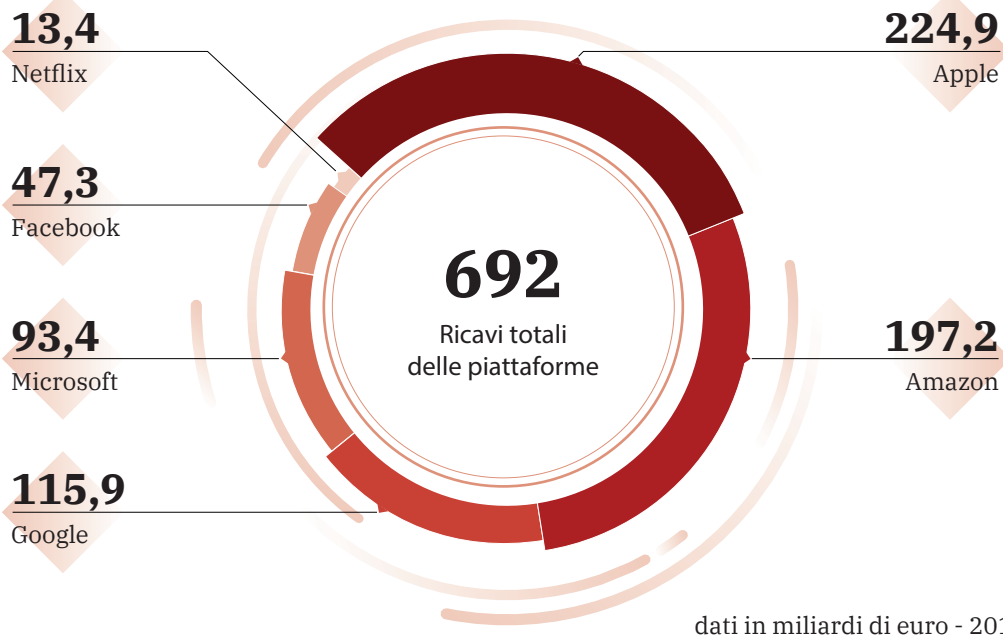


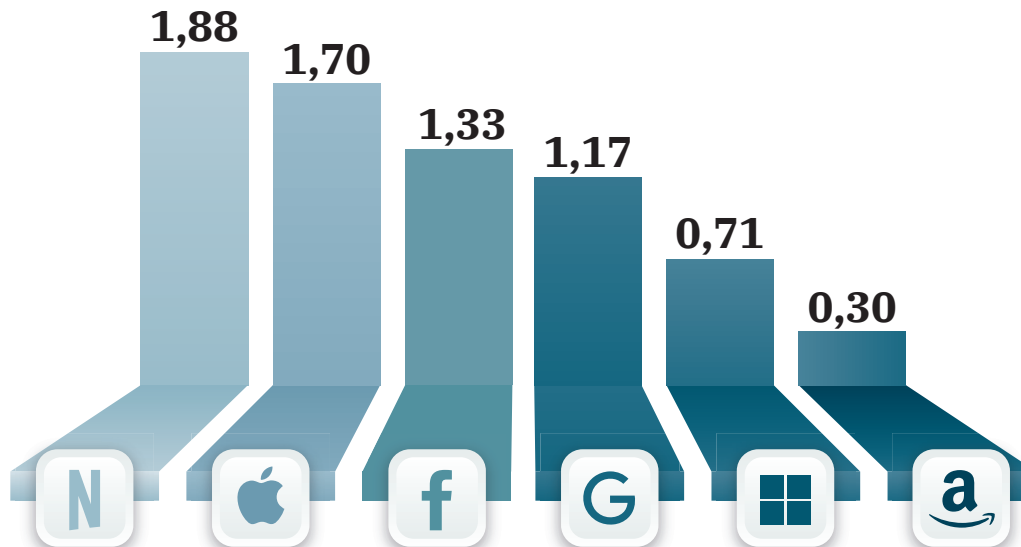
I RICAVI DELLE PIATTAFORME

■ Italia ■ Europa ■ Resto del mondo
 ■ Incremento % 2017-2018



RICAVI PER DIPENDENTE

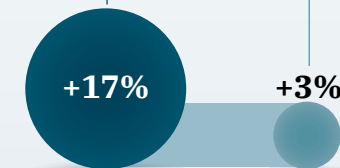
dati in milioni di euro - 2018



PIATTAFORME VS TLC&MEDIA



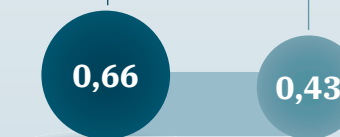
Ricavi medi totali
(in miliardi di euro - 2018)



Variazione dei ricavi medi
(2017-2018)



Indice di globalizzazione
(% ricavi fuori dal continente domestico)



Ricavi medi per dipendente
(in milioni di euro - 2018)

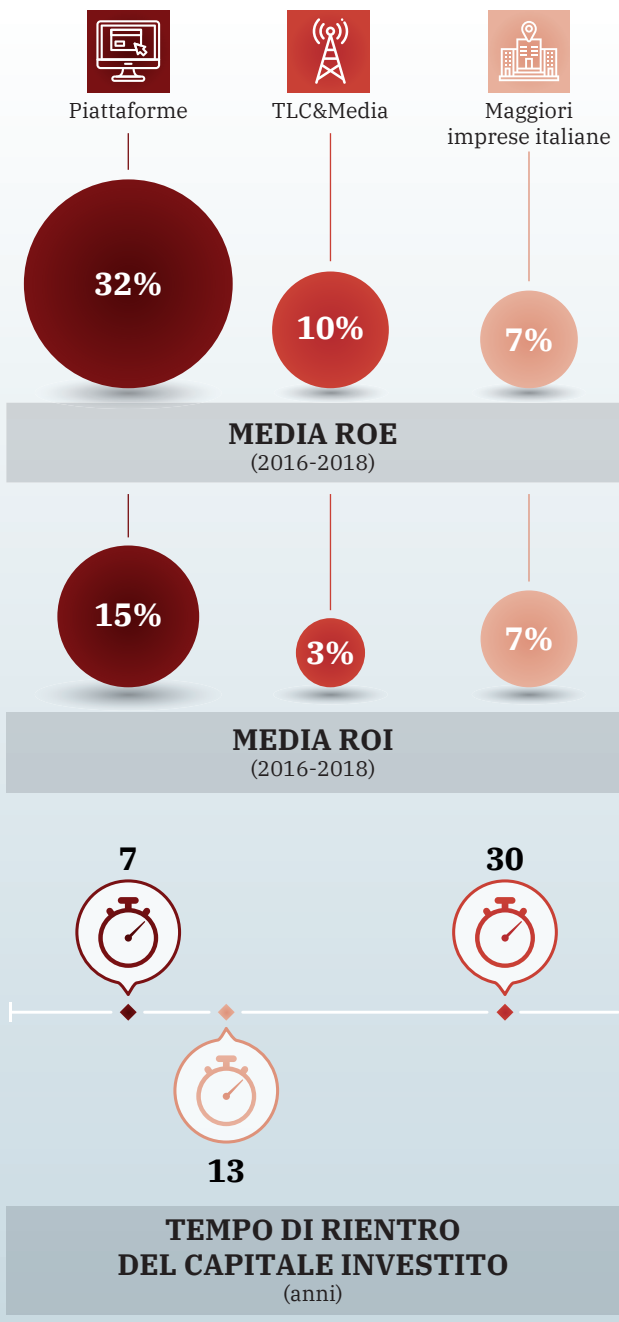
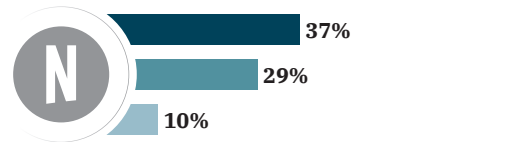
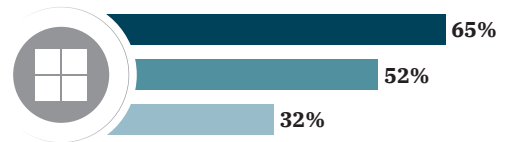
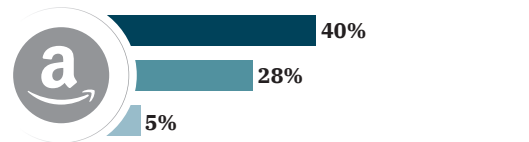
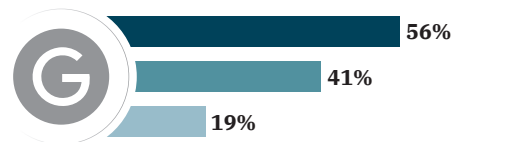
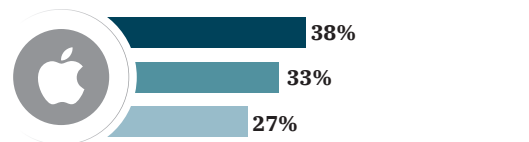


Variazione dei ricavi medi per dipendente
(2017-2018)

INDICATORI ECONOMICI

Profittabilità (2018)

■ Margine lordo ■ Margine lordo al netto delle spese in R&D ■ Margine operativo

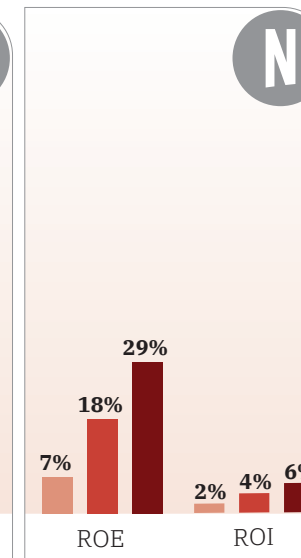
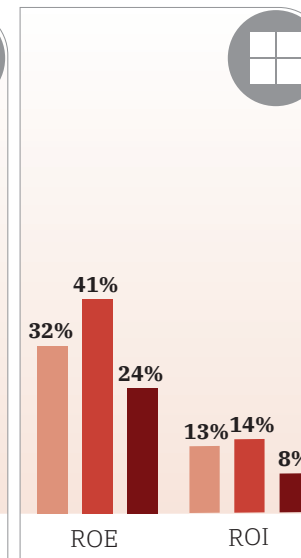
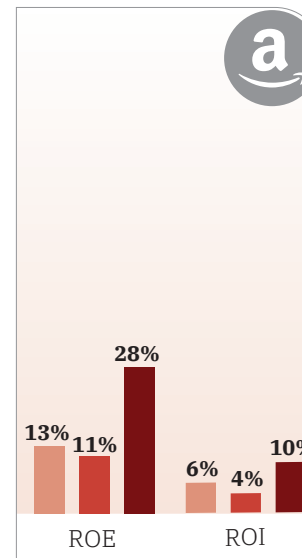
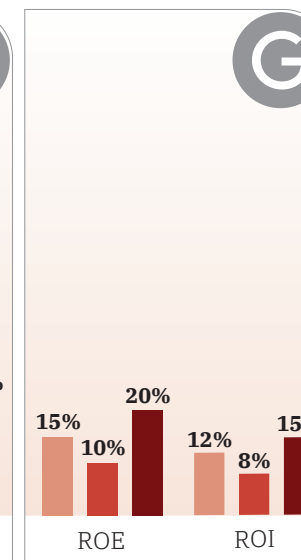
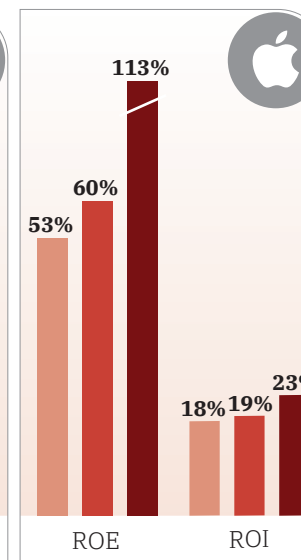
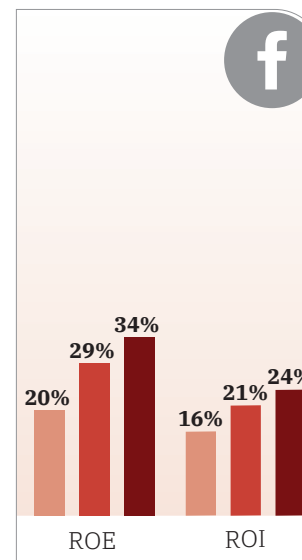


Redditività

■ 2016 ■ 2017 ■ 2018

ROI (return on investment):
indice di redditività del capitale investito

ROE (return on equity):
indice di redditività del capitale proprio



PIATTAFORME & SVILUPPO CONCORRENZIALE

Quote mondiali per settore di attività

Cloud (IaaS)
Ricavi - 2018

Assistenza vocale
Numero di smart speaker - 2019

Device (mobile)
Ricavi - 2018

Sistemi operativi (desktop)
Pagine viste - nov-2018/ott-2019

Sistemi operativi (mobile)
Pagine viste - nov-2018/ott-2019

Browser
Pagine viste - nov-2018/ott-2019

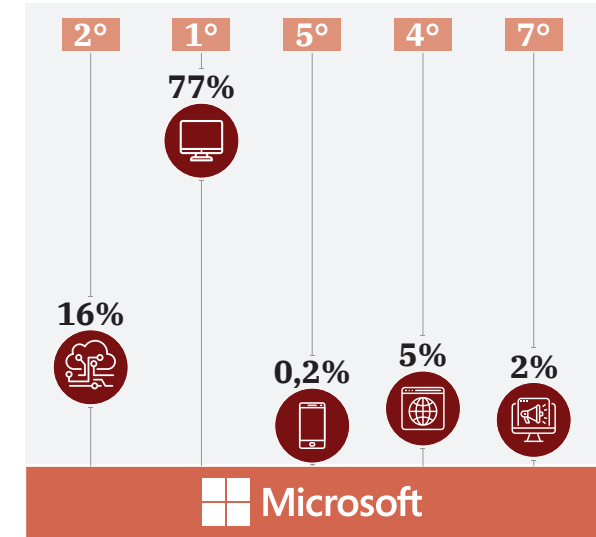
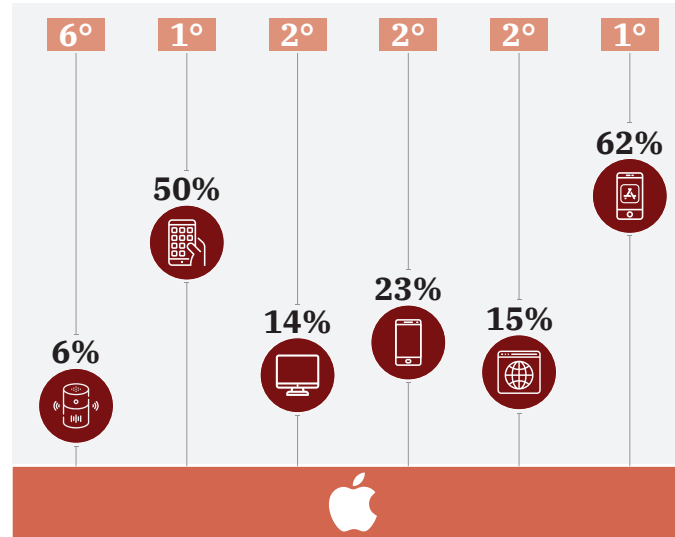
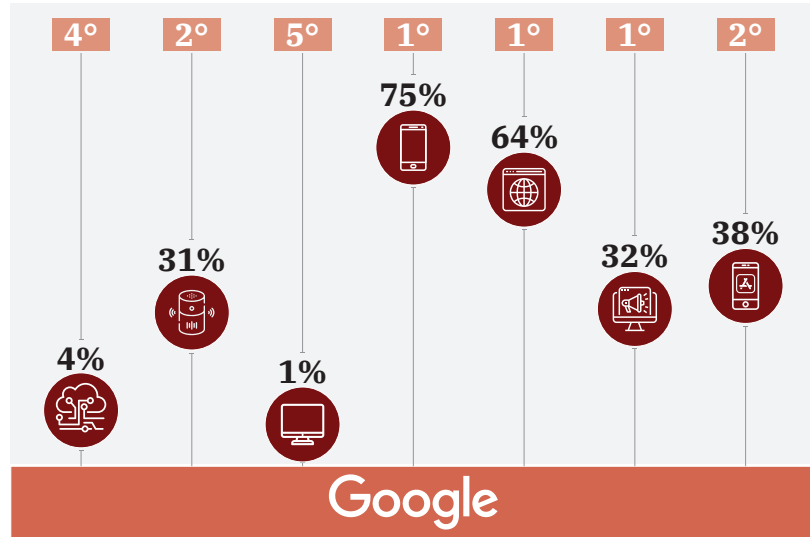
Pubblicità online
Ricavi - 2018

E-commerce
Ricavi

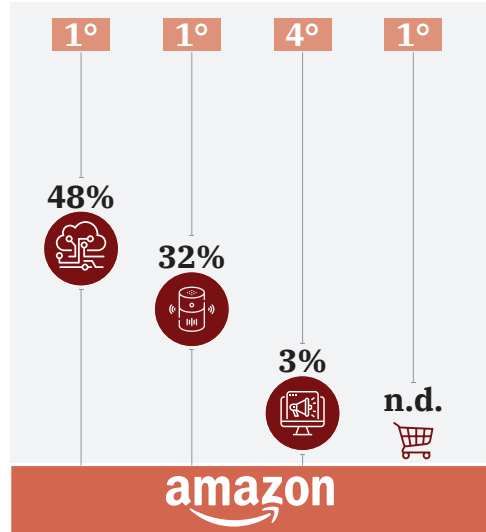
Contenuti audiovisivi (VoD)
Ricavi - 2018

App store (mobile)
Ricavi (Android e iOS) - giu-2019

Posizione

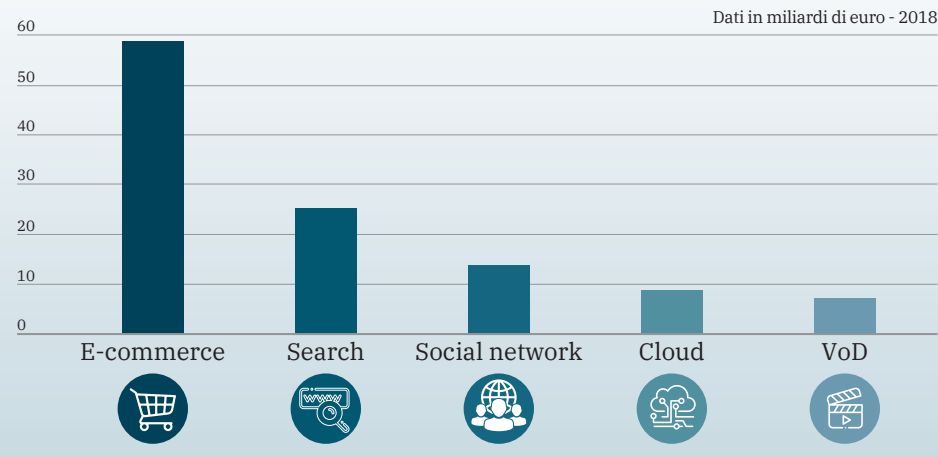


Posizione

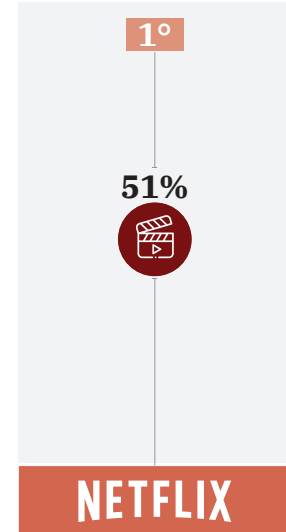
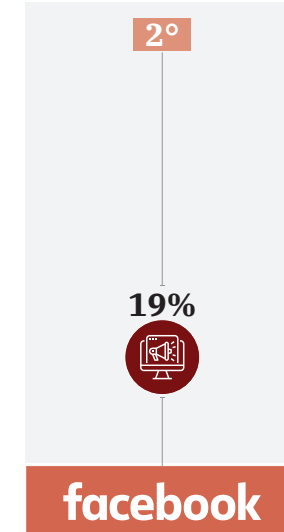


BREAK EVEN POINT PER SETTORE

Livello di fatturato corrispondente al punto di pareggio tra costi e ricavi

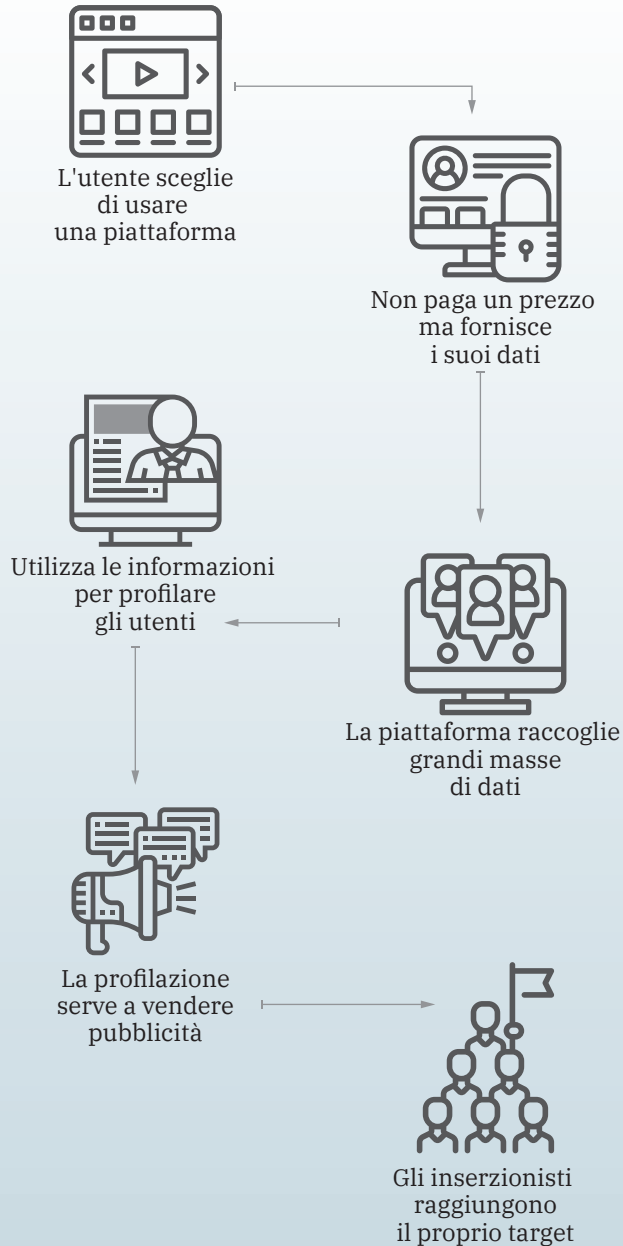


Posizione



L'ECONOMIA DEI DATI

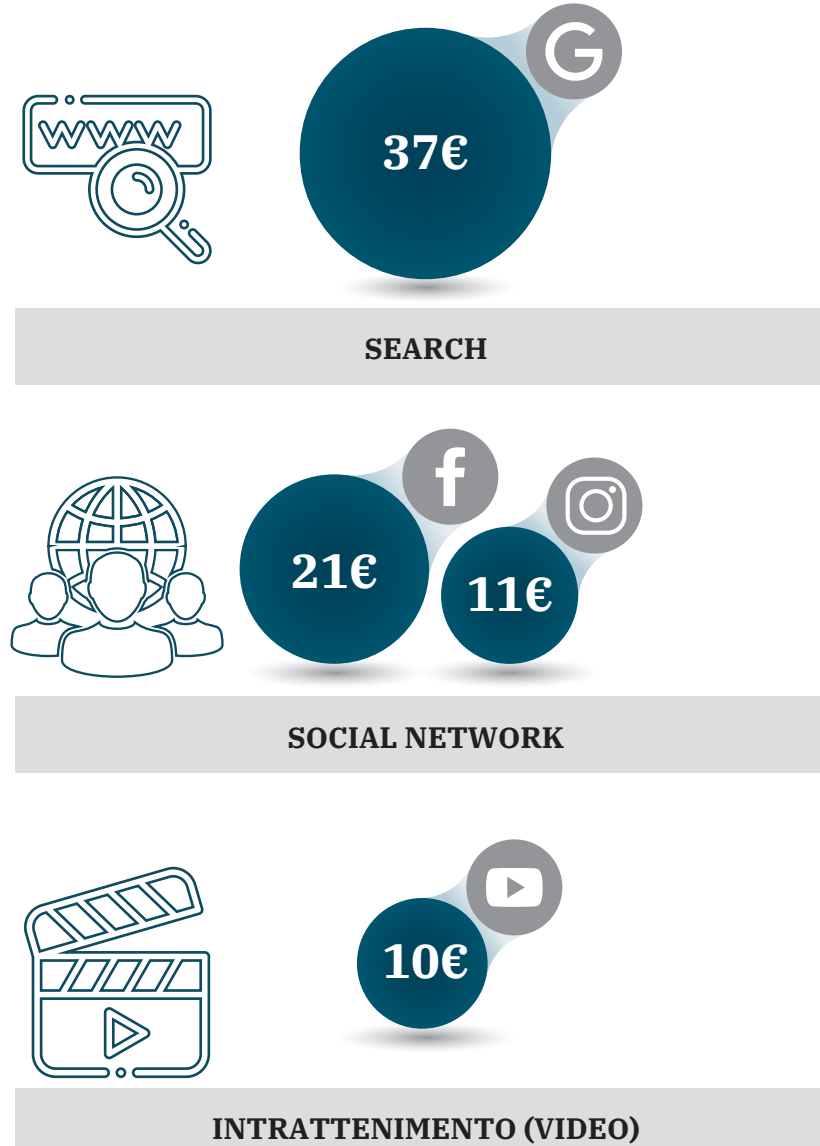
Lo scambio tra utenti e piattaforma



Arpu pubblicitario dei servizi gratuiti

(ricavi pubblicitari per utente nel mondo - 2018)

L'ARPU (Average Revenue Per User) fornisce una misura di quanto vengono valorizzati i contatti pubblicitari (personalizzati) della piattaforma



Arpu pubblicitario per area geografica

(ricavi pubblicitari per utente)

Dati in euro - 2018

■ ARPU ○ Pil pro capite

