

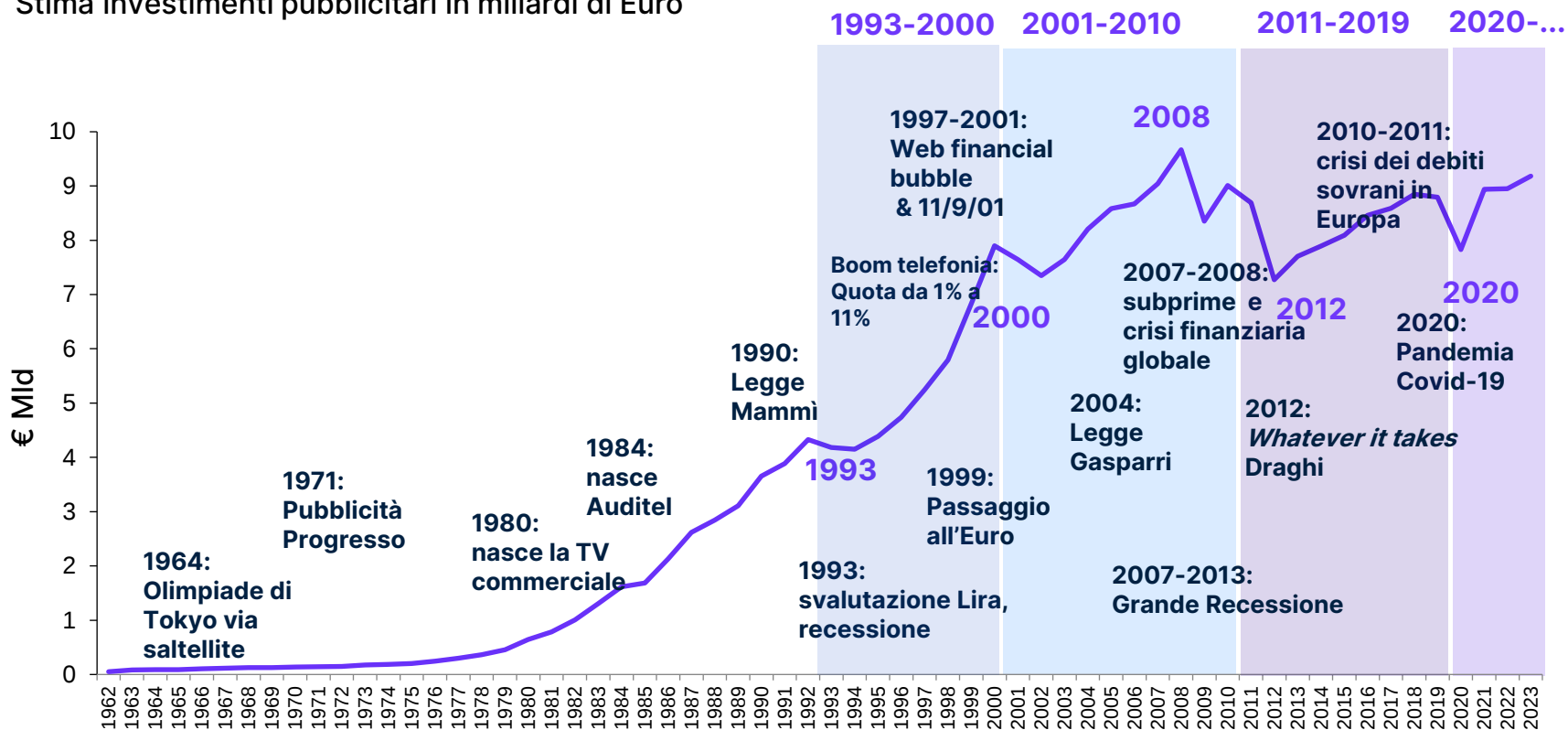


Nielsen Ad Intel

I dati per il mercato pubblicitario

La storia della pubblicità in Italia

Stima investimenti pubblicitari in miliardi di Euro

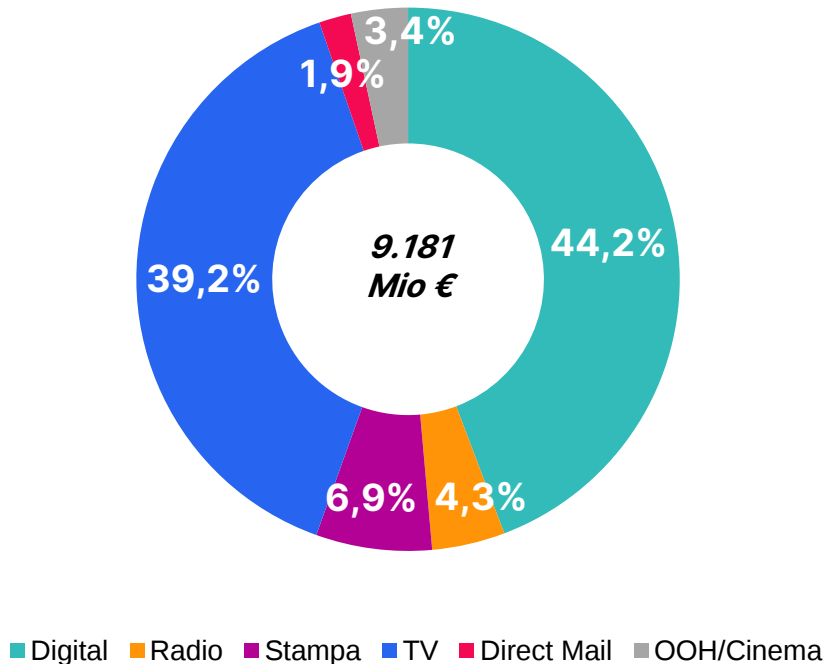


Source: Nielsen, Ad Intel, dati stimati netti – tutte le tipologie + stima Nielsen del digitale (OTT + altro + FCP AssolInternet)

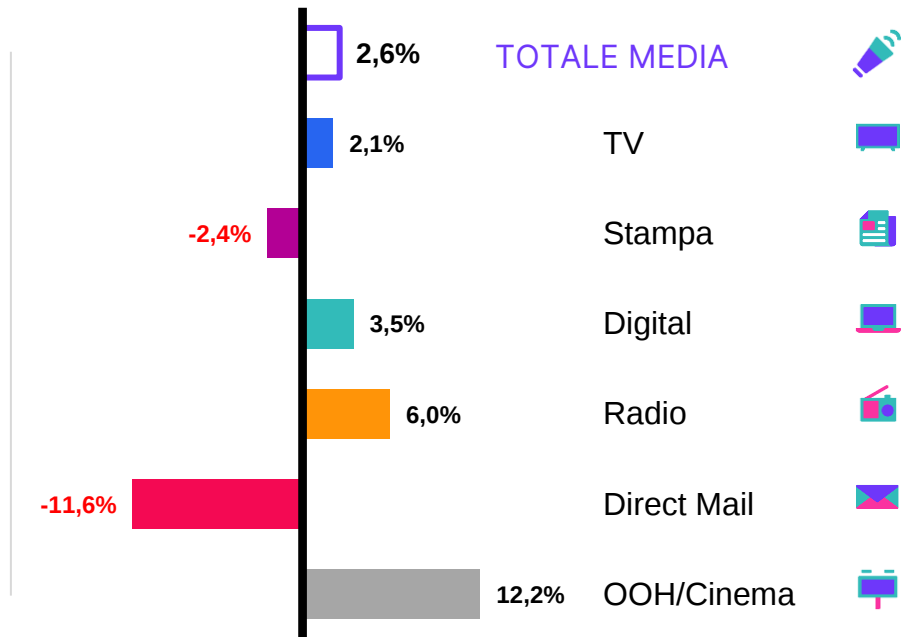
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LE QUOTE E L'ANDAMENTO DEI MEZZI IN ITALIA

quota% - anno 2023



var% 2023 vs 2022

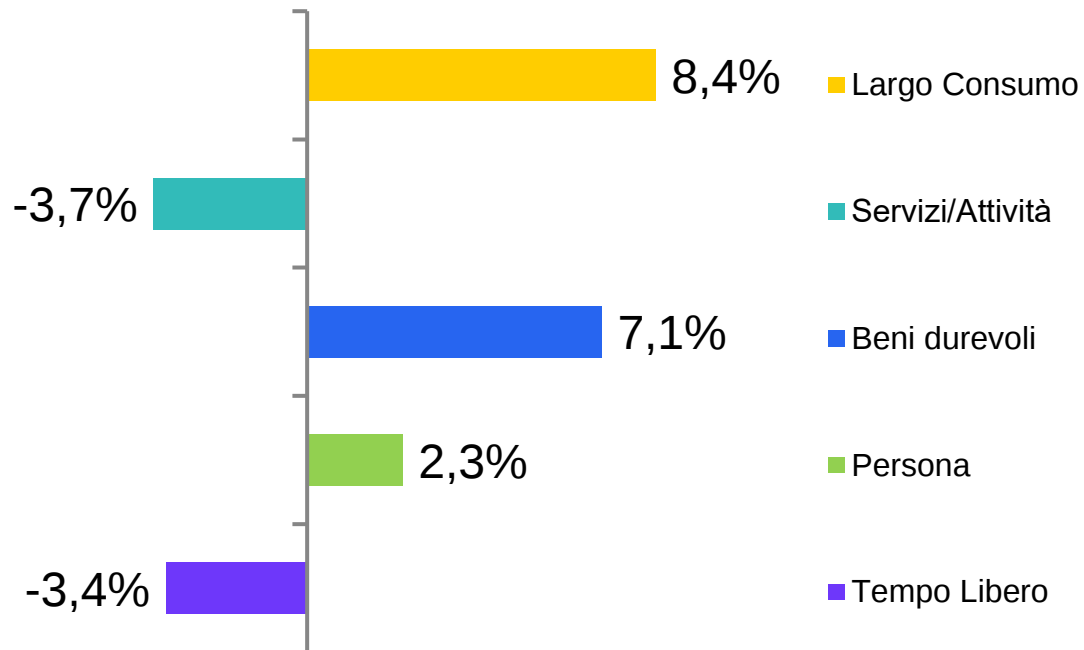


Source: Nielsen, Ad Intel, dati stimati netti – tutte le tipologie + stima Nielsen del digitale (OTT + altro + FCP AssolInternet)

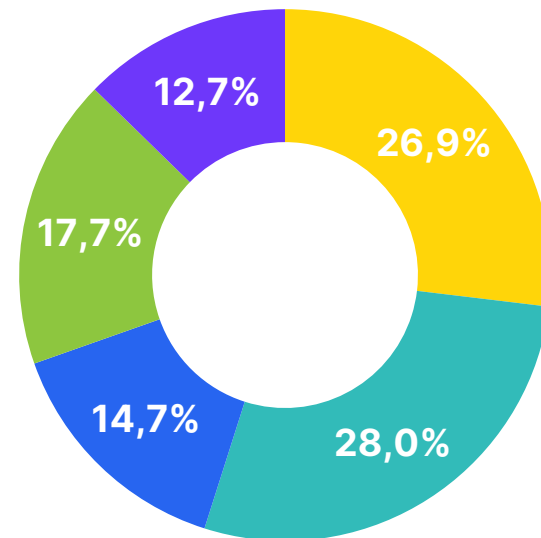
L'ANDAMENTO DEI MACROSETTORI



var % 2023 vs. 2022

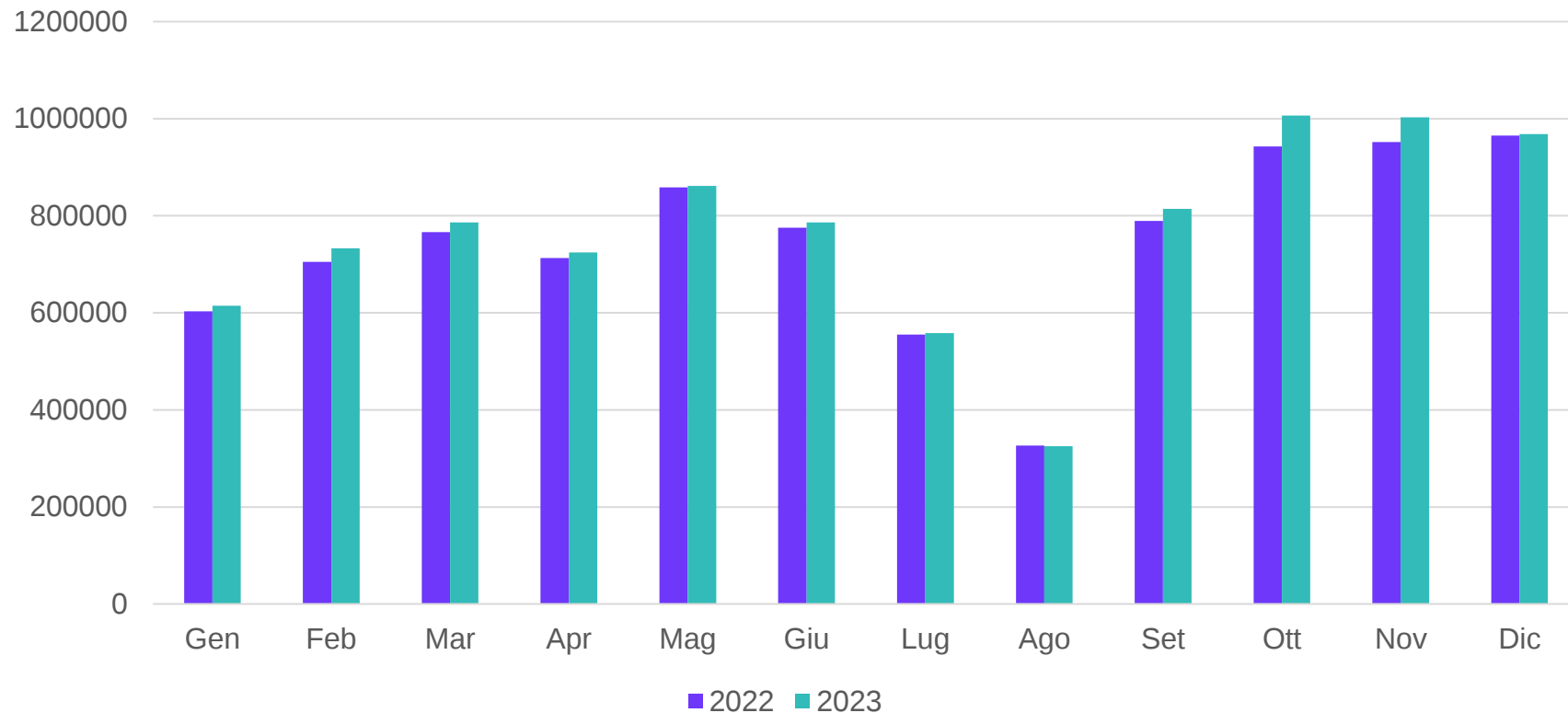


% quota 2023 su totale mercato



L'ANDAMENTO PER MESE 2023

Mio €

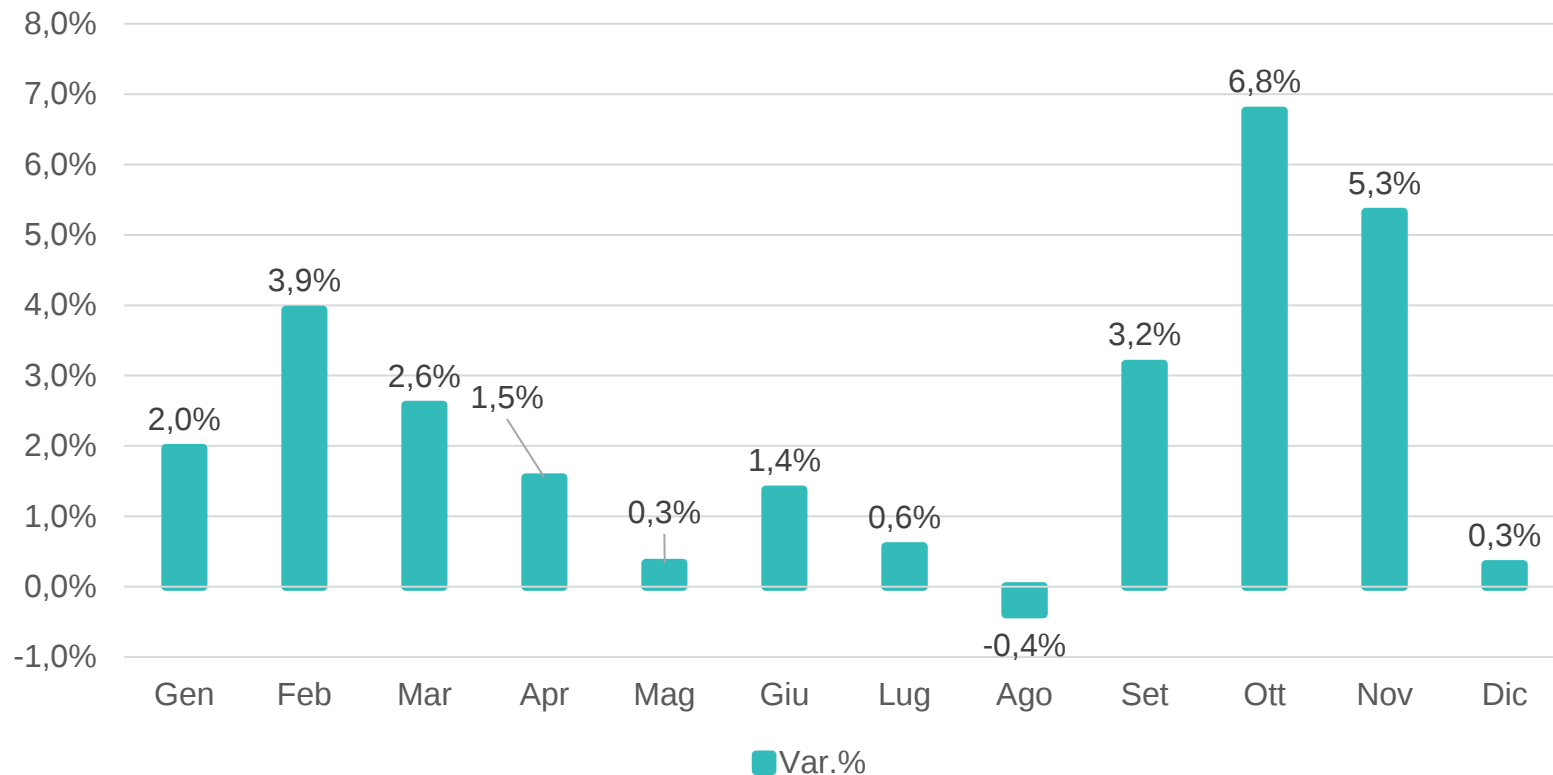


Source: Nielsen, Ad Intel, dati stimati netti – tutte le tipologie + stima Nielsen del digitale (OTT + altro + FCP AssolInternet)

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L'ANDAMENTO PER MESE 2023

var%



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