



ADVERTISING MEDIA TRENDS

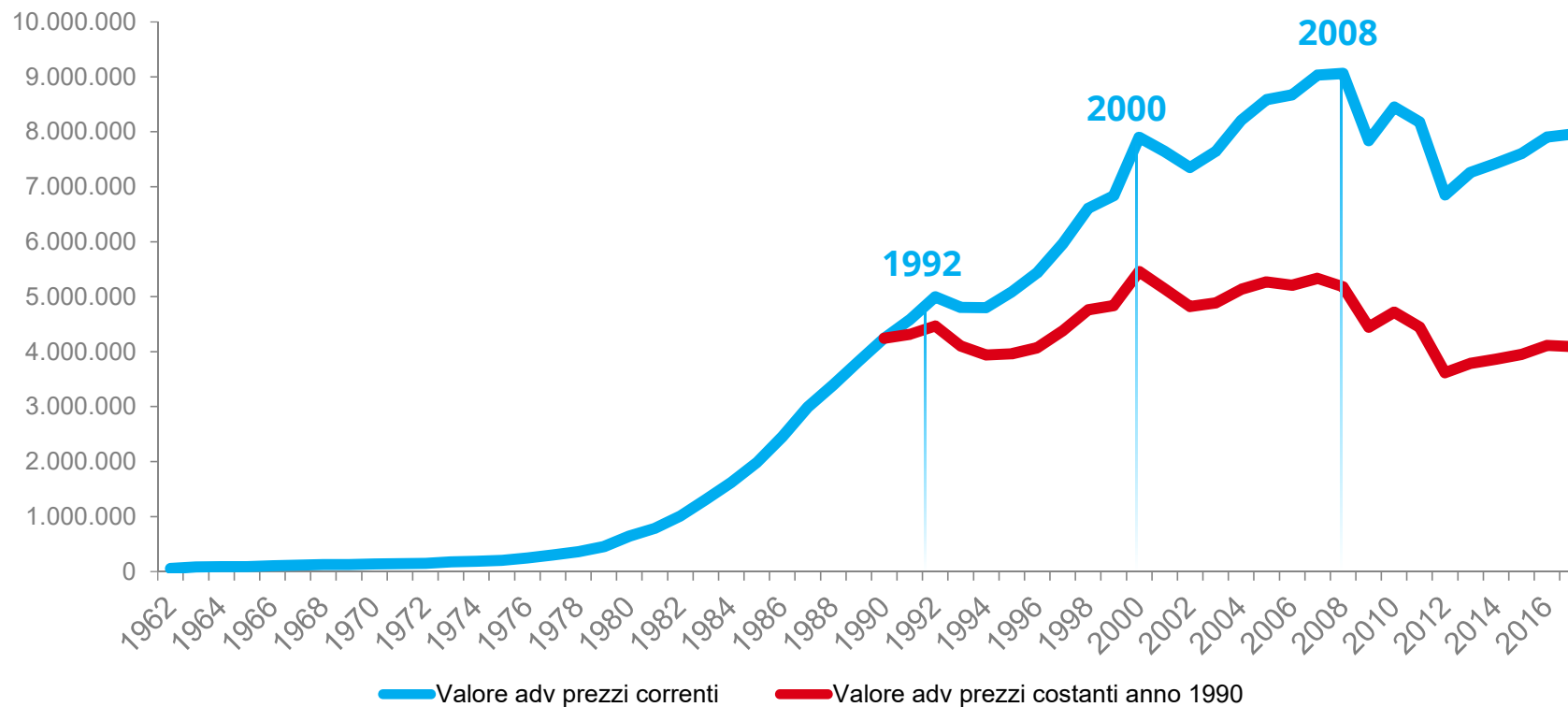
Alberto Dal Sasso
IAB FORUM - 12 novembre 2018

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50 ANNI DI STORIA DELLA PUBBLICITÀ



Euro '000



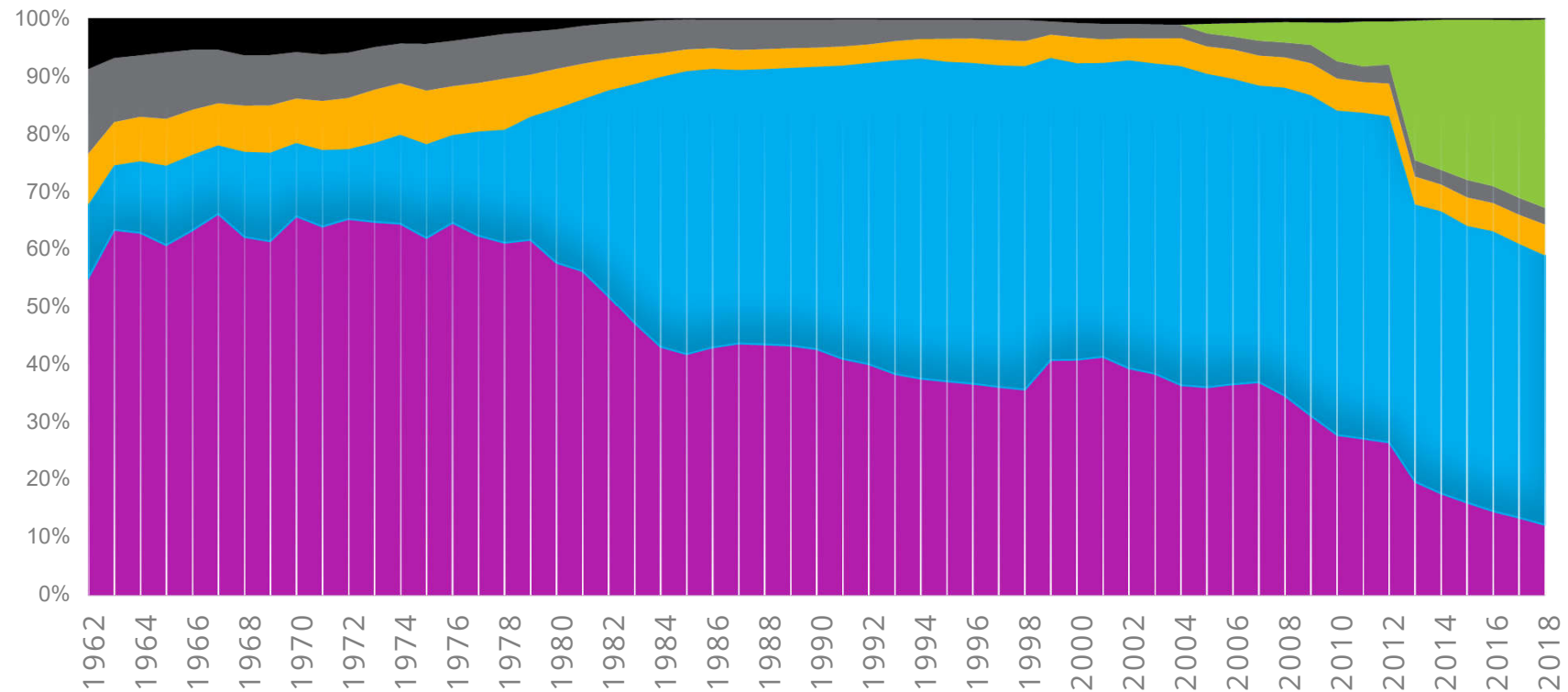
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Fonte: Nielsen, AdEx, dati stimati netti - tutte le tipologie + stima digital totale

50 ANNI DI PUBBLICITÀ: QUOTE



Stampa Televisione Radio Out Of Home Internet Cinema



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Fonte: Nielsen, AdEx, dati stimati netti forecast 2018 - tutte le tipologie + stima digital totale

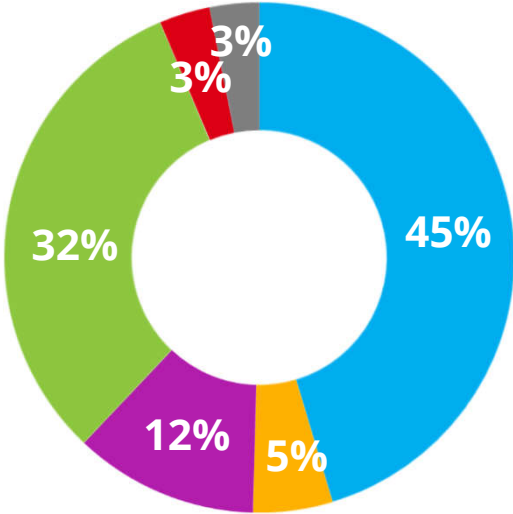
FORECAST

8.4 miliardi €

Forecast 2018

2018 vs 2017

+1.8 pti



TOTAL MEDIA



1.7%



0,8%



-8,3%

8,0%



4,2%



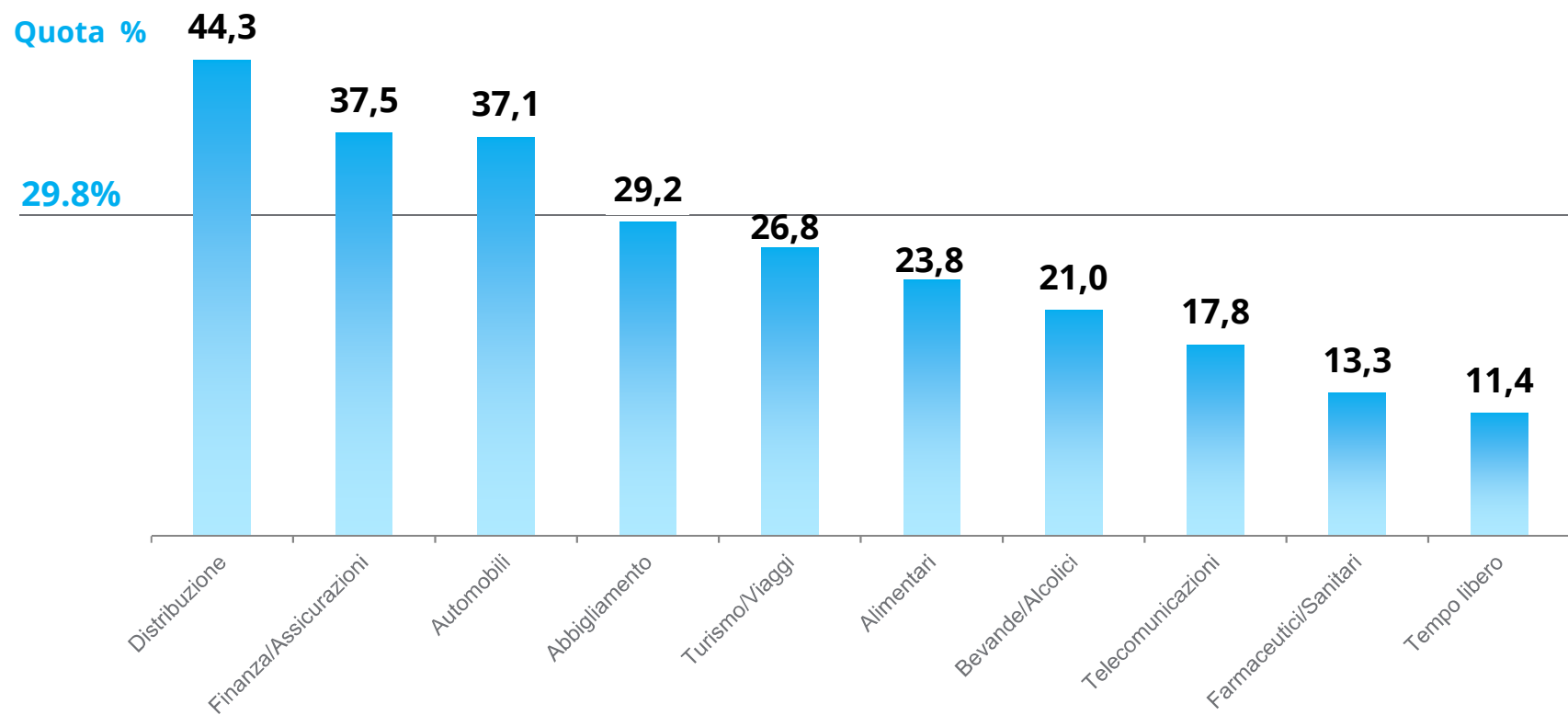
-8,1%

ALTRO OOH

3,5%

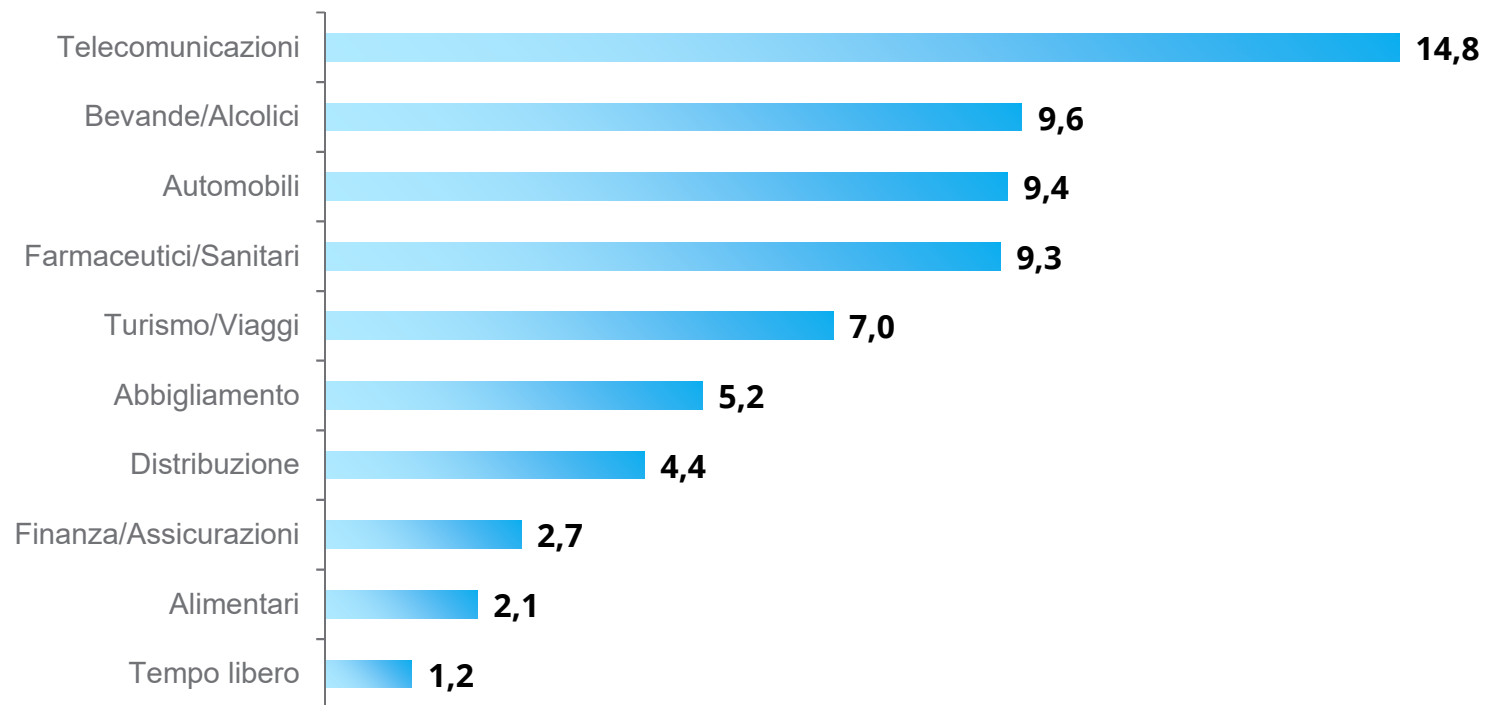
Fonte: Nielsen, AdEx, dati stimati netti forecast 2018 - tutte le tipologie + stima digital totale

DIGITAL



IL TREND DELL'INVESTIMENTO DIGITAL NEI SETTORI

Trend % - forecast 2018 vs 2017



Fonte: Nielsen Digital Survey 2017. Dati AdEx, Top 10 settori Internet Gen-Ago 2018 esclusi Servizi Professionali, Media Editoria, Enti/Istituzioni

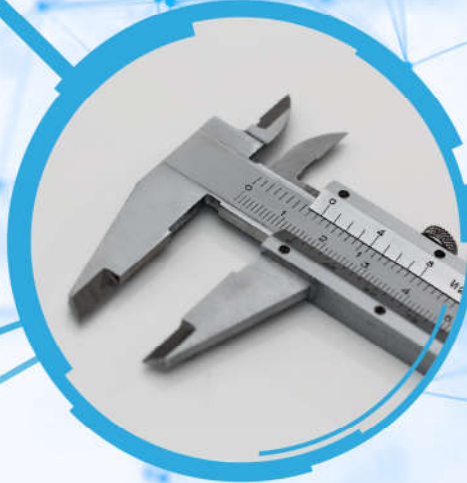
IERI, OGGI, DOMANI...

20XX ?



2000

2018



The image features the Nielsen logo centered on a vibrant blue background with a dynamic, wavy, 3D effect. The logo consists of the word "nielsen" in a white, lowercase, serif font. Below the text is a horizontal line of seven white dots, with the first dot positioned directly under the letter 'i'.

nielsen
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