

リーマンショック

東北大震災

	2005年	2006年/前年比		2007年/前年比		2008年/前年比		2009年/前年比		2010年/前年比		2011年/前年比		2012年/前年比		2013年/前年比		2014年/前年比		10年比	
総広告費	68,235	69,399	101.7%	70,191	101.1%	66,926	95.3%	59,222	88.5%	58,427	98.7%	57,096	97.7%	58,913	103.2%	59,762	101.4%	61,522	102.9%	-6,713	90.2%
マスメディア4媒体広告費	37,408	36,668	98.0%	35,699	97.4%	32,995	92.4%	28,282	85.7%	27,749	98.1%	27,016	97.4%	27,796	102.9%	27,825	100.1%	28,176	101.3%	-9,232	75.3%
テレビ	20,411	20,161	98.8%	19,981	99.1%	19,092	95.6%	17,139	89.8%	17,321	101.1%	17,237	99.5%	17,757	103.0%	17,913	100.9%	18,347	102.4%	-2,064	89.9%
新聞	10,377	9,986	96.2%	9,462	94.8%	8,276	87.5%	6,739	81.4%	6,396	94.9%	5,990	93.7%	6,242	104.2%	6,170	98.8%	6,057	98.2%	-4,320	58.4%
雑誌	4,842	4,777	98.7%	4,585	96.0%	4,078	88.9%	3,034	74.4%	2,733	90.1%	2,542	93.0%	2,551	100.4%	2,499	98.0%	2,500	100.0%	-2,342	51.6%
ラジオ	1,778	1,744	98.1%	1,671	95.8%	1,549	92.7%	1,370	88.4%	1,299	94.8%	1,247	96.0%	1,246	99.9%	1,243	99.8%	1,272	102.3%	-506	71.5%
衛星メディア関連広告費	487	544	111.7%	603	110.8%	676	112.1%	709	104.9%	784	110.6%	891	113.6%	1,013	113.7%	1,110	109.6%	1,217	109.6%	730	249.9%
インターネット広告費	3,777	4,826	127.8%	6,003	124.4%	6,983	116.3%	7,069	101.2%	7,747	109.6%	8,062	104.1%	8,680	107.7%	9,381	108.1%	10,519	112.1%	6,742	278.5%
プロモーションメディア広告費	26,563	27,361	103.0%	27,886	101.9%	26,272	94.2%	23,162	88.2%	22,147	95.6%	21,127	95.4%	21,424	101.4%	21,446	100.1%	21,610	100.8%	-4,953	81.4%
屋外	3,806	3,946	103.7%	4,041	102.4%	3,709	91.8%	3,218	86.8%	3,095	96.2%	2,885	93.2%	2,995	103.8%	3,071	102.5%	3,171	103.3%	-635	83.3%
交通	2,463	2,539	103.1%	2,591	102.0%	2,495	96.3%	2,045	82.0%	1,922	94.0%	1,900	98.9%	1,975	103.9%	2,004	101.5%	2,054	102.5%	-409	83.4%
折込	6,649	6,662	100.2%	6,549	98.3%	6,156	94.0%	5,444	88.4%	5,279	97.0%	5,061	95.9%	5,165	102.1%	5,103	98.8%	4,920	96.4%	-1,729	74.0%
DM	4,314	4,402	102.0%	4,537	103.1%	4,427	97.6%	4,198	94.8%	4,075	97.1%	3,910	96.0%	3,960	101.3%	3,893	98.3%	3,923	100.8%	-391	90.9%
フリーペーパー&マガジン	2,835	3,357	118.4%	3,684	109.7%	3,545	96.2%	2,881	81.3%	2,640	91.6%	2,550	96.6%	2,367	92.8%	2,289	96.7%	2,316	101.2%	-519	81.7%
POP	1,782	1,845	103.5%	1,886	102.2%	1,852	98.2%	1,837	99.2%	1,840	100.2%	1,832	99.6%	1,842	100.5%	1,953	106.0%	1,965	100.6%	183	110.3%
電話帳	1,192	1,154	96.8%	1,014	87.9%	892	88.0%	764	85.7%	662	86.6%	583	88.1%	514	88.2%	453	88.1%	417	92.1%	-775	35.0%
展示・映像他	3,522	3,456	98.1%	3,584	103.7%	3,196	89.2%	2,775	86.8%	2,634	94.9%	2,406	91.3%	2,606	108.3%	2,680	102.8%	2,844	106.1%	-678	80.7%

(単位 億円)