

BUYOUTLISTE 2017

	Moving Media							Print Media						
	TV	Internet incl. Social Media	TV Internet	POS	Trade Fairs	Cinema	OOH/ Events	All Moving Media	Posters	Magazine Advertorials	Citylight	Internet	All Print	All Media
A Countries	300%	200%	400%	100%	50%	150%	100%	600%	100%	100%	100%	50%	300%	800%
B Countries 50% of A	150%	100%	200%	50%	25%	75%	50%	300%	50%	50%	50%	25%	150%	400%
C Countries 25% of A	75%	50%	100%	25%	15%	35%	25%	150%	25%	25%	25%	15%	75%	200%
D Countries ca. 12,5% of A	40%	25%	50%	15%	10%	20%	15%	75%	15%	15%	15%	10%	40%	100%
D A CH	400%	250%	500%	125%	75%	225%	125%	750%	125%	125%	125%	75%	400%	1100%
Europe 2,5 x A Countries	750%	500%	1000%	250%	125%	375%	250%	1500%	250%	250%	250%	125%	750%	2000%
World 4 x A Countries	1200%	800%	1600%	400%	200%	600%	400%	2400%	400%	400%	400%	200%	1200%	3200%

A Countries: Germany, USA, China

B Countries: Australia, Brasil, Canada, France, Great Britain, Italy, Japan, Russia, South Africa, Spain

C Countries: Argentina, Austria, Denmark, Finland, Mexico, Netherlands, Norway, Poland, Sweden, Switzerland, Turkey

D Countries: Rest of the World