

Methodology

WFA and Ebiquity are proud to present the 2025 Annual Media Budgets Survey, offering key insights into media budgeting amid ongoing economic uncertainty and an increasingly complex media landscape.

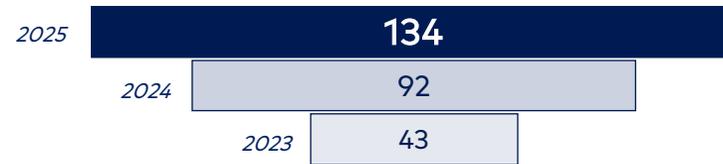
We thank the 134 global brand leaders who responded, representing over \$66 billion in annual ad spend. This provides a robust view of how leading advertisers are responding to the opportunities and challenges for the year ahead.

For questions about this initiative, please reach out to:

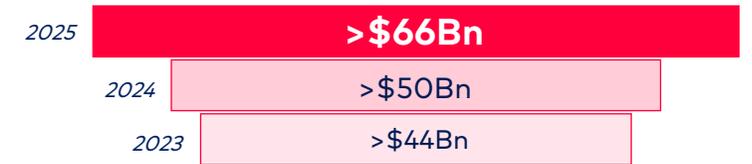
Matt Green | WFA | m.green@wfanet.org

Ruben Schreurs | Ebiquity | ruben.schreurs@ebiquity.com

The study included:



Total validated participants



Total advertising spend*
*ComVergence Advertiser Spend data for 2024



"With major political upheaval around the world, to say the future is uncertain would be an understatement. But in spite of the challenging macroeconomic climate, this year's WFA and Ebiquity bellwether study shows continued positivity towards media budgets in 2025. Retail media has been a transformative growth vehicle and this looks set to continue next year, creating opportunity but also, potentially, some risk for the long-term health of brand building as we further embrace performance marketing. The next wave of transformation may come from AI – an area from which the impact can still only be loosely gauged. We need to prepare for this transformation but not before implementing the measurement frameworks we need for today, not least to ensure we can measure across an increasingly fragmented ecosystem.."

Stephan Loerke, WFA CEO



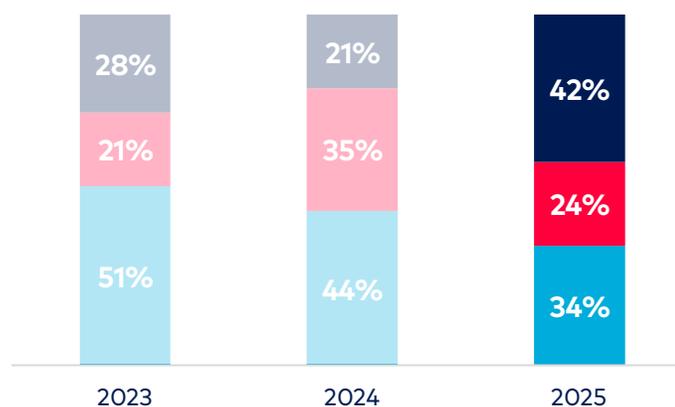
"The emphasis of performance marketing over branding indicates a move to short-termism and a need for results now, with the flow of funds into retail media contributing strongly to this trend. The rise of recessionary indicators in the US, fears the American consumer will roll over, and uncertainty created by the first year of a new administration is leading to caution in North America. Conversely it is encouraging to see an upturn in European sentiment following a difficult few years. With AI already impacting media planning and buying it is no surprise expectations are high for significant changes ahead"

Nick Waters, Ebiquity CEO



To what extent do you expect a shift in your global mix of performance vs branding activity?

Evolution towards performance advertising (vs branding) in 2025



42% of respondents indicated they will increase their share of Performance in 2025

- Increase share of Performance
- Increase share of Branding
- Maintain 2024 Mix

n=108

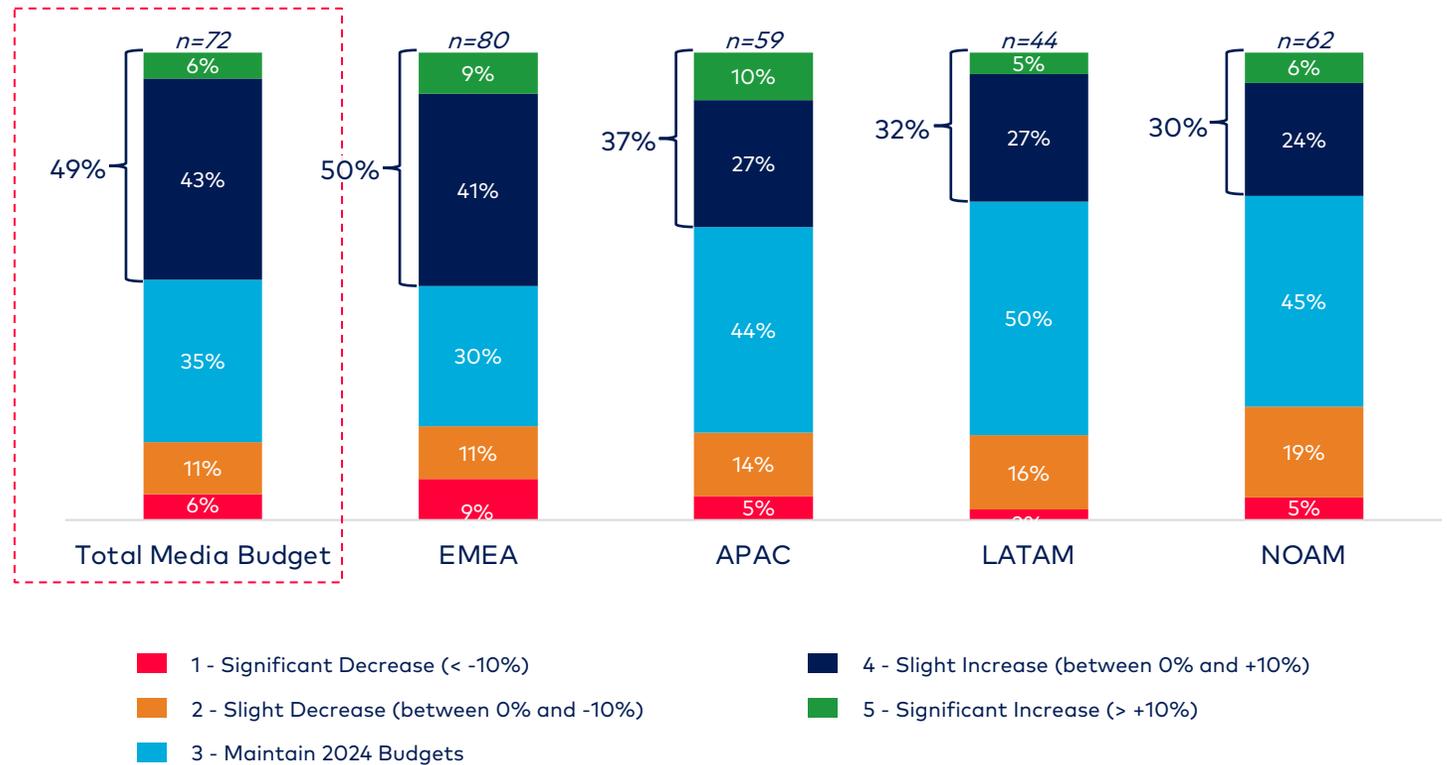
We view Retail Media as a key driver in the shift of budgets toward Performance

Selected Advertiser Quotes:

- "Increase of performance is related to retail media"
- "We will shift investment from strategy to activation"
- "Short termism still dominating the investment discussions"
- "Budget is being focussed more and more into short term gains"
- "The need to measure is causing budgets to shift to performance, even though the measures do not always equate to effectiveness"
- "We are expecting small increases in both brand AND retail media spend"

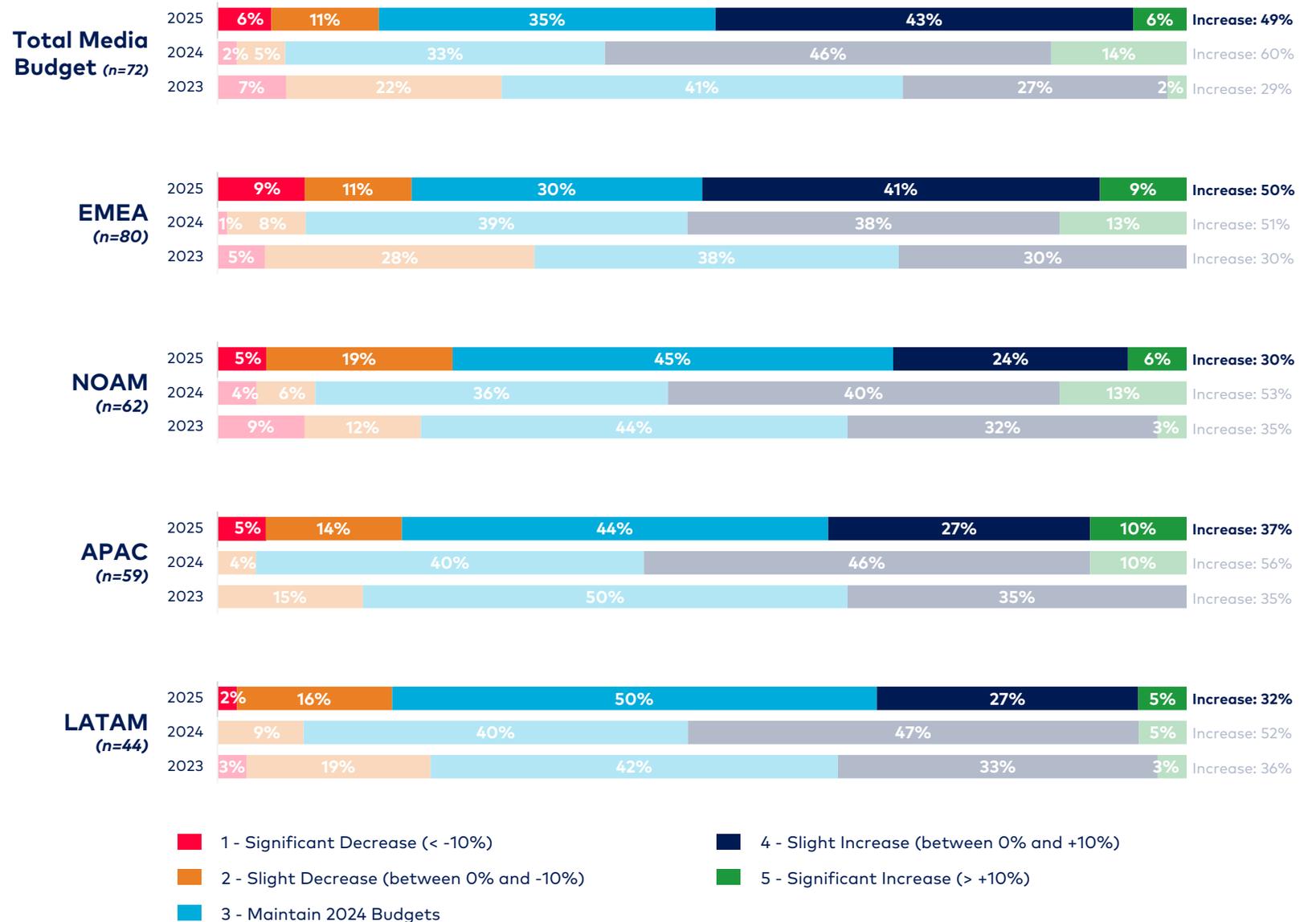
How do you expect your global and regional media budgets to shift in '25?

5 in 10 to increase their media budgets next year, with greater confidence in EMEA (vs NOAM)



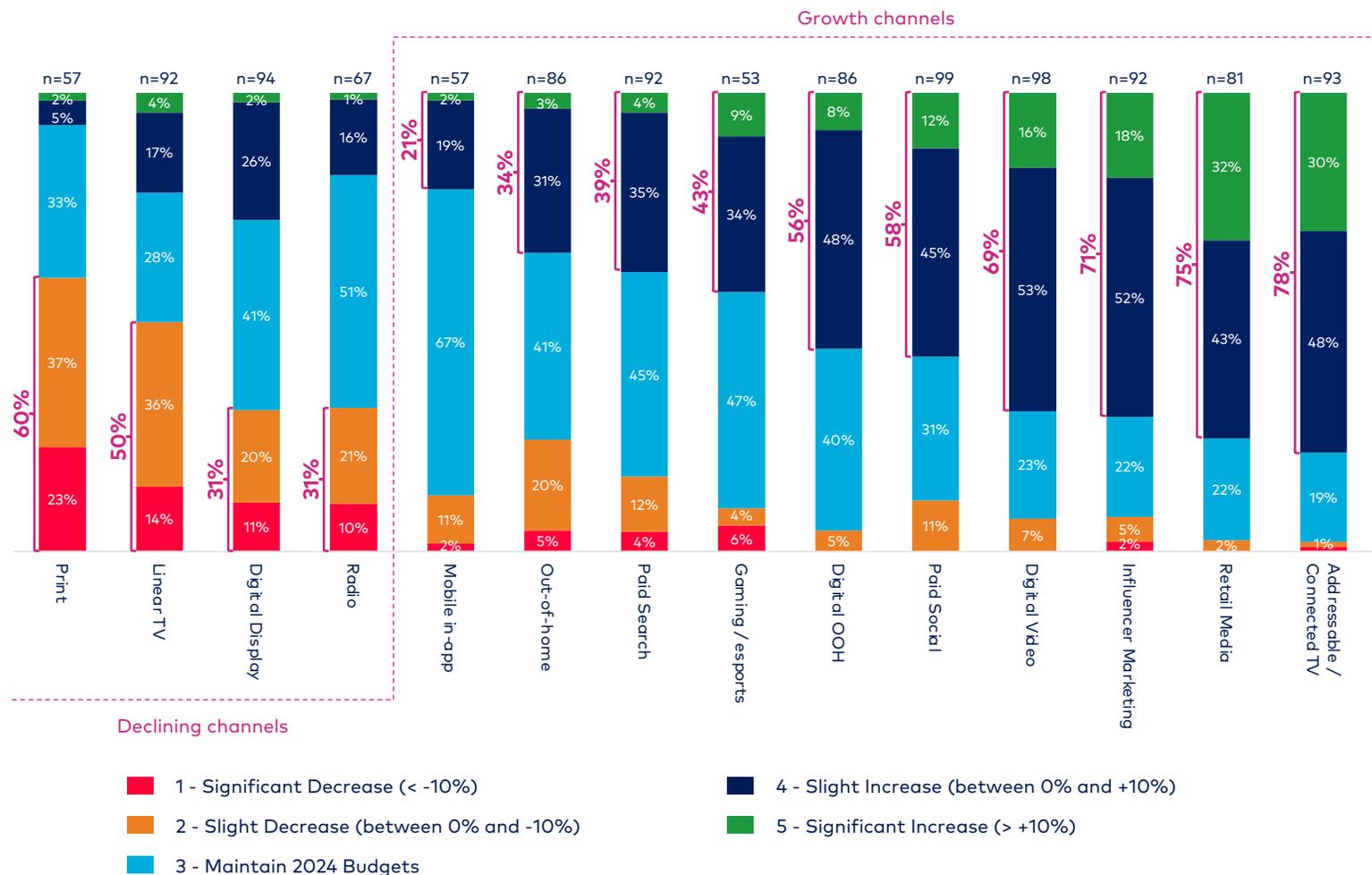
The recent Outlook 2025, our industry-wide poll of media price inflation forecasts, shows higher media price inflation in EMEA compared to NOAM. This is likely to influence budget strategies, as rising costs may drive budgets higher, while increased spending could also contribute to inflation.

Progression of total and regional media budgets change over the last 3 years

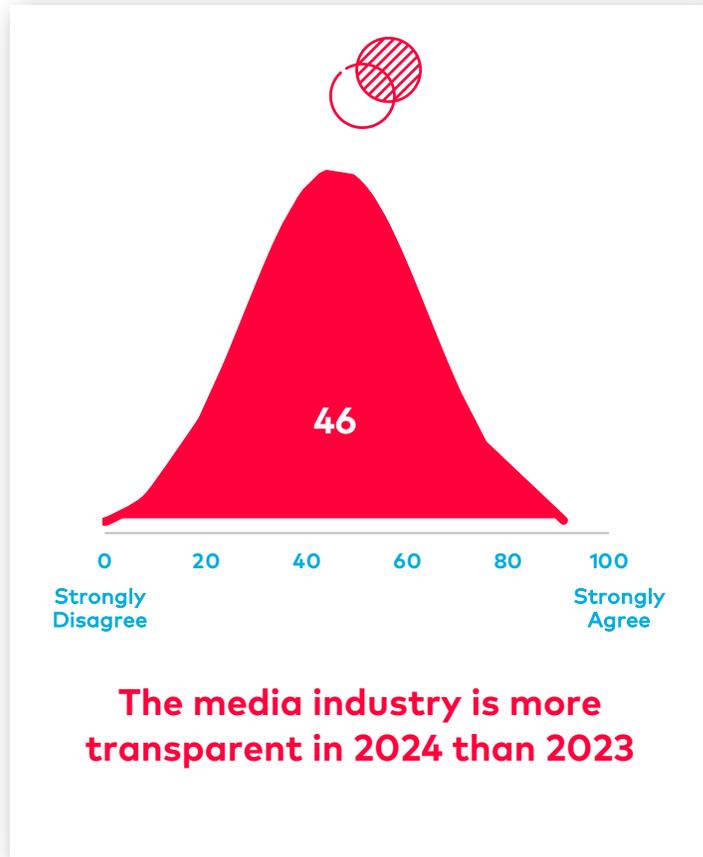


How do you expect your global media channel investments to change in '25?

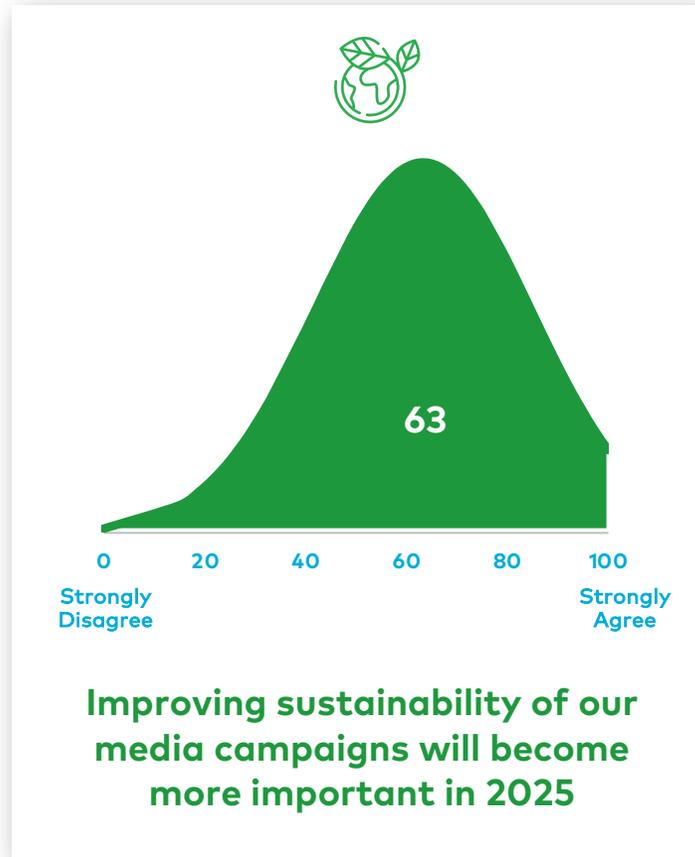
Linear TV taking a hit, but Addressable TV predicted to be the main recipient of budget increase in 2025



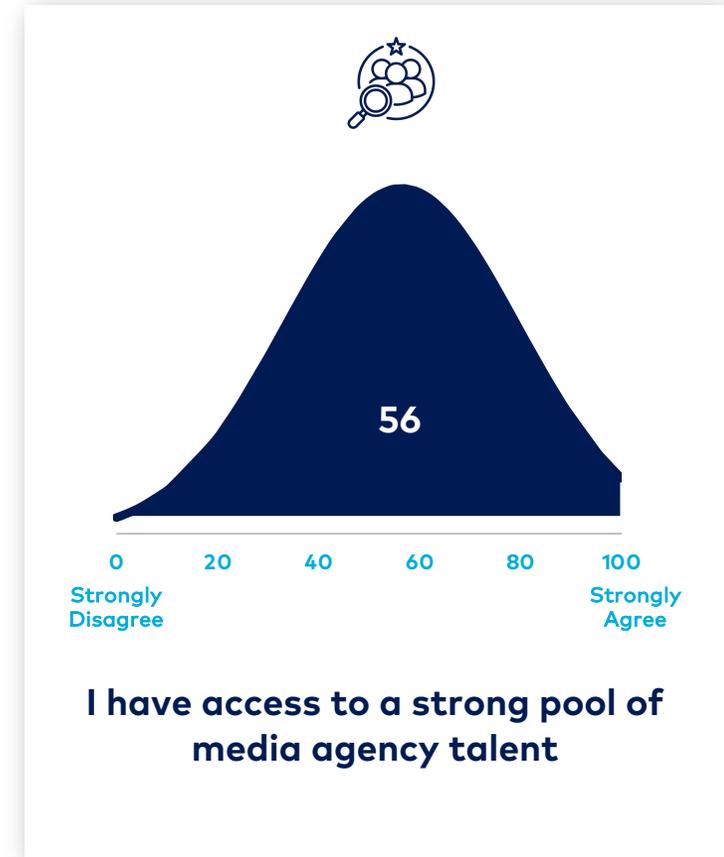
Industry progress on key topics



n=103



n=103



n=103

While transparency struggles to improve, sustainability takes centre stage for 2025, with media leaders also signalling only cautious optimism about the talent pool at their disposal

What impact do you think generative AI will have on your media practices?

Generative AI set to streamline media processes, with 7 in 10 anticipating moderate to significant changes

38% Of advertisers expect that AI will streamline media buying, planning, and selling without major disruption

31% Of advertisers expect that AI will transform the media processes, introducing new strategies, tools and methodologies



n=103

AI is already transforming media operations in key areas like creative asset generation, dynamic pricing, and campaign optimisation, offering advertisers new ways to drive efficiency, creativity, and audience engagement.

However, to fully capitalise on its potential and manage risks, brand leaders must proactively take control of how AI shapes their strategy and how their agencies deploy it on their behalf.



About the World Federation of Advertisers

The World Federation of Advertisers (WFA) is the voice of marketers worldwide, representing 90% of global marketing communications spend – roughly US\$900 billion per annum through a unique, global network of the world's biggest markets and biggest marketers. WFA champions responsible and effective marketing communications worldwide.

Find out more at: wfanet.org



Ebiquity is the world leader in media investment analysis

We deliver data-driven solutions that **create value and eliminate waste**, enabling brand owners to **increase returns** from their media investments and **improve business outcomes**

Our independent, fact-based advice is delivered through four service lines:

› **Media Management**

› **Media Performance**

› **Marketing Effectiveness**

› **Contract Compliance**

We stand out because we do things differently:

Independent advice

We can provide independent advice and solutions because we have no commercial interest in any part of the media supply chain

Unparalleled data expertise

We analyse c.\$100bn of media spend and contract value from 110 countries annually, including trillions of digital impressions

Innovating for the future

Solutions for the challenges of today and tomorrow, including CO2 emissions, disinformation, diversity, and rapidly emerging channels

Global reach and expertise

We cover 80% of the global advertising market providing us with the most comprehensive, independent view of the world's media investments

More than 70 of the world's top 100 advertisers today choose Ebiquity as their trusted independent media advisor

Creating a **Better** Media World, **Together**.

Ebiquity plc; London Stock Exchange – AIM:EBQ

[ebiquity.com](https://www.ebiquity.com)