

HURA Media AdEx 2019. i procjena za 2020.

Godina	TV	Radio	Tisak	OOH	Ostalo	Internet	Ukupno
2008	950	250	785	220	20	30	2255
2009	790	225	615	165	20	35	1850
2009. vs. 2008.	-17%	-10%	-22%	-25%	0%	17%	-18%
2010	770	213	545	151	20	36	1735
2010. vs. 2009.	-3%	-5%	-11%	-8%	0%	3%	-6%
2011	765	190	457	140	15	83	1650
2011. vs. 2010.	-1%	-11%	-16%	-7%	-25%	131%	-5%
2012	702	163	384	135	12	90	1484
2012. vs. 2011.	-8%	-14%	-16%	-4%	-20%	8%	-10%
2013	685	125	300	130	11	107	1388
2013. vs. 2012.	-2%	-23%	-14%	-4%	-8%	19%	-7%
2014	715	132	307	126	10,6	117	1408
2014. vs. 2013.	4%	6%	-7%	-3%	-4%	9%	1%
2015	740	130	275	128	11	168	1452
2015. vs. 2014.	4%	-2%	-10%	2%	0%	44%	3%
2016	758	128	252	130	11	214	1493
2016. vs. 2015.	2%	-2%	-8%	2%	0%	27%	2,8%
2017	741	127	218	130	10	245	1471
2017. vs. 2016.	-2%	0%	-13%	0%	-8%	15%	-1%
2018	752	128	196	137	10	282	1506
2018. vs. 2017.	2%	1%	-10%	6%	0%	15%	2%
2019	767	128	183	145	11	309	1543
2019. vs. 2018.	2%	0%	-7%	6%	10%	10%	2%
2020 est.	671	107	127	95	7	298	1305
2020. vs. 2019. est.	-13%	-16%	-31%	-34%	-36%	-4%	-15%