



# Situational analysis across local markets

Wave 32 - Updated: February 2<sup>nd</sup> 2024

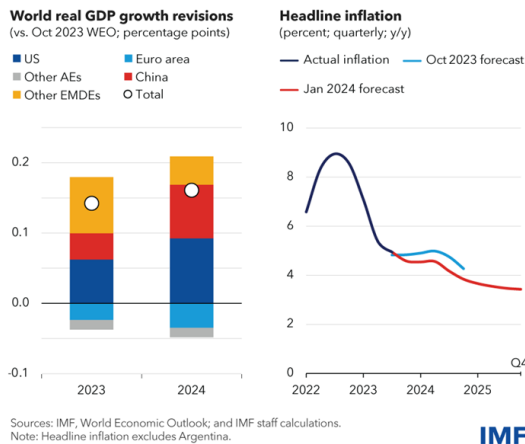
Better decisions, faster.



# A more positive outlook?

As full-year data for 2023 is finalized, the [outlook is more positive](#) than many had predicted earlier in the year, but [dark clouds remain](#) on the horizon.

The US Real Gross Domestic Product (GDP) rose by an [annualized 3.3% during the fourth quarter](#), surpassing the consensus forecast of 2.0% and contributing to a full-year expansion of 2.5%.



Global advertising investment is forecasted to reach [USD 1trn for the first time](#) in 2024. This illustrates robust investment from brands seeking to capitalize on consumer confidence and build salience with new audiences displaying differing media behaviors with more focus on digital media but gaming, podcasting, CTV, and retail media. The [Fast Start Dashboard](#) Media Supply Chain Data in Omni from OMG Global Investment illustrates trends in investment and pricing alongside 2024 forecasts.

Media Type	Australia	China	Germany	United Kingdom	United States Of America
Digital	4.2%	8.0%	3.0%	0.0%	1.4%
Magazine	-3.6%	0.0%	7.3%	1.5%	-1.4%
Newspaper	-2.5%	0.0%	6.1%	1.3%	-0.6%
Television	8.5%	1.8%	14.1%	13.4%	7.9%
Radio	0.9%	1.8%	6.5%	4.0%	0.7%
Out Of Home	5.6%	5.6%	2.7%	2.8%	2.1%

Global inflation is expected to [decelerate to 6.9% in 2023](#) and moderate further to 4.9% in 2024. This easing of inflation is attributed to stricter monetary policies, weaker economic growth, and a slowdown in demand.

Consumer confidence ended 2023 on a high note, with The Conference Board Consumer Confidence Index [increasing to 110.7 in December](#), up from a revised 101.0 in November.

This rise in confidence reflects consumers' improved assessment of current business and labor market conditions and a more optimistic short-term outlook for income, business, and labor market conditions.

Media inflation is around 5.2% for 2023, falling to 4.6% in 2024. Television is showing the highest rise in most markets-many markets, including the UK and Germany, report double digit TV inflation as impact supply continues to decline, and investment in the channel in most markets is flat or in decline.

It is demand that is driving inflation in digital (China) as inflation and investment rise in proportion to impacts.

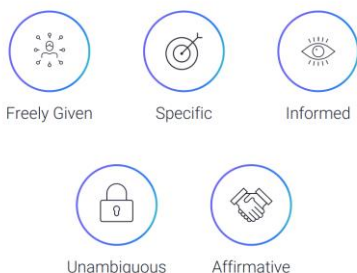
The Fast Start Dashboard has now been fully integrated within Omni – you can find it in the Dashboard tab of the Reporting Hub in Omni – then subscribe to the required FSD reports

## | EMEA

Despite economic challenges, digital advertising has been a lifeline for the ad industry in Western Europe. Although there was a slight [slowdown in digital ad spending](#) growth in 2023, it is expected to outpace traditional spending by 2026 significantly.

New EU legislation, alongside more aggressive enforcement of rules such as GDPR, impacts advertisers and [major platforms](#) in the EMEA region.

OMG recently hoisted a '[Future Signals EMEA](#)' event exploring preparations for 3P cookie [deprecation in Chrome](#) and new stipulations around [consent and special category data](#).



The final version of the EU's [AI Act](#) was [agreed upon in December](#) 2023, meaning we can understand how algorithmic risks will be managed in the region before enforcement.

Austria reports the launch of [TV-LOAD](#), a new measurement to avoid empty blocks in the rating and to enable programmatic TV buying in linear. The French TV market is shifting [from GRP to CPM](#).

South Africa reports an eCommerce boom, likely accelerated by [Amazon's launch](#) there this year; 32.5m shop online, with another 6.4m expected to start this year.

## | LATAM

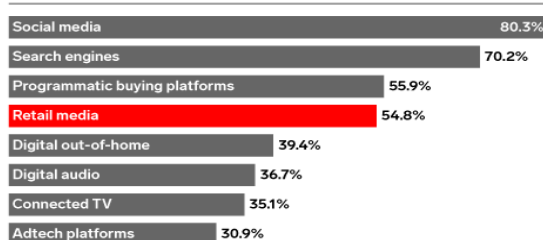
The election of Javier Milei in Argentina means a very [different direction](#) for the market, with plans to [privatize much of the national media](#) ecosystem. Inflation in 2023 topped 200%

Amid economic challenges, marketers are increasingly turning to retailers for performance advertising at scale. [More than half of ad buyers](#) in Latin America plan to use retail media networks for digital ads in the next 12 months.

The retail media market in Latin America [reached \\$1 billion](#) in 2023, offering some of the [highest returns on ad spending](#) globally.

However, [challenges](#) such as cost, lack of third-party verification, limited on-site ad space, and limited activation options persist.

### **Paid Media Channels Ad Buyers\* in Latin America Will Use to Place Digital Ads, June 2023** % of respondents



Digital Ad Spending: Digital ad spending in Latin America [decelerated in 2023](#) after two years of record-breaking spending. Despite this, the region remains one of the world's fastest-growing digital ad markets with double-digit gains.

In 2023, Facebook and Twitter experienced [strong declines in user growth](#). TikTok was the fastest-growing major social platform in Latin America in 2023.

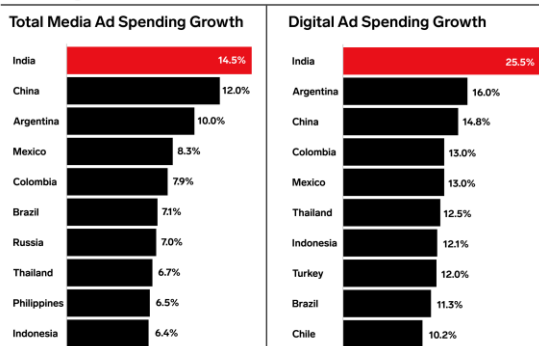
## |APAC

Nearly [60% of worldwide social network users](#) were based in the APAC region in 2023, adding more users this year (over 59 million) than the rest of the world combined.

Instagram, Snapchat, and TikTok each added [more new users in 2023](#) than Facebook, indicating a shift in the social media landscape. On average, online consumers in the APAC region spent [two hours and 16 minutes](#) per day using social media. Thai citizens are online for 7hrs 25mins/day.

Digital's share of ad spending in Southeast Asia reached only [35.3% of total ad spending](#) in 2023, falling behind the total APAC region.

### India Is No. 1 Worldwide for Ad Spending Growth % change, 2023



However, the proportion of digital ad spending in India was expected to increase from 34.3% to 45.6%, and it is the no.1 market for ad spending growth worldwide this year.

Australia reports a decline of 14% in 2023 in TV investment in a market down 2%.

The shift towards social media platforms like Instagram, Snapchat, and TikTok indicates that advertisers may need to diversify their media advertising strategies to reach their target audiences.

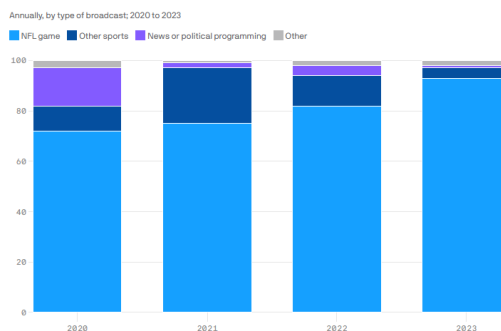
## |North America

In the USA, digital ad spending growth [decelerated to 7.8%](#) YoY, marking its slowest pace in 14 years. However, the retail industry stood out, with [27.9% of all investments](#) and posting the second fastest growth rate.

Amazon's US CTV ad market share is projected to [increase from 5.6%](#) in 2023 to 10.4% in 2024. More than two-thirds of Peacock, Paramount+, and Hulu viewers are set to subscribe to ad tiers in 2024.

The NFL now dominates the top-performing programs in linear TV in the US, delivering over [90% of the top 100 broadcasts](#). 2024 is an election year, meaning that news will regain a share of the highest-rating broadcasts.

100 most-watched U.S. TV broadcasts



In Canada, digital advertising accounted for nearly 70% of total ad spending. The average time spent on media in Canada was well [over 11 hours daily](#), with digital time amounting to 61.7% of total media time.

Programmatic advertising in the USA saw significant changes, with smartphones and connected TVs (CTVs) accounting for over three-quarters of US programmatic ad spending. Social ad spending is expected to [grow 13.5% in 2024](#), faster than the 10% growth seen in 2023.