

Confidence in the European advertising business decreased in the third quarter of 2018

Brussels, 6 November 2018 – Business confidence in the European advertising and marketing sector decreased in the third quarter of the year, according to the latest European Advertising Business Climate Index, issued by the European Association of Communications Agencies (EACA).

The report shows that business confidence in the ad industry in Q3/2018 remains positive but has decreased from +14 to +3 over the past two years (see Graph 1).

In Graph 2, a five-year graph illustrates developments over a longer period of time.

The most recent decline in confidence can partly be explained by the drop in the confidence index of the UK from +24.8 (Q2/2018) to -11.1 (Q3/2018). The UK has the largest share of the advertising market in Europe and therefore the highest coefficient to influence the overall index. The 35.9-point decline in the UK between the last quarters is also the largest drop in all the countries measured.¹

Another driver of the decline could be a further drop of confidence in Greece. It has decreased from -27.7 measured in the previous quarter to -39.7 in Q3/2018. This figure is the lowest level recorded in any country over the last three years.²

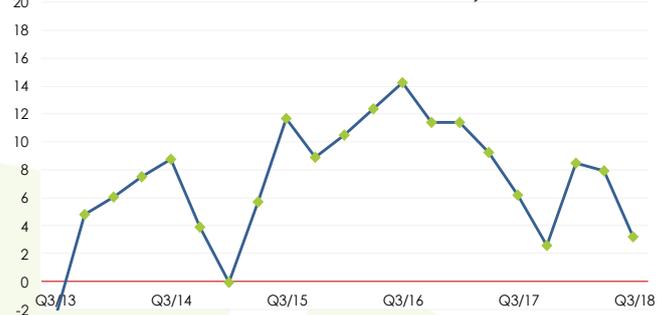
Regarding expectations for advertising demand and employment, the report shows declines in all the geographic areas measured apart from the Mediterranean region, where a slight rise is expected - from -1.1 (Q2/2018) to 2.1 (Q3/2018) for demand and from -5.4 (Q2/2018) to -3.8 (Q3/2018) for employment.

The report finds that the biggest factor (52%) limiting demand for the advertising sector currently is demand.

Graph 1: Confidence in the European advertising business climate over the last two years

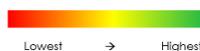


Graph 2: Confidence in the European advertising business climate over the last five years

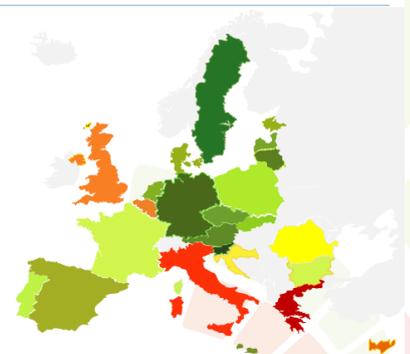


Advertising Business Climate Index
Q3/2018

Austria: 17.3	Latvia: 15.4
Belgium: -11.9	Lithuania: 22.9
Bulgaria: 2.3	Malta: 19.2
Croatia: -1.4	Netherlands: 14.2
Czech Republic: 16.6	Poland: 5
Cyprus: -16.4	Portugal: 3
Denmark: 11	Romania: -0.1
Estonia: 11.7	Slovakia: 10.1
France: 2	Slovenia: 26.9
Germany: 23.8	Spain: 11.6
Greece: -39.7	Sweden: 25.9
Italy: -22.4	United Kingdom: -11.1



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¹ The full list of countries can be found at the end of this press release

² Previously, Greece measured -40.3 in Q2/2015

Insufficient labour forces account for 12 %.

Among all the the 24 countries measured, the confidence rose in nine countries. Among them, the biggest rises are in Spain (up by 12.7 points) and Malta (up by 12.5 points). Compared to the previous report, Slovenia continues as the country with the highest level of confidence (+26.9), followed by Sweden (+25.9) and Germany (+23.8). These three countries have reported relatively high, stable and positive levels already for several years.

Click [here](#) to access all the previous press releases of the European Advertising Business Climate Index. In order to get access to the full reports, please get in touch with EACA on info@eaca.eu.

EACA will publish the next edition of the European Advertising Business Climate Index in the beginning of February 2019.

For more information, please contact:

#AdIndex2018



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About the Advertising Business Climate Index

The Advertising Business Climate Index builds on responses provided by advertising and market research companies across Europe for [the Business and Consumer Survey](#) of the European Commission (DG ECOFIN). Every month, companies fill in a standardised questionnaire answering different sets of questions with a simple scale of responses: "increase" (+), "remain unchanged" (=), "decrease" (-). The numbers, expressed in the graphs and the press release, are balances. The balances are obtained after a percentage of negative answers is subtracted from a percentage of positive answers.

Regions featured in the index are **Western Europe** (Austria, Belgium, France, Germany, Netherlands and United Kingdom), **Central/Eastern Europe** (Bulgaria, Croatia, the Czech Republic, Estonia, Lithuania, Latvia, Poland, Romania, Slovakia and Slovenia), **Mediterranean Europe** (Cyprus, Greece, Italy, Malta, Spain and Portugal), and **Northern Europe** (Denmark and Sweden). Ireland, Finland, Luxembourg and Hungary do not provide data.

About EACA

The European Association of Communications Agencies (EACA) represents more than 2 500 communications agencies and agency associations from nearly 30 European countries that directly employ more than 120 000 people. EACA members include advertising, media, digital, branding and PR agencies.

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