



**IAB Forum 2015**

*1 dicembre 2015*

*Michele Marzan – Vice Presidente IAB Italia*

## Internet Advertising in ITALIA - 2015

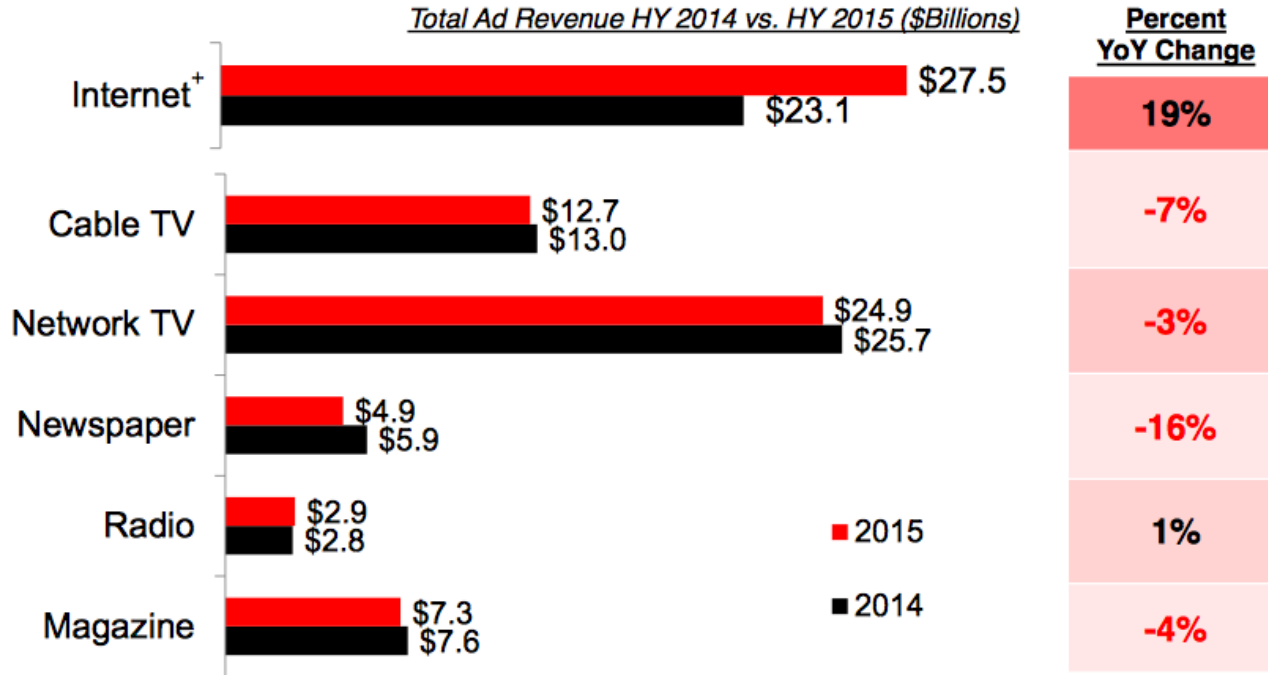
**+ 200** Milioni di € vs il 2014

**+10%** vs il 2014

(ma c'è divario fra international e local)

Oggi vale il **30%** del totale mezzi

# Digital Is Now the Largest Ad Medium in the U.S.



Source: Nielsen HY 2015 Oct. 2015

+Source: PWC IAB First Half Year and Q2 2015 Internet Advertising Revenue Report, Oct. 2015

The total U.S. advertising market includes other segments not charted here.

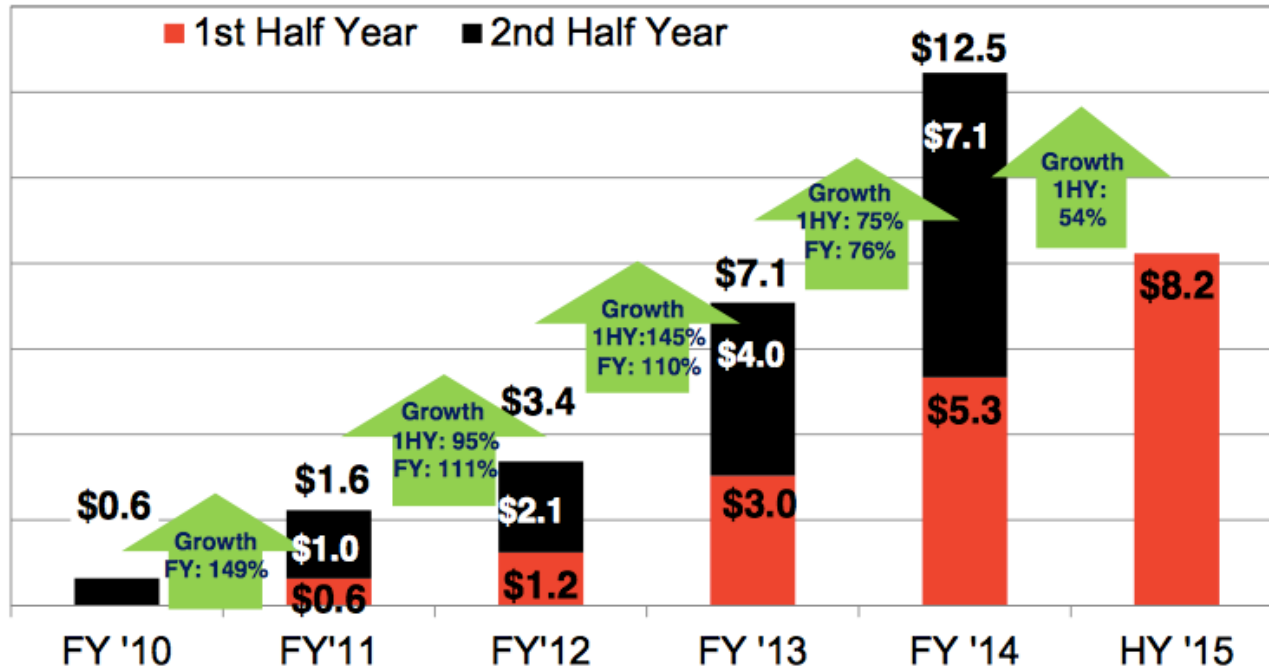
Broadcast Television includes Network and Syndicated and Spot television advertising revenue.

Cable Television includes National Cable Networks and Local Cable television advertising revenue.

Radio includes Network and Spot Radio advertising revenue. Newspaper includes Local, National, Sunday Supplement. Magazine includes Local, National.

IAB 2015 Half Year and Q2 2015 Internet Advertising Revenue Report

# Mobile Ad Revenue Shows Explosive Growth in the U.S.

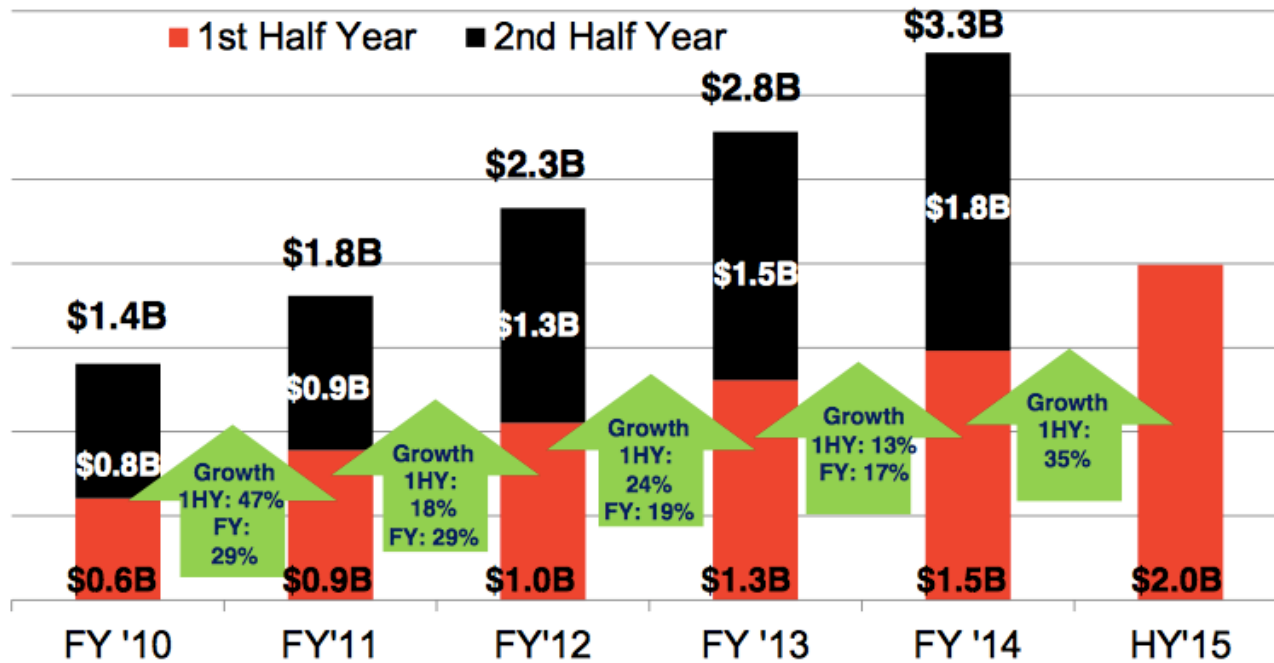


\*Full year totals accurately reflect the sum of half year totals as rounded to two decimal places.

Source: IAB Internet Advertising Revenue Reports, Full and Half Year 2010-2015

IAB 2015 Half Year and Q2 2015 Internet Advertising Revenue Report

# Digital Video Ad Revenue on a Growth Trajectory (x 3 since 2010)



Source: IAB Internet Advertising Revenue Reports, Full and Half Year 2010-2015

IAB 2015 Half Year and Q2 2015 Internet Advertising Revenue Report

Quali i grandi temi, e le promesse, nel 2015?

**Viewability** – acquistare spazi certi

**Ad Blocking** – utilizzare formati rispettosi

**Programmatic** – abbracciare la tecnologia

## Cosa fare in più nel 2016?

Credere fino in fondo negli strumenti tecnologici e nelle capacità del digitale

**Dati & Audience**

**Mobile: tempo speso = investimenti**

**Forti sinergie locali**