

Digging into Latin America's Ad Spending Trends

Article

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Today on the "Behind the Numbers" podcast, we zoom in on the advertising markets of Latin America in a conversation with eMarketer's regional specialist, Matteo Ceurvels, and forecasters Andrea Szasz and Eric Haggstrom.

Part one focuses on the biggest markets: Brazil, Argentina and Mexico.

In part two, we turn our attention to Peru, Chile and Colombia.

Latin America: Ad Spending Metrics, 2018



Total media ad spending*: \$38.04 billion
Digital ad spending: \$10.01 billion**
Digital % of total media: 26.3%

*Note: *includes digital (desktop/laptop, mobile and other internet-connected devices), directories, magazines, newspapers, out-of-home, radio and TV; **includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes SMS, MMS and P2P messaging-based advertising*
Source: eMarketer, March 2018

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