

Japan / Sep 2020

1

Japan / Sep 2020

2020(Jan-Sep)	2.1	13
2019(Jan-Sep)	4.5	17
YoY Comparison:	-52.8%	-23.5%

2020 Creative & Media (Jan-Sep)	13.3	60
2019 Creative & Media (Jan-Sep)	23.8	86
YoY Comparison:	-44.0%	-30.2%

The R3 New Business League has been compiled since 2002 using data supplied by multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to [greg@rthree.com](mailto:greg@rthree.com) or visit [www.rthree.com](http://www.rthree.com) for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing ROI.