

HURA Media AdEx 2020. i procjena za 2021.

| 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. | 726 | 99 | 131 | 106 | 9 | 322 | 1393 |
| 2020. vs. 2019. | -5% | -23% | -28% | -27% | -16% | 4% | -10% |
| 2021. est. | 773 | 109 | 131 | 125 | 8 | 352 | 1498 |
| 2021. vs. 2019. | 1% | -15% | -29% | -14% | -26% | 14% | -3% |
| 2021. vs. 2020. | 7% | 10% | -1% | 18% | -12% | 9% | 7% |