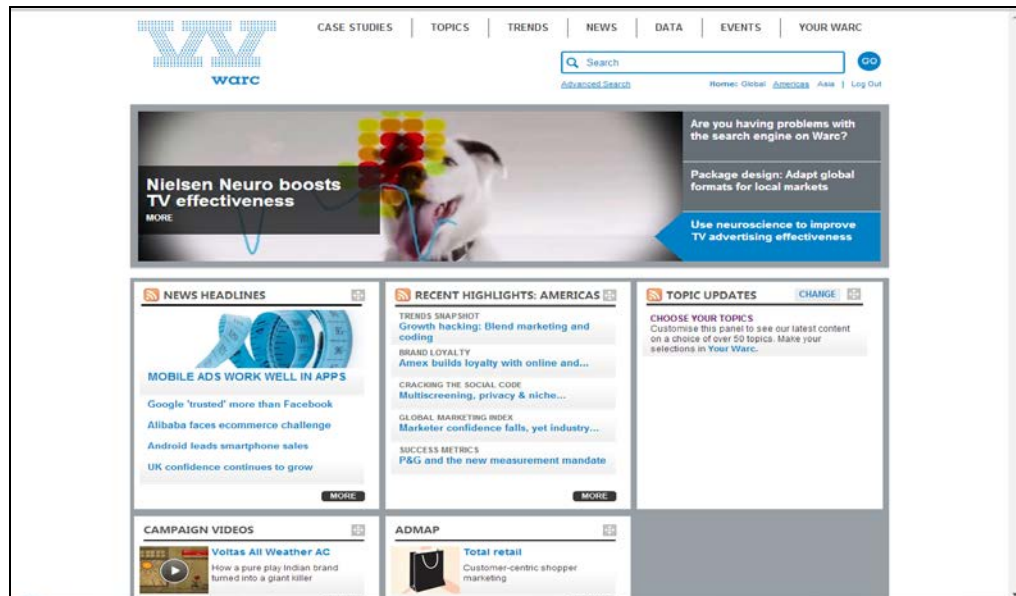
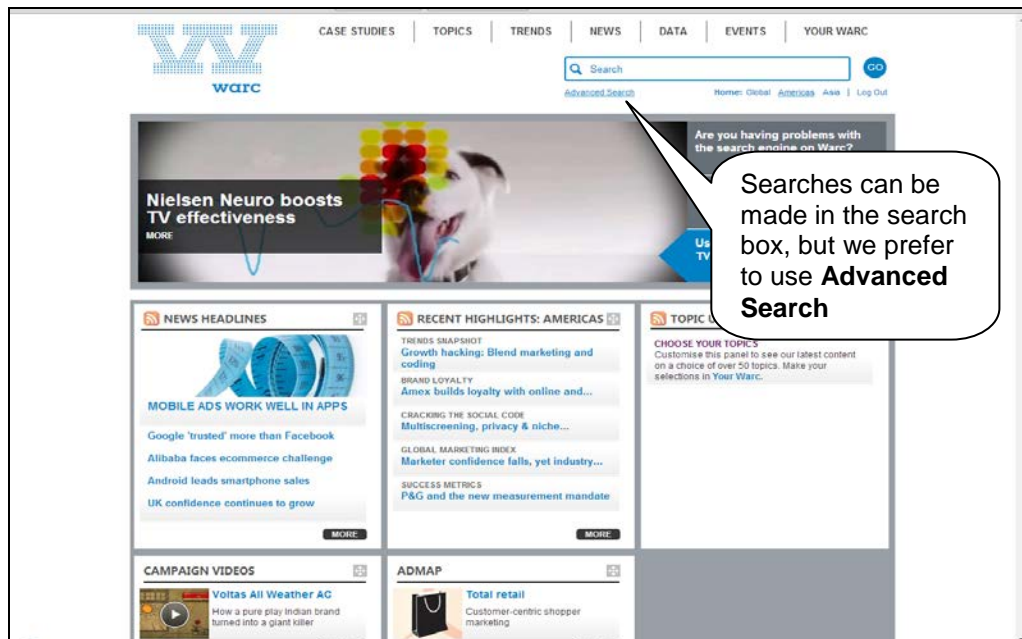


How to use Warc

- 1 Connect to Warc (World Advertising Research Center) using the links and instructions in The Virtual Learning course.



Many collections and topics are hidden so you should scroll down the home page. The topics are constantly changing.



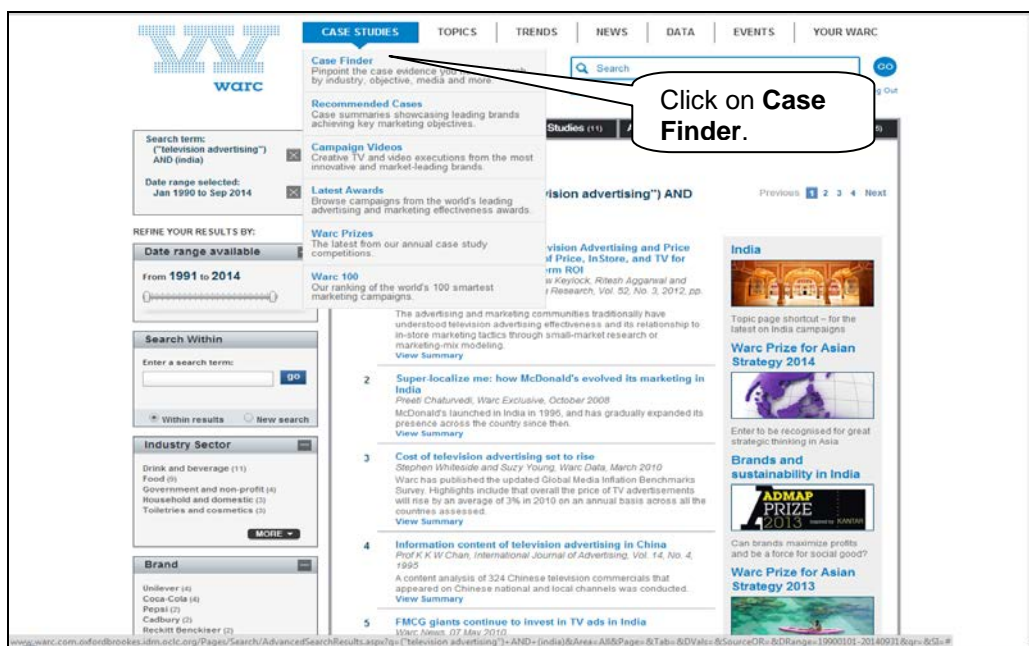
- 2 On the Advanced Search screen, enter **Television advertising** in the search box **this exact phrase**. Enter **India** in the next search box **all these words**. Click on **go**. A further option is to scroll down to see a list of sources, such as Admap and International Journal of Advertising, which you can select to restrict your search.

The screenshot shows the WARC Advanced Search interface. At the top, there's a navigation bar with links to CASE STUDIES, TOPICS, TRENDS, NEWS, DATA, EVENTS, and YOUR WARC. A search bar is present with a 'GO' button. Below the search bar, there's a 'Home / Advanced Search' breadcrumb. The main section is titled 'Advanced Search' and includes a note: 'Fields are OPTIONAL: use as few or as many as you like.' The search criteria are set to 'Find results with: this exact phrase' for 'television advertising' and 'all these words' for 'India'. There are also checkboxes for 'any of these words' and 'none of these words'. A 'Did you know?' section provides tips on using Boolean terms and a link to 'Search Tips'. The 'Search across:' section has radio buttons for 'All fields' and 'These fields', with 'These fields' selected. Under 'These fields', there are checkboxes for 'Title', 'Summary', 'Full Text', and 'Author Name'. The 'Date range:' is set from 'January 1990' to 'September 2014'. The 'Select sources:' section shows a tree view with 'Articles' selected.

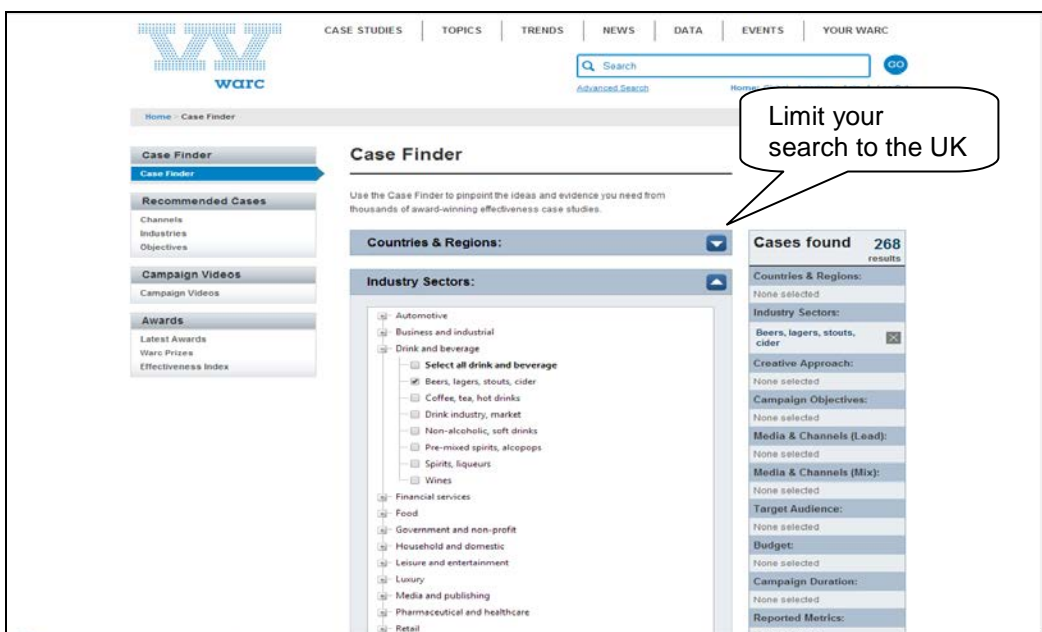
- 3 Results are listed by relevance but you can change this to newest article first or oldest article first. Have a look at the articles, some of which are exclusive to Warc, and see the question at the end of this activity.

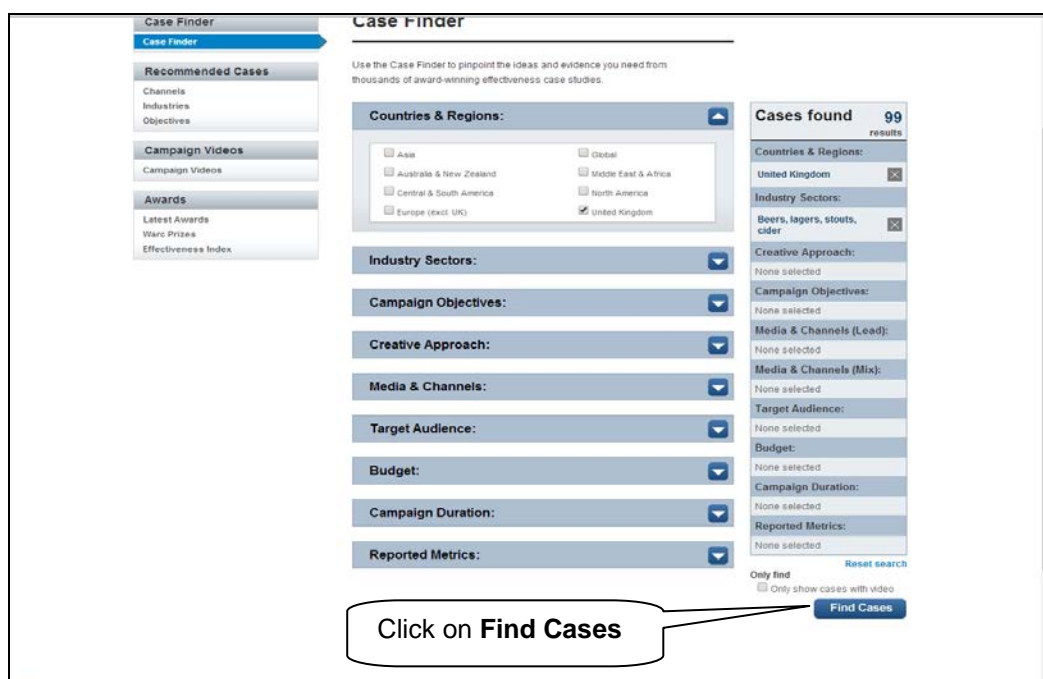
The screenshot shows the WARC search results page. The search term is 'television advertising' AND 'India'. The date range is 'Jan 1990 to Sep 2014'. The results are sorted by 'Relevance'. A callout bubble points to the 'Sort by' dropdown menu, indicating it can be changed to 'newest first'. The results list includes articles such as 'Exploding the Legend of Television Advertising', 'Super-localize me: how McDonald's evolved its marketing in India', 'Cost of television advertising set to rise', 'Information content of television advertising in China', and 'FMCG giants continue to invest in TV ads in India'. The page also features a sidebar with filters for 'Date range available', 'Search Within', 'Industry Sector', and 'Brand'.

- 4 When you have finished click on **CASE STUDIES** at the top of the screen, then **Case Finder**.

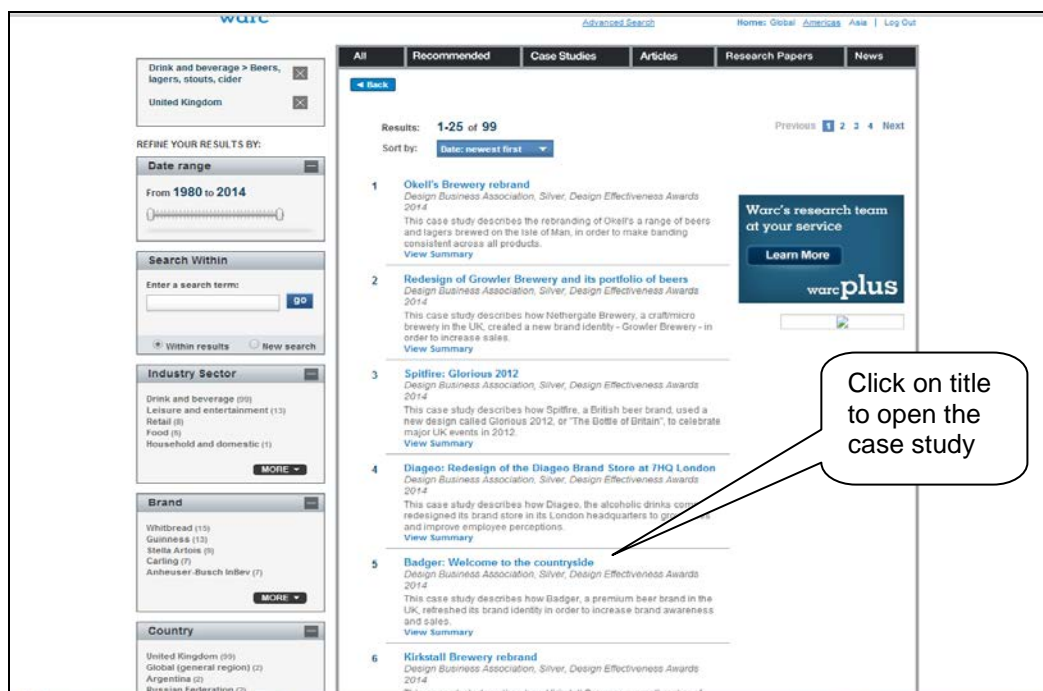


- 5 In **Case Finder** click on the drop down menu for **Industry Sectors**, select **Drink and beverage** and tick the box for **Beers, lagers, stouts, cider**. You will see the number of case studies found on the right hand side of the screen. Limit your search further by clicking on the drop down menu for **Countries & Regions** and ticking the box for **United Kingdom**. You will see there are other options for limiting your search such as budget, campaign objectives and target audience.





Once you have clicked on Find cases, look at the study on **Badger: welcome to the countryside**. Note how the study includes consumer segmentation and sales data.



6

When you have finished click on **DATA** at the top of the screen, then **Forecasts and Data Homepage** and **Takeaway Tables** under Adspend Database.

Warc

CASE STUDIES | TOPICS | TRENDS | NEWS | DATA | EVENTS | YOUR WARC

Search [GO]

Advanced Search | Home: Global | Americas | Asia | Log Out

Data

Warc's Data section contains the latest advertising expenditure data from 85 global markets, a comparison of global media costs and adspend forecasts for 12 key countries (view what we cover). Alongside this you will find a wide range of media usage statistics and useful benchmarking tools to help with budget-setting.

Questions? Browse the FAQs | Follow @WarcData on Twitter

ADSPEND DATABASE

Access annual advertising expenditure data (1980-2013) from 85 global markets.

Takeaway Tables
Ready-made tables for all major media (Excel)

Table Builder
Create your own tables according to date, market and medium (Excel)

FORECAST REPORTS

Access the Warc adspend forecasts for 2014-15 for 12 major markets.

International Ad Forecast
Warc's own ad forecast across seven major markets (Excel)

Consensus Forecast
A consensus forecast across seven major markets (Excel)

GLOBAL MEDIA COSTS

Compare global media costs and access Warc's latest media inflation forecast.

Table Builder
Compare costs by market, medium, time period (Excel)

Table Builder
Compare costs by market, medium, time period (Excel)

OTHER DATA

Global Marketing Index - NEW
Browse Warc's monthly marketing indicator

Time Spent by Medium - NEW
Data for 50+ markets across seven major media (Excel)

Top 10 Brands
Browse the top 10 global brands by users in over 50 markets (Excel)

DATA ARTICLES

Adstats: International Ad
July's Adstats supplement for Admap magazine

Adstats: UK Adspend Forecast
June's Adstats supplement for Admap magazine

State of the Asian Mobile Industry
Findings from Warc's mobile marketing survey in Asia Pacific

Confidence dips

Indian ad outlook positive

OTT ad views triple

VIEW ALL

Advertising Association

Expenditure Report

The most trusted source of UK adspend data

Find out more

Separate subscription required

7

Scroll down the screen to the menu for **Europe** and click on **Germany**. Open the spreadsheet, which displays 10 years data for total adspend broken down by newspapers, magazines, television, radio, cinema, total outdoor and total internet. Note that forecast data is also included.

Forecasts & Data

Home

FAQs on Data

FAQs on Data

Adspend Database

Takeaway Tables

Table Builder

Notes & Sources

Country Listings

Forecast Reports

International Ad Forecast

Consensus Forecast

Other Data

Global Marketing Index

Time Spent By Medium

Top 10 Brands

Global Media Costs

Table Builder

Definitions & Methodology

Notes & Sources

Country Listings

Media Inflation Forecast

Benchmarks

Advertising / Sales Ratios (US)

Adspend Database > Takeaway Tables

Access ready-made Excel tables of global, regional and country-level adspend data in 85 markets. Expand the panels below to access data by region and country.

Media: Newspapers, magazines, TV, radio, cinema, out of home, internet

Currency/Output: US\$ (millions) at current prices

* Denotes full-year data for 2013 available
(f) Denotes forecast to 2015 available

Global:

Africa:

Asia Pacific:

Central & South America:

Europe:

Regional Adspend Summary	Greece*	Romania*
Austria	Hungary*	Russia* (f)
Belgium*	Ireland	Serbia
Bulgaria*	Italy* (f)	Slovak Republic*
Croatia	Latvia	Slovenia*
Cyprus	Lithuania*	Spain*
Czech Republic	Macedonia*	Sweden*
Denmark*	Malta*	Switzerland*
Estonia*	Netherlands	Turkey
Finland*	Norway*	Ukraine*
France* (f)	Poland*	United Kingdom* (f)
Germany* (f)	Portugal*	

Middle East:

The questions below may be answered in the **Self-Test** on the Main Page. Just make a note of your answer for now, while you are in the database.

Question 1 – See the activity above. Find the article **Ad threat faces Indian broadcasters** (2012). Under proposed reforms pay-TV channels would be limited to showing how many minutes of ads per hour?

Your answer:

Question 2 – Select **Case Studies** then **Case Finder**. Under Industry Sectors click on **Leisure & entertainment** and tick the box for **Museums, attractions**. Tick the box for **United Kingdom** under Countries & Regions. Click on **Find Cases** and select the case study entitled **Galleries of Modern London: You are Here** (2012). Since the relaunch of the Museum of London in 2010, what has been the percentage, on average, of new visitors?

Your answer: