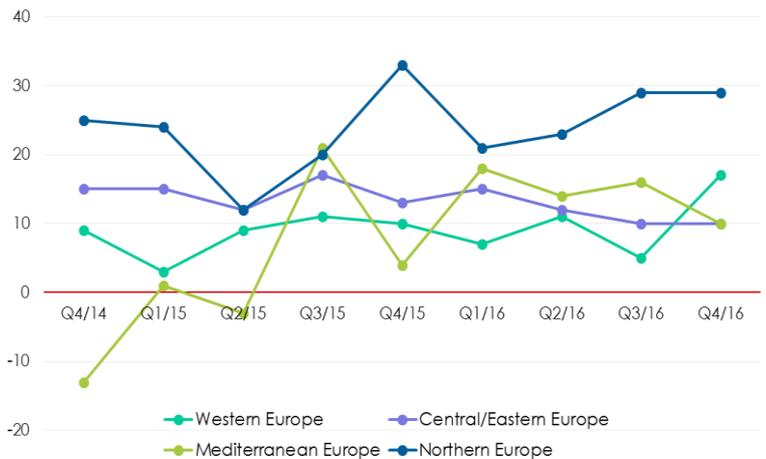


Conversly, Slovakia has the lowest business confidence in Europe (-17), and is, together with Cyprus (-9), France (-5) and Estonia (-2), on the negative side of the scale.

#AdIndex2016

@eaca_eu

Both the demand and expectations for advertising services across Europe increased. The demand rose from +11 in Q2/2016 to +20 in Q3/2016, and expectations increased even more significantly, from +6 to +18 for the last quarter of 2016.



Just as in the previous quarter, advertising and marketing companies from Northern Europe continue to demonstrate the highest expectation of demand for their services (+29). However, the ad sector in Western Europe shows greater expectations for Q4/2016 (+17) than in Q3/2016 (+5). For both, Central/Eastern and Mediterranean European regions, demand expectations remain positive (+10).

The situation for employment trends is slightly different, since the actual evolution of employment in the EU ad sector decreased from +11 in Q2/2016 to +1 in Q3/2016, marking the lowest score in this category since the beginning of 2015. On a positive note, employment expectations rose to +18 for the last quarter of 2016 from +3 in the Q3/2016.

When asked how they expect their companies' employment to change in the next three months, companies in all European regions remained optimistic. Hence, expectations in Western Europe marked a notable increase from +2 to +20, in Northern Europe from +23 to +27, whereas Mediterranean and Central/Eastern European regions report expectation growth from +7 to +12 and +10 to +12, respectively.

Please find the European Advertising Business Climate Index report [here](#).

EACA will publish the next edition of the European Advertising Business Climate Index in February 2017.

For more information, please contact:

Stevan Randjelovic
 European Affairs Manager
 Tel: + 32 2 740 0713
 E- mail: stevan.randjelovic@eaca.eu

#AdIndex2016

