

динга Publicis Groupe) будут развиваться новые форматы: в 2011 г. на 29,8 % прогнозируется рост интернет-видео, на 29,7 % — интернет-радио, на 11,9 % — подкастов. Несмотря на это, новые форматы возьмут лишь 12 % от общих расходов на интернет-рекламу в США. В целом, на глобальном уровне, к концу 2011 году интернет-реклама займет 14,6 % от общих расходов на рекламу. В 2007 году этот показатель был равен 8,7 % (таблица 2).
Таблица 2 — Доля разных медиа на мировом рынке рекламы в 2007–2011 гг. (в %)

	2007	2008	2009	2010	2011 (прогноз)
Газеты	27,0	25,3	23,8	22,5	21,6
Журналы	12,1	11,5	10,9	10,4	10,1
ТВ	37,4	38,1	38,6	39,3	39,2
Радио	8,0	7,8	7,5	7,3	7,2
Кино	0,5	0,5	0,5	0,5	0,6
Outdoor	6,4	6,5	6,5	6,6	6,7
Интернет	8,7	10,4	12,1	13,3	14,6

По прогнозам ZenithOptimedia приоритетом с точки зрения распределения бюджетов в период кризиса, скорее всего, будет ТВ-реклама. Однако темпы прироста, которые на протяжении последних нескольких лет варьировались в пределах 30 %, в этом году могут показать нулевую или даже отрицательную динамику.

Что же касается прессы, наружной рекламы и радио — для этих медиа ситуация складывается еще хуже. Последнее время наблюдается серьезное падение спроса на размещение рекламы в этих медиа, что влечет за собой закрытие ряда изданий, пустующие рекламные поверхности на улицах городов и в метро.

Интернет, скорее всего, станет наиболее привлекателен для категорий товаров с длительным циклом покупки (например, бытовая техника, компьютеры и автомобили), так как интернет-реклама обеспечивает оперативный контакт с целевой аудиторией. Для FMCG-категорий приоритетным скорее останется телевидение — наиболее выгодное с точки зрения охвата медиа.

Е.Г. Шохина
БГУ (Минск)

THE GLOBAL ECONOMIC OUTLOOK

The global financial crisis and economic recession negatively impacted many developing countries and put a severe strain on many low-income countries. The slowdown of global economic growth is expected to continue in 2011 and 2012 as weaknesses in major developed economies continue to provide a drag on the global recovery and pose risks for world economic stability in the coming years. Many governments, particularly those in developed countries, are already shifting towards fiscal austerity. Despite the notable progress made in reducing the share of troubled assets in the banking sector, multiple risks remain. Real estate markets may deteriorate further, credit growth remains feeble, and levels of unemployment are persistently high.

World gross product (WGP) is forecast to expand by 3.1 per cent in 2011 and 3.5 per cent in 2012 [World Economic Situation and prospects/ United Nations. – New York, 2011. – p. 3]. Among the developed economies, the United States of America has been on the mend from its longest and deepest recession since the Second World War. A full recovery of employment will take at least another four years. Workers in developing countries and economies in transition have also been severely affected by the crisis. The impact on aggregate employment was softened by the absorption of many workers into the informal sector, although many more workers have ended up in more vulnerable jobs with lower pay as a result.

The crisis has significantly increased the challenge of achieving targets for universal primary education, reducing child and maternal mortality and improving environmental and sanitary conditions.

Despite the gradual recovery of the past two years, the value of imports of the three largest developed economies was still significantly below pre-crisis peaks. Meanwhile, export recovery in these economies is mirrored in the fast growth of imports by countries in East Asia and Latin America. The question is whether emerging economies can continue to act as the engines of world trade growth.

Most commodity and food prices have rebounded.

Next to the continued financial fragility, the lack of remunerative employment growth is probably the weakest link in the recovery. Between 2007 and the end of 2009, at least 30 million jobs were lost worldwide as a result of the global financial crisis. Even this number most likely underestimates the true depth of the jobs crisis, since it is based on official labour statistics. In some countries youth unemployment has reached alarming heights. Nowadays, more and more job losses tend to become permanent, forcing the unemployed to find jobs in other sectors during the recovery. This often means workers have to acquire different skills, and ones that are highly dependent upon the development of new industrial sectors in the economy.

The persisting external debt problems among both low- and middle-income countries and the surge of sovereign debt distress among a number of developed countries points to the limits of the existing arrangements for dealing with debt problems. It also points to the urgent need for setting up an international sovereign debt workout mechanism which would allow countries to restructure their debt in a timely and comprehensive manner.