

		Alcoholic beverages adspend in Europe	
Countries	Alcoholic beverages: total gross adspend	Alcoholic beverages: % of total TV investments	Alcoholic beverages: weight of TV in the media mix
Austria	9.390.390	1.5%	45.9%
Belgium-North	13.745.008	1.7%	42.5%
Belgium- South	6.031.496	1.4%	29.4%
Bulgaria	14.792.138,75	4.5%	85.2%
Croatia	n/a	n/a	n/a
Czech Republic	15.908.000	1.5%	74.7%
Denmark	8.629.846	1.3%	32.5%
Estonia	Adspend data is not available for Estonia		
Finland	2.628.000	1.1%	30.0%
France	TV advertising is forbidden for alcoholic beverages.		
Germany	469.674.868	5.0%	43.0%
Hungary	39.208.541	2.9%	84.9%
Ireland	RTE are currently not subscribing to the Adspend data and therefore cannot provide figures for 2009		
Italy	301.569.000	6.9%	80.0%
Latvia	Adspend data is not available for Latvia		
Lithuania	9.378.637,82	2.5%	52.0%
Netherlands	79.954.406	2.6%	78.7%
Poland	56.577.202	2.0%	81.0%
Romania	371.350.682	5.6%	n/a
Slovenia	1.158.124	0.4%	n/a
Spain	Adspend data is not available for Spain		
Sweden	17.848.762	1.2%	57.5%
Total	1.417.782.101		

Please note that the figures for Finland and Italy are NET
Source: TV C/000 database 2010