

[illegible]1



Singapore / Jan 2022

2022(Jan)	0.1	2
2021(Jan)	0.4	5
YoY Comparison:	-88.0%	-60.0%

2022 Creative & Media (Jan)	2.8	15
2021 Creative & Media (Jan)	2.2	13
YoY Comparison:	29.2%	15.4%

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 or visit 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.