

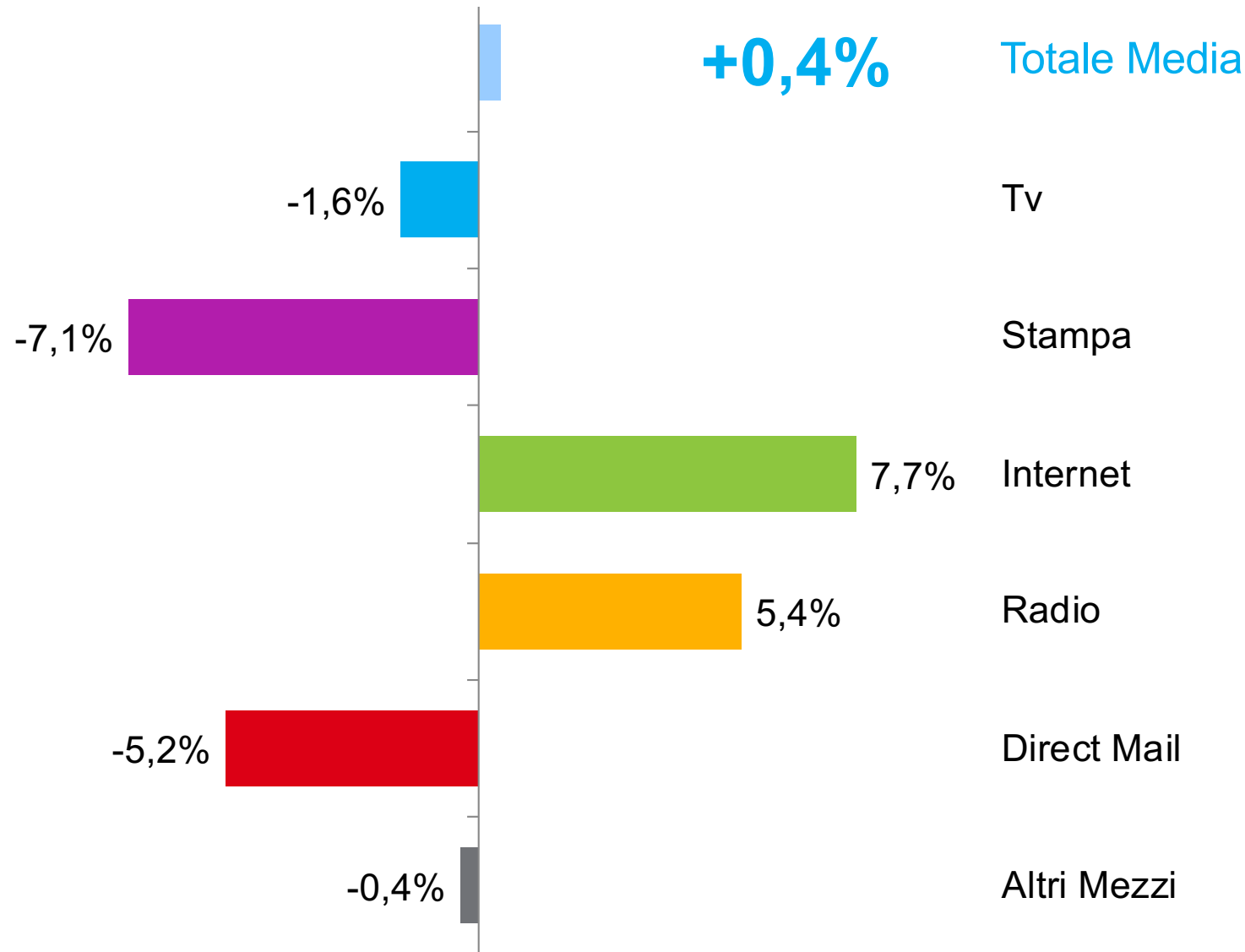
MACRO TREND DEL MERCATO PUBBLICITARIO

febbraio 2018

ANDAMENTO DEI MEZZI ANNO 2017

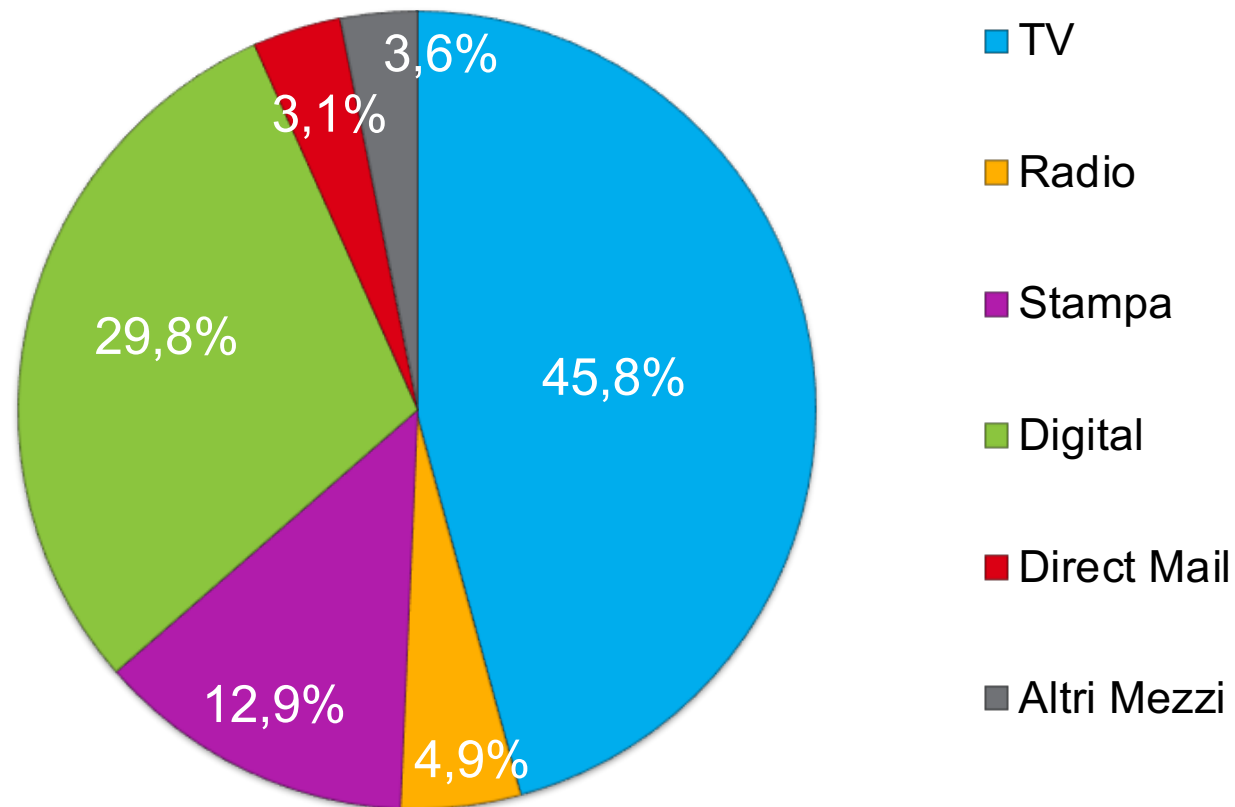
con stima totale del digital (comprensivo di Search Adv, Social Adv, Video Yt, Classified)

8.249 milioni di €



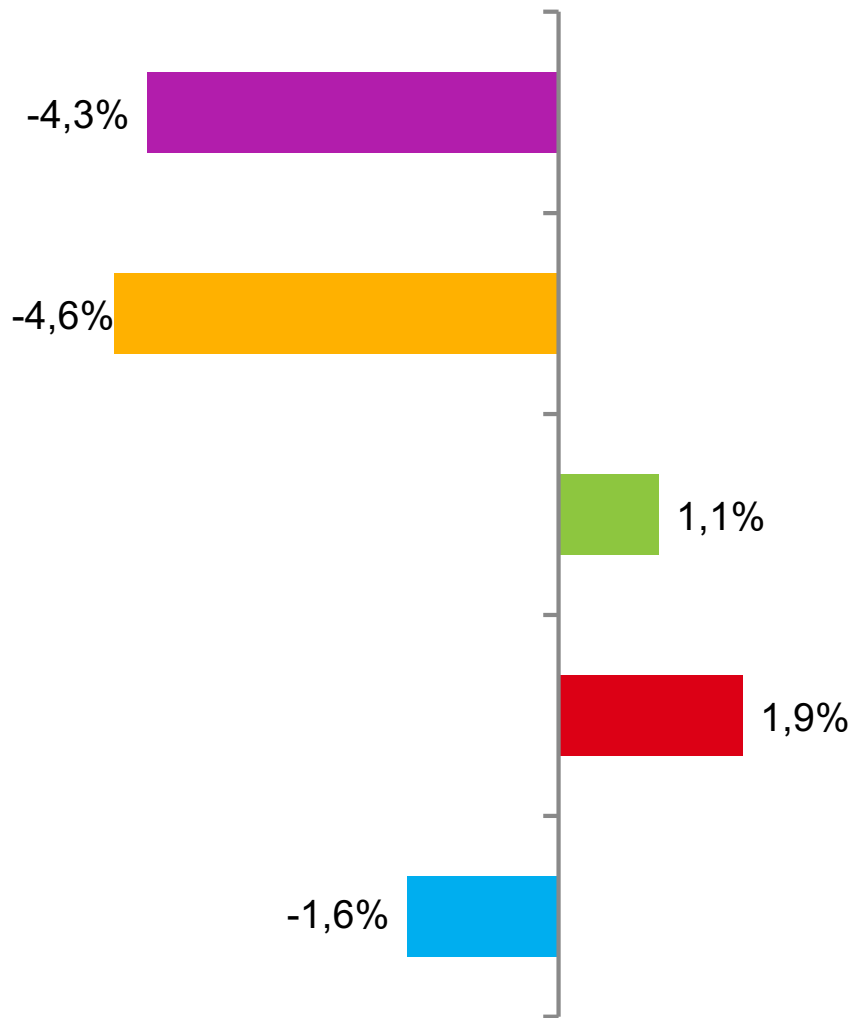
LE QUOTE DEI MEZZI 2017

tre quarti degli investimenti si concentrano su Tv e Digital

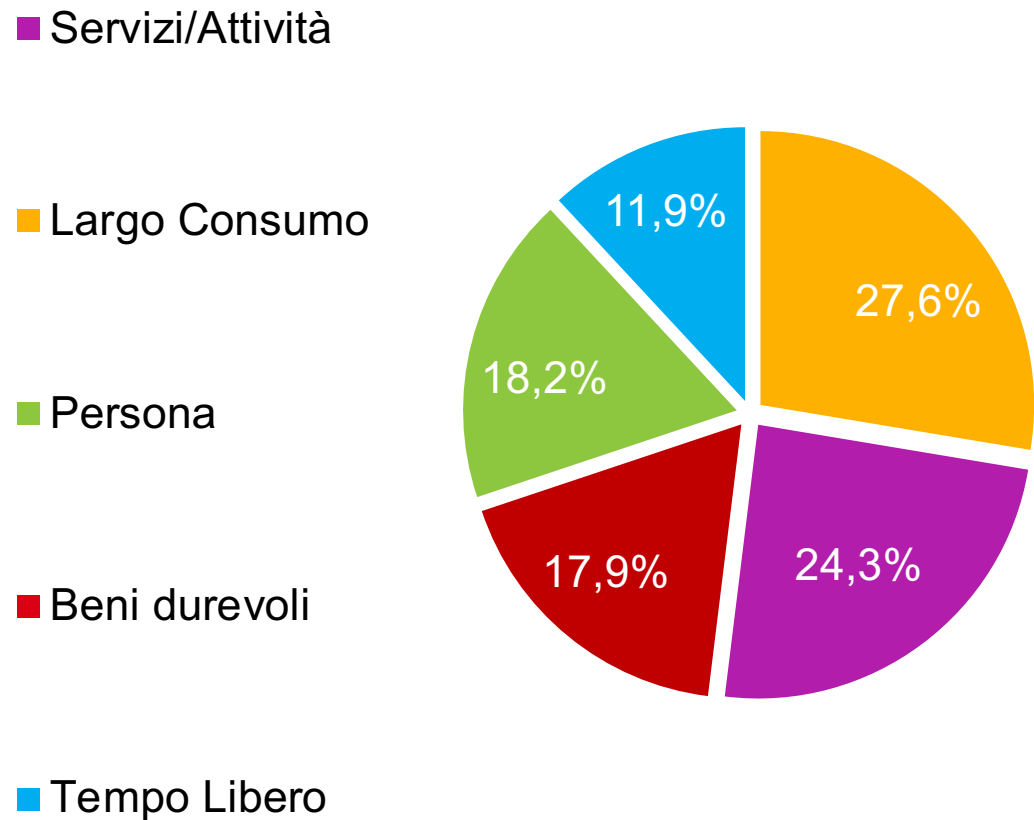


L'ANDAMENTO DEI MACROSETTORI

var % 2017 vs 2016

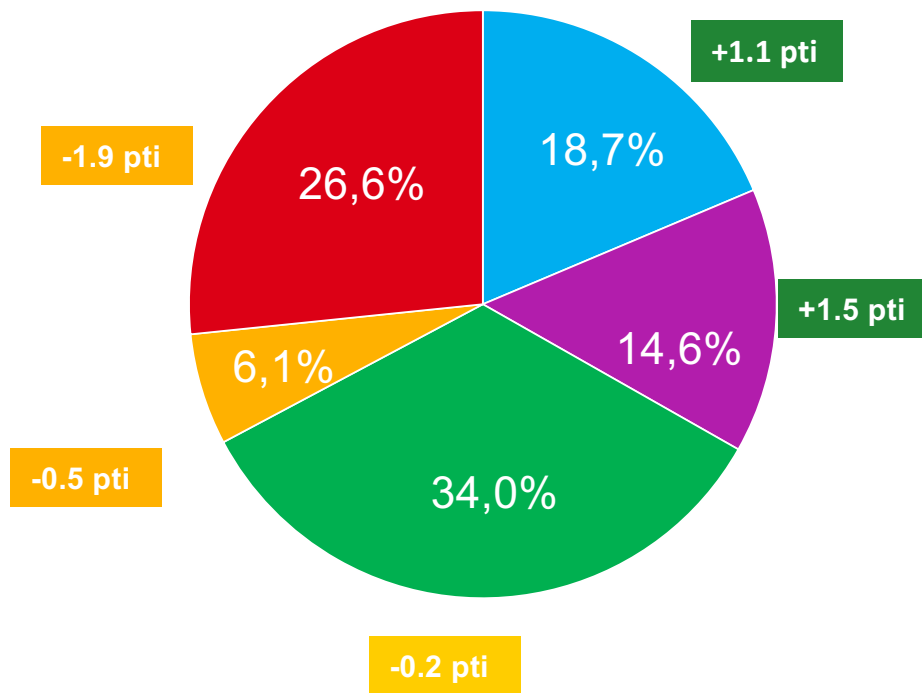


% quota 2017 su totale mercato

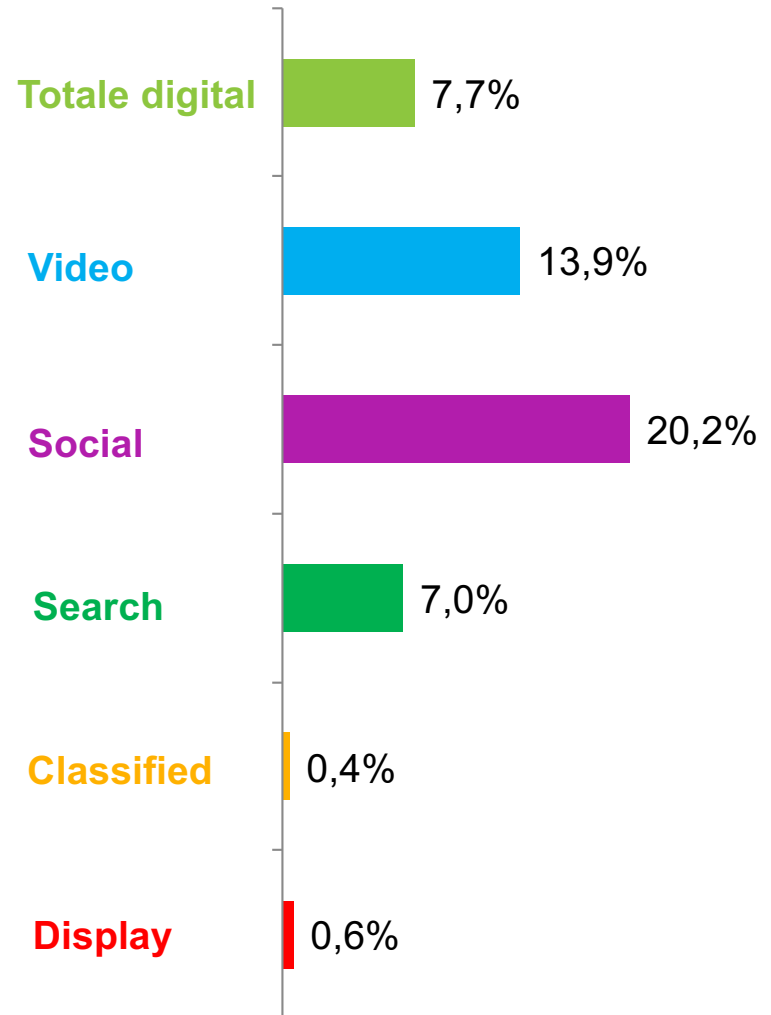


LA QUOTA E L'ANDAMENTO DEI WEB CHANNEL

Continua la crescita del Social e del Video



var % 2017 vs 2016

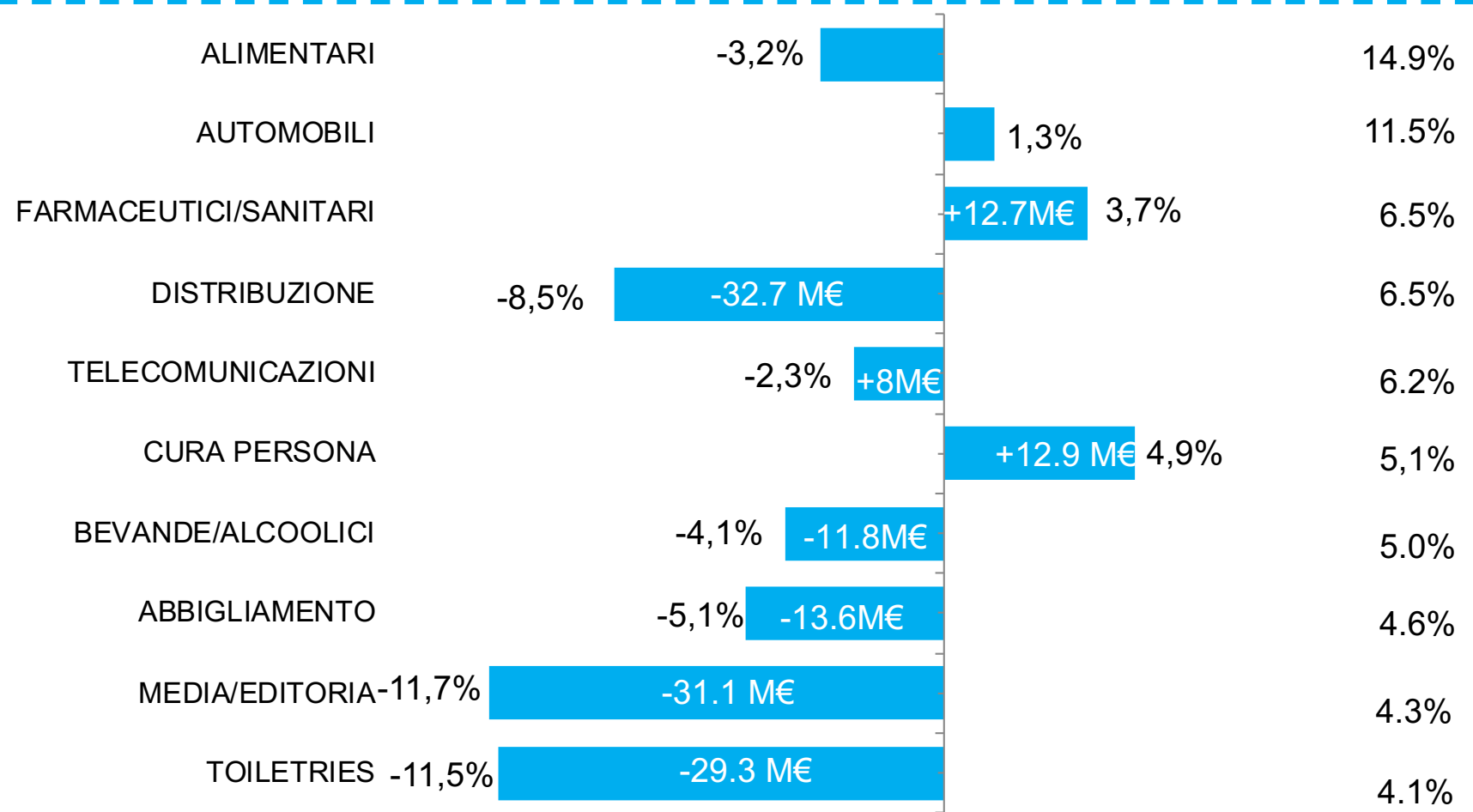


TOP 10 SETTORI – L' ANDAMENTO

calo per Media /Editoria Cura Persona e Toiletries – crescita per la Cura persona e i Farmaceutici

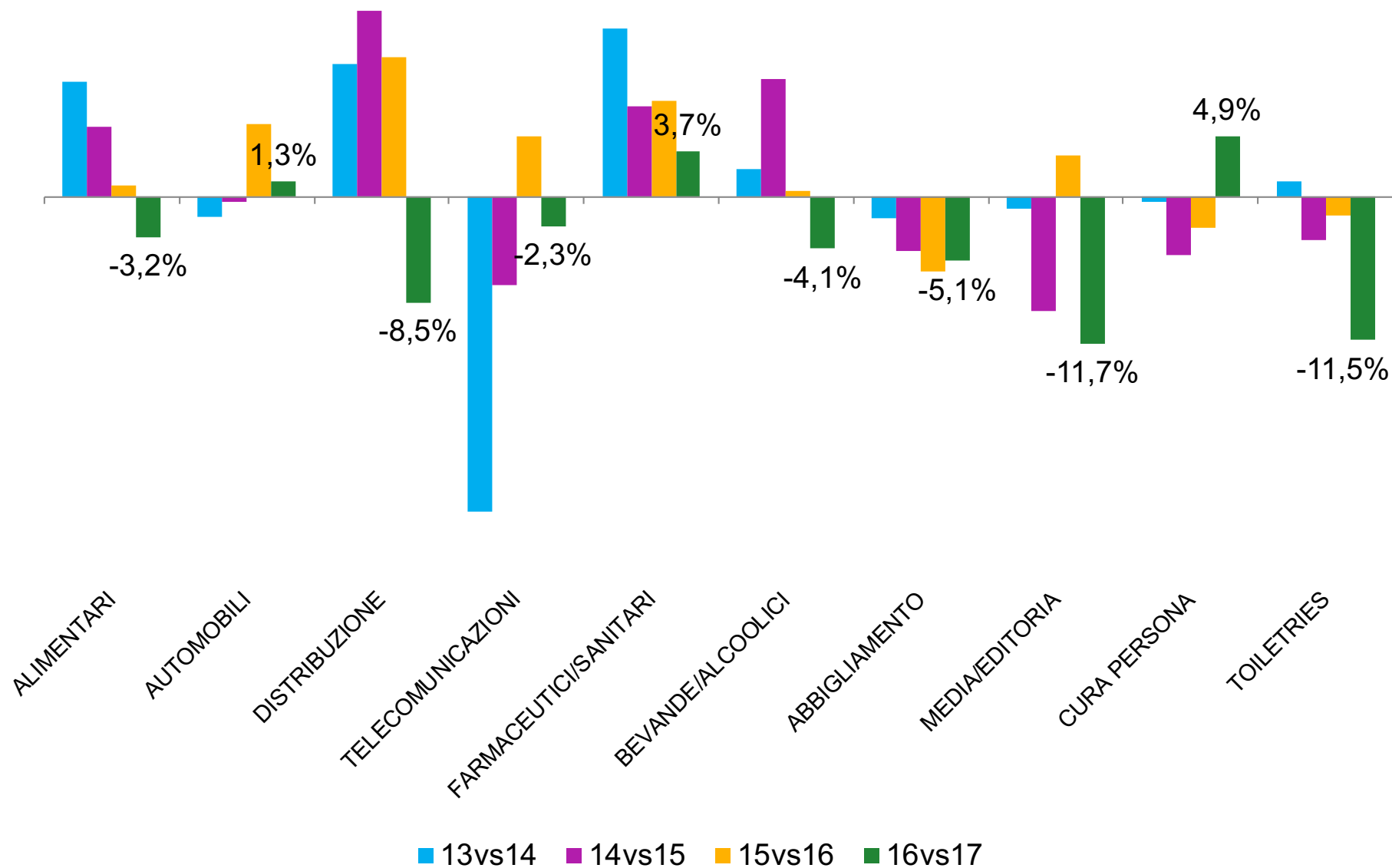
Top 10 settori var % 2017 vs 2016 quota %

68.7%



I TOP SETTORI NEL MEDIO PERIODO

tornano in positivo Persona e Tempo libero



A stylized lowercase letter 'n' in a blue serif font, centered within a white square. The background of the entire image is a vibrant blue with a wavy, 3D effect that resembles water ripples or a textured surface.