

ESTUDIO INFOADEX

DE LA INVERSIÓN PUBLICITARIA
EN ESPAÑA 2016

INTERNACIONAL

INFOADEX
INFORMACIÓN ÚTIL



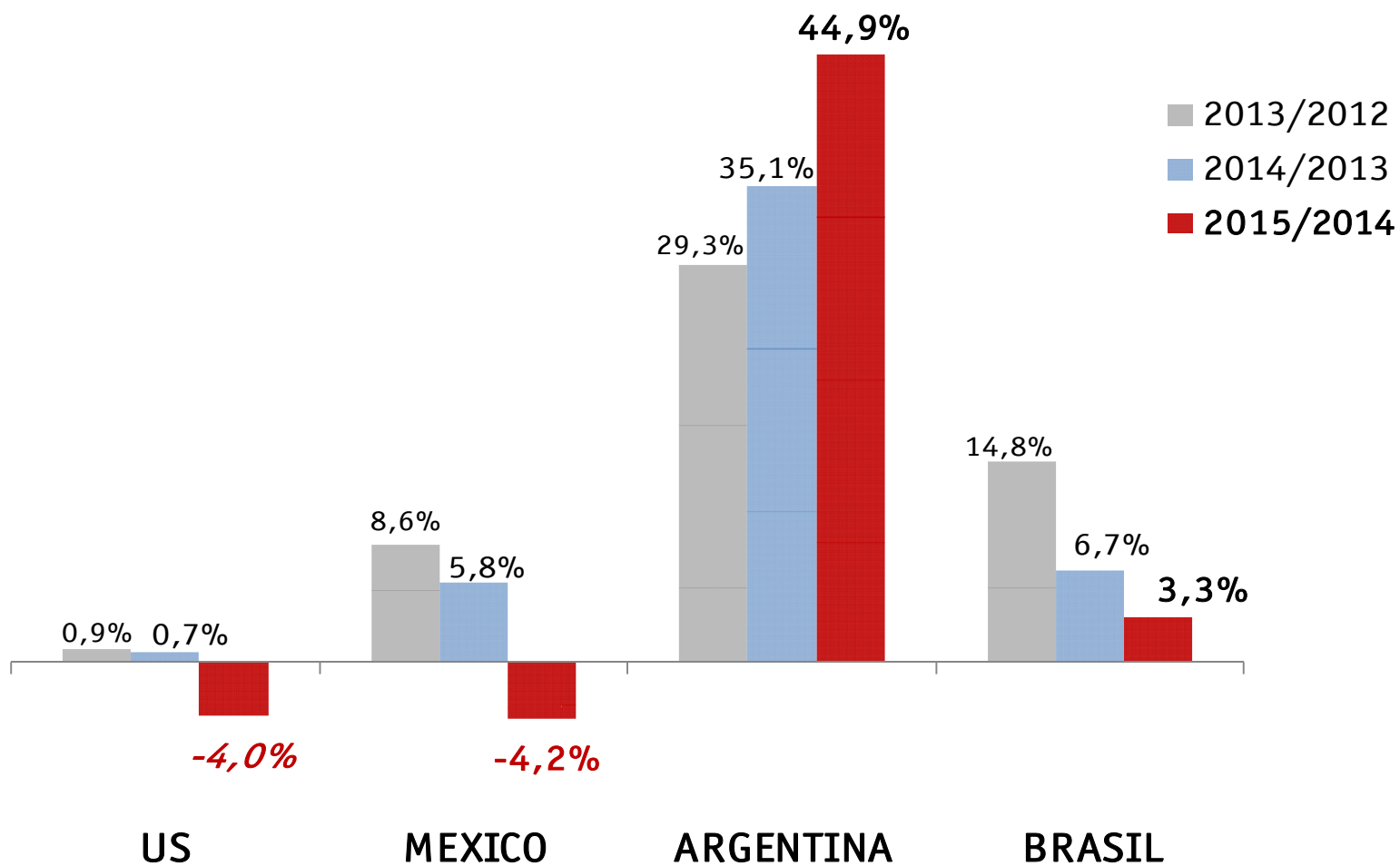
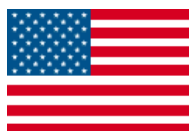


América



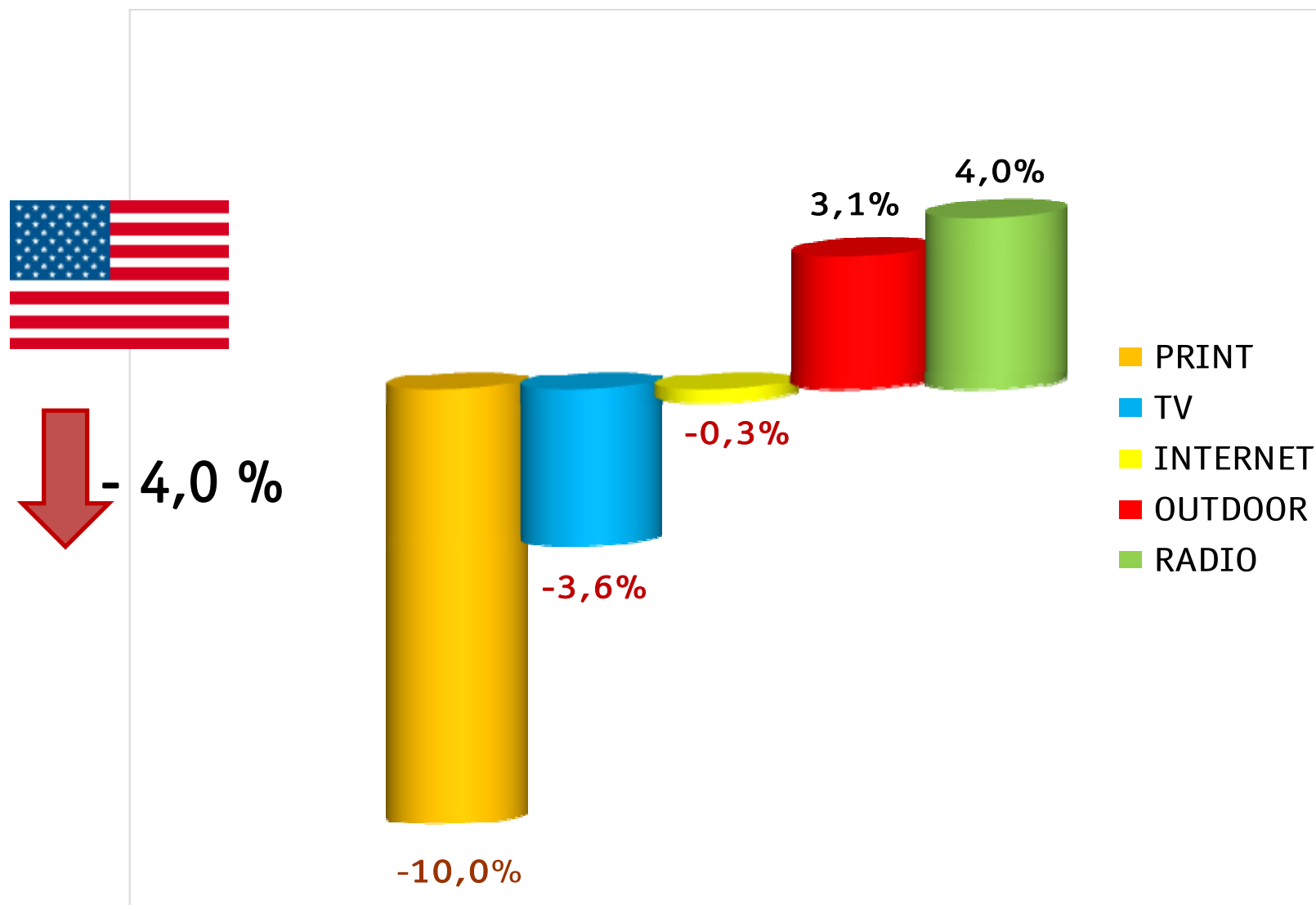
Total mercado

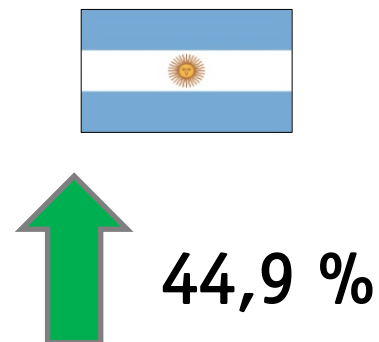
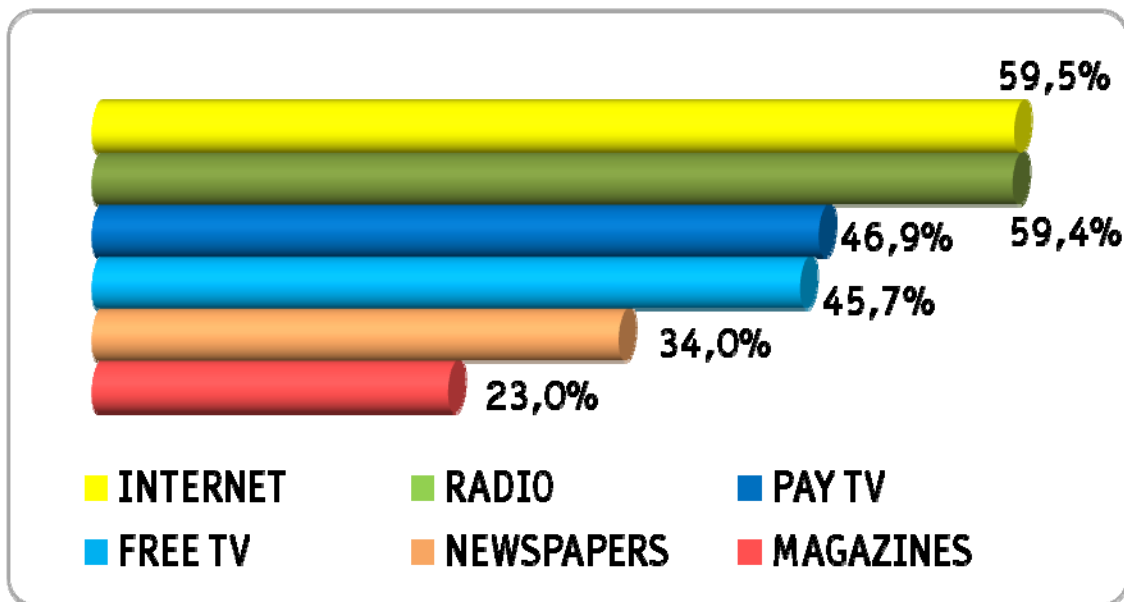
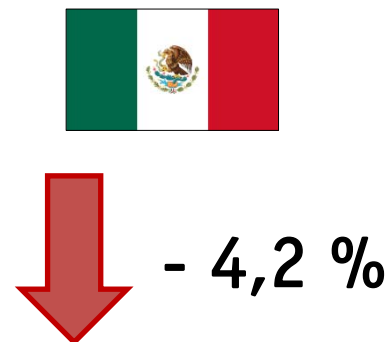
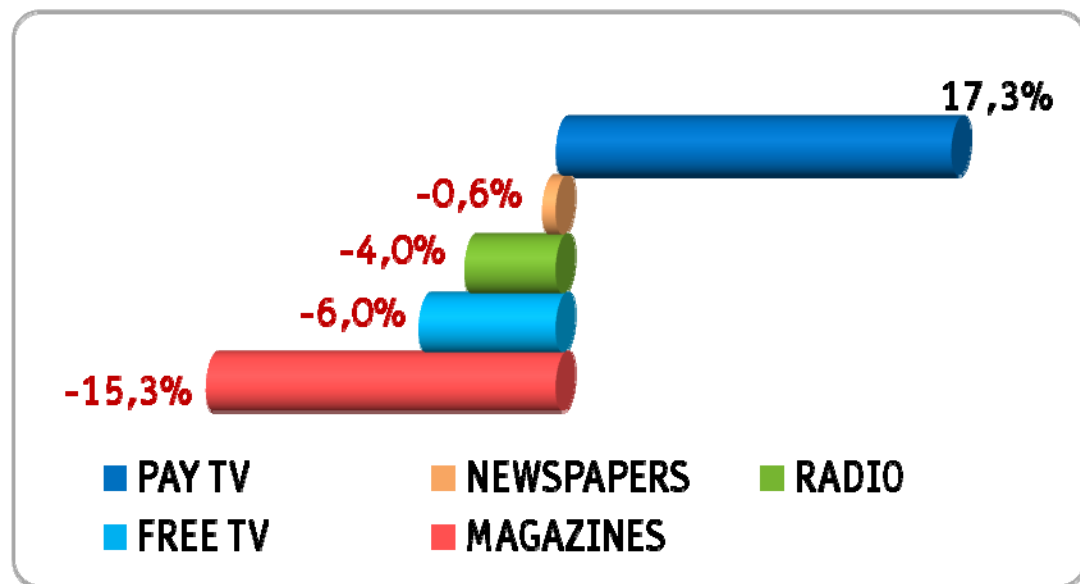
US / México / Argentina / Brasil

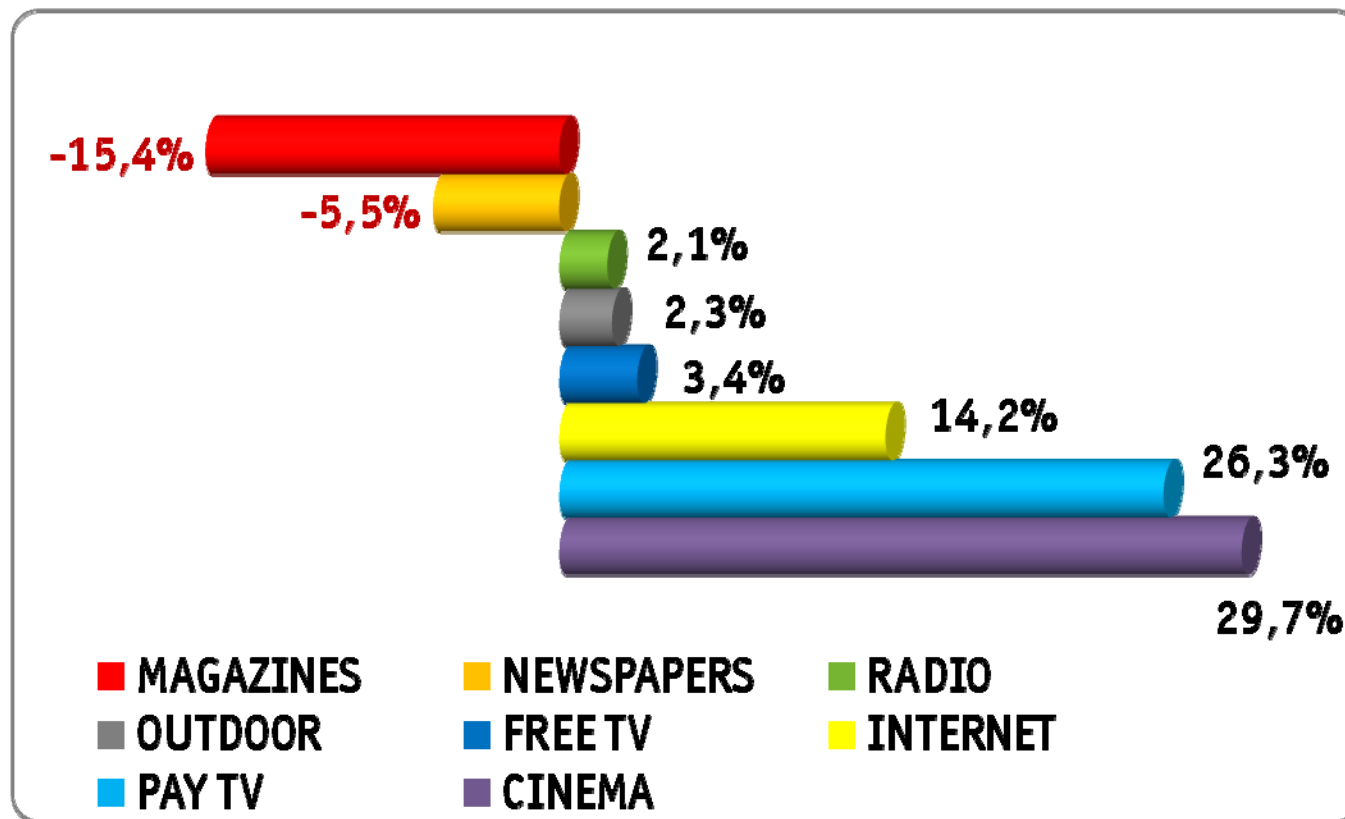


US : Jan_Sep 2015

KANTAR MEDIA



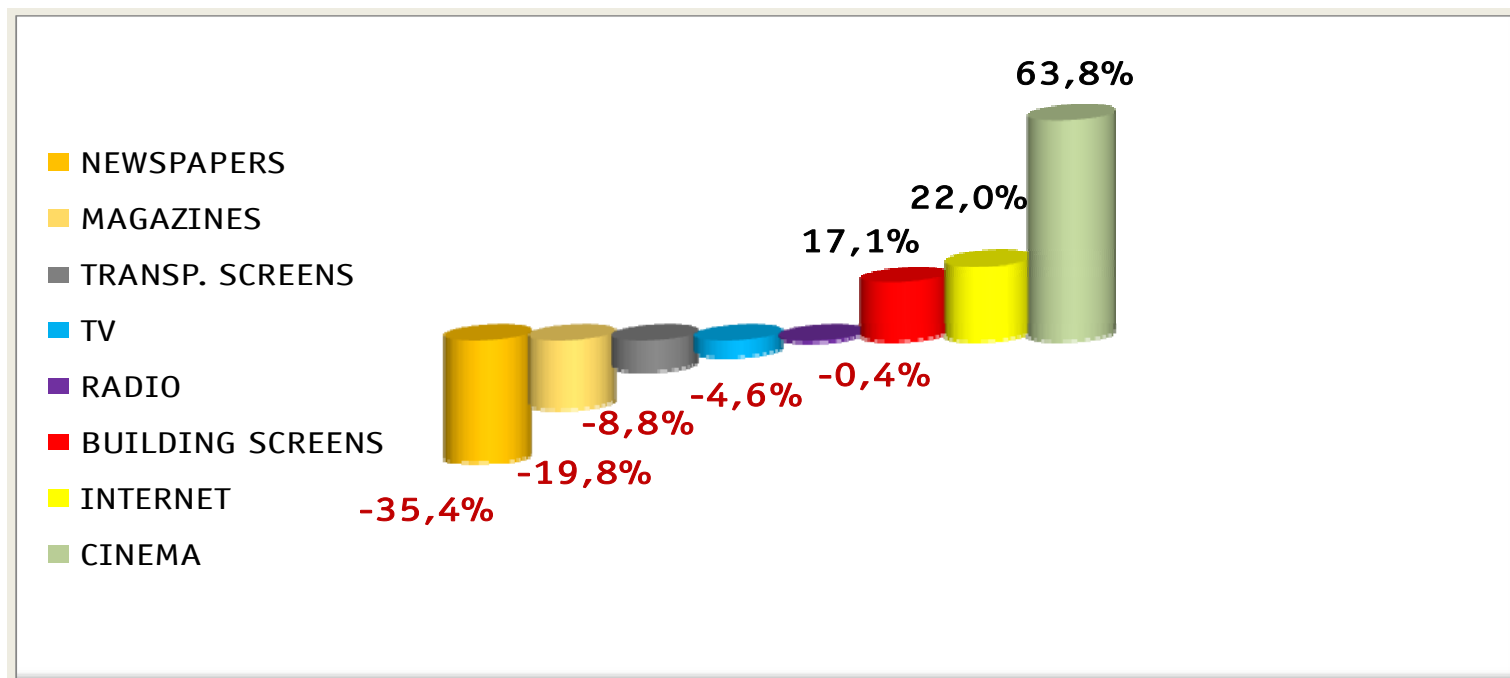
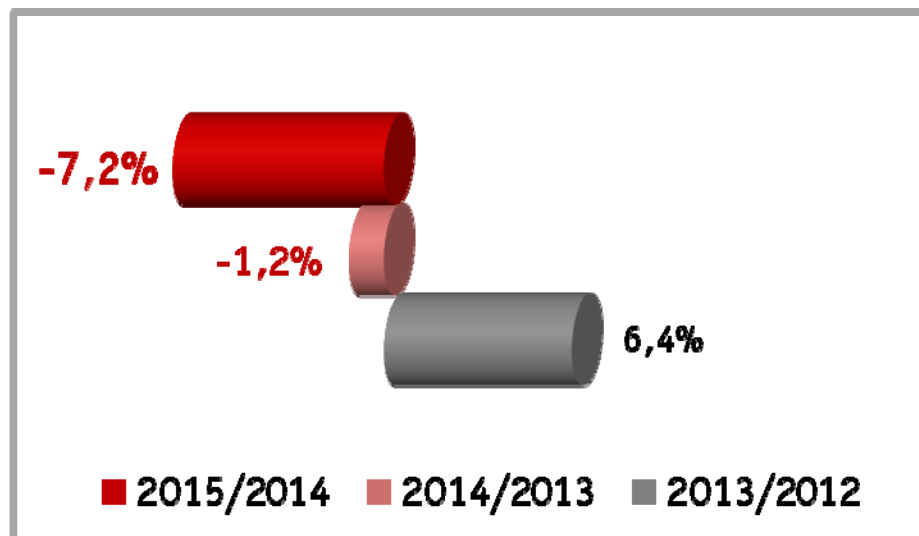


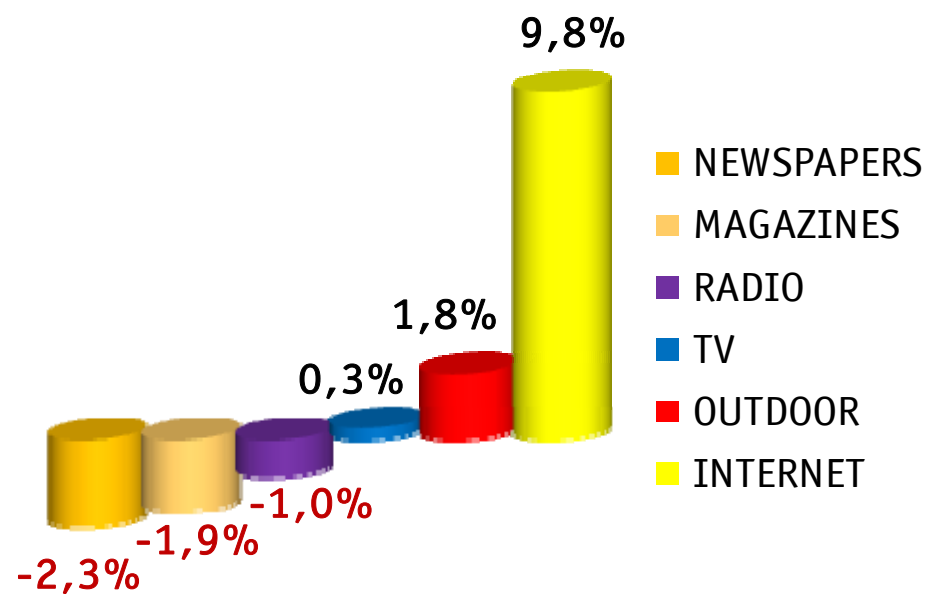
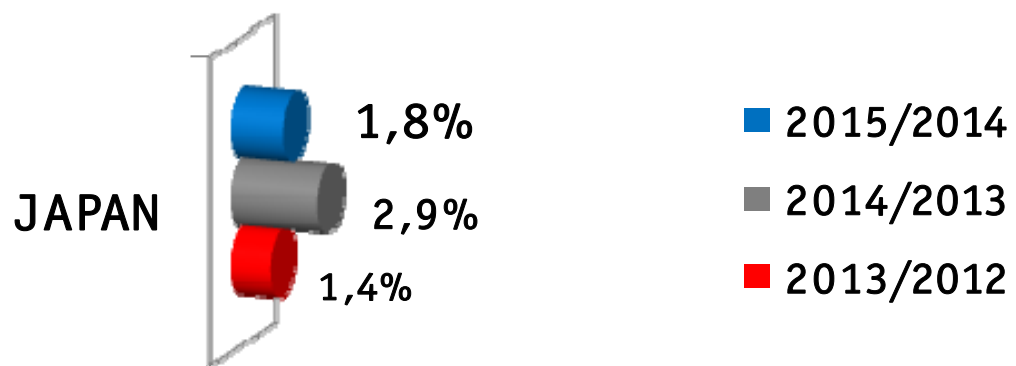


3,3 %



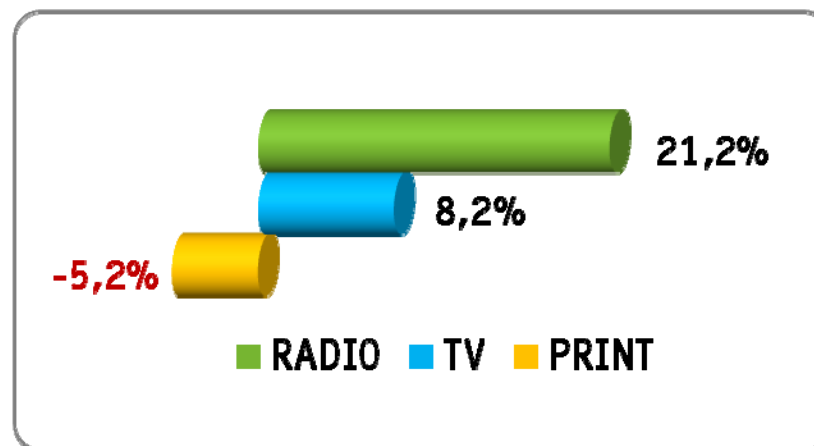
Asia Pacífico



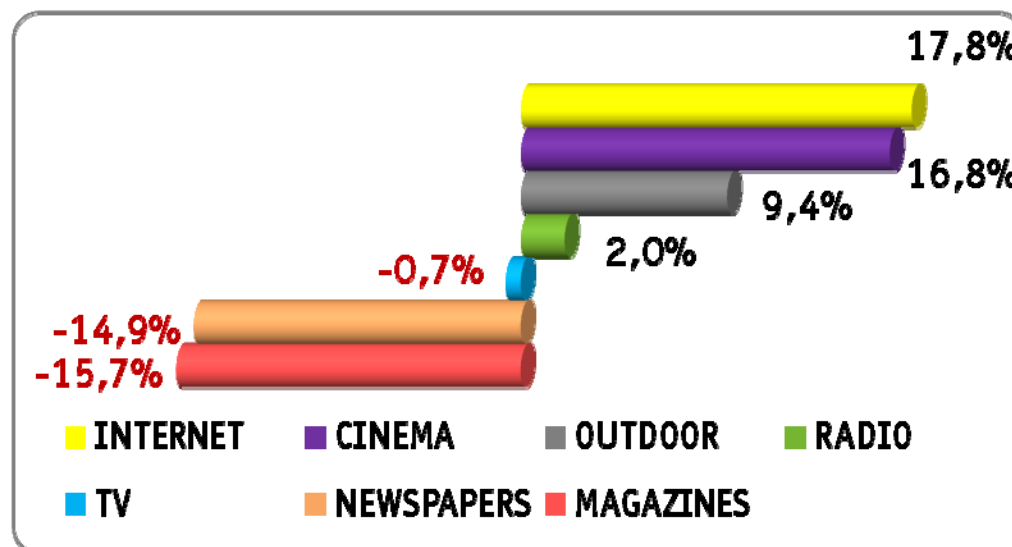




8,2 % ↑

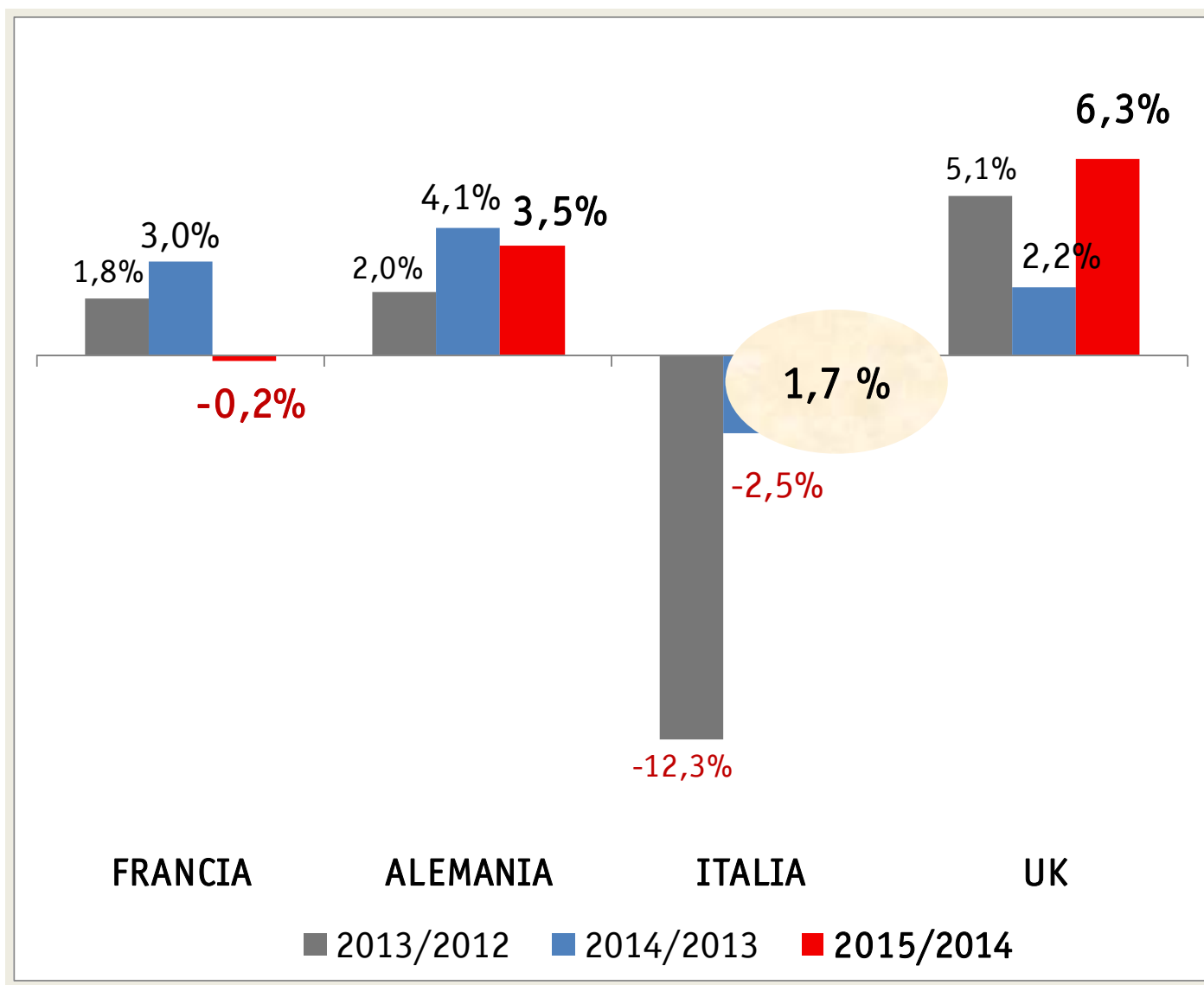


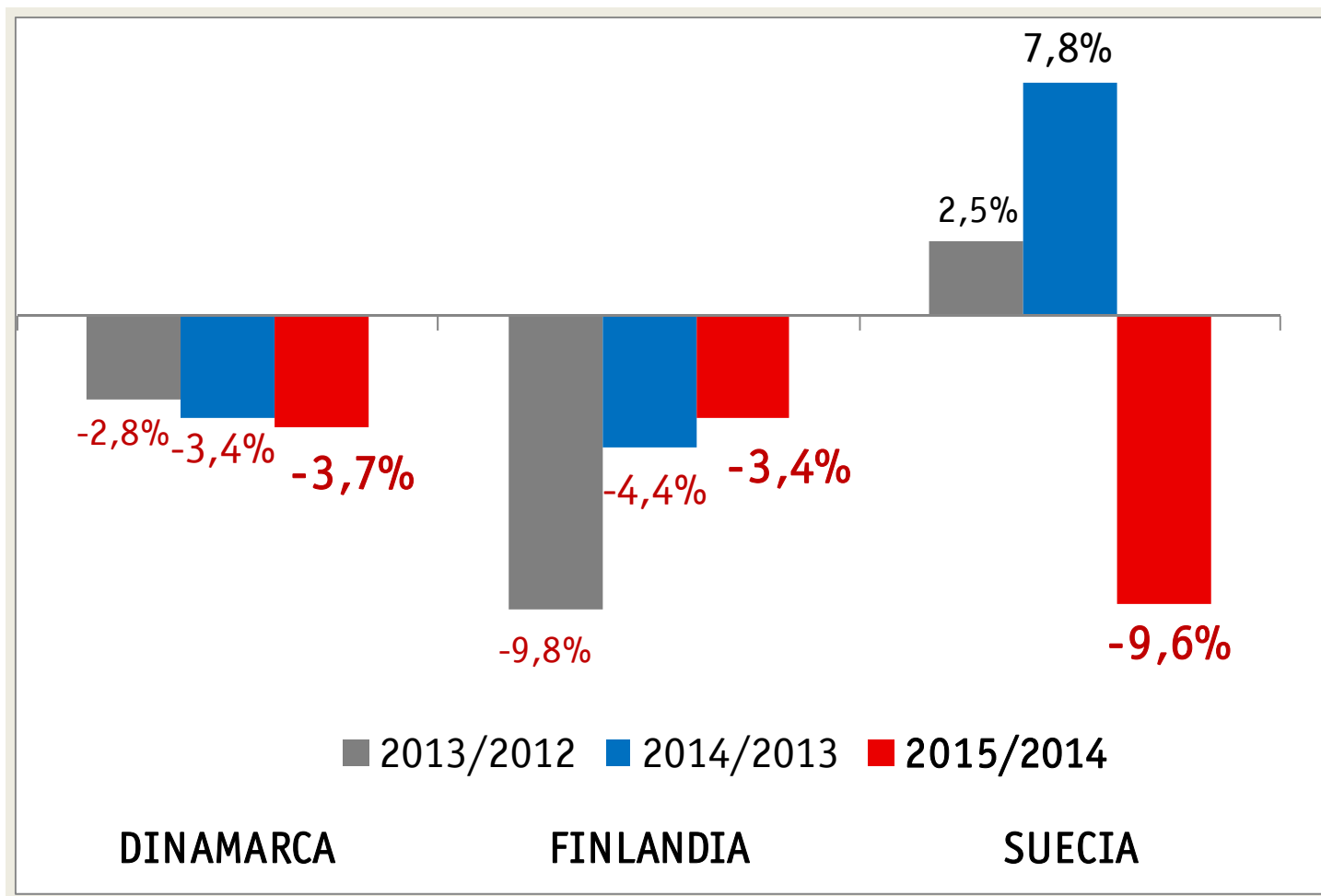
3,6% ↑

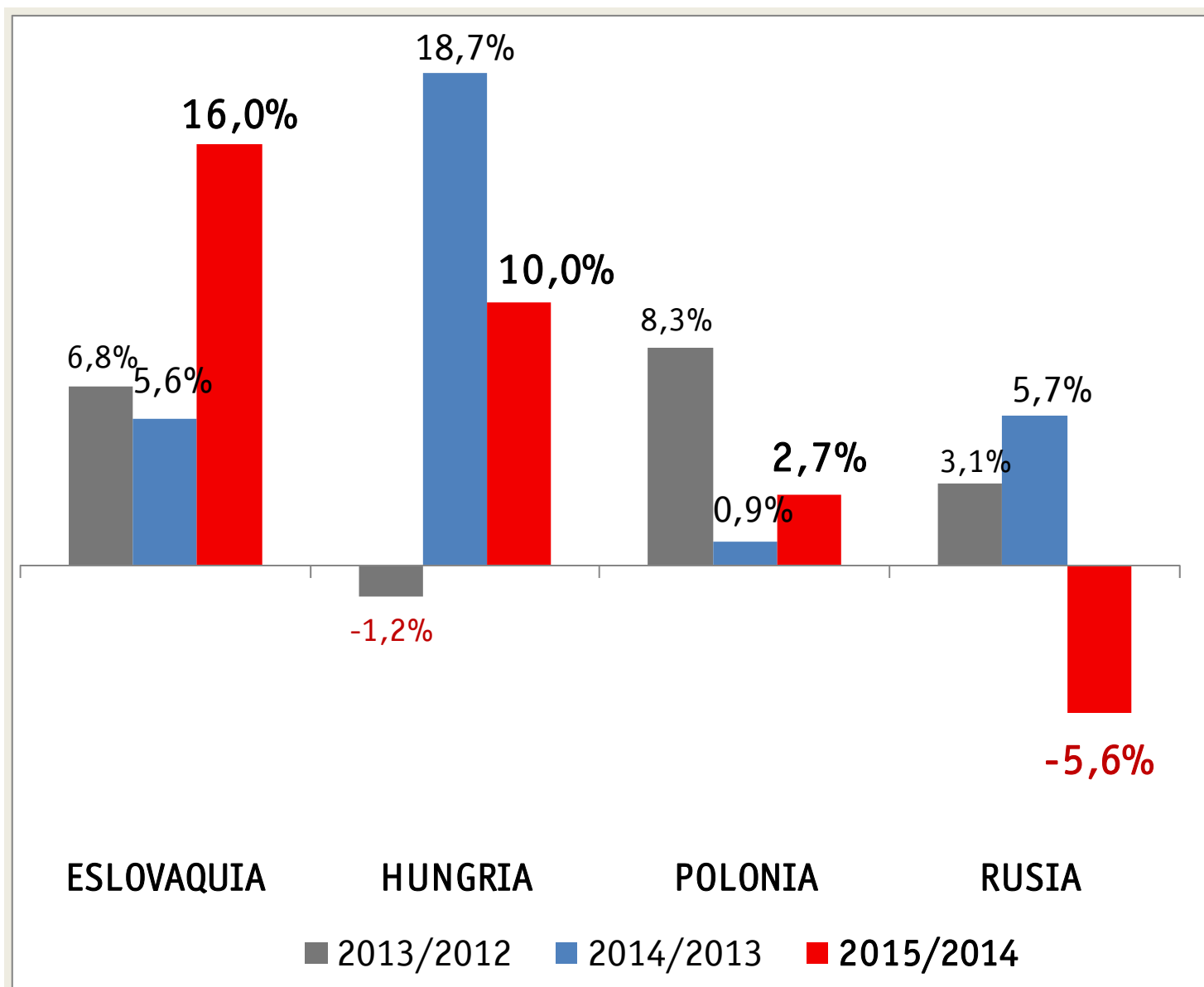




Europa







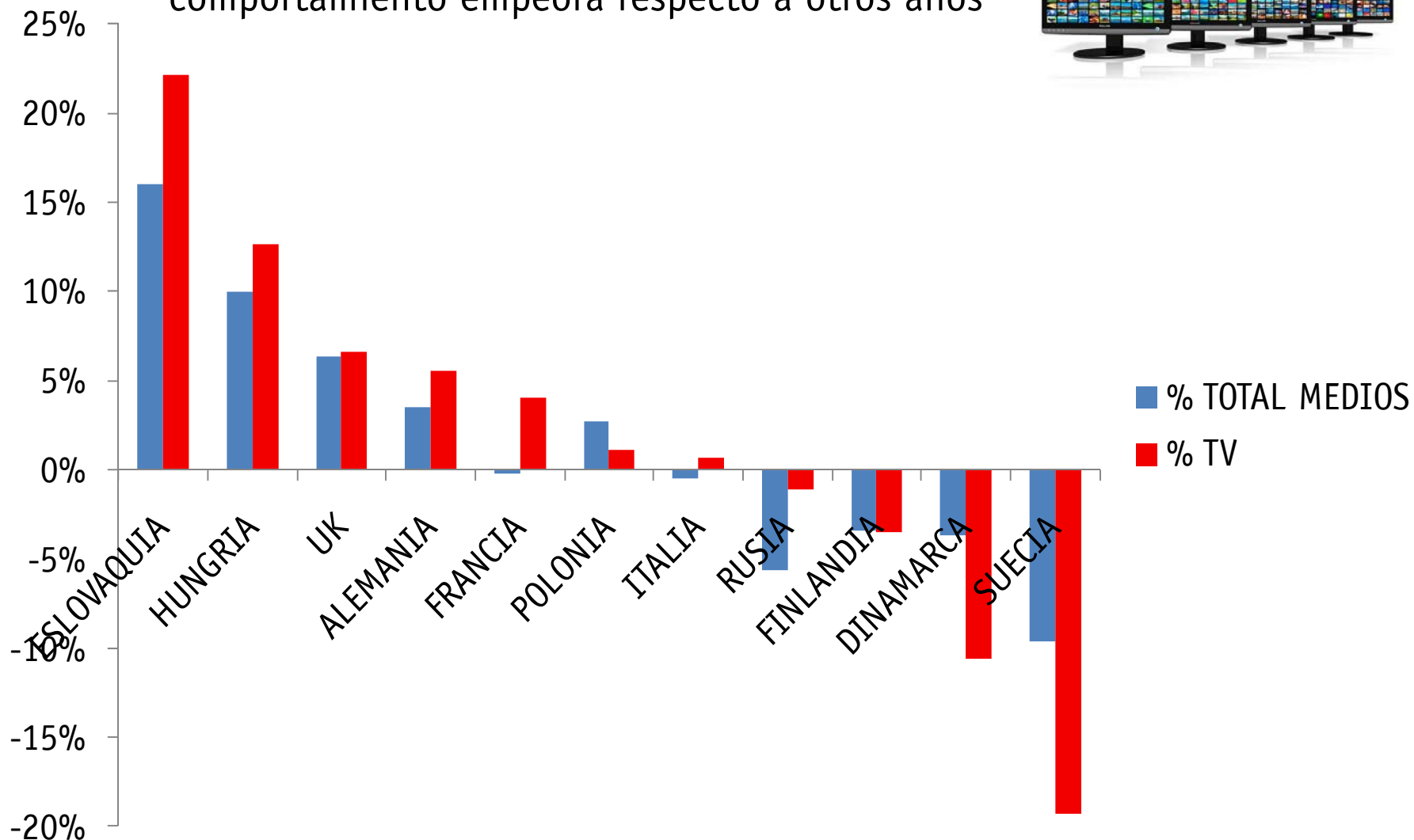


2015 vs. 2014	% total medios
ESLOVAQUIA	16,0%
HUNGRÍA	10,0%
ESPAÑA	7,5%
UK	6,3%
ALEMANIA	3,5%
POLONIA	2,7%
FRANCIA	-0,2%
ITALIA	-0,5%
FINLANDIA	-3,4%
DINAMARCA	-3,7%
RUSIA	-5,6%
SUECIA	-9,6%



Europa
Medios

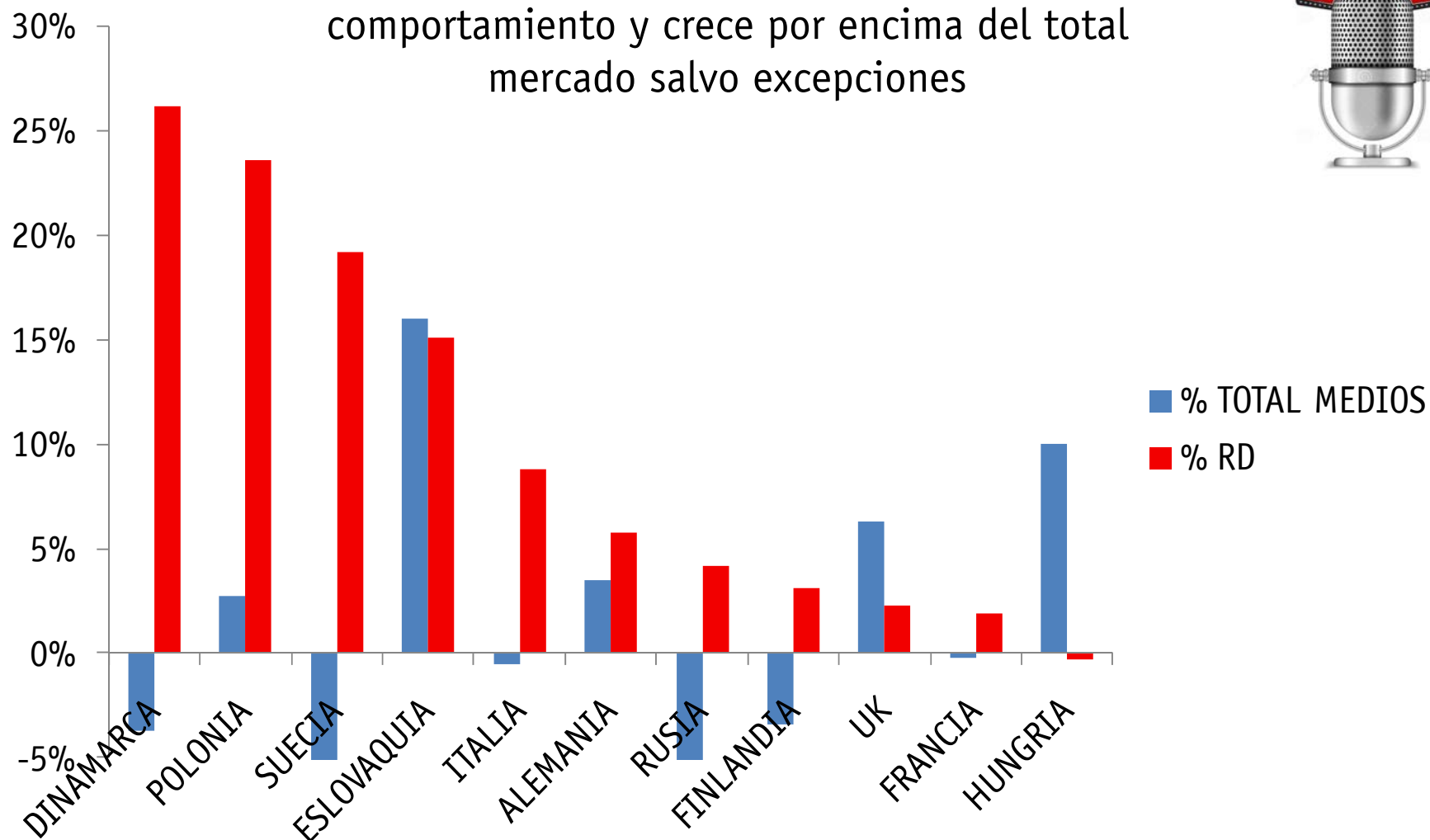
TV continua líder en volumen de inversión pero su comportamiento empeora respecto a otros años



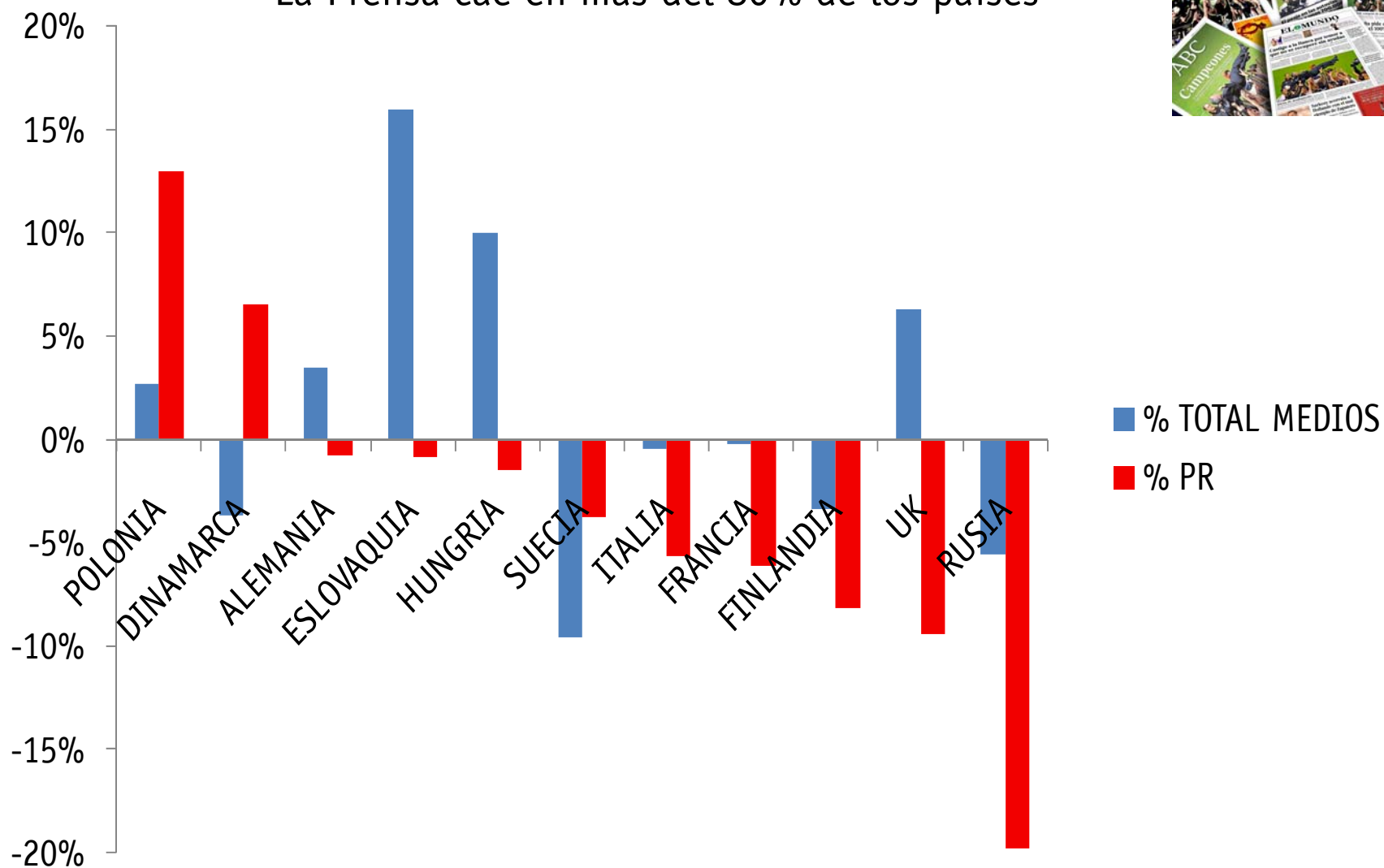
Polonia: Jan_Sep 2015

KANTAR MEDIA / NIELSEN / WARC

El medio Radio sigue mejorando su comportamiento y crece por encima del total mercado salvo excepciones



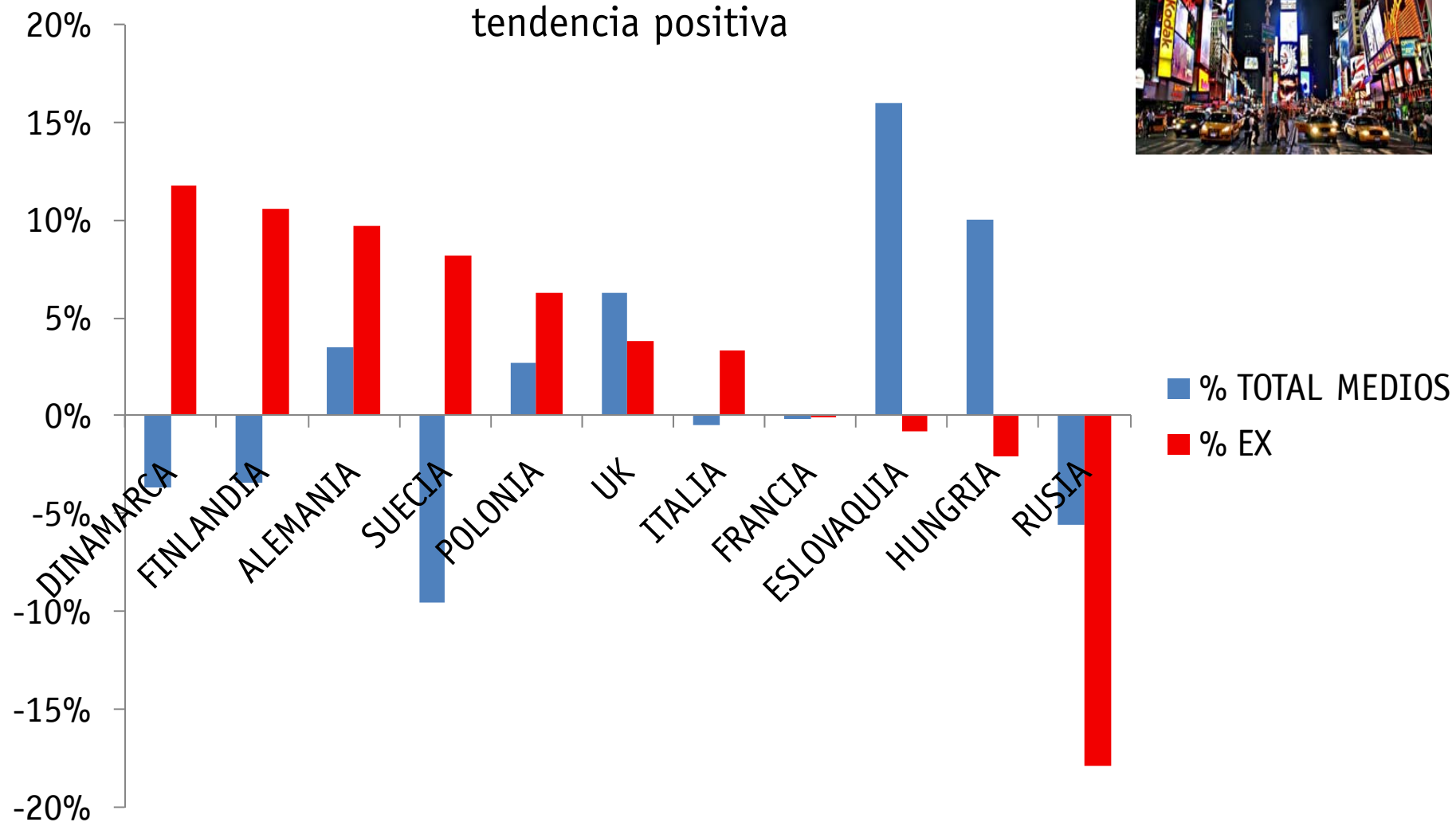
La Prensa cae en más del 80% de los países



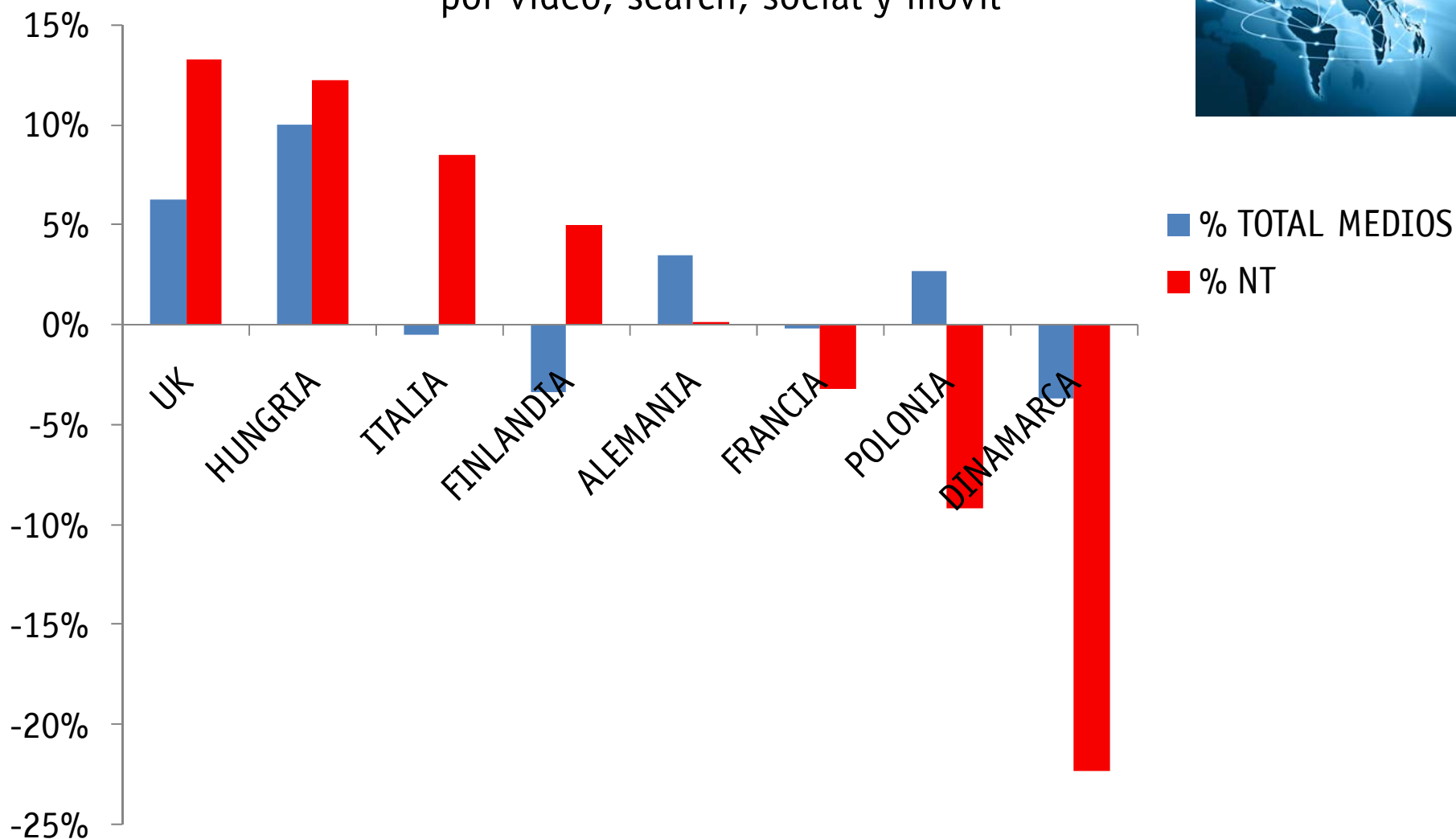
Polonia: Jan_Sep 2015

KANTAR MEDIA / NIELSEN / WARC

Exterior, mantiene posiciones y se afianza la tendencia positiva



Internet (display) decrece. El crecimiento viene por video, search, social y móvil





ESTUDIO INFOADEX

¡¡Muchas gracias!!

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