

Il mercato italiano dell'Internet advertising

Andrea Lamperti

Direttore Osservatorio Internet Media

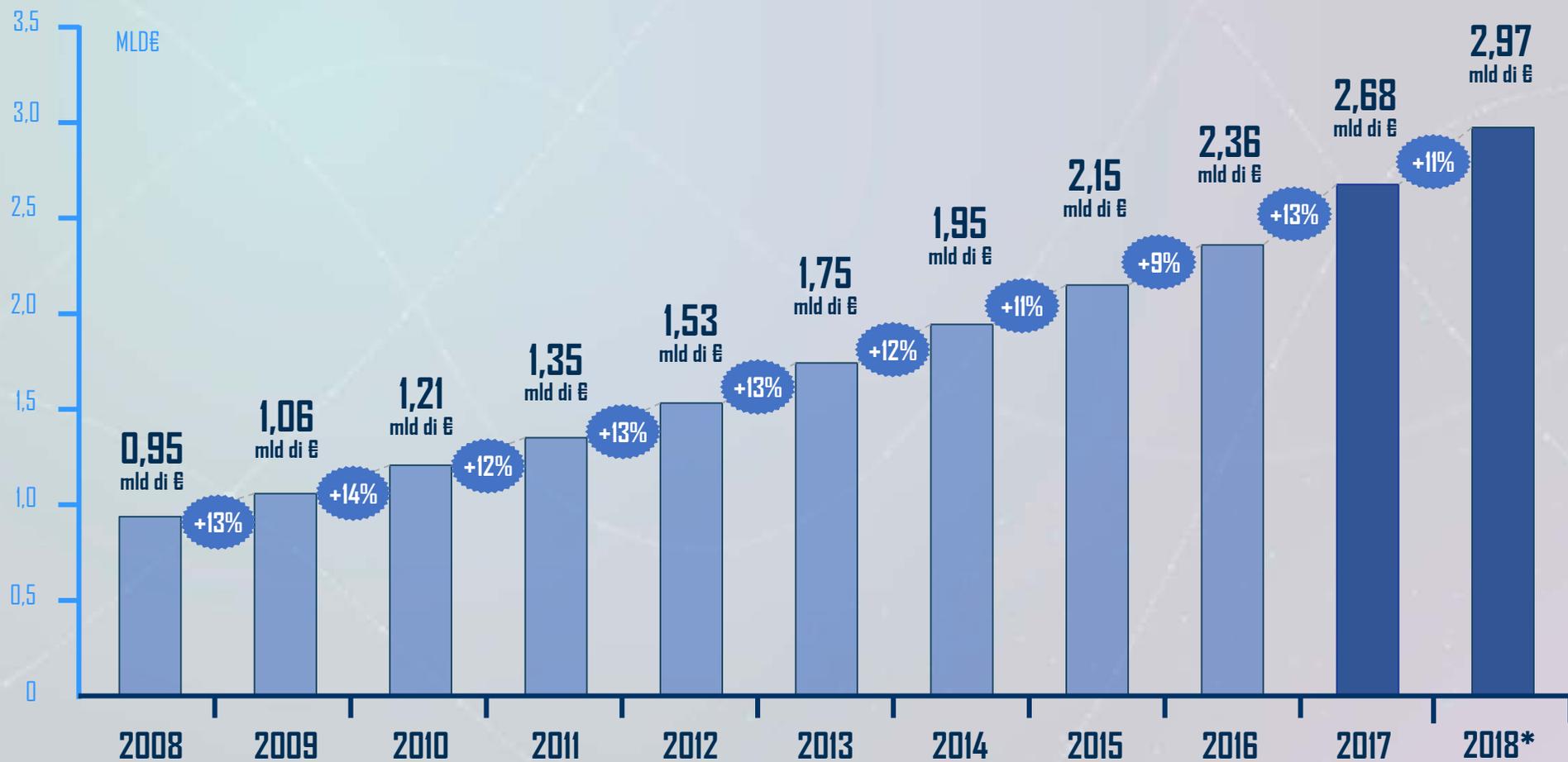
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Il mondo dell'Internet advertising

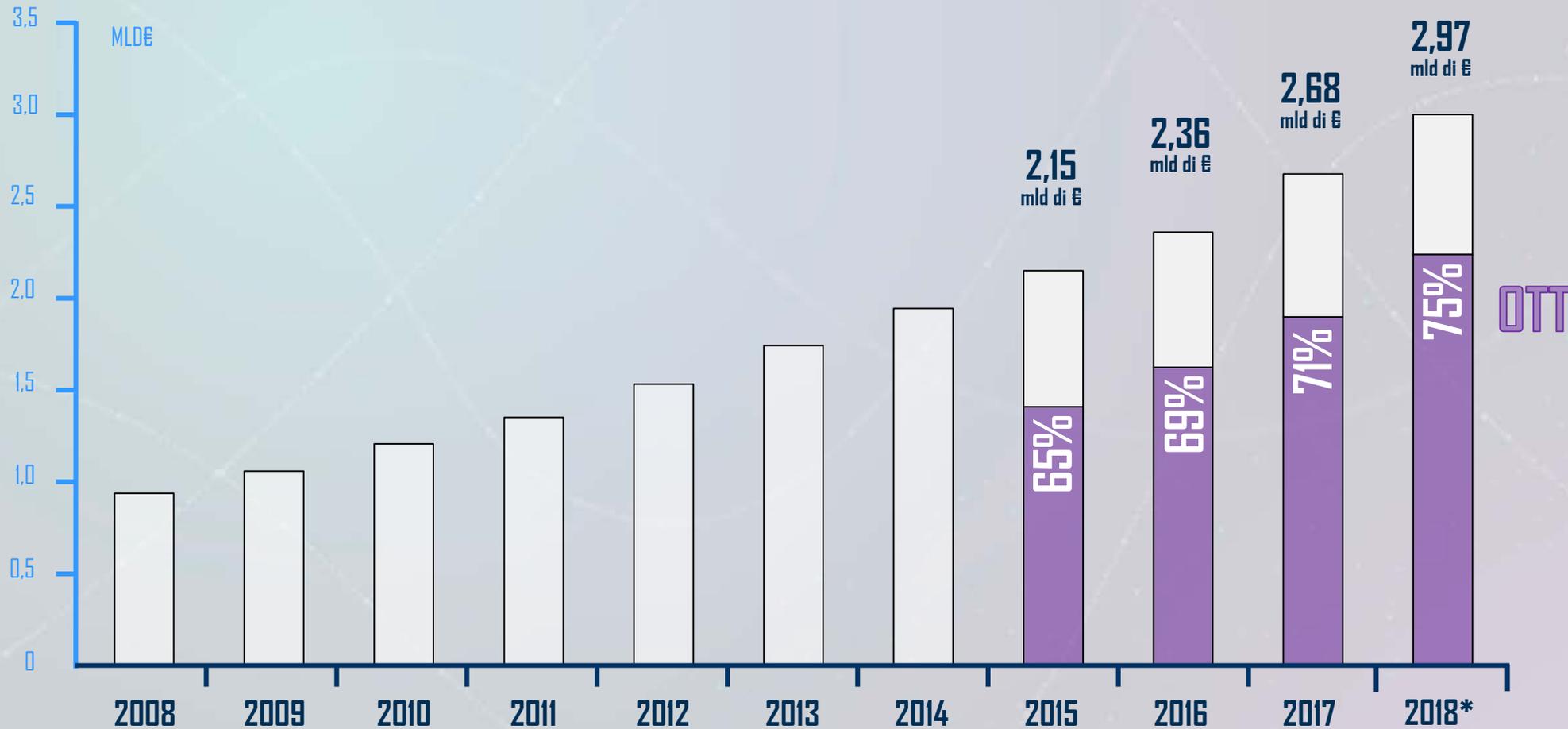


Il mondo dell'Internet advertising



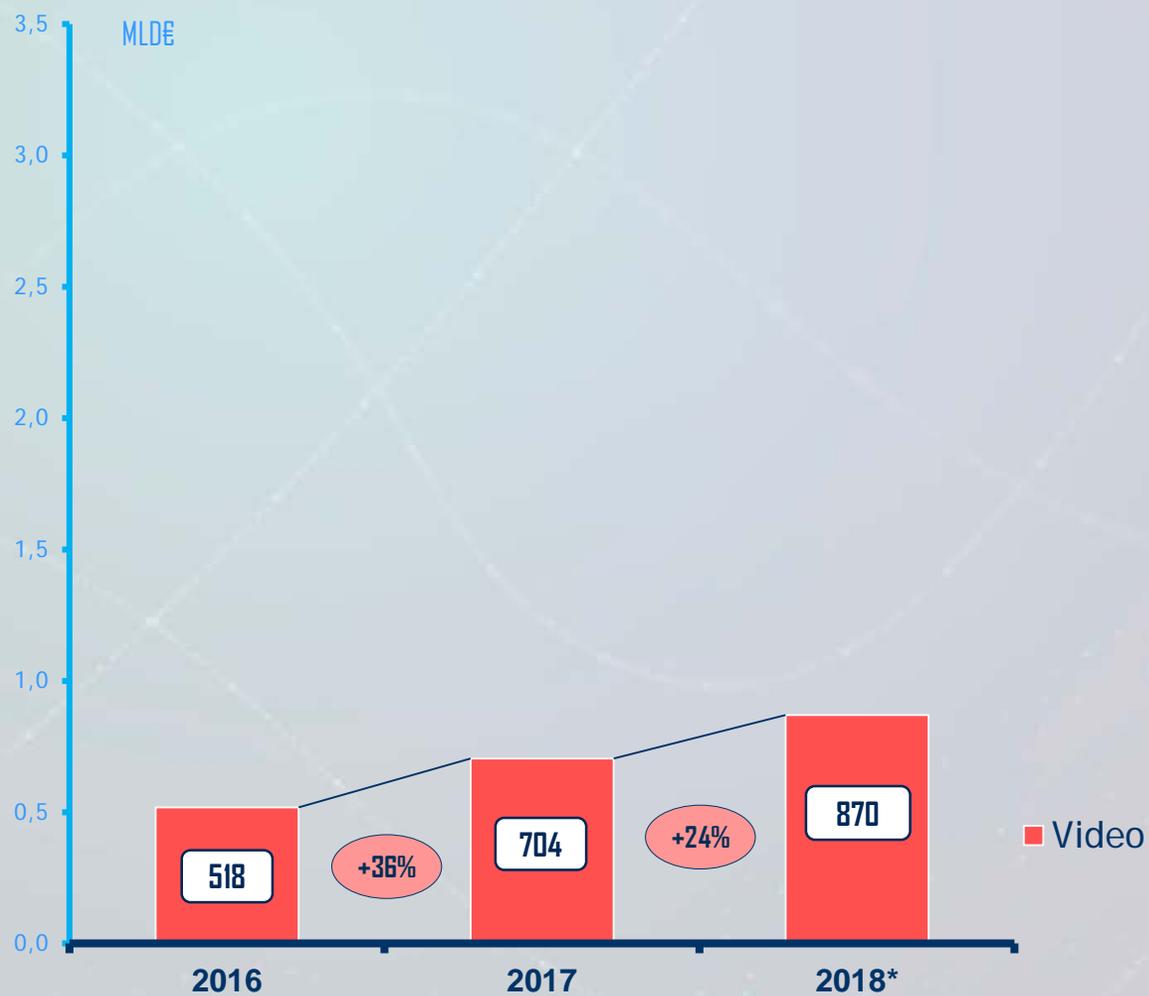
Fonte: Osservatorio Internet Media Politecnico di Milano - * Dati a preconsuntivo

Il peso degli Over The Top

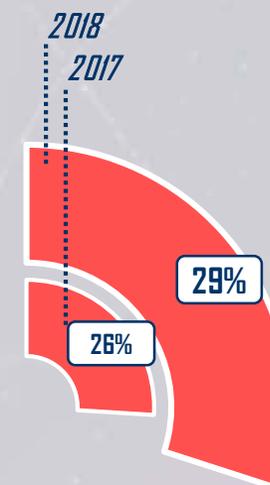


Fonte: Osservatorio Internet Media Politecnico di Milano - * Dati a preconsuntivo

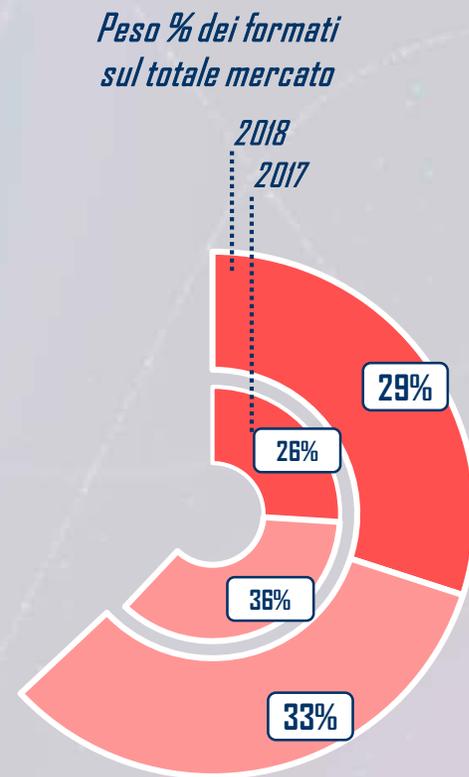
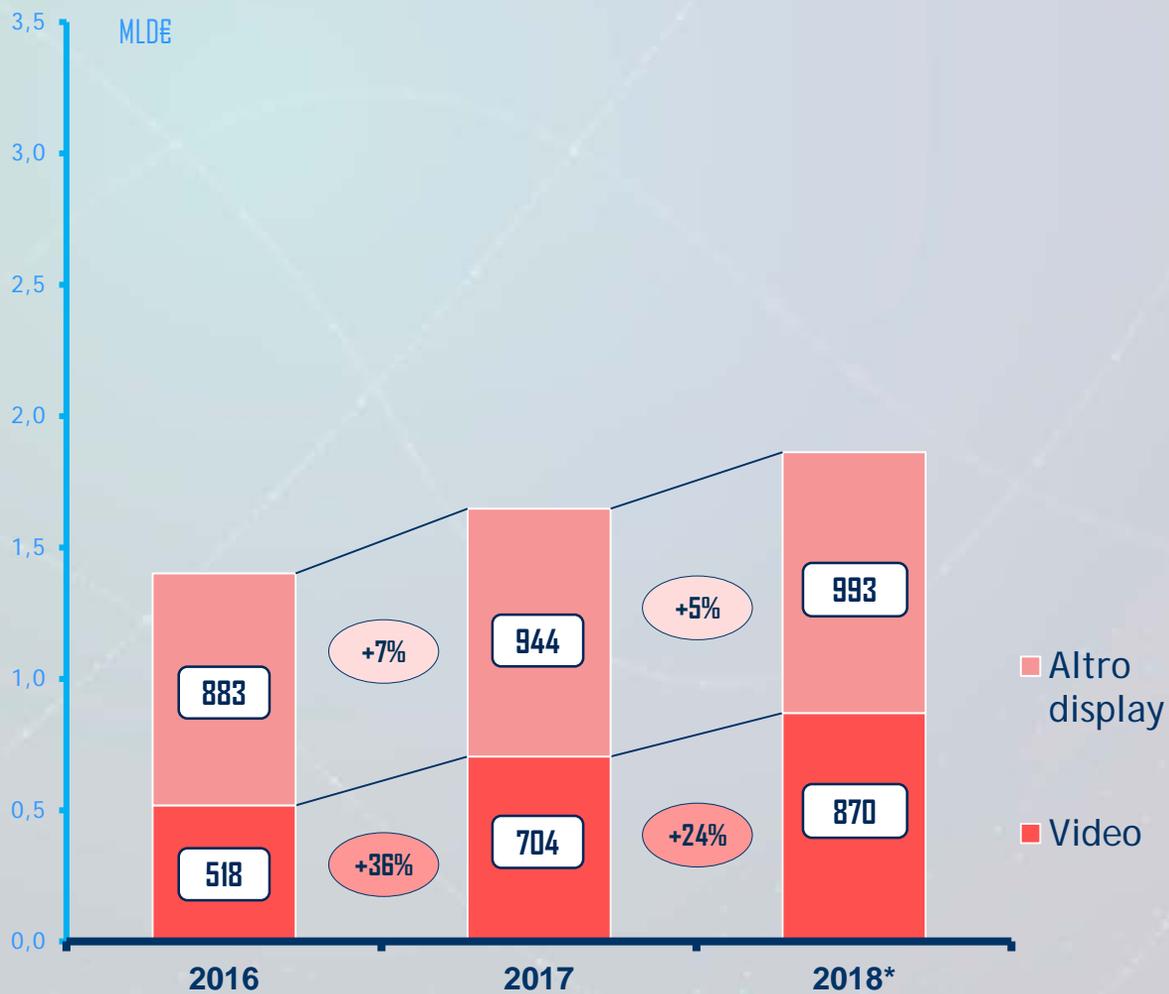
La vista per formati: video



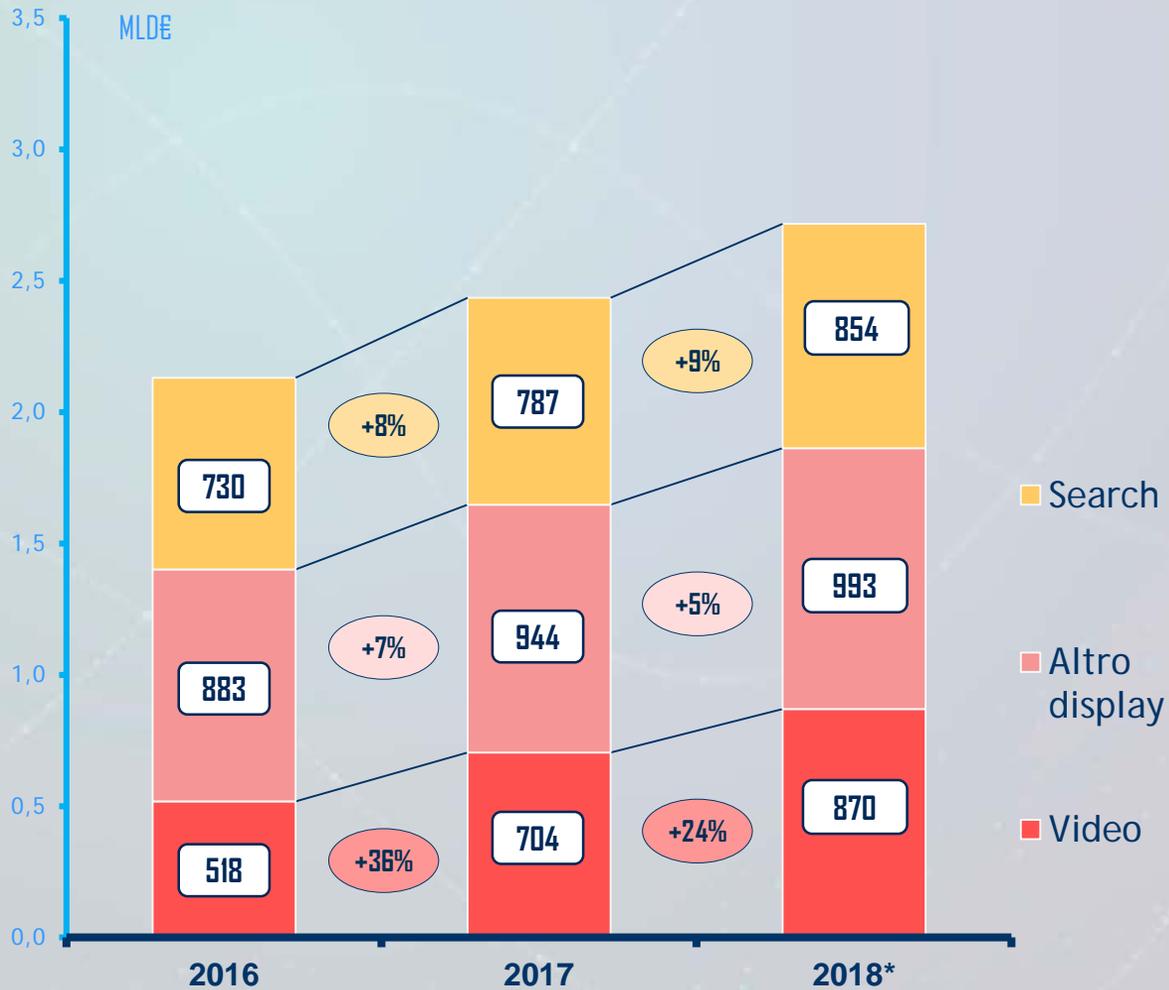
*Peso % dei formati
sul totale mercato*



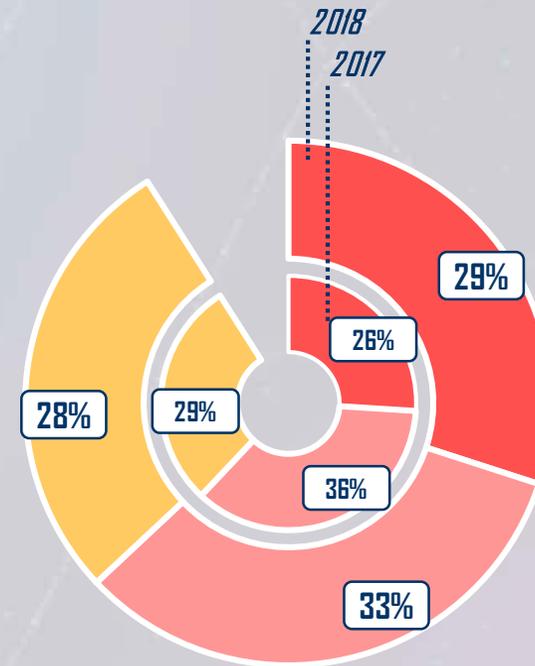
La vista per formati: altro display



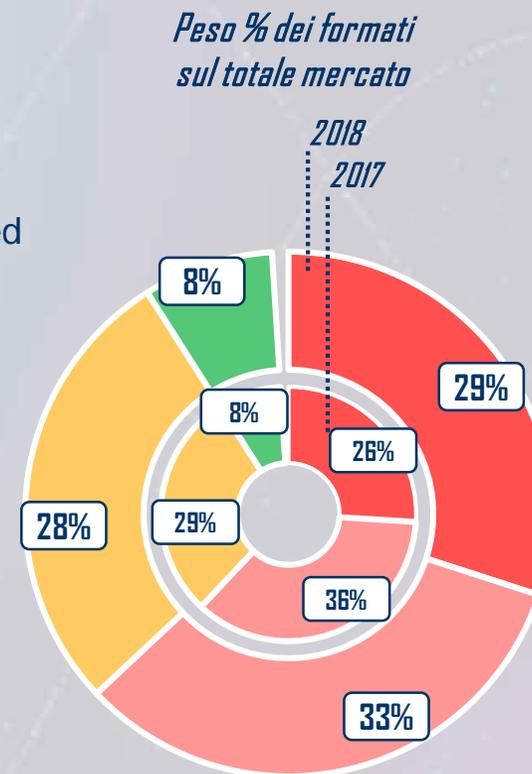
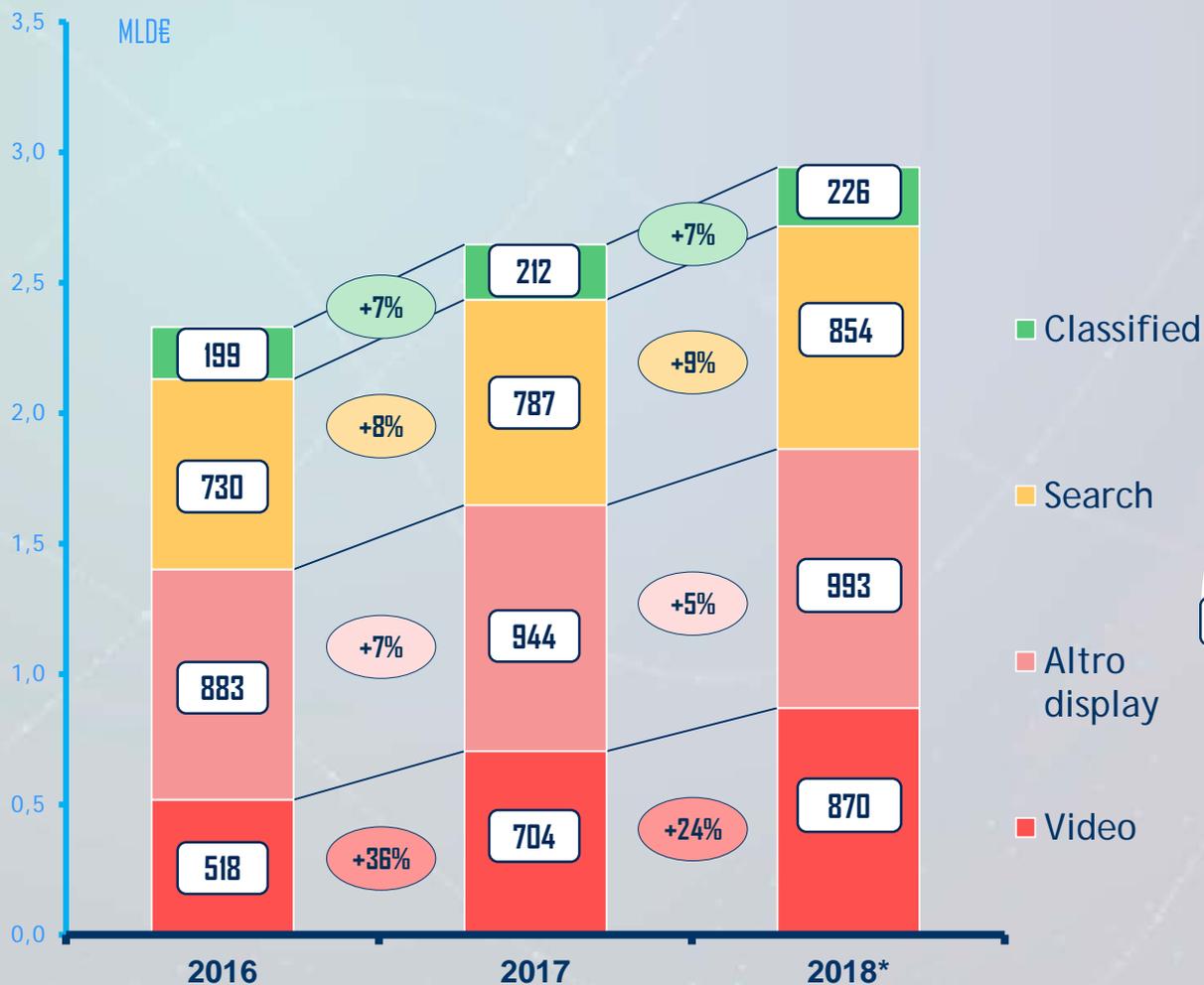
La vista per formati: search



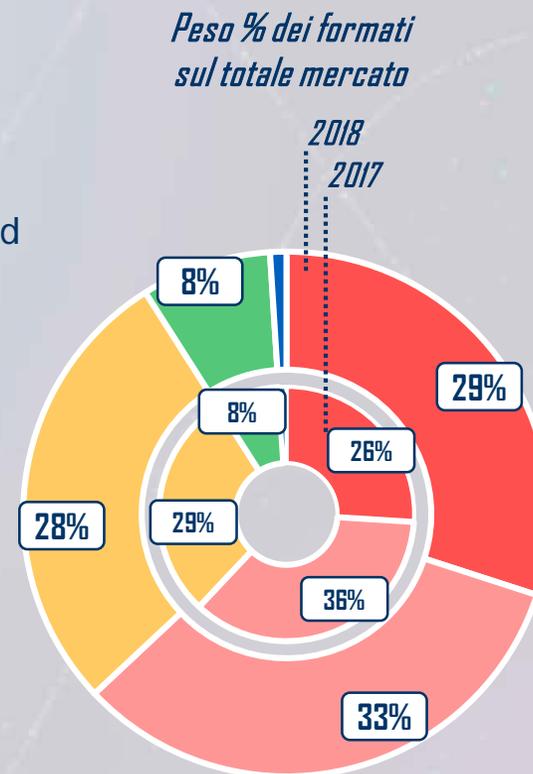
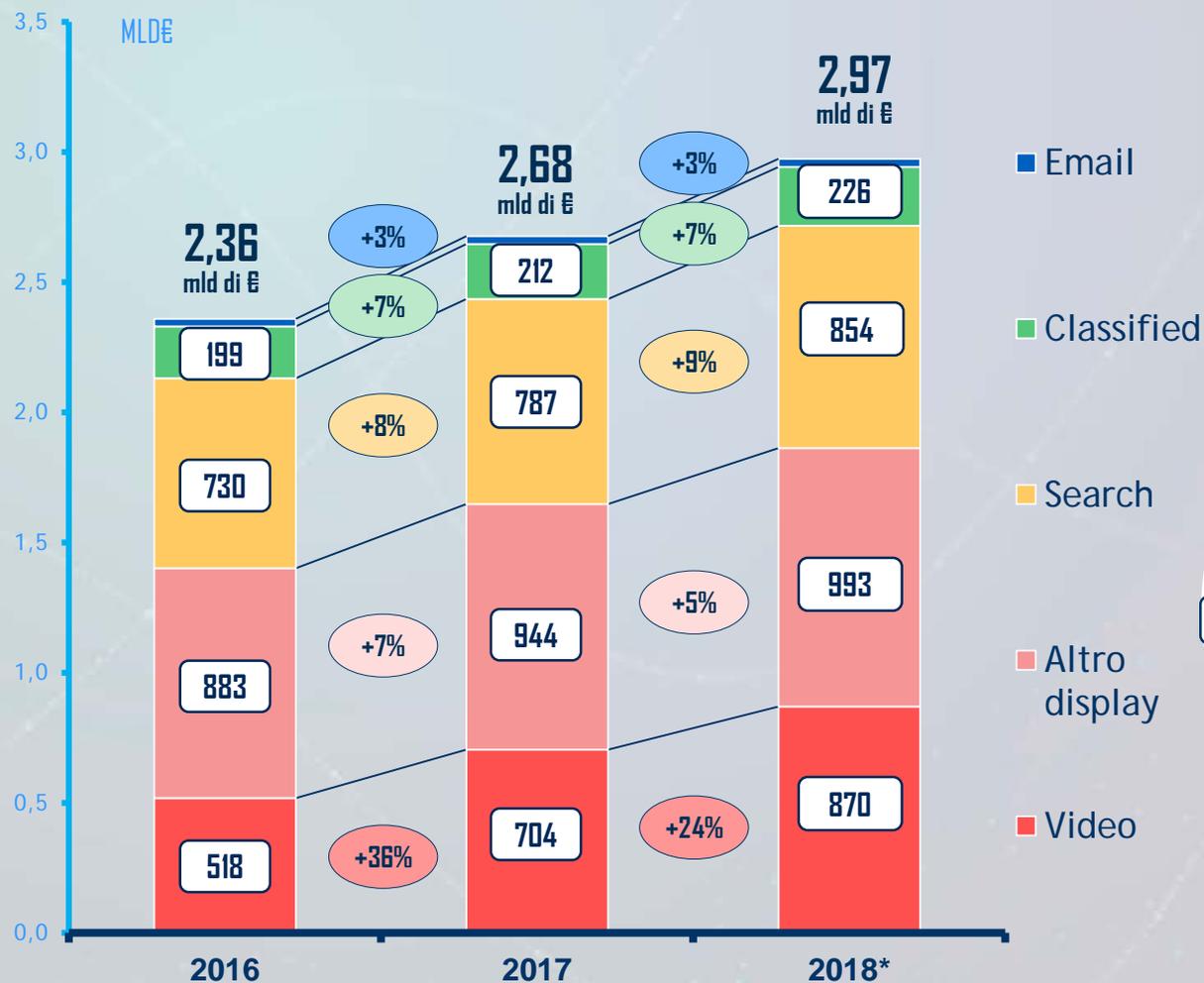
Peso % dei formati
sul totale mercato



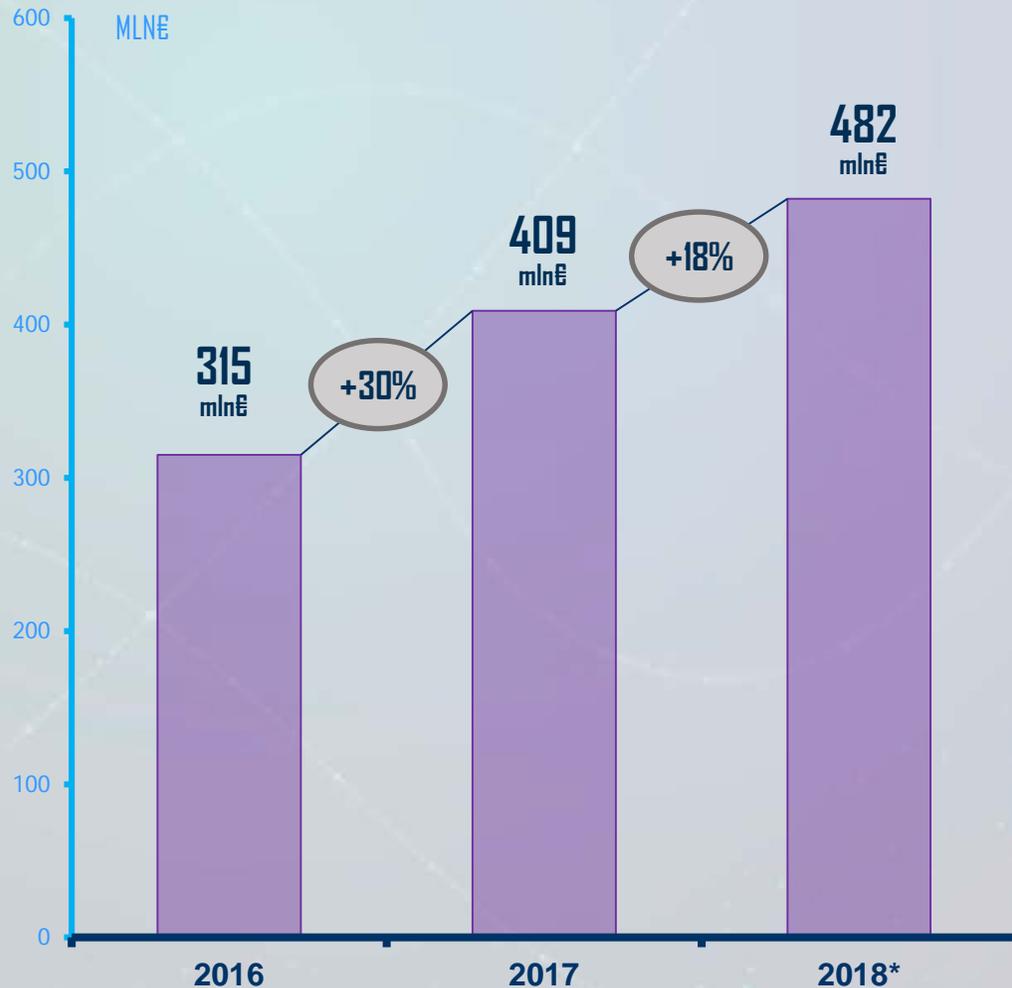
La vista per formati: classified



La vista per formati: email

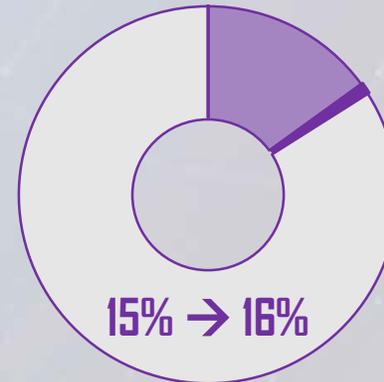


Programmatic advertising



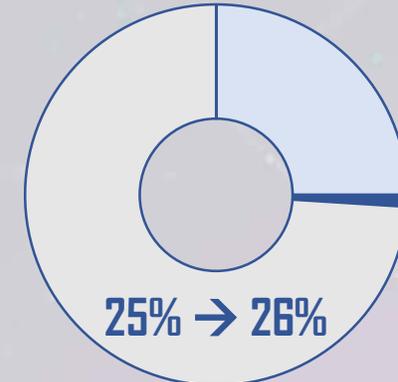
*Peso sul totale
Internet adv*

2017 → 2018



*Peso sul totale
Display adv*

2017 → 2018



Grazie

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