LO SCENARIO INTERNAZIONALE DELL'AUDIOVISIVO

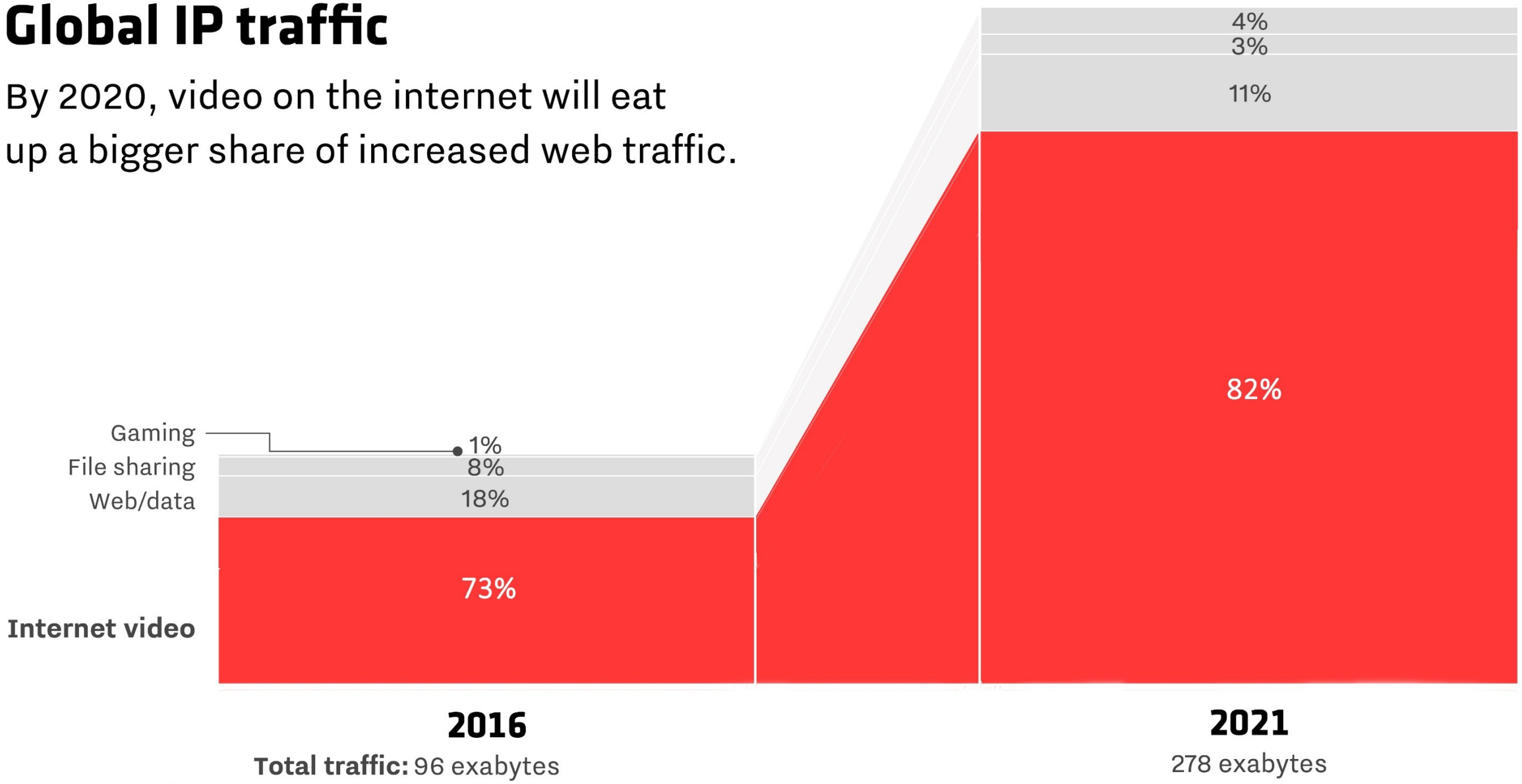
I MUTAMENTI TECNOLOGICI - LE ATTESE DEL PUBBLICO

Marco Chimenz

Traffico sul web

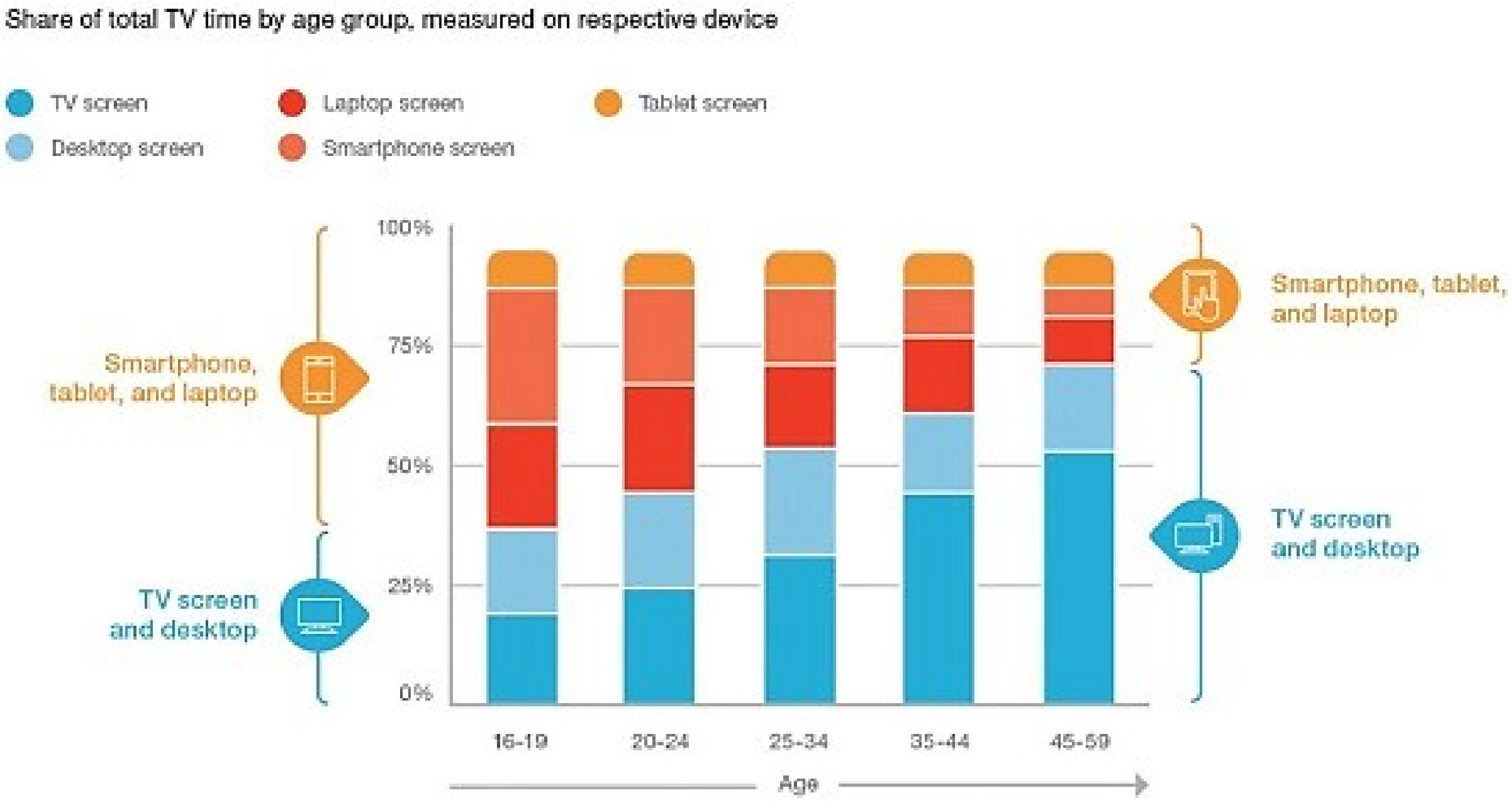
Global IP traffic

By 2020, video on the internet will eat up a bigger share of increased web traffic.



Fonte: Cisco

TV time by age group



Source: Ericsson ConsumerLab, TV and Media, 2015
Base: At least weekly viewers of video/TV with broadband at home, aged 16–59, in 20 markets

Il contenuto video

“Il contenuto Premium vince sempre. Oggi tutto ruota intorno al contenuto video. Le persone guardano più video di quanto abbiano mai fatto prima d’ora… e lo fanno attraverso le piattaforme e i dispositivi più disparati"

Randall Stephenson - CEO

AT&T

Apple: fatturato 2016

**iTunes, iBooks,
App Store, Apple Music,
Apple Pay, iCloud**

Content

FATTURATO APPLE
TOTALE 2016:
215 MLD $

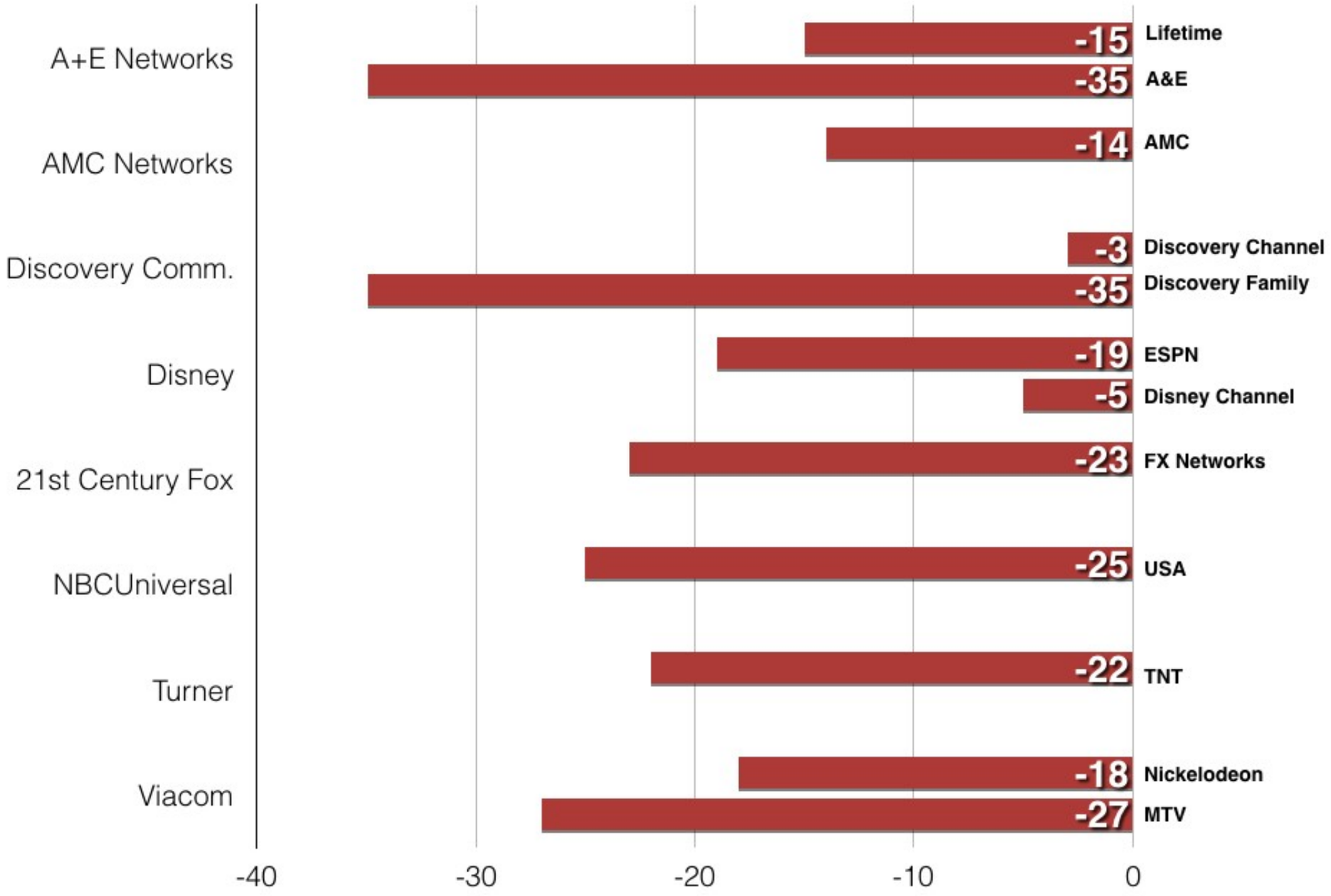
FATTURATO
CONTENT

2016: 15 MLD

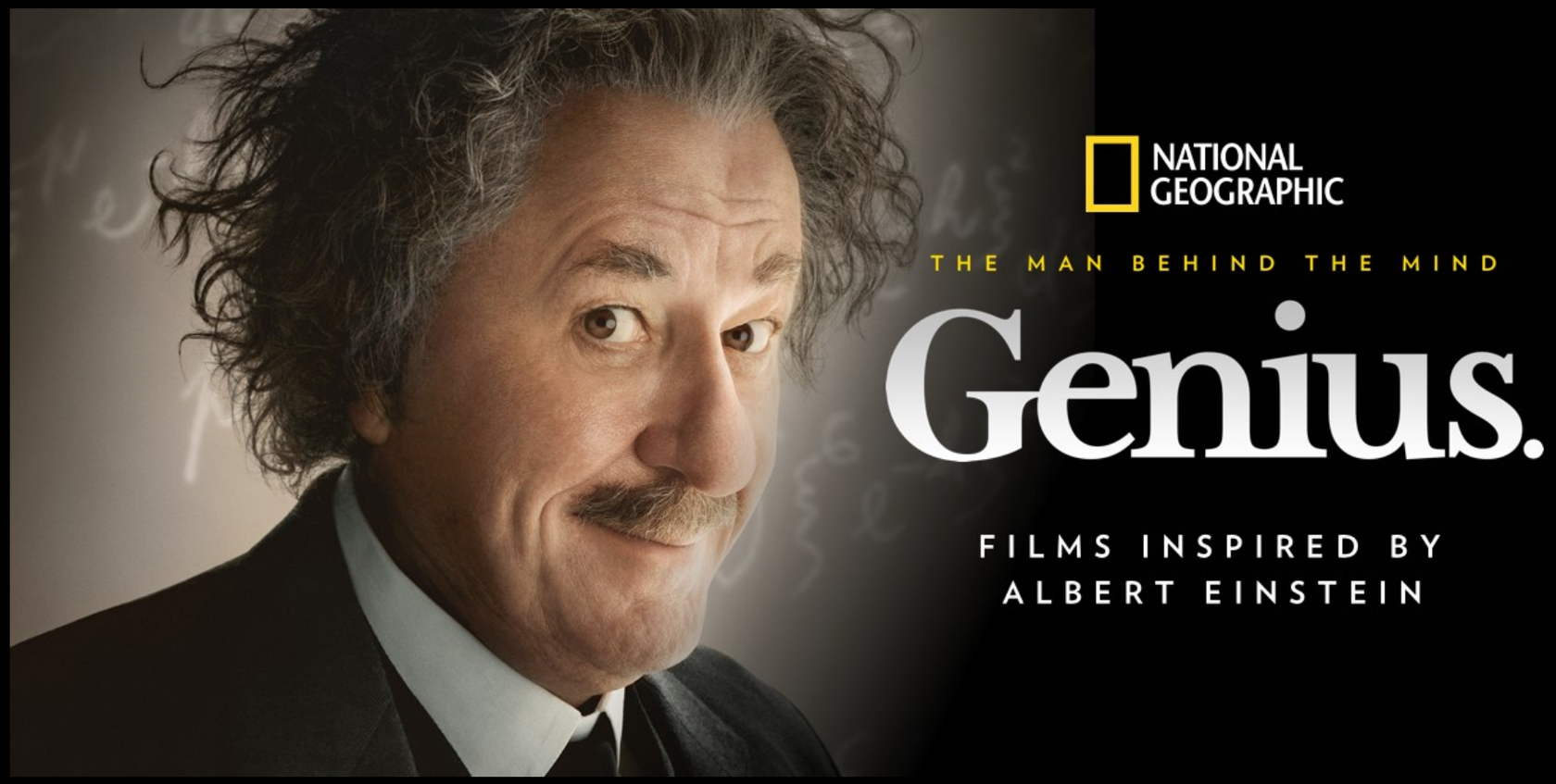
1° Trimestre 2017: 8 MLD

Fonte: Apple Financial Statement

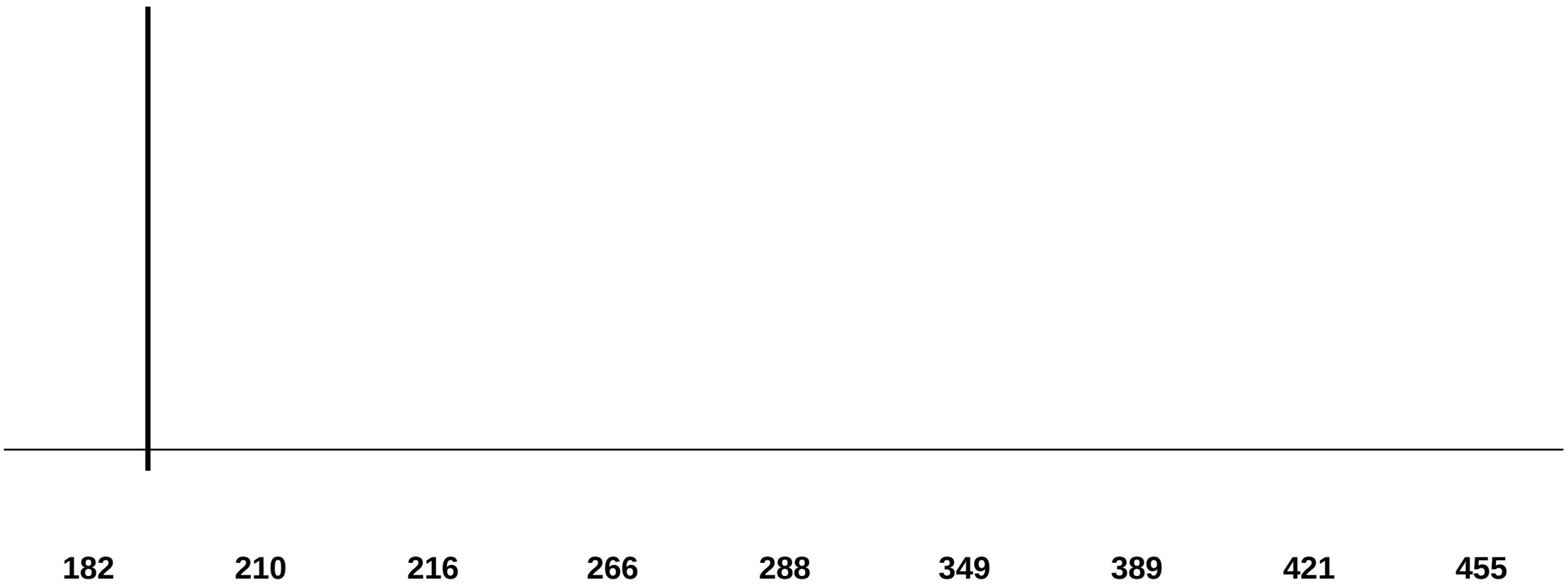
Total Viewers change 2016



Fonte: SNL KAGAN, NOMURA, MOFFETNATHASON, NIELSEN, SPORTSTVRATING.COM, VARIETY

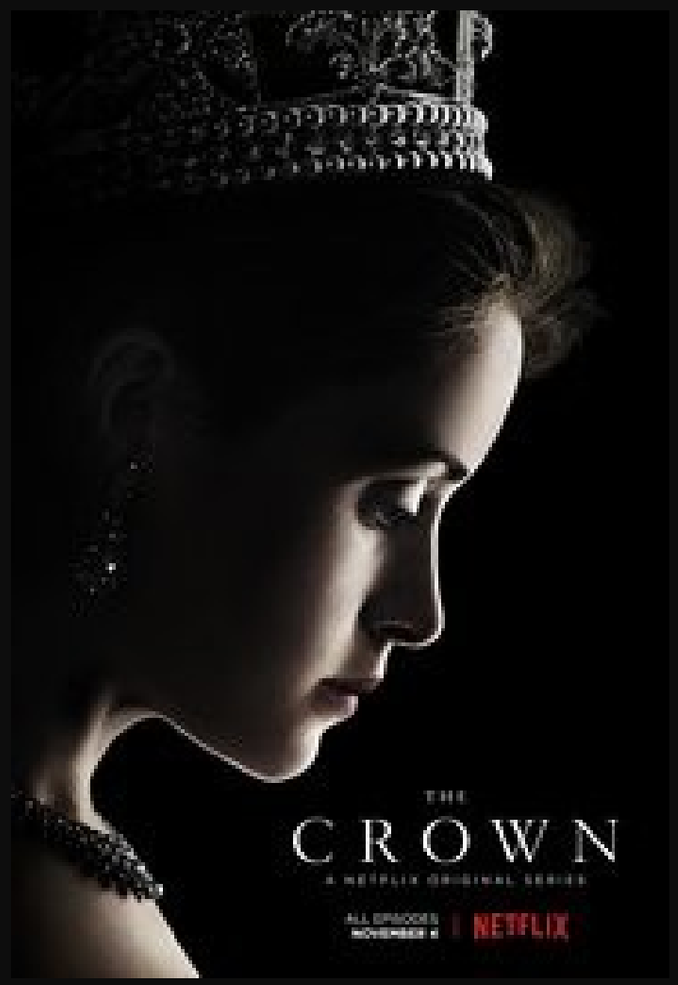

NATIONAL GEOGRAPHIC
THE MAN BEHIND THE MIND
Genius.
FILMS INSPIRED BY
ALBERT EINSTEIN

Number of scripted original series



Fonte: FX Networks Research

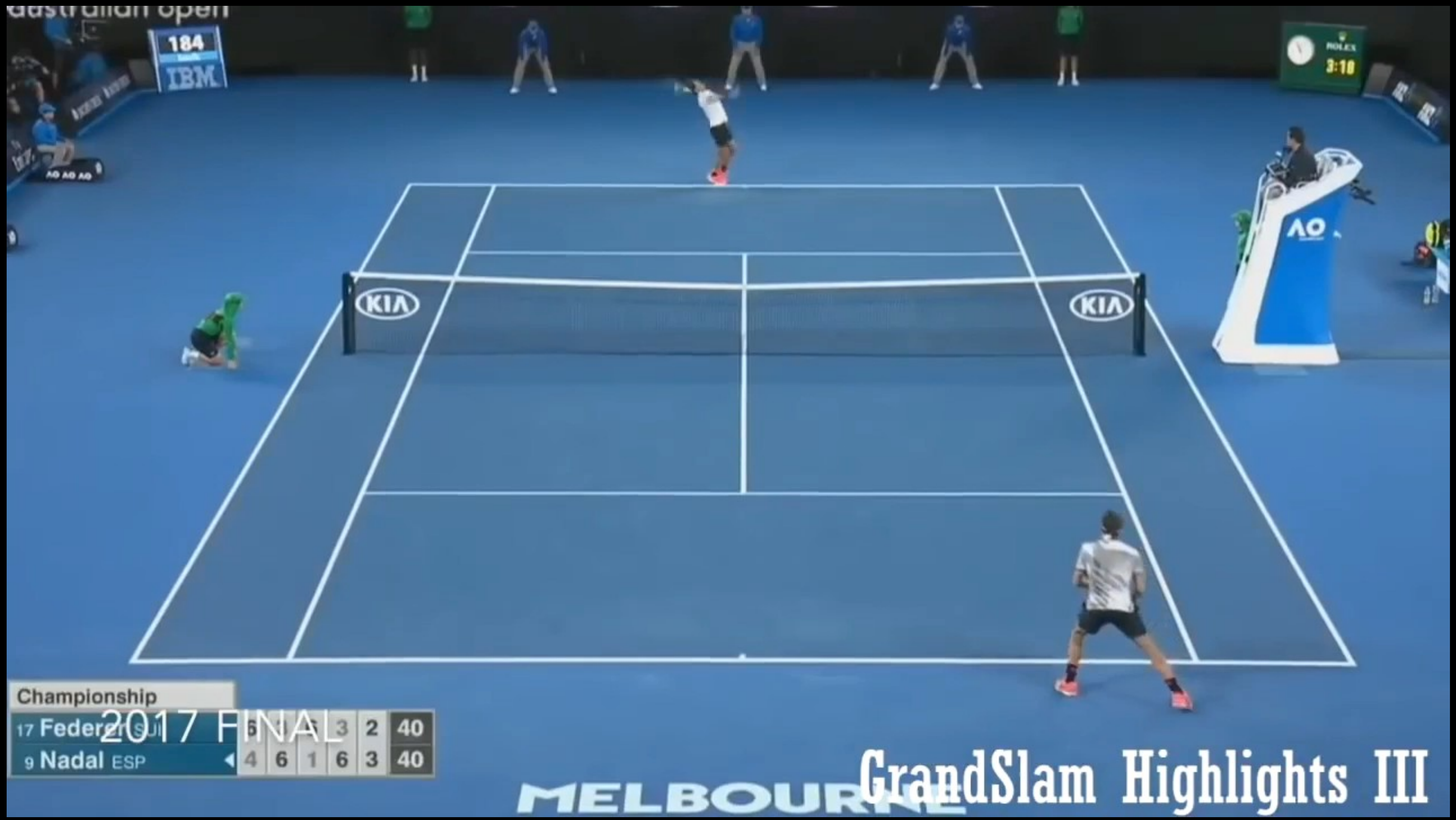
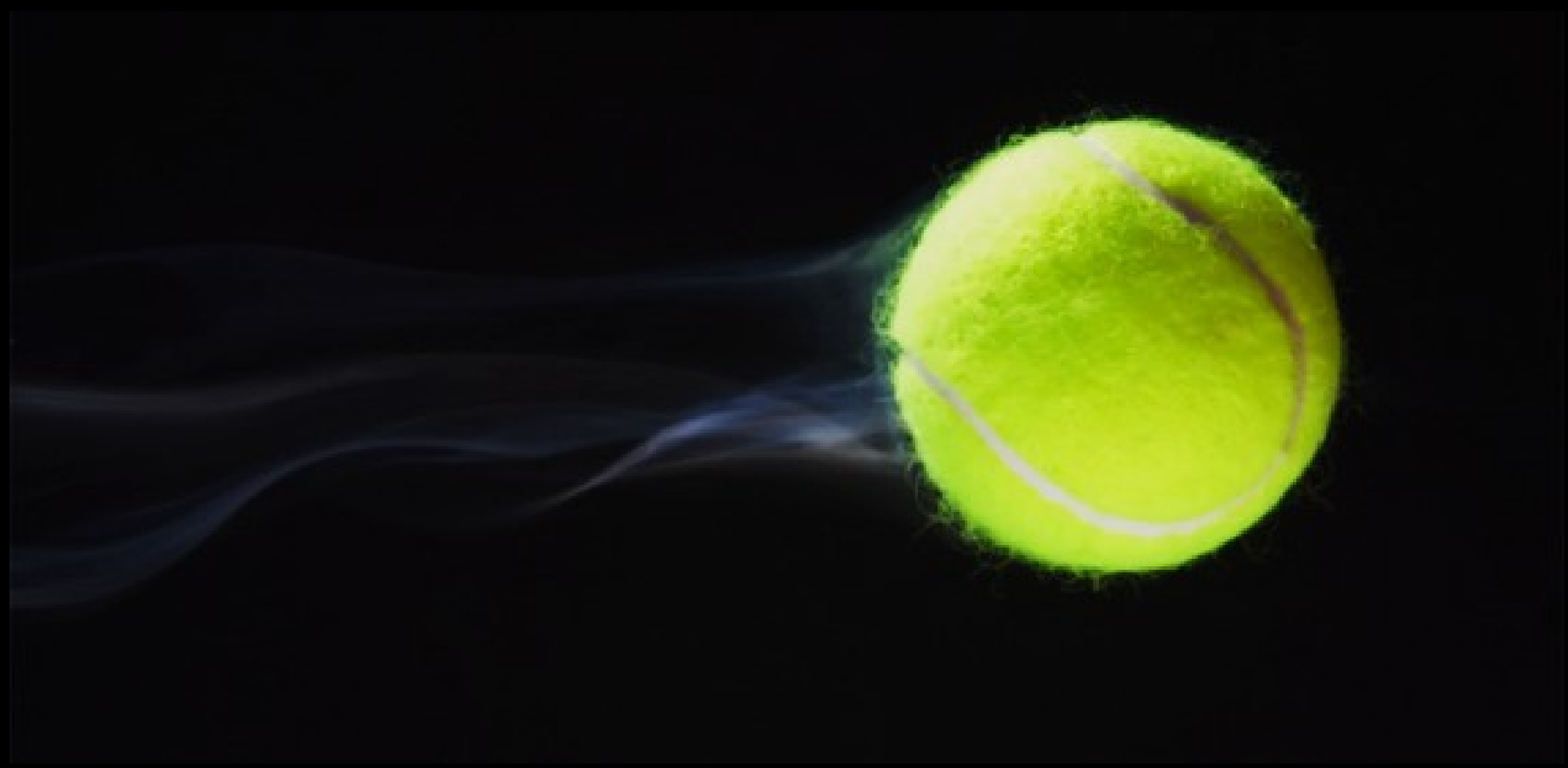
BILLIONS
SHOWTIME


THE
CROWN
A NETFLIX ORIGINAL SERIES
ALL EPISODES
NOVEMBER 8
NETFLIX

פאודה · فوضى

AMAZON ORIGINAL SOUNDTRACK
PATRIOT
SEASON 1
amazon
prime video

1 NADAL ESP
6 FEDERER SUI
0 7 5
30 6 3
ESPN
SEMIFINAL
KIA
ANZ
澳新银行
IBM
JACOB'S CREEK
ROLEX
1:43
LACOSTE
Wilson
MLC
LIVE
ESPN
2014 SEMIFINAL
MELBOURNE


australian open
184
IBM
ROLEX
3:18
KIA
KIA
AO
Championship
17 Federer SUI 6 3 2 40
9 Nadal ESP 4 6 1 6 3 40
2017 FINAL
MELBOURNE
GrandSlam Highlights III