South African entertainment and media outlook: 2012-2016

Out-of-home advertising
The out-of-home advertising market consists of advertiser spending on out-of-home media such as billboards, street furniture (for example bus shelters), transit displays (for example, bus sides, on-train print, taxi wraps), sports arena displays and captive ad networks (in venues such as elevators, bathrooms, etc.), as well as other formats. Advertising spending is tracked net of agency commissions.
Outlook

... at a glance

<table>
<thead>
<tr>
<th>Out-of-home advertising total spending (R millions)</th>
<th>2011</th>
<th>2016</th>
<th>2012-16 CAGR (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 367</td>
<td>2 130</td>
<td>9.3</td>
</tr>
</tbody>
</table>

Sources: PricewaterhouseCoopers LLP, Wilkofsky Gruen Associates
...in brief

• Out-of-home advertising reaches approximately 85% of the adult population in South Africa.

• Growth of digital billboards and digital networks will continue to invigorate the market.

• Innovative and spectacular out-of-home displays provide advertisers with exciting new ways to reach customers.

• The expansion of captive video networks will also fuel growth because out-of-home can reach people in areas inaccessible to most other media. Mobile ad spending is increasing as advertisers seek media to reach people away from home while they are travelling or shopping.

• As the measurement of out-of-home advertising improves, we expect advertisers to increase their spending in this media category.

• Total out-of-home advertising spending is forecast to grow at a 9.3% compound annual rate from R1.4 billion in 2011 to R2.1 billion in 2016.

Overview

The out-of-home market in South Africa increased 11.6% in 2011, somewhat less than the 14.2% gain registered in 2010. The gain in 2010 was aided by spending related to the FIFA World Cup.

In 2012, the increase in out-of-home advertising is expected to slow to 9.7% and will then maintain a high single-digit growth rate through the forecast period.

The strong growth rate forecast is based on improved economic conditions combined with the increasing use of more sophisticated out-of-home advertising, which includes the growth of digital advertising.

Digital networks are expected to grow as prices continue to decline and quality improves. Digital screens provide more effective displays and also more revenue potential, as the same site can accommodate multiple advertisers.

Improved audience measurement, including the use of GPS technology, as well as the auditing of existing sites, is giving advertisers increased confidence in the medium.

As the measurement of out-of-home advertising improves, and the effectiveness of spending can more easily be compared to that in other media, we expect the out-of-home segment to become a more significant segment in the advertising market.

By 2016, out-of-home advertising in South Africa is expected to total an estimated R2.1 billion, a 9.3% compound annual increase from the R1.4 billion in 2011.
Out-of-home advertising

### Out-of-home advertising (R millions)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Out-of-home advertising</td>
<td>1 160</td>
<td>1 078</td>
<td>1 073</td>
<td>1 225</td>
<td>1 367</td>
<td>1 500</td>
<td>1 640</td>
<td>1 790</td>
<td>1 955</td>
<td>2 130</td>
<td></td>
</tr>
<tr>
<td>% change</td>
<td>13.7</td>
<td>-7.1</td>
<td>-0.5</td>
<td>14.2</td>
<td>11.6</td>
<td>9.7</td>
<td>9.3</td>
<td>9.1</td>
<td>9.2</td>
<td>9.0</td>
<td>9.3</td>
</tr>
</tbody>
</table>

Sources: PricewaterhouseCoopers LLP, Wilkofsky Gruen Associates

---

### Key developments in the out-of-home advertising market

Overall, out-of-home advertising reaches approximately 85% of the adult population in South Africa, exceeded only by radio and television, which reach about 90% of the population. By contrast, magazines and newspapers only reach approximately 50% of the adult population.

Within the out-of-home category, taxi ads, which consist of ads placed on the outside of taxis as well as digital screens inside them, had the greatest exposure in 2011, reaching 75% of the adult population in an average week. Street poles and billboards reached approximately 60% of the adult population.

There are a variety of other out-of-home advertising platforms, including street furniture, such as bus shelters and dustbins, transit ads on and inside trains, buses and giant signs that wrap buildings, which reach a significant proportion of adults each week.

Billboards, which are the dominant form of out-of-home advertising, provide numerous benefits to advertisers: They can reach a mass audience and can also be targeted to specific demographics based on location; they are available 24 hours a day; and they cannot be bypassed or turned off.
Unlike the situation in the USA and much of Western Europe, where three major international companies, Clear Channel, JCDecaux and CBS Outdoor, dominate the out-of-home market, these companies currently do not have a presence in South Africa. Instead, the out-of-home market is dominated by smaller local companies. Continental Outdoor Media is the largest out-of-home company in the country, controlling almost half of the billboard market in South Africa. Other major out-of-home companies in South Africa include Primedia Outdoor, Adreach, Provantage Media and Outdoor Network.

### Improved measurement

The growth of out-of-home has been hindered by the lack of research quantifying its effectiveness. Traditionally, measuring exposure to out-of-home advertising has been based on gross traffic numbers provided by road councils, which represent unaudited historical data.

Some countries around the world have developed more advanced measurement systems. For example, Australia introduced its MOVE (Measurement of Outdoor Visibility and Exposure) system in February 2010. The system estimates the number of people who actually view an ad as opposed to simply the number of people who pass by the sign. The improved measurement system has helped spur the growth of out-of-home in Australia, with feedback suggesting that media buyers have been using MOVE results to validate their use of out-of-home rather than as a tool to select certain out-of-home formats over others. It seems that MOVE has increased the sector’s appeal and attracted buyers who previously didn’t use out of home for their campaigns.

Out of Home Media South Africa (OHMSA), the trade organisation representing the industry, and the South African Advertising Research Foundation (SAARF) are evaluating other research models used around the world to determine which one is best suited for use in South Africa to further prove the effectiveness of the industry.

They have trialled a system that tracks the movements of participants with GPS devices to monitor which billboards they pass as opposed to relying on their memory. With the proper research methodologies in place, advertisers will be able to evaluate out-of-home advertising relative to other media based on reach and frequency. This will help them to allocate their expenditures more efficiently. This added knowledge is expected to help drive out-of-home advertising.

Another important step is establishing a reliable database of outdoor advertising sites. To this end, Outdoor Auditors recently completed its latest nationwide audit of advertising sites in South Africa. The database now contains data for about 9 000 sites nationwide, including the recently-erected sites along the Gautrain route.
Top 10 advertisers in terms of number of sites:

Following a nationwide audit, Outdoor Auditors announced the top 10 advertisers, which were dominated by telecommunications companies and fast-moving consumer goods.

- Black Label
- Selati
- Cell C
- Vodacom
- Colgate
- KFC
- Coca-Cola
- Standard Bank
- Lucky Star
- Kellogg’s

Source: ‘Billboard business is BIG in Mzansi!’, Daily Sun (14 October 2011)

Regulation

Another factor hampering the growth of out-of-home advertising in South Africa is the regulatory environment. There is currently no nationwide regulatory framework, as the South African Constitution states that local municipalities are responsible for billboards and the various local councils are free to enact their own rules.

For example, KwaZulu-Natal is considering banning all out-of-home advertising in the province. Cape Town has strict regulations preventing the growth of out-of-home with the application process for new permits taking six months.

Another challenge for the out-of-home industry is the current review of the draft Control of Marketing of Alcoholic Beverages Bill by the Department of Health, which prohibits the advertising and promotion of alcoholic beverages. Should these proposals be approved, the negative impact on the alcoholic beverage industry and the media industry is likely to be significant.

Companies are aware of concerns about content, the aesthetic impact of displays and road safety. Local municipalities need to balance the potential for economic returns against the views of their constituents about aesthetics and safety.

Certain councils require that billboard sites must be approved when they are built and must then be re-approved periodically. Sometimes, council approvals are delayed causing previously approved billboards to be deemed illegal pending their re-approval.

Occasionally regulations are actually beneficial to the industry. For example, the regulation requiring a certain distance between billboards prevents clutter and increases the value of the billboards.

The poor reputation that out-of-home has suffered over the past few years due to a perceived lack of accountability is starting to change as specialist auditing companies and independent bodies increasingly monitor the out-of-home space on a regular basis.

Out-of-home advertising

Top 3 brands across locales:

<table>
<thead>
<tr>
<th>Rural areas</th>
<th>Townships</th>
<th>Urban areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bonnita</td>
<td>The Glass Recycling Company</td>
<td>BlackBerry</td>
</tr>
<tr>
<td>Capitec</td>
<td>Morvite</td>
<td>Momentum</td>
</tr>
<tr>
<td>Lux</td>
<td>Selati</td>
<td>FNB</td>
</tr>
</tbody>
</table>

Source: ‘Billboard business is BIG in Mzansi!’, Daily Sun (14 October 2011)

The scope for creativity and innovation in out-of-home advertising is unlimited.
**Innovative and spectacular advertising**

The out-of-home sector has a history of showcasing new technologies and this has continued with the launch of campaigns that encourage interactivity with consumers and use new 3D technology.

Transit advertising provides an opportunity to reach consumers on the go. For example, Graffiti, a vehicle branding company, has introduced animated taxi-top advertising in Johannesburg, Pretoria, Cape Town and Durban, as well as branding of the outside of cabs for specific promotions.

In addition to providing advertising on the outside of taxis, buses and trains, Provantage Media operates In-Taxi Television in more than 1 000 taxis nationwide. The network, which is broadcast over 17-inch plasma screens, features 30-minute segments that contain 10 minutes of advertising. MASSIV TV, which offers a similar service, recently expanded its operations to the Western Cape through a long-term agreement with the Pit Stop Taxi Group.

The Gautrain, the new mass rapid transit railway system linking Johannesburg, Pretoria and OR Tambo International Airport launched in 2010, provides Continental Outdoor, the exclusive rights holder for advertising at the stations, many opportunities to reach thousands of commuters daily. Various types of advertising structures have been developed to complement the architectural style of each station.

Street furniture such as bus shelters, benches and dustbins provide advertisers with access to consumers in suburban areas where large-scale billboards are often prohibited by local regulations. Media companies pay to have the street furniture installed in return for the opportunity to provide a limited amount of advertising, while also providing infrastructure for the community at no cost. Provantage recently won the contract to brand all commuter shelters in Johannesburg. The shelters will include bus and taxi shelters throughout the city.

The scope for creativity and innovation in out-of-home advertising is unlimited. In South Africa, a number of interactive campaigns were launched in 2011.
Bronx Shoes SA unveiled an interactive beard-growing billboard in Cape Town. The billboard has a portrait of a man's face and, as more people 'Like' the company on its Facebook page, the stubble on the man's beard grows. This interactive billboard engages people to go to the company's Facebook page and while there they learn more about its products.

Primedia Outdoor installed a billboard for Hobart's SUPERSPAR with live people standing on the billboard polishing the five stars on a brass plaque that the company received for its service. The intention was to draw attention to the five-star service that customers receive at the store, comparable to that of a five-star hotel.

Ogilvy Johannesburg, in partnership with the television channel, SuperSport created an innovative Wimbledon HD billboard. From afar the billboard looked like a conventional print billboard advertisement, but viewed from close range, its construction from synthetic grass could be seen in detail. This highlighted the fact that consumers can now watch Wimbledon games in HD and 'see every point up close'.

Graffiti has assisted MTN with the recent branding of the giant aerial balloon at Soweto's Maponya Mall. The large-scale installation is the biggest advertising medium in the south of Johannesburg and affords the cellular brand unrivalled exposure among its target customers.

Increasingly, 3D is emerging in outdoor advertisements as a new way of reaching consumers. In one campaign, Continental Outdoor installed a 3D billboard at OR Tambo International Airport in Johannesburg showing a 42-ton Hyster reach stacker holding up a three-ton branded container. This is part of a campaign by Barloworld Handling to develop its Hyster brand name into a generic term for forklifts, similar to the generic use of Kleenex and Hoover.

Continental Outdoor also installed a series of billboards for Magnum ice-cream that have what appears to be chocolate dripping from the signs. The images were sculpted by hand to give them a heightened appearance of being real.

In another campaign, Dettol installed a multi-sensory display along the M1 highway in Johannesburg. The giant display looked like an ECG reading and emitted a heartbeat sound as well as a blip on the cardiogram as cars passed by the billboard. The display's tagline, 'A little bit of Dettol, a whole lot of life', built an association to the company's health products as well as its pledge to donate R1 million to the Children's Hospital in Cape Town.

One Digital Media installed a series of whispering windows for 8.ta, Telkom's mobile brand. The store windows play sounds as customers approach them, enticing customers to come closer. By touching the interactive screens, customers can peruse the company's catalogue and compare products or leave their contact information to enable a sales associate to call them. The windows can reach potential customers even when stores are closed.

In addition to advertising products, out-of-home displays can also promote organisations. A giant 3D billboard installed at Cape Town International Airport in December 2011 depicted a Mini Coupé submerged in the ocean, locked in a cage surrounded by sharks and included the tagline 'Another Day, Another Adventure'. Besides promoting the car, the billboard also highlights the brand's commitment to the AfriOceans Conservation Alliance.

Digital displays that increase the available inventory as well as improve the effectiveness of outdoor advertising are driving the growth of the industry.
Out-of-home advertising includes many unique types of eye-catching displays. The Ponte Tower, a cylindrical skyscraper that dominates Johannesburg’s skyline and which is the tallest residential building in Africa, underwent a major change in April 2011 when Vodacom’s familiar blue signage atop the building was replaced by the flaming red colour of its parent company Vodafone. The transformation, undertaken by Airport Media, took more than two months to accomplish and included a ton of red paint and seven kilometres of LED lights. It is the largest billboard in the southern hemisphere, measuring 18m high and 130m in circumference.

A massive 900m² billboard, billed as the largest freestanding billboard in the southern hemisphere, was erected by Outdoor Exchange along a highway in Johannesburg to launch the Audi A5 automobile.

**Digital billboards and digital networks**

The industry is migrating from traditional to digital billboards. Digital displays that increase the available inventory as well as improve the effectiveness of outdoor advertising are driving the growth of the industry. Although still accounting for a small portion of the overall market, digital technologies are expected to grow in importance over the next few years.

Digital billboards can accommodate multiple images on a single display, thereby increasing the potential from each location compared with static displays. A digital billboard, which displays sequential adverts that change every 8-10 seconds, can generate 5-6 times the revenue of a poster that displays a single advert.

Digital billboards can be updated remotely as opposed to the manual effort required to replace signage by hand. As a result, although the initial implementation costs for a digital billboard are 8-12 times higher than for a traditional billboard, the ongoing operating costs are reduced.

The ability to change the ads as desired provides advertisers with increased flexibility. Ads on digital billboards can be sold according to the time of day in a manner similar to television advertising, with certain ads appearing in the morning and others in the evening.

Additionally, out-of-home operators can charge premium rates for primetime commuting hours when more people will see the ads. Digital billboards have proven to attract more attention and for longer periods of time than traditional billboards, thereby justifying their premium pricing.

**Global innovation**

The interaction between smartphones and out-of-home displays is expected to be one of the major new trends in the industry.

Interactive displays are becoming popular with advertisers because they engage passers-by. Consumers who pass interactive displays can use their mobile devices to request additional information about the advertised products or to actually buy the products. For example:

- Bank of America installed an interactive ad in Times Square in New York that allowed people to participate in polls using their smartphones, with the billboard updating the results of the poll.
- There also is a giant screen in Times Square that acts as a video camera capturing the crowd in front of it. The images are interspersed with advertisements. This is another example of the blurring of the differences between out-of-home and outdoor digital video.

Near-field communication (NFC) is an emerging technology that will further the interactive nature of out-of-home advertising. A consumer with an NFC-enabled phone can make purchases instantly, download additional video content or get additional information about products by simply tapping a phone against a display. This technology provides a higher level of interactivity with displays. Posterscope recently launched an NFC campaign in the UK in which consumers who approached the promotional poster for the *X-Men: First Class* movie received preview trailers of the movie.

NFC-enabled displays can recognise someone approaching the sign with an NFC-enabled device and customise the advert according to the individual’s preferences. In future, it is likely that NFC technology will be embedded in most wireless phones, enabling advertisers to engage more consumers interactively.

A new type of advertising called gladvertising is expected to emerge soon. Gladvertisements are digital outdoor ads that react to consumers’ moods by combining emotion recognition software with cameras to determine a consumer’s mood and change the displays based on the mood. For example, if the system detects an unhappy consumer approaching the poster, it could display a sunny vacation.

Source: Global entertainment and media outlook 2012-2016 (PwC, 2012)
Digital billboards are also opening up the out-of-home market to new advertisers. Since digital billboards lower the initial costs to advertisers as they can purchase specific times on the board, the billboards appeal to smaller advertisers that could not afford the major expenditures of traditional billboards. Traditional billboards require the advertiser to print the ads for each site, while digital billboards require only one version of the ad that can be reused over and over again.

Digital billboard advertising will grow as it replaces traditional billboards as well as being introduced in new locations. Digital signs may be introduced in locations where it was not economically feasible to maintain traditional billboards, since it is possible to change the ads on a digital billboard without an on-site visit.

South Africa lags behind the USA and much of Europe in the introduction of digital billboards. However, digital billboards are starting to be installed and provide the potential to spur growth in the industry. Primedia Outdoor is a pioneer in the digital billboard business. The company introduced the concept in 2008 with a number of digital billboards along major roads in Sandton, a wealthy area in Johannesburg. Since then, it has expanded its digital billboards to many locations around the country. Other companies, including Stella Vista, Traction Media and Visual Outdoor Communications, have also introduced digital billboards.
Operators are establishing networks of digital displays in a range of environments, such as supermarkets, health clubs and gas stations. In this way, similar programming and advertisements can be controlled from a central server and can be screened to many locations simultaneously. Digital networks have longer dwell times in captive locations as compared to billboards in transient locations where there is time only for a quick glance.

One Digital Media (ODM) is the major provider of retail digital networks in South Africa, with over 7,500 screens in more than 1,500 retail stores across the country. ODM replaced traditional menu boards in Wimpy and KFC restaurants with digital menu boards that can advertise localised specials and rotate the products for a more targeted consumer experience. Additionally, ODM has installed digital networks in retail stores like Toys R Us and SUPERSPAR, in taverns, and in the forecourt convenience stores at Shell service stations, among other locations.

There are numerous other companies competing to install digital networks throughout the country. Provantage has also established a digital network in taverns and bars throughout South Africa. Primall Media (Primedia) has installed a network of digital displays in numerous shopping malls around the country.

Airports, which attract a large number of affluent travellers, are a popular location for out-of-home advertising. In April 2012, Provantage and Airports Company South Africa (ACSA), which operates South Africa’s major airports, launched a television network in airports nationwide. Airport.tv is being broadcast on numerous screens optimizing dwell time in high traffic areas at the airports. Airport.tv, which offers advertisers access to a captive audience for long periods of time, provides updated news, sports and entertainment content as well as advertising.

Airports provide the opportunity for different types of creative advertising and are home to many digital screens as well as large static signage. In April 2012, Graffiti obtained exclusive rights to brand all of the security trays used by passengers at security checkpoints at all major airports around the country. Bidvest Bank was the first advertiser to put its messages on over 600 trays at the various airports.

NF Media’s recent branding of 1,200 seats in the domestic departure areas at Cape Town International Airport and 1,600 seats at OR Tambo International Airport for Europcar has proved to be an effective way to reach a targeted audience.

New technologies are starting to emerge across the world in out-of-home advertising – holograms, augmented reality, and displays that interact with smartphones. These and many other new methods of outdoor advertising will eventually become common in the South Africa and will invigorate the market. At the same time, as the size of LCD and LED TVs continue to grow and their costs continue to decline, we expect digital networks to become more common, adding excitement to the market.
Out-of-home advertising: digital offers greater consumer engagement

Advertising content is self-regulated and is governed by the Advertising Standards Authority’s Code of Advertising Practice. The Consumer Protection Act (CPA) regulates marketing practices and protects consumer rights.

The legal landscape for out-of-home advertisers:

- **Consumer rights**: Advertisers should consider the provisions of the CPA when marketing their products to consumers.

- **False advertising**: All claims and statements about products and services must be true, correct and complete.

- **Interactivity**: New technology that embeds cameras in billboards to track the mood of passers-by (‘gladvertising’ and ‘sadvertising’) presents advertisers with potential privacy infringements.

- **Municipal bylaws**: Out-of-home is regulated by the bylaws for the control of outdoor advertising based on the guidelines contained in the Manual for Outdoor Advertising Control issued by the Department of Environmental Affairs. These bylaws clarify the legal requirements regarding application procedures, safety, amenity and decency, the design and construction of signs, offences and penalties, types of signs and the regulation of their display.

- **Privacy**: Privacy rights are infringed when information is published and/or distributed without the provider’s consent. New challenges presented by the Protection of Personal Information Bill regarding out-of-home media encompass the collection of personal information and how such information is handled by the collector.

Denise Fouché – Technology Legal Advisory Services, PwC
Global trends in the out-of-home advertising industry

Outlook

• Globally, the out-of-home advertising market will grow by 5.0% on a compound annual basis from $31.9 billion in 2011 to $40.8 billion in 2016.

• The rate of growth in out-of-home advertising will lag slightly behind the overall global rise in advertising generally, which will rise at a compound annual rate of 6.4% to $661 billion in 2016. This means out-of-home’s share of global advertising will slip from 6.6% in 2011 to 6.2% in 2016.

• The drivers of growth in out-of-home advertising will include increased use of digital billboards – which expand the effective out-of-home inventory because multiple ads can be shown on the same display – and improved out-of-home audience measurement.

Key drivers

• The out-of-home advertising industry is migrating from traditional to digital billboards, which expands the available inventory because multiple images can be projected on the same display.

• At the same time, advertisers are becoming increasingly aware of the value of out-of-home advertising because improved measurement techniques provide reach and frequency data comparable to those of other media. In this way, advertisers can more easily measure the cost-effectiveness of out-of-home compared with other media and can integrate it into their media plans.

• The increased fragmentation of other media makes out-of-home appealing to advertisers that want to reach mass audiences.

• At the same time, the expansion of captive video networks will aid advertisers that seek to target specific audiences. These networks reach consumers in locations that are not accessible to other forms of media.

• Out-of-home also goes hand in hand with increased mobile ad spending as advertisers seek media that reach people away from home and when they are shopping.

• Out-of-home is beginning to be developed in several Latin American countries, as transit ads, street furniture and digital networks are increasingly being used.

Global out-of-home advertising market by region (US$ millions)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>7 727</td>
<td>7 458</td>
<td>6 321</td>
<td>6 600</td>
<td>6 940</td>
<td>7 321</td>
<td>7 701</td>
<td>8 087</td>
<td>8 472</td>
<td>8 857</td>
<td></td>
</tr>
<tr>
<td>% change</td>
<td>7.6</td>
<td>-3.5</td>
<td>-15.2</td>
<td>4.4</td>
<td>5.2</td>
<td>5.5</td>
<td>5.2</td>
<td>5.0</td>
<td>4.8</td>
<td>4.5</td>
<td>5.0</td>
</tr>
<tr>
<td>EMEA</td>
<td>10 576</td>
<td>10 714</td>
<td>8 908</td>
<td>9 419</td>
<td>9 744</td>
<td>10 204</td>
<td>10 628</td>
<td>11 076</td>
<td>11 506</td>
<td>11 979</td>
<td></td>
</tr>
<tr>
<td>% change</td>
<td>7.5</td>
<td>1.3</td>
<td>-16.9</td>
<td>5.7</td>
<td>3.5</td>
<td>4.7</td>
<td>4.2</td>
<td>4.2</td>
<td>3.9</td>
<td>4.1</td>
<td>4.2</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>13 431</td>
<td>14 106</td>
<td>12 770</td>
<td>13 379</td>
<td>14 166</td>
<td>15 106</td>
<td>15 859</td>
<td>16 669</td>
<td>17 505</td>
<td>18 424</td>
<td></td>
</tr>
<tr>
<td>% change</td>
<td>7.8</td>
<td>5.0</td>
<td>-9.5</td>
<td>4.8</td>
<td>5.9</td>
<td>6.6</td>
<td>5.0</td>
<td>5.1</td>
<td>5.0</td>
<td>5.2</td>
<td>5.4</td>
</tr>
<tr>
<td>Latin America</td>
<td>864</td>
<td>942</td>
<td>911</td>
<td>1 008</td>
<td>1 090</td>
<td>1 178</td>
<td>1 264</td>
<td>1 356</td>
<td>1 458</td>
<td>1 570</td>
<td></td>
</tr>
<tr>
<td>% change</td>
<td>4.7</td>
<td>9.0</td>
<td>-3.3</td>
<td>10.6</td>
<td>8.1</td>
<td>8.1</td>
<td>7.3</td>
<td>7.3</td>
<td>7.5</td>
<td>7.7</td>
<td>7.6</td>
</tr>
<tr>
<td>Total</td>
<td>32 598</td>
<td>33 220</td>
<td>28 910</td>
<td>30 406</td>
<td>31 940</td>
<td>33 809</td>
<td>35 452</td>
<td>37 188</td>
<td>38 941</td>
<td>40 830</td>
<td></td>
</tr>
<tr>
<td>% change</td>
<td>7.6</td>
<td>1.9</td>
<td>-13.0</td>
<td>5.2</td>
<td>5.0</td>
<td>5.9</td>
<td>4.9</td>
<td>4.9</td>
<td>4.7</td>
<td>4.9</td>
<td>5.0</td>
</tr>
</tbody>
</table>