

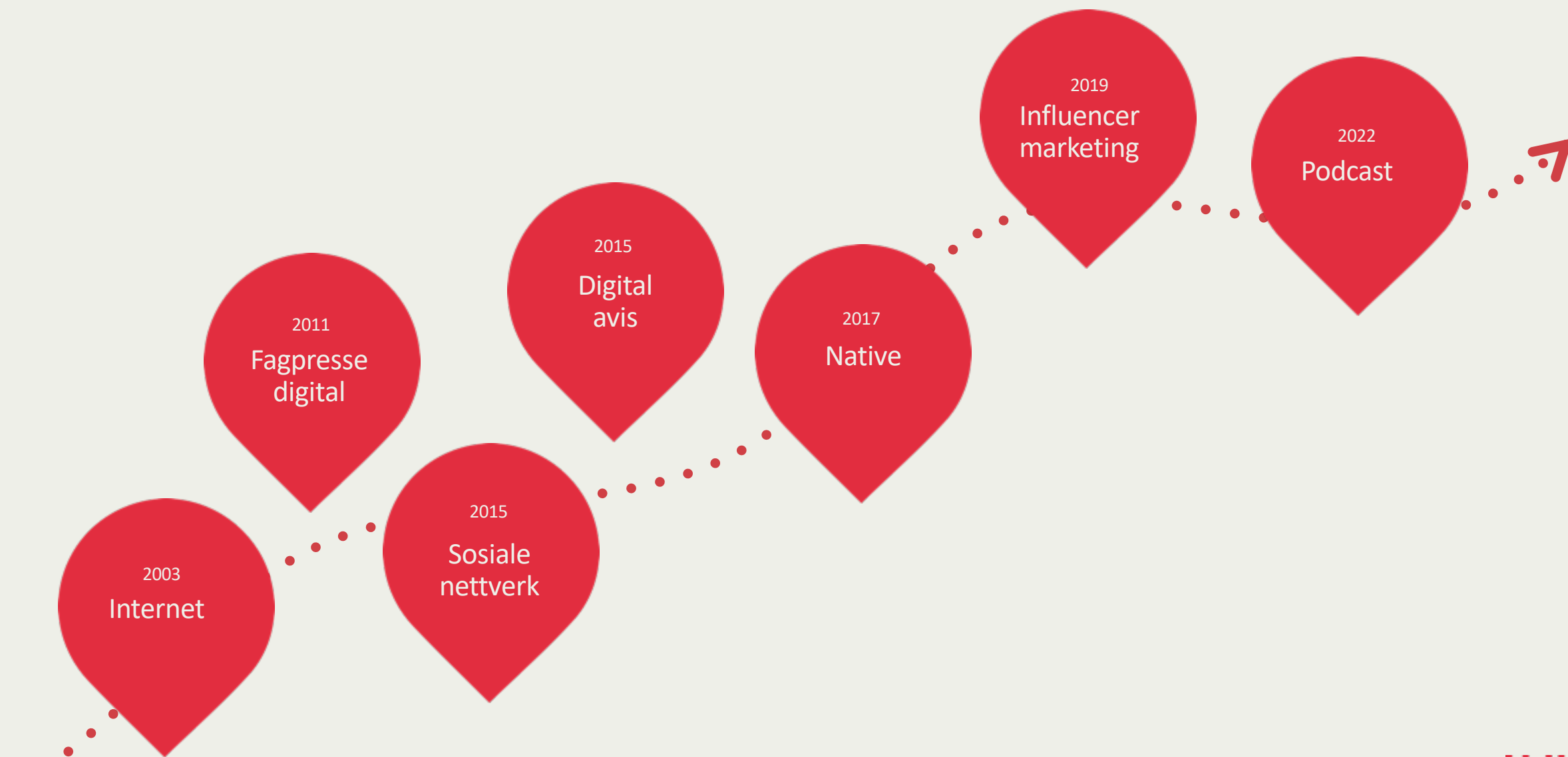


Hvordan går det med annonseinntekter?

Trender, utviklingstrekk og råd

IRM FOR MARKEDSFORUM

Om IRM



Agenda

Om IRM

Medieinvesteringer: Utvikling over tid

Fagpressen: Utvikling over tid

Første halvår: En tøff start

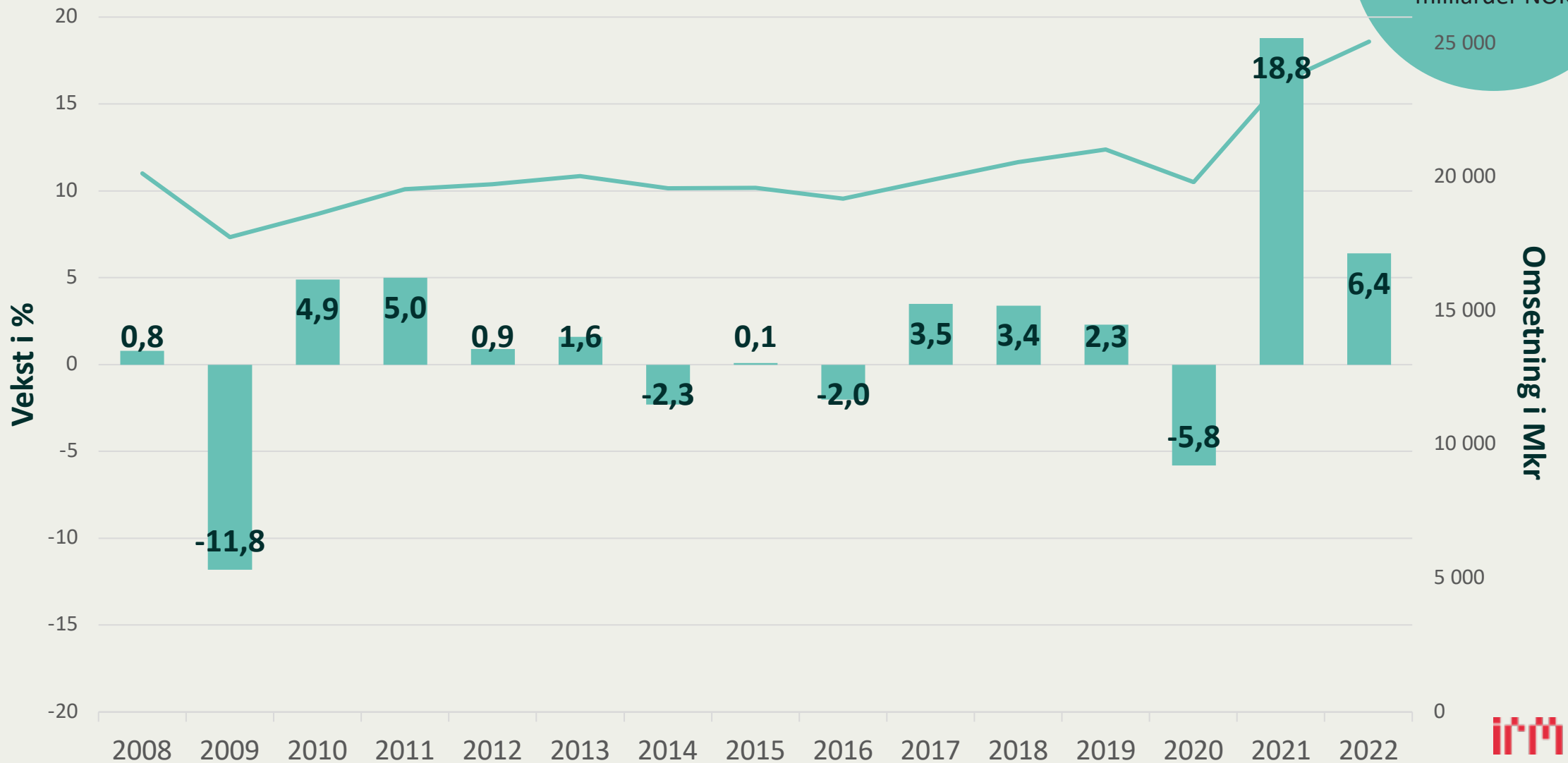
Hva ser IRM for 2024?



Medieinvesteringer: Utvikling over tid

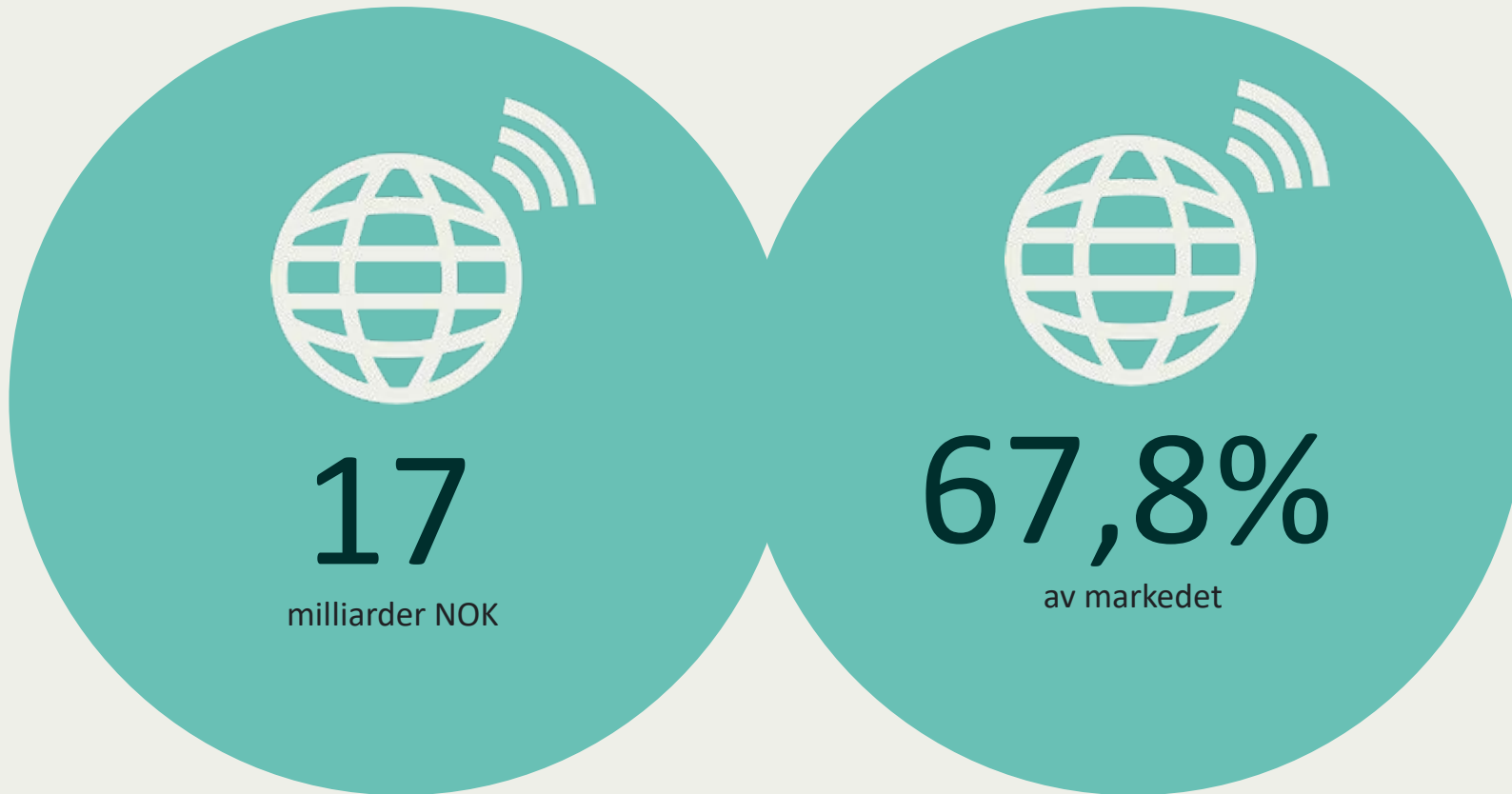
25 milliarder NOK

Medieinvesteringene 2008-2022

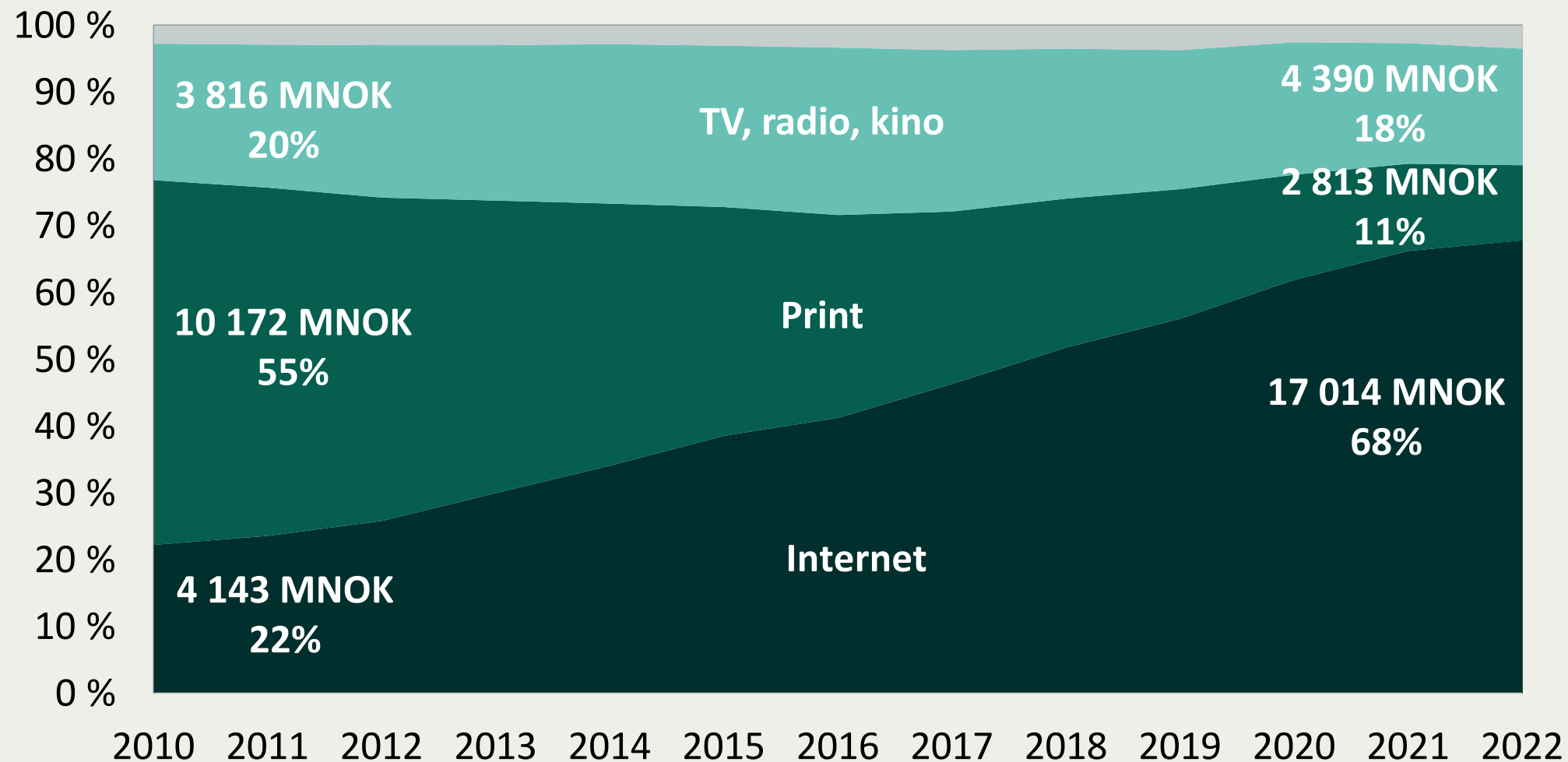


25
milliarder NOK
25 000

Investeringer i digitale medier 2022



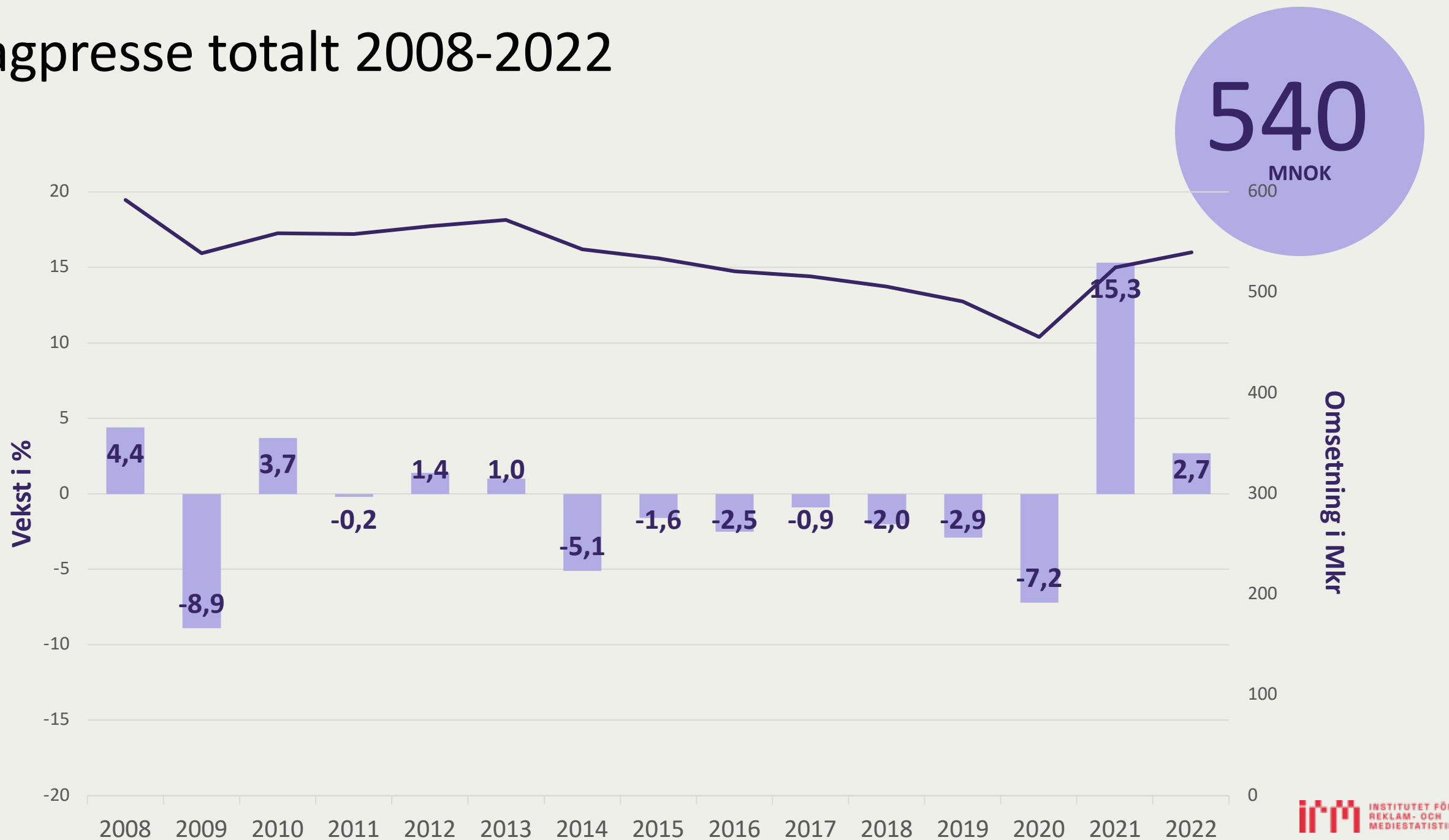
Investeringer i digitala medier





Fagpressen: Utvikling over tid

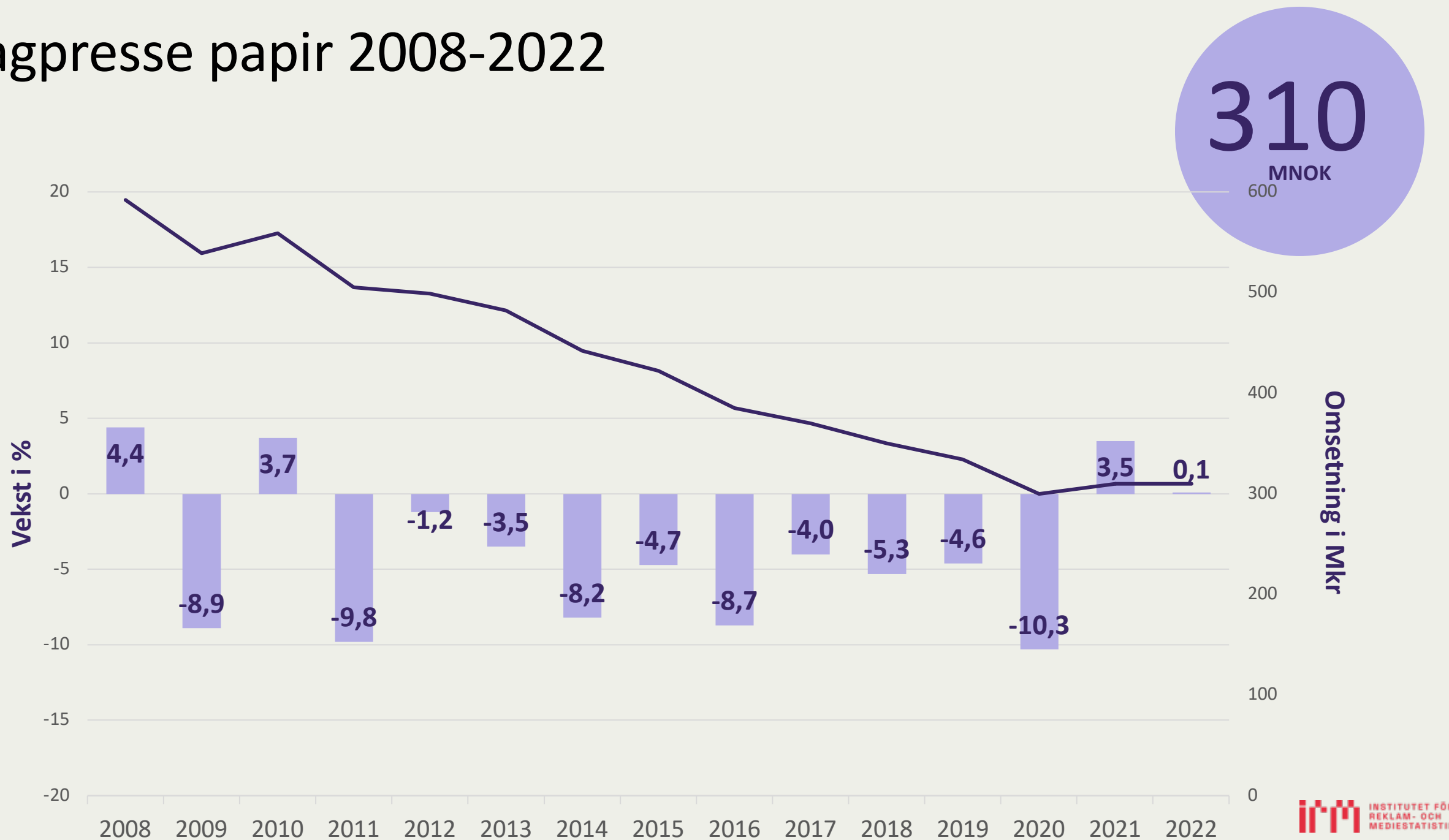
Fagpresse totalt 2008-2022



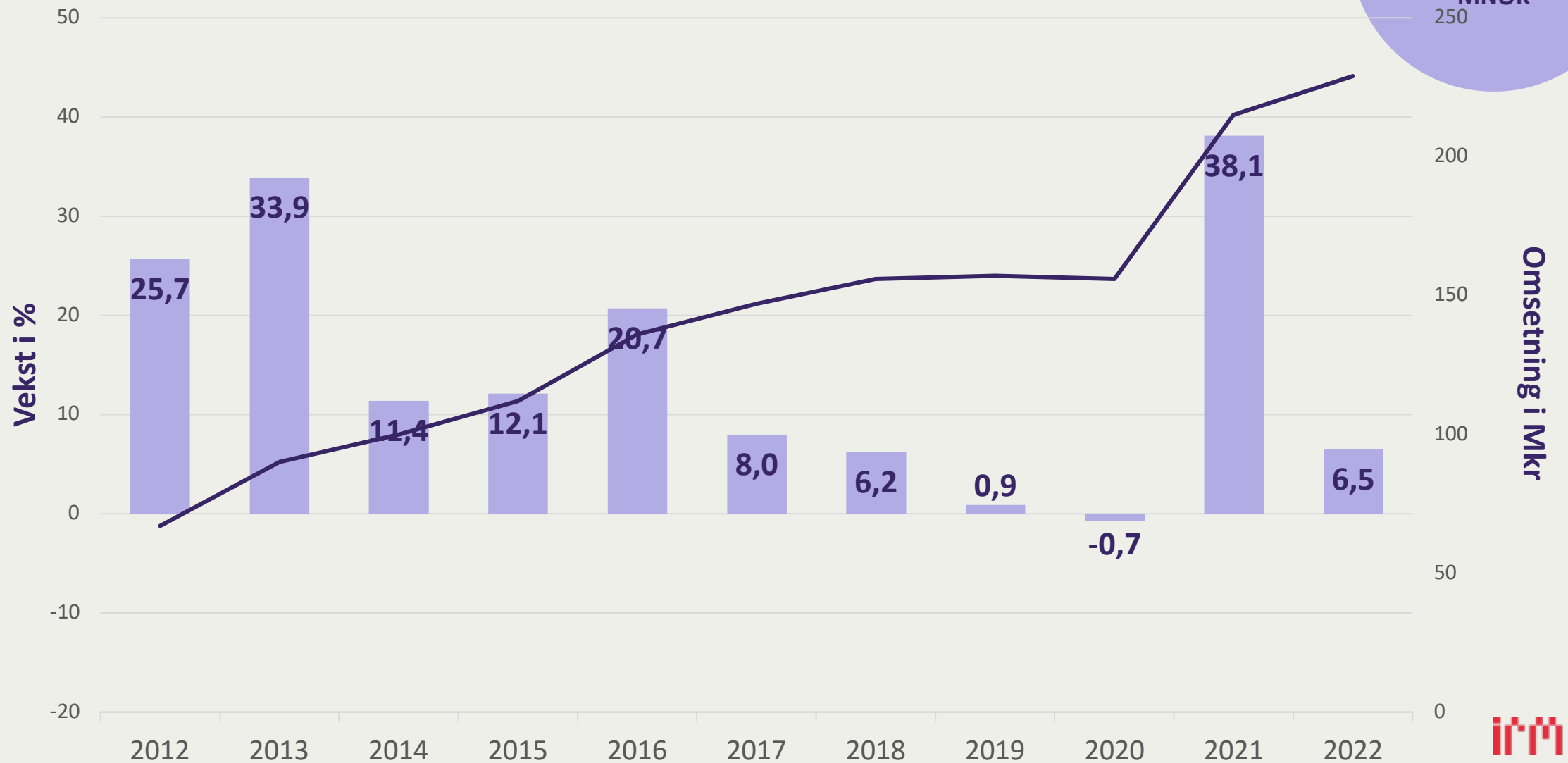
Fagpresse papir er fortsatt svært viktig



Fagpresse papper 2008-2022



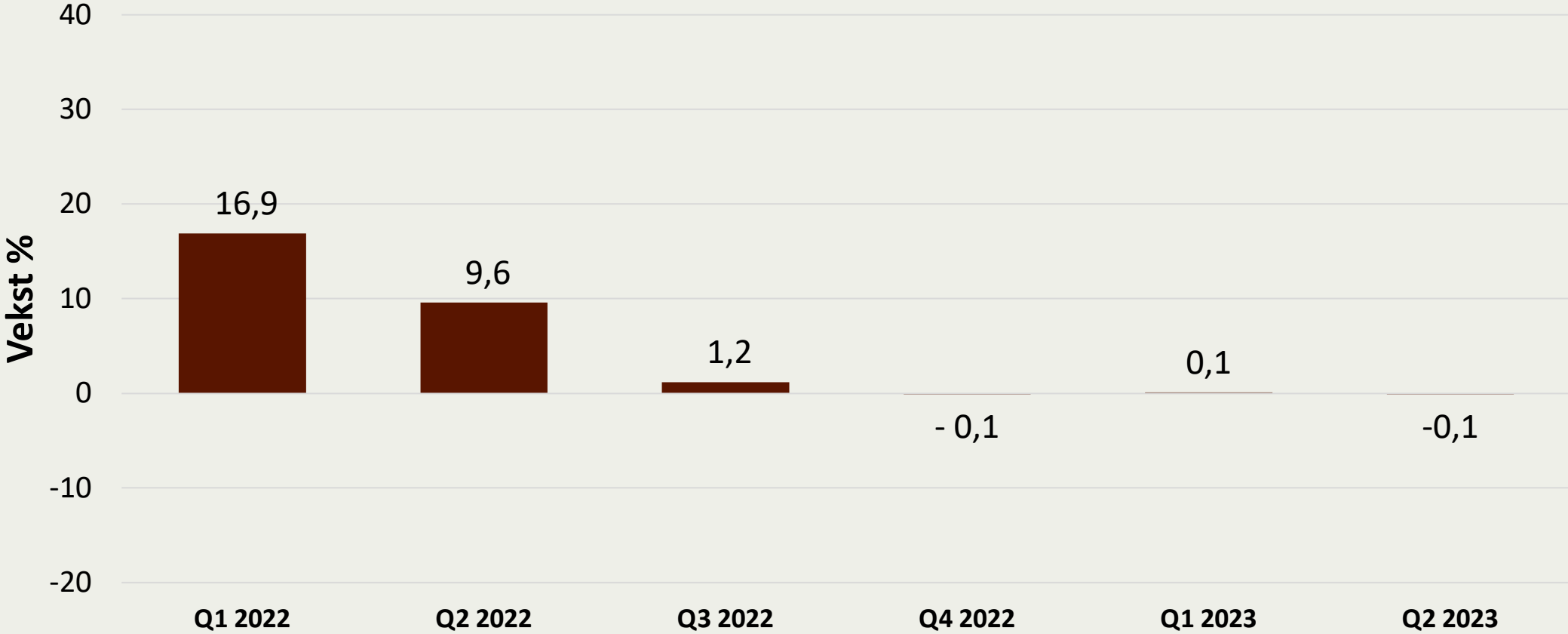
Fagpresse digital 2008-2022



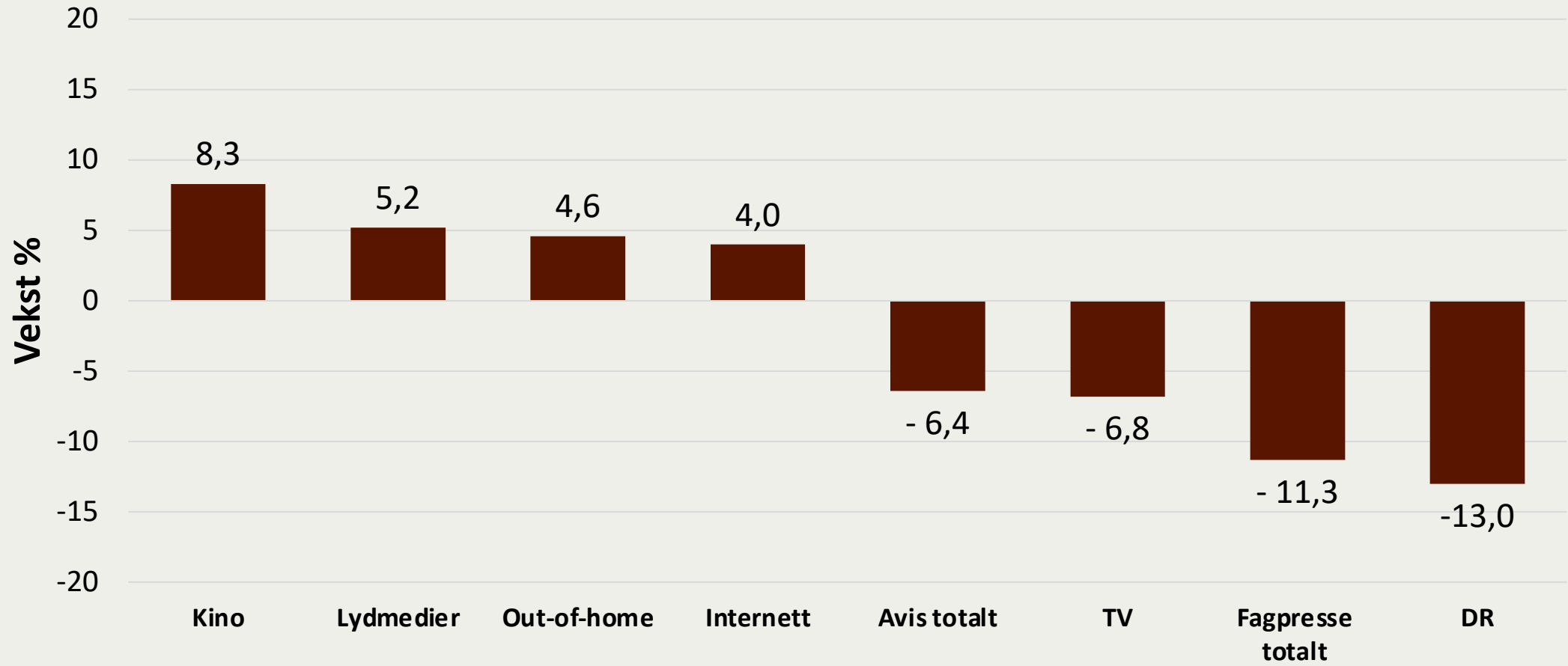


Første halvår: En tøff start

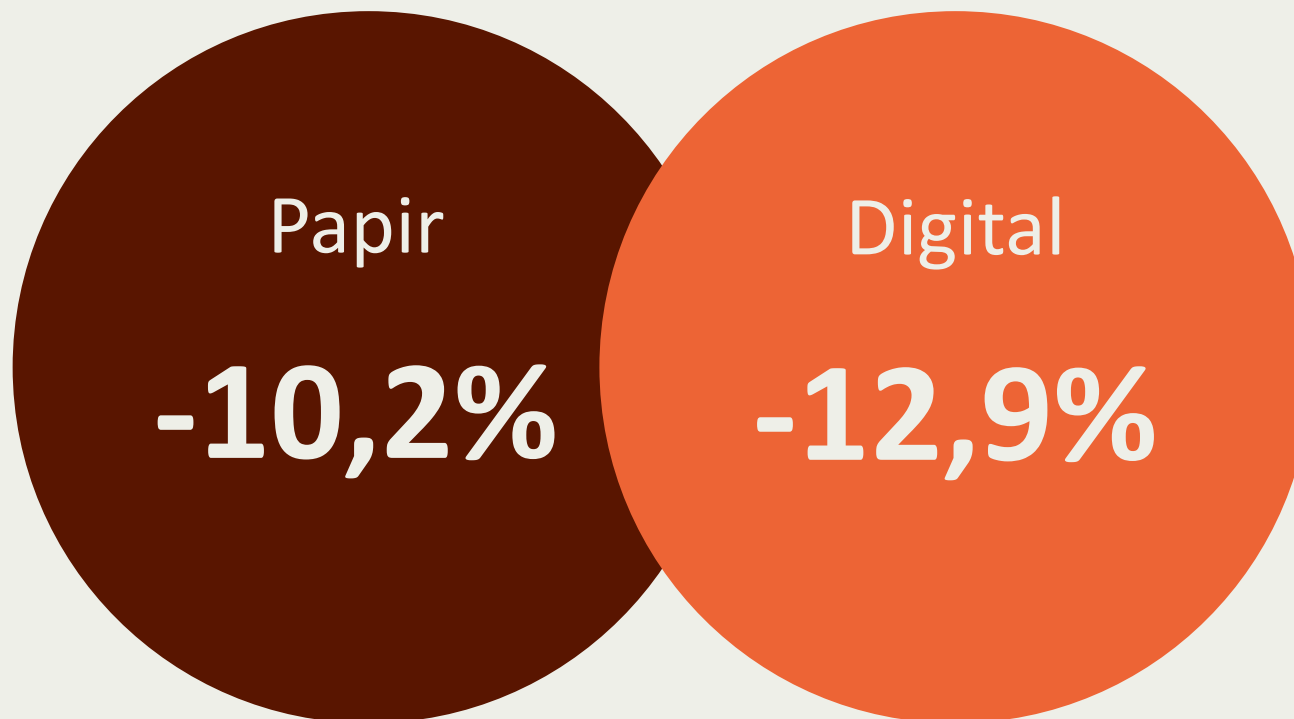
Mediemarkedet Q1 2021 – Q2 2023



Vekst per mediekanal H1 2022



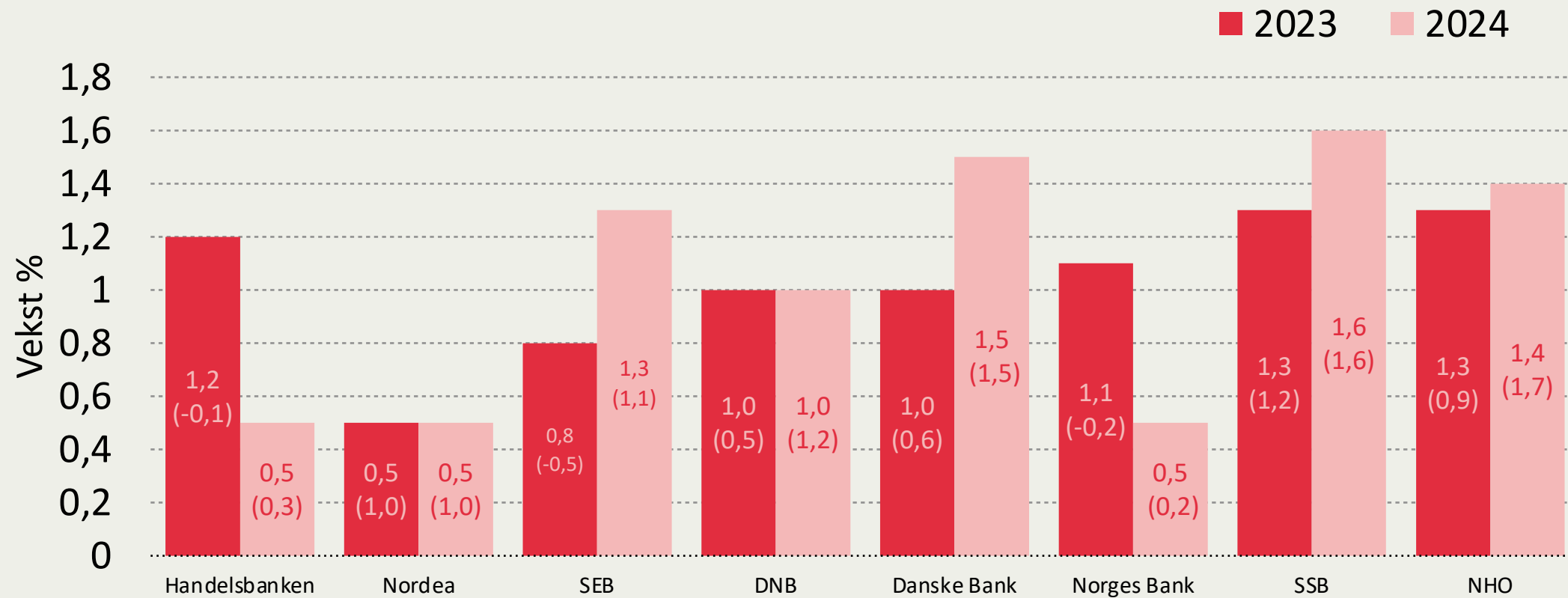
Fagpressens utvikling i første halvår





Hva ser IRM for 2024?

Prognose fastlands-BNP

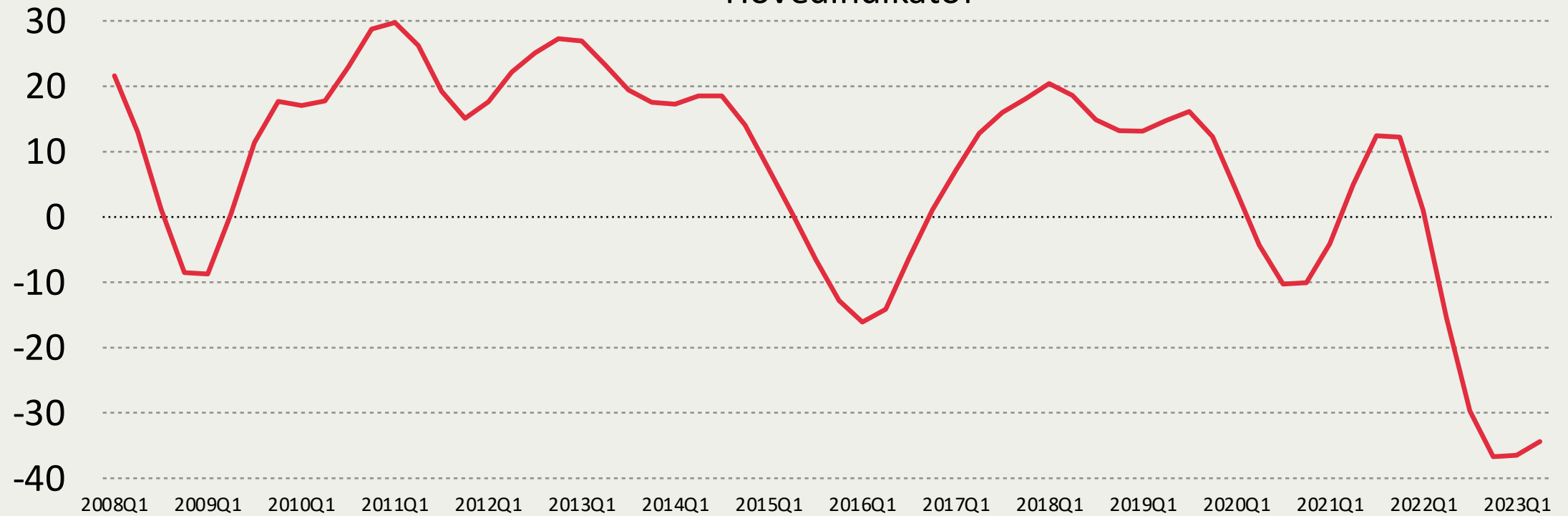


Prognostisert vekst i % sammenliknet med forrige år. Prognosene er sortert fra de nyeste til de eldste.

Konjunkturbarometern

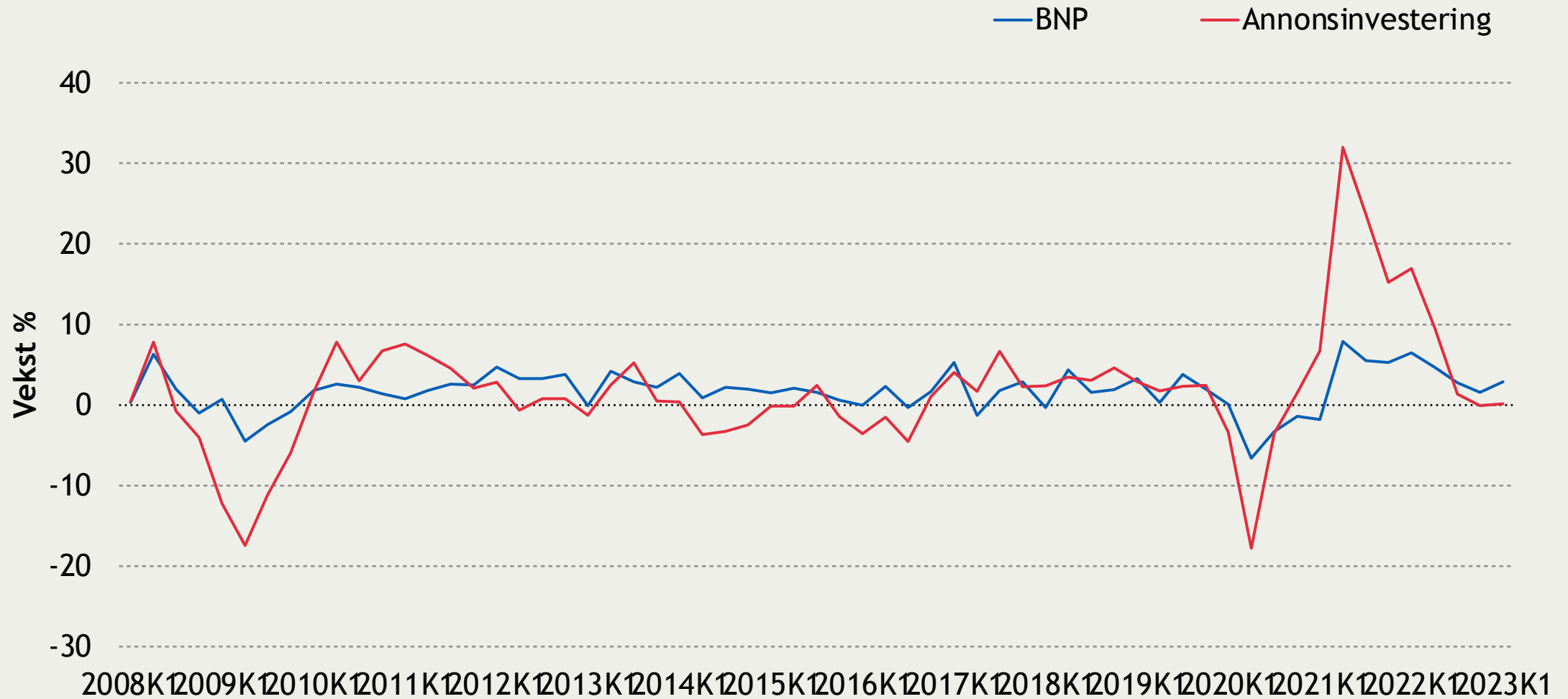
Forventningsbarometerets hovedindikator 2008 – 2023 Q1

— Hovedindikator



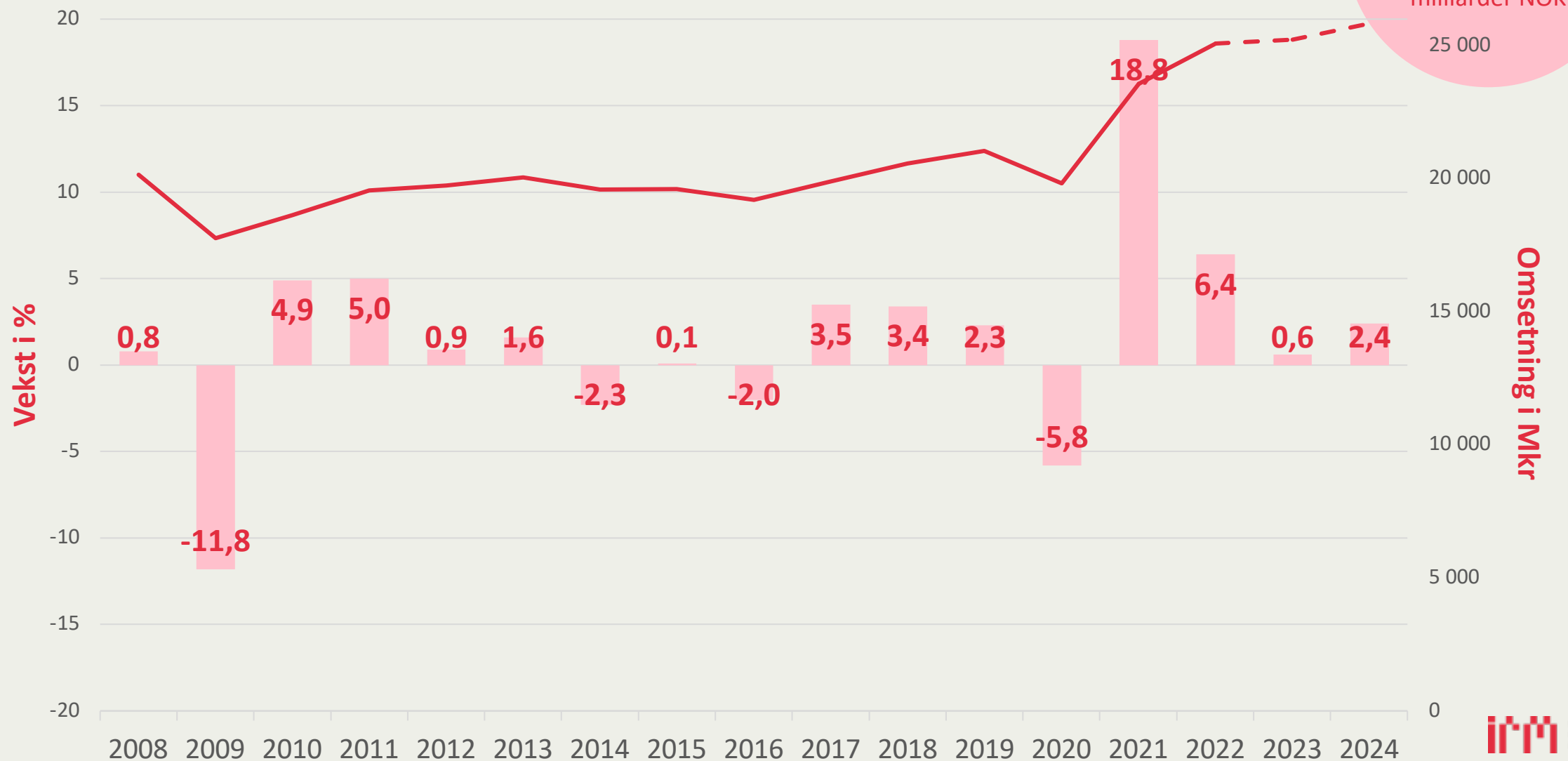
Kilde: Finans Norge og Kantar Public

BNP og annonsinvesteringer



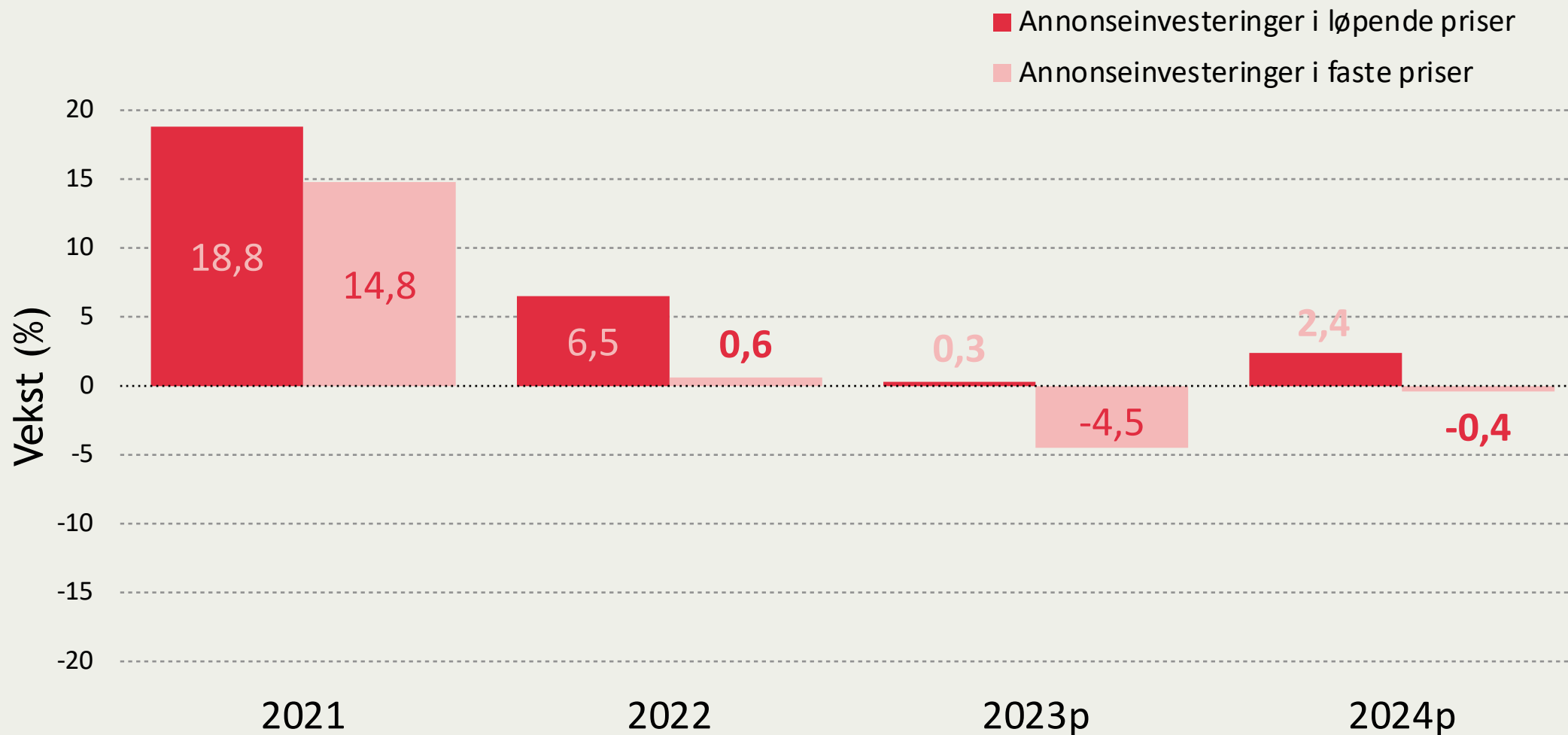
Kilde: SSB, IRM

Medieinvesteringene 2008-2024



Annonseinvesteringer i faste priser 2021-2024

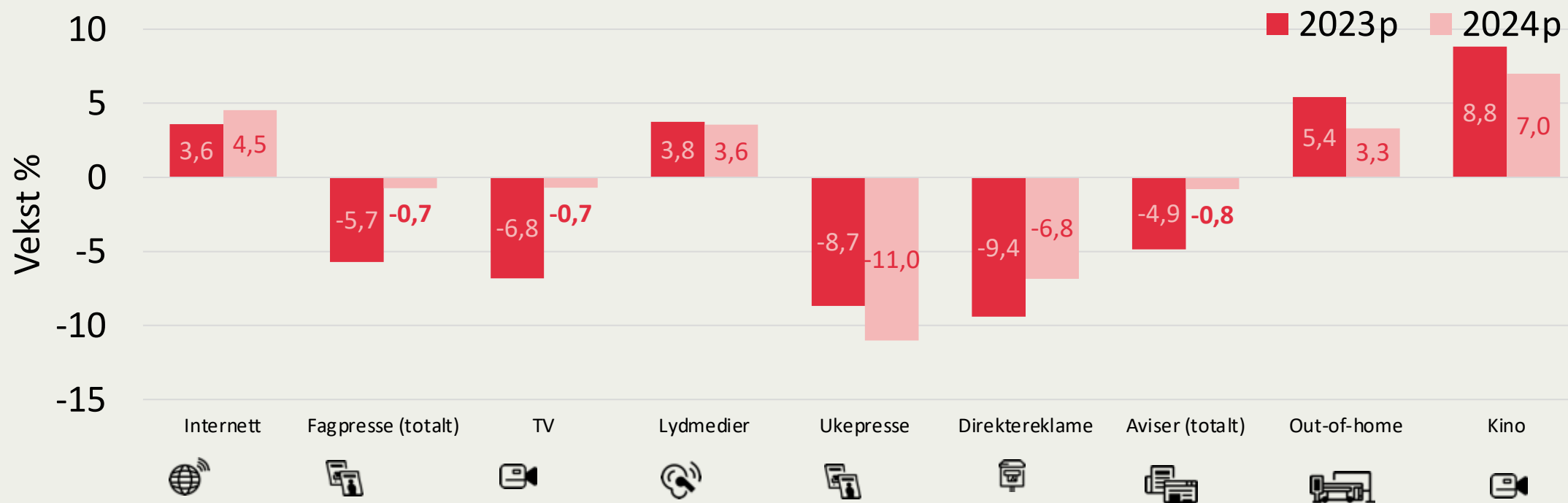
%.



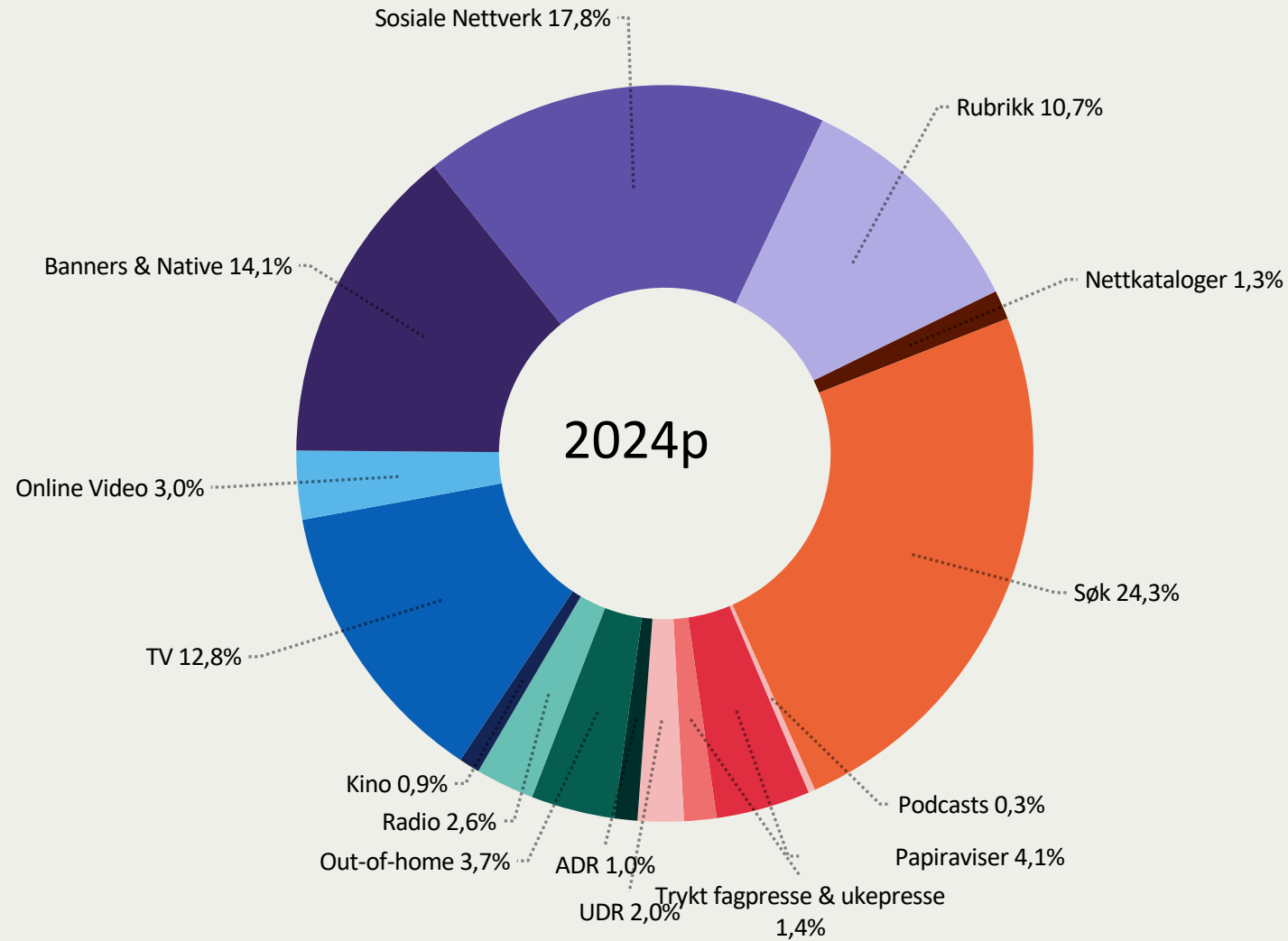
Kilde: SSB och DNB

Vekst per mediekanal

Utsiktene for de samlede medieinvesteringene i 2023 er uendret fra forrige prognose. For de overordnede kategoriene har det vært noen endringer, hvor prognosen for internett, uadressert direkteklame og fagpresse print har blitt noe høyere i inneværende år. For kategoriene TV, aviser, kino, adressert direkteklame og radio har IRM valgt å nedjustere prognosen. I 2024 forventer IRM at trendene for hver mediekategori i inneværende år vil fortsette inn i neste.



Investeringer 2022



A woman with a braid is seen from behind, operating a professional video camera. She is in a meeting room with several people seated around a table. The scene is dimly lit, with a large window in the background. The word "Tack!" is overlaid in large white text.

Tack!

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