

| Godina                  | TV  | Tisak | Radio | OOH  | Ostalo | Internet –<br>DISPLAY<br>(search i<br>social<br>isključeni) | Ukupno |
|-------------------------|-----|-------|-------|------|--------|---|--------|
| 2019.                   | 102 | 24    | 17    | 30   | 1      | 41  | 216    |
| 2020.                   | 96  | 17    | 13    | 22   | 1      | 43  | 192    |
| 2020. vs.<br>2019.      | -5% | -29%  | -23%  | -29% | -14%   | 4%  | -11%   |
| 2021.                   | 108 | 19    | 16    | 29   | 1      | 55  | 228    |
| 2021. vs.<br>2020.      | 12% | 8%    | 18%   | 33%  | -22%   | 29%   | 18%    |
| 2022.                   | 117 | 16    | 18    | 32   | 1      | 58  | 242    |
| 2022. vs.<br>2021.      | 8%  | -14%  | 12%   | 10%  | 0%     | 5%  | 6%     |
| 2023. est.              | 121 | 15    | 19    | 35   | 1      | 63  | 254    |
| 2023. est. vs.<br>2022. | 4%  | -7%   | 4%    | 8%   | -2%    | 10%   | 5%     |