

Advertising Market nel Regno Unito

FY 2020

(AA-Warc)

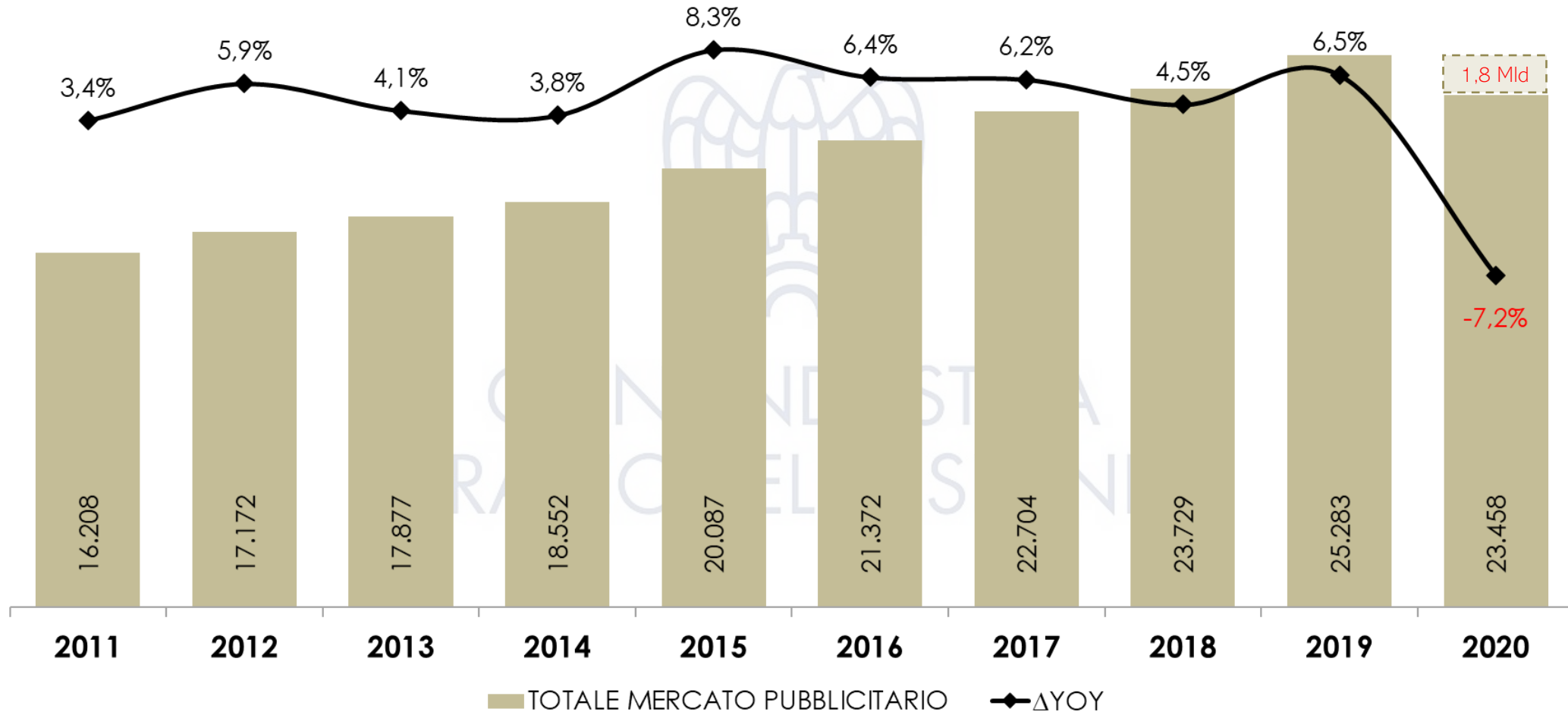


Ufficio Studi e Ricerche
CONFINDUSTRIA RADIO TELEVISIONI



Mercato pubblicitario UK: TOTALE MEZZI

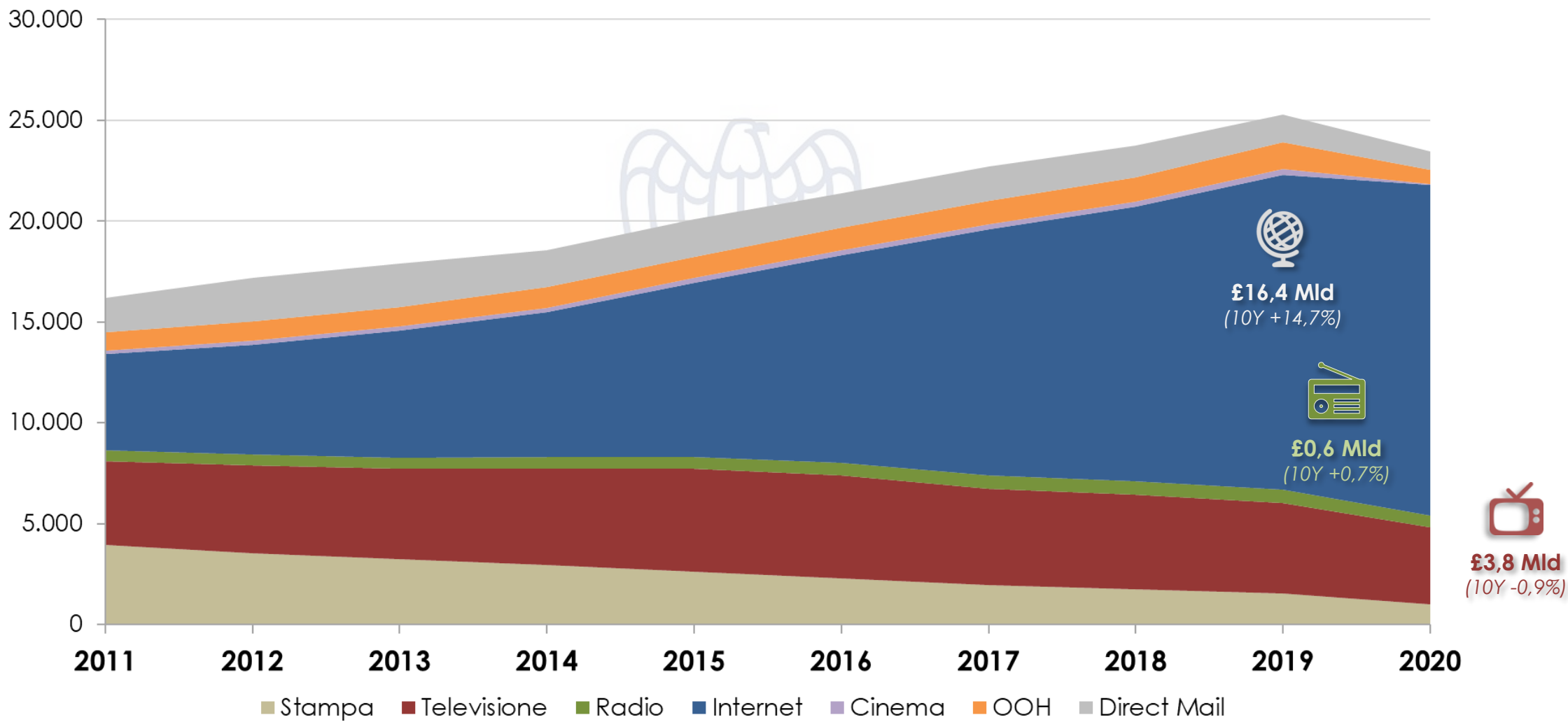
- milioni GBP -





Mercato pubblicitario UK: TOTALE MEZZI

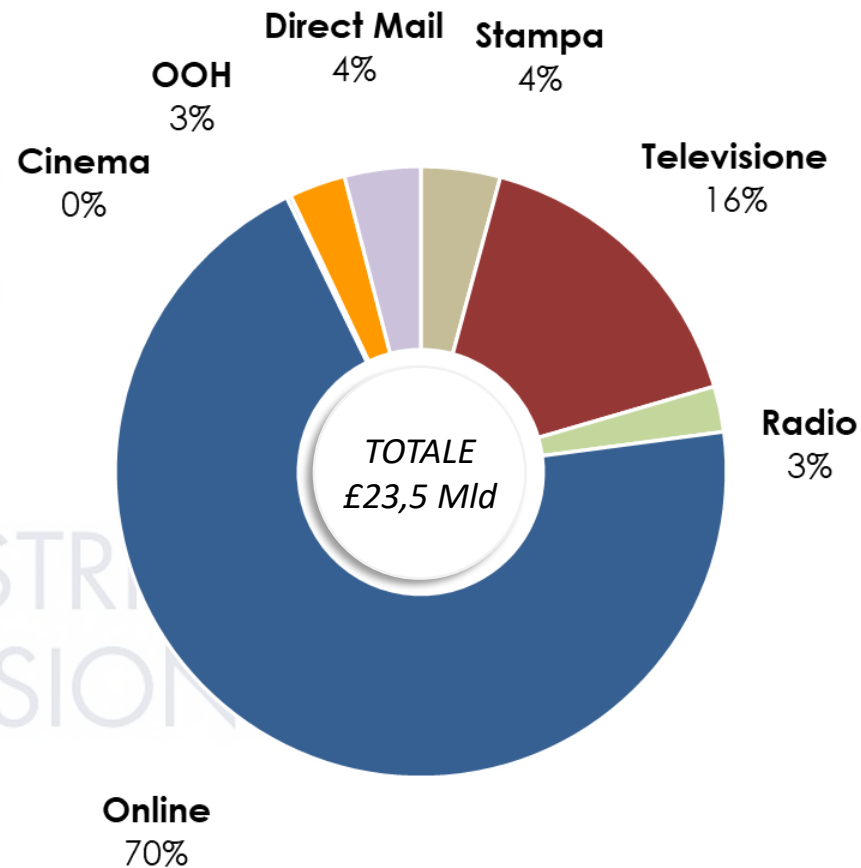
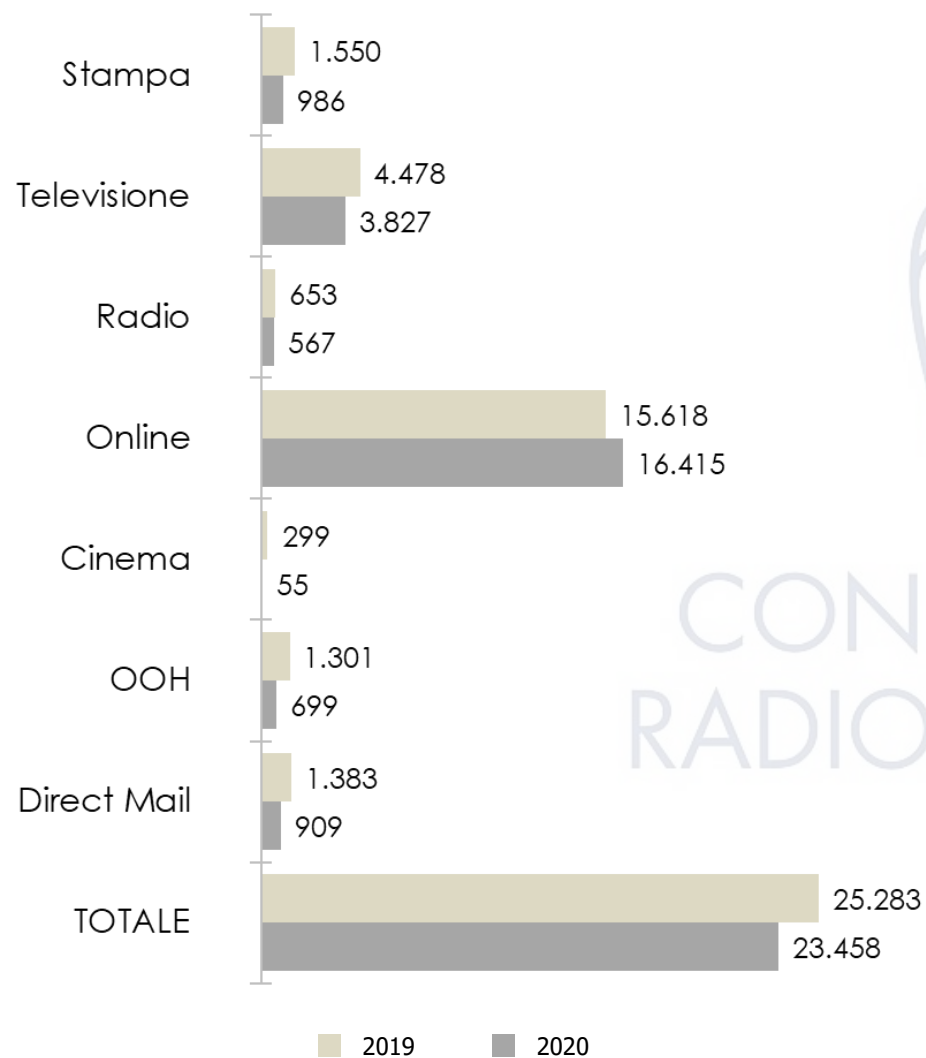
- milioni GBP -





Mercato pubblicitario UK: QUOTE MEZZI (2020)

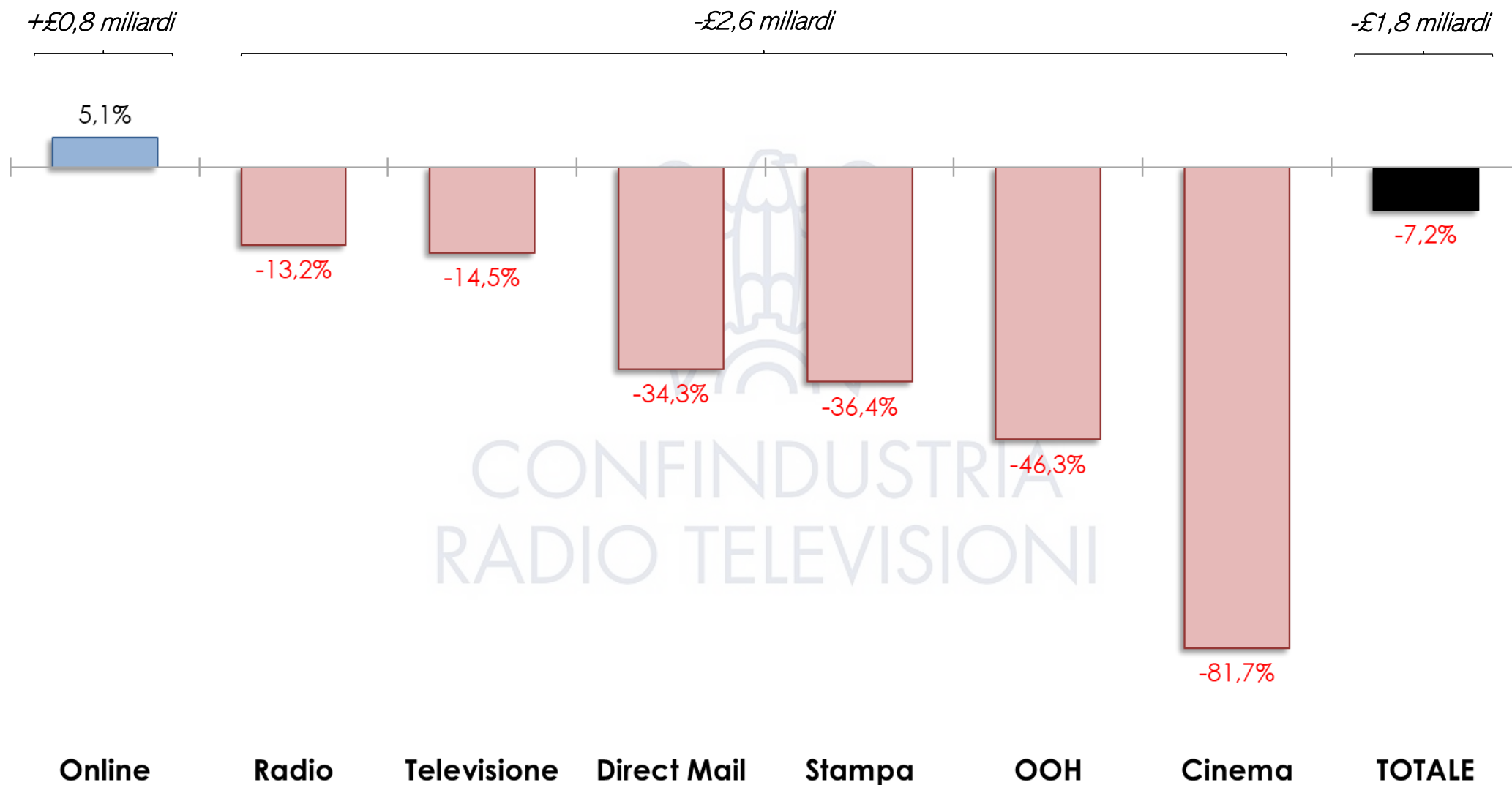
- milioni GBP -





Mercato pubblicitario UK: variazione MEZZI YoY (2020)

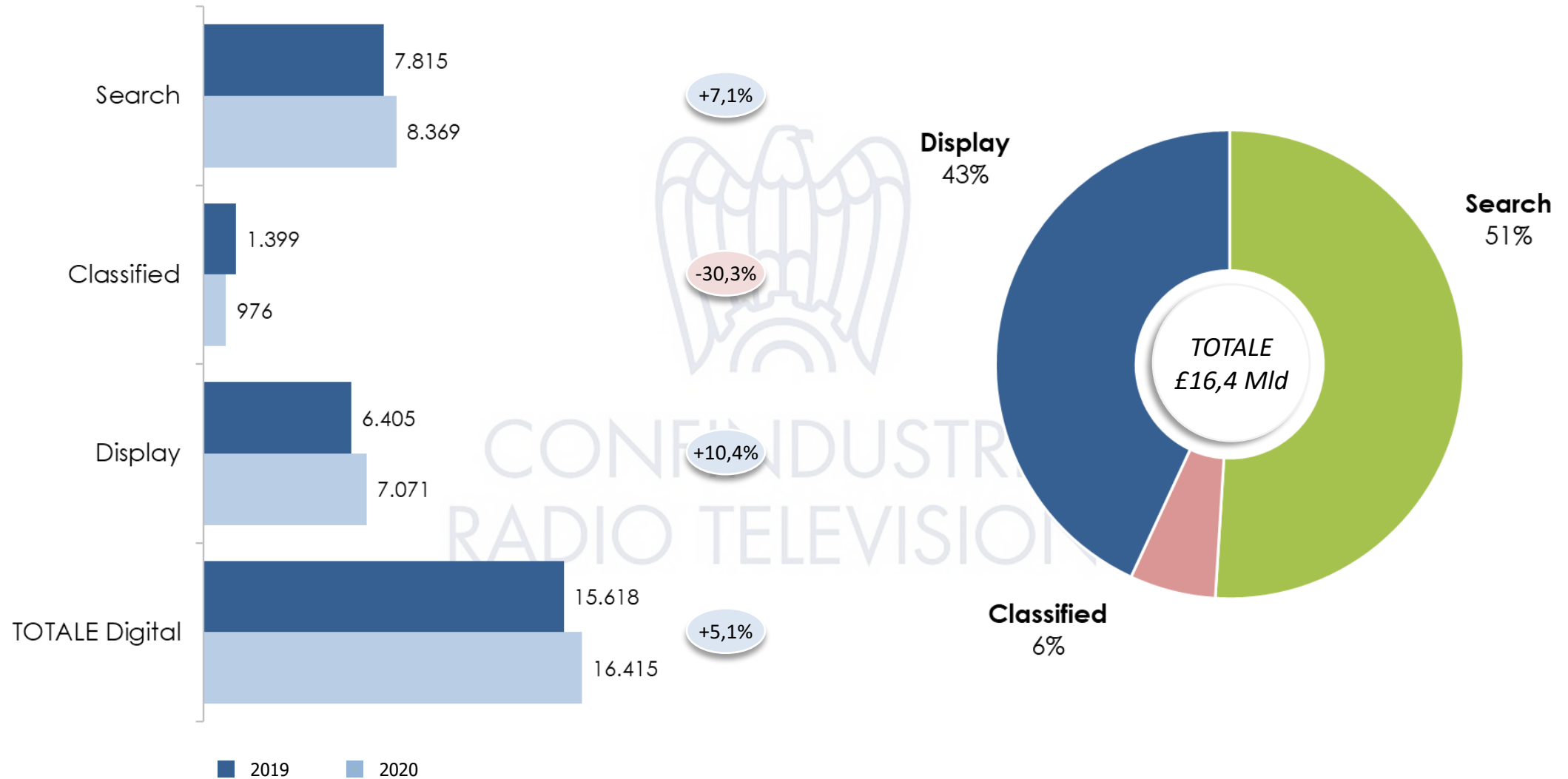
- milioni GBP -





Mercato pubblicitario UK: formati INTERNET (2020)

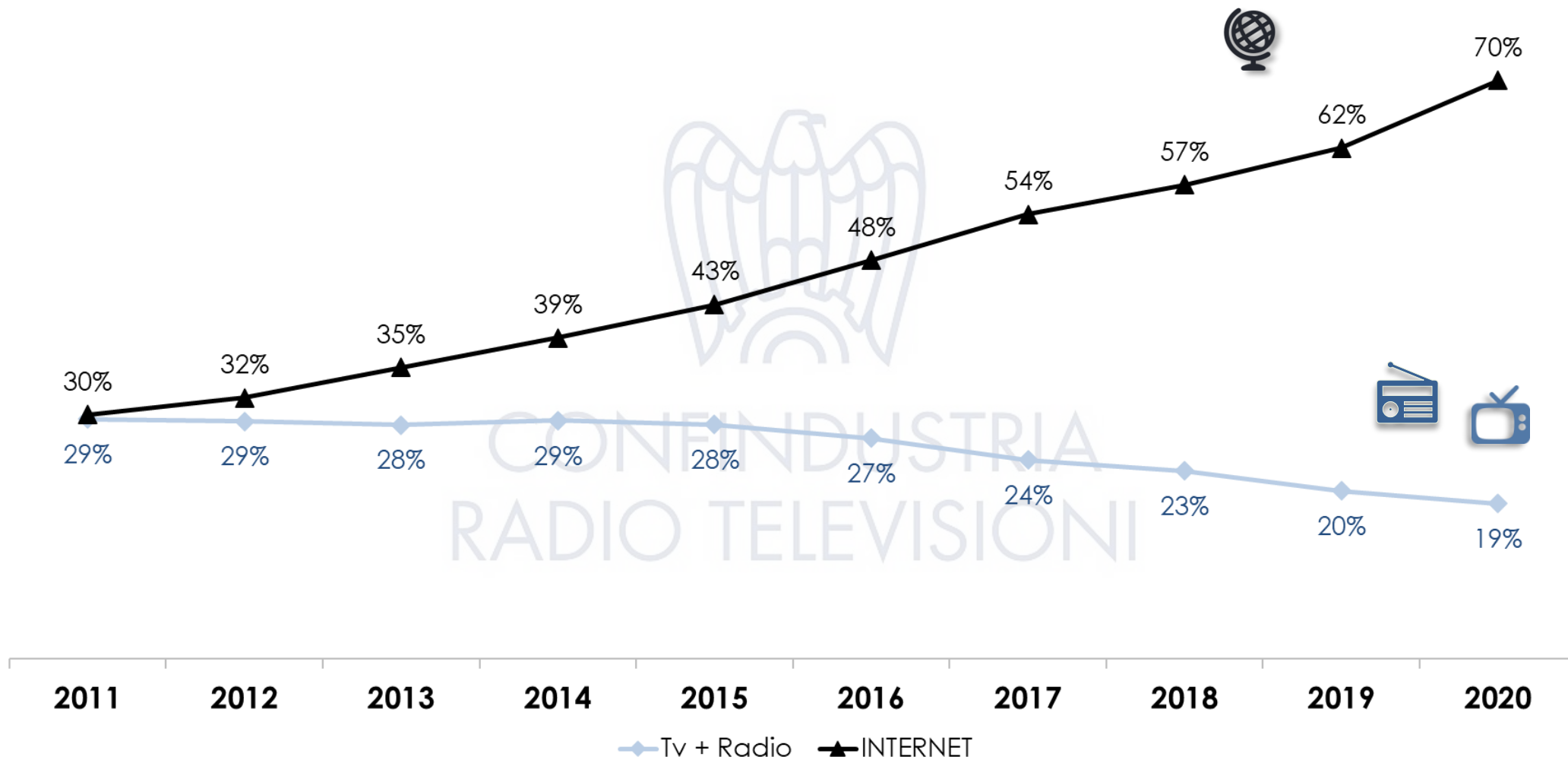
- milioni GBP -





Mercato pubblicitario UK: quote **RADIOTV** vs **INTERNET**

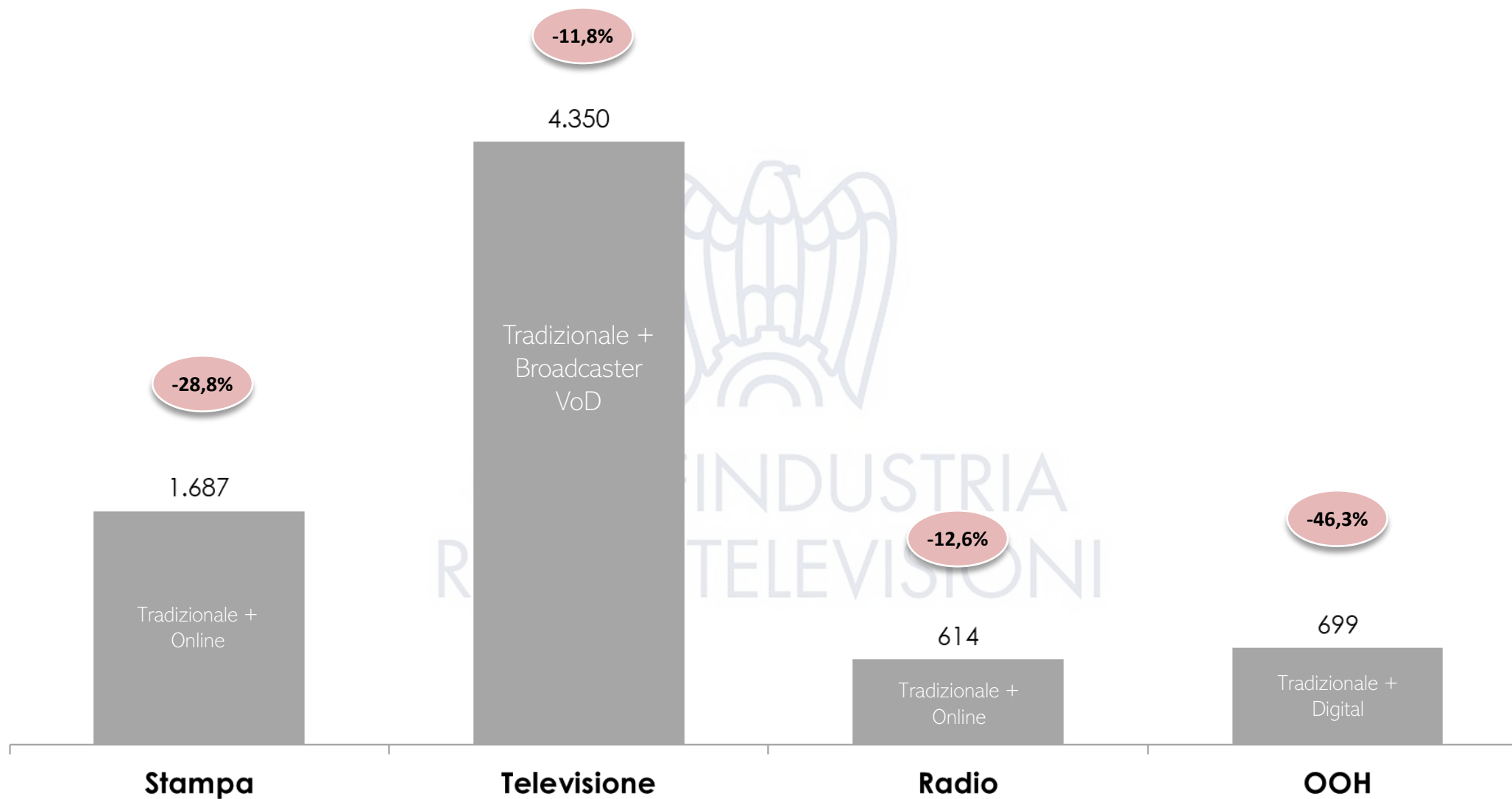
- % sul totale mercato -





Mercato pubblicitario UK: MEZZI TRADIZIONALI + parte ONLINE/DIGITAL (2020)

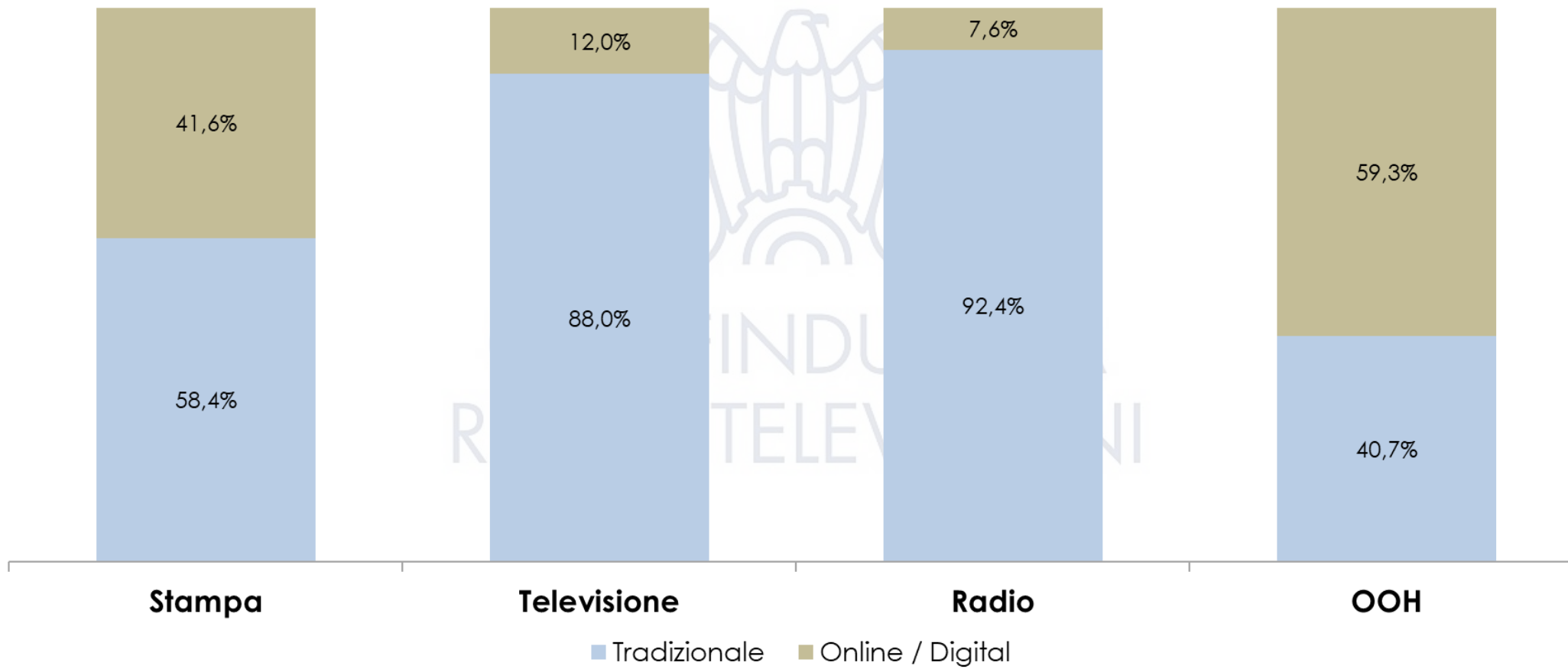
- Milioni GBP -





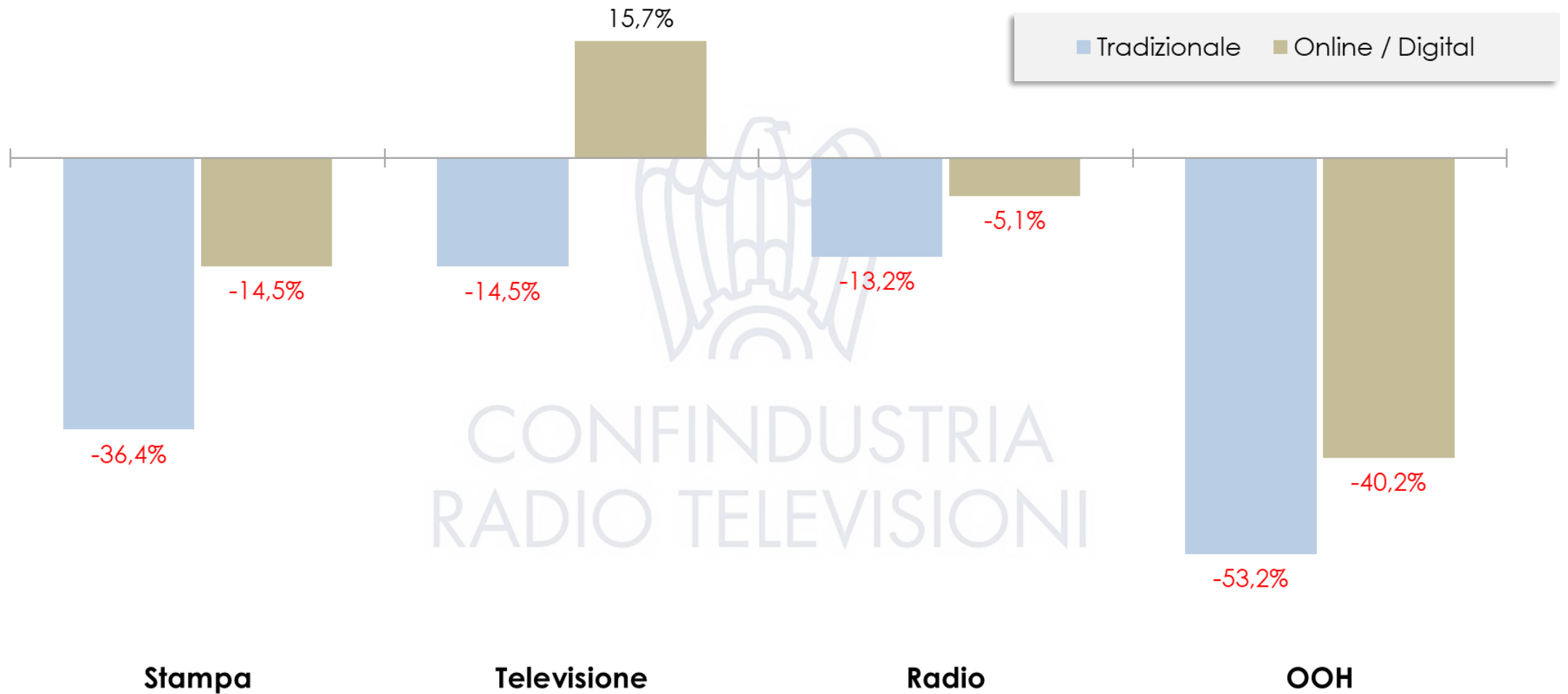
Mercato pubblicitario UK: quota ONLINE/DIGITAL dei MEZZI TRADIZIONALI (2020)

- % su ciascun mezzo -





Mercato pubblicitario UK: variazione YoY ONLINE/DIGITAL dei MEZZI TRADIZIONALI (2020)



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