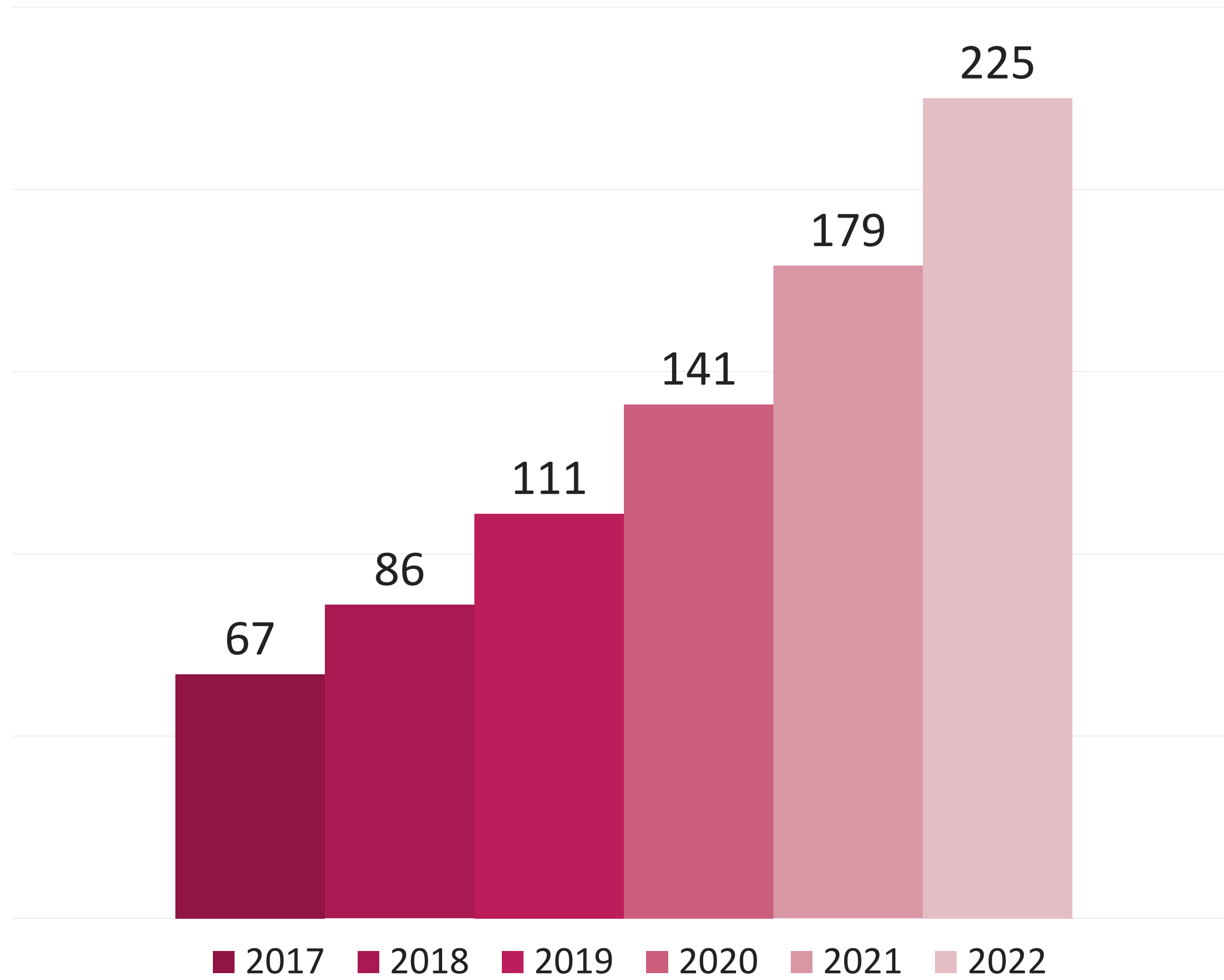


MERCATO TELEVISIVO GLOBALE

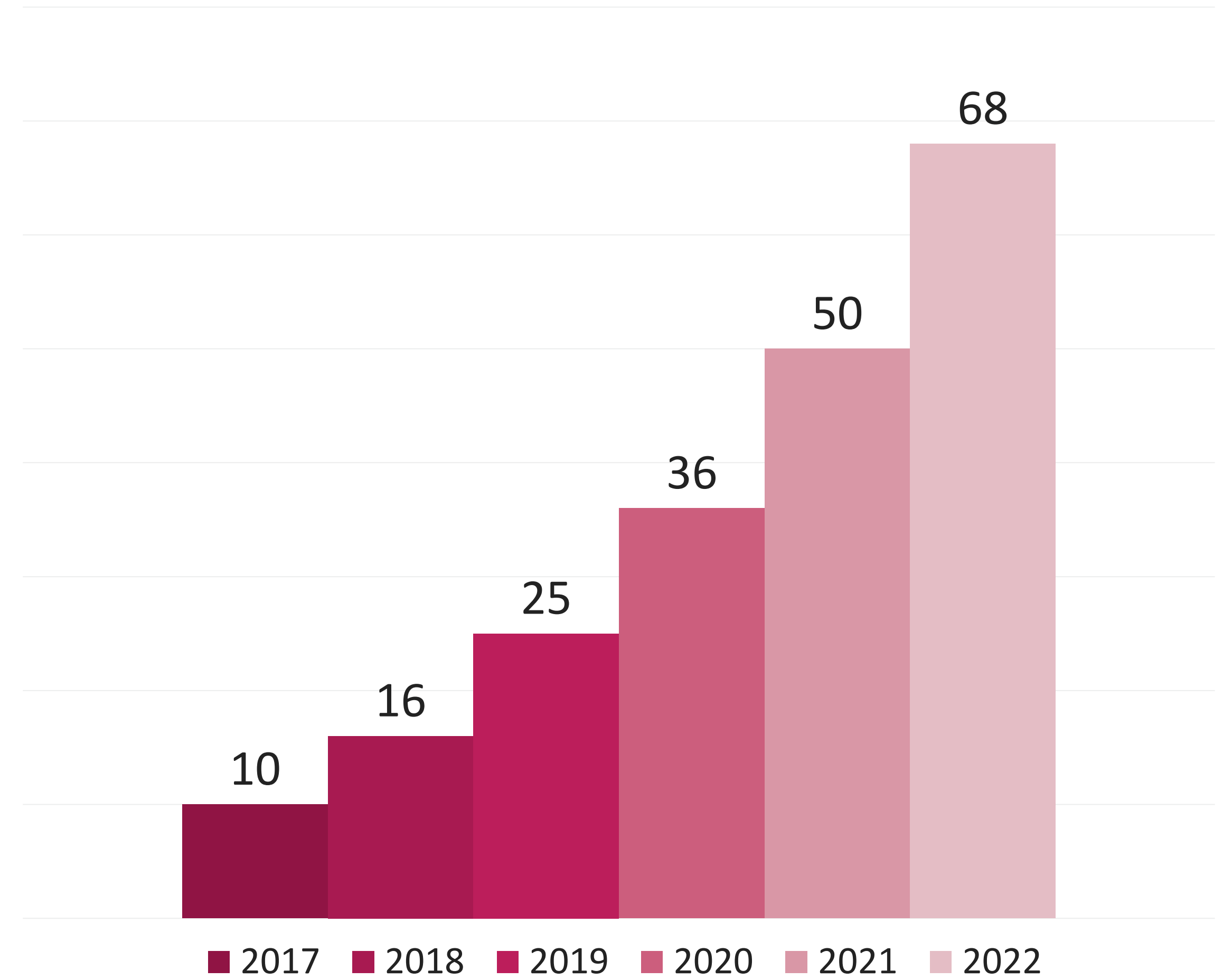
(RE)EVOLUTION

GLOBAL INTERNET CONSUMER TRAFFIC 2017-2022

Fixed Internet Consumer Traffic (exabyte per month)

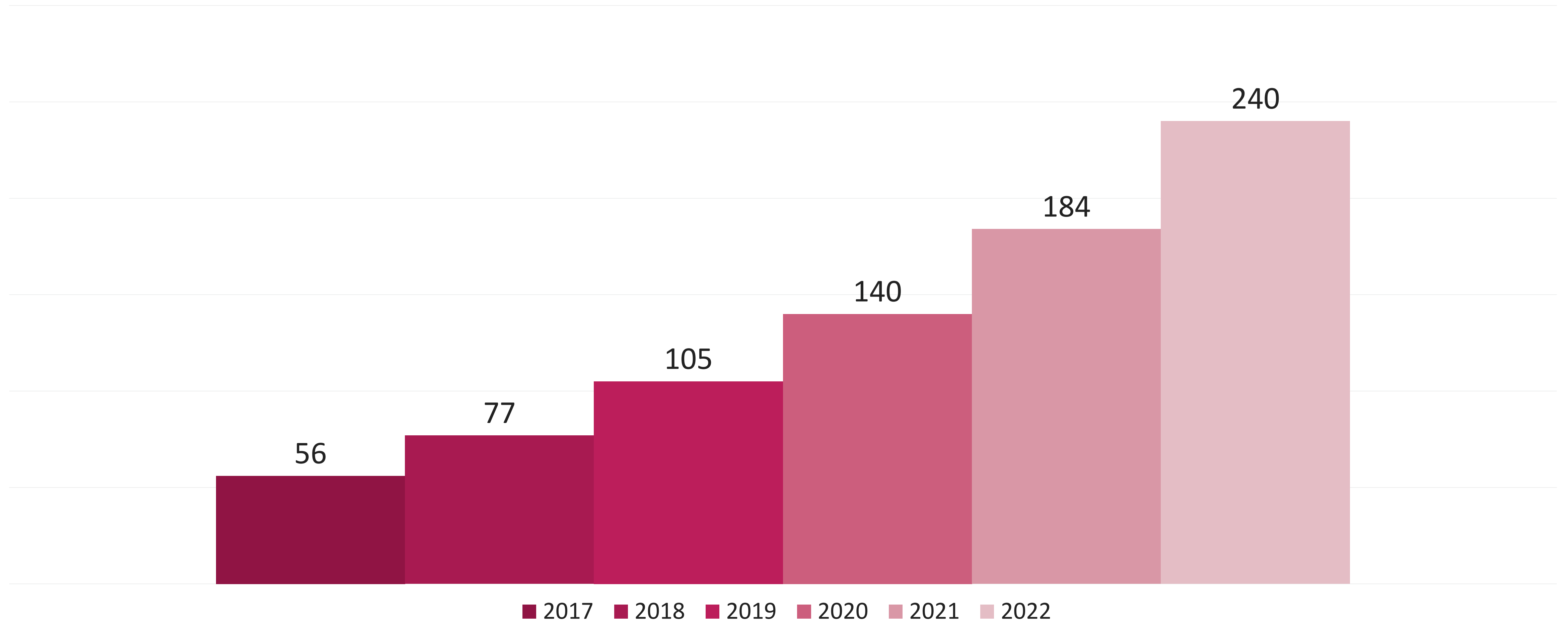


Mobile Internet Consumer Traffic (exabyte per month)



GLOBAL INTERNET CONSUMER TRAFFIC 2017-2022

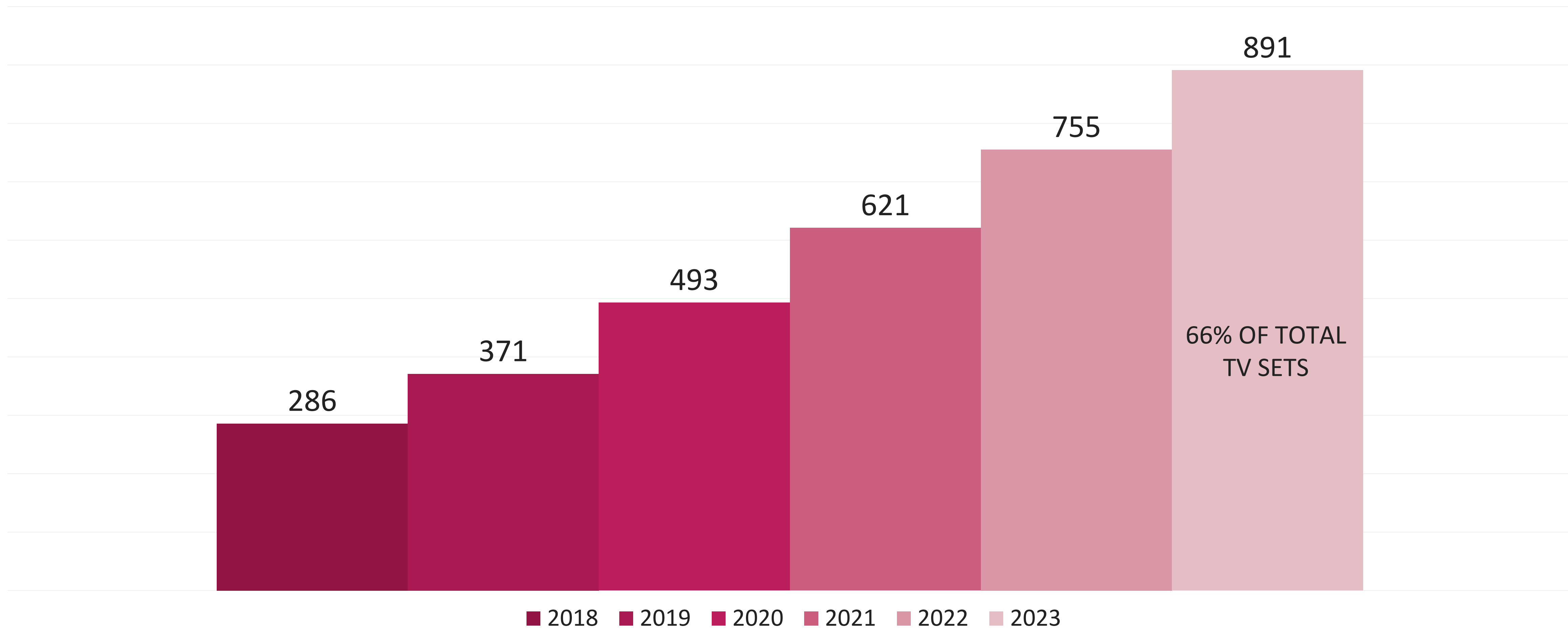
Internet Video Consumer Traffic (exabyte per month)



SOURCE: CISCO VISUAL NETWORKING INDEX

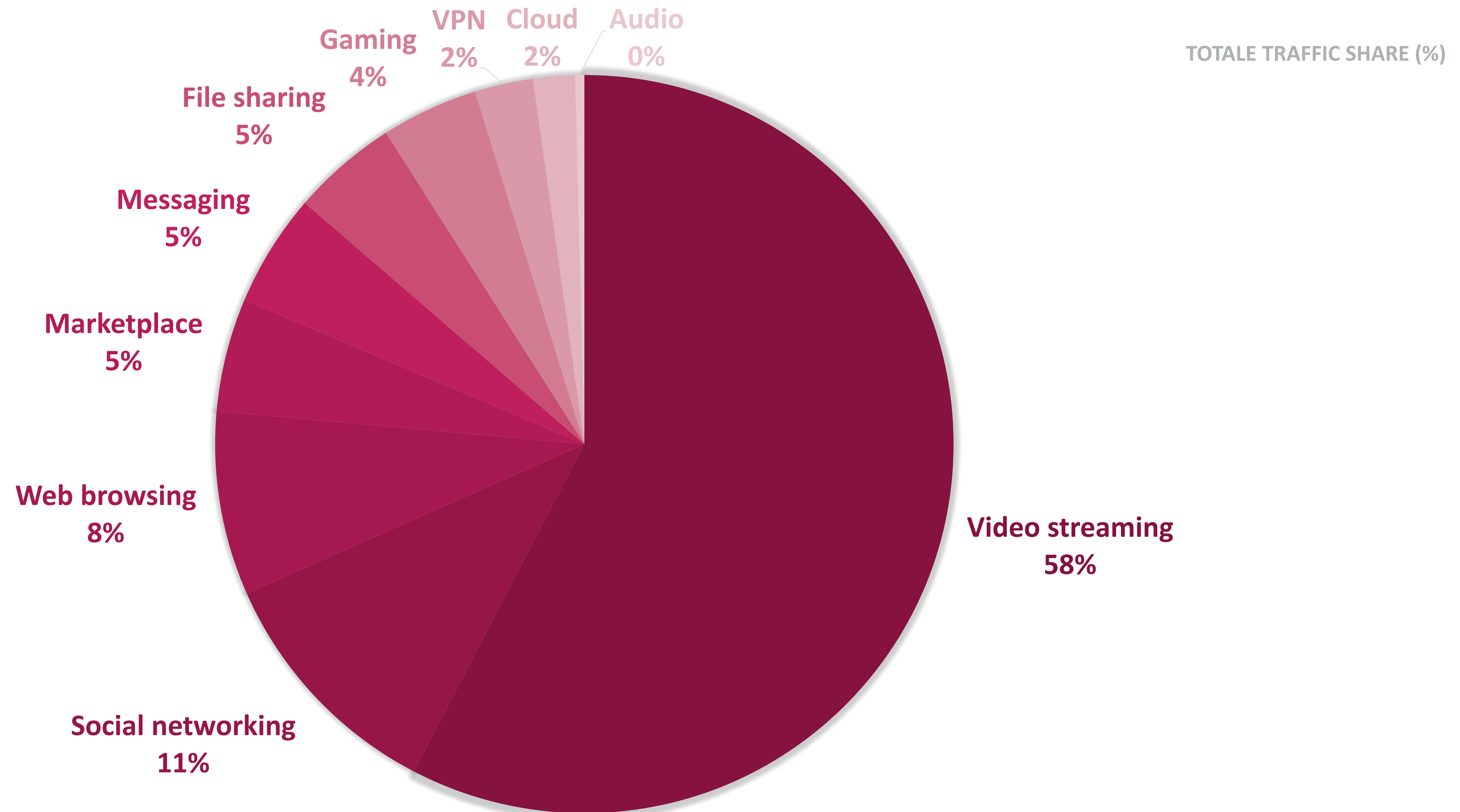
INCREASING VIDEO DEFINITION 2018 - 2023

Connected 4K TV Sets (millions)



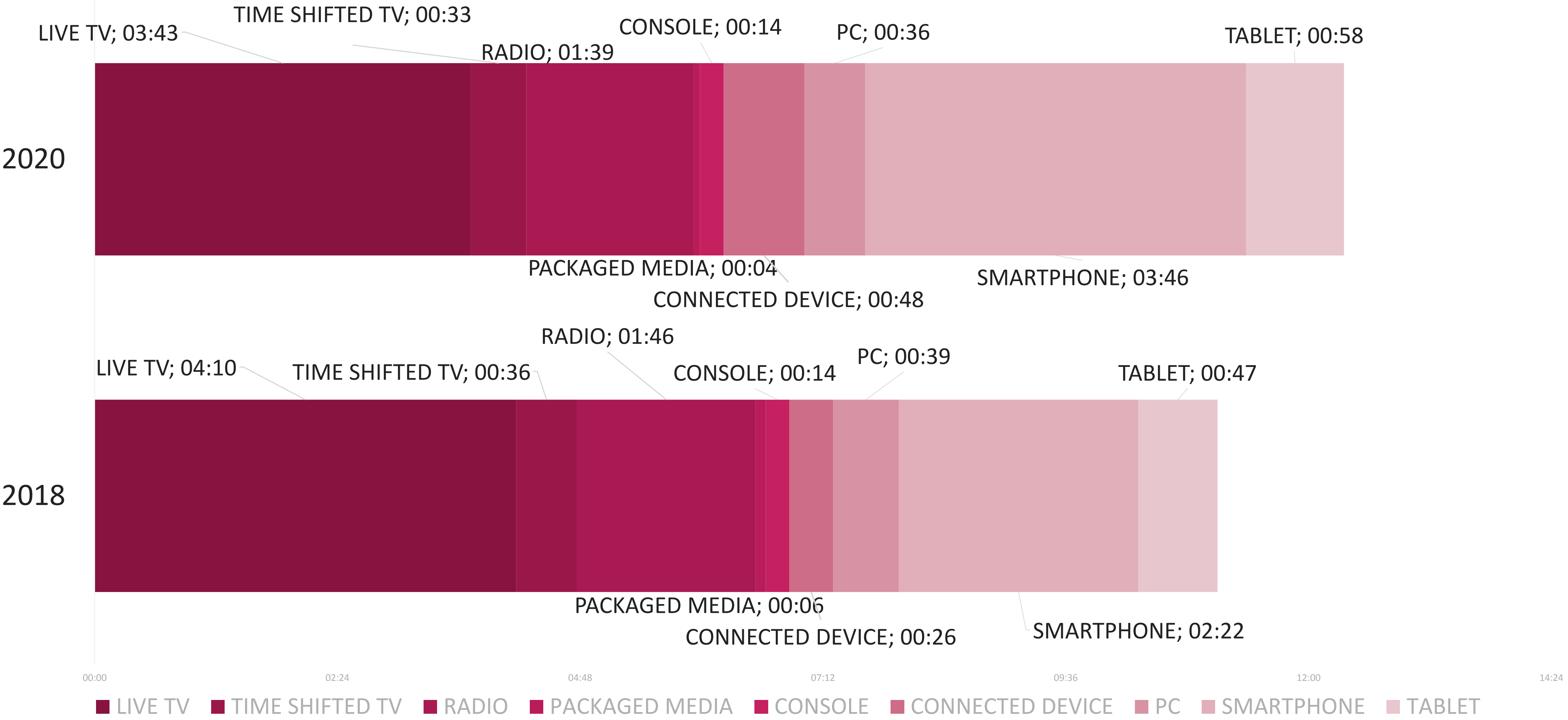
SOURCE: CISCO ANNUAL INTERNET REPORT

GLOBAL APPLICATION TRAFFIC SHARE



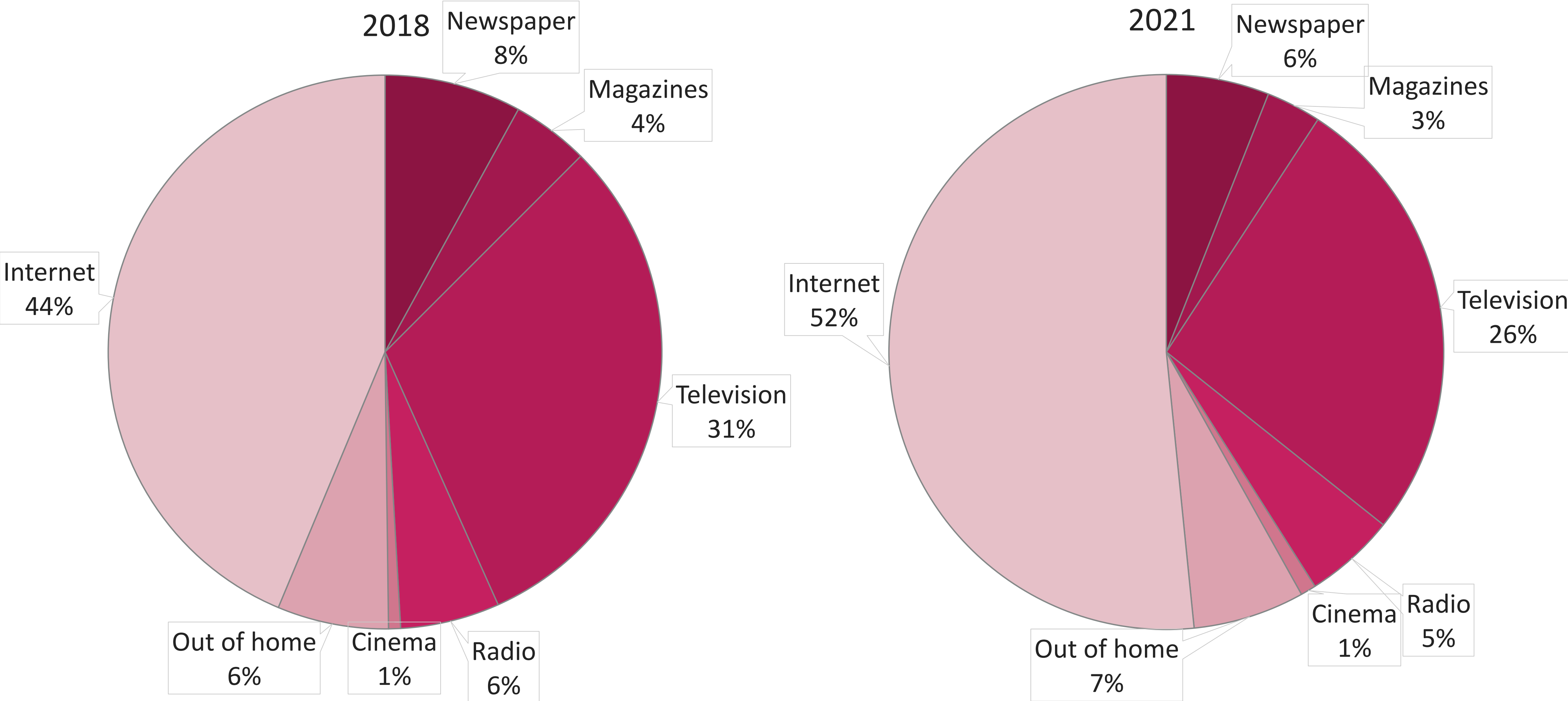
SOURCE: SANDVINE GLOBAL INTERNET PHENOMENA REPORT 2020

DAILY TIME SPENT WITH MEDIA

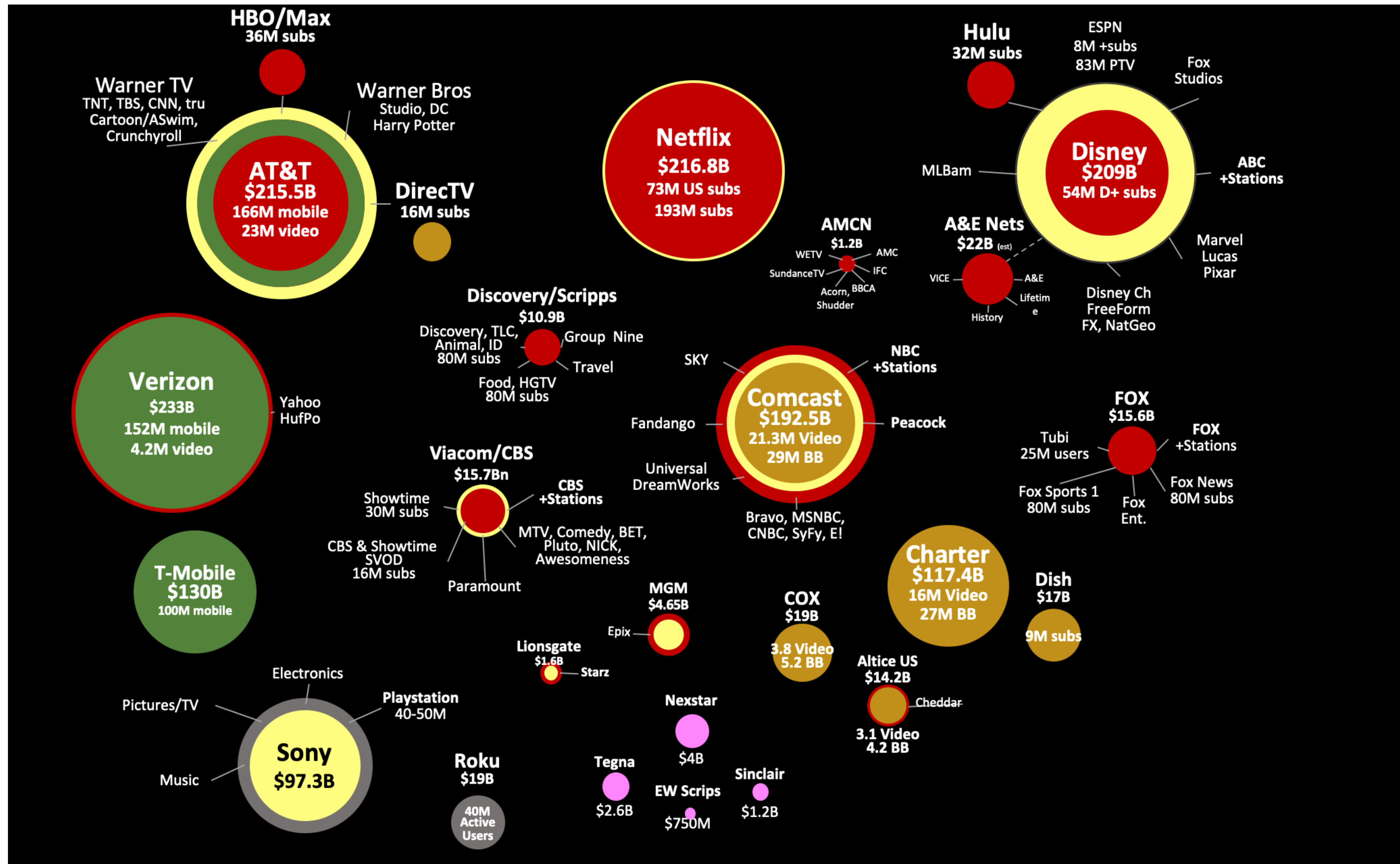


SOURCE: NIELSEN TOTAL AUDIENCE 2020

GLOBAL ADVERTISING SPENDING FORECAST

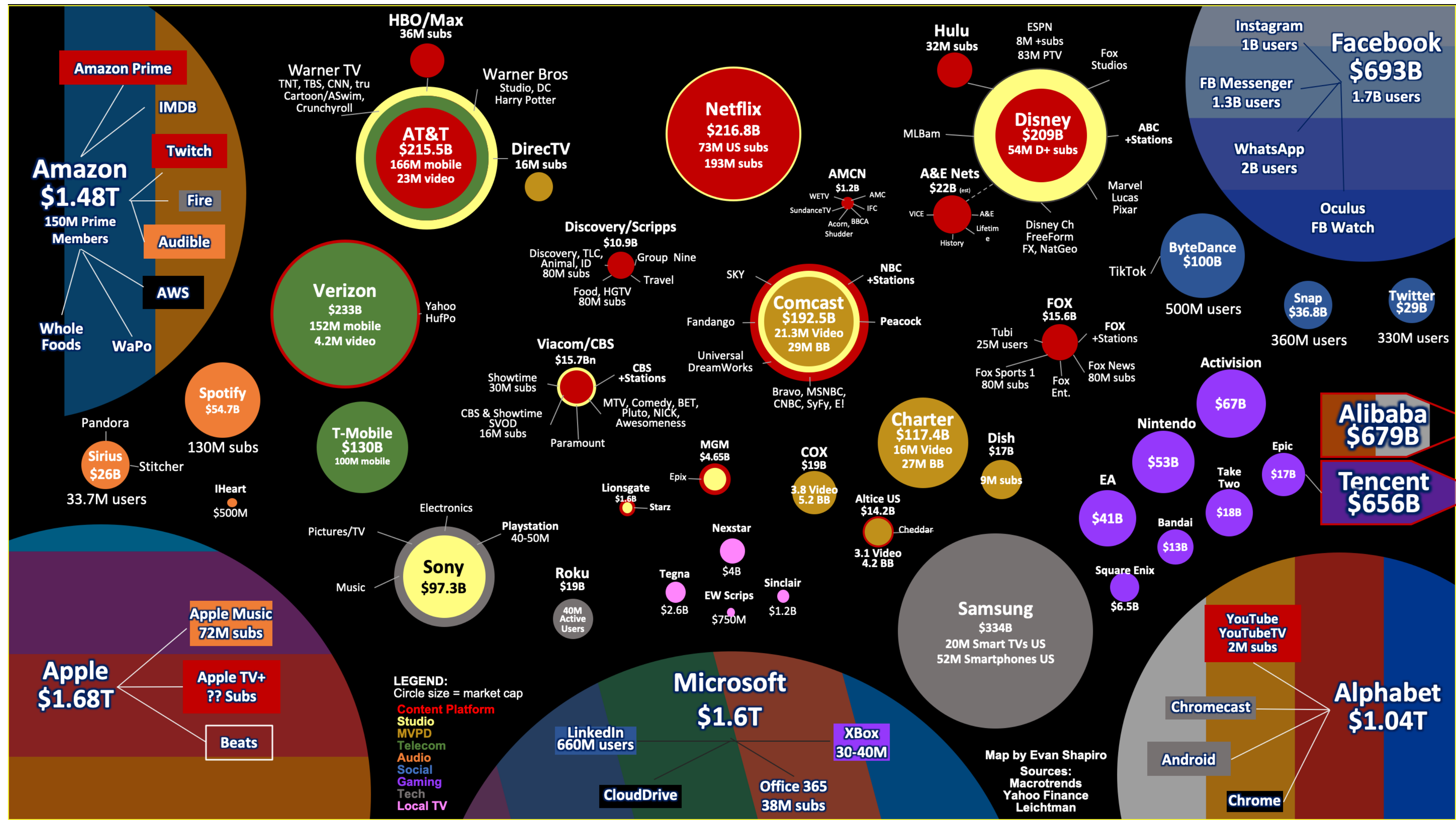


MEDIA LANDSCAPE 2020



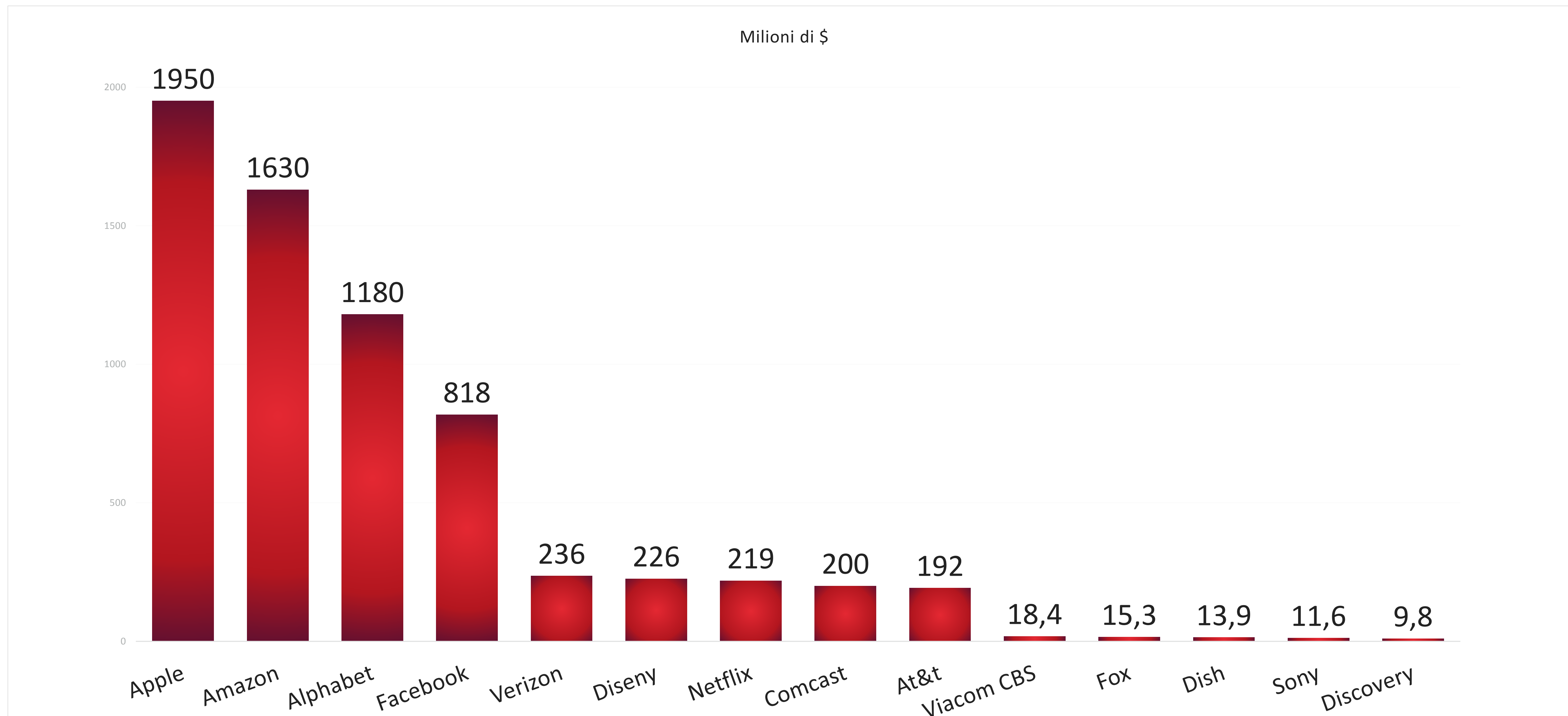
SOURCE: EVAN SHAPIRO / RECODE

MEDIA LANDSCAPE 2020



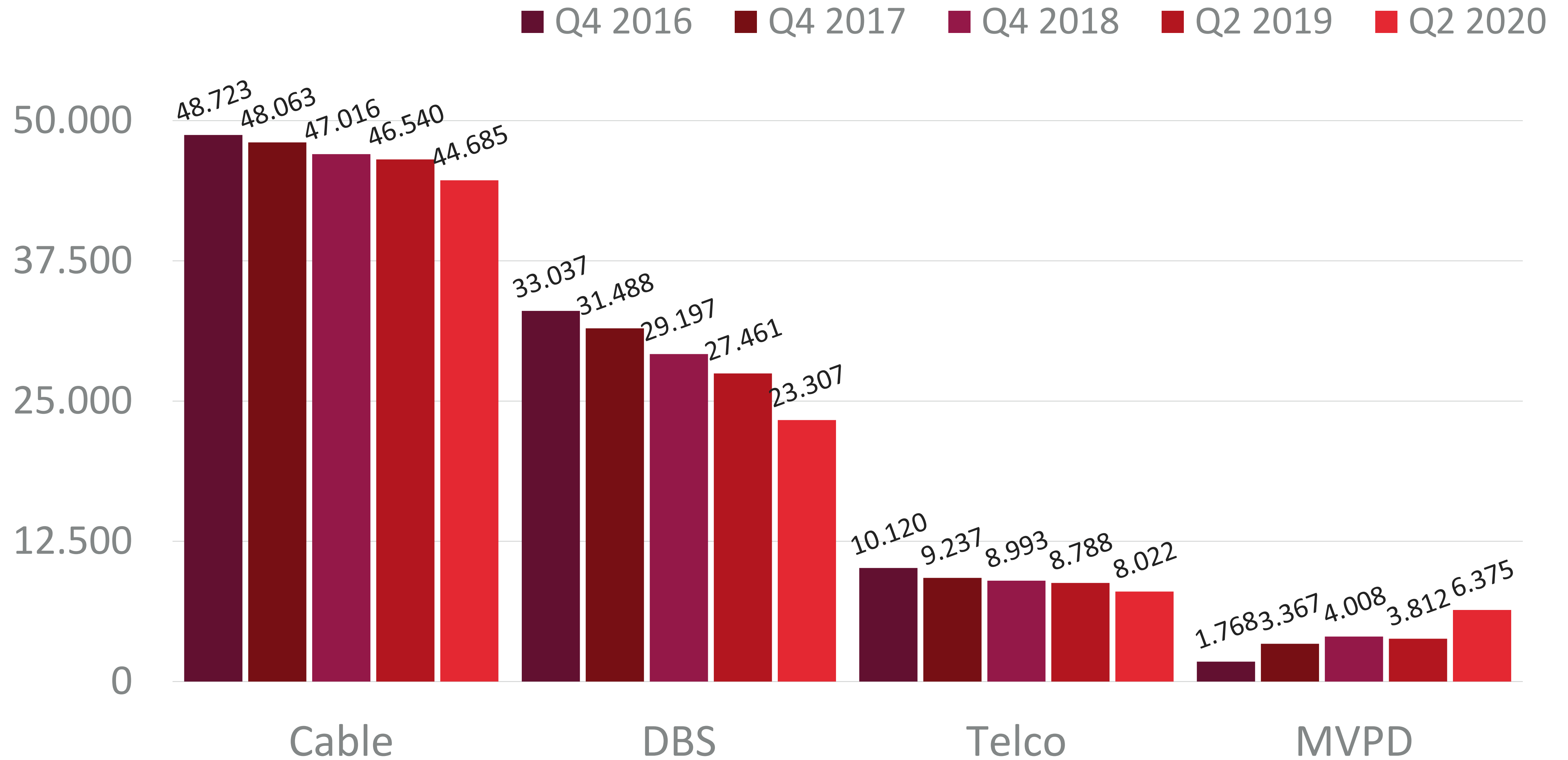
SOURCE: EVAN SHAPIRO / RECODE

GLI ATTORI DEL MERCATO: MARKET CAP



SOURCE: NYSE, NASDAQ

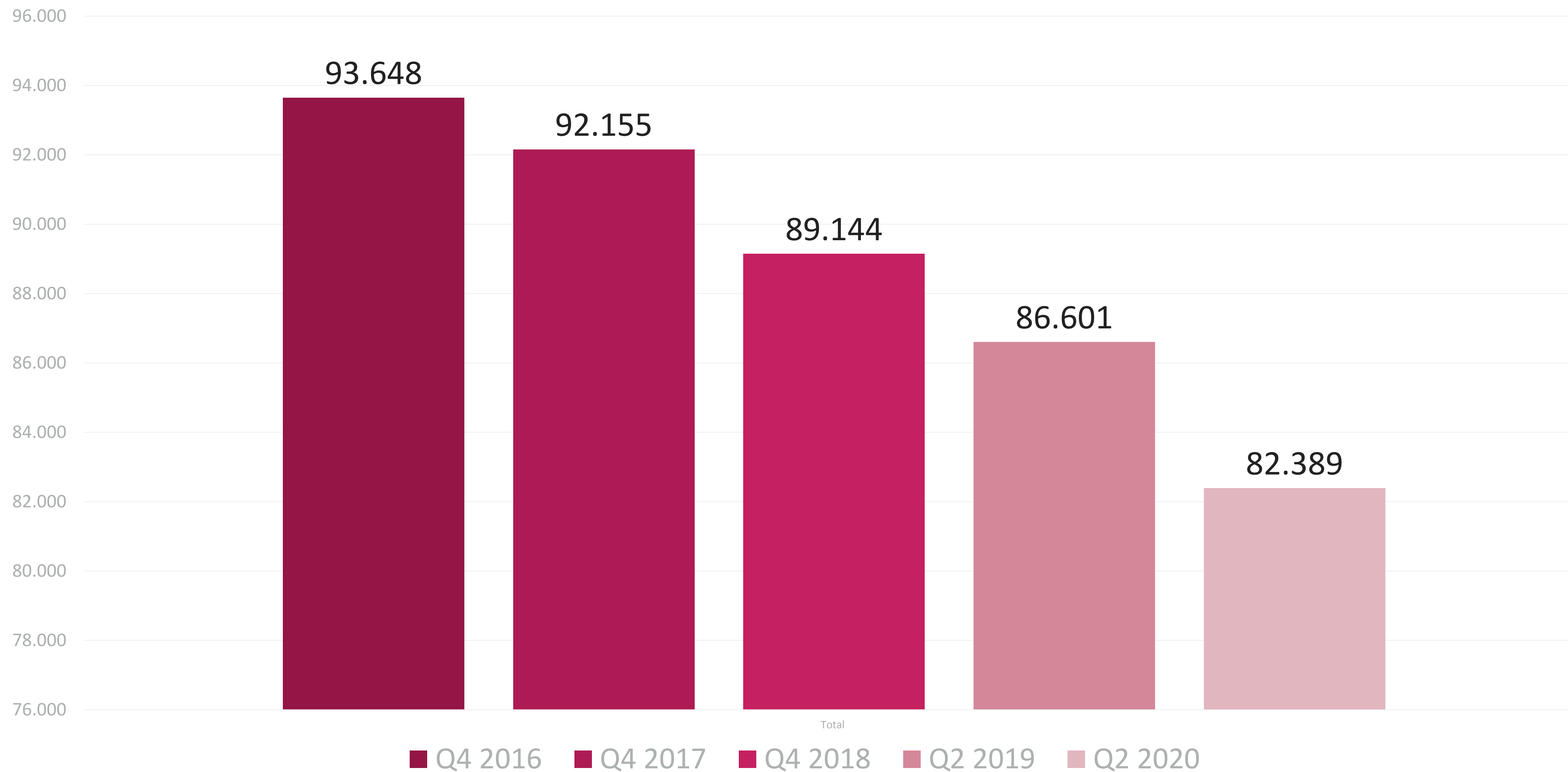
IL MERCATO TELEVISIVO USA: PAY TV PROVIDERS SUBS, Q4 2016 VS. Q2 2020 (K)



SOURCE: LEICHTMAN RESEARCH GROUP

IL MERCATO TELEVISIVO AMERICANO: PAY TV PROVIDERS, Q4 2016 VS. Q2 2019

TOTAL SUBSCRIBERS (K)



SOURCE: LEICHTMAN RESEARCH GROUP

IL MERCATO TELEVISIVO: I SERVIZI DTC



A-VOD

S-VOD

T-VOD

That's all Folks!