

FOR IMMEDIATE RELEASE

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2024 Advertising Expenditures in Japan

—Advertising expenditures in Japan grew 4.9% year on year to a record high of 7,673.0 billion yen; Internet advertising expenditures increased 9.6% year on year to 3,651.7 billion yen, approaching half of total advertising expenditures at 47.6%; Traditional media advertising expenditures grew 0.9% year on year to 2,336.3 billion yen, realizing year on year growth for the first time in three years—

Dentsu Inc. (President & CEO: Takeshi Sano; Head Office: Tokyo) announced today the completion of its calendar year 2024 annual report on advertising expenditures in Japan, which includes a breakdown of estimated expenditures by advertising medium and industry. The main findings of the report are as follows.

Overview of Japanese Advertising Expenditures throughout 2024

- Throughout 2024, advertising expenditures grew 4.9% year on year to 7,673.0 billion yen, marking four consecutive years of growth and the third consecutive year of record high expenditures. On the back of strong corporate earnings, increased consumer confidence, global-scale events, and inbound tourism demand, growth was realized in all three categories of traditional media, internet advertising and promotional media, with the strongest growth in internet advertising.
- Internet advertising expenditures reached 3,651.7 billion yen, surpassing the previous year's total by 318.7 billion yen, a 9.6% increase. A further increase in demand for video ads, led by social media vertical video ads and connected TVs (internet-connected TVs) contributed to overall market expansion.
- Traditional media advertising expenditures grew 0.9% year on year to 2,336.3 billion yen, the first year on year increase in three years. Promotional media advertising expenditures continued their growth trajectory from last year, growing 1.0% to reach 1,685.0 billion yen. Growth was particularly vibrant in real-world advertising, covering everything from outdoor, transit, POP, and events/exhibitions/screen displays, etc. as the mobility of people returned to pre-pandemic levels.

Advertising Expenditures in Japan



Note: The categories of "Events" and "Merchandise-related EC Platforms" within Advertising Expenditures in Japan were added in 2019. Results up to 2018 have not been adjusted to reflect this change.

Overview of Advertising Expenditures by Medium

In Dentsu Inc.'s annual reports on advertising expenditures in Japan, expenditures are classified into three broad categories of advertising media: (1) Traditional media advertising expenditures (comprising advertising expenditures and their respective production costs for the categories of newspapers, magazines, radio, and television); (2) Internet advertising expenditures (comprising the categories of internet media costs, merchandise-related EC platforms within advertising expenditures in Japan, and internet advertising production costs); and (3) Promotional Media advertising expenditures (comprising advertising expenditures for the categories of outdoor, transit, flyers, direct mail, free newspapers, POP, and events/exhibitions/screen displays).

(1) Traditional media advertising expenditures amounted to 2,336.3 billion yen (up 0.9%)

Although there was a decrease in newspaper advertising expenditures, increases in magazine, radio and television advertising expenditures boosted total expenditures to the first year on year increase in three years.

(2) Internet advertising expenditures amounted to 3,651.7 billion yen (up 9.6%)

With growth particularly strong in video ads, internet advertising expenditures continued to expand, accounting for 47.6% of total advertising expenditures. Out of the total, internet media costs amounted to 2,961.1 billion yen, a double digit growth rate of 10.2% year on year.

In terms of digital advertising derived from traditional media, television media-related video advertising expenditures continued to grow, increasing 47.4% to 65.3 billion yen. Advertising expenditures for merchandise-related EC platforms were up 3.4% year on year to 217.2 billion yen, on the back of expanded online sales. Internet advertising production costs increased 8.6% to 473.4 billion yen, rising from the previous year mainly due to the expanding video advertising market.

(3) Promotional media advertising expenditures amounted to 1,685.0 billion yen (up 1.0%)

With burgeoning inbound tourism-related demand helping to restore the mobility of people to pre-pandemic levels, growth was realized in the categories of transit, outdoor and POP advertising. Expenditures on events/exhibitions/screen displays also exceeded the previous year on the back of increases in event planning for international clothing brands, hotels, corporate PR facilities, and auto-related stores/showrooms, contributing to growth in promotional media advertising expenditures overall.

TABLE 1
Advertising Expenditures by Medium (2022–2024)

Media	Advertising Expenditures (¥ billion)			YoY Comparison Ratio (%)		Component Ratio (%)		
	2022	2023	2024	2023	2024	2022	2023	2024
Traditional Media								
Newspapers	369.7	351.2	341.7	95.0	97.3	5.2	4.8	4.5
Magazines	114.0	116.3	117.9	102.0	101.4	1.6	1.6	1.5
Radio	112.9	113.9	116.2	100.9	102.0	1.6	1.6	1.5
Television	1,801.9	1,734.7	1,760.5	96.3	101.5	25.4	23.7	22.9
Terrestrial Television	1,676.8	1,609.5	1,635.1	96.0	101.6	23.6	22.0	21.3
Satellite Media-related	125.1	125.2	125.4	100.1	100.2	1.8	1.7	1.6
Subtotal	2,398.5	2,316.1	2,336.3	96.6	100.9	33.8	31.7	30.4
Internet								
Media costs	2,480.1	2,687.0	2,961.1	108.3	110.2	34.9	36.7	38.6
Digital advertising carried by traditional media companies	121.1	129.4	152.0	106.9	117.5	1.7	1.8	2.0
Newspapers Digital	22.1	20.8	19.5	94.1	93.8	0.3	0.3	0.3
Magazines Digital	61.0	61.1	63.7	100.2	104.3	0.9	0.9	0.8
Radio Digital	2.2	2.8	3.4	127.3	121.4	0.0	0.0	0.0
Television Media Digital	35.8	44.7	65.4	124.9	146.3	0.5	0.6	0.9
Television media-related video advertising	35.0	44.3	65.3	126.6	147.4	0.5	0.6	0.9
Merchandise-related EC Platforms within Advertising Expenditures in Japan	190.8	210.1	217.2	110.1	103.4	2.7	2.9	2.8
Production Costs	420.3	435.9	473.4	103.7	108.6	5.9	5.9	6.2
Subtotal	3,091.2	3,333.0	3,651.7	107.8	109.6	43.5	45.5	47.6
Promotional Media								
Outdoor	282.4	286.5	288.9	101.5	100.8	4.0	3.9	3.8
Transit	136.0	147.3	159.8	108.3	108.5	1.9	2.0	2.1
Flyers	265.2	257.6	244.2	97.1	94.8	3.7	3.5	3.2
Direct Mail	338.1	310.3	286.3	91.8	92.3	4.8	4.2	3.7
Free Newspaper	140.5	135.3	130.6	96.3	96.5	2.0	1.9	1.7
POP	151.4	146.1	148.3	96.5	101.5	2.1	2.0	1.9
Events / Exhibitions / Screen Displays	298.8	384.5	426.9	128.7	111.0	4.2	5.3	5.6
Subtotal	1,612.4	1,667.6	1,685.0	103.4	101.0	22.7	22.8	22.0
Total	7,102.1	7,316.7	7,673.0	103.0	104.9	100.0	100.0	100.0

TABLE 2

Sources of Media Expenditures

Traditional Media	Advertising spending in the traditional media of newspapers, magazines, radio, and television.
Newspapers	Advertising rates of national daily and trade newspapers, and advertising production costs.
Magazines	Advertising rates of national monthly, weekly, and specialized magazines, and advertising production costs.
Radio	Time rates and production costs of private broadcasting stations nationwide, and commercial production costs (but not including event-related costs).
Television	
Terrestrial Television	Time rates and production costs of private terrestrial broadcasting stations nationwide, and commercial production costs (but not including event-related costs).
Satellite Media-related	Advertising expenditures for satellite broadcasts, CATV, and teletext (placement and production costs).
Internet	Total of ad placement costs (media costs) of Internet sites, Merchandise-related EC Platforms, and Internet-related production costs.
Media costs	Ad placement costs (media costs) of Internet sites and apps (including Merchandise-related EC Platforms).
Digital advertising carried by traditional media companies	Total of Newspapers Digital, Magazine Digital, Radio Digital, and Television Digital ads.
Newspapers Digital	Internet advertising expenditures for digital ad space offered by newspaper companies. (Not included in newspaper advertising expenditures.)
Magazines Digital	Internet advertising expenditures for digital ad space offered by magazine companies. (Not included in magazine advertising expenditures.)
Radio Digital	Internet advertising expenditures for digital ad space offered by radio media companies. (Not included in radio advertising expenditures.)
Television Media Digital	Internet advertising expenditures for digital ad space offered by television media companies (including satellite media-related expenditures). (Not included in television media advertising expenditures.)
Television Media-related Video Advertising	Internet advertising expenditures for video streaming-type media, including catch-up TV services and simulcast services.
Merchandise-related EC Platforms within Advertising Expenditures in Japan	Internet advertising expenditures for advertisers with stores and advertising transactions carried out by those advertisers for products on Merchandise-related EC Platforms. These expenditures do not comprise the overall Internet advertising expenditures in the EC platforms category.
Production costs	Production costs of advertising on Internet sites and apps (including Merchandise-related EC Platforms) and related production costs (banner ads, video ads, advertorials on social media platforms, etc.).
Promotional Media	Advertising expenditures for sales promotion-related media.
Outdoor	Production and placement costs for short- and long-term billboards, neon signs, LED signs, outdoor video screens, etc.
Transit	Placement costs for airports, as well as for transit advertisements in trains, buses, taxis, and other public transportation.
Flyers	Insertion costs for flyers in newspapers nationwide.
Direct Mail	Postage and private delivery costs for direct mail.
Free Newspapers	Advertising costs in free newspapers, magazines, and telephone directories.
POP	Production costs for point-of-purchase displays.
Events / Exhibitions / Screen Displays	Production costs for sales promotion, pop-up stores, sports events, PR events, exhibitions, expositions, and PR venues; production and screening costs for cinema advertising and promotional videos, etc.

TABLE 3

Advertising Expenditures and Japan' s Nominal GDP (2004-2024)

Calendar Year		Advertising Expenditures (A)		Nominal Gross Domestic Product (B)		A / B (%)
		Advertising Expenditures (¥ billion)	Compared with Previous Year (%)	GDP (¥ billion)	Compared with Previous Year (%)	
2004		5,857.1	103.0	529,400.9	101.0	1.11
2005	Before revision	5,962.5	101.8	532,515.6	100.6	1.12
2006		5,995.4	100.6	535,170.2	100.5	1.12
2005	After revision	6,823.5	102.9	532,515.6	100.6	1.28
2006		6,939.9	101.7	535,170.2	100.5	1.30
2007		7,019.1	101.1	539,281.7	100.8	1.30
2008		6,692.6	95.3	527,823.8	97.9	1.27
2009		5,922.2	88.5	494,938.4	93.8	1.20
2010		5,842.7	98.7	505,530.6	102.1	1.16
2011		5,709.6	97.7	497,448.9	98.4	1.15
2012		5,891.3	103.2	500,474.7	100.6	1.18
2013		5,976.2	101.4	508,700.6	101.6	1.17
2014		6,152.2	102.9	518,811.0	102.0	1.19
2015		6,171.0	100.3	538,032.3	103.7	1.15
2016		6,288.0	101.9	544,364.6	101.2	1.16
2017		6,390.7	101.6	553,073.0	101.6	1.16
2018		6,530.0	102.2	556,630.1	100.6	1.17
2019		6,938.1	106.2	557,910.8	100.2	1.24
2020		6,159.4	88.8	539,646.0	96.7	1.14
2021		6,799.8	110.4	553,068.3	102.5	1.23
2022		7,102.1	104.4	560,464.3	101.3	1.27
2023		7,316.7	103.0	591,912.5	105.6	1.24
2024		7,673.0	104.9	609,288.7	102.9	1.26

Notes:

1. The GDP figures are taken from the Cabinet Office' s “Annual Report on National Accounts” and “Quarterly Estimates of GDP.”
2. The method for estimating advertising expenditures in Japan was modified in 2007, and the data for 2005 and 2006 have been retroactively revised.
3. Since 2018, digital advertising carried by traditional media companies has been added to estimates for Internet Advertising Expenditures.
4. Since 2019, advertising expenditures for Merchandise-related EC Platforms within Advertising Expenditures in Japan have been added to estimates for Internet Advertising Expenditures, and Events advertising expenditures have been added to estimates for Exhibitions/Screen Displays.

TABLE 4

Advertising Expenditures by Industry in Traditional Media for 2024

(Traditional Media Only, Excluding Satellite Media-related Spending)

(Unit: ¥ 10 million)

Industry	Newspapers			Magazines			Radio			Terrestrial Television			Total		
	Advertising Expenditures	Composat Ratio (%)	Comparison Ratio (%)	Advertising Expenditures	Composat Ratio (%)	Comparison Ratio (%)	Advertising Expenditures	Composat Ratio (%)	Comparison Ratio (%)	Advertising Expenditures	Composat Ratio (%)	Comparison Ratio (%)	Advertising Expenditures	Composat Ratio (%)	Comparison Ratio (%)
Energy / Materials / Machinery	402	1.2	101.0	114	1.0	111.8	237	2.0	110.2	3,213	2.0	118.3	3,966	1.8	115.6
Foodstuffs	3,438	10.1	84.7	761	6.5	101.7	993	8.5	117.8	16,406	10.0	106.5	21,598	9.8	102.6
Beverages / Cigarettes	959	2.8	99.7	462	3.9	113.0	435	3.7	87.9	16,383	10.0	98.6	18,239	8.2	98.7
Pharmaceuticals / Medical Supplies	1,805	5.3	97.7	246	2.1	105.6	817	7.0	102.9	10,575	6.5	101.8	13,443	6.1	101.4
Cosmetics / Toiletries	1,988	5.8	95.5	1,215	10.3	99.4	460	4.0	96.2	15,678	9.6	108.1	19,341	8.7	105.8
Apparel / Fashion, Accessories / Personal Items	625	1.8	91.8	2,581	21.9	99.9	53	0.5	79.1	2,080	1.3	115.7	5,339	2.4	104.1
Precision Instruments / Office Supplies	276	0.8	106.2	690	5.9	109.7	40	0.3	117.6	514	0.3	84.0	1,520	0.7	99.0
Home Electric Appliances / AV Equipment	97	0.3	87.4	442	3.7	94.8	58	0.5	68.2	2,926	1.8	95.8	3,523	1.6	94.8
Automobiles / Related Products	309	0.9	95.7	324	2.7	100.3	587	5.1	78.7	7,430	4.5	113.7	8,650	3.9	109.1
Household Products	515	1.5	90.7	327	2.8	112.8	234	2.0	103.1	4,573	2.8	97.7	5,649	2.6	98.0
Hobbies / Sporting Goods	444	1.3	94.7	663	5.6	106.6	229	2.0	96.2	4,683	2.9	93.7	6,019	2.7	95.2
Real Estate / Housing Facilities	1,375	4.0	94.7	448	3.8	112.6	704	6.1	108.5	8,379	5.1	97.2	10,906	4.9	98.1
Publications	3,685	10.8	99.8	107	0.9	89.2	265	2.3	94.0	1,483	0.9	99.8	5,540	2.5	99.2
Information / Communications	2,096	6.1	98.3	535	4.5	89.2	906	7.8	91.1	20,748	12.7	100.5	24,285	11.0	99.7
Distribution / Retailing	5,345	15.6	106.9	444	3.8	93.1	746	6.4	112.0	8,630	5.3	99.8	15,165	6.9	102.5
Finance / Insurance	886	2.6	88.1	299	2.5	100.0	597	5.1	97.9	12,616	7.7	96.4	14,398	6.5	96.0
Transportation / Leisure	5,209	15.3	98.9	1,156	9.8	107.3	997	8.6	116.6	8,248	5.1	107.6	15,610	7.1	105.0
Food Services / Other Services	1,189	3.5	96.7	309	2.6	90.4	2,064	17.8	103.6	13,115	8.0	103.0	16,677	7.5	102.3
Government / Organizations	1,059	3.1	103.4	231	2.0	95.1	628	5.4	95.4	1,337	0.8	87.7	3,255	1.5	94.4
Education / Medical Services / Religion	1,155	3.4	95.9	366	3.1	96.6	358	3.1	100.6	2,975	1.8	84.7	4,854	2.2	89.0
Classified Ads / Others	1,313	3.8	97.2	70	0.6	102.9	212	1.8	201.9	1,518	0.9	87.6	3,113	1.4	95.6
Total	34,170	100.0	97.3	11,790	100.0	101.4	11,620	100.0	102.0	163,510	100.0	101.6	221,090	100.0	100.9

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