

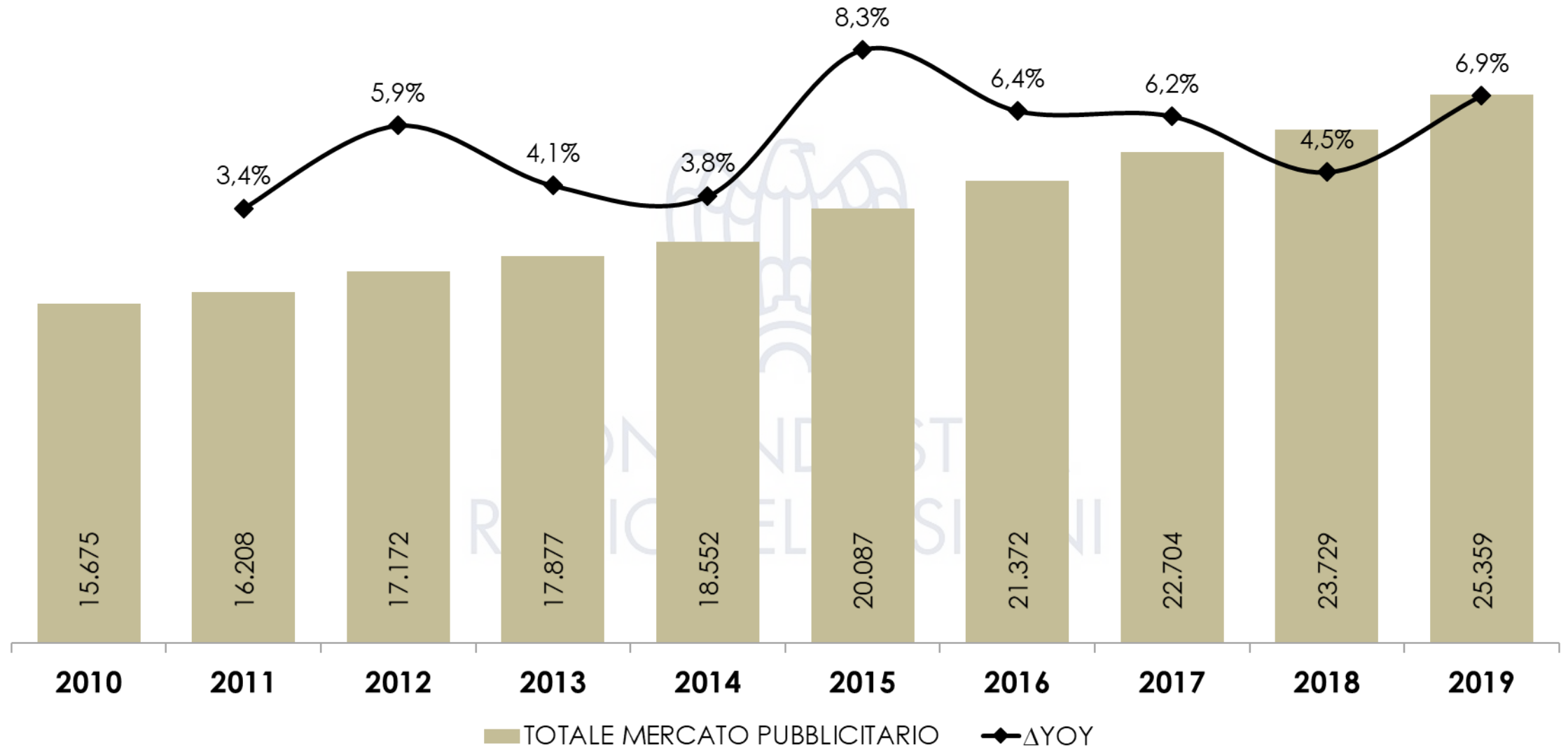
Advertising Market in UK

FY 2019

(AA-Warc)

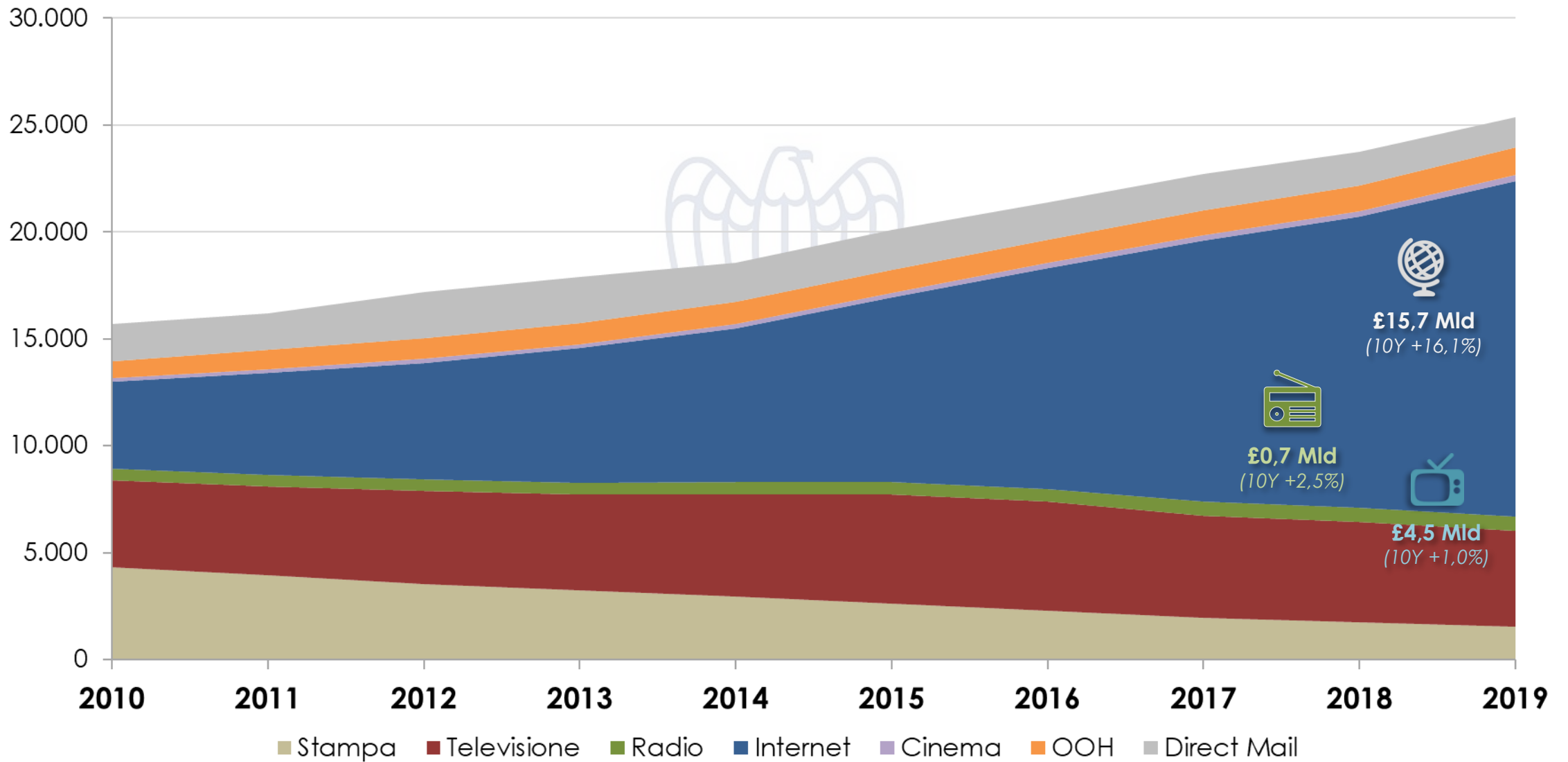
Mercato pubblicitario in UK: totale mezzi e variazione YoY (2010-2019)

(milioni GBP)



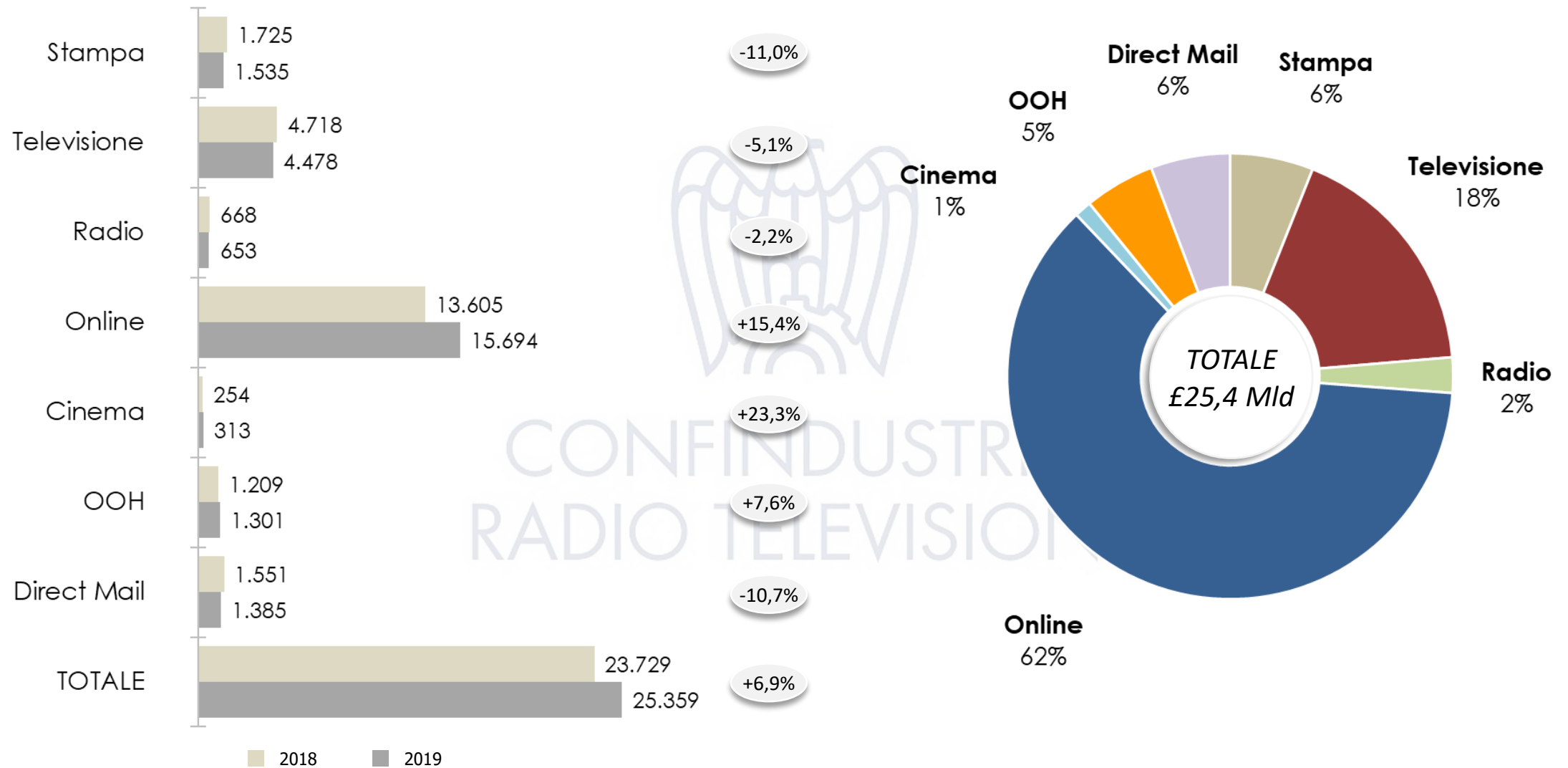
Mercato pubblicitario in UK: totale mezzi (2010-2019)

(milioni GBP)



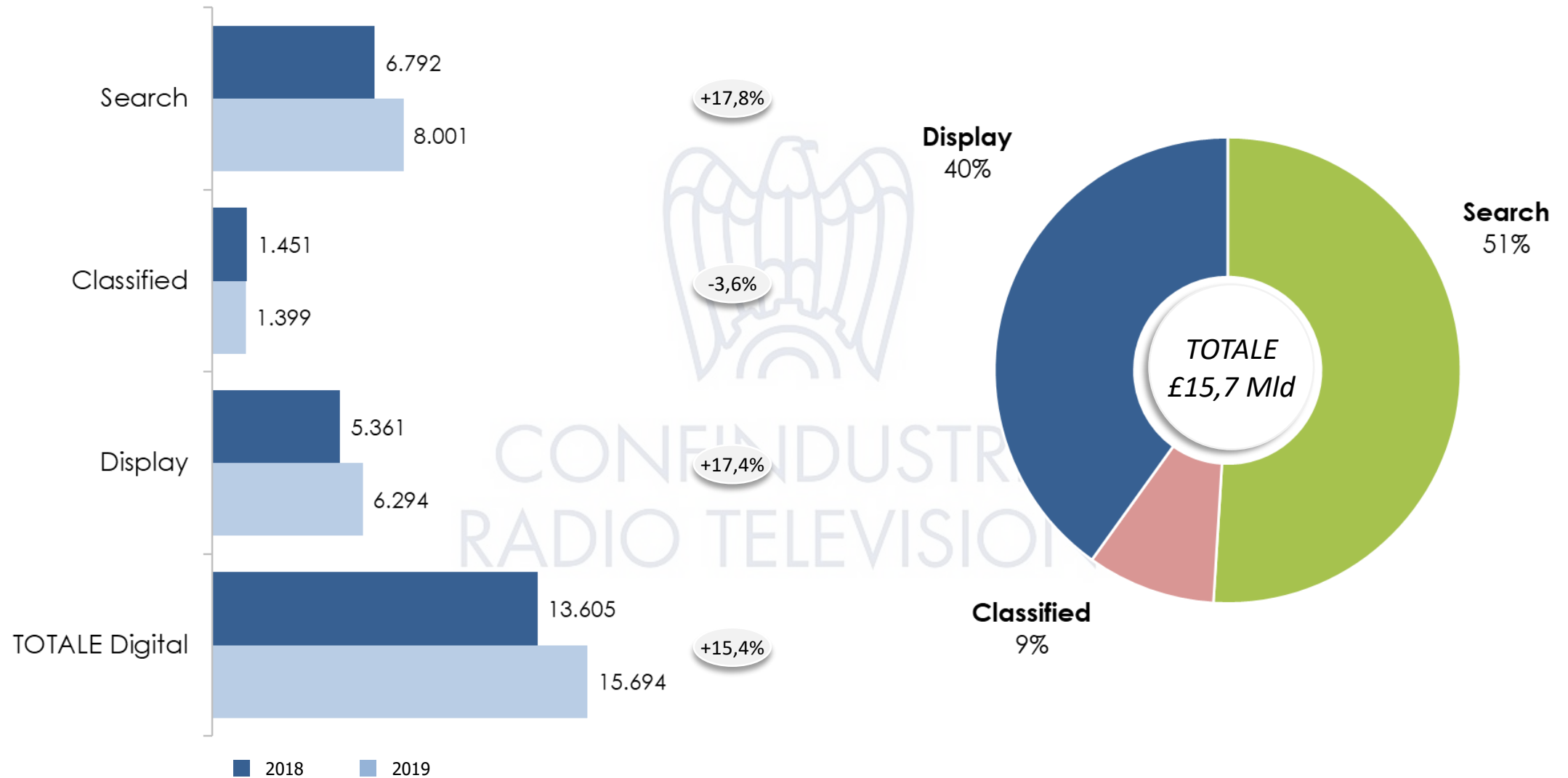
Mercato pubblicitario in UK: variazione YoY e quote mezzi (2019)

(milioni GBP)



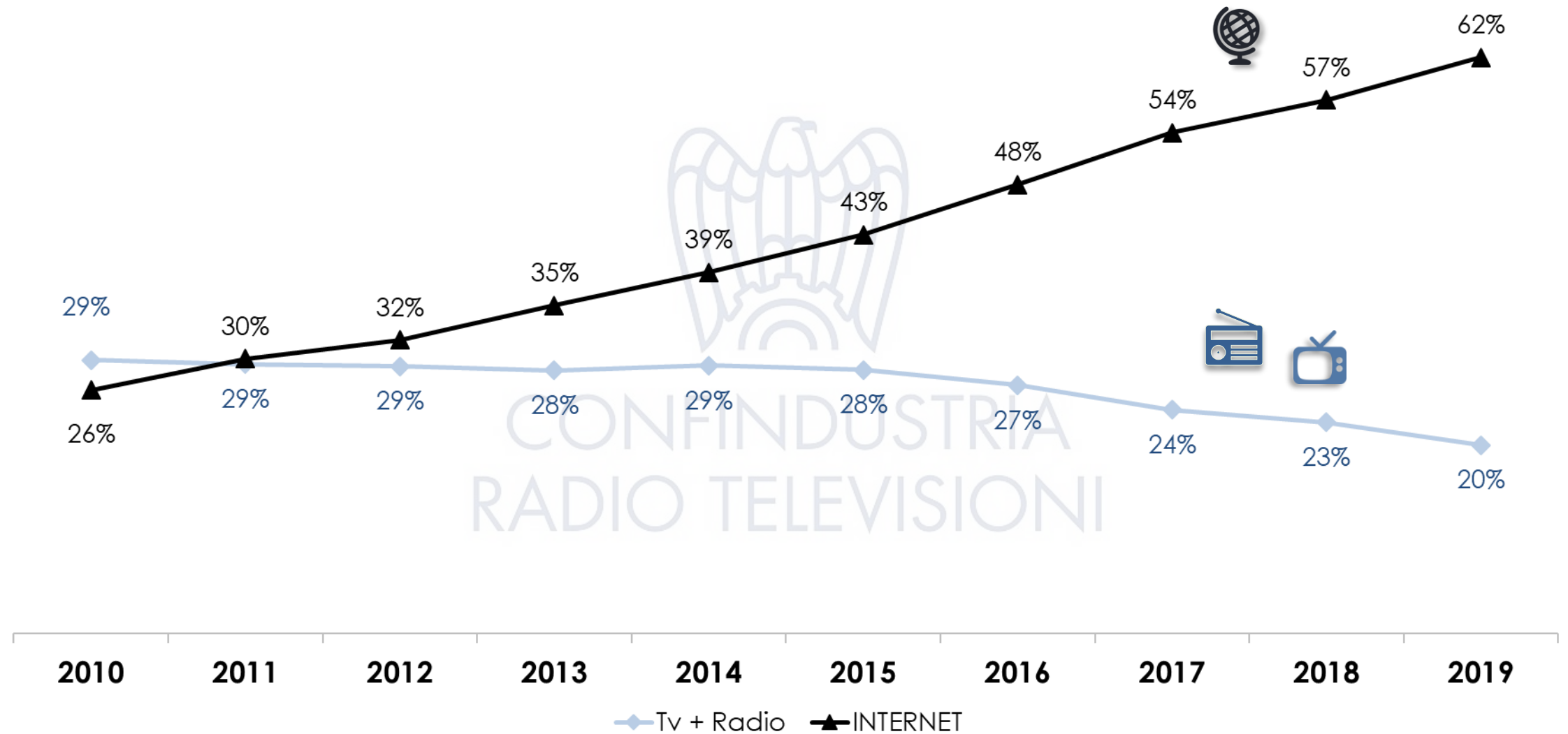
Mercato pubblicitario in UK: formati Internet (2019)

(milioni GBP)



Mercato pubblicitario in UK: radiotv vs Internet (2010-2019)

(% sul totale mercato)



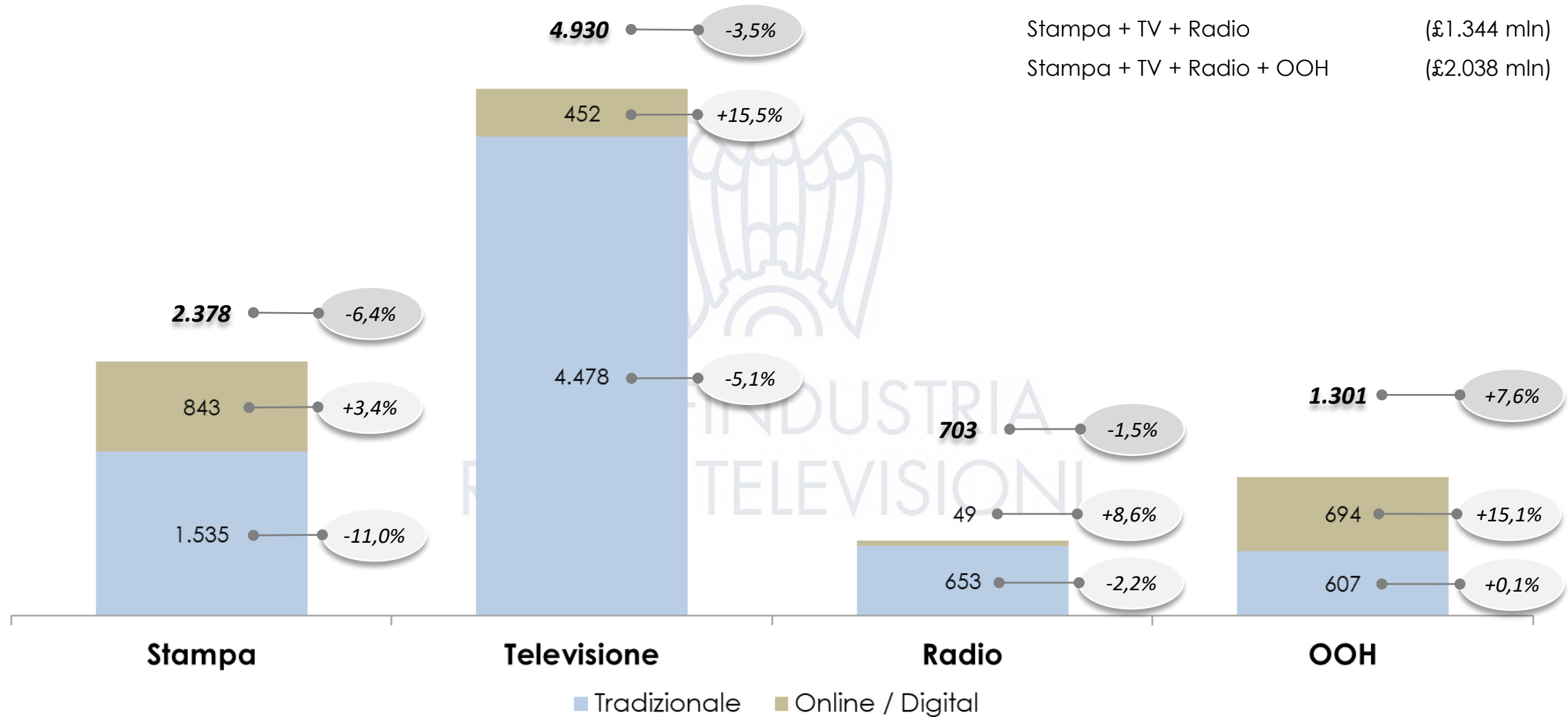
Mercato pubblicitario in UK: quota online/digital dei mezzi tradizionali (2019)

(milioni GBP)

Valore Online/Digital dei mezzi tradizionali

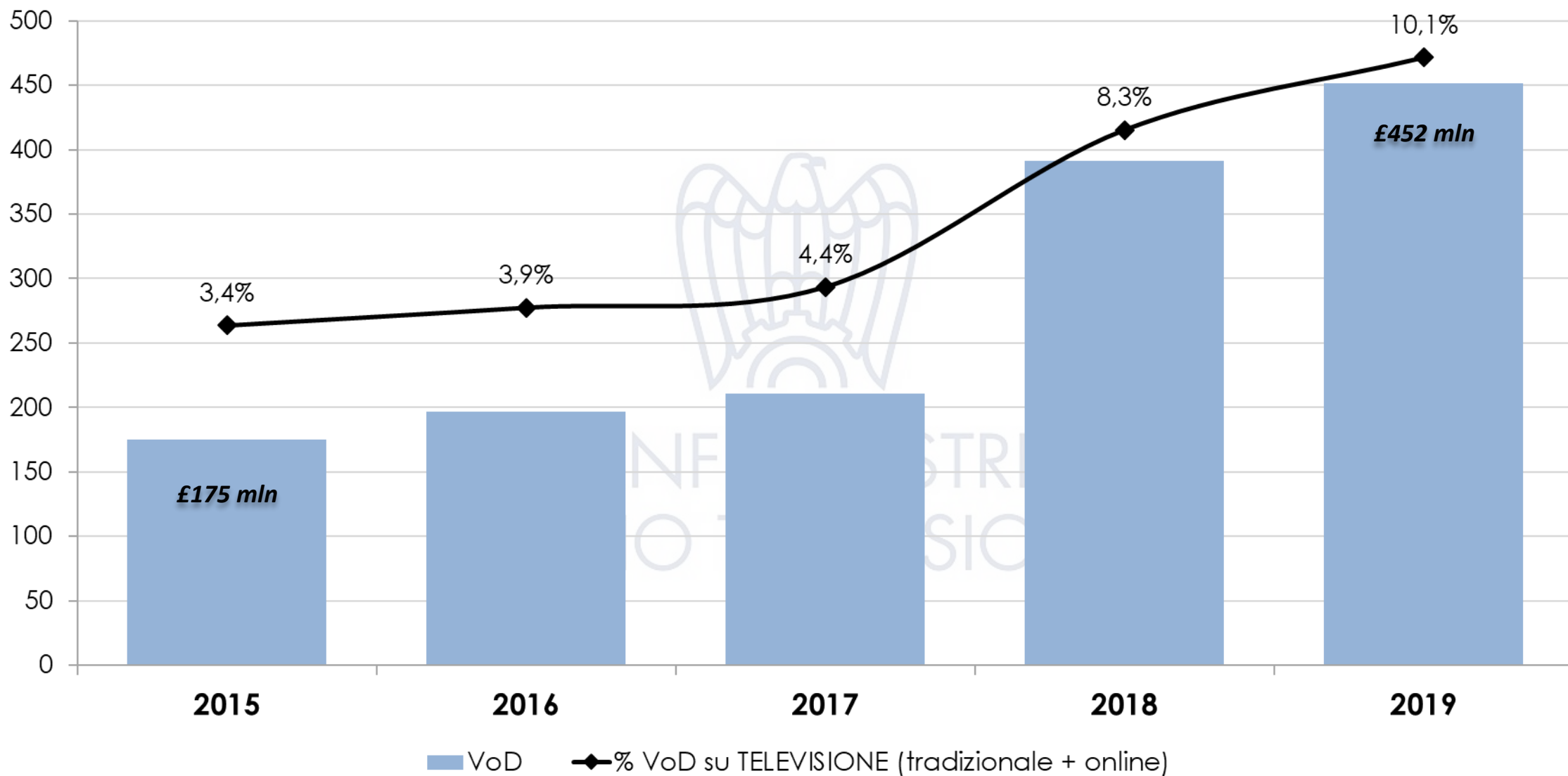
Stampa + TV + Radio (£1.344 mln)

Stampa + TV + Radio + OOH (£2.038 mln)



Mercato pubblicitario in UK: quota online (VoD) della Televisione (2015-2019)

(milioni GBP)



Mercato pubblicitario in UK: quota online della Radio (2015-2019)

(milioni GBP)

