

### 112-2 Evaluation Task 3

**Table 1**

Percentages of digital media and other media advertising of Taiwan from 2012 to 2019

	2012	2013	2014	2015	2016	2017	2018	2019
Broadcast TV	6.9%	6.4%	6.0%	5.9%	5.4%	4.6%	4.2%	3.7%
Cable TV	34.8%	35.1%	34.3%	33.7%	30.6%	27.6%	24.8%	21.7%
Newspaper	16.5%	14.5%	13.0%	10.5%	8.1%	6.3%	5.1%	4.0%
Magazine	9.3%	8.9%	8.0%	6.8%	5.0%	3.5%	2.8%	2.2%
Broadcast	6.2%	5.2%	5.1%	4.5%	3.3%	2.6%	2.6%	2.4%
Outdoor	6.2%	7.0%	7.0%	7.0%	6.2%	5.5%	6.0%	5.7%
Digital	20.1%	22.9%	26.6%	31.7%	41.4%	49.9%	54.6%	60.2%

\*Source: Taiwan Digital Media and Marketing Association

\*Source of other media investment data: Nielsen Advertising Investment Services (AIS)

#### **Instruction**

Look at the table above and write two well-structured paragraphs (no more than 200 words in total).

- (1) Paragraph 1 describes the trend and summarizes the information.
- (2) Paragraph 2 provides possible explanations of the findings shown in the figure, with a focus on the data relevant to Taiwan.

Be attentive that you have 50 minutes in class to type in your answer. The use of dictionaries is permitted.

Upload a WORD file onto COOL by the end of the test.

