

La inversión publicitaria en España

FY 2020

(INFOADEX + IAB Spain)



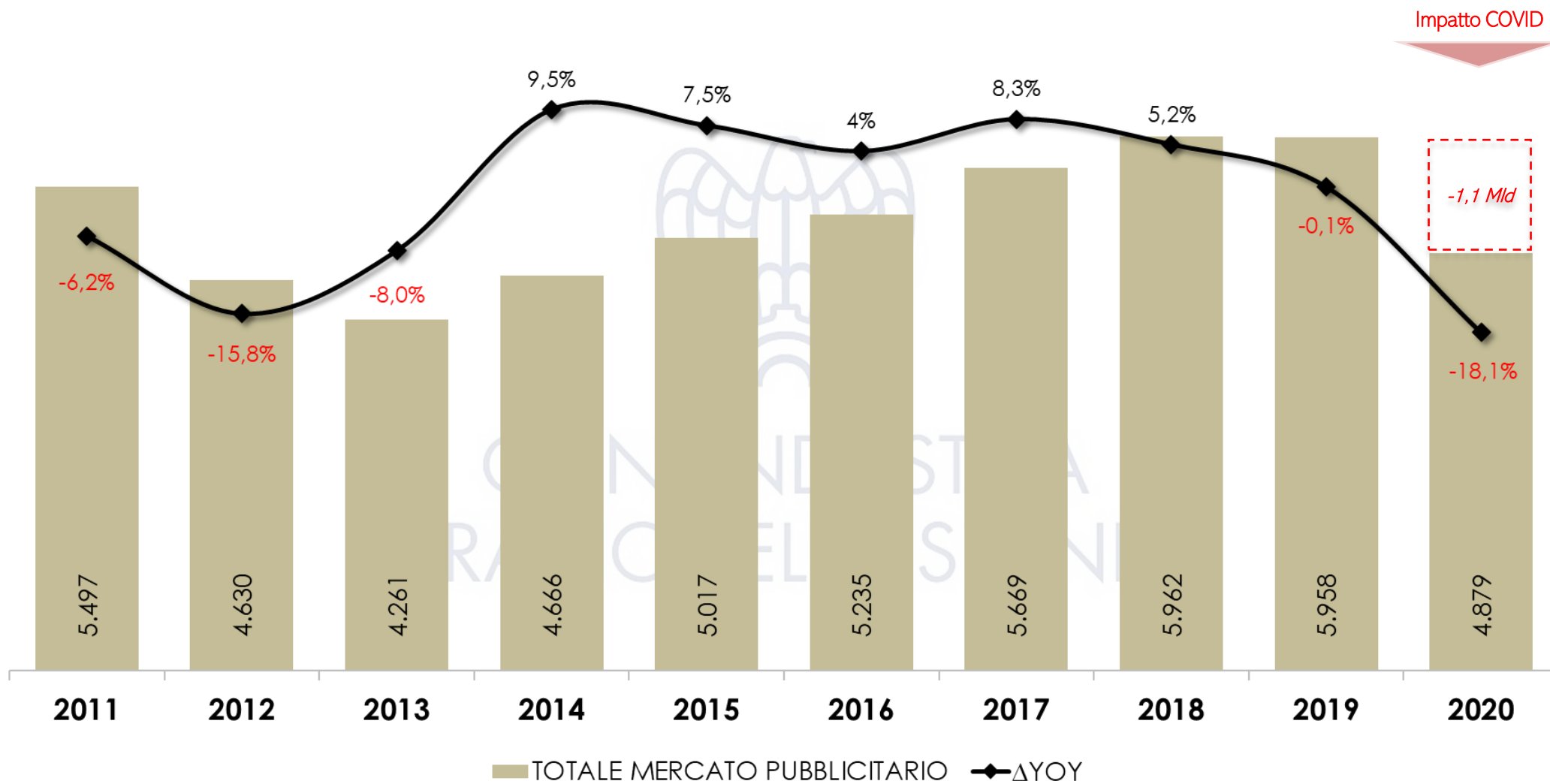
Ufficio Studi e Ricerche

CONFINDUSTRIA RADIO TELEVISIONI



Mercato pubblicitario Spagna: TOTALE MEZZI

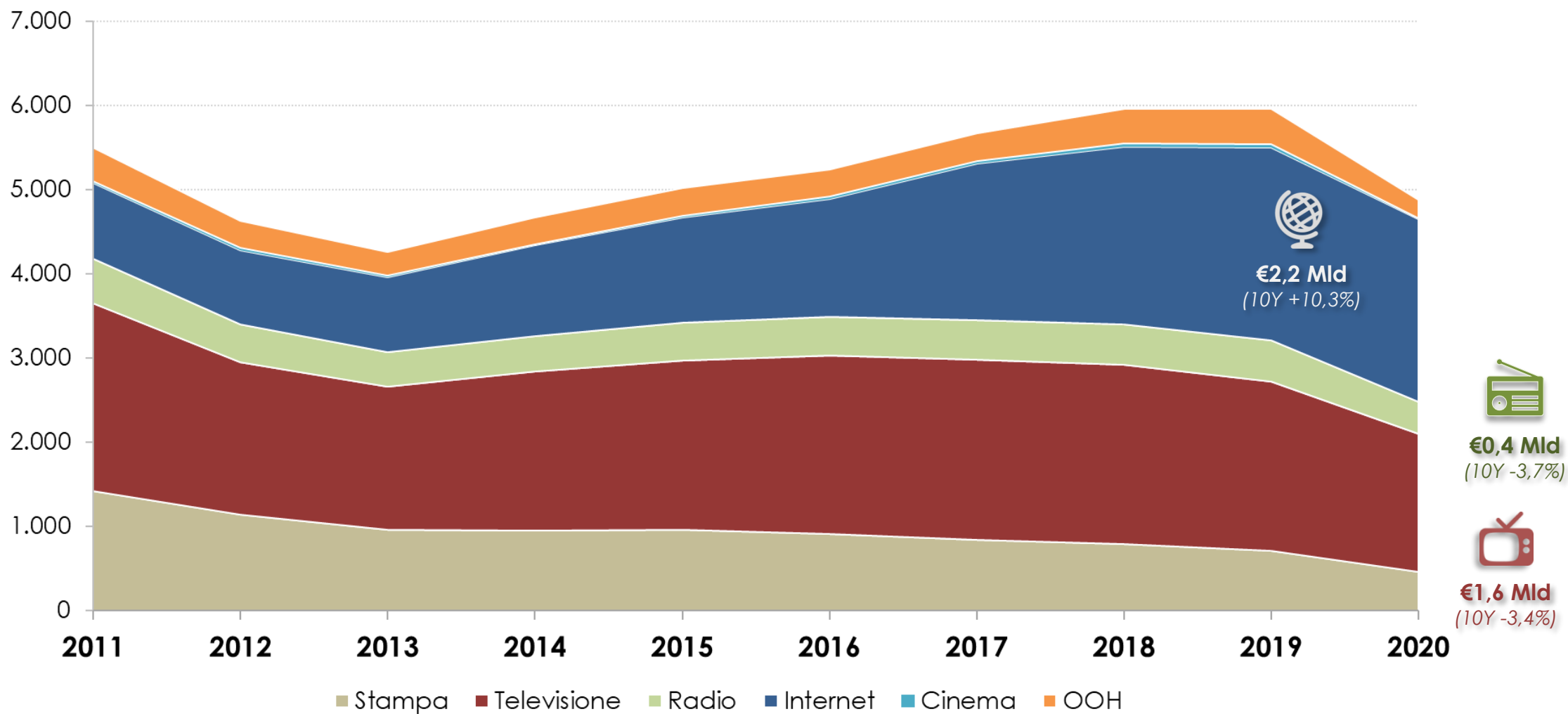
- milioni Euro -





Mercato pubblicitario Spagna: TOTALE MEZZI

- milioni Euro -





Mercato pubblicitario Spagna: variazione MEZZI (2020)

- milioni Euro -

2019

-€1,1 miliardi

2020

€5.957,7



-122

-5,3%

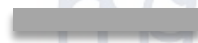
Digital



-369

-18,4%

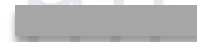
Televisione



-112

-22,9%

Radio



-248

-35,1%

Stampa



-202

-47,7%

Out of Home



-26

-73,3%

Cinema

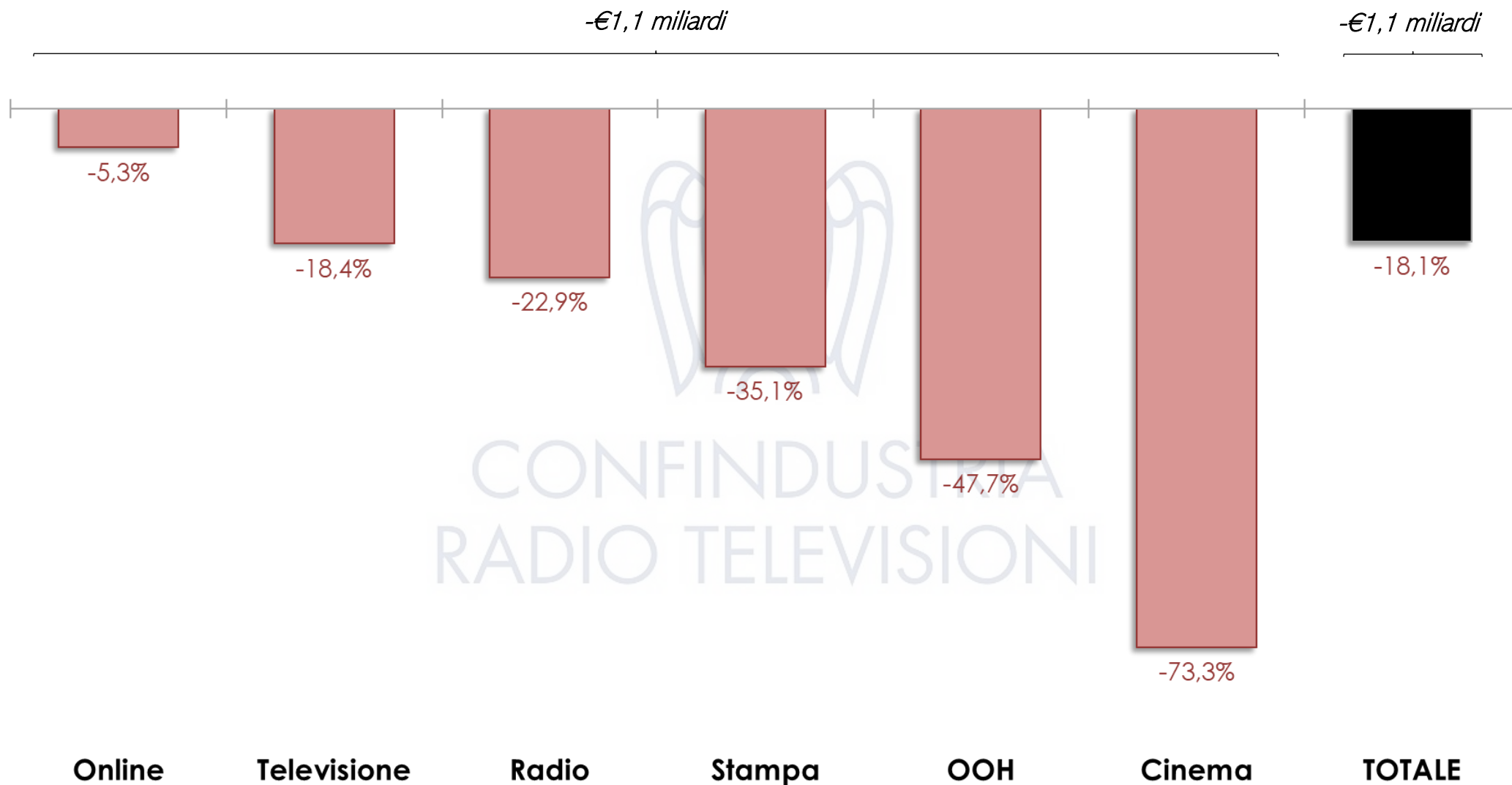
€4.879,0





Mercato pubblicitario Spagna: variazione MEZZI (2020)

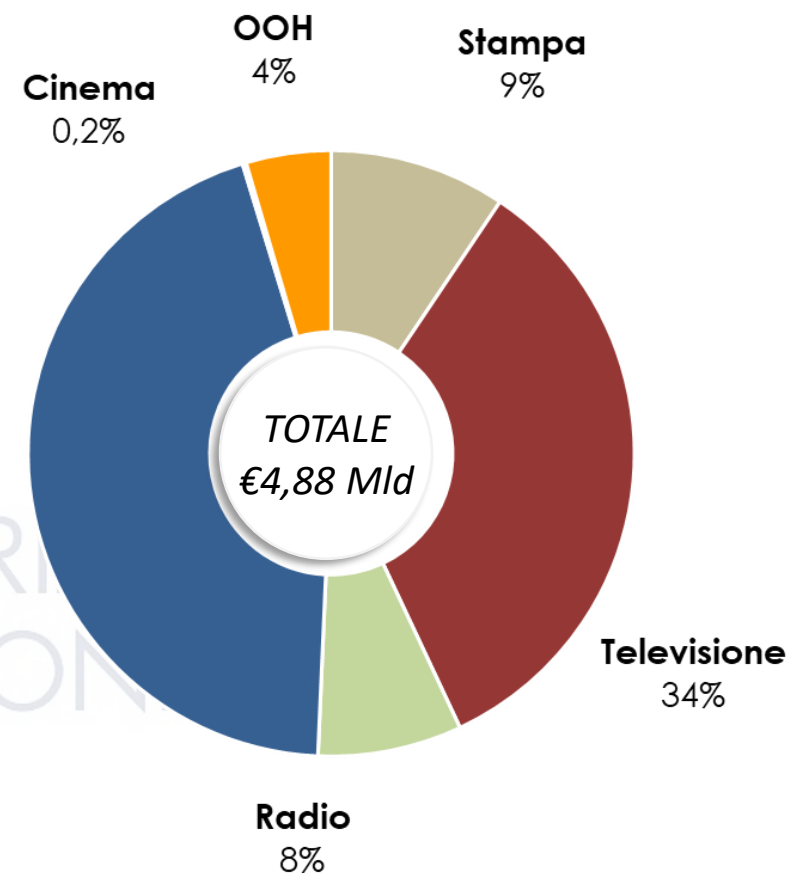
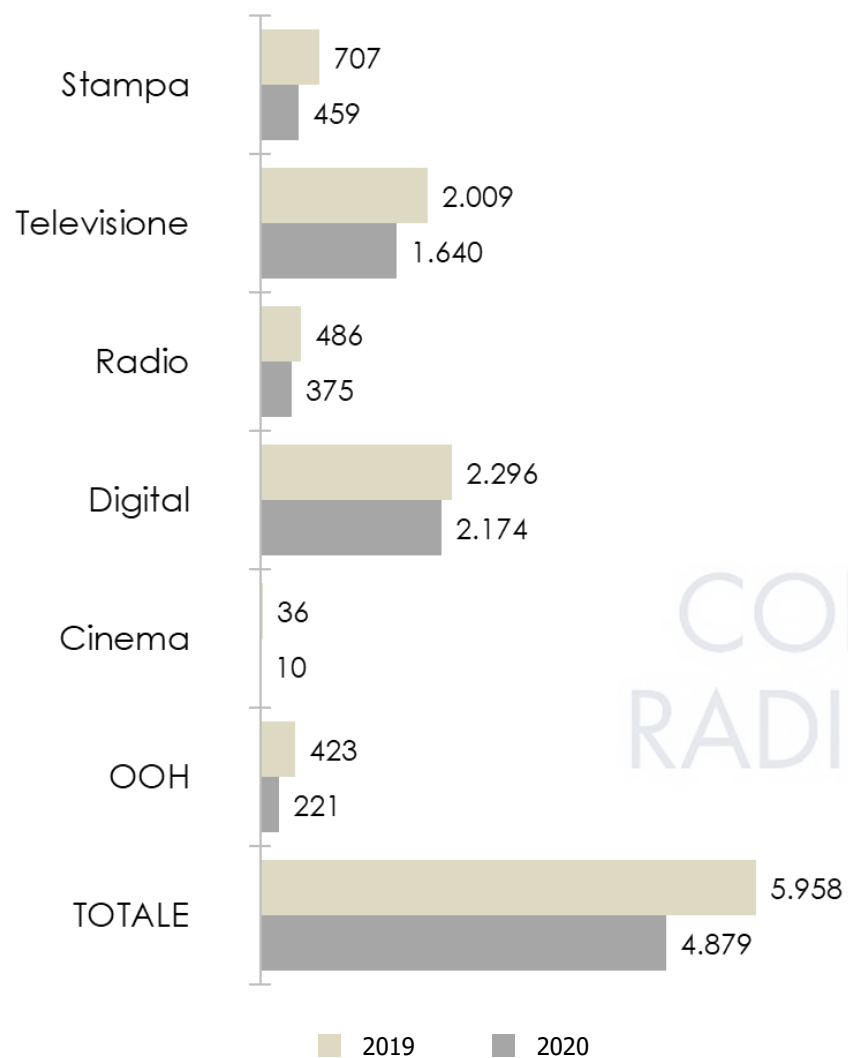
- milioni Euro -





Mercato pubblicitario Spagna: TOTALE MEZZI (2020)

- milioni Euro -

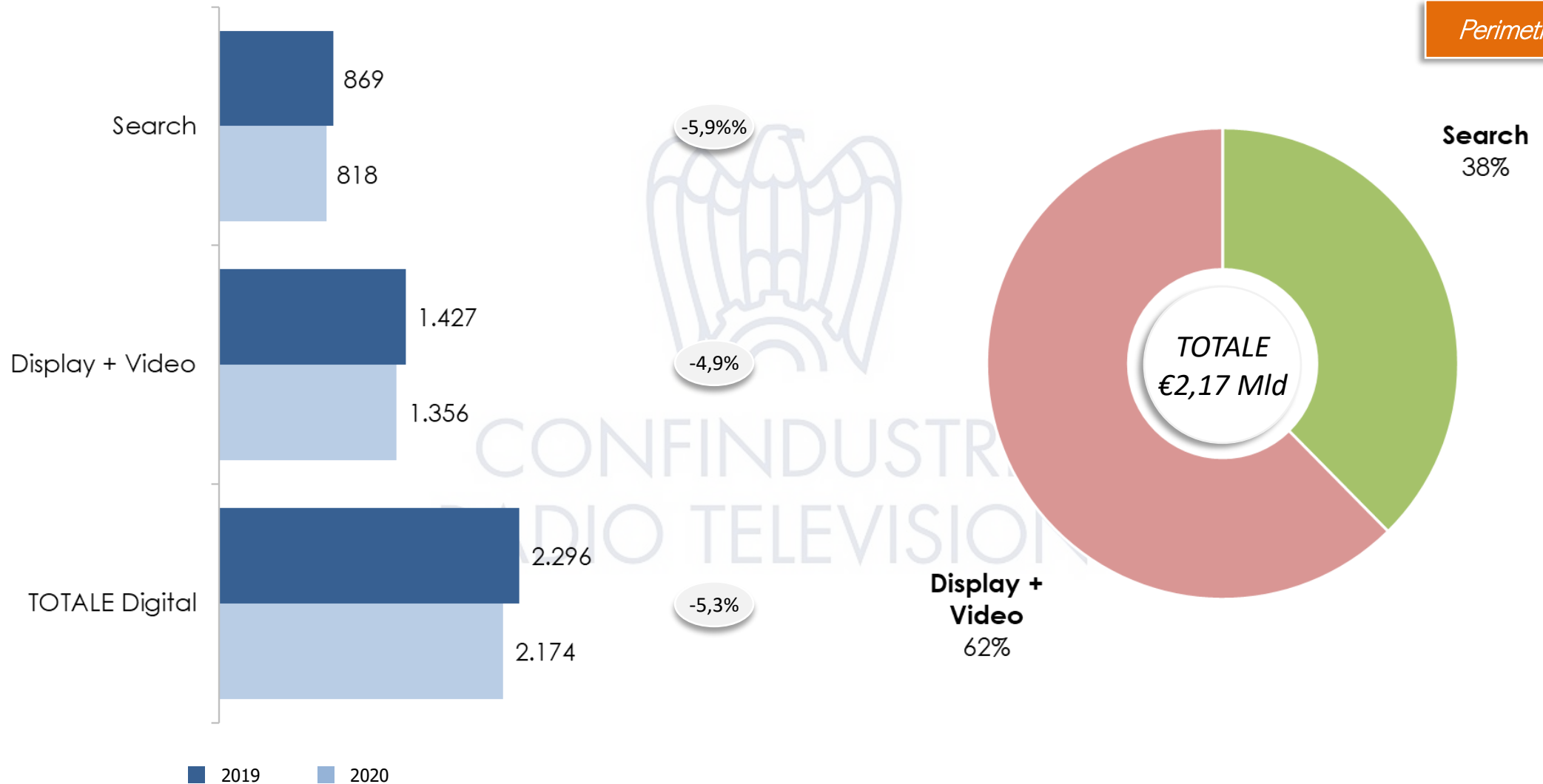




Mercato pubblicitario Spagna: formati INTERNET Infoadex (2020)

- milioni Euro -

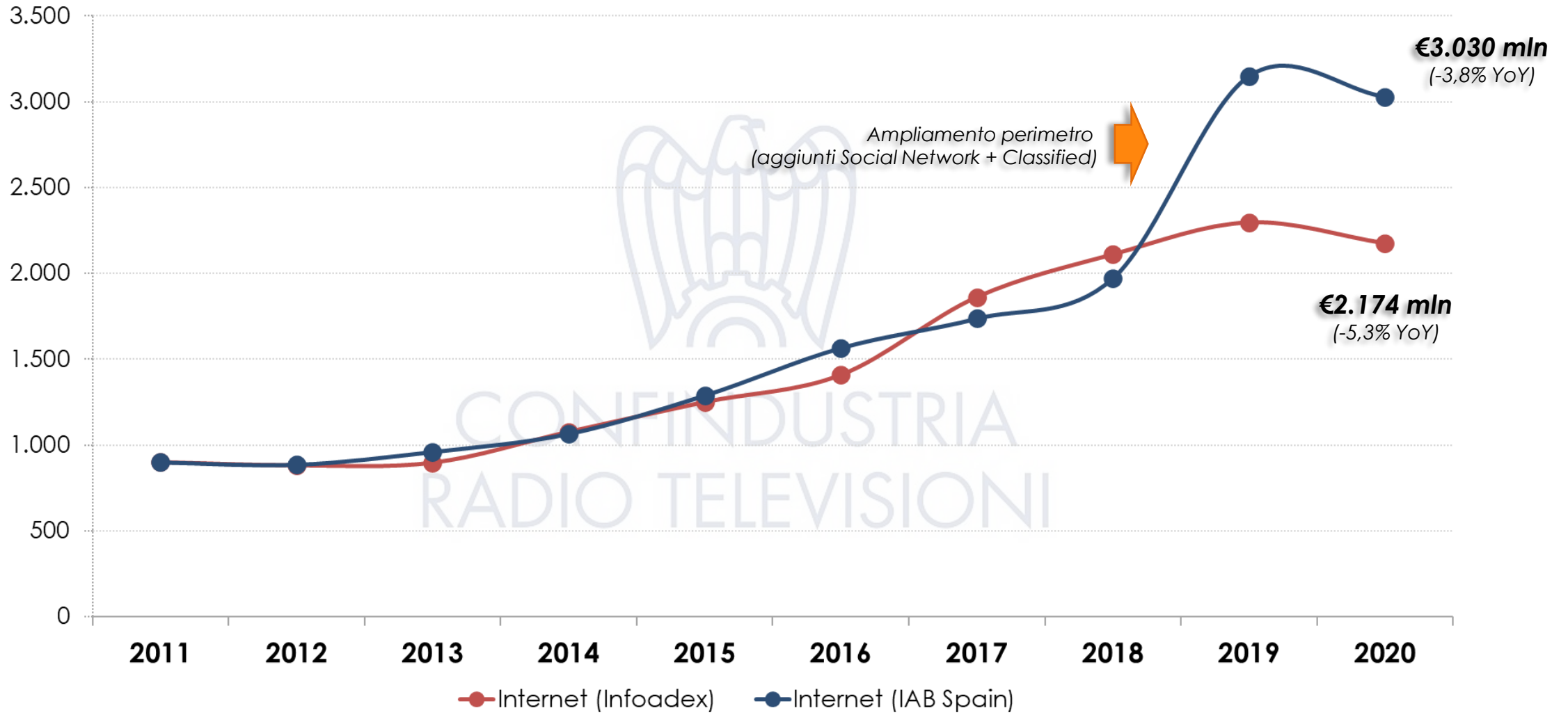
Perimetro Infoadex





Mercato pubblicitario Spagna: confronto INTERNET Infoadex / IAB Spain

- milioni Euro -

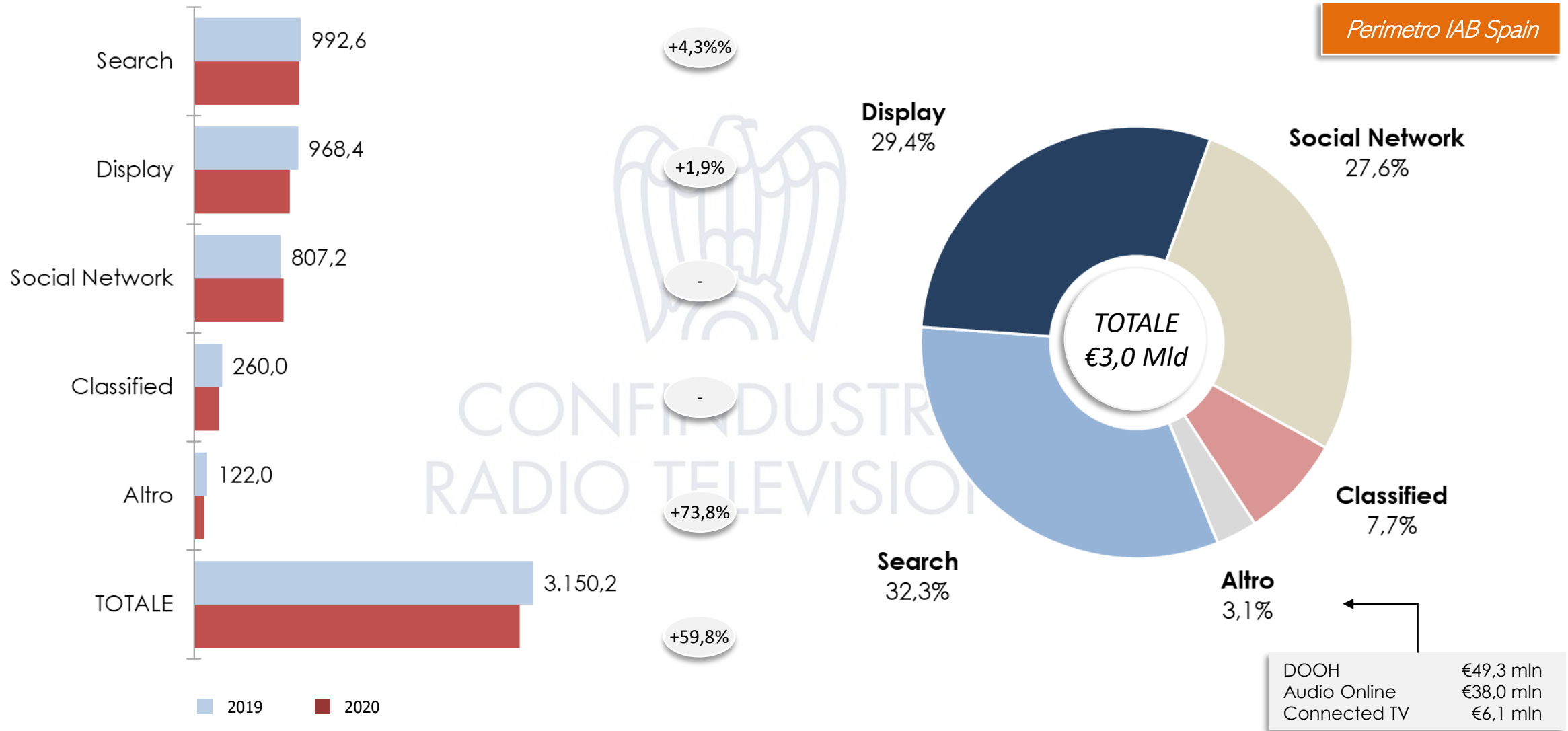




Mercato pubblicitario Spagna: formati INTERNET IAB (2020)

- milioni Euro -

Perimetro IAB Spain



Fonte: elaborazioni Confindustria Radio Televisioni (CRTV) su dati IAB Spain. Investimenti pubblicitari netti. Altro include l'Audio Online, DOOH e Connected TV.