



China / Mar 2022

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2022 (Jan-Mar):	242.2	41
2021 (Jan-Mar):	392.8	58
YoY Comparison:	-38.3%	-29.3%

2022 Creative & Media (Jan-Mar)	476.5	171
2021 Creative & Media (Jan-Mar)	777.1	260
YoY Comparison:	-38.7%	-34.2%

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 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.