

# **LO SCENARIO INTERNAZIONALE DELL'AUDIOVISIVO**

## **I MUTAMENTI TECNOLOGICI - LE ATTESE DEL PUBBLICO**

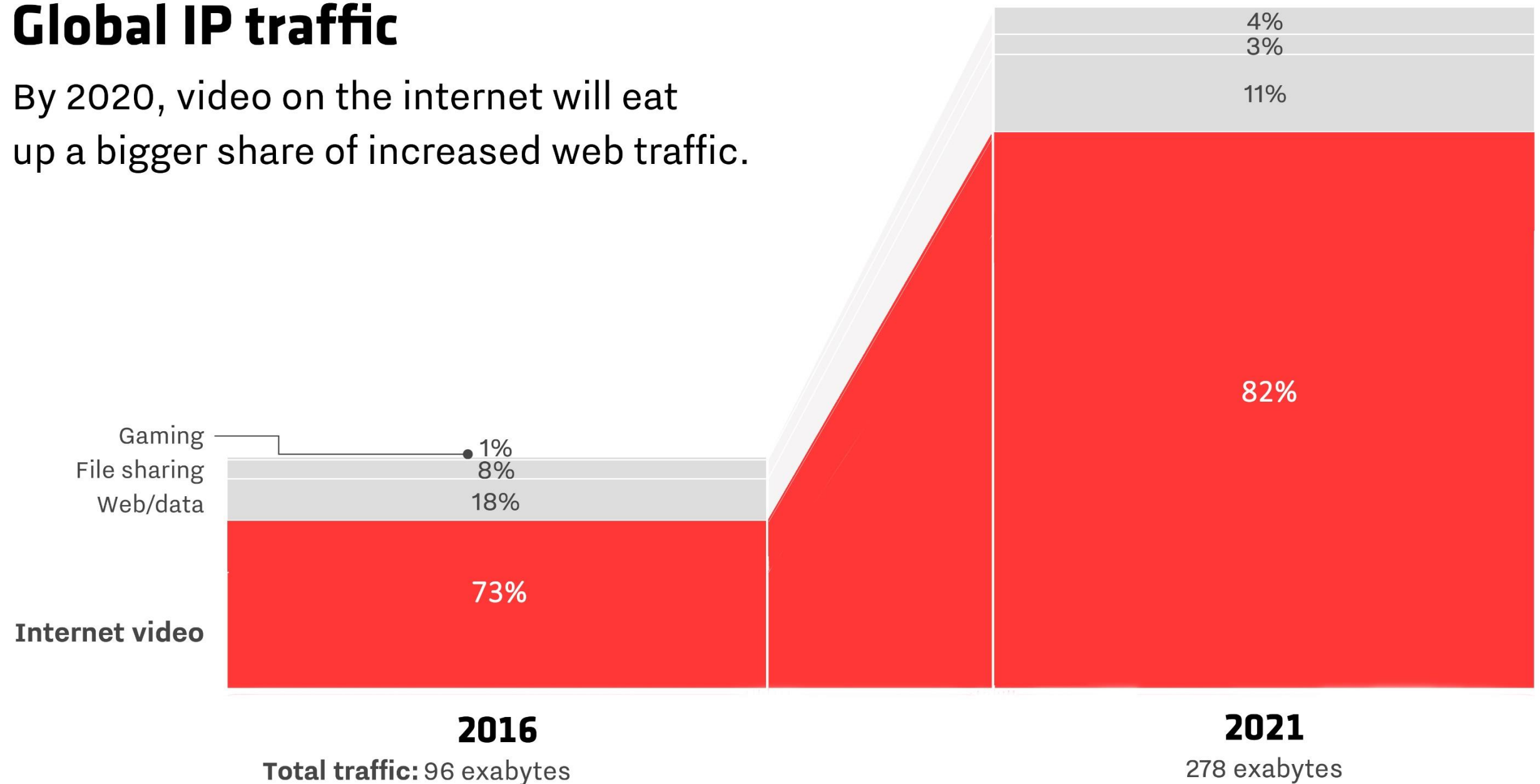
*Marco Chimenz*



# Traffico sul web

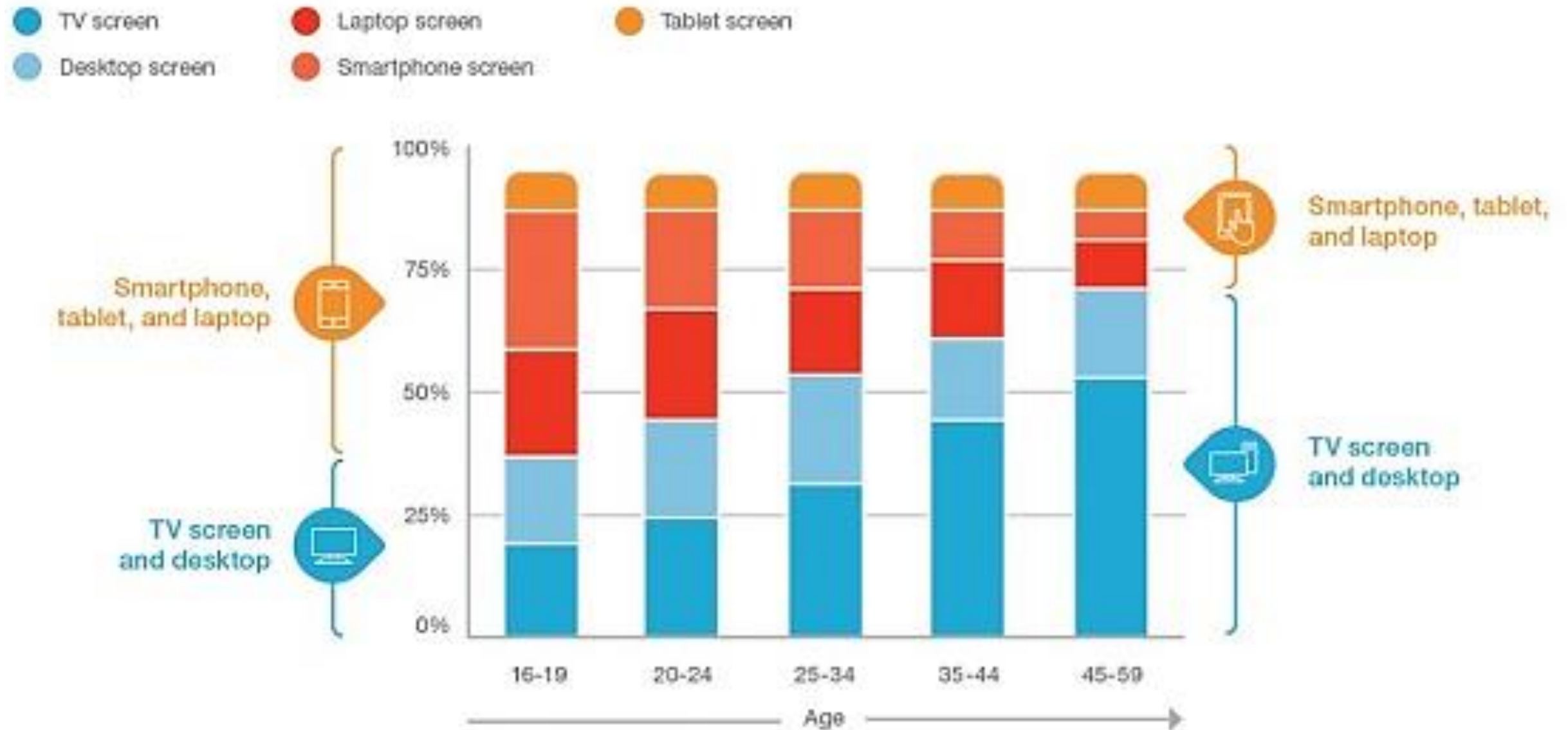
## Global IP traffic

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



# TV time by age group

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



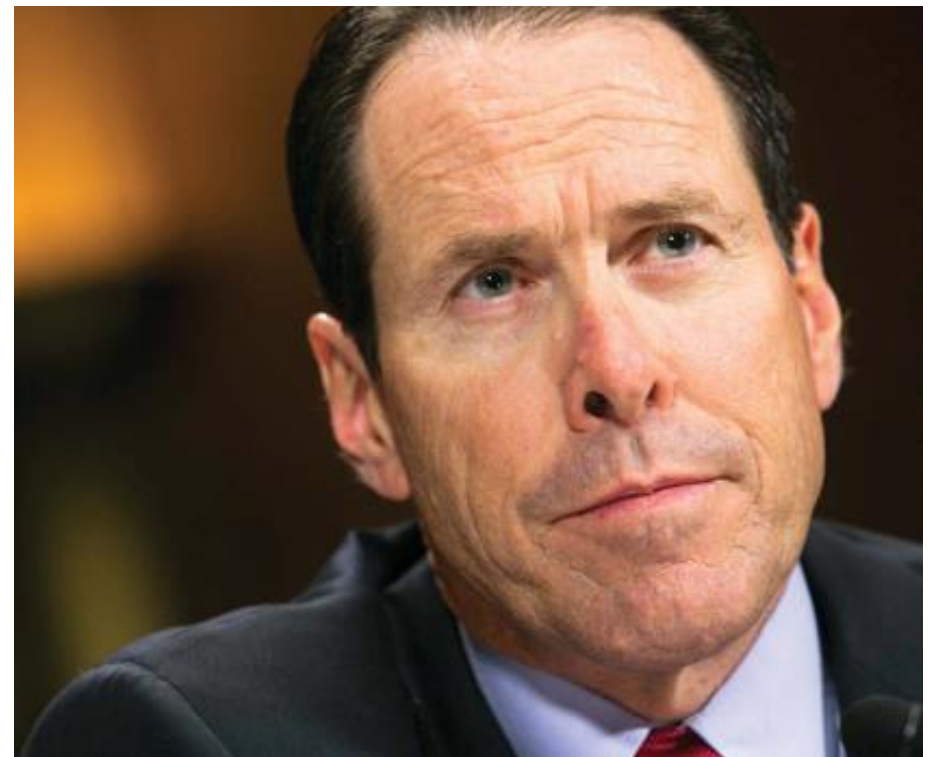
Source: Ericsson ConsumerLab, TV and Media, 2015

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”

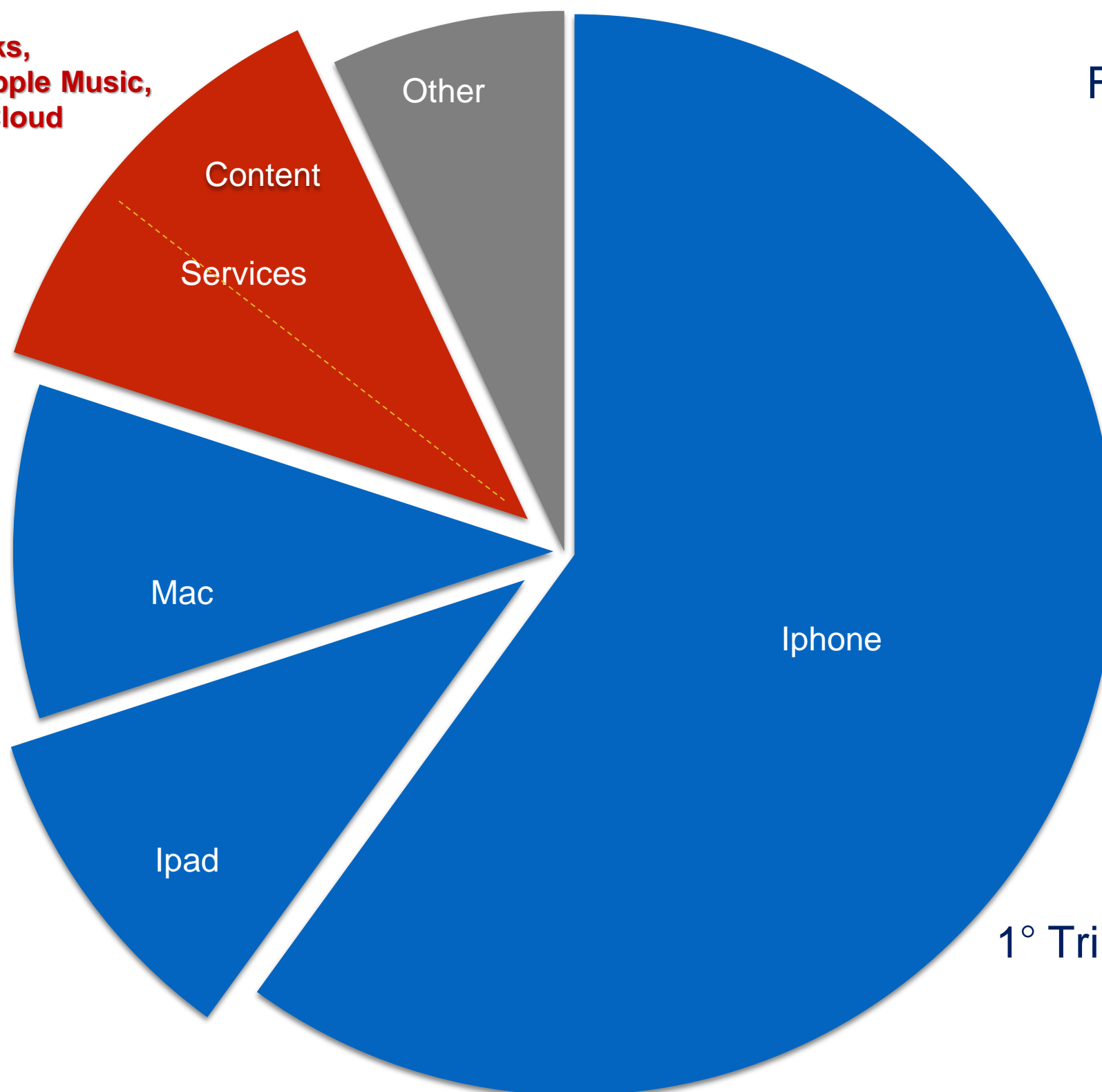
Randall Stephenson - CEO





## Apple: fatturato 2016

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



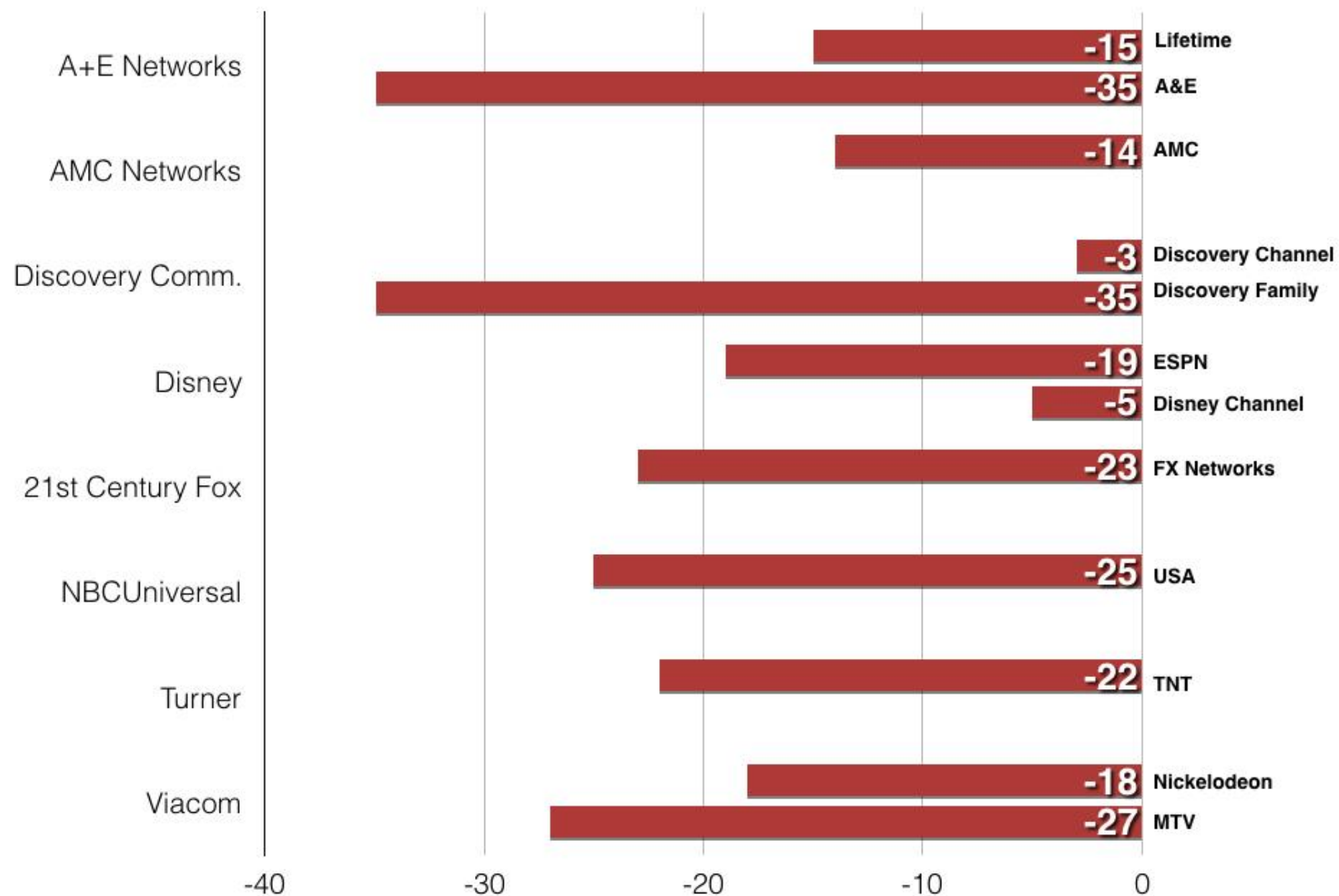
FATTURATO APPLE  
TOTALE 2016:  
215 MLD \$

FATTURATO  
CONTENT  
2016: 15 MLD

1° Trimestre 2017: 8 MLD

Fonte: Apple Financial Statement

# Total Viewers change 2016



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





THE MAN BEHIND THE MIND

# Genius.

FILMS INSPIRED BY  
ALBERT EINSTEIN



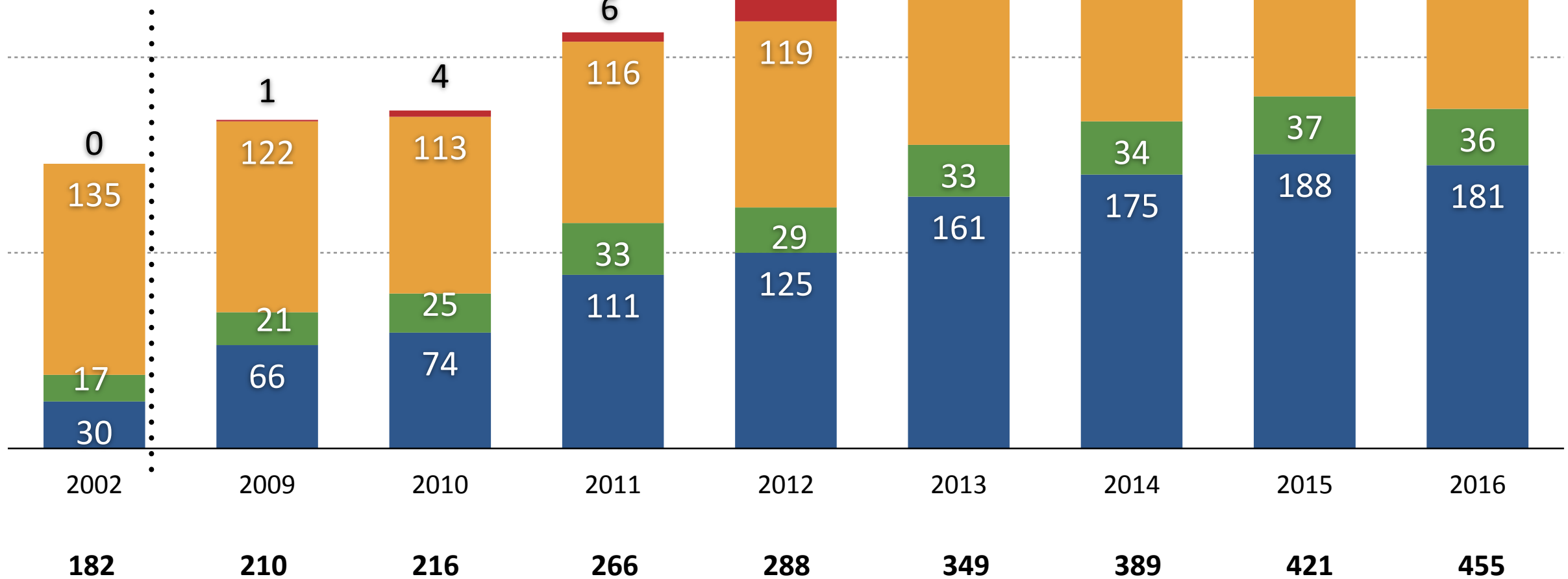
# Number of scripted original series

■ Online Service

■ Broadcast

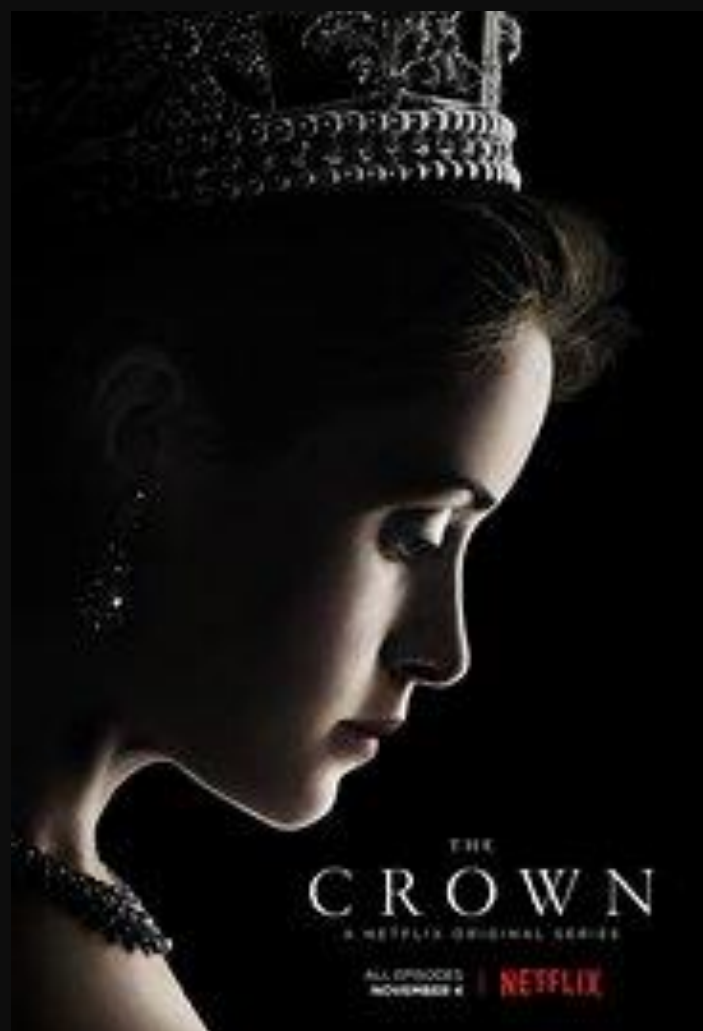
■ Pay Cable

■ Basic Cable



**Total number per year**

Fonte: FX Networks Research



AMAZON ORIGINAL SOUNDTRACK

# PATRI★T

SEASON 1



amazon  
prime video







