

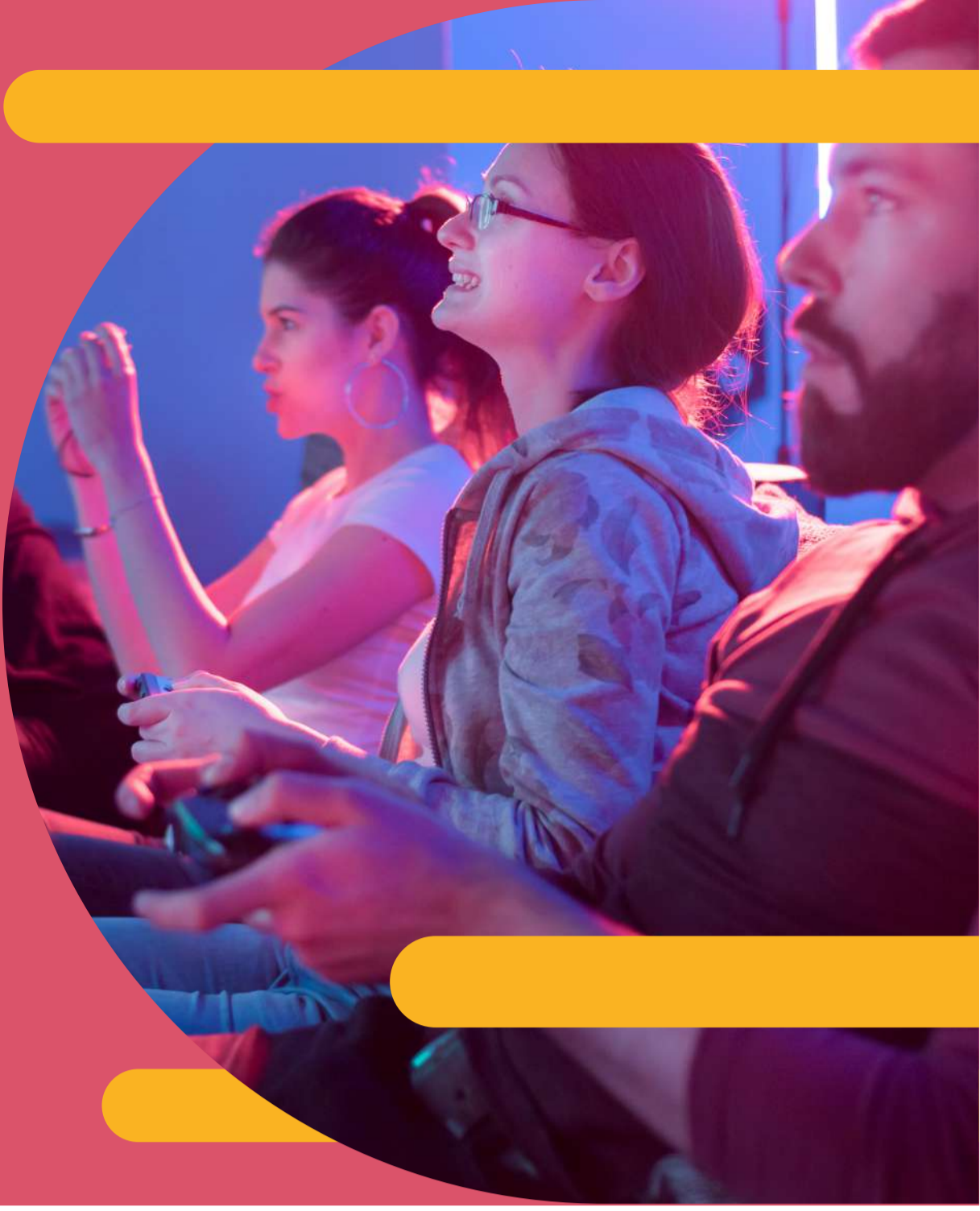
# Key highlights

## Entertainment & Media

### Outlook in Italy

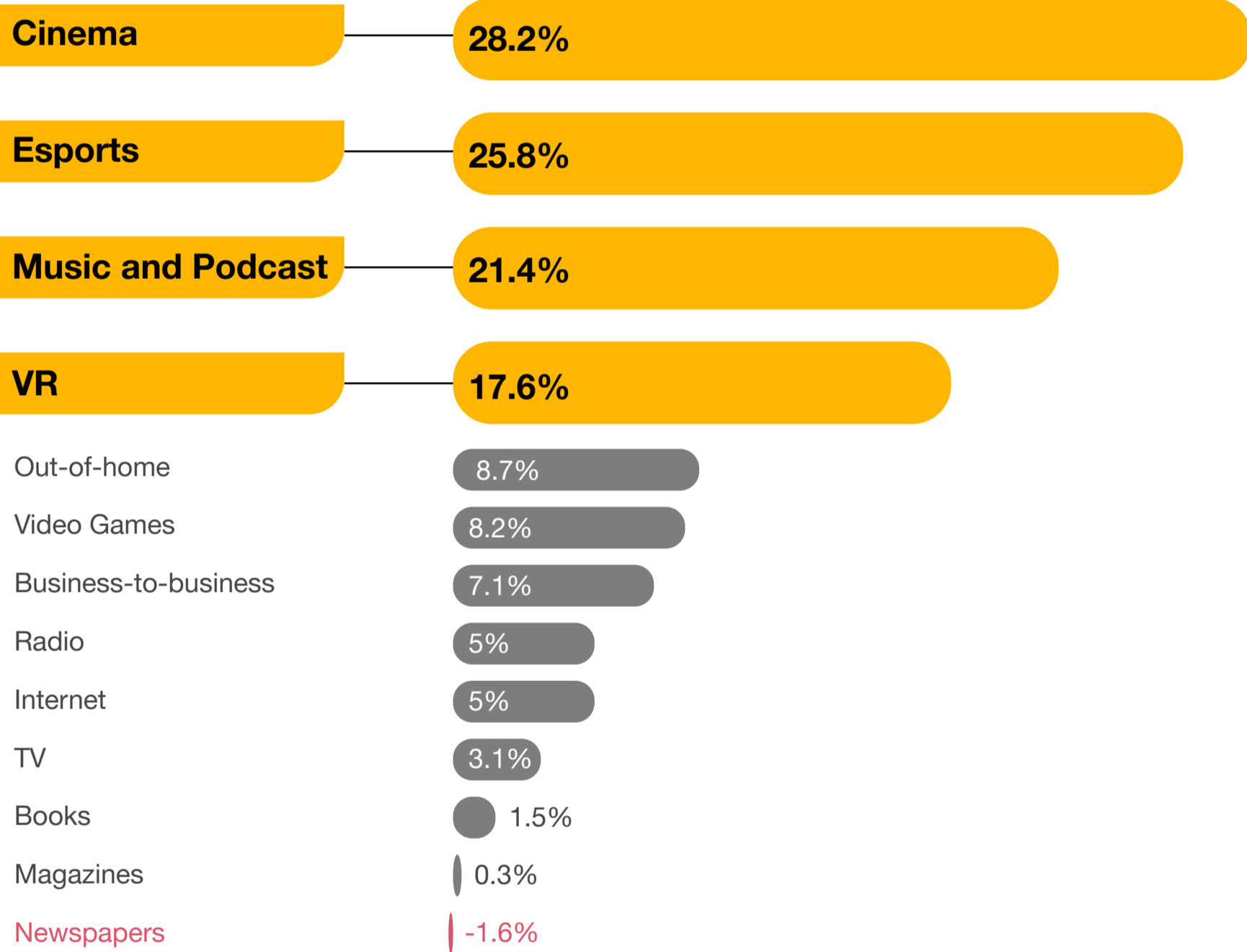
# 2021

# 2025



## Total E&M market in Italy

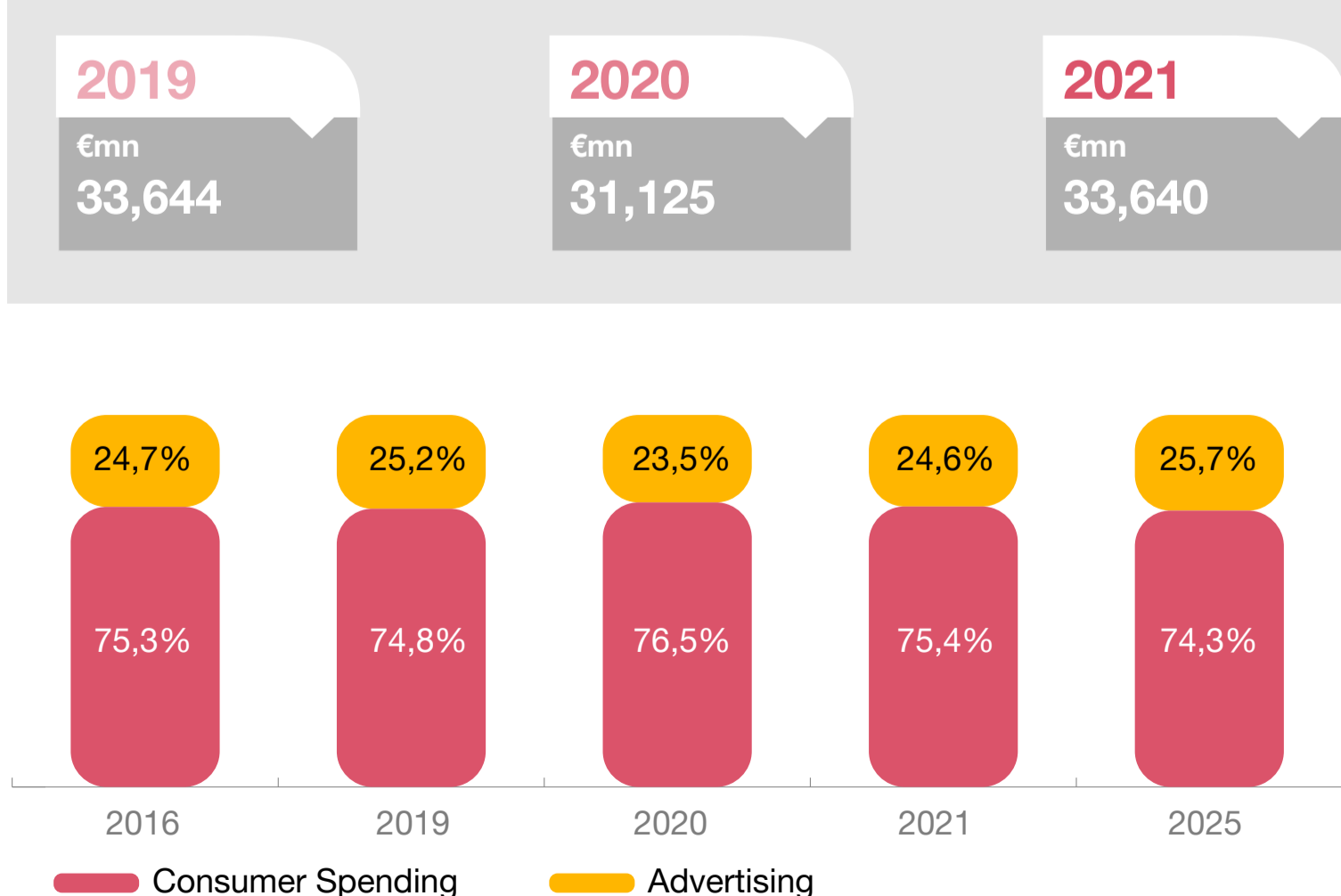
Despite 2020 contraction, E&M revenues are expected to increase over the next 5 years



**+4.9%**  
CAGR '20-'25  
total market

**+4.3%**  
CAGR '20-'25  
total consumer

**+6.8%**  
CAGR '20-'25  
total adv



**2019**  
€mn  
33,644

**2020**  
€mn  
31,125

**2021**  
€mn  
33,640

# 2022

## Consumer Market

Consumer revenues will grow at a CAGR of 43%.

### 23,8bn€

Consumer market revenues 2020

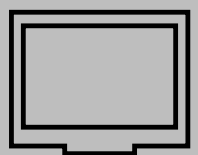
### +6.5%

year-on-year 2020 vs 2021

Top 3 performer

1. VR
2. Video Games
3. Radio

TV & Video is one of the fastest growing consumer sectors thanks to the strong growth of the OTT sector.



### +3.1%

CAGR '20-'25  
TV and video



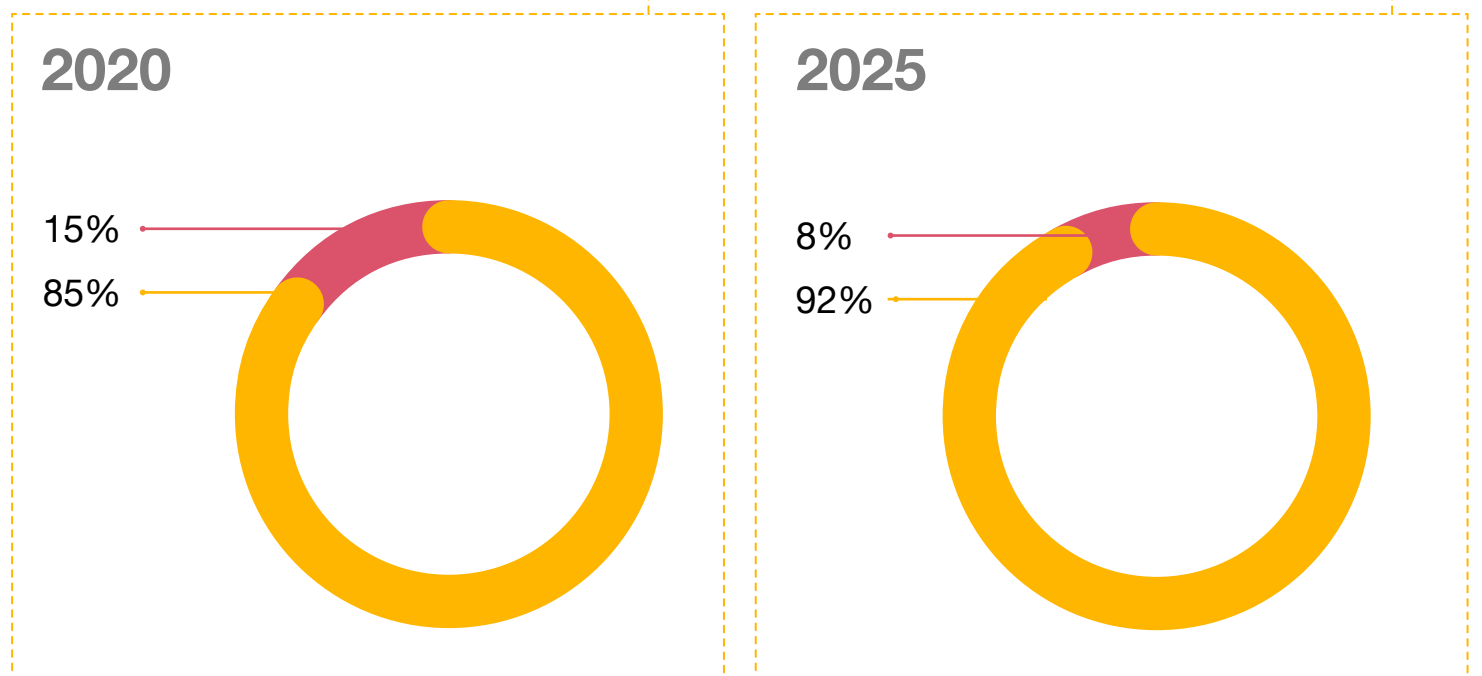
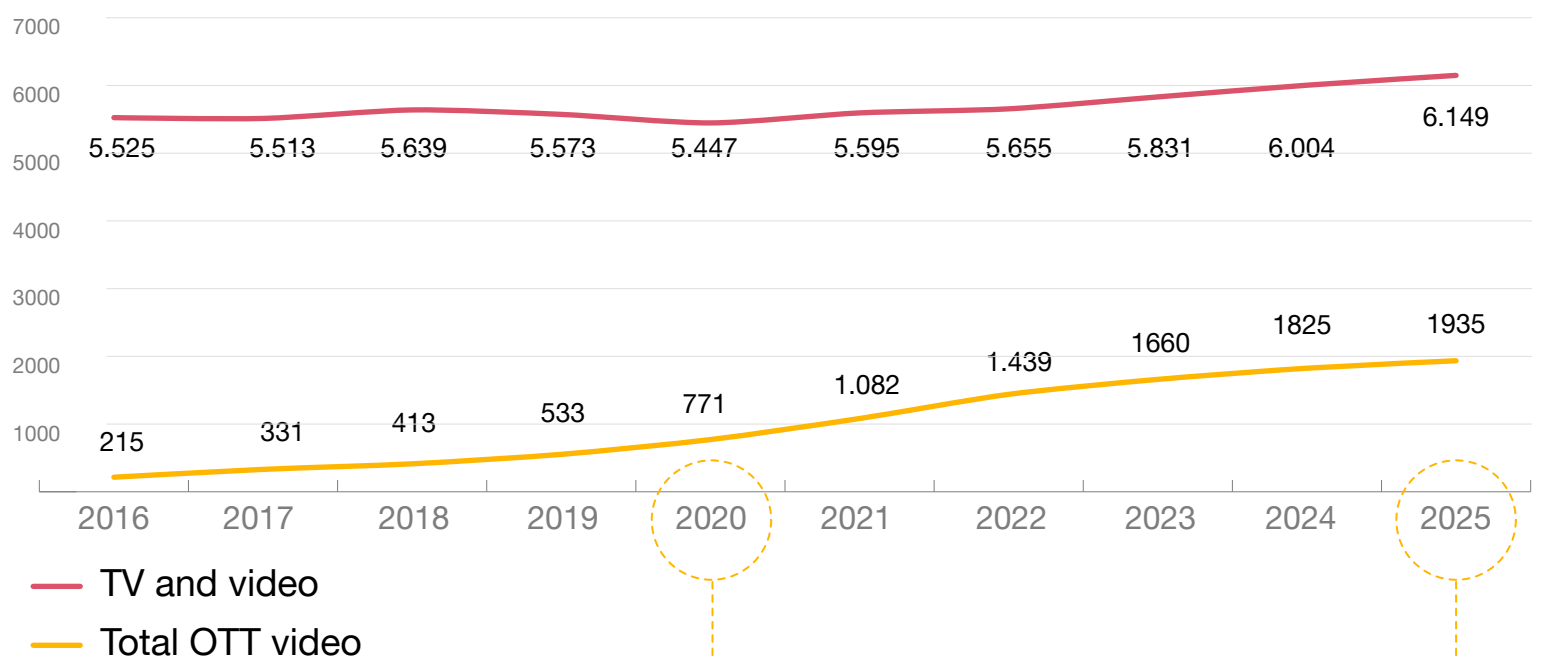
### +20.2%

CAGR '20-'25  
VOD (o SVOD)



OTT Subscribers

### 10.899



● Subscription VOD      ● Transactional VOD

## Advertising market

Advertising revenues will exceed the €10bn mark in 2025

**2019**

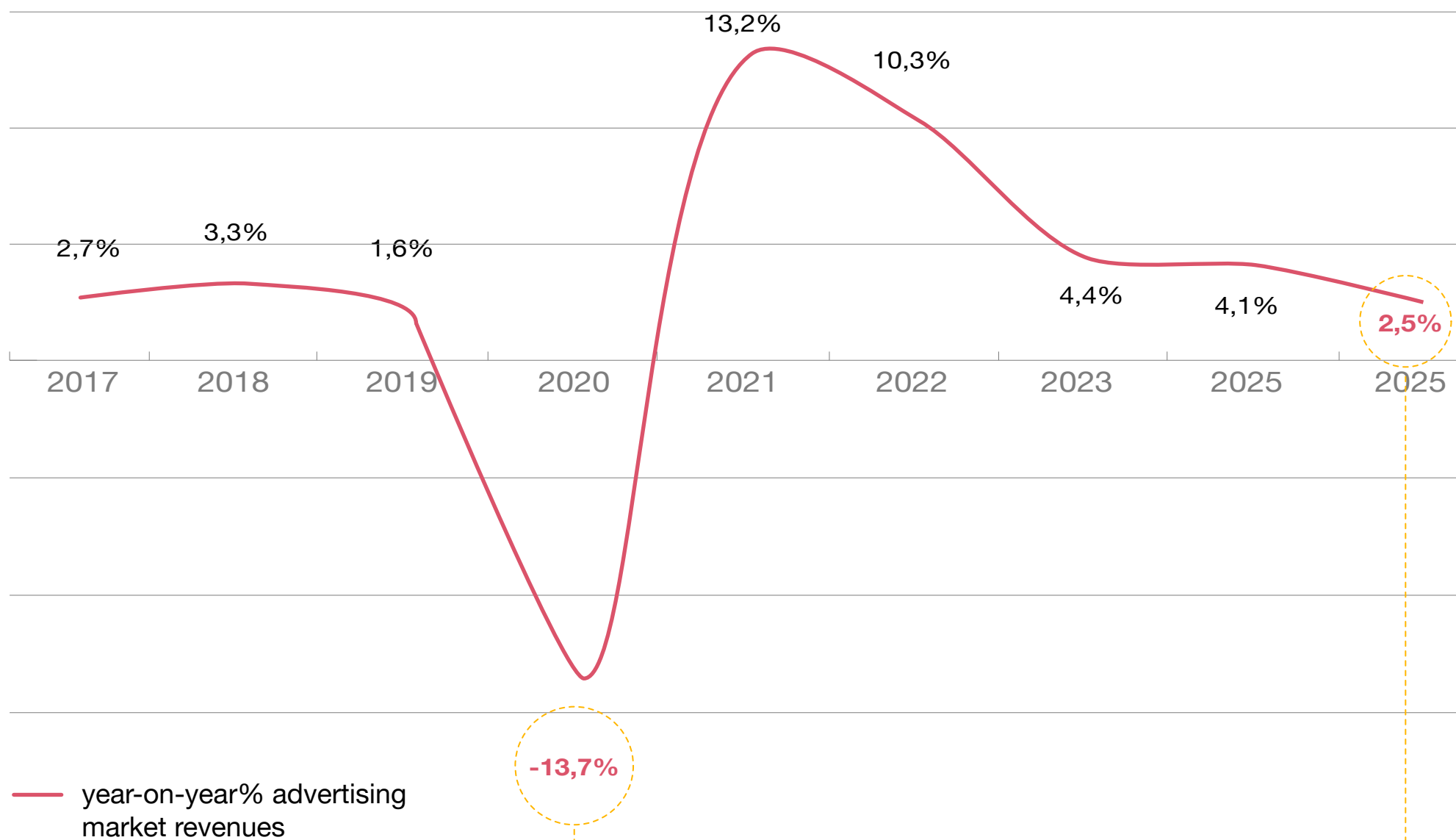
€mn  
8,462

**2020**

€mn  
7,307

**2021**

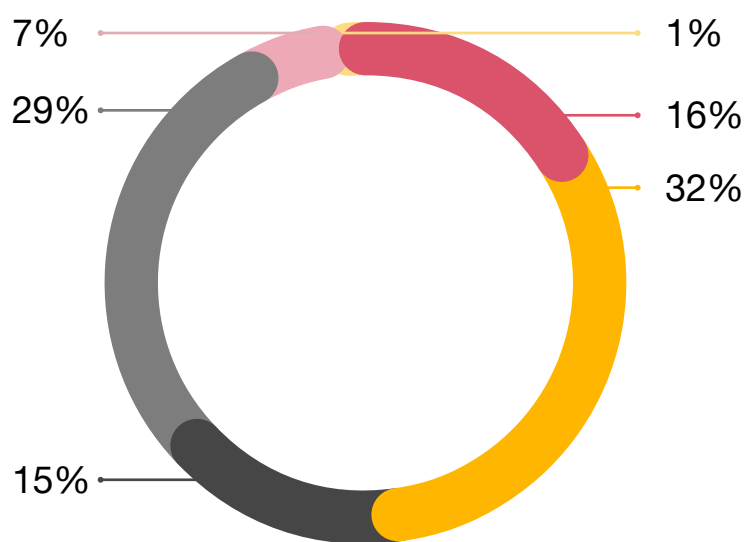
€mn  
8,272



**2020**

internet advertising as a percentage of total adv revenues

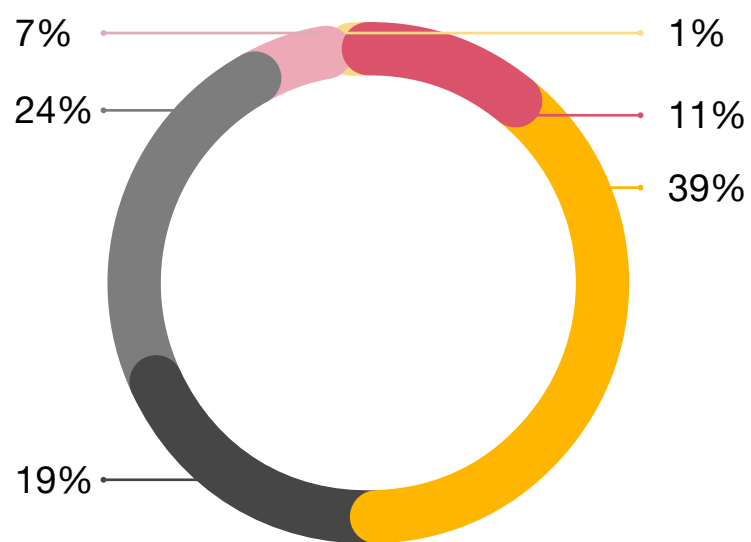
47%



**2025**

internet advertising as a percentage of total adv revenues

48%



- Banner
- Social
- Classified
- Video
- Search
- E-mail