

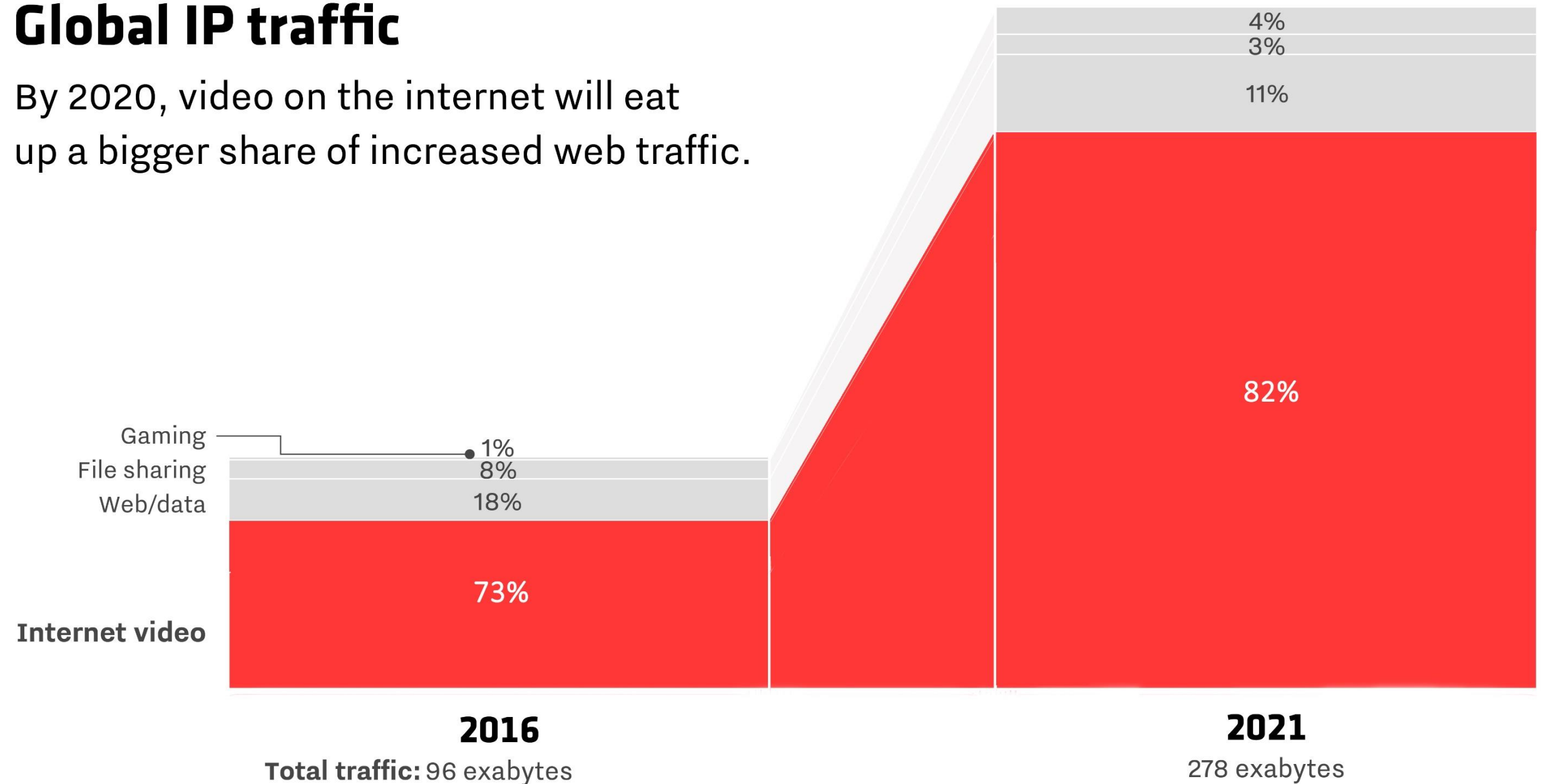
LO SCENARIO INTERNAZIONALE DELL'AUDIOVISIVO I MUTAMENTI TECNOLOGICI - LE ATTESE DEL PUBBLICO

Marco Chimenz

Traffico sul web

Global IP traffic

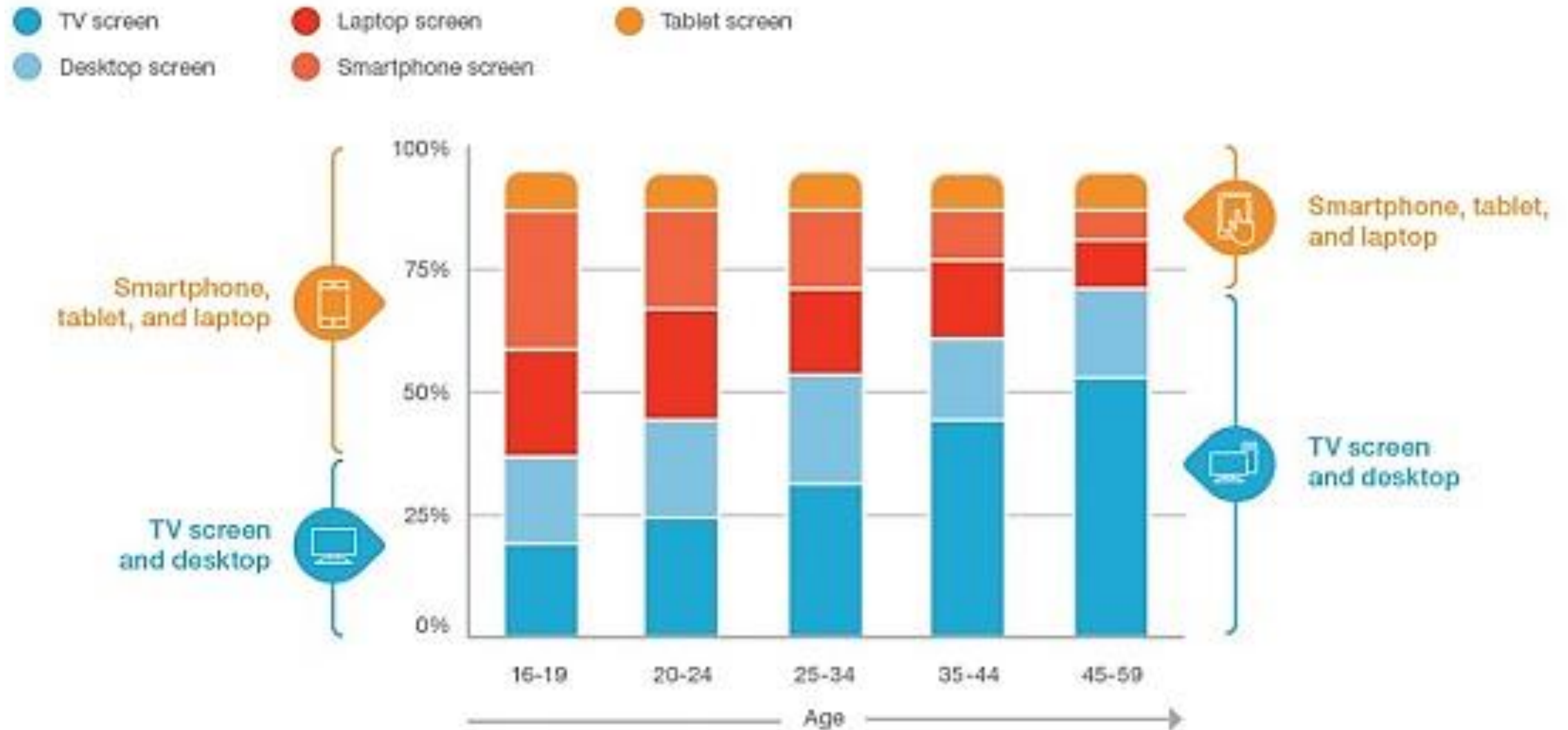
By 2020, video on the internet will eat up a bigger share of increased web traffic.



Fonte: Elaborazione Anica su dati Cisco

TV time by age group

Share of total TV time by age group, measured on respective device



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”

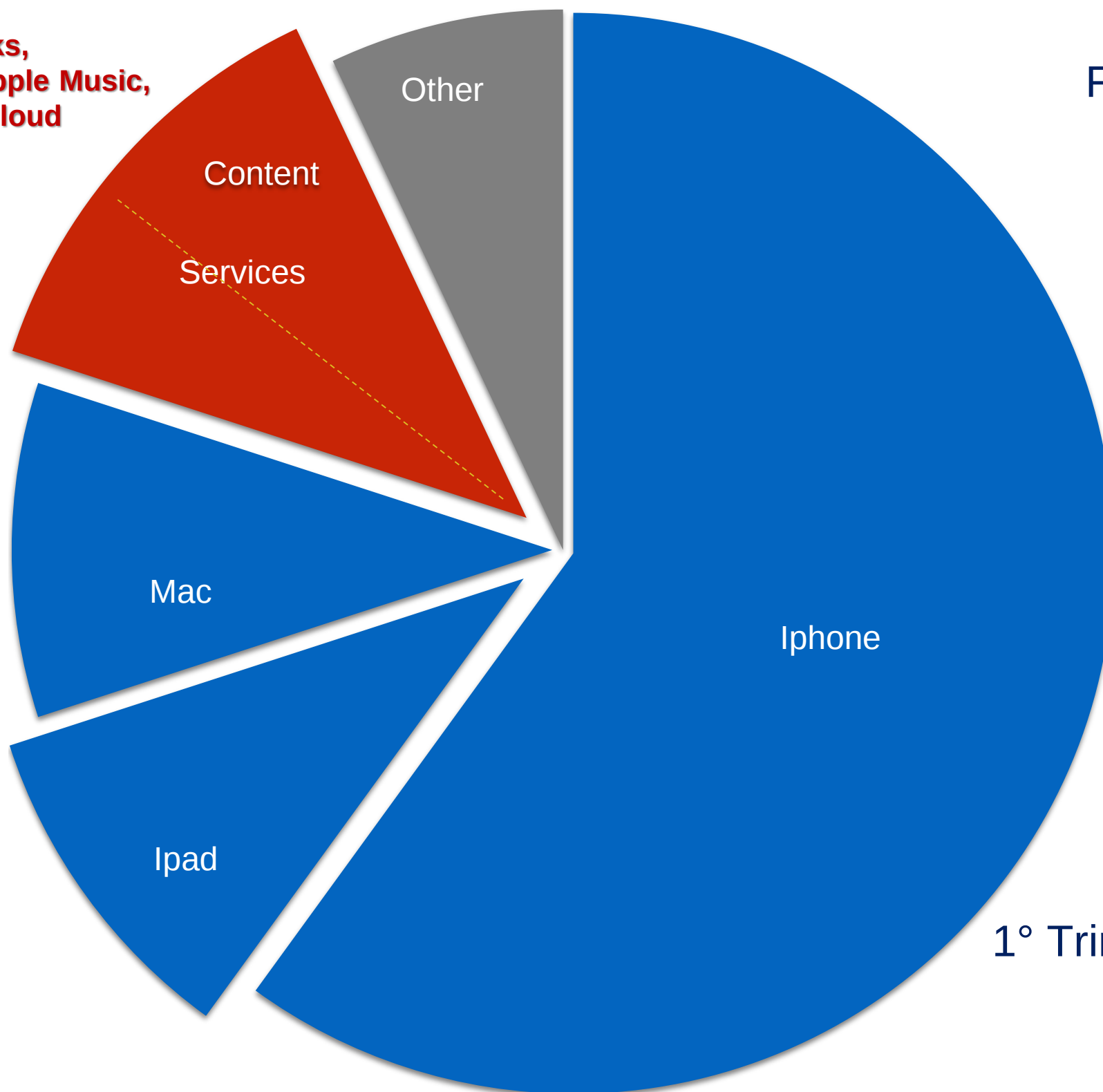
Randall Stephenson - CEO





Apple: fatturato 2016 (est.)

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



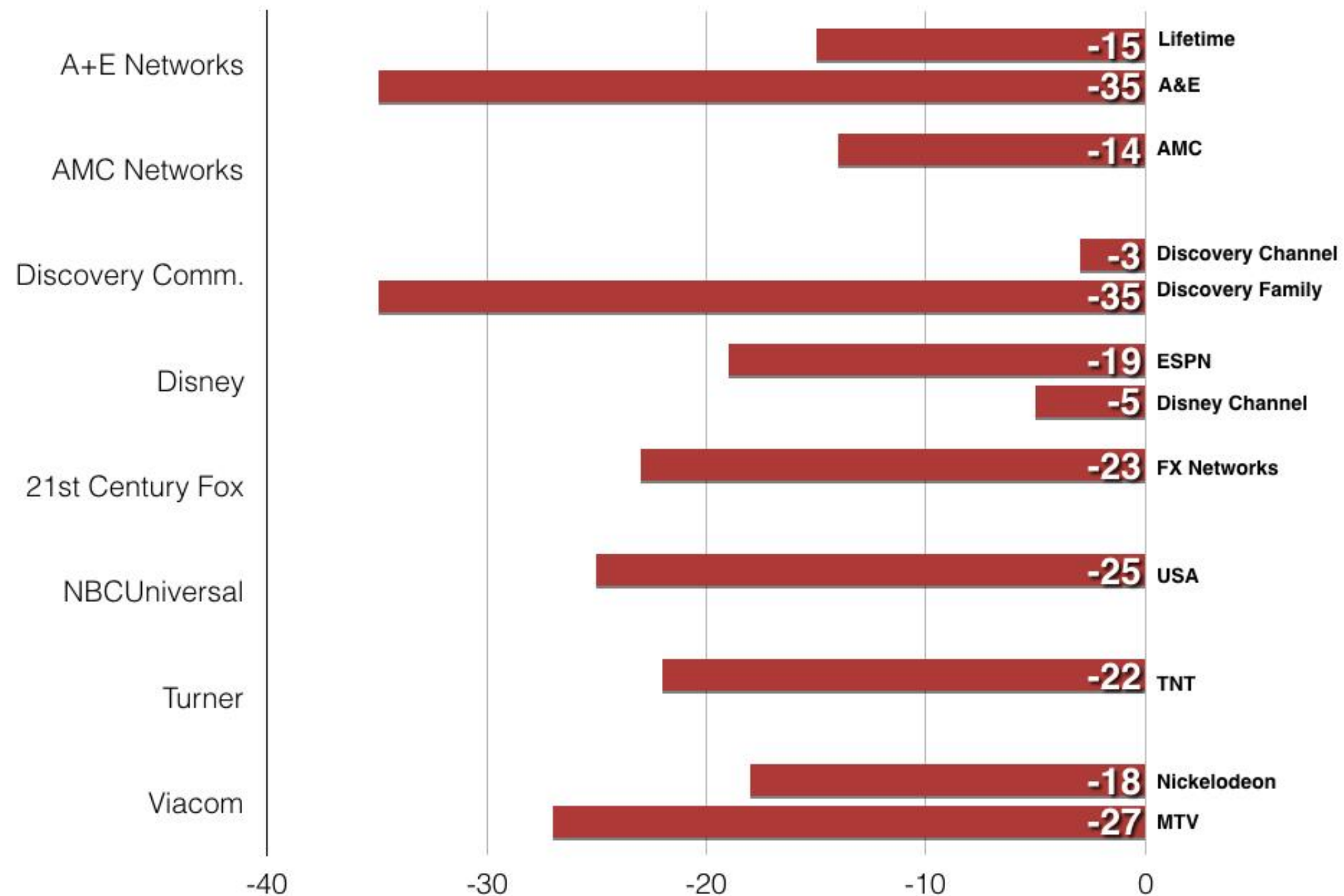
FATTURATO APPLE
TOTALE 2016:
215 MLD \$

FATTURATO
CONTENT
2016: 15 MLD

1° Trimestre 2017: 8 MLD

Fonte: Variety, Apple Financial Statement

Total Viewers change 2016



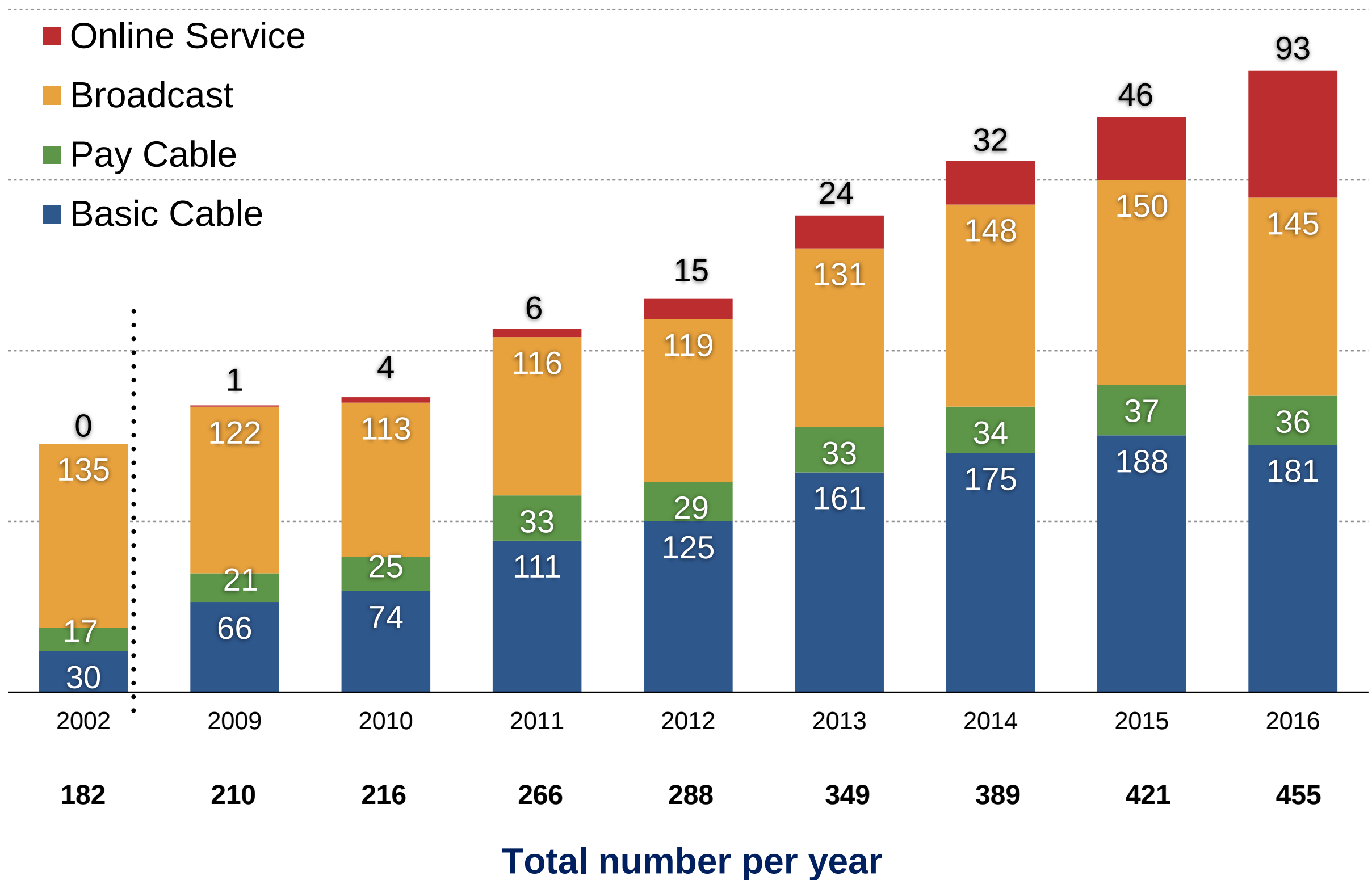


THE MAN BEHIND THE MIND

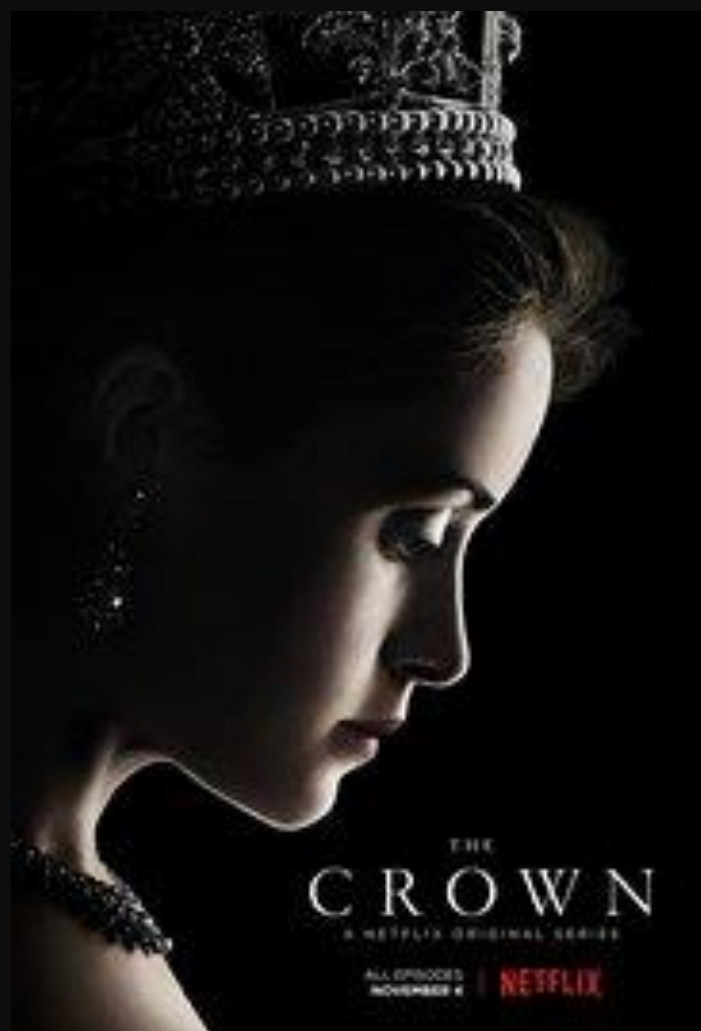
Genius.

FILMS INSPIRED BY
ALBERT EINSTEIN

Number of scripted original series



Fonte: FX Networks Research



AMAZON ORIGINAL SOUNDTRACK

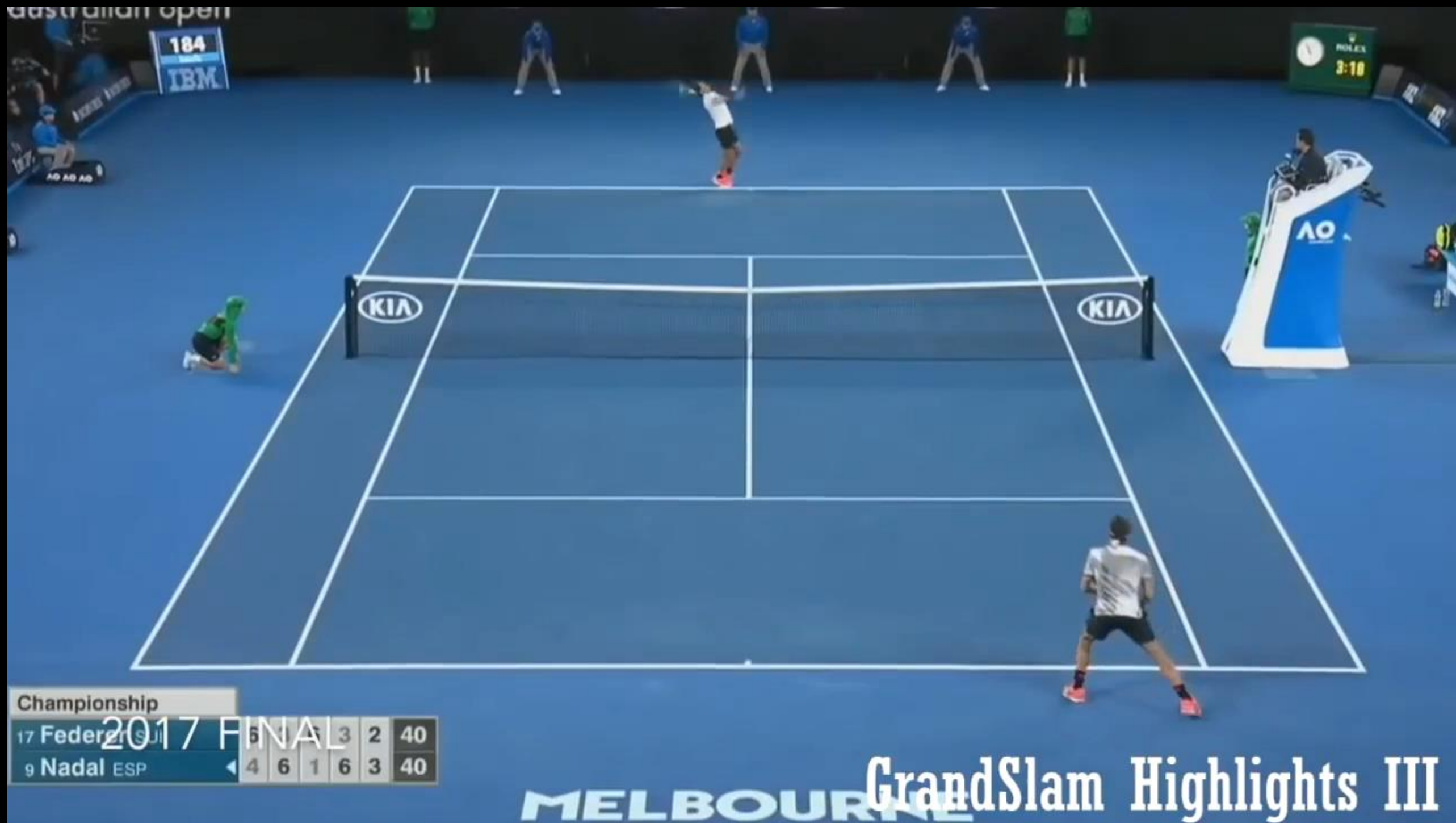
PATRI★T

SEASON 1



amazon
prime video





Championship

17	Federer	SUI	6	1	3	2	40	
9	Nadal	ESP	4	6	1	6	3	40

2017 FINAL

GrandSlam Highlights III



Grazie dell'attenzione

Grazie allo staff ANICA

