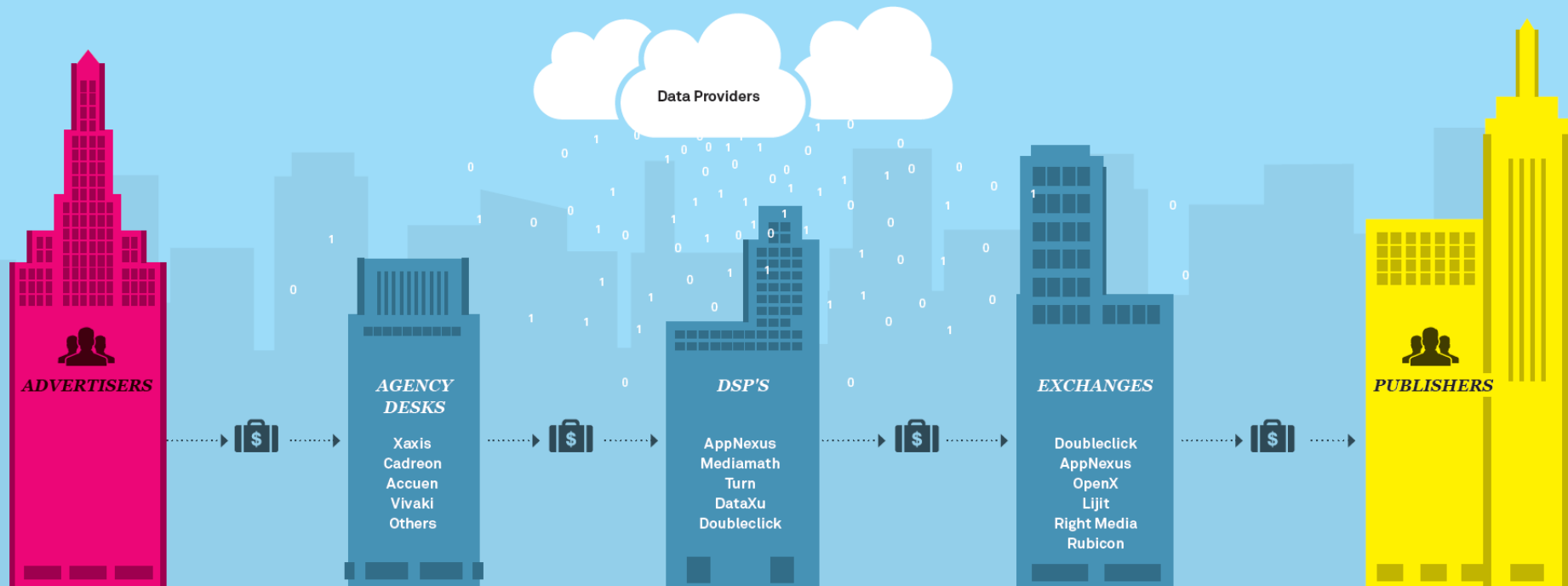


PROGRAMMATIC ALAPOZÁS

2018. Szeptember 25.

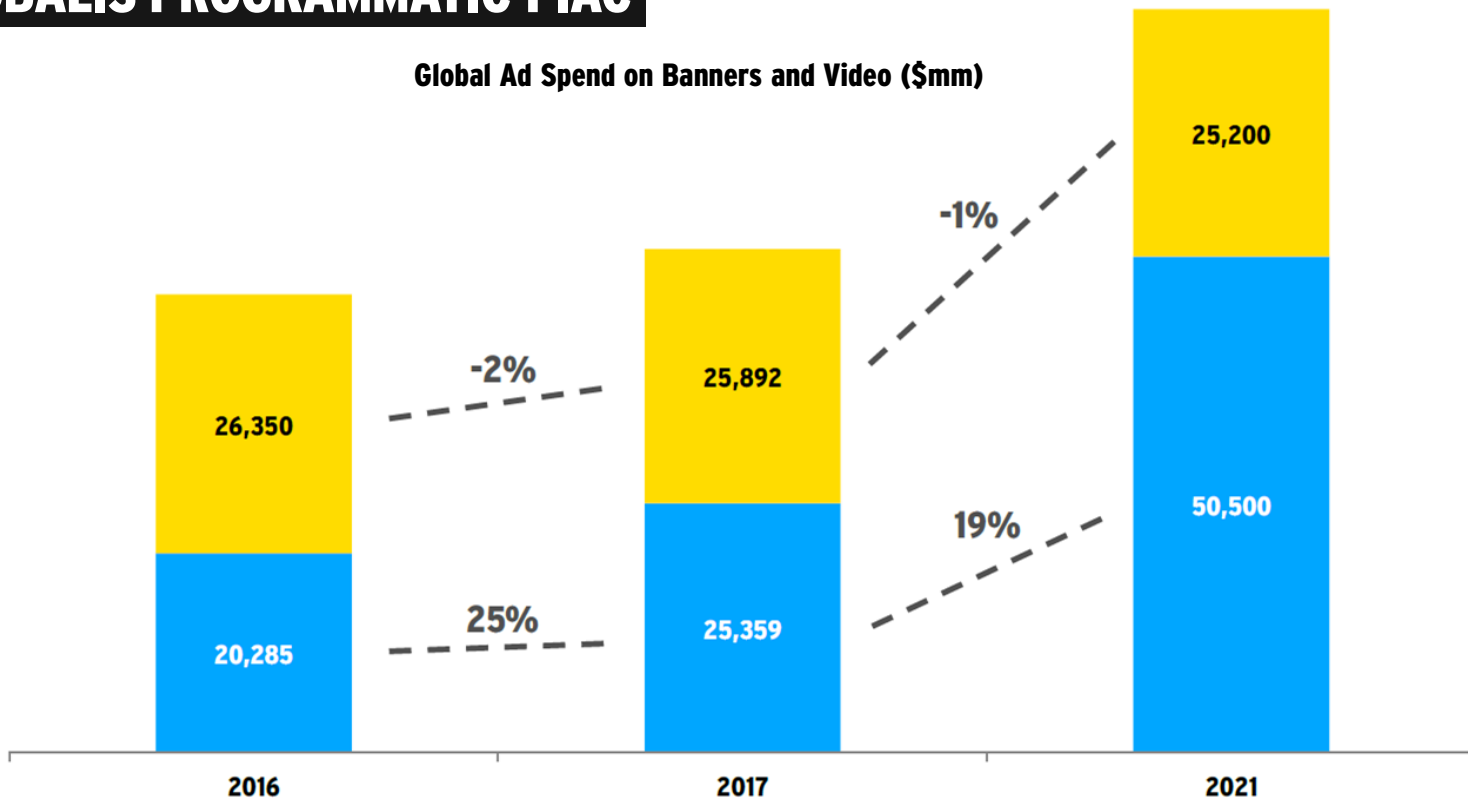
A PROGRAMMATIC ÖKOSZISZTÉMA



A GLOBÁLIS PROGRAMMATIC PIAC

GLOBÁLIS PROGRAMMATIC PIAC

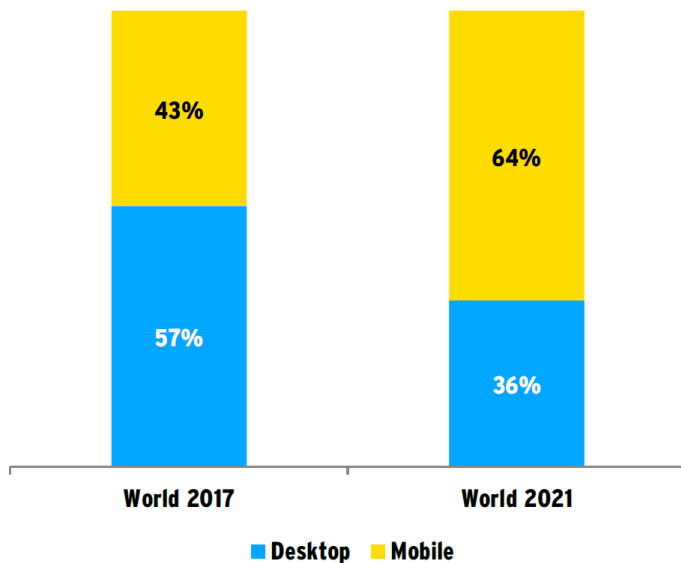
Global Ad Spend on Banners and Video (\$mm)



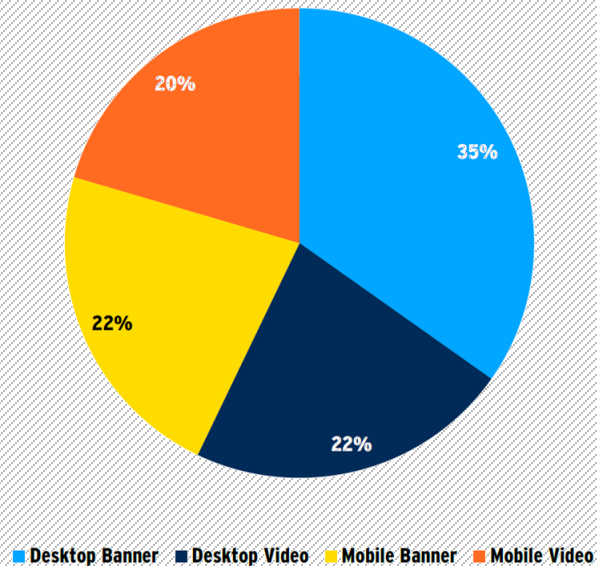
MAGNA GLOBAL: Programmatic Supremacy 2017

GLOBALIS KÖLTÉS MEGOSZLÁS

Global Programmatic Spend by Device



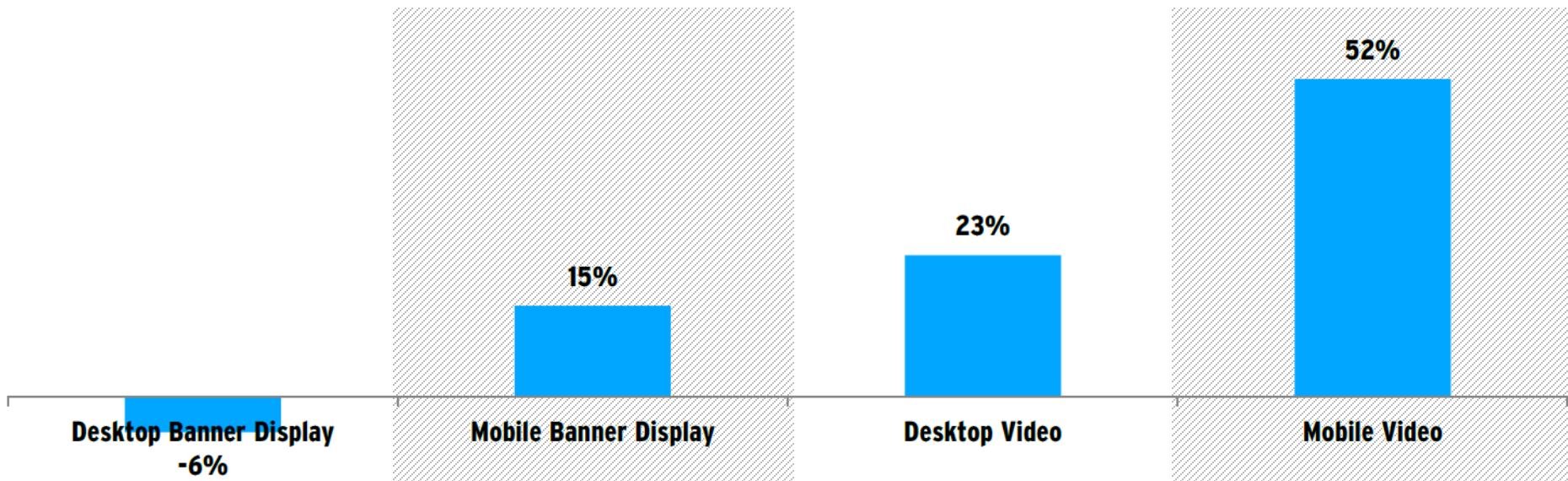
Global Programmatic Spend by Format



MAGNA GLOBAL: Programmatic Supremacy 2017

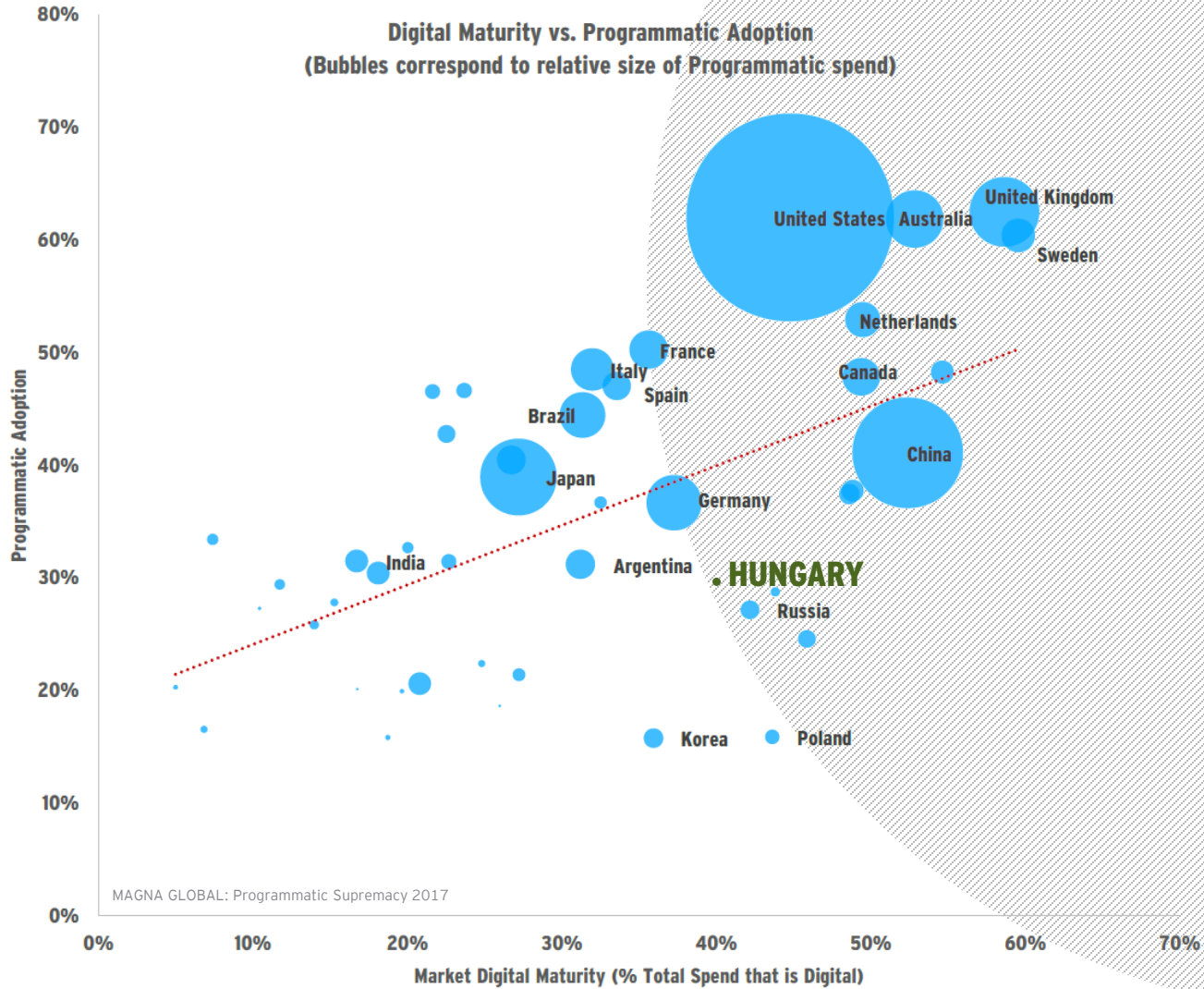
NÖVEKEDÉSI VÁRAKOZÁSOK FORMÁTUMONKÉNT

Programmatic 2016-2021 CAGR by Format / Device



MAGNA GLOBAL: Programmatic Supremacy 2017

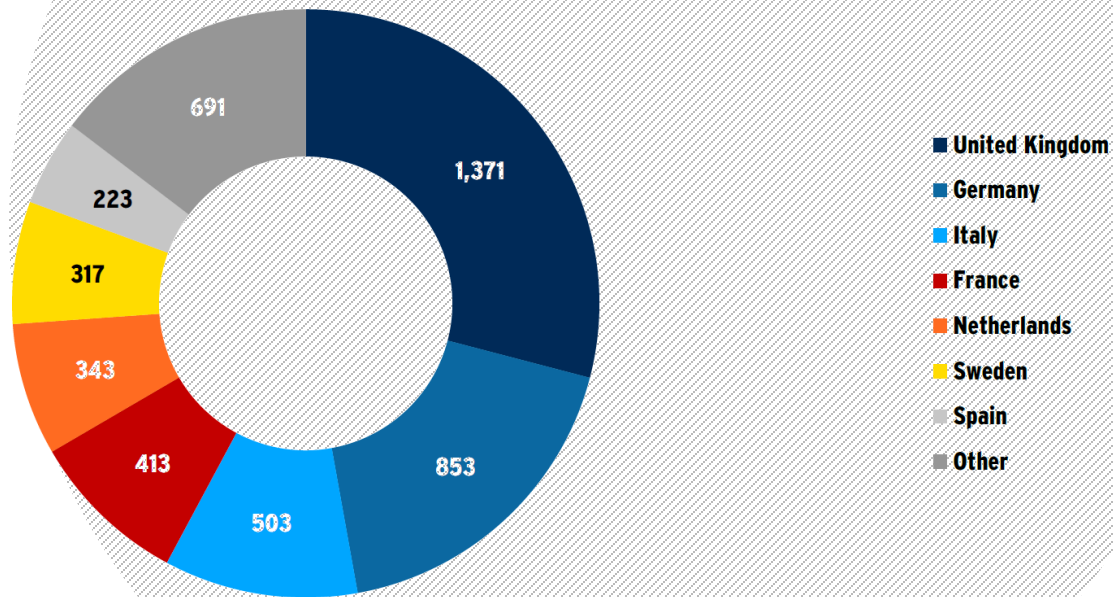
Digital Maturity vs. Programmatic Adoption
(Bubbles correspond to relative size of Programmatic spend)



MAGNA GLOBAL: Programmatic Supremacy 2017

AZ EURÓPAI HELYZET

EMEA Programmatic Spend by Country 2017 (\$mm)



MAGNA GLOBAL: Programmatic Supremacy 2017

ÉPÜLŐ HAZAI PIAC

A 2014-es, első hazai menedzselésű programmatic kampány indítása óta szemmel látható méretűre nőtt a programozott módon vásárolt médiafelületek piaca. A kiadók a kezdeti félelmek után egyre nagyobb számban csatlakoztak az ökoszisztémához gazdag inventory és formátum kínálattal. Jelenleg a következő lépcső előtt állunk, amelyben egyre nagyobb szerepet kap majd a PMP és az adat, miközben néhány globális trend megjelenésére még várhatunk.



KEY TAKEAWAYS

- Dinamikusan **növekvő** költség
- **Jelentős** hazai **inventory**
- **Erősödő** **private** dealek
- **Fejlesztendő** programmatic **tudás**
- Az **adat** kínálat még **gyerekcipőben**



HAZAI PIAC MÉRET

millió forintban

85

2014

580

67

2015

1028

84

2016

1822

114

2017

77%

36%

NÉHÁNY NEMZETKÖZI TRENDRE MÉG VÁRNI KELL

#1

OUTSTREAM VIDEO



#2

ADVANCED TV

A person with long hair, wearing a white shirt and dark pants, stands on a beach with their back to the camera. They are carrying a young child on their shoulders. The child is wearing a red shirt and has their arms outstretched horizontally. The scene is set at sunset or sunrise, with the sun low on the horizon over the ocean, casting a warm, golden glow across the sky and water. The sky is filled with soft, white clouds. The beach is wet, reflecting the light from the sun.

#3

PROGRAMMATIC EVERYWHERE

A hiker with a backpack stands on a dark, rocky ridge in the foreground, looking out over a vast, snow-covered mountain range. The mountains are rugged and partially covered in snow, with a large, flat, snow-covered area in the middle ground. The sky is overcast with soft, grey clouds. The overall scene conveys a sense of solitude and the scale of nature.

...DE NÉZZÜK MIT HOZHAT A JÖVŐ?

A woman with long brown hair, seen from behind, is wearing a blue backless dress with a white beaded necklace. She is holding a small blue object in her right hand. She is surrounded by a crowd of photographers and onlookers on a city street. Many are holding cameras and taking pictures. The background features tall buildings and various signs, including "CENTRAL INSURANCE 中環保險", "FORTRESS", and "Standard Chartered 渣打銀行".

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