

Additional materials for the book "Going International," see explanations on p. XXX.

Distribution of communication budgets in selected countries					
Beach, R. (o. J.). <i>How ad spending in the US compares to the rest of the world</i> . Abgerufen 17. September 2023, von https://www.wickedreports.com/blog/how-ad-spending-in-the-us-compares-to-the-rest-of-the-world					
	Internet-Ads	TV-Ads	Newspaper Ads	Magazine Ads	Radio, Cinema, and Out-of-home Ads
Arabic Speaking Countries	83.6%	16.0%	0.1%	0.4%	0.0%
Australia	66.4%	23.3%	4.3%	0.6%	5.5%
Belgium	14.8%	44.9%	15.3%	5.3%	19.7%
Brazils	42.9%	46.0%	3.5%	0.9%	6.7%
Canada	66.0%	18.8%	2.5%	0.5%	12.2%
China	72.0%	13.8%	0.5%	0.3%	13.4%
France	54.7%	24.5%	3.8%	4.0%	12.9%
Germany	48.5%	19.2%	13.3%	11.1%	7.8%
India	24.0%	40.0%	27.4%	1.1%	7.5%
Indonesia	38.9%	55.0%	6.0%	0.1%	0.0%
Italy	40.1%	42.9%	5.2%	2.8%	9.0%
Japan	47.1%	34.0%	6.0%	2.0%	10.8%
Mexico	67.4%	23.3%	1.4%	0.7%	7.3%
Netherlands	63.4%	19.4%	5.6%	3.4%	8.2%
South Korea	48.4%	26.3%	13.1%	3.0%	9.2%
Spain	46.9%	33.5%	4.3%	1.7%	13.6%
Switzerland	29.7%	31.7%	12.1%	11.8%	14.8%
UK	77.2%	14.7%	2.3%	0.8%	5.0%
USA	64.2%	21.9%	2.8%	3.2%	7.9%

Abbildung 18: Verteilung der Werbeausgaben auf die Kommunikationsinstrumente in Prozent 2021 (Beach, o. J.)