

I dati dell'Internet adv

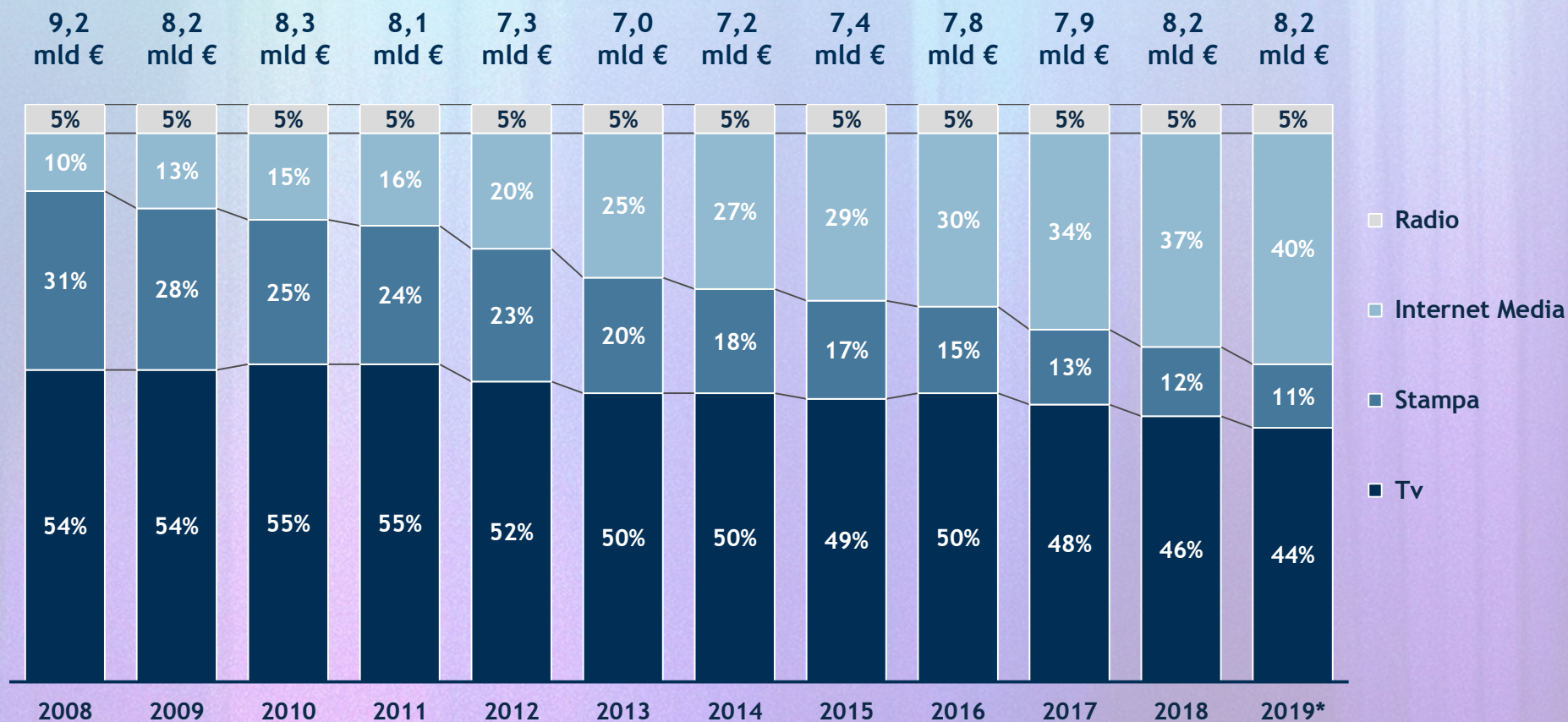
Andrea Lamperti

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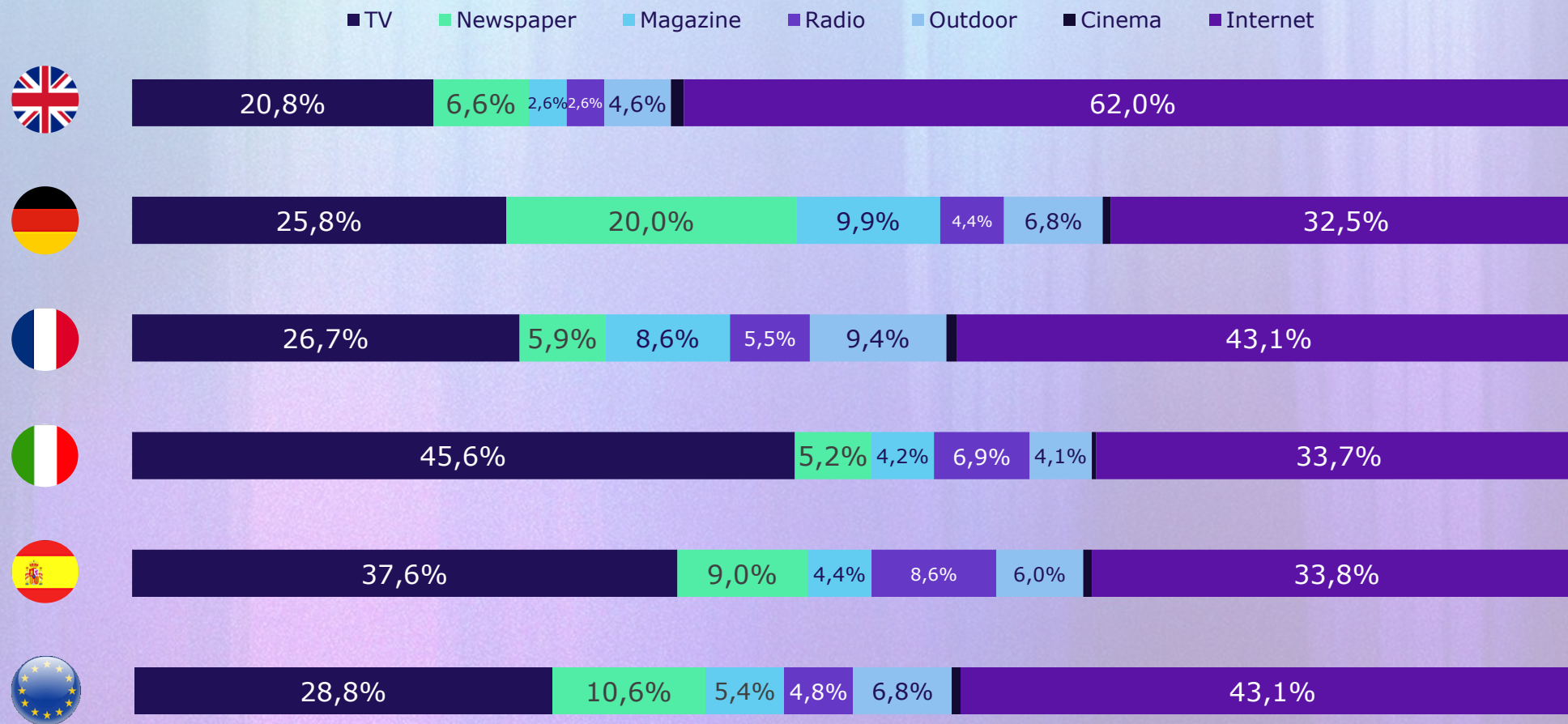


Il mercato pubblicitario



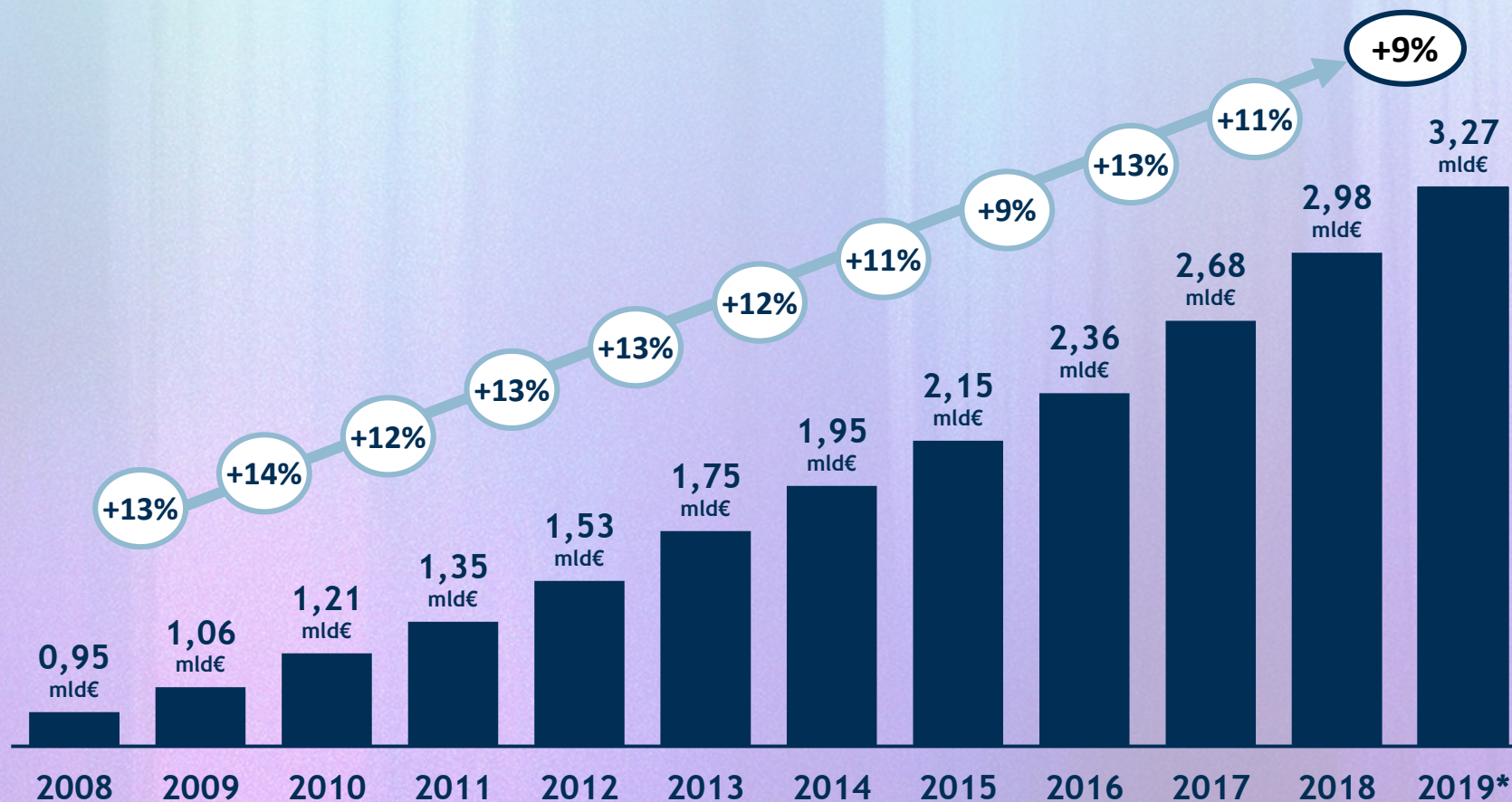
Fonte: Osservatorio Internet Media Politecnico di Milano. * Dati a preconsuntivo

Il Media-mix europeo



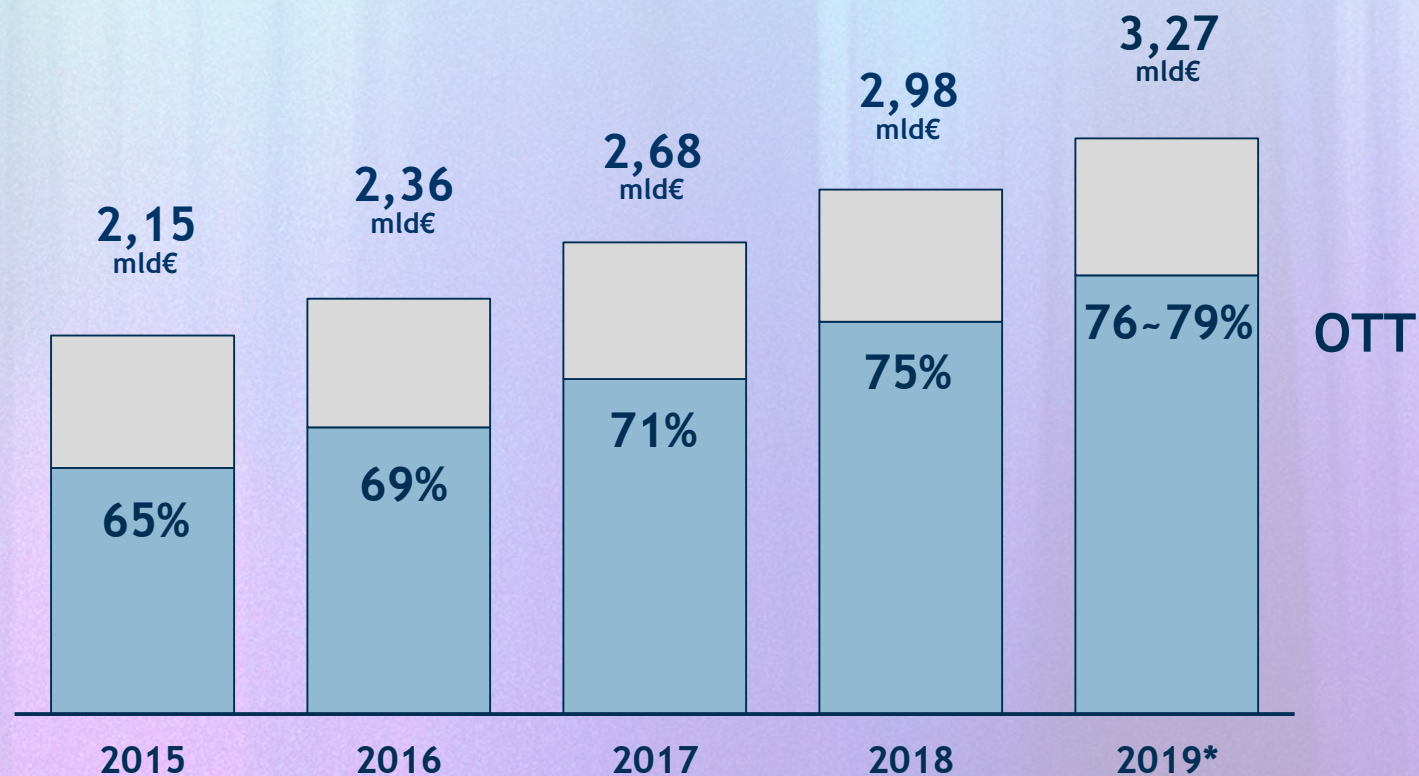
Source: Kantar & GroupM elaboration on Market Data from GroupM "This Year Next Year 2019"

Il mondo dell'Internet advertising



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

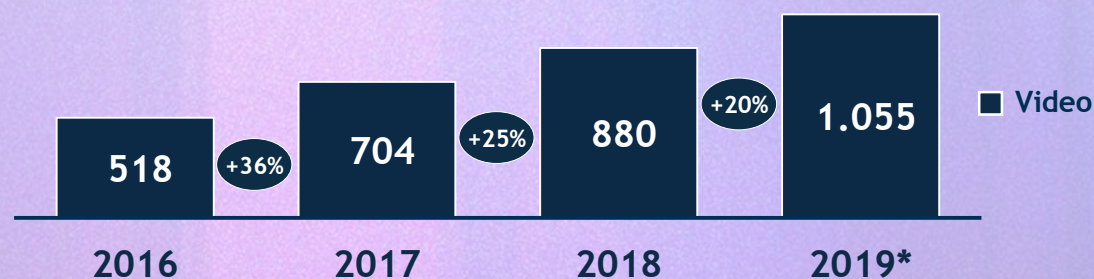
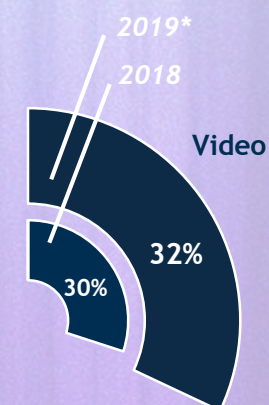
L'andamento degli Over The Top



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

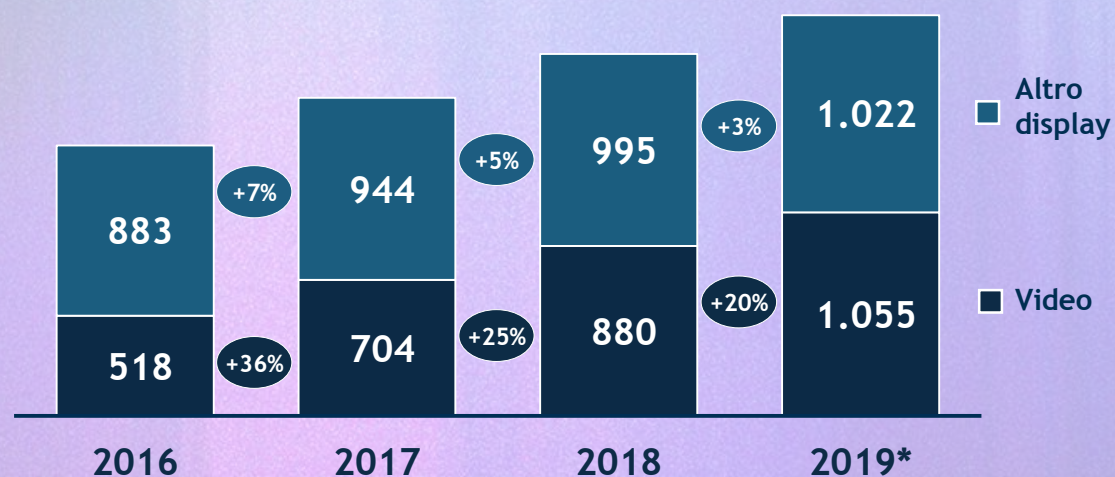
La vista per formati: video

*Peso % dei formati
sul totale mercato*

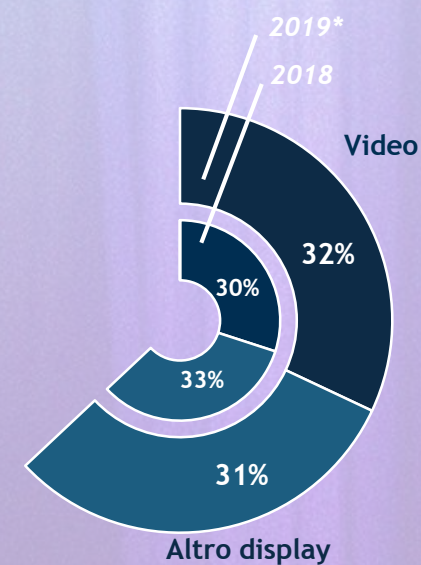


Fonte: Osservatorio Internet Media Politecnico di Milano. * Dati a preconsuntivo

La vista per formati: altro display

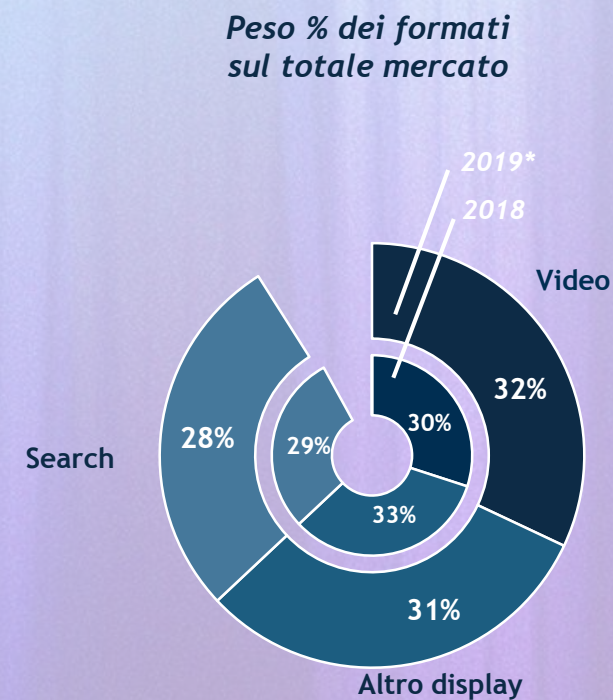
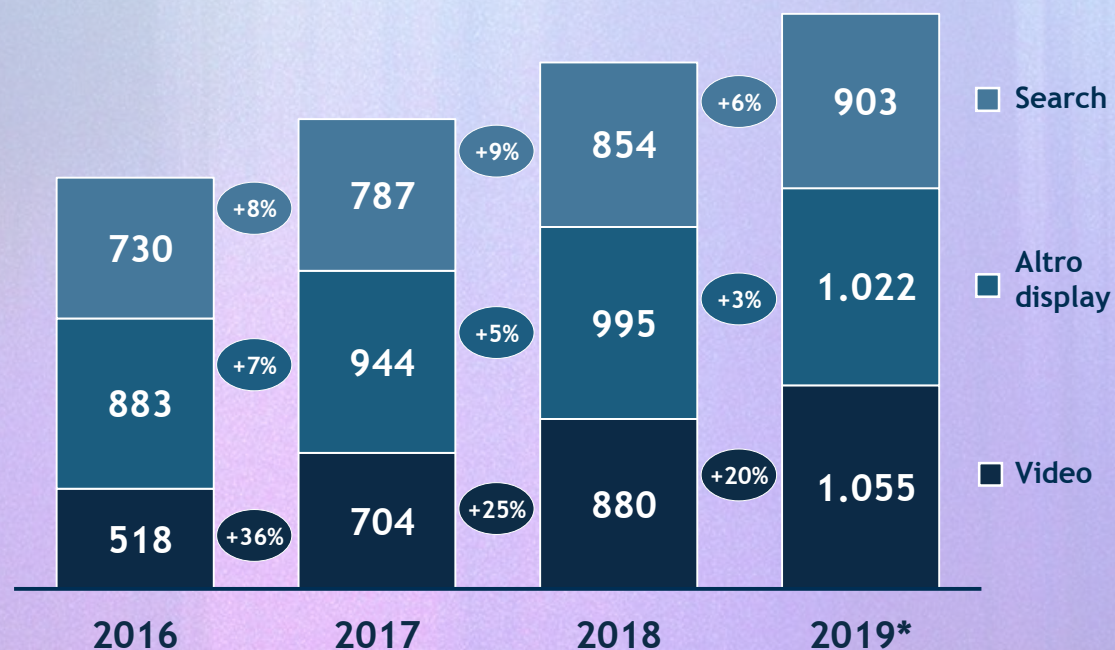


Peso % dei formati
sul totale mercato



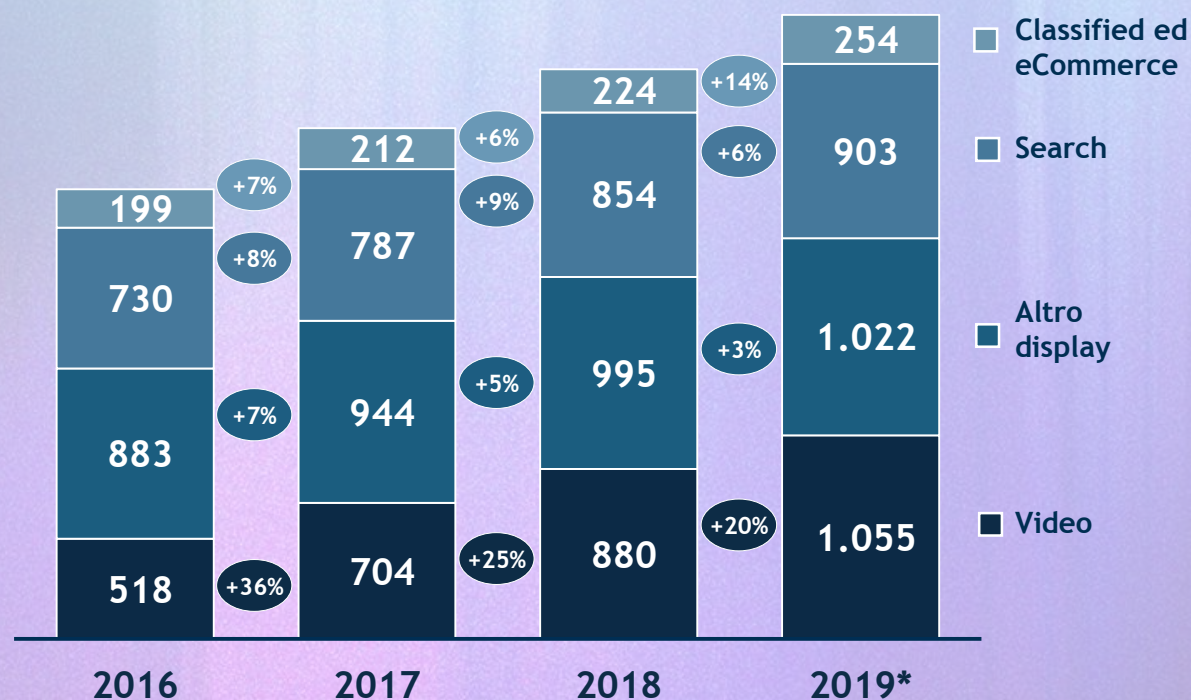
Fonte: Osservatorio Internet Media Politecnico di Milano. * Dati a preconsuntivo

La vista per formati: search

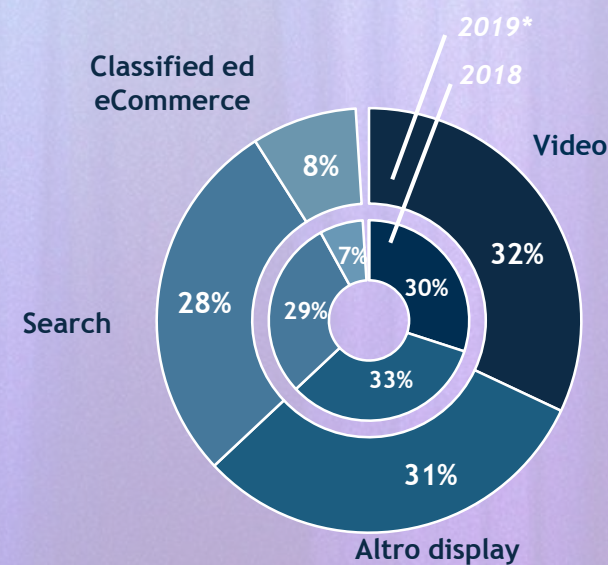


Fonte: Osservatorio Internet Media Politecnico di Milano. * Dati a preconsuntivo

La vista per formati: classified ed eCommerce

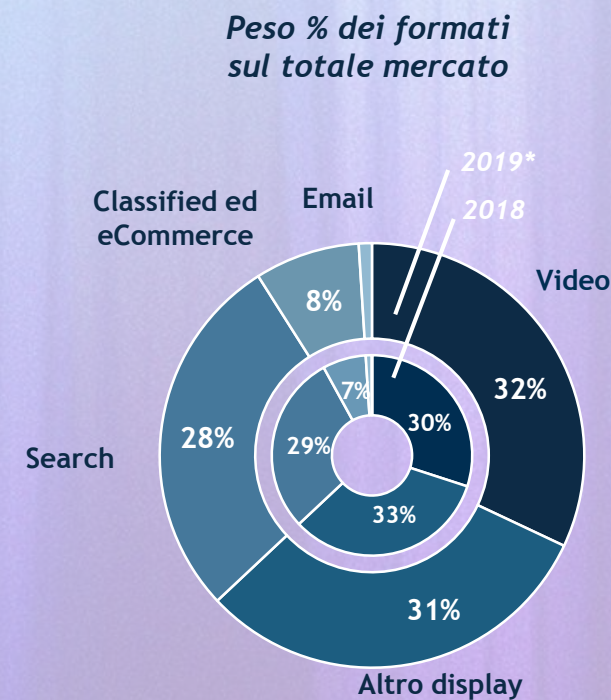
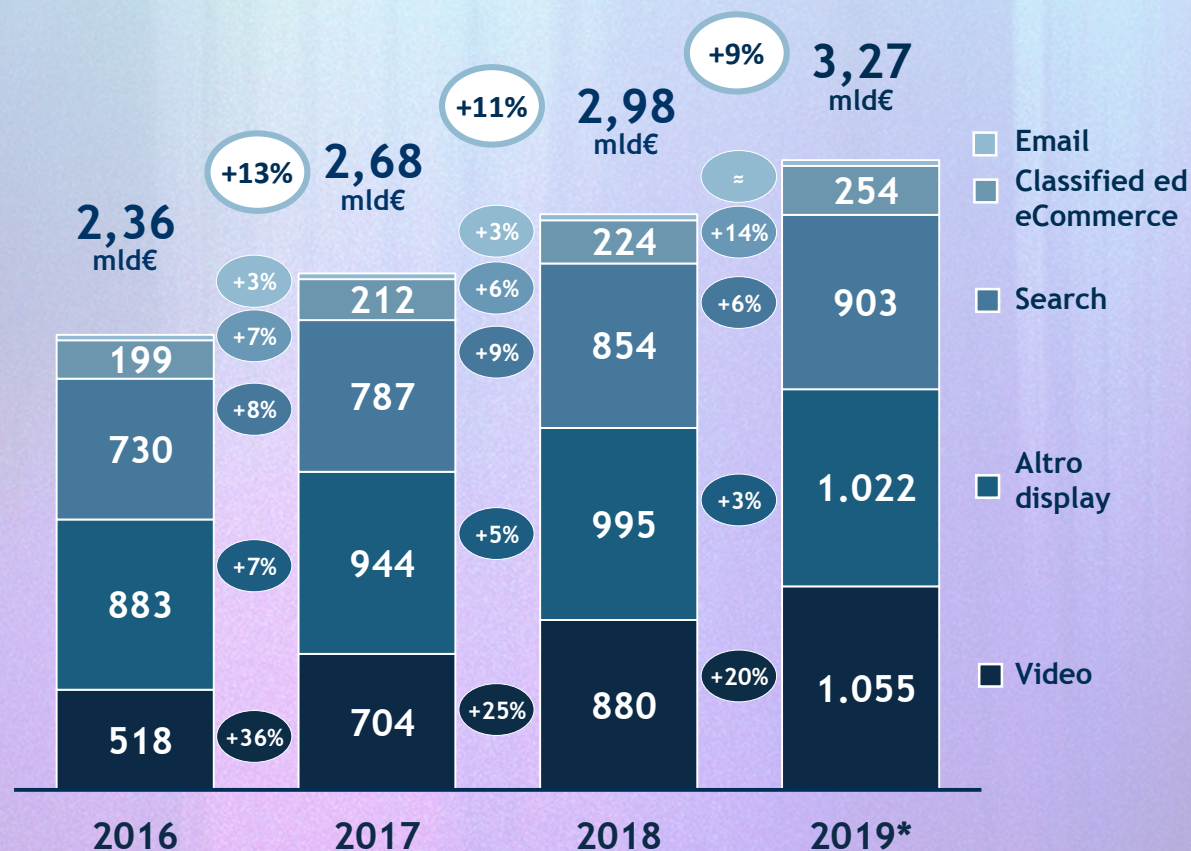


Peso % dei formati sul totale mercato



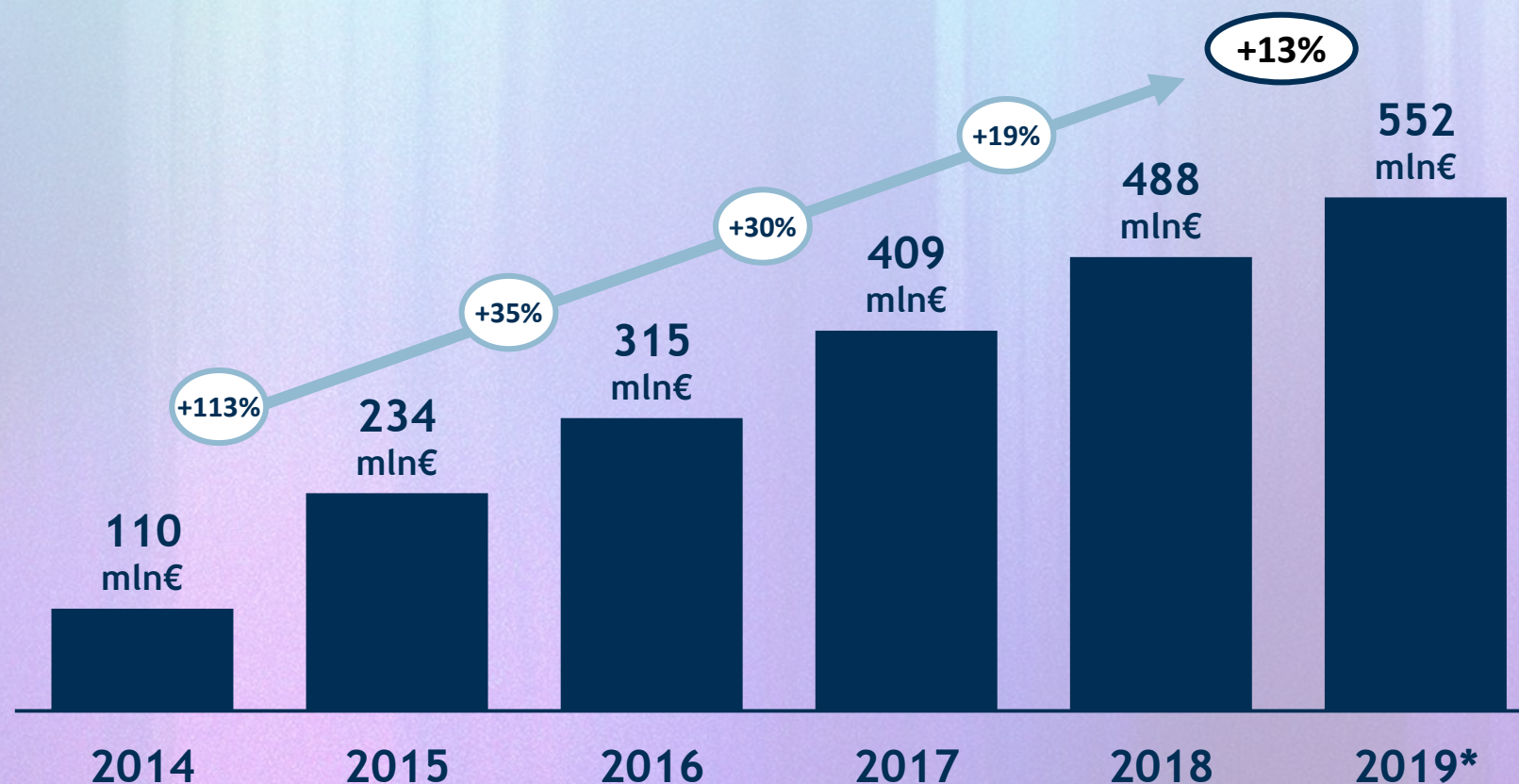
Fonte: Osservatorio Internet Media Politecnico di Milano. * Dati a preconsuntivo

La vista per formati: email



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

Il Programmatic advertising



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

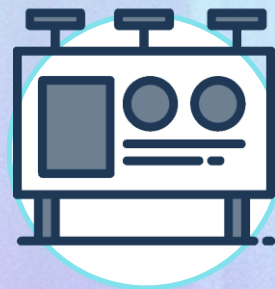
Shaping the online advertising



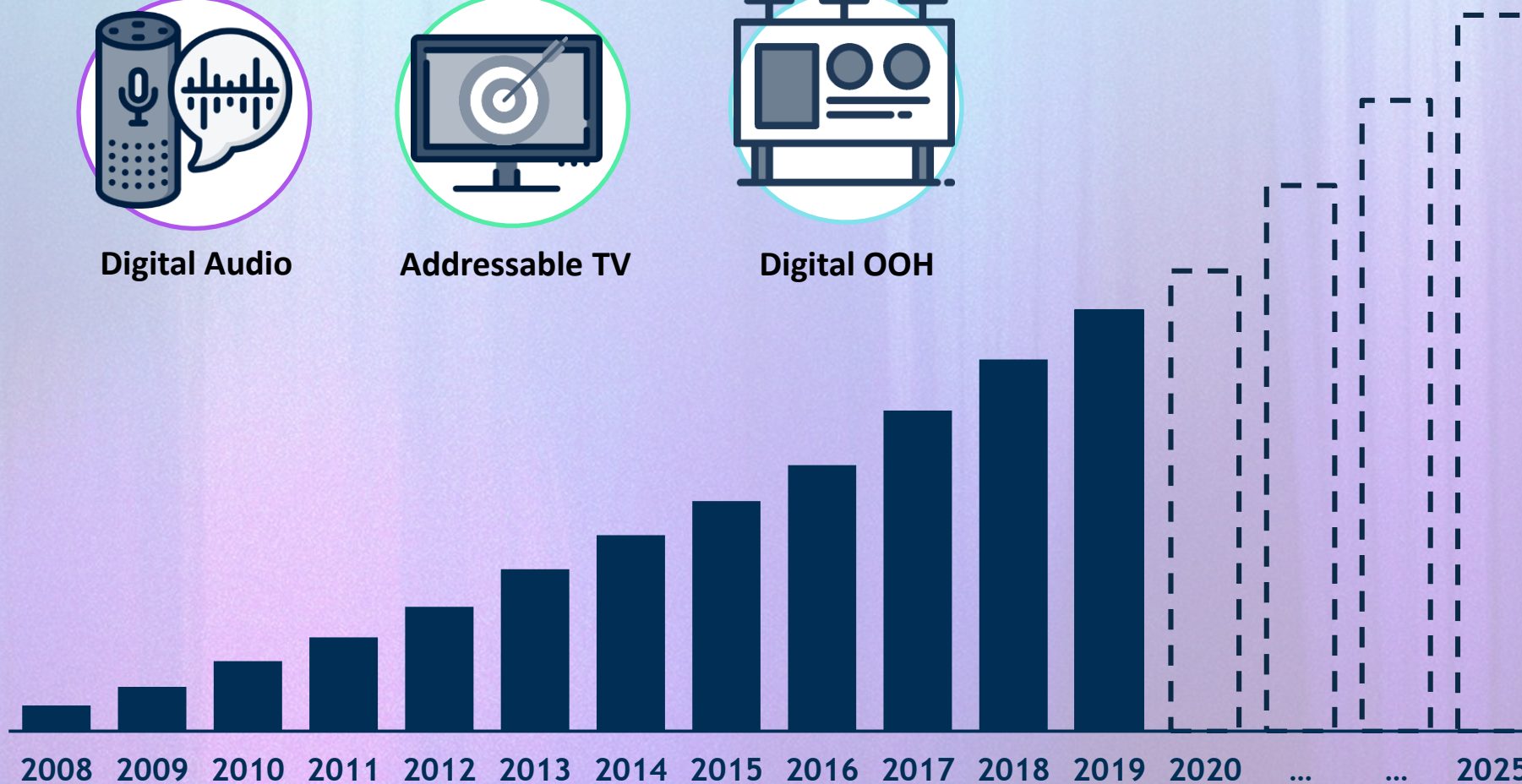
Digital Audio



Addressable TV



Digital OOH



Grazie!

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