

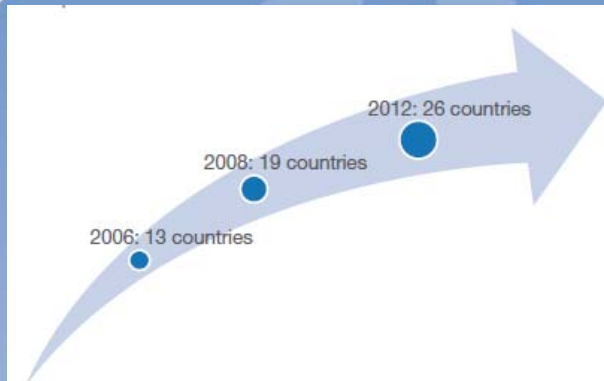


Simona Zanette
Presidente IAB Italia

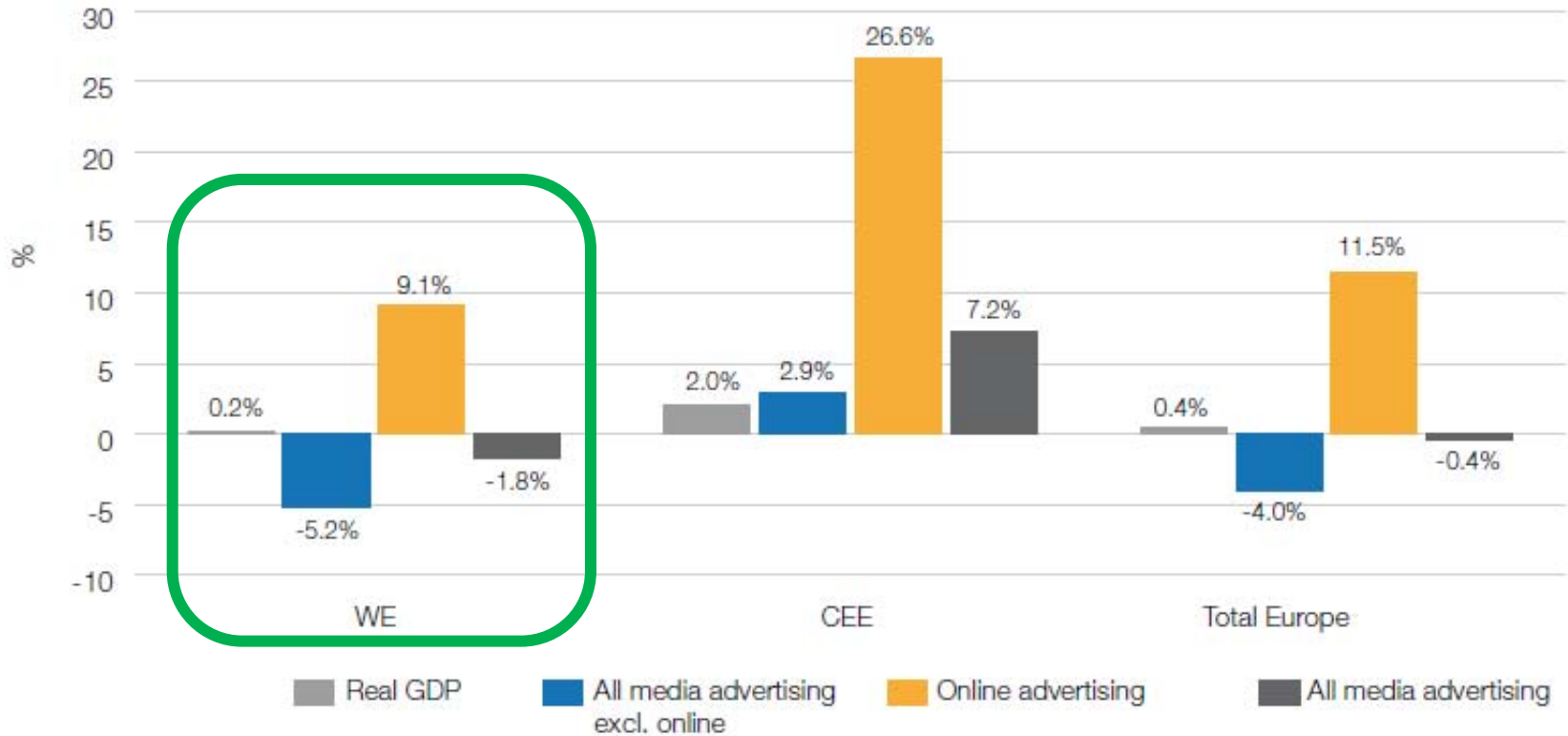
Dimensioni e fenomeni del mondo Display: il caso Italia

ADEX BENCHMARK 2012

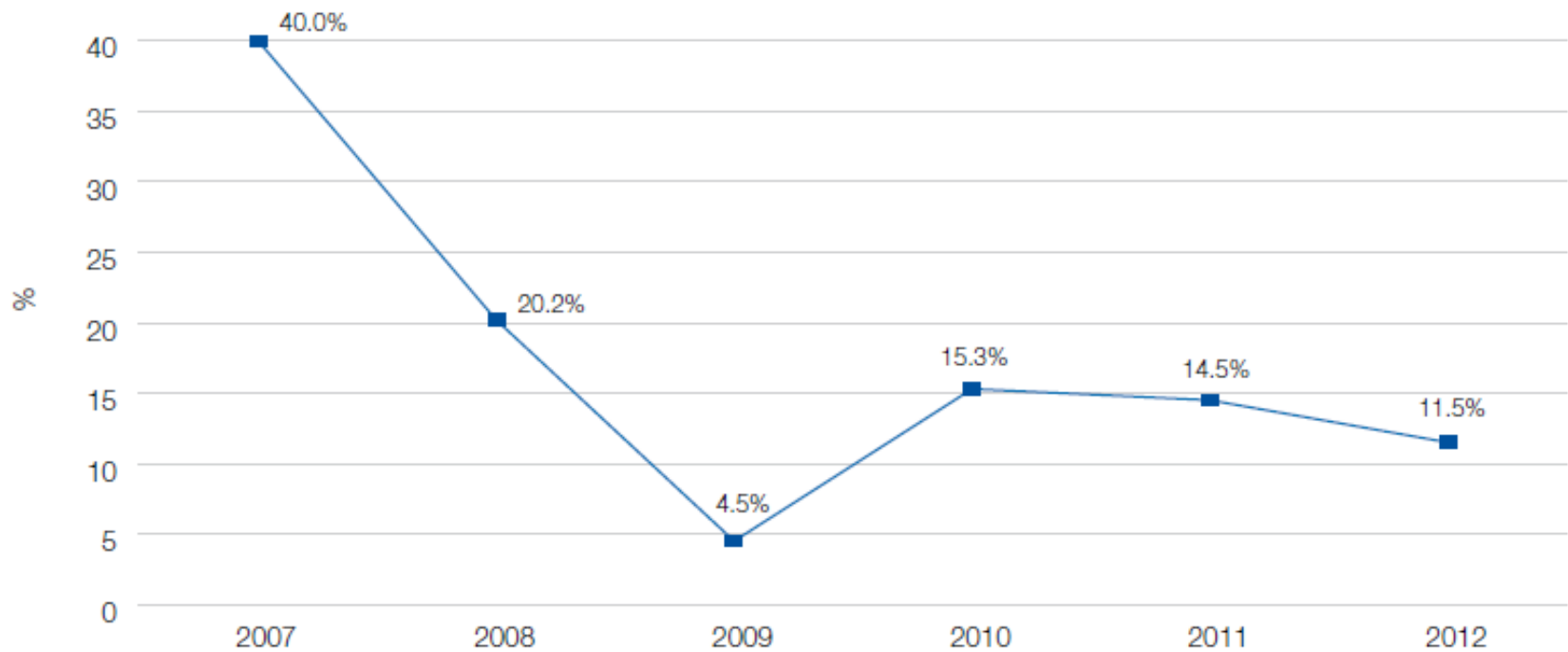
EUROPEAN ONLINE
ADVERTISING EXPENDITURE



2012: economic & advertising growth (%)

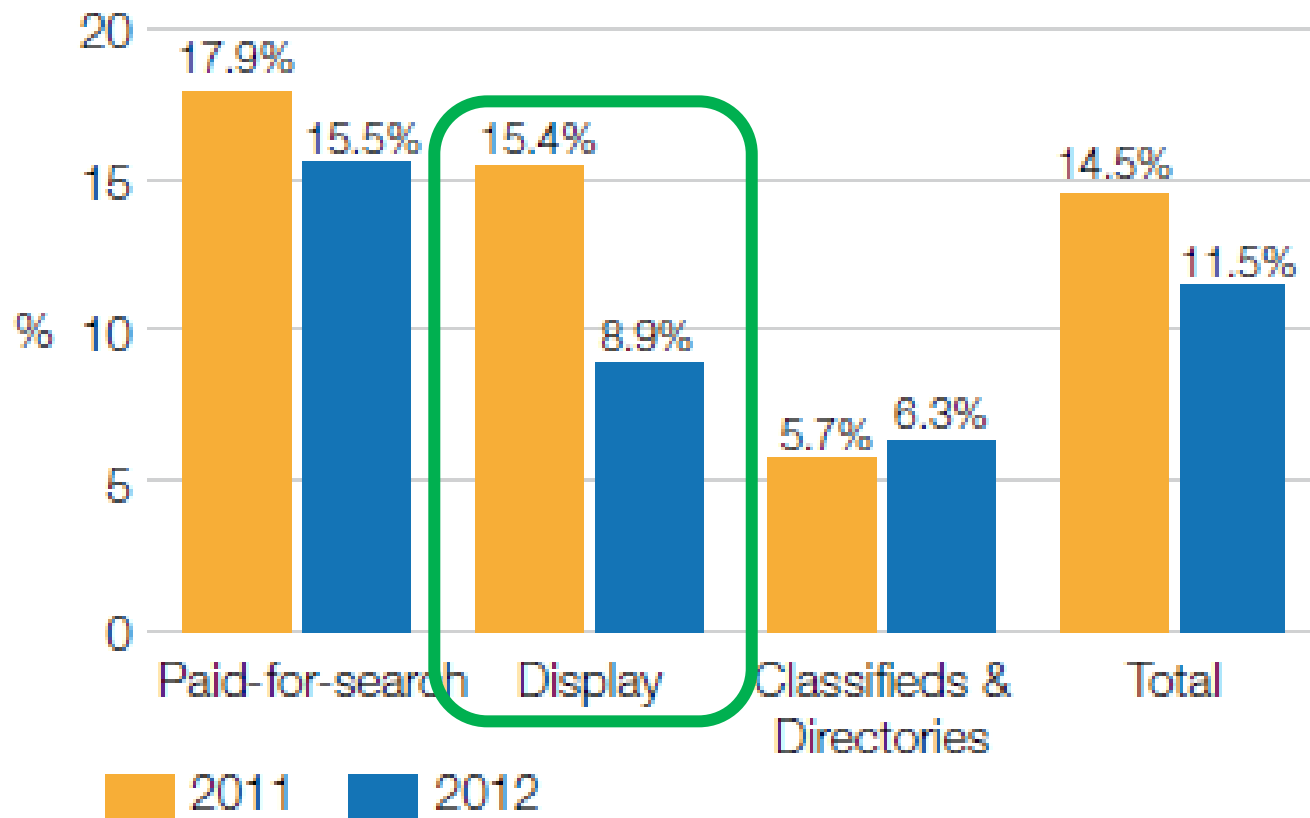


Online advertising growth over time

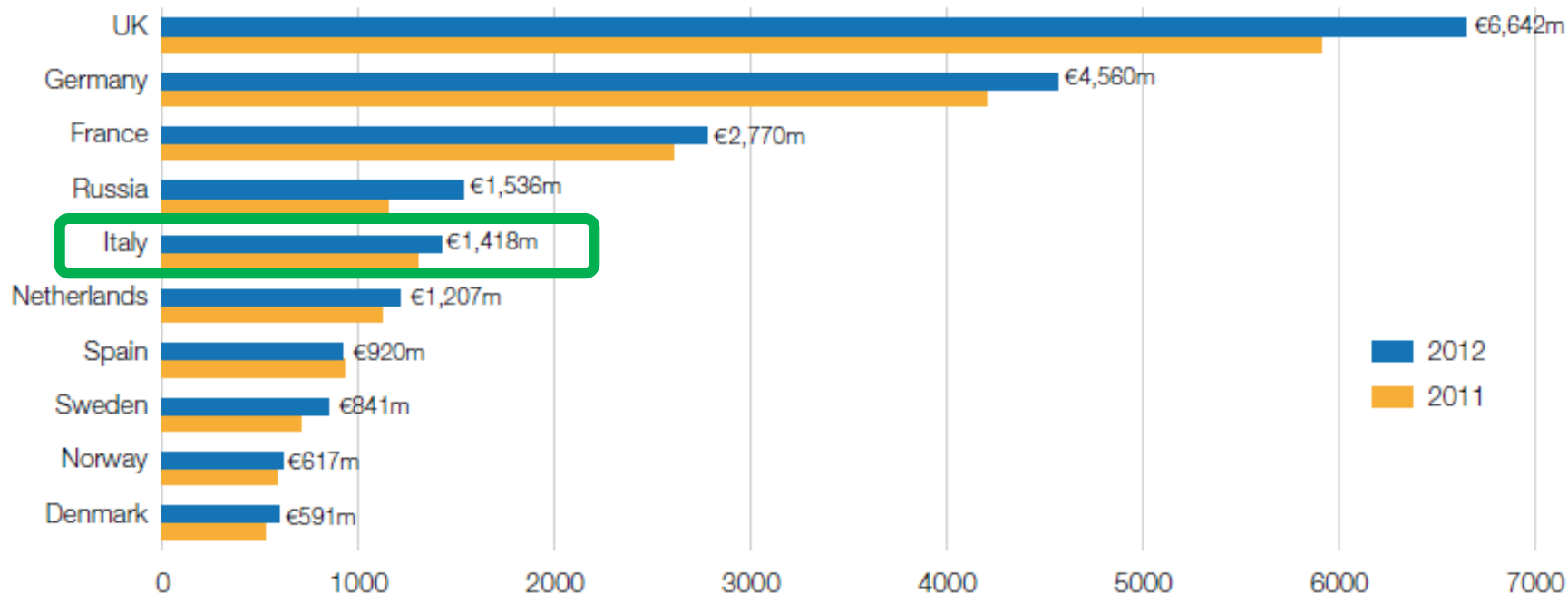


Online advertising spend maintained double-digit growth in 2011, increasing by 14.5 per cent year-on-year. Display (+15.3 per cent) and Search (+17.9 per cent) performed similarly.

European online advertising: year-on-year growth (%)



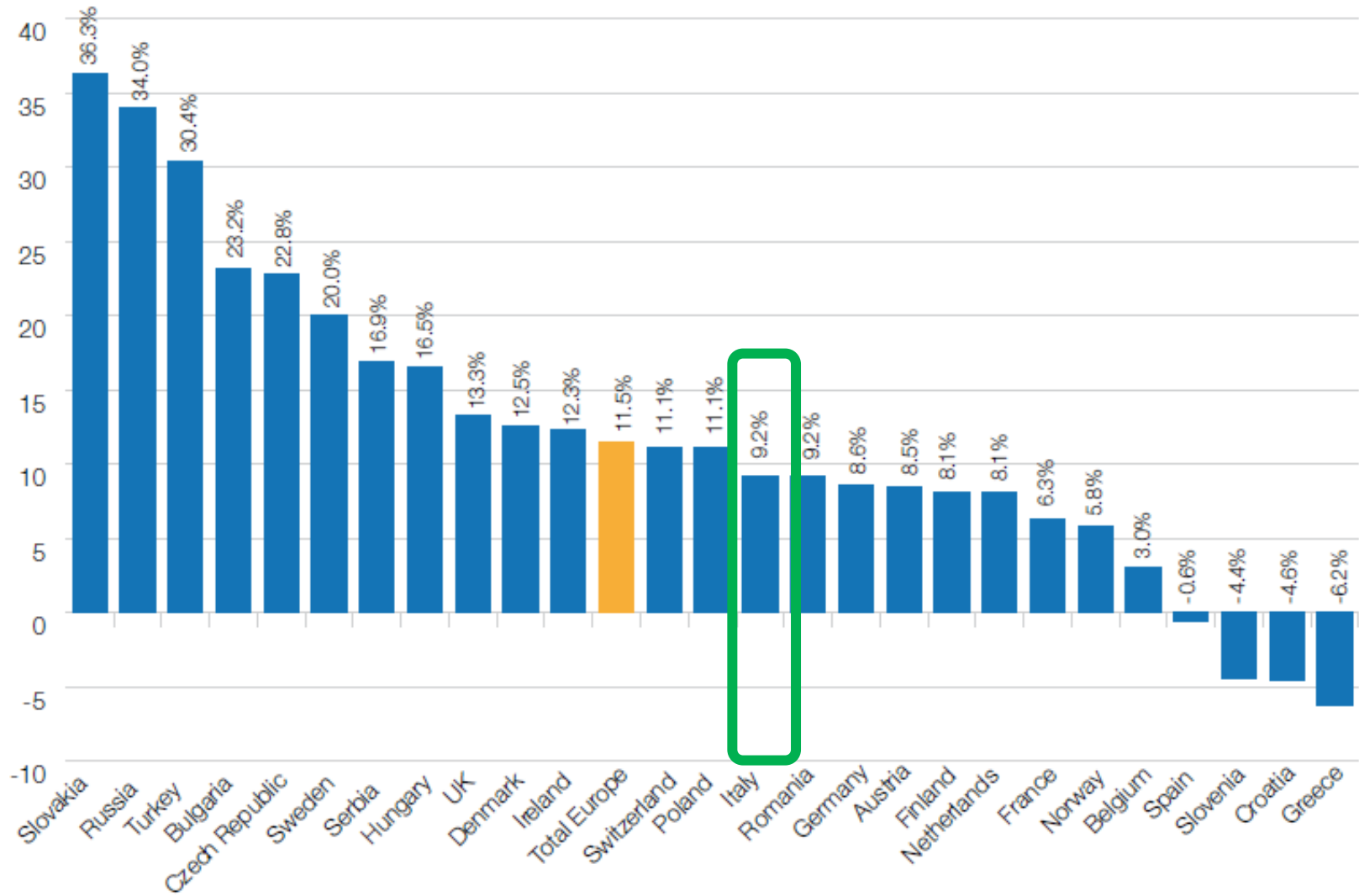
Top 10: Total by country 2012 and 2011 (€m)



Perso il 4 posto del 2011



Year-on-year growth in 2012 (%)

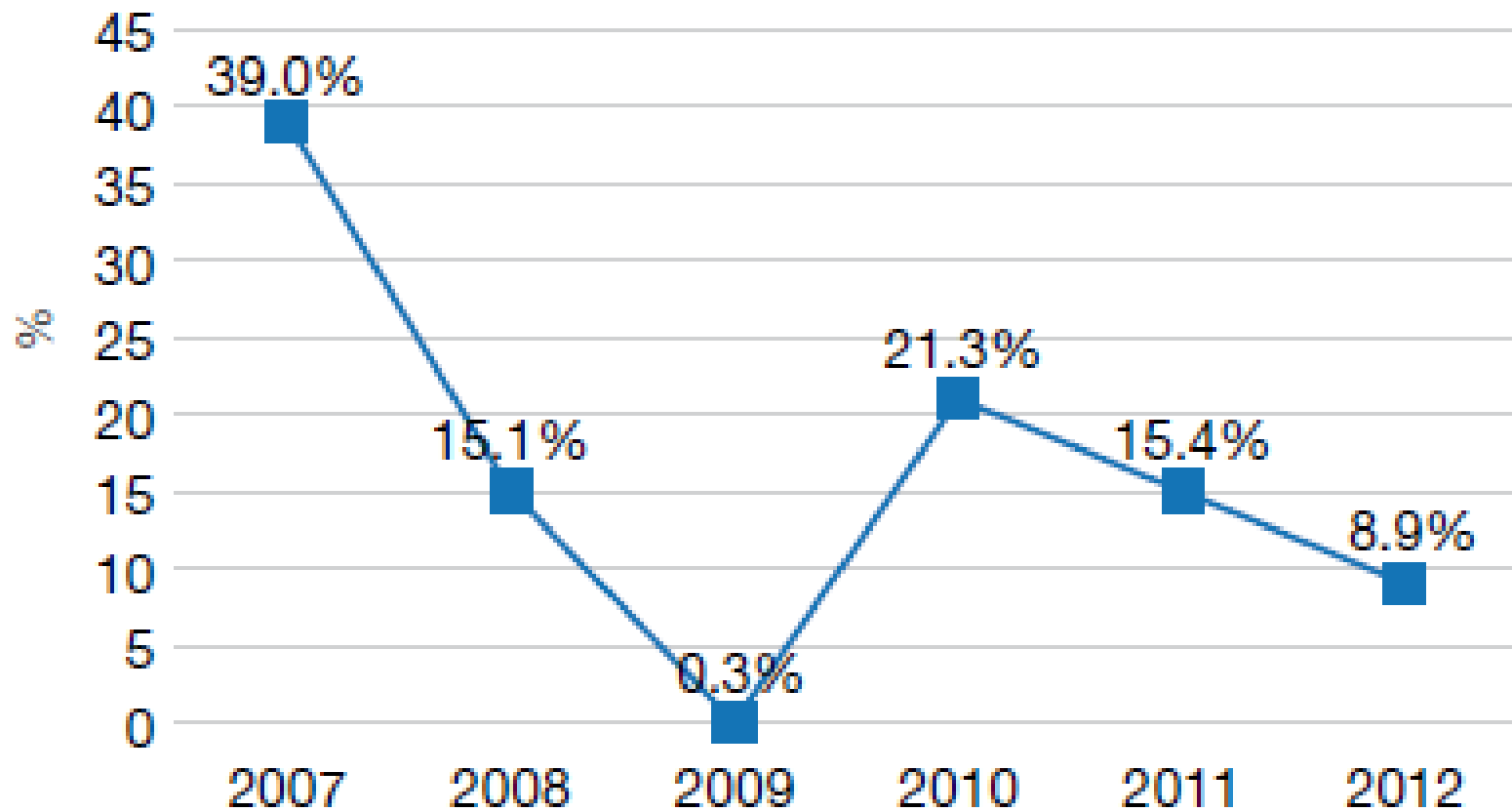


Spend by format and by country: Top 10 (€m)

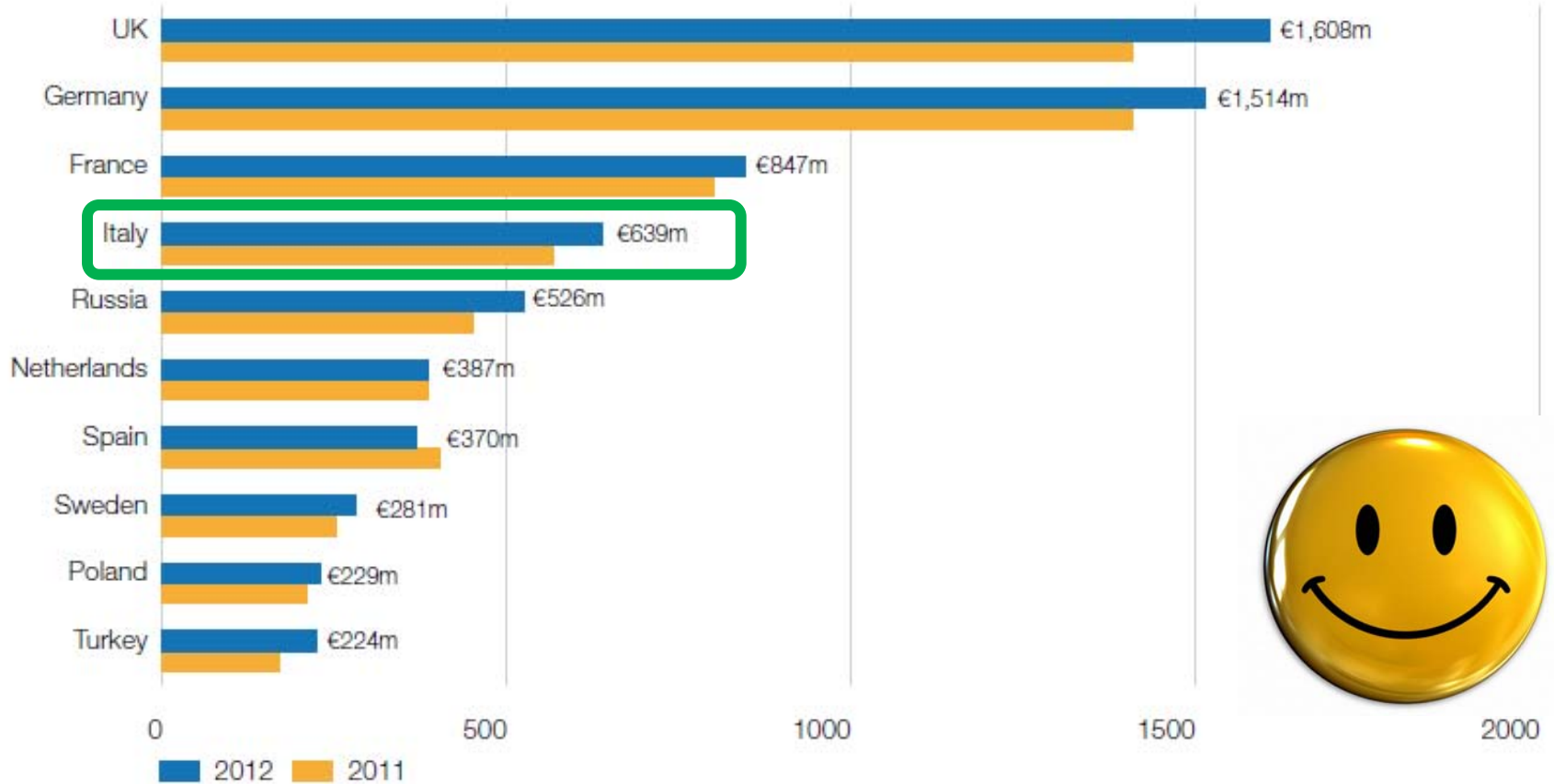


Italia peso del display sul totale investimenti è pari al 45%

Year-on-year growth in Display ad spend 2007 - 2012

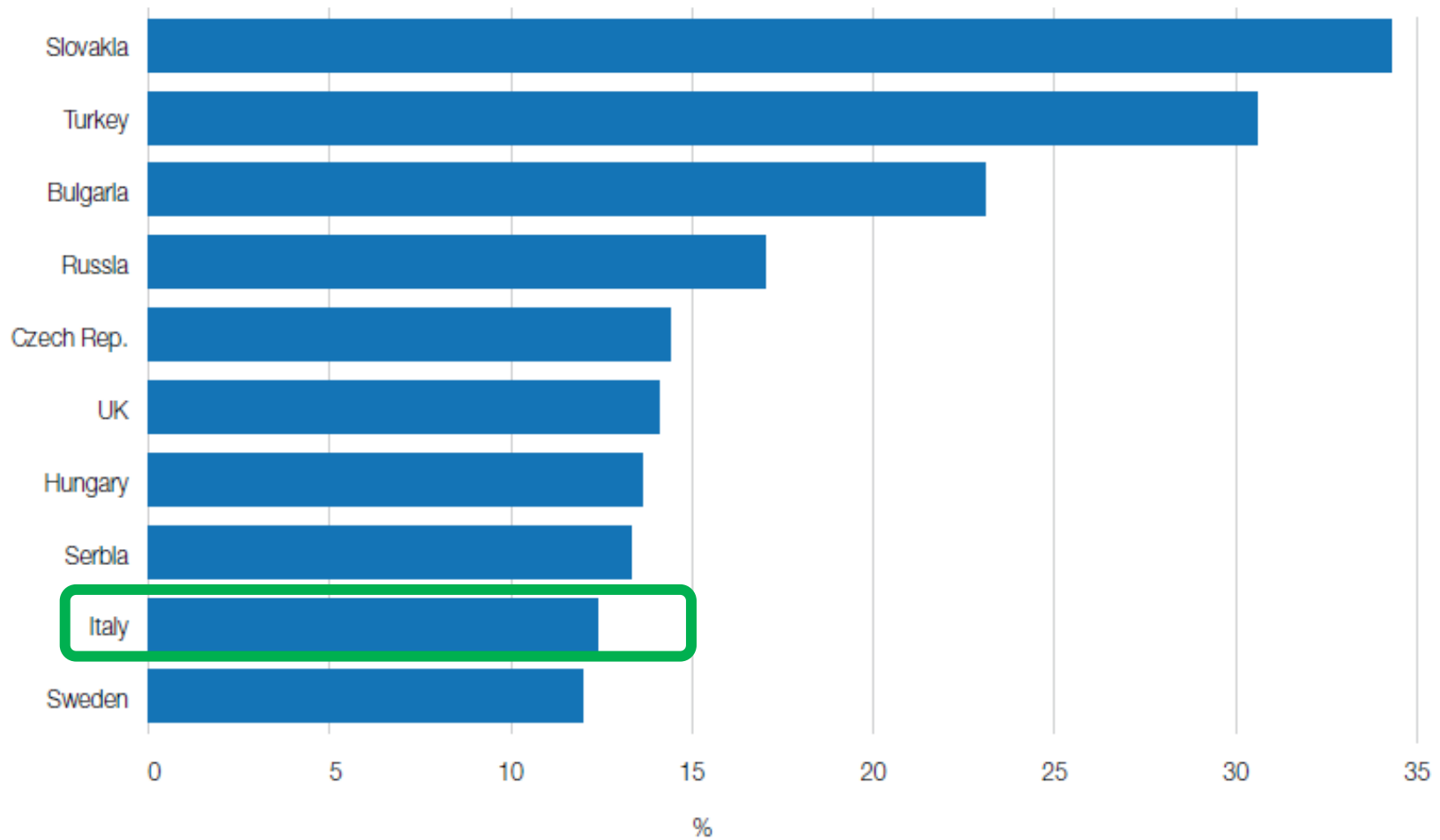


Top 10: Display value by country 2012 and 2011 (€m)

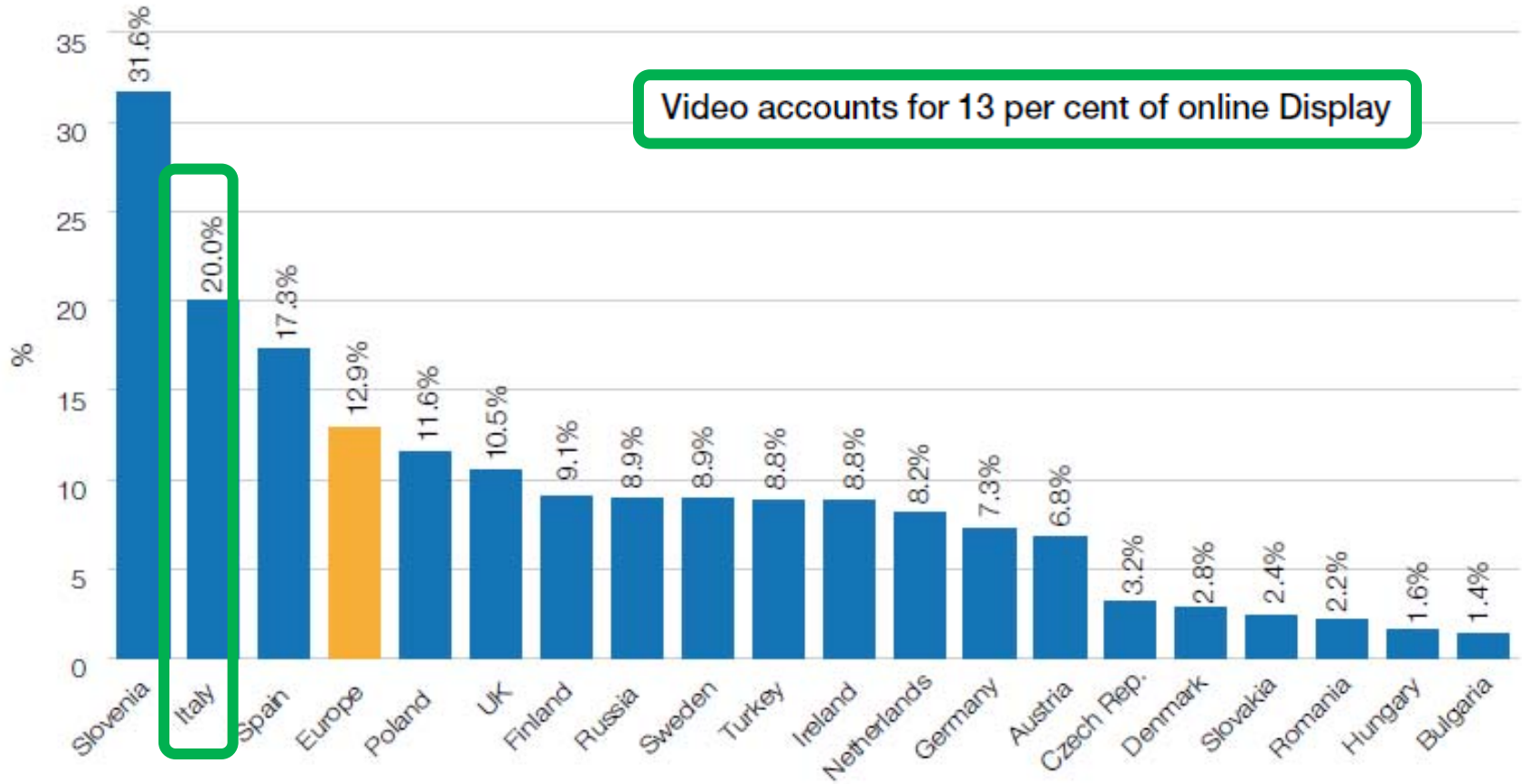


Mantenuto il 4 posto del 2011

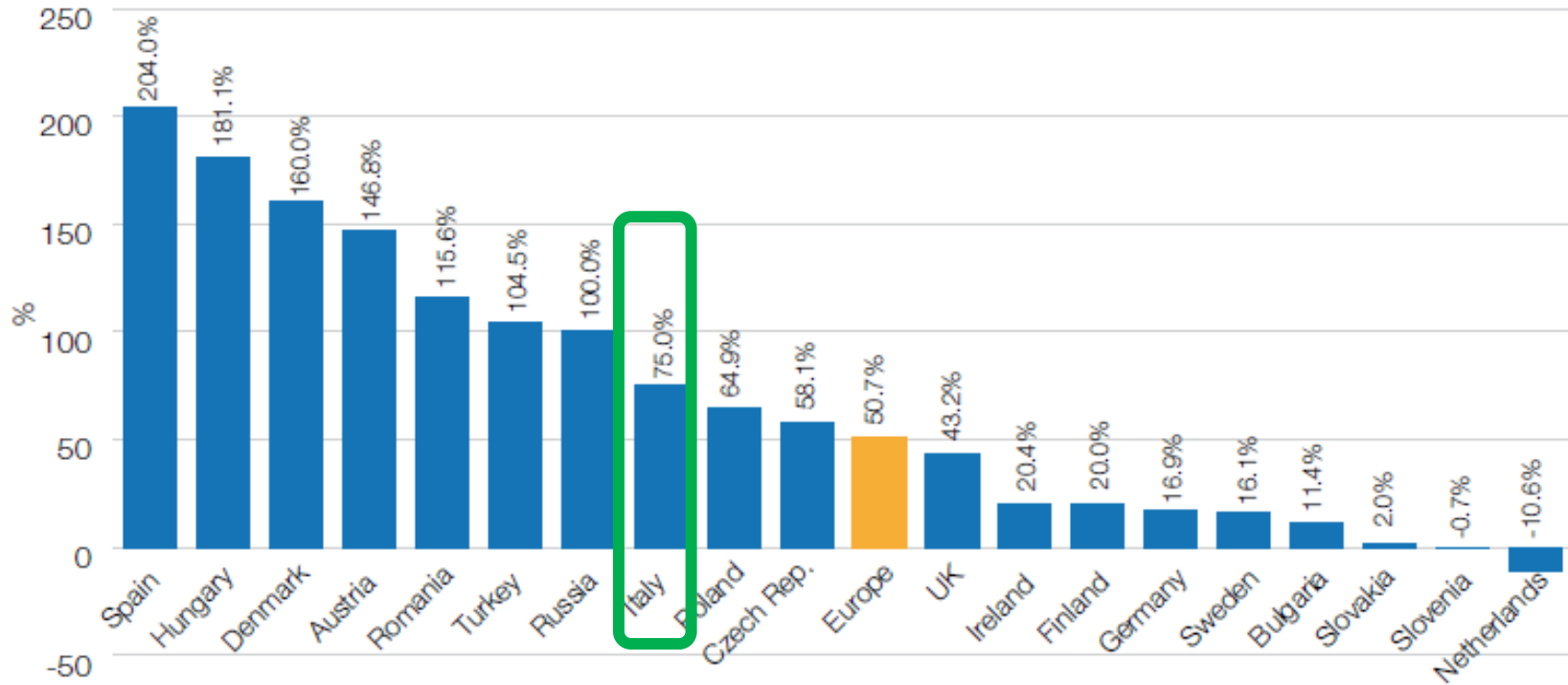
Top 10: 2012 Year-on-year Display growth by country



Video as a share of online display in 2012



2012 Year-on-year growth in Video by country



Previsioni per fine anno



+5-6%

TOTALE INTERNET

STIME IAB

+2%

DISPLAY

STIME IAB

...e ora vediamo come!



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