

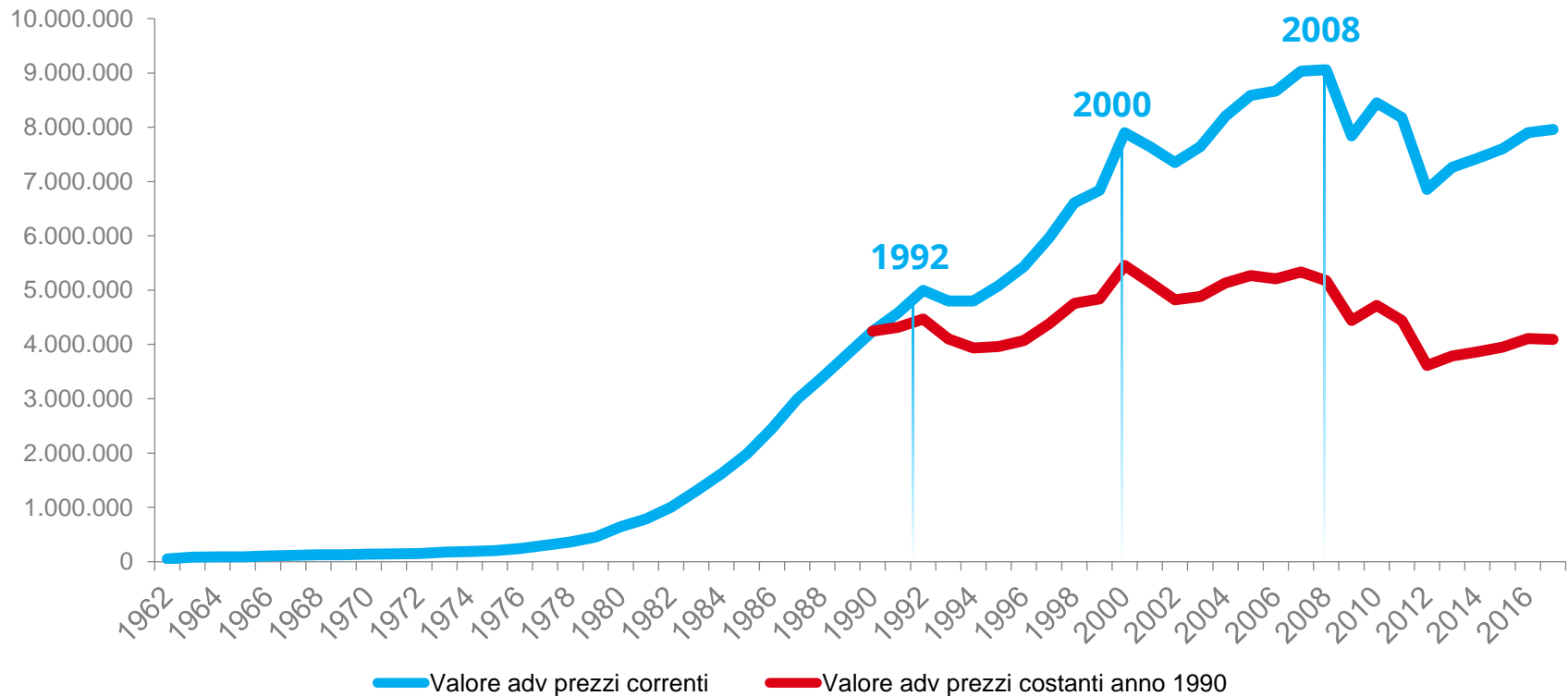


# ADVERTISING MEDIA TRENDS

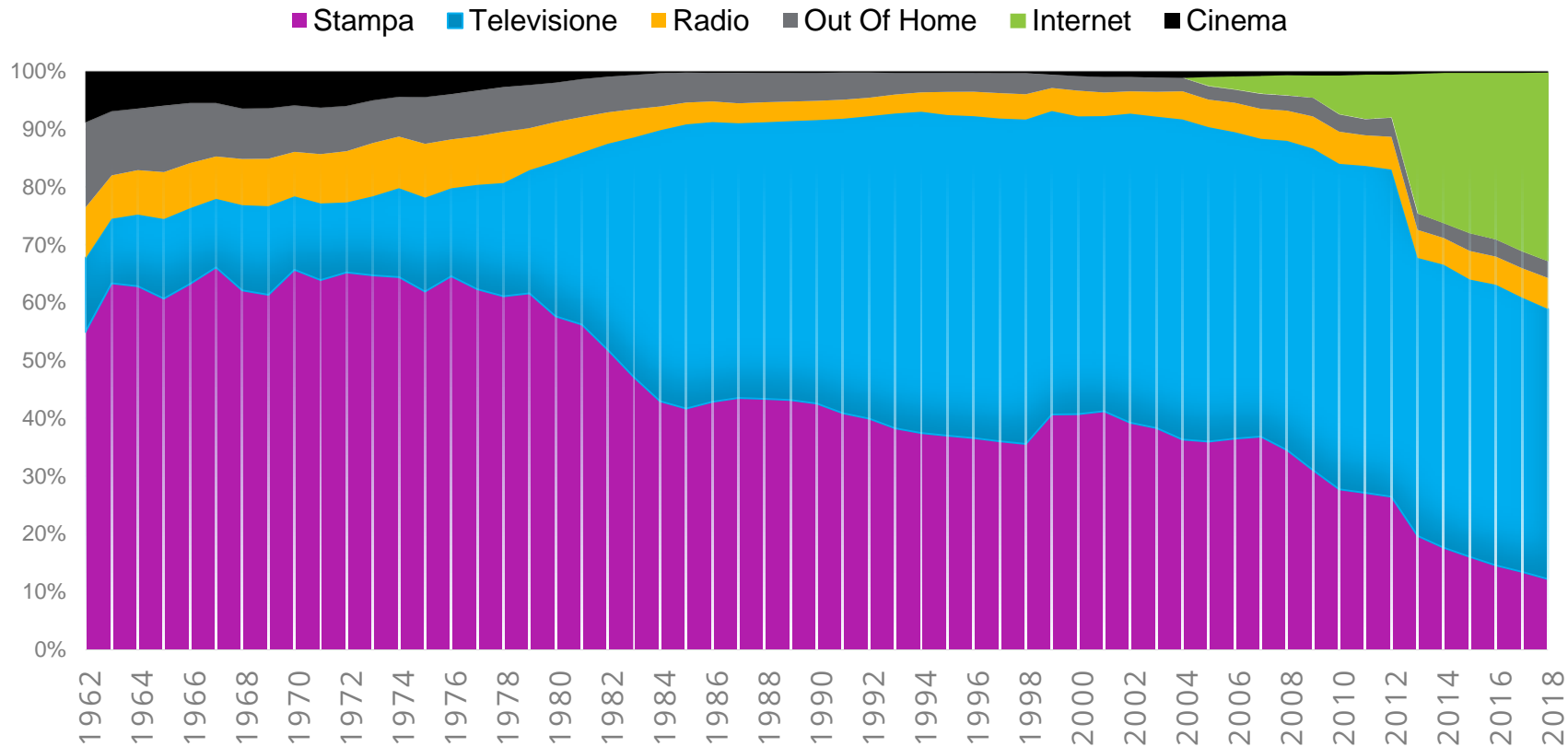
**Alberto Dal Sasso**  
**IAB FORUM - 12 novembre 2018**

# 50 ANNI DI STORIA DELLA PUBBLICITÀ

Euro '000



# 50 ANNI DI PUBBLICITÀ: QUOTE

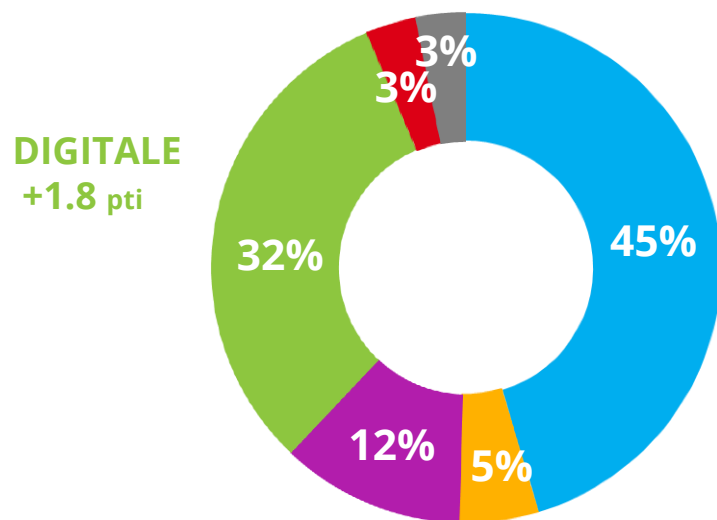


# MEDIA MIX 2018 E TREND '18 vs '17: FORECAST

8.4 miliardi di €

Forecast 2018

2018 vs 2017



TOTAL MEDIA



1.7%



0,8%

-8,3%



8,0%



4,2%

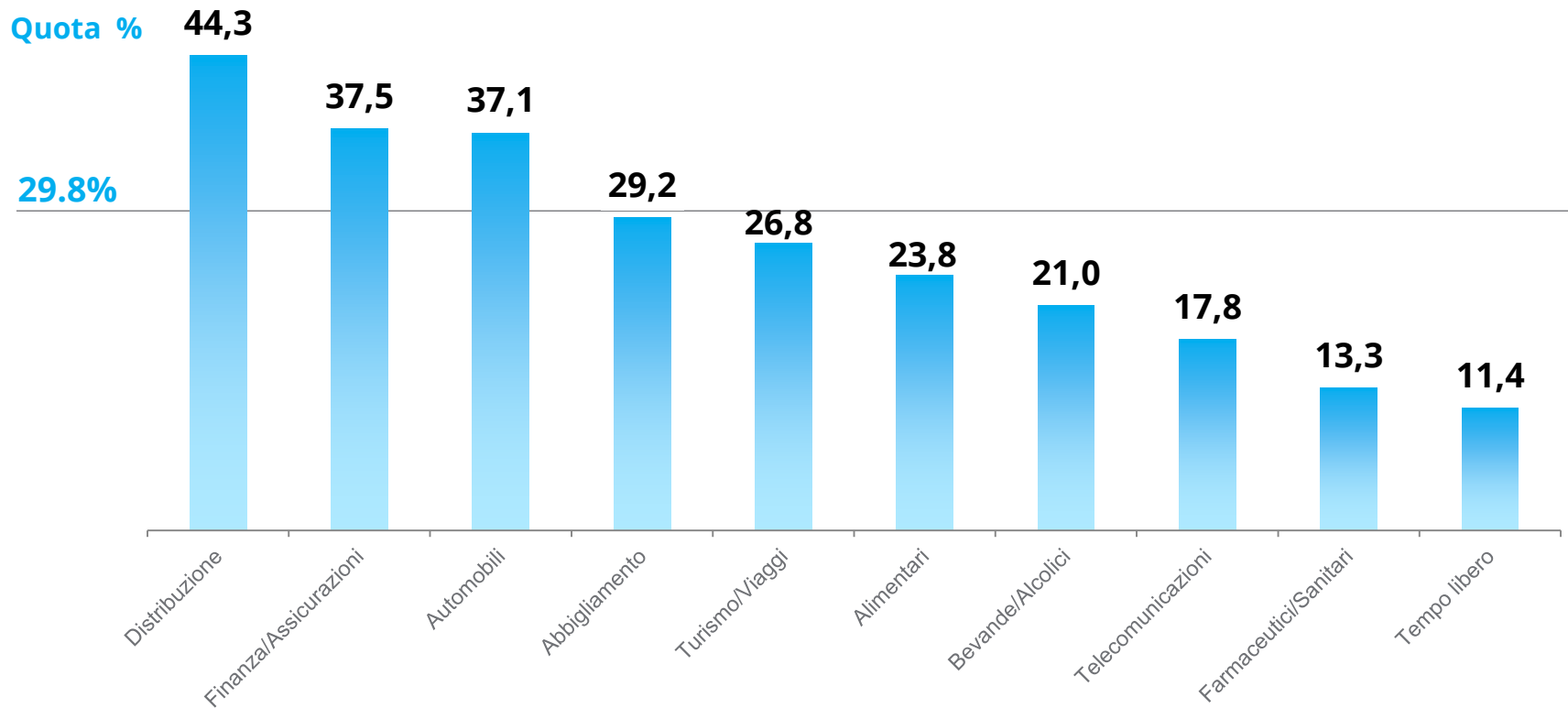


-8,1%

ALTRO  
OOH

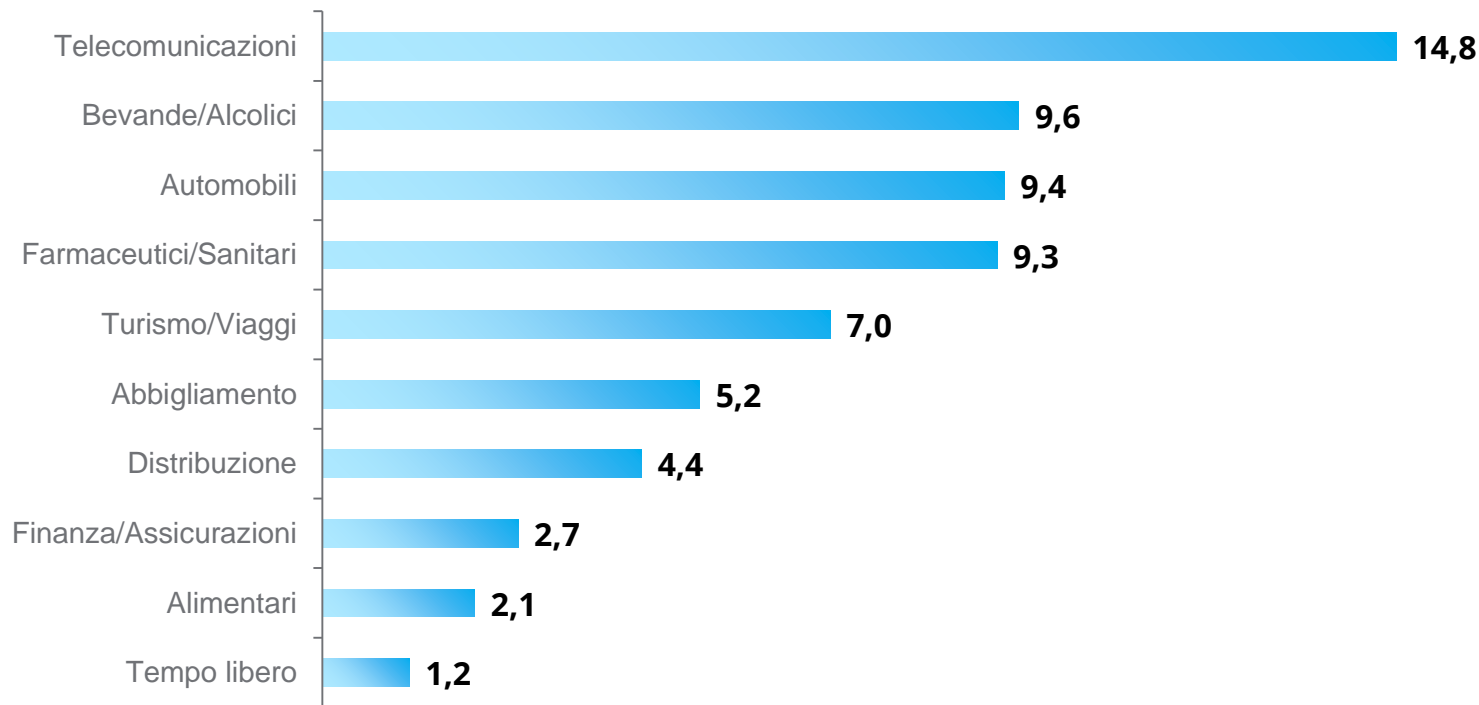
3,5%

# LA QUOTA CHE I SETTORI DEDICANO AL DIGITAL



# IL TREND DELL'INVESTIMENTO DIGITAL NEI SETTORI

## Trend % - forecast 2018 vs 2017



# IERI, OGGI, DOMANI...

20XX?



2000



2018



The background of the image is a vibrant blue with a 3D, wavy, undulating texture that resembles water or a soft fabric. The waves are layered, creating a sense of depth and movement. In the center, the word "nielsen" is written in a clean, white, lowercase serif font. Below the letters, there is a horizontal line of eight white dots, each centered under a letter, which is a characteristic element of the Nielsen brand.

nielsen