


# TREND INVESTIMENTI PUBBLICITARI

## TOTALE MERCATO Gennaio - Dicembre 2016

(miliardi di €)

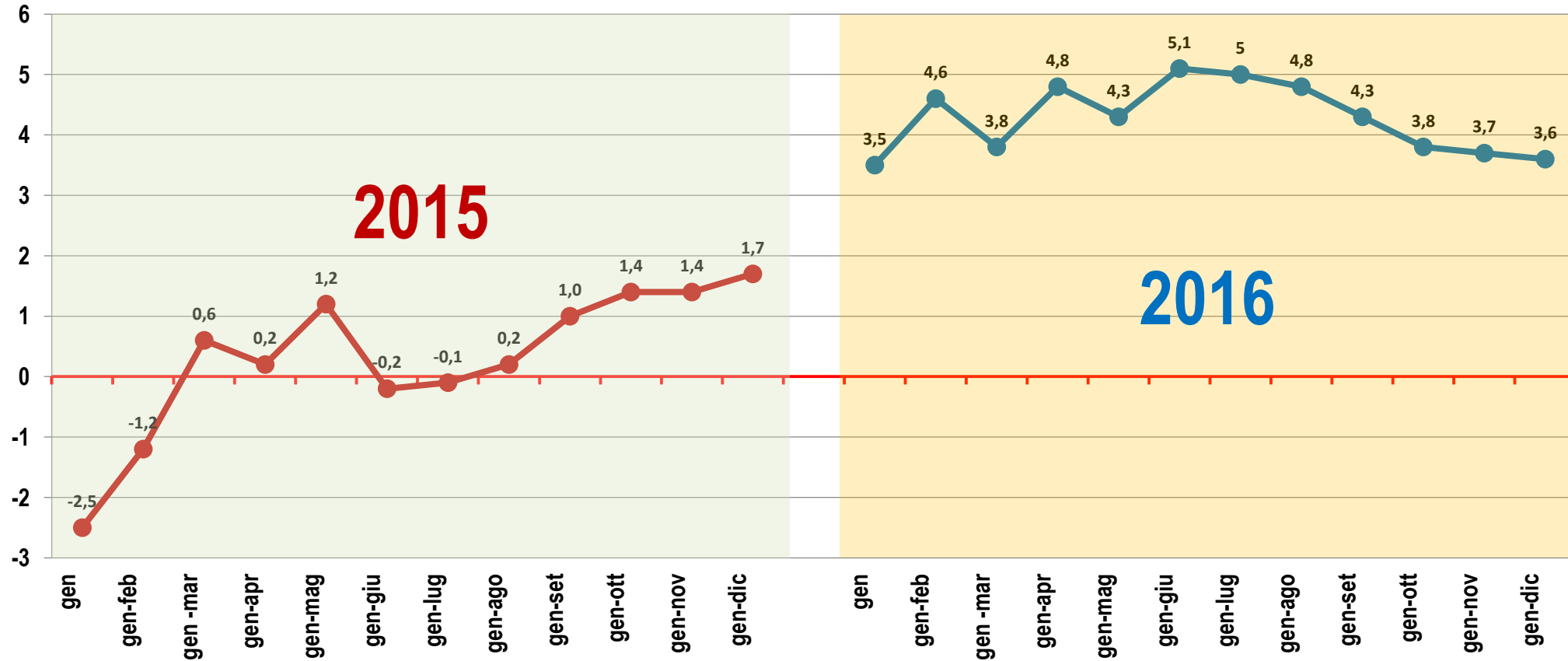
**8,220**

Var % su 2015

**+3,6%** 

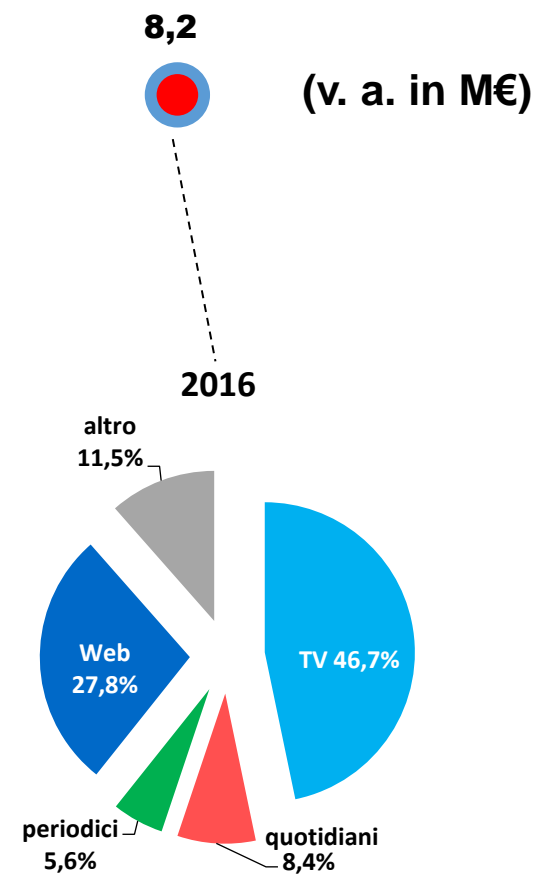
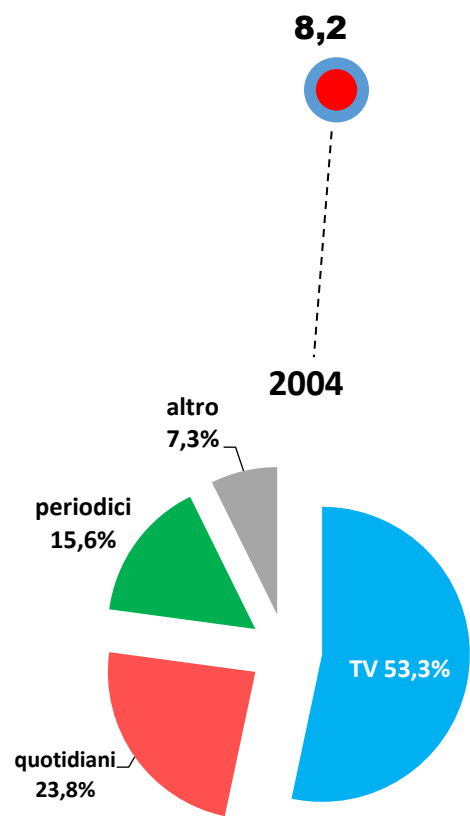
# TREND MERCATO INVESTIMENTI PUBBLICITARI\* GEN. 2015 - DIC. 2016

\*VARIAZIONI MENSILI CUMULATE



(Summit UPA 2009)

# Tutto cambia. Cambiamo tutto? ... tutto sta cambiando



# VALUE OF ADVERTISING

valueofadvertising.org #AdsMatter

## ADVERTISING FUELS GDP

**EACH EURO**  
INVESTED BY BRANDS  
IN ADVERTISING



CAN GENERATE UP TO  
**7 EUROS**  
OF GDP IN THE EU ECONOMY

## ADVERTISING CREATES JOBS

**5.8**  
MILLION  
JOBS IN EU



=

**2.6%**  
OF ALL EU  
EMPLOYMENT



JOBS DIRECTLY  
INVOLVED IN  
THE PRODUCTION  
OF ADVERTISING



JOBS ENABLED IN  
THE MEDIA AND  
ONLINE SERVICES  
due to advertising  
(e.g. journalists or  
content producers)



JOBS CREATED IN  
THE WIDER ECONOMY  
due to the economic  
activity driven  
by advertising

# VALUE OF ADVERTISING

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## ADVERTISING

SUPPORTS  
COMPETITION BY

INFORMING  
CONSUMERS



INCREASING  
CHOICE



DRIVES  
INNOVATION BY

INCENTIVISING  
BUSINESSES TO  
OUTPERFORM  
COMPETITORS



CREATING  
DIFFERENTIATED  
PRODUCTS AND  
SERVICES



ADVERTISING PROVIDES  
HIGH-QUALITY JOBS AS DEFINED  
BY OECD

MEDIA & ADVERTISING  
SECTOR **34 000 €**

WHOLE EU ECONOMY  
**22 000 €**

AVERAGE  
GROSS  
INCOME  
IN THE EU



# VALUE OF ADVERTISING

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## ADVERTISING FUNDS **media & internet services** *...so that these can be enjoyed for free or at a reduced rate*

### GLOBALLY, ADVERTISING ACCOUNTS FOR



RADIO REVENUES



TELEVISION REVENUES

### INTERNET SERVICES



PERSONAL MAIL



70%

OF EU CITIZENS REGULARLY USE E-MAIL SERVICES



SEARCH AND SOCIAL MEDIA WEBSITES



SOCIAL MEDIA PLATFORMS ARE ACCESSED BY ALL SEGMENTS OF THE POPULATION

Funded by:

A research by:  
**Deloitte.**

