

An abstract graphic on a black background. It features several thin, curved lines in various colors (blue, green, yellow, red, purple) that sweep across the frame from the top right towards the bottom left. Small dots in the same colors are placed at various points along these lines. The overall effect is a sense of dynamic movement and data visualization.

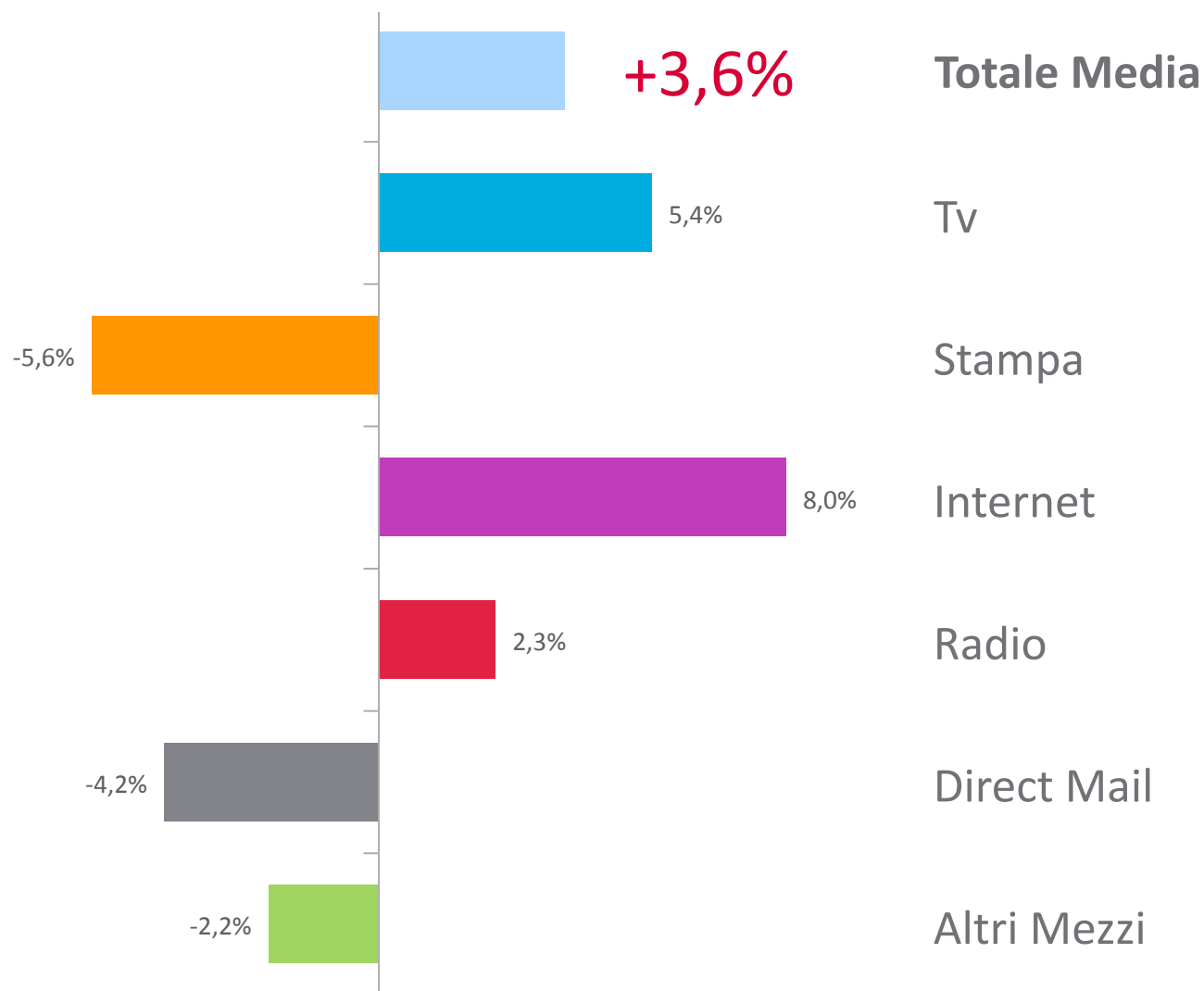
nielsen

# LA PUBBLICITA' NEL 2016

Alberto Dal Sasso  
Milano, 8 febbraio 2017

## ANDAMENTO DEI MEZZI 2016

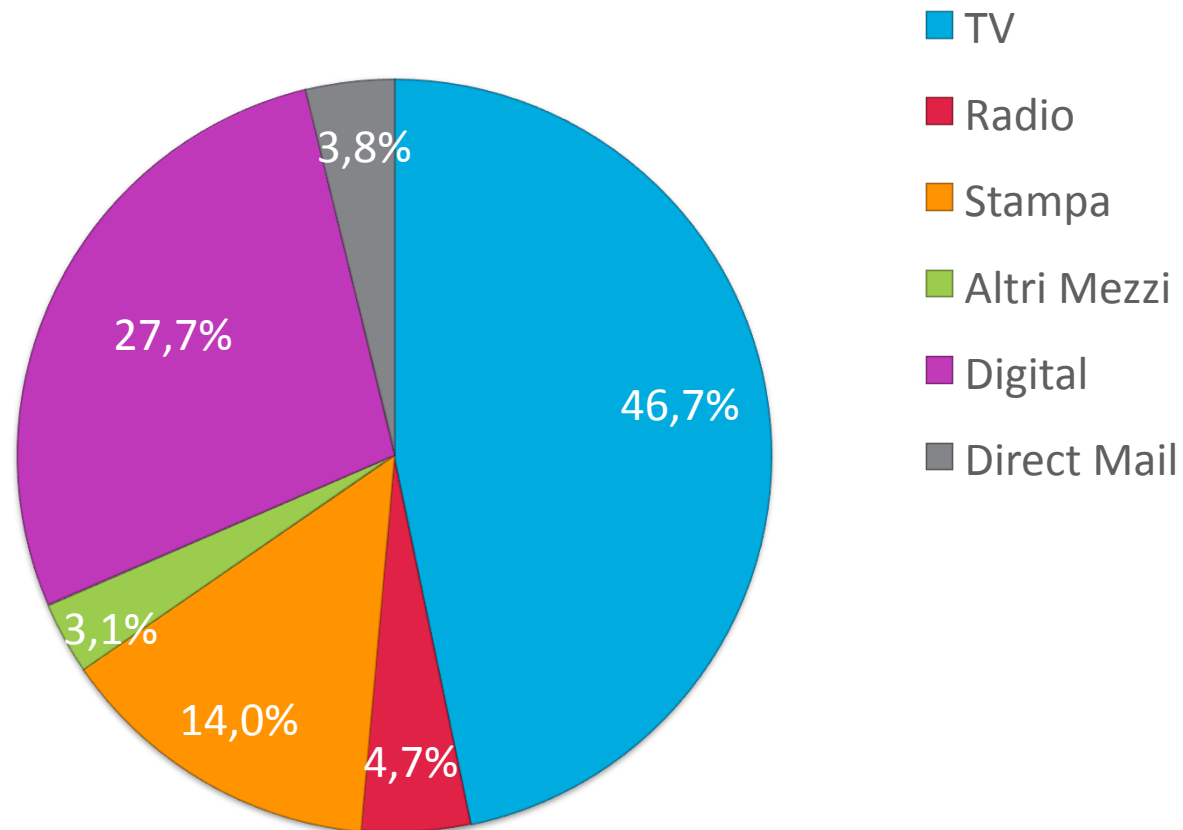
Con la stima totale del digital (Search Adv, Social Adv, Video Yt, Classified)  
8.221 milioni di €



Stima AdEx del mercato pubblicitario anno 2016 vs 2015 – incluse tutte le tipologie pubblicitarie + stima Nielsen del mezzo Digital totale

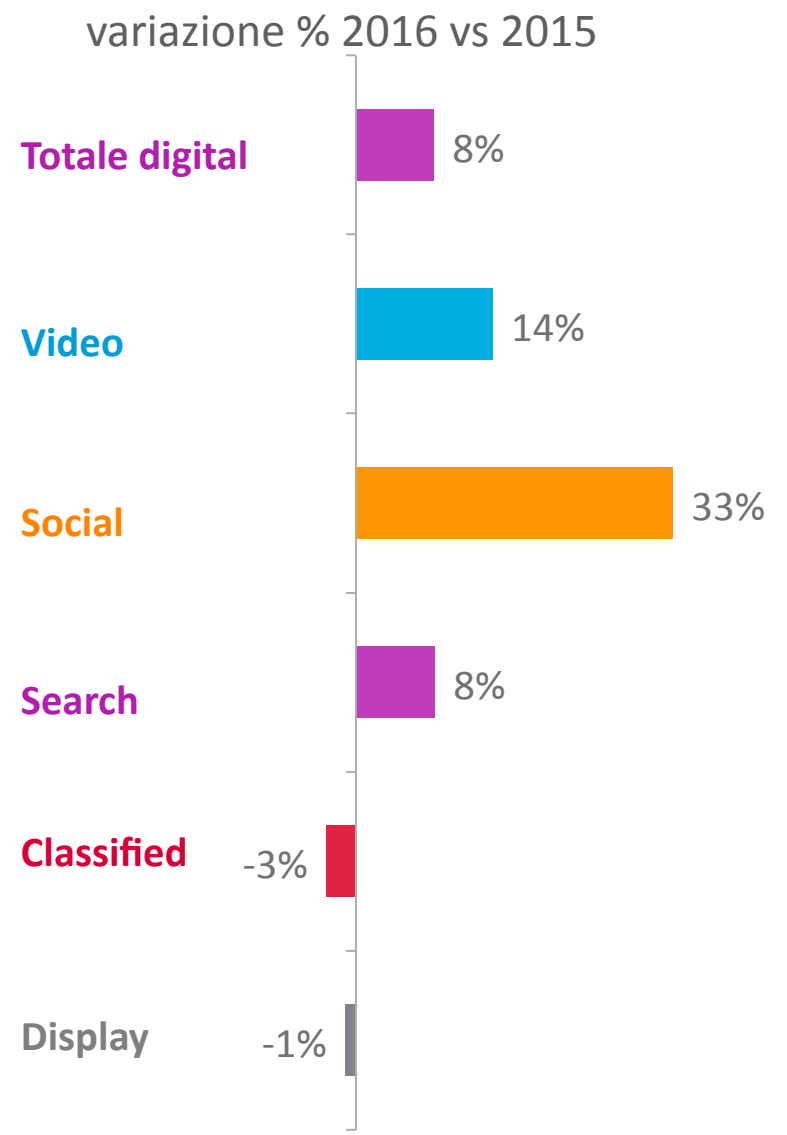
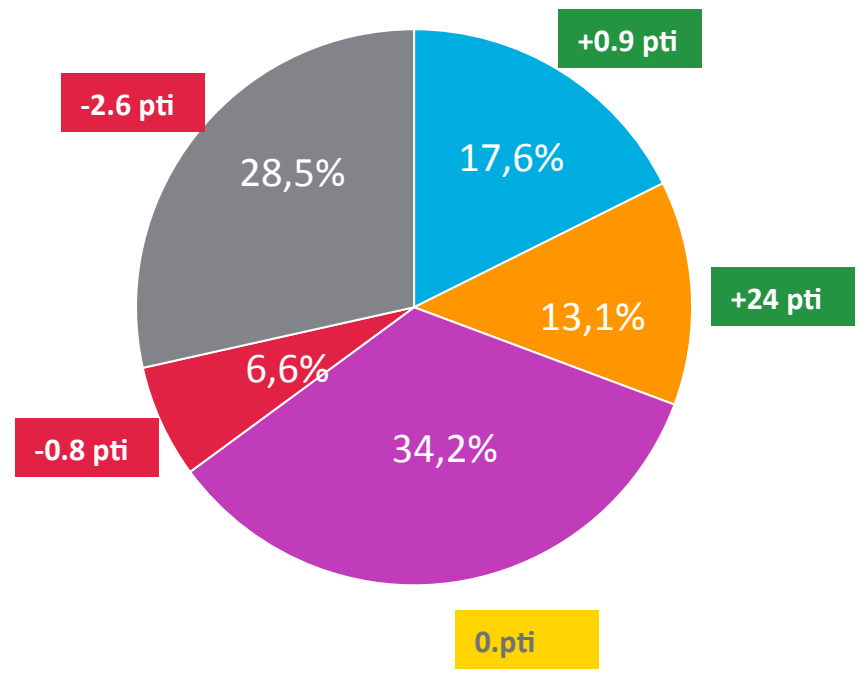
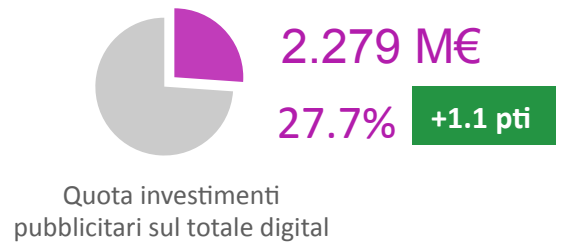
# LE QUOTE DEI MEZZI 2016

Due terzi degli investimenti si concentrano su Tv e Digital



# LA QUOTA DEI DIVERSI WEB CHANNEL E IL LORO ANDAMENTO

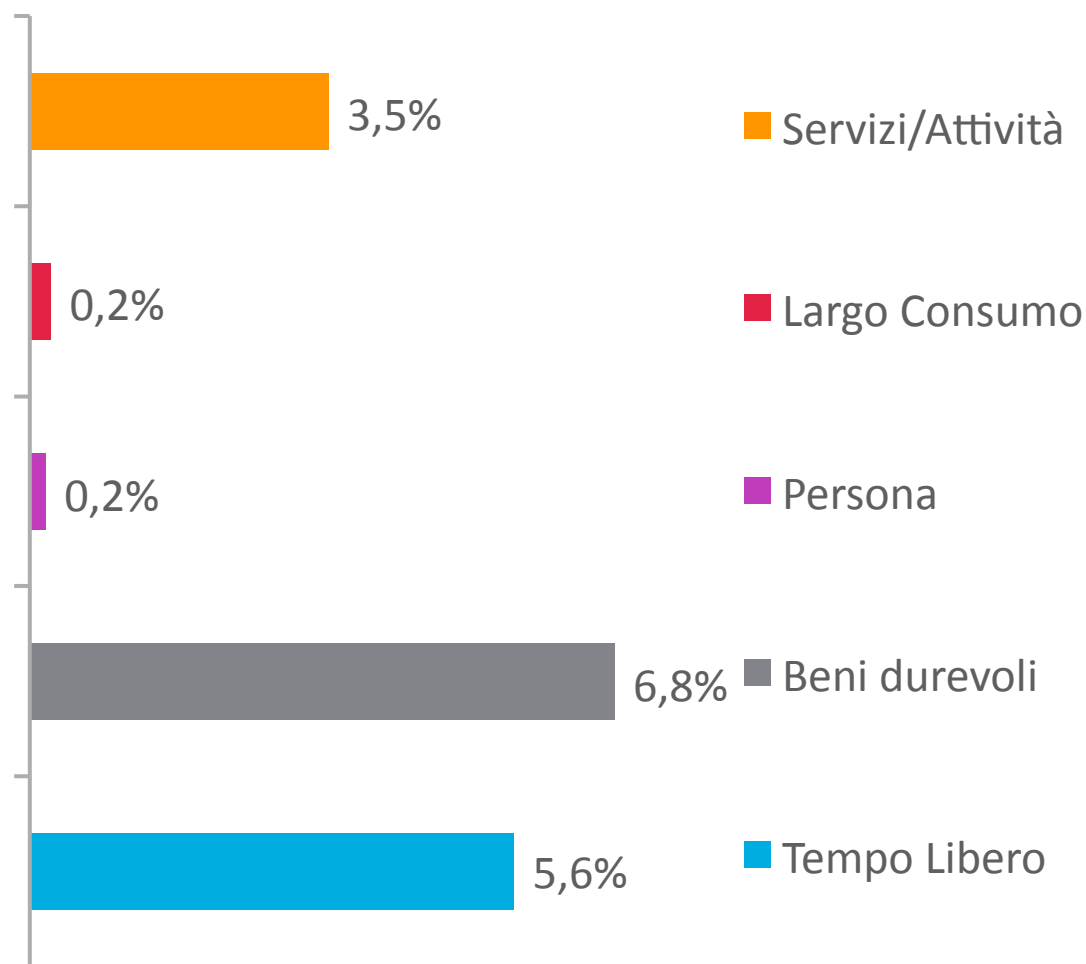
In forte crescita il Social



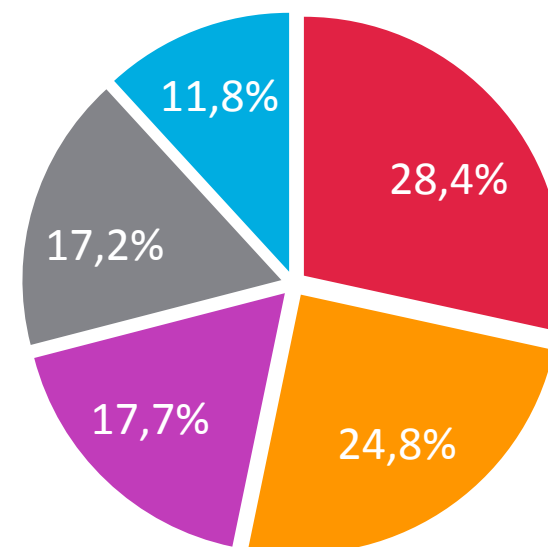
# L'ANDAMENTO DEI MACROSETTORI

Beni durevoli e Tempo libero tornano in positivo

variazione % 2015 vs 2016

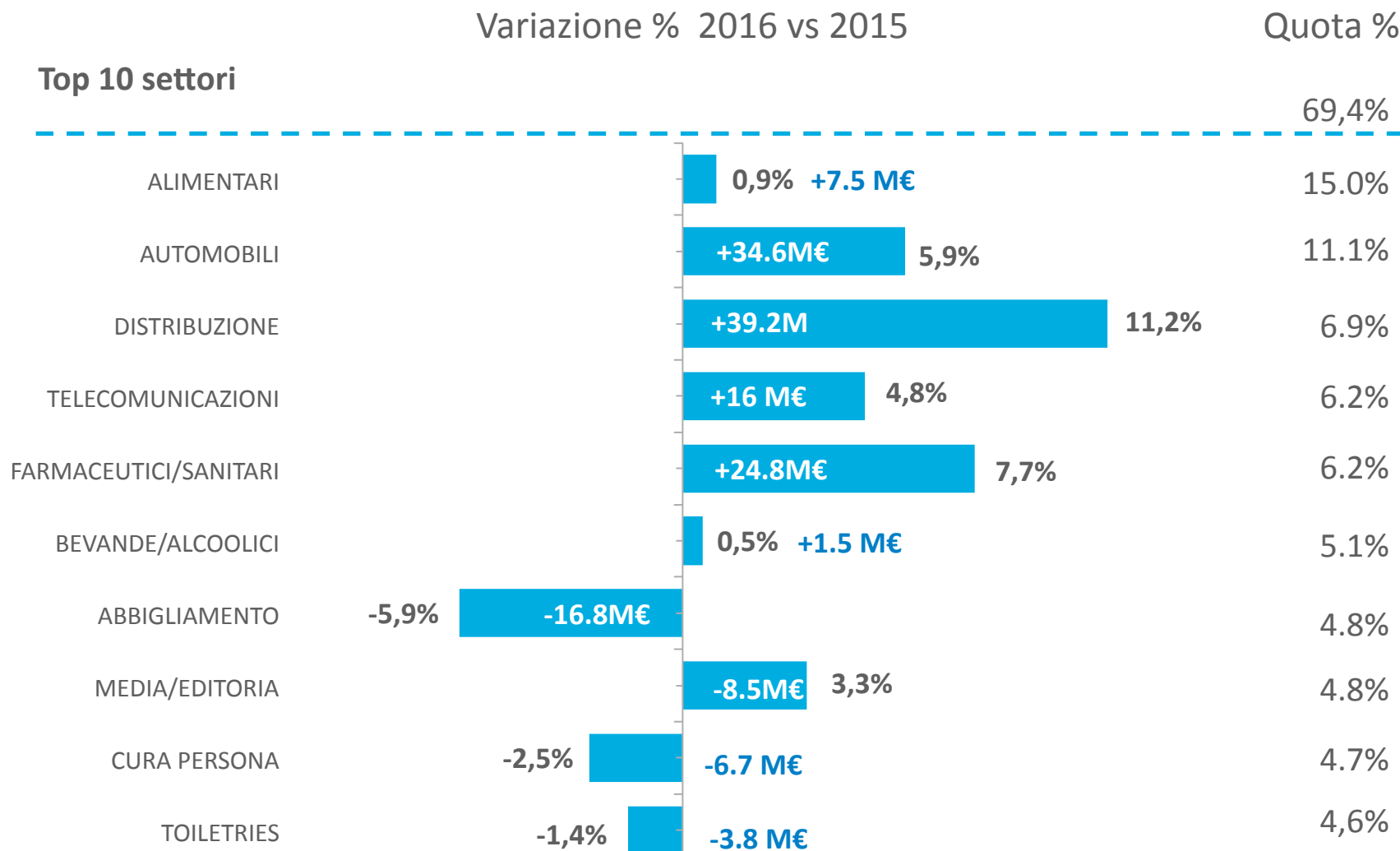


% quota 2016 su totale mercato



# TOP 10 SETTORI – L' ANDAMENTO

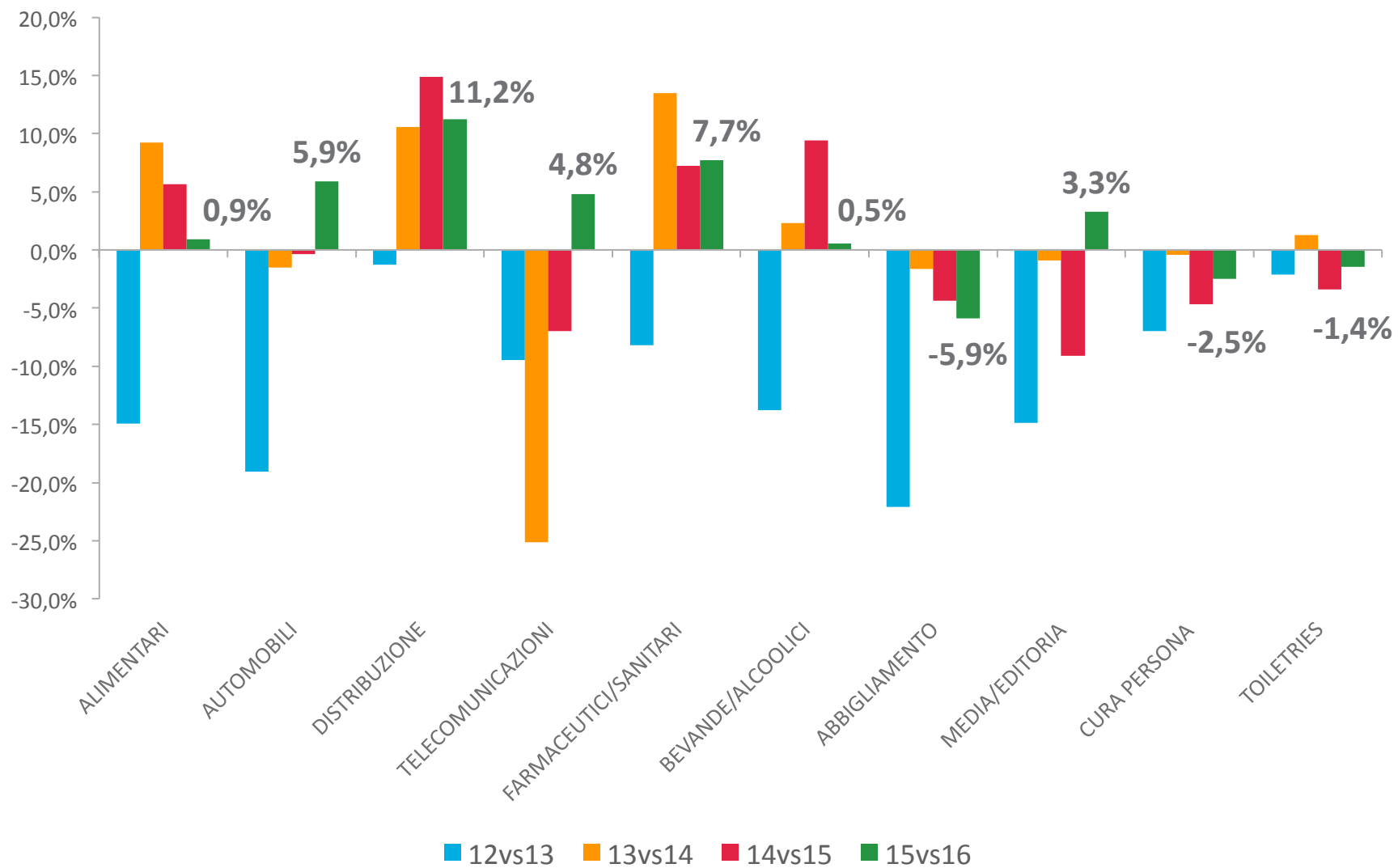
Calo per Cura Persona e Toiletries – crescita per le Automobili e la Distribuzione



Stima AdEx del mercato pubblicitario - anno 2016 vs 2015 – pubblicità commerciale nazionale

# I TOP SETTORI NEL MEDIO PERIODO

Tornano in positivo Automobili , Telecomunicazioni e Media/Editoria



nielsen  
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GRAZIE

