# Table Of Contents

**S&P 500 Advertising**
- Stock Price Index ..... 1
- Forward Revenues & Earnings with Annual Squiggles ..... 2
- Annual Growth Squiggles ..... 3
- Margins & NERI ..... 4
- Forward Growth & Valuation ..... 5
Figure 1.

S&P 500 ADVERTISING STOCK PRICE INDEX*
(IPG OMC)

200-day moving average.
* Ratio scale.
Source: Standard & Poor’s and Haver Analytics.

Figure 2.

S&P 500 ADVERTISING INDEX, FORWARD EARNINGS, & VALUATION

Advertising Index
09/21/18
Blue Angels Implied Price Index*
09/20/18

* Implied price index calculated using forward earnings times forward P/Es.
Source: Standard & Poor’s Corporation and I/B/E/S data by Refinitiv.
**Forward Revenues & Earnings with Annual Squiggles**


---

**Figure 3.**

*S&P 500 ADVERTISING REVENUES PER SHARE*  
(Analysts' average forecasts, ratio scale)

Consensus Forecasts  
- Annual estimates
- Forward revenues*

---

**Figure 4.**

*S&P 500 ADVERTISING OPERATING EARNINGS PER SHARE*  
(Analysts' average forecasts, ratio scale)

Consensus Forecasts  
- Annual estimates
- Forward earnings*

Figure 5.

S&P 500 ADVERTISING ANNUAL REVENUE GROWTH FORECASTS*
(based on analysts’ consensus estimates, percent, weekly)

2011 (9.1) 2012 (1.5) 2013 (2.4) 2014 (5.0) 2015 (-0.4) 2016 (2.4) 2017 (-0.5) 2018 (0.5) 2019 (0.7) 2020 (1.6) Latest data thru 03/05/20

Source: I/B/E/S data by Refinitiv.

Figure 6.

S&P 500 ADVERTISING ANNUAL EARNINGS GROWTH FORECASTS*
(based on analysts’ consensus estimates, percent, weekly)

2011 (26.9) 2012 (6.8) 2013 (4.3) 2014 (14.2) 2015 (7.4) Latest data thru 03/05/20

Source: I/B/E/S data by Refinitiv.
**Margins & NERI**

Figure 7.

**S&P 500 ADVERTISING PROJECTED PROFIT MARGIN**
(Using analysts’ average earnings and revenues forecasts)

Consensus Forecasts
- Red: Annual estimates
- Blue: Forward profit margin* (9.1)

* Time-weighted average of the consensus estimates for current year and next year. Monthly through December 2005, weekly thereafter.
Source: I/B/E/S data by Refinitiv.

Figure 8.

**S&P 500 ADVERTISING NET EARNINGS REVISIONS**

* Three-month moving average of the number of forward earnings estimates up less number of estimates down, expressed as a percentage of the total number of forward earnings estimates.
Source: I/B/E/S data by Refinitiv.
**Forward Growth & Valuation**

Figure 9.

[S&P 500 ADVERTISING STRG, STEG, & LTEG](#)

<table>
<thead>
<tr>
<th>STRG* (1.9)</th>
<th>STEG* (4.8)</th>
<th>LTEG* (4.9)</th>
</tr>
</thead>
</table>

* STEG is year-ahead forward consensus expected short-term earnings growth. STRG is year-ahead forward consensus expected short-term revenue growth. LTEG is five-year consensus expected long-term earnings growth.

Monthly data through 2005, weekly thereafter.

Source: I/B/E/S data by Refinitiv.

---

Figure 10.

[S&P 500 ADVERTISING VALUATION](#)

<table>
<thead>
<tr>
<th>Forward P/E* (10.9)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relative P/E** (0.6)</td>
</tr>
<tr>
<td>PEG Ratio*** (2.2)</td>
</tr>
</tbody>
</table>

* Price divided by 12-month forward consensus expected operating earnings per share.

** Sector or industry forward P/E relative to S&P 500 forward P/E.

*** Sector or industry forward P/E relative to sector or industry consensus 5-year LTEG forecast.

Source: I/B/E/S data by Refinitiv.