ТЕЛЕВИЗОРЪТ ИЛИ ТЕЛЕВИЗИЯТА

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ВНИМАНИЕ, ИЗЛЪЧВАМЕ В ЕФИР постави началото на БНТ през 1959 г.

ТЕЛЕВИЗОР**ЪТ**, в който друг реди програмата, взема решения и има ограничен брой програми.

ТЕЛЕВИЗОР**ЪТ** събира семейството и предлага ограничен избор

ТЕЛЕВИЗОРЪТ, в който друг реди програмата, взема решения, **НО** има много програми.

Industry Agenda | **Media, Entertainment and Information** | **Future of Media, Entertainment and Sport** | **Future of Consumption**

Have young people killed television?

US internet advertising revenues for 2017 hit $88 billion, compared to just $70.1 billion for TV.   Image: REUTERS/Eric Thayer

30 May 2018

Adam Jezard
Formative Content

While previous reports of the death of traditional TV viewing have been greatly exaggerated, 2017 marked a major tipping point. Spending on online and digital advertising in the United States overtook broadcast and cable revenues for the first time ever.
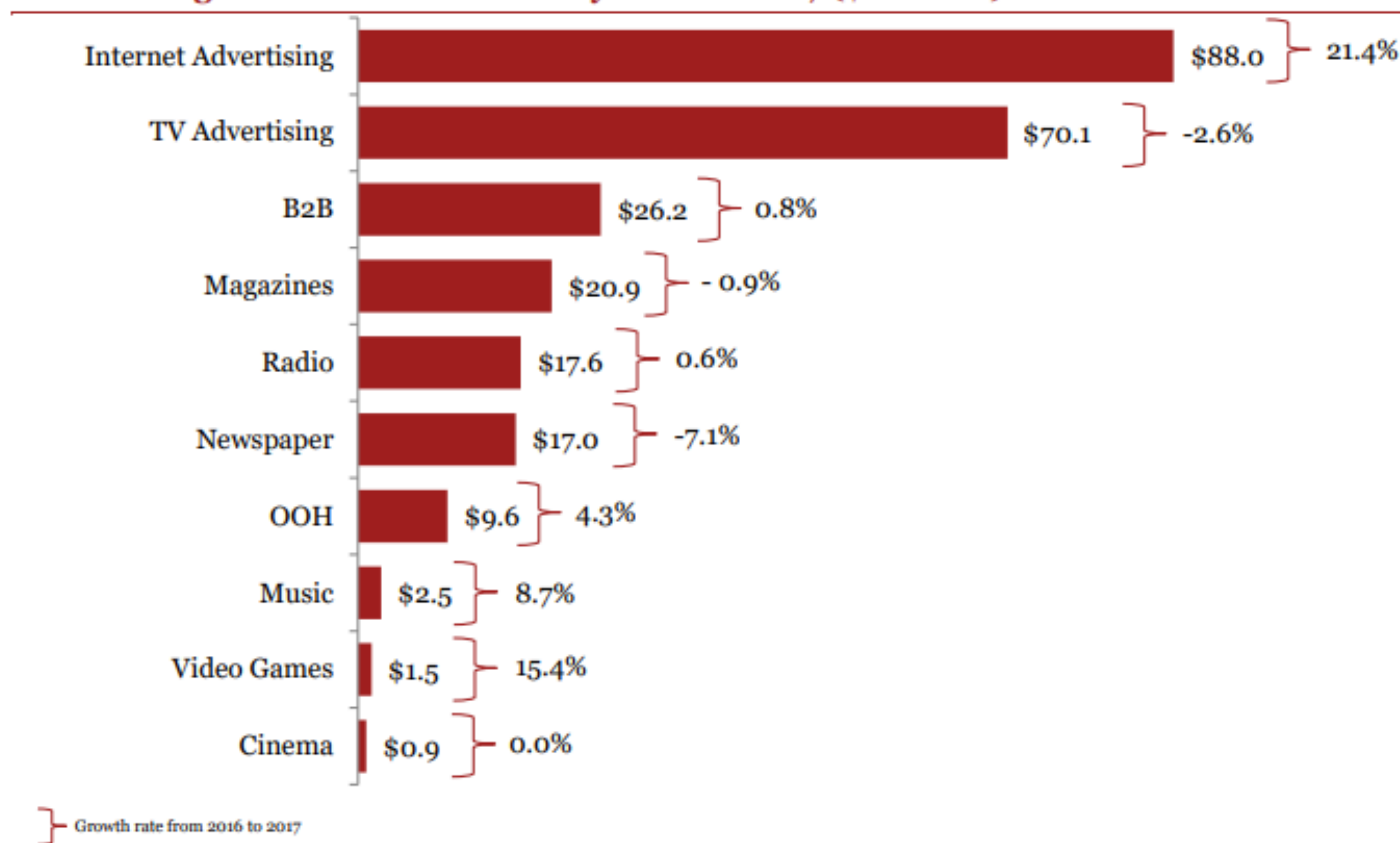
THE UNREACHABLES

СЛЕДВАЙ ПАРИТЕ

Advertising market share by media

Internet advertising continued to be the leading source of advertising revenue in 2017

Internet has continued to grow in share and significance compared to other U.S. ad-supported media*, leading TV advertising by $17.9 billion in full year 2017.

Advertising revenue market share by media – 2017 ($ billions)

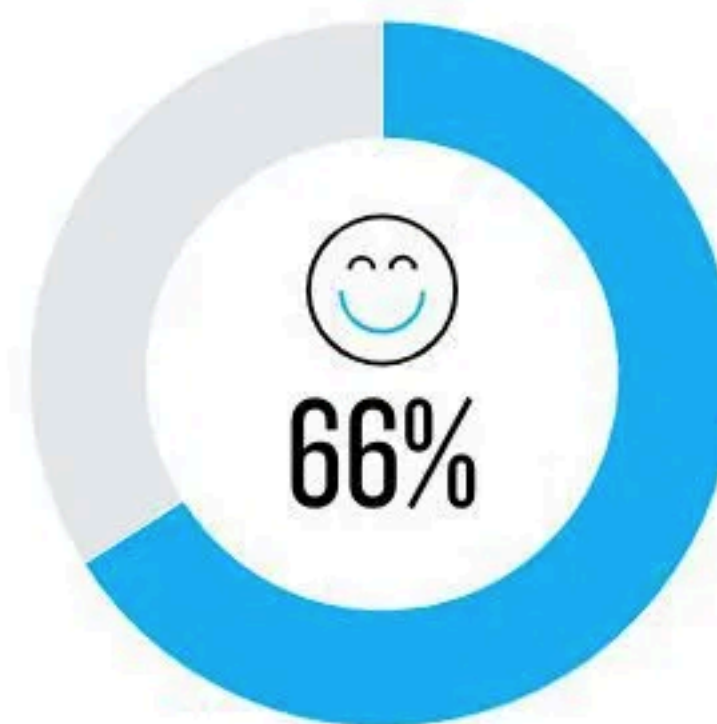| Media	Revenue	Growth
Internet Advertising	$88.0	21.4%
TV Advertising	$70.1	-2.6%
B2B	$26.2	0.8%
Magazines	$20.9	- 0.9%
Radio	$17.6	0.6%
Newspaper	$17.0	-7.1%
OOH	$9.6	4.3%
Music	$2.5	8.7%
Video Games	$1.5	15.4%
Cinema	$0.9	0.0%

Growth rate from 2016 to 2017
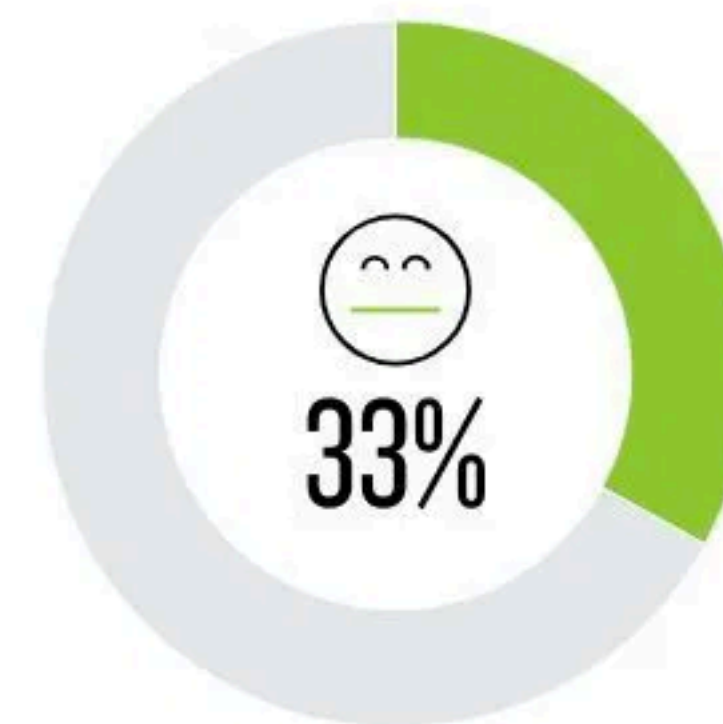
ЛАТЕРАЛНО (НЕЛИНЕЙНО)

Аз в ролята на програмен директор
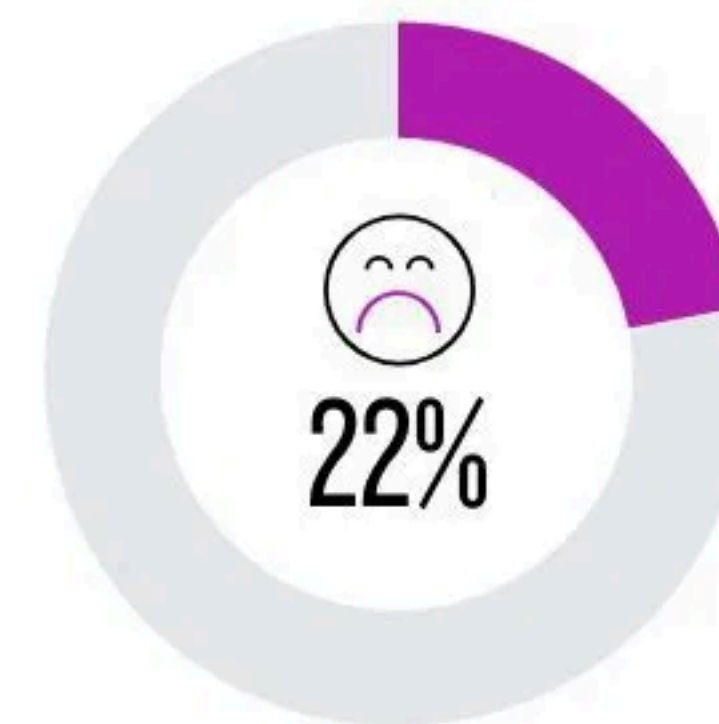

VIEWING PREFERENCES AMONG STREAMING SERVICE USERS

Thinking about all of the occasions you watch TV or videos, how often do the following happen?
Adults 18+

66% KNOW EXACTLY WHAT I WANT TO WATCH

33% ROUGH IDEA BUT DON'T KNOW EXACTLY WHAT I WANT TO WATCH

22% DON'T KNOW WHAT I WANT TO WATCH AT ALL PRIOR TO WATCHING

Source: Nielsen Total Audience Report - MediaTech Trender.
Based on Top-2 box responses. Selections will not add up to 100%.
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МИНУТА Е МНОГО, ЗА ДА ЗАДЪРЖИТЕ ВНИМАНИЕТО

От програма към съдържание

В условията на тотална конкуренция

И всеки е автор на видео съдържание

Ами сега?

НОВОТО НОРМАЛНО

ТЕЛЕВИЗИЯ ≠ ТЕЛЕВИЗОР