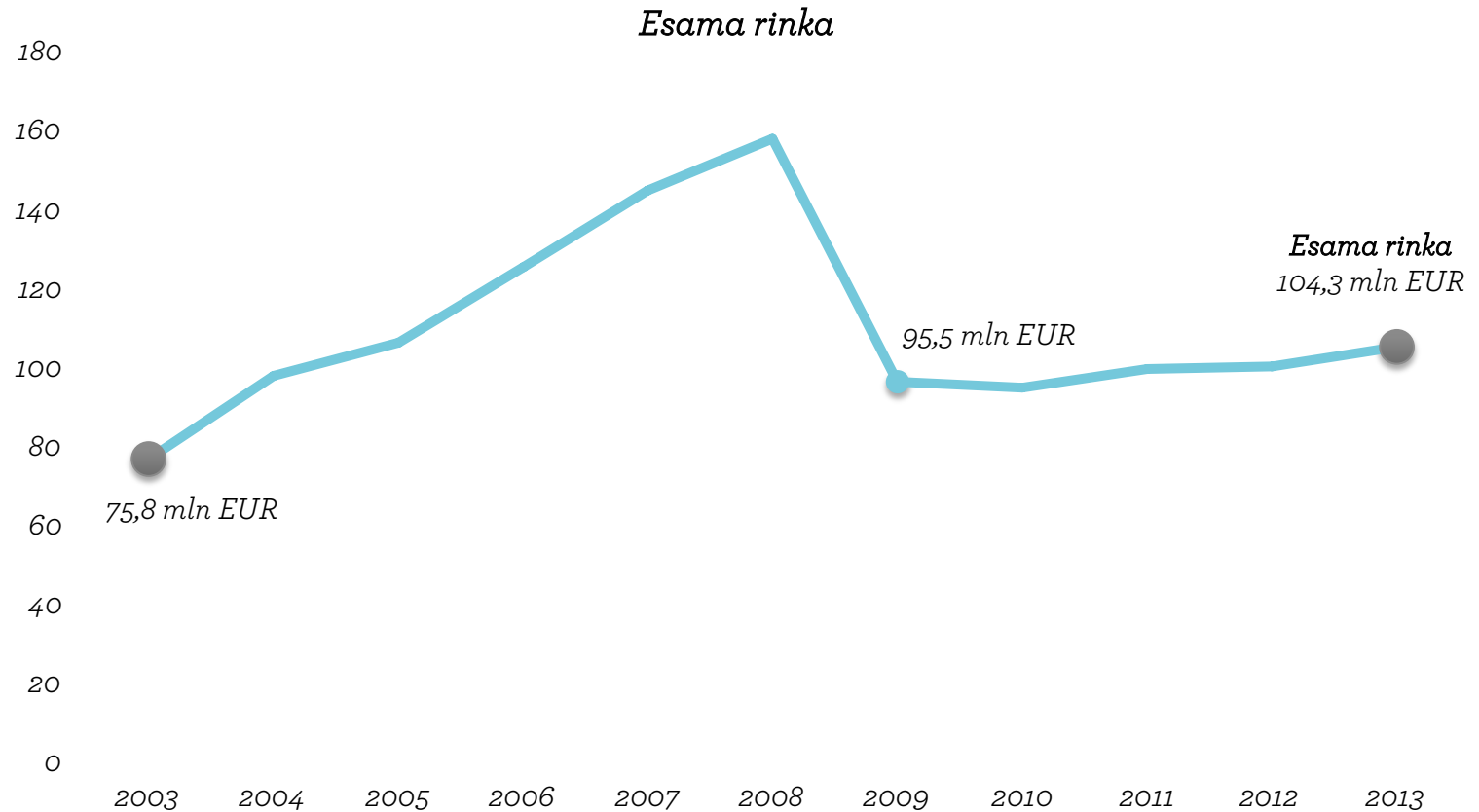


media | vartotojai | prekės ženklai | agentūros

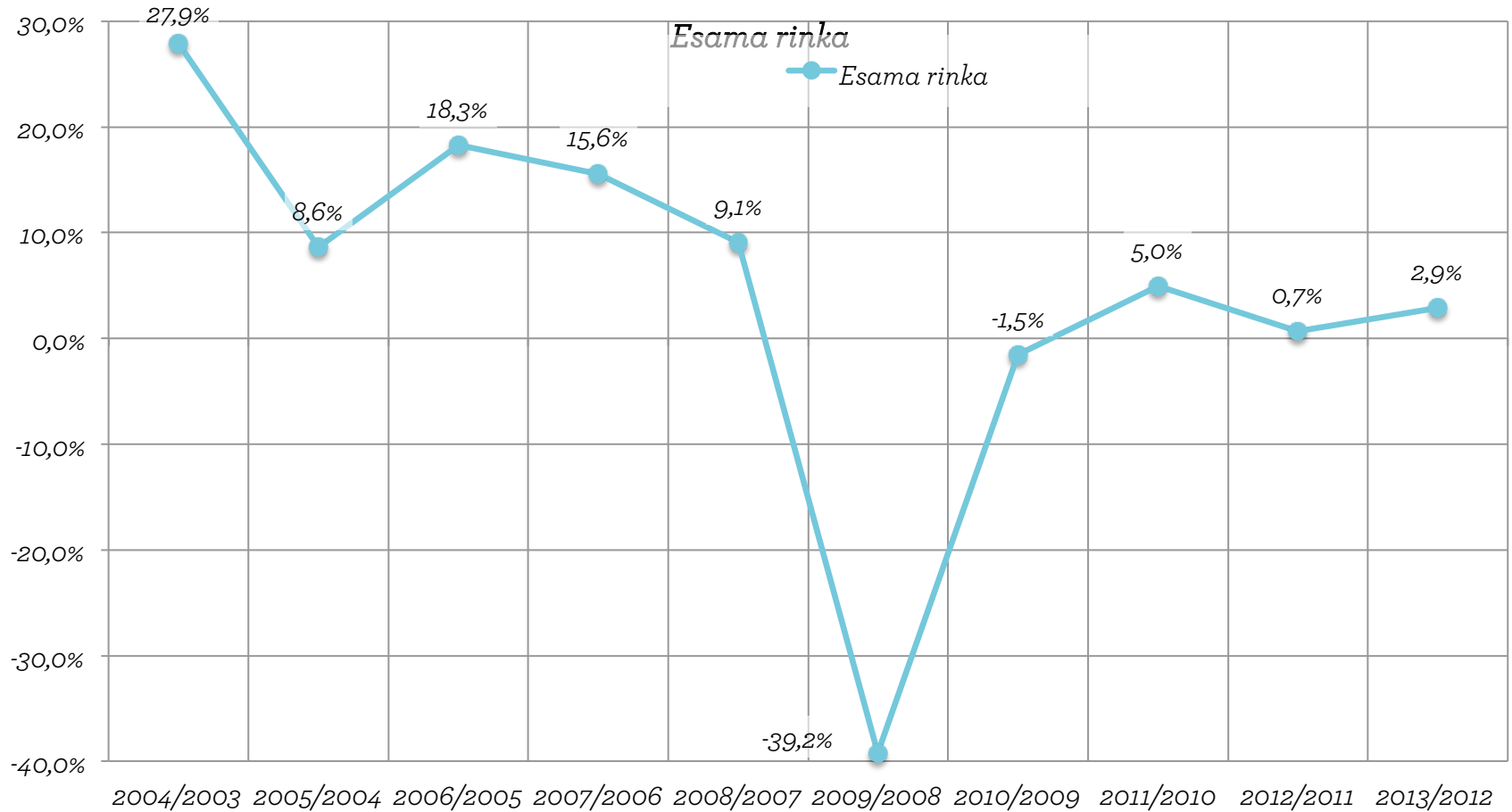


paskaičiuokim

Net reklamos rinka, mln EUR



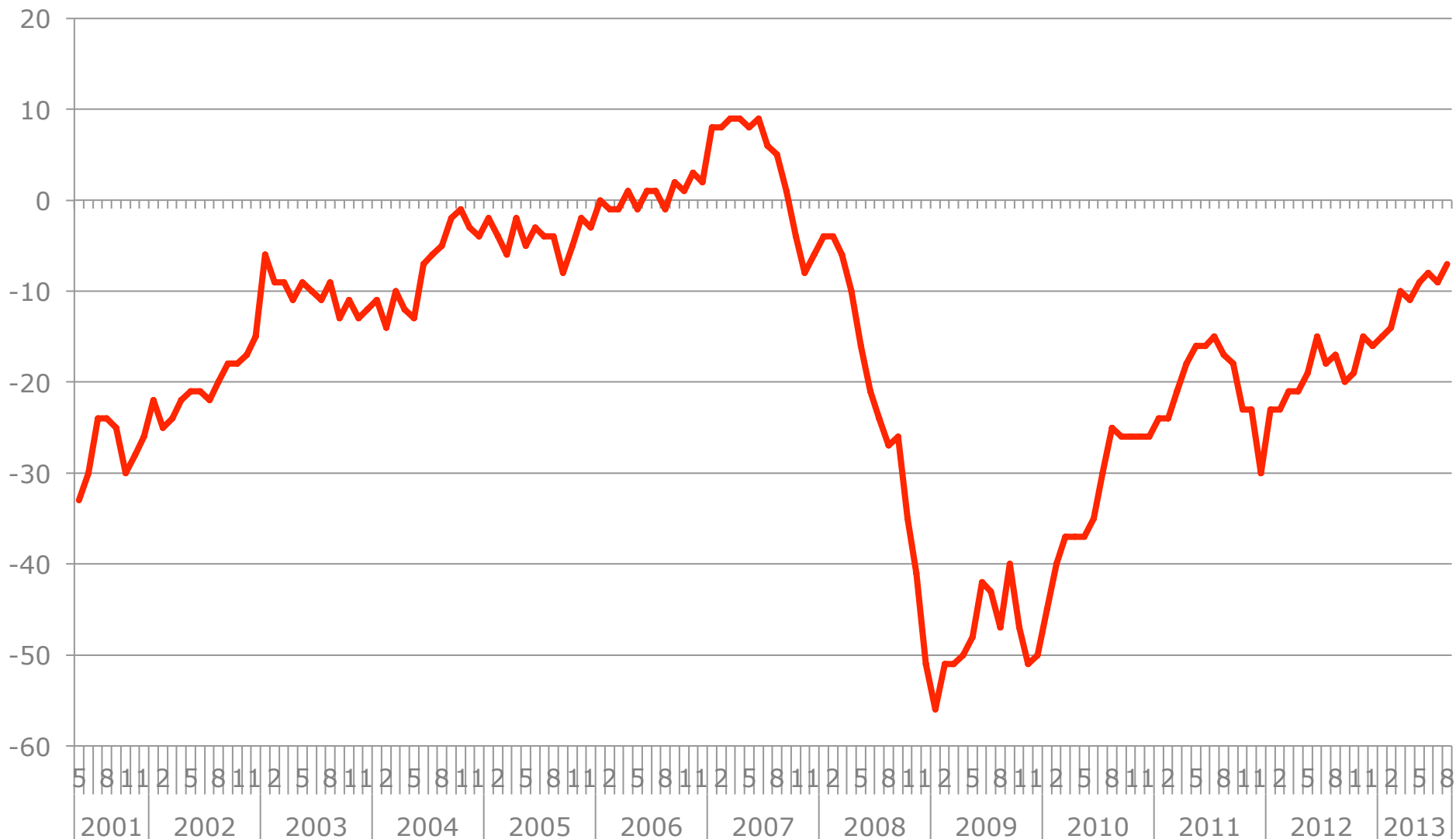
Reklamos rinkos pokytis, %



žvelgiant į ateitį



Vartotojų pasitikėjimo indeksas



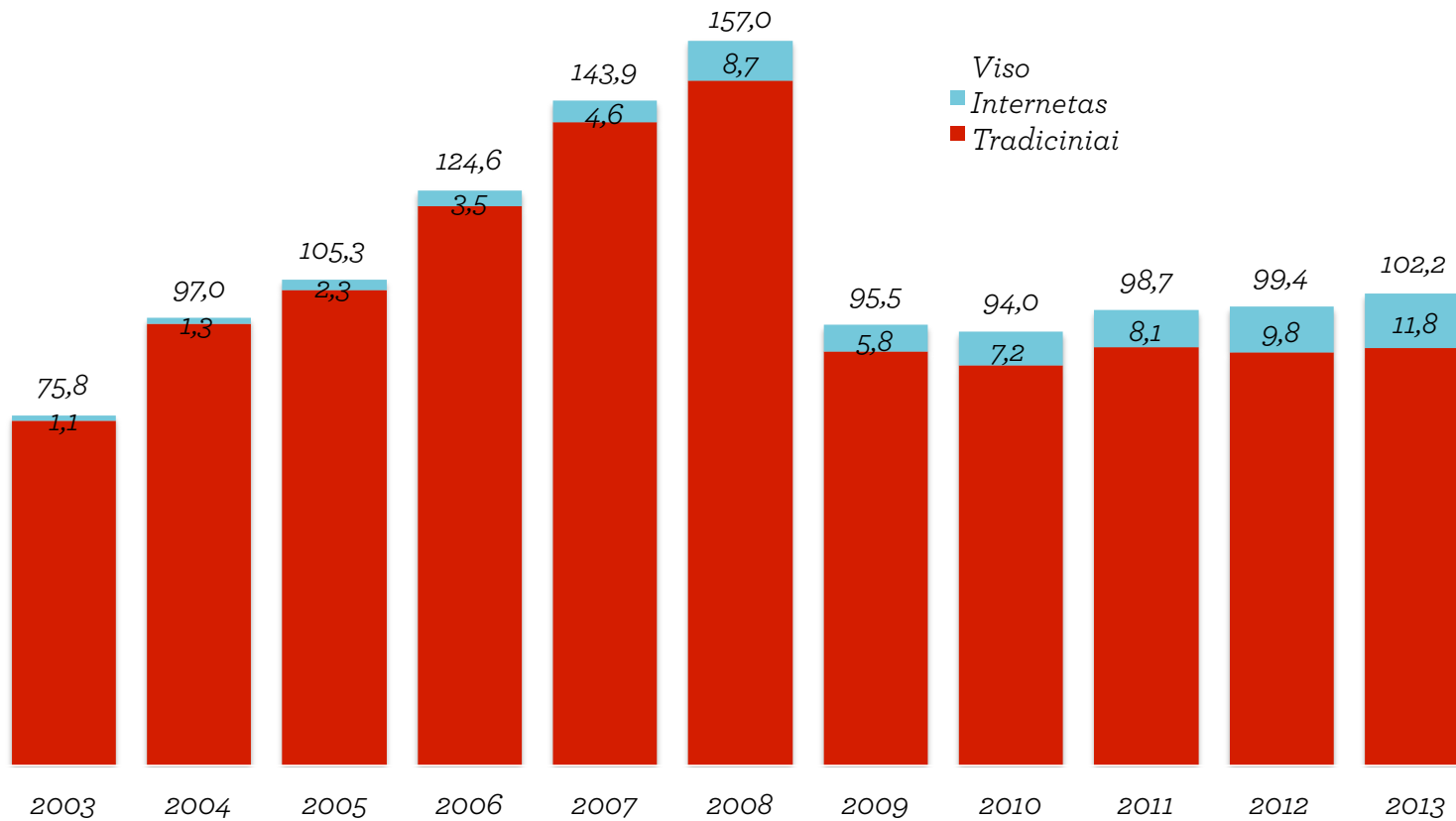


kas ka?

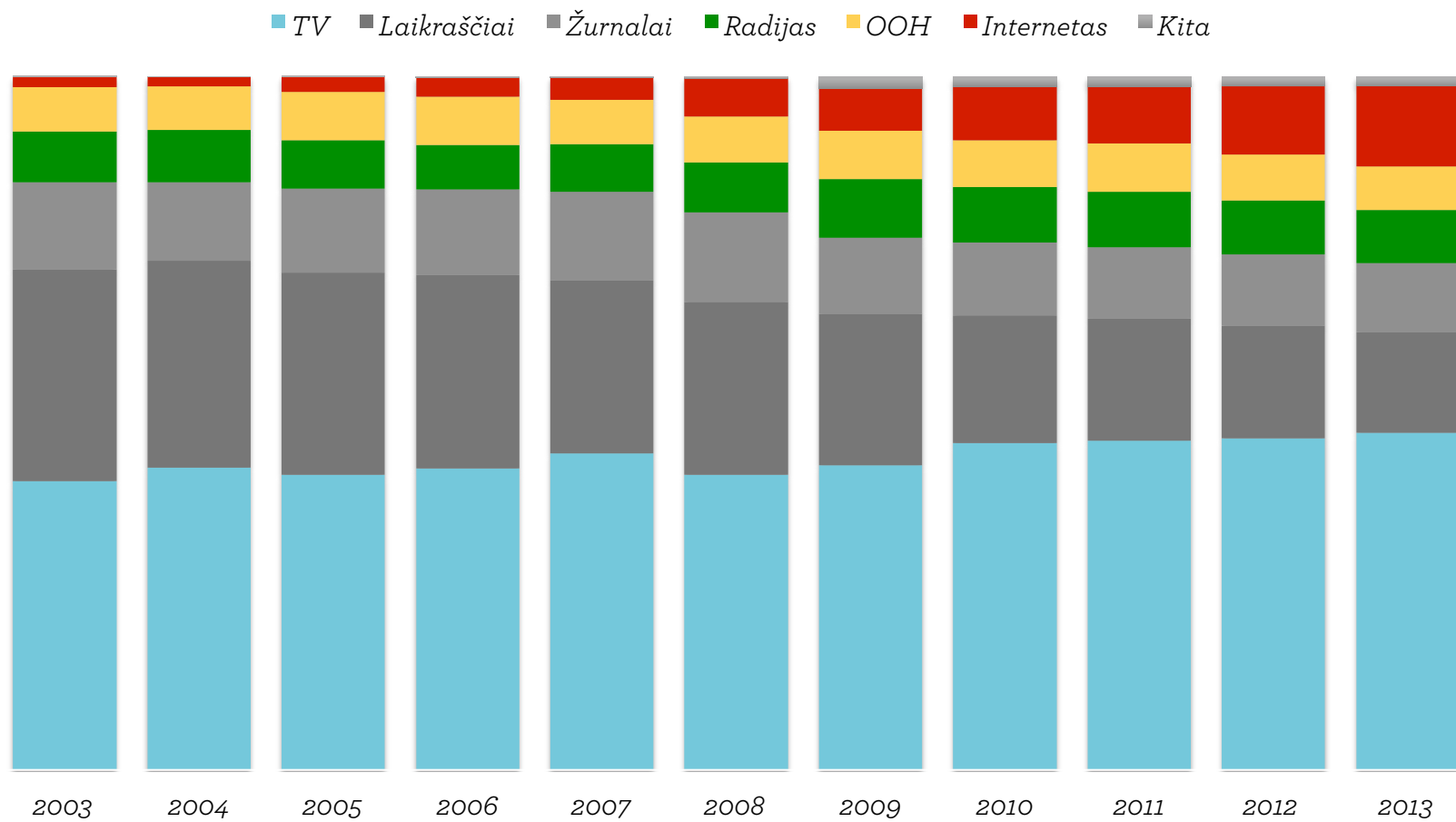


Reklamos rinkos pokytis

Esama rinka



Net investicijų per media kanalus pasiskirstymas



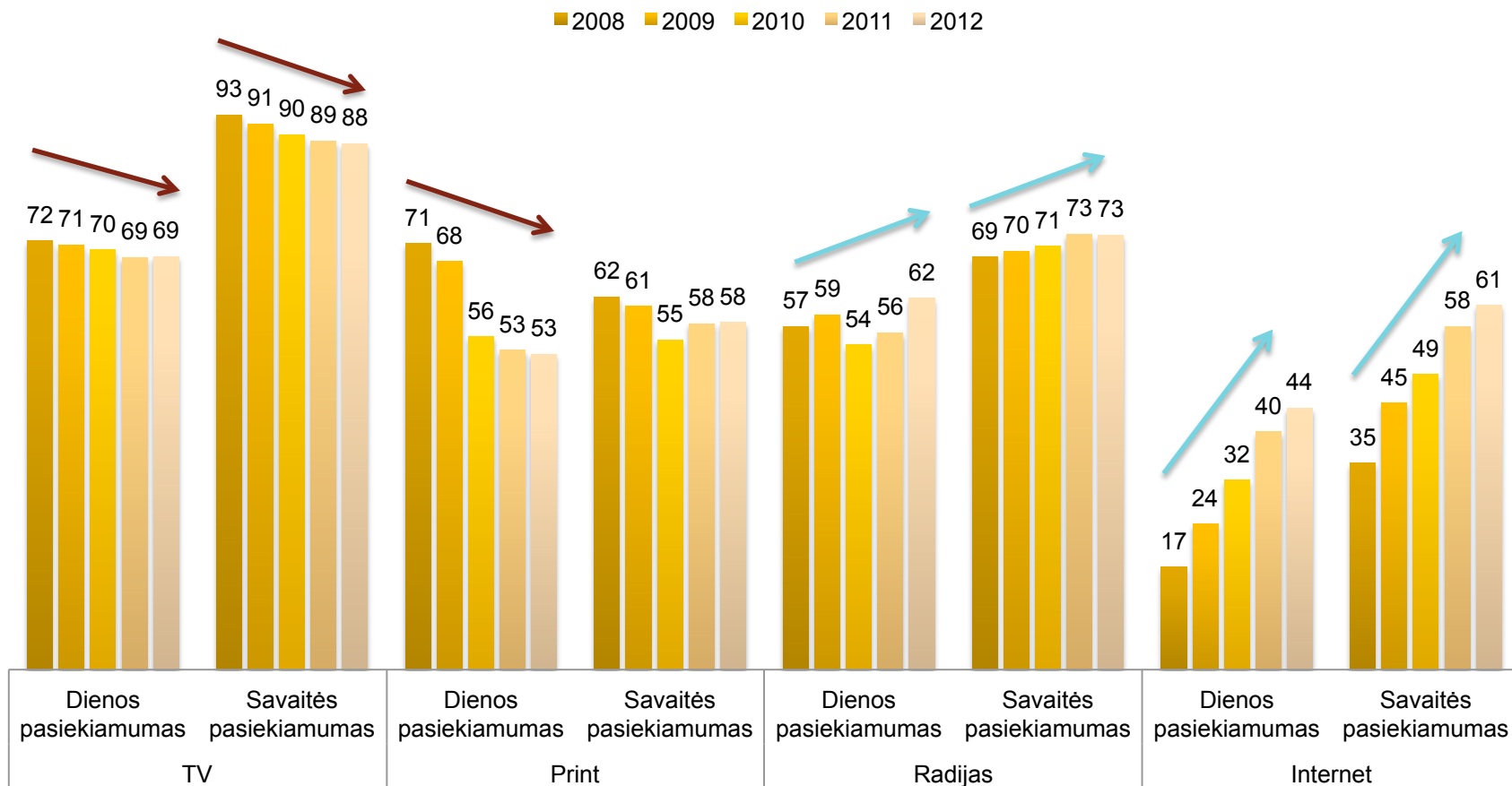


aukštyn

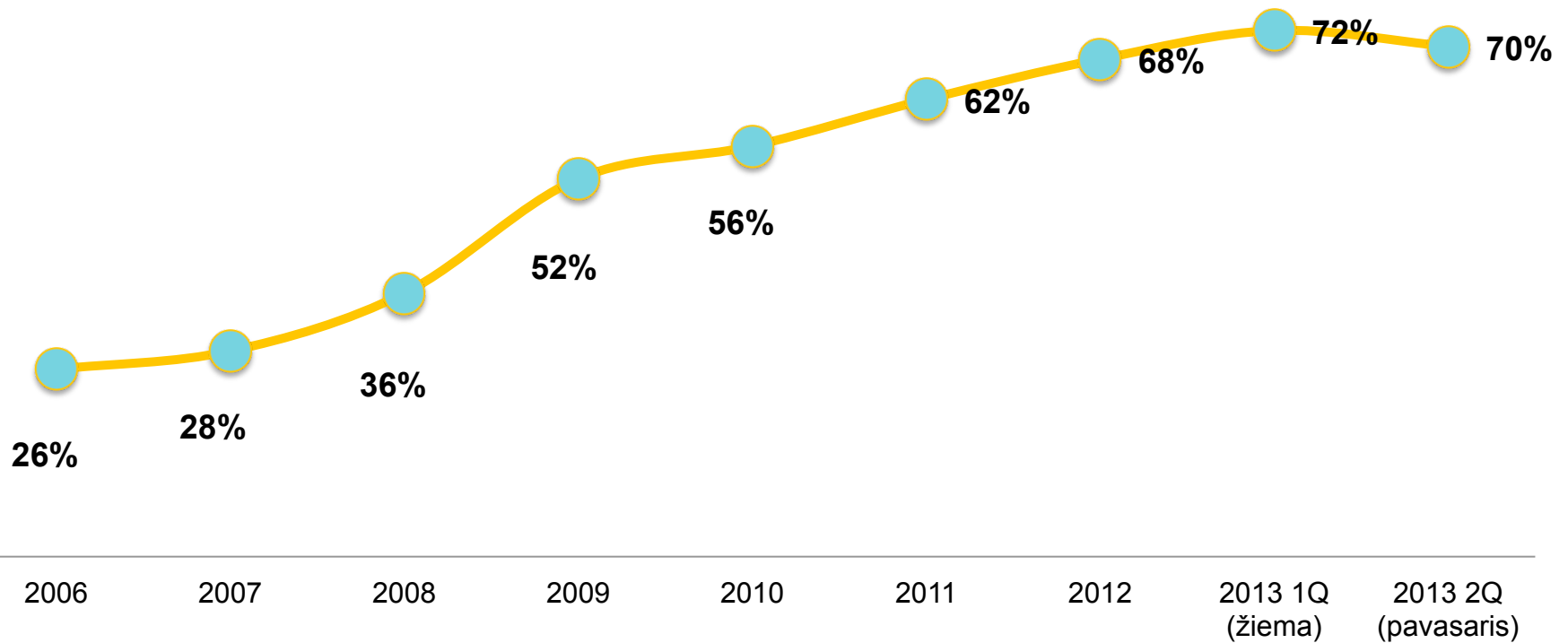




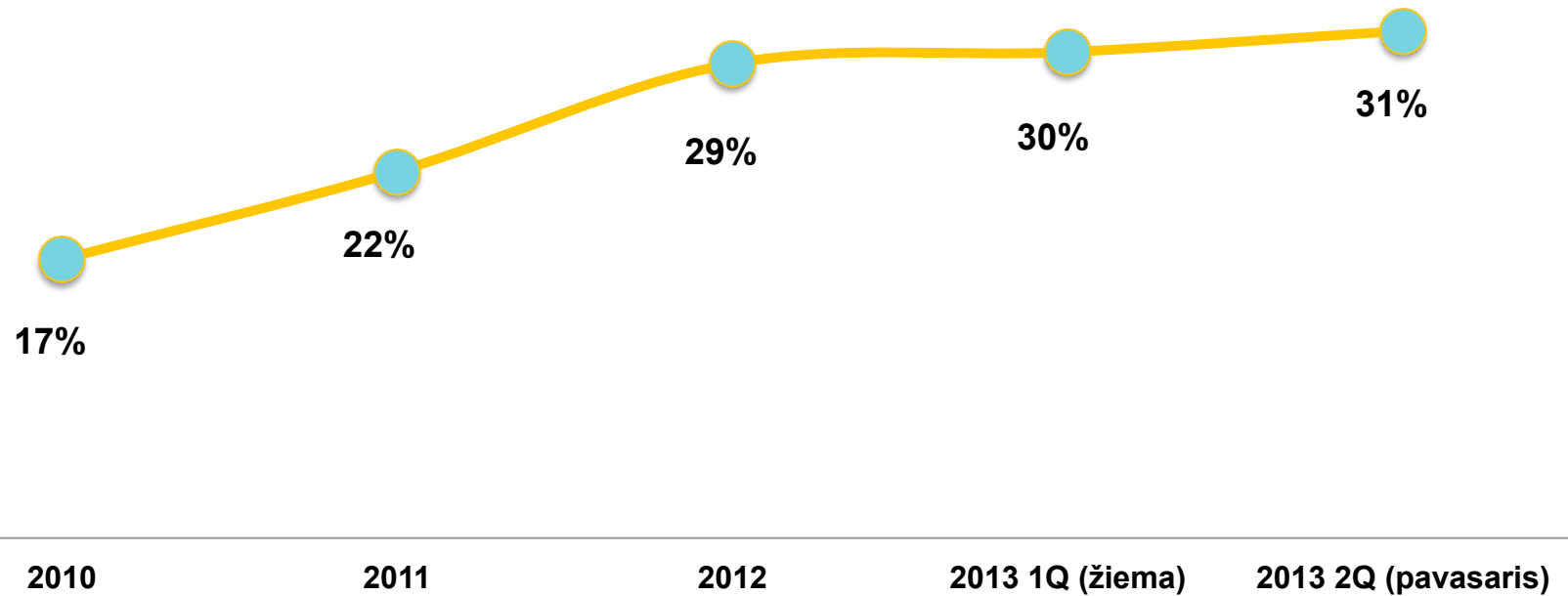
Auditorijos pasiekiamumas

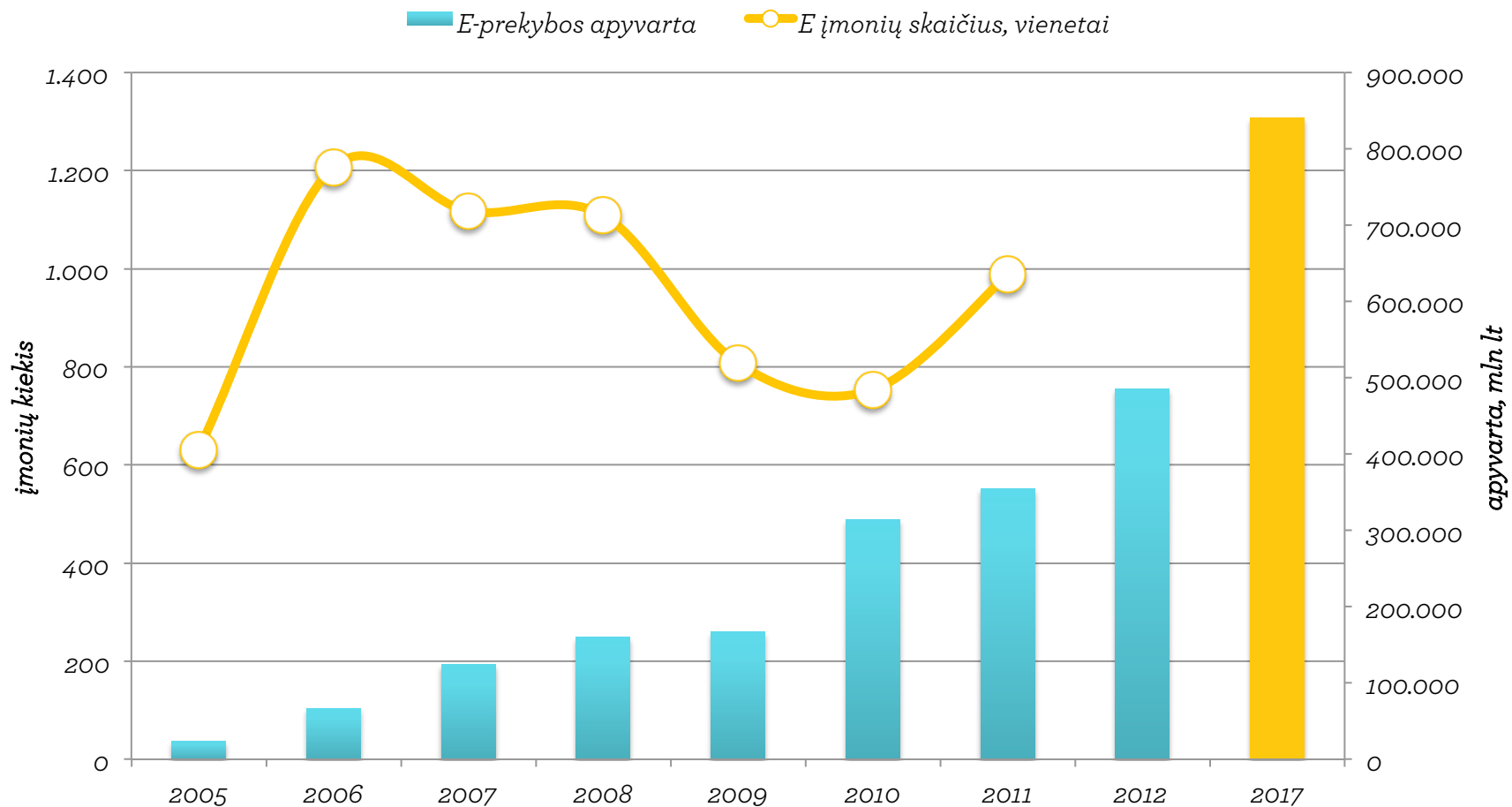


Interneto skverbtis Lietuvoje

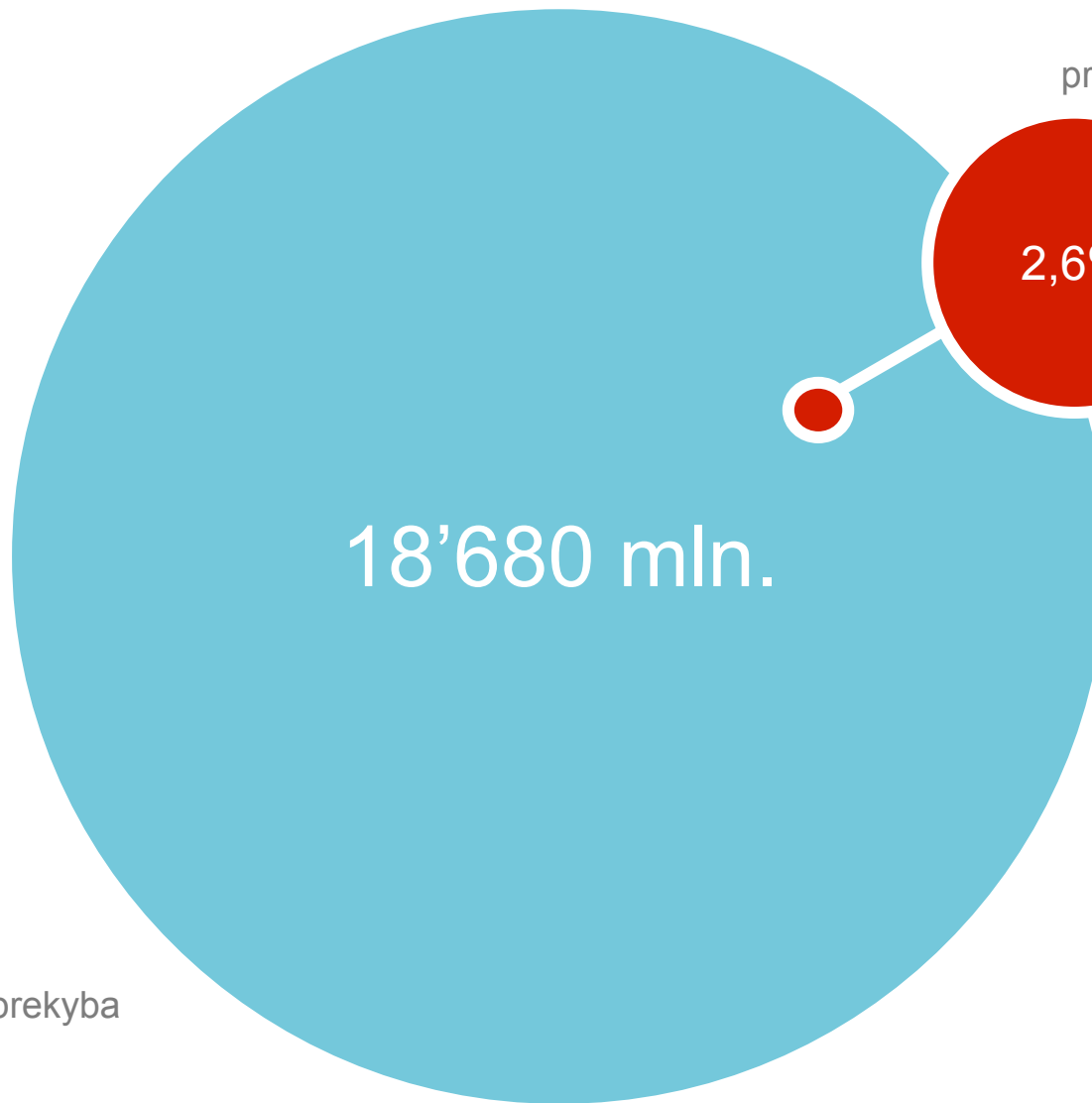


Pirkimas internetu Lietuvoje



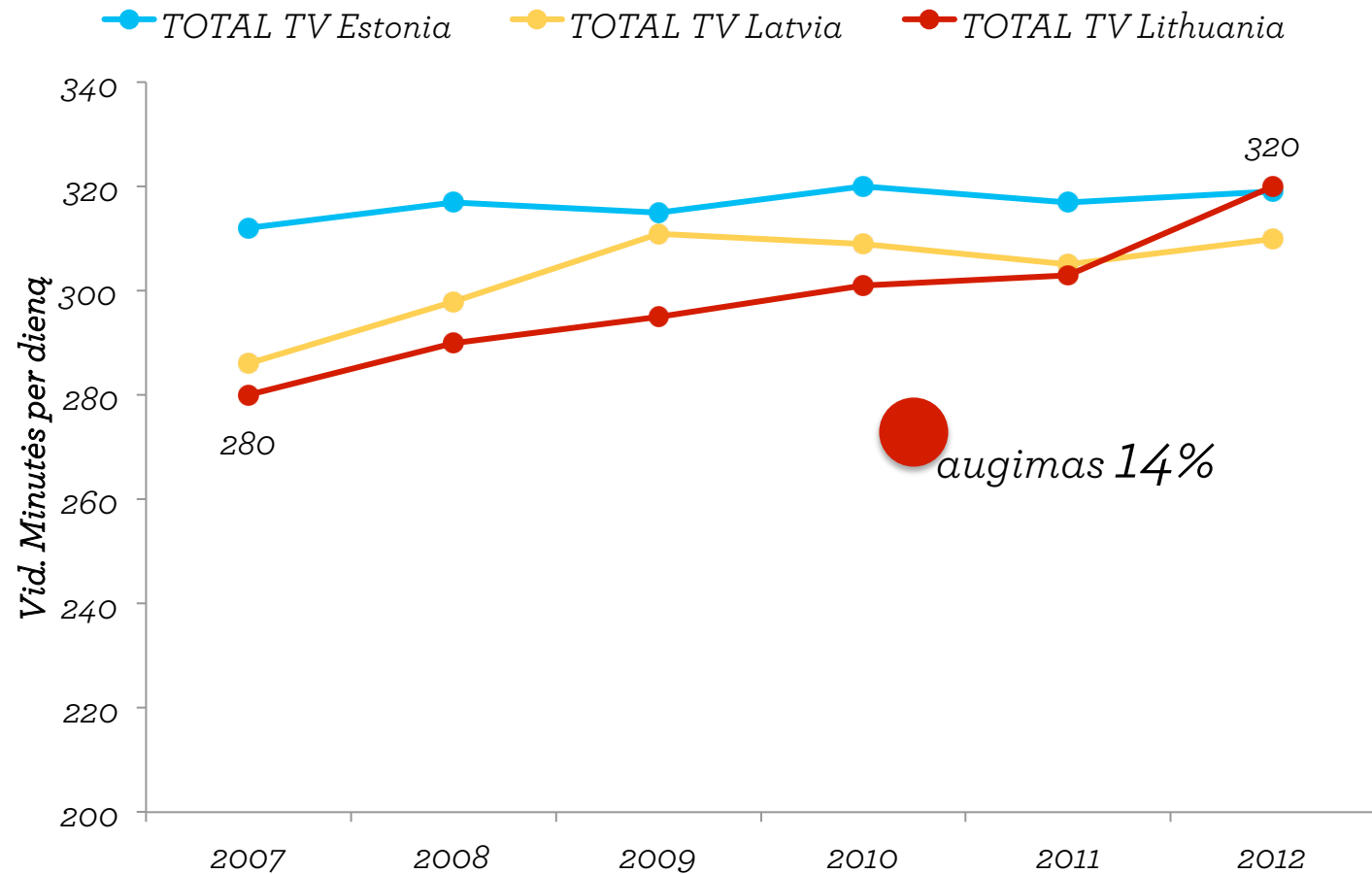


mažmeninė prekyba

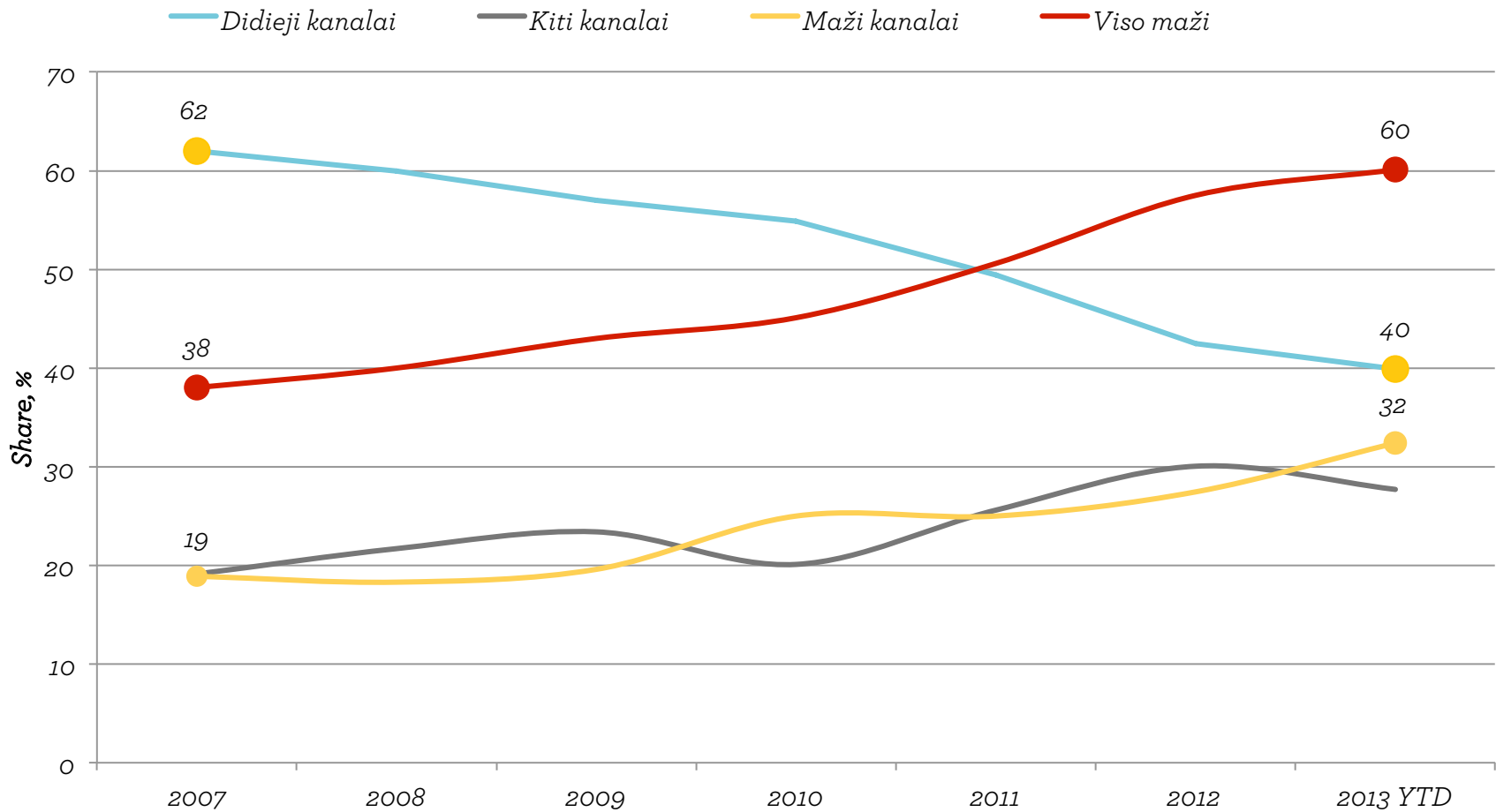


prekyba internete

Vidutinis laikas, praleidžiamas prie TV



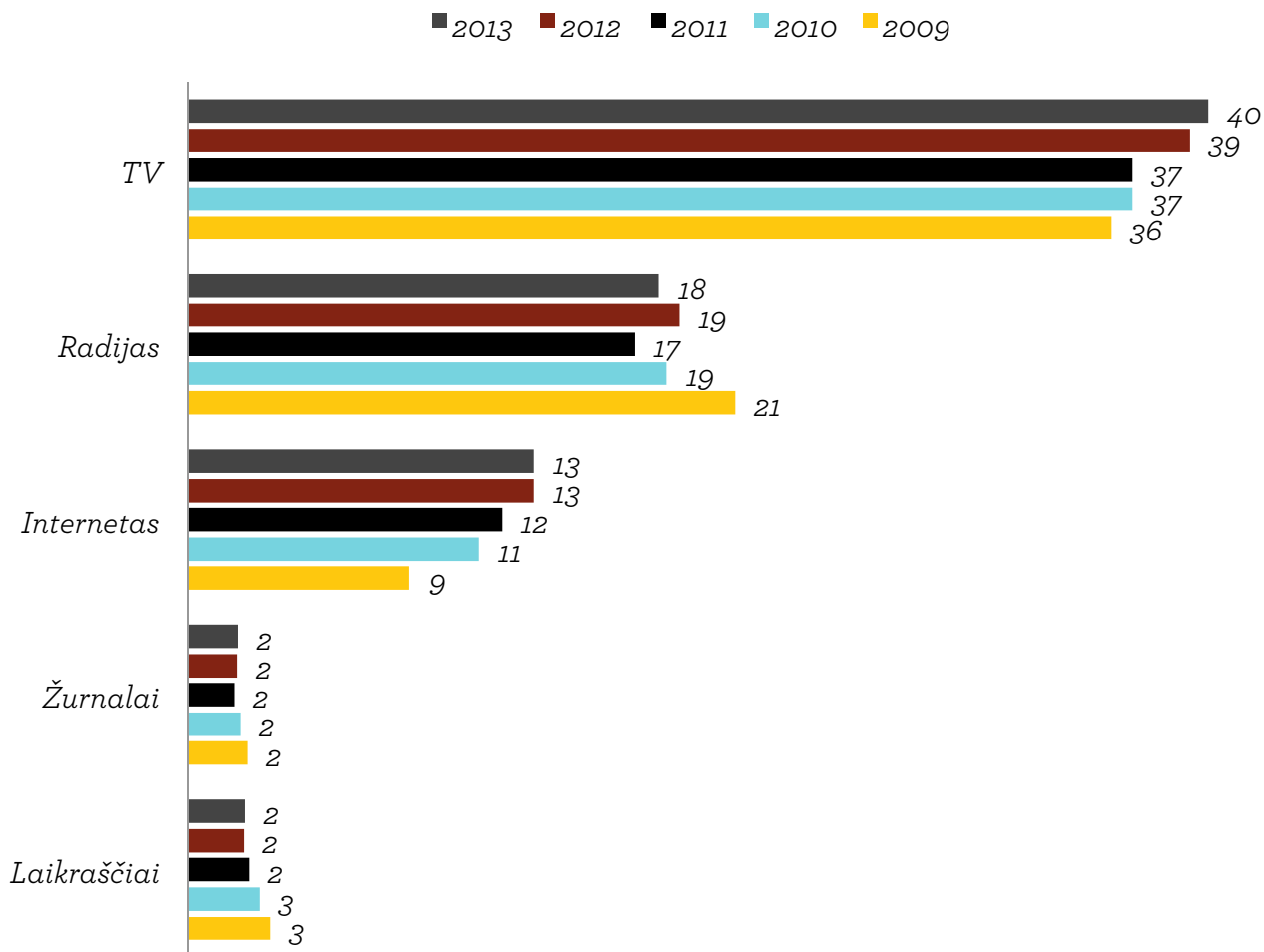
Auditorijos dalies pasiskirstymas



laikas



- Kiek laiko per savaitę skiriam žiniasklaidai?



kaip adaptuojasi media?

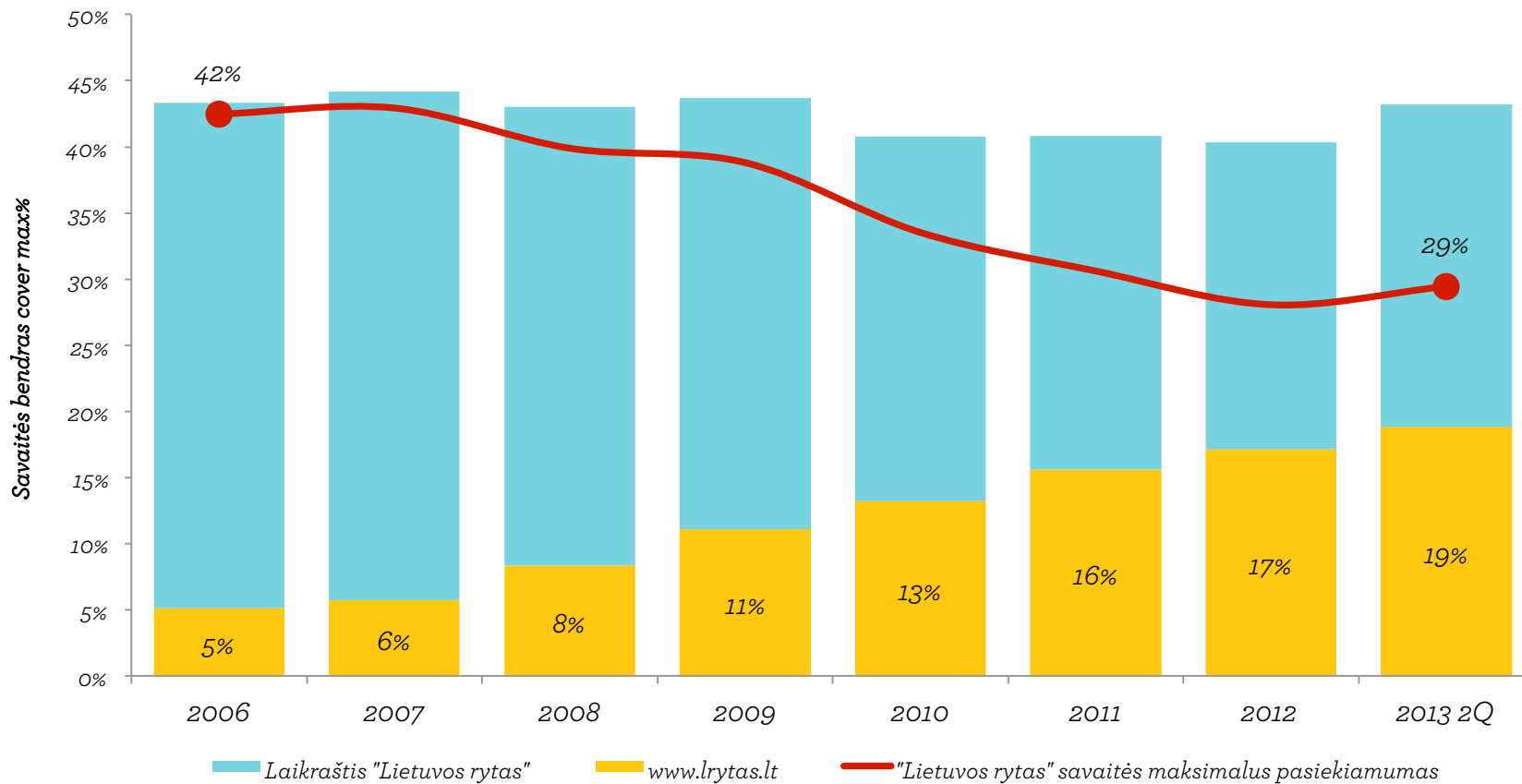


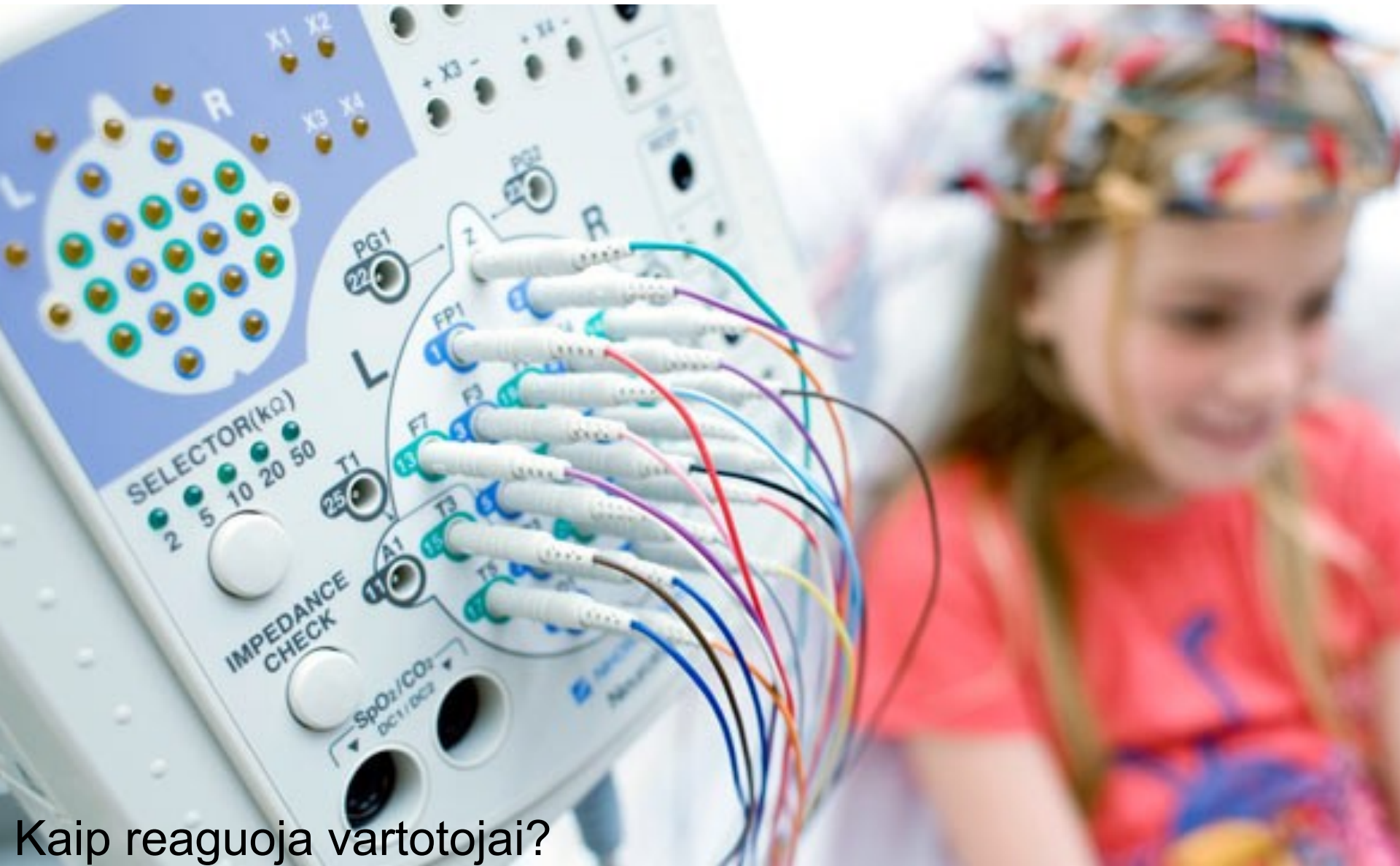
pasirinkimas | konsolidacija | fragmentacija





- Media transformacija

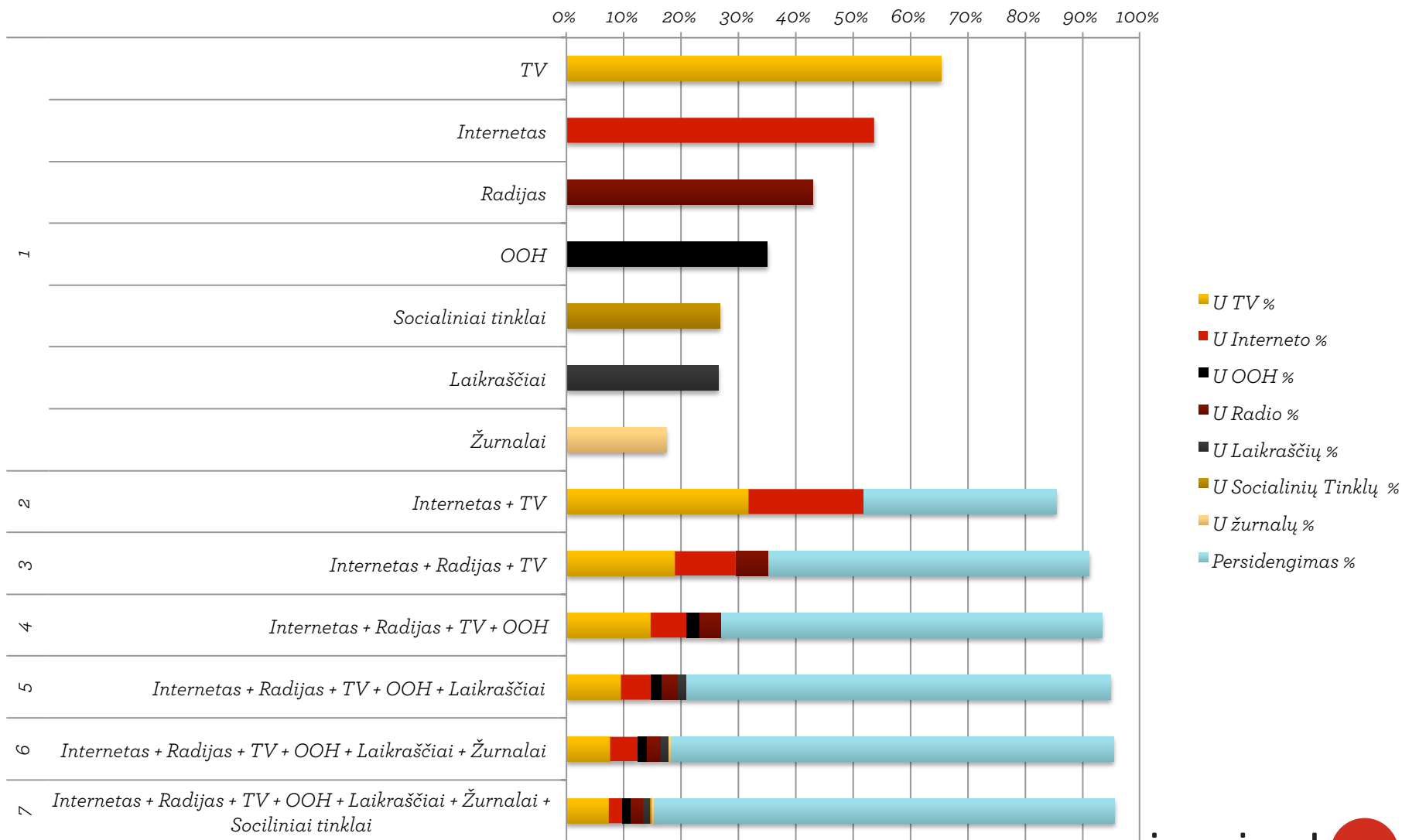




Kaip reaguoja vartotojai?

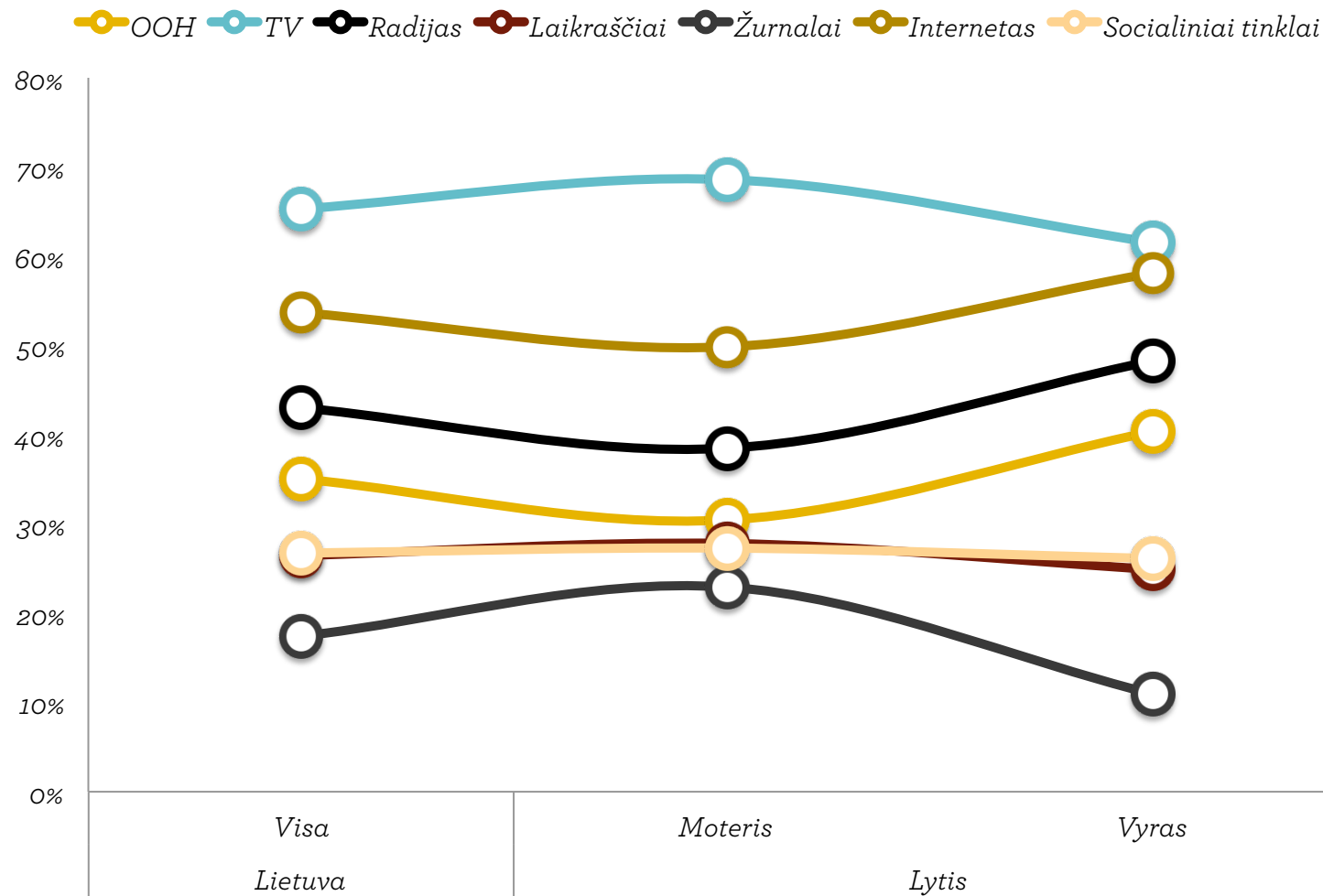


• Media dienos pasiekiamumas



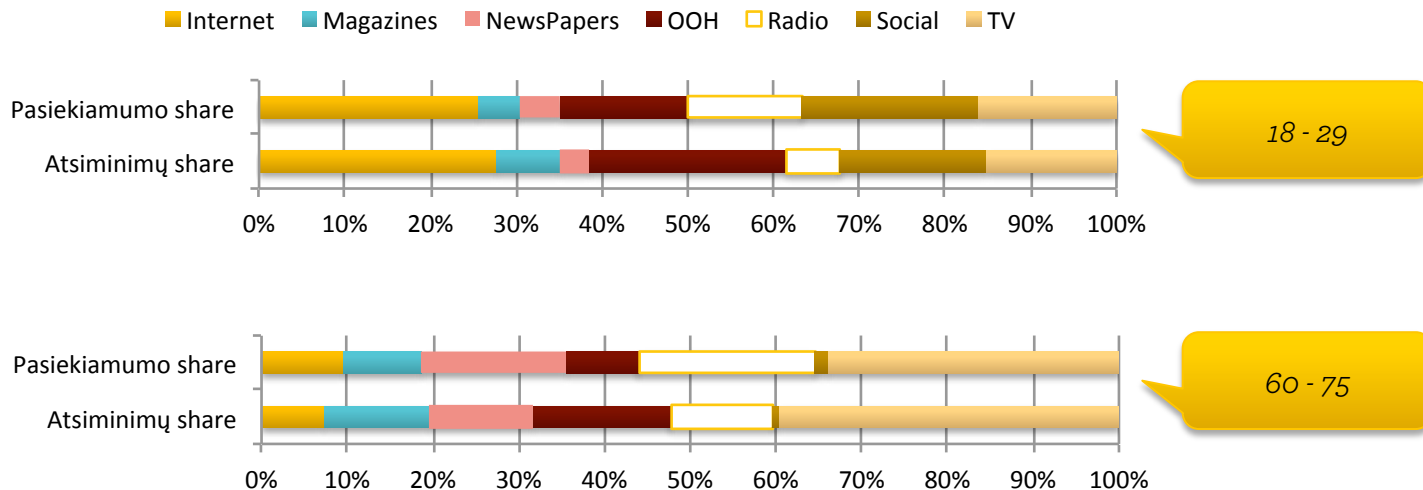


• Media kanalų dienos pasiekiamumas





- Ryšys tarp prisiminimų ir media vartojimo



Ką atsimenam?

RELIGION IS LIKE A PENIS.

It's fine to have one.

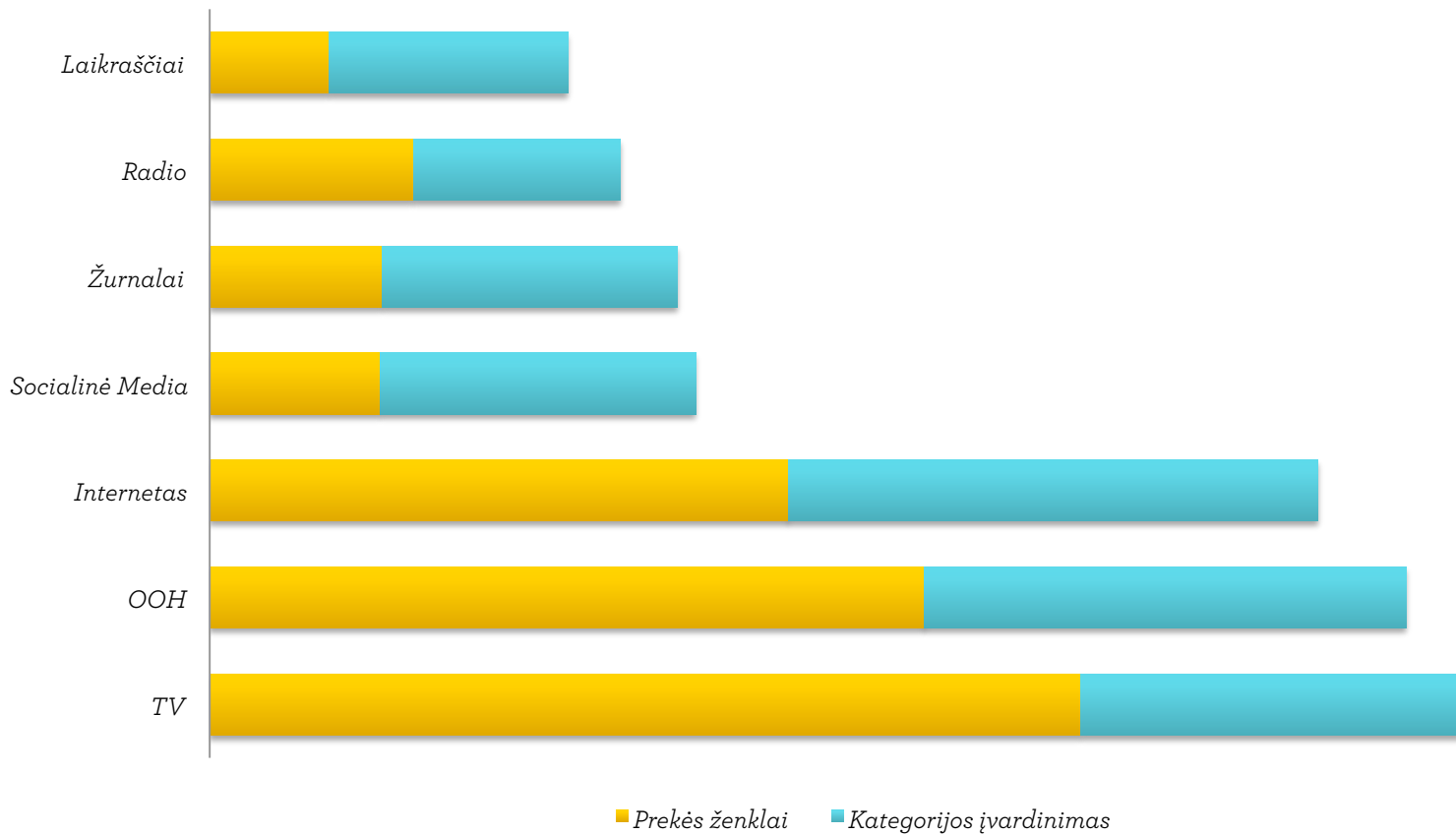
It's fine to be proud of it.

But please don't whip it out in public and start waving it around,

And PLEASE don't try to shove it down my children's throats.

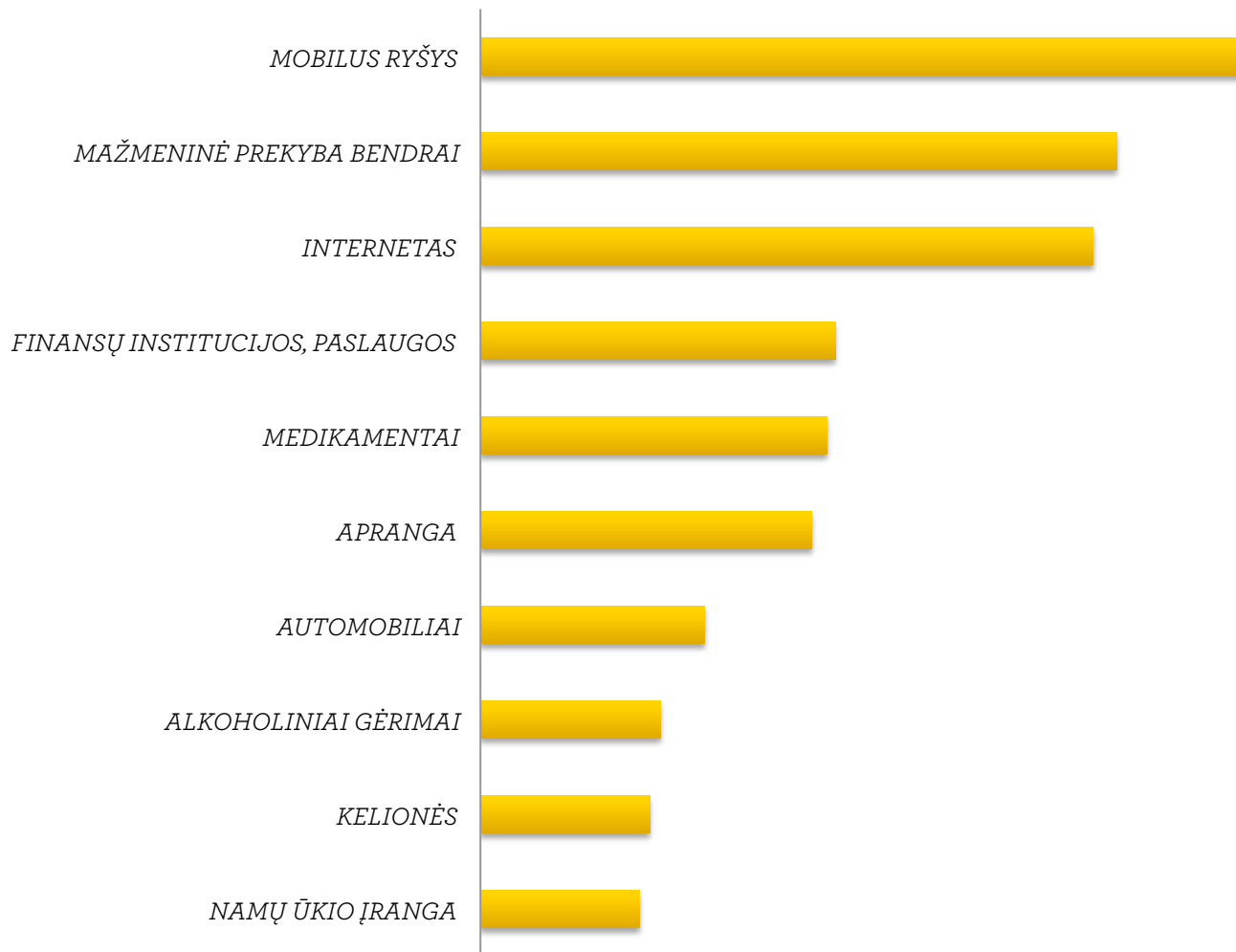


- Kas generuoja daugiausia atsiminimų?



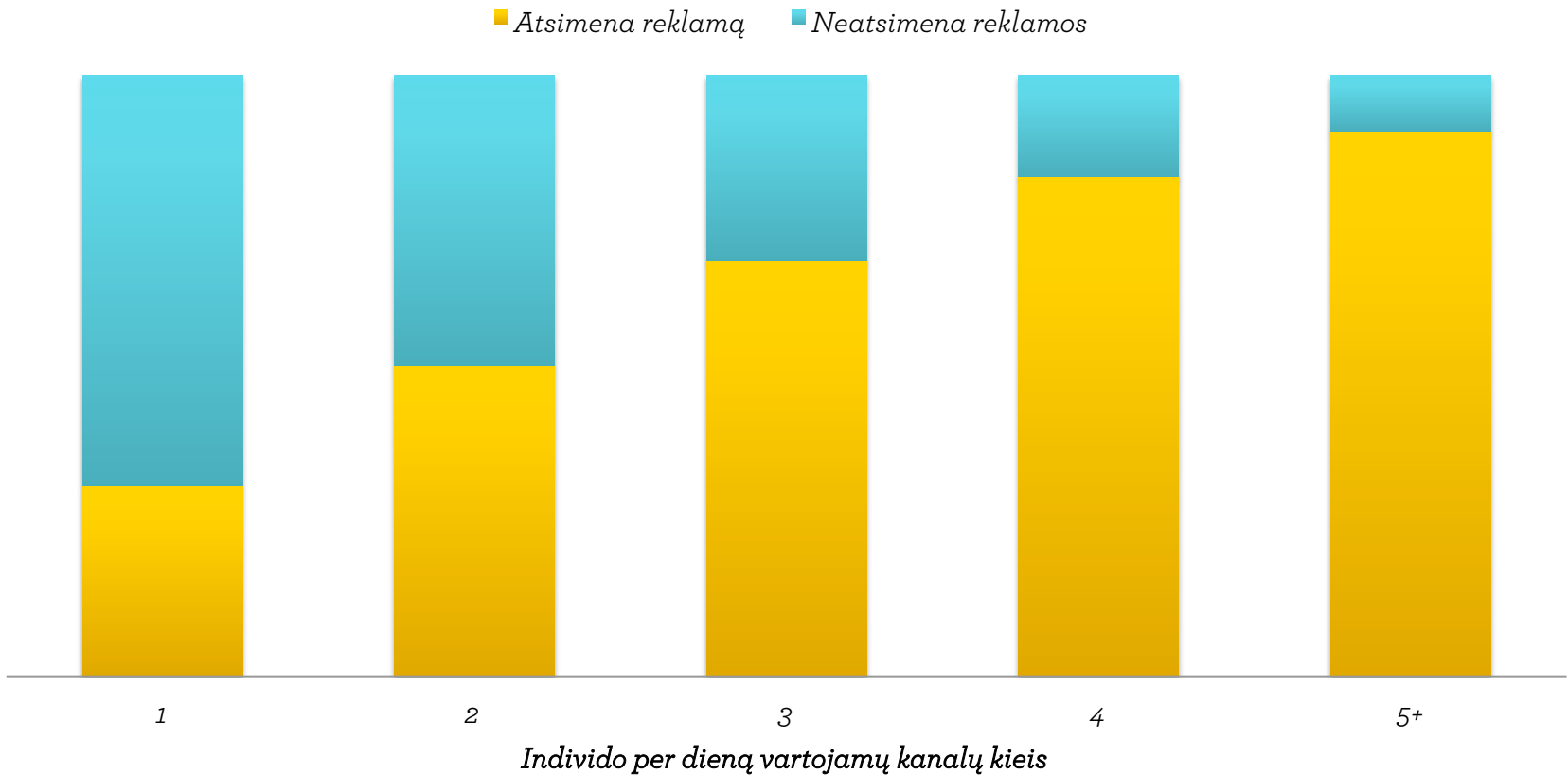


- Kategorijų minėjimai internete





- Media kanalų kiekio įtaka prisiminimui



Kur link važiuoja media agentūra?



kaina - vertė

