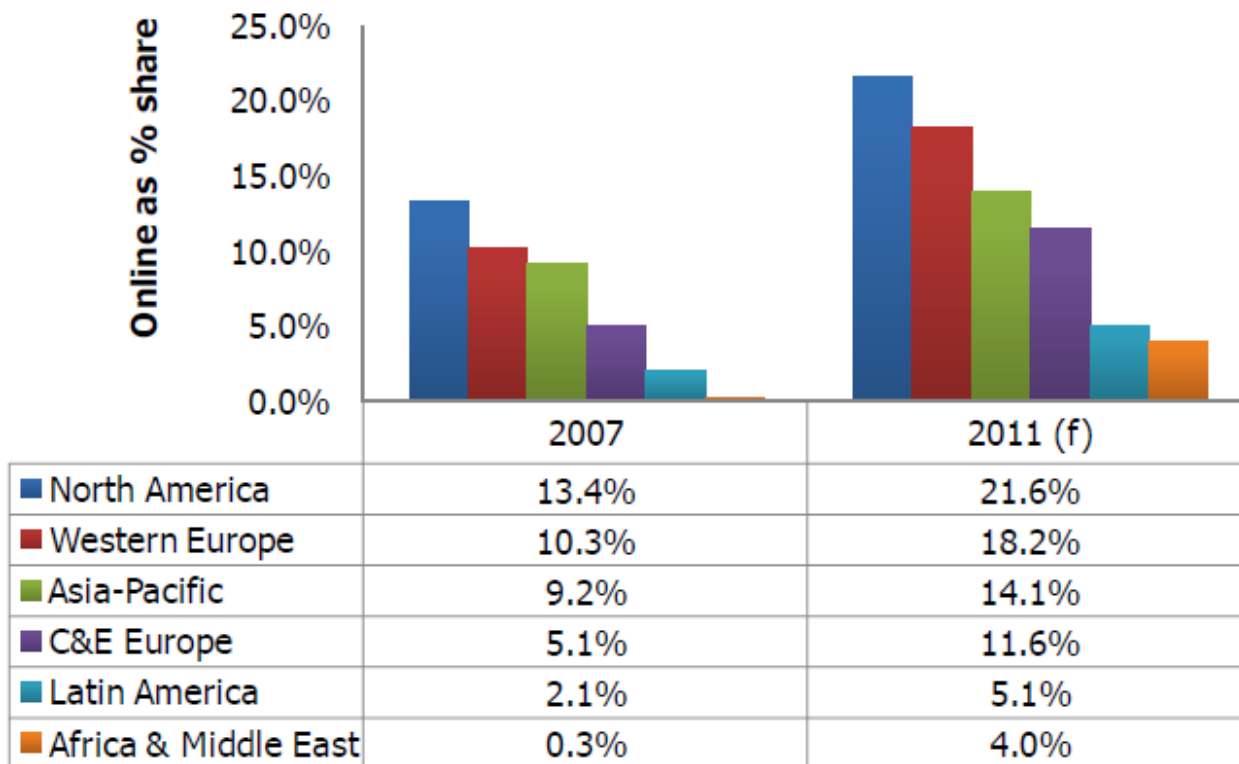


# CIFRAS DE LA PUBLICIDAD ONLINE Y HABITOS DE CONSUMO DE INTERNET EN COLOMBIA

Olga Britto-Directora Ejecutiva  
IAB COLOMBIA

## Stating the obvious...



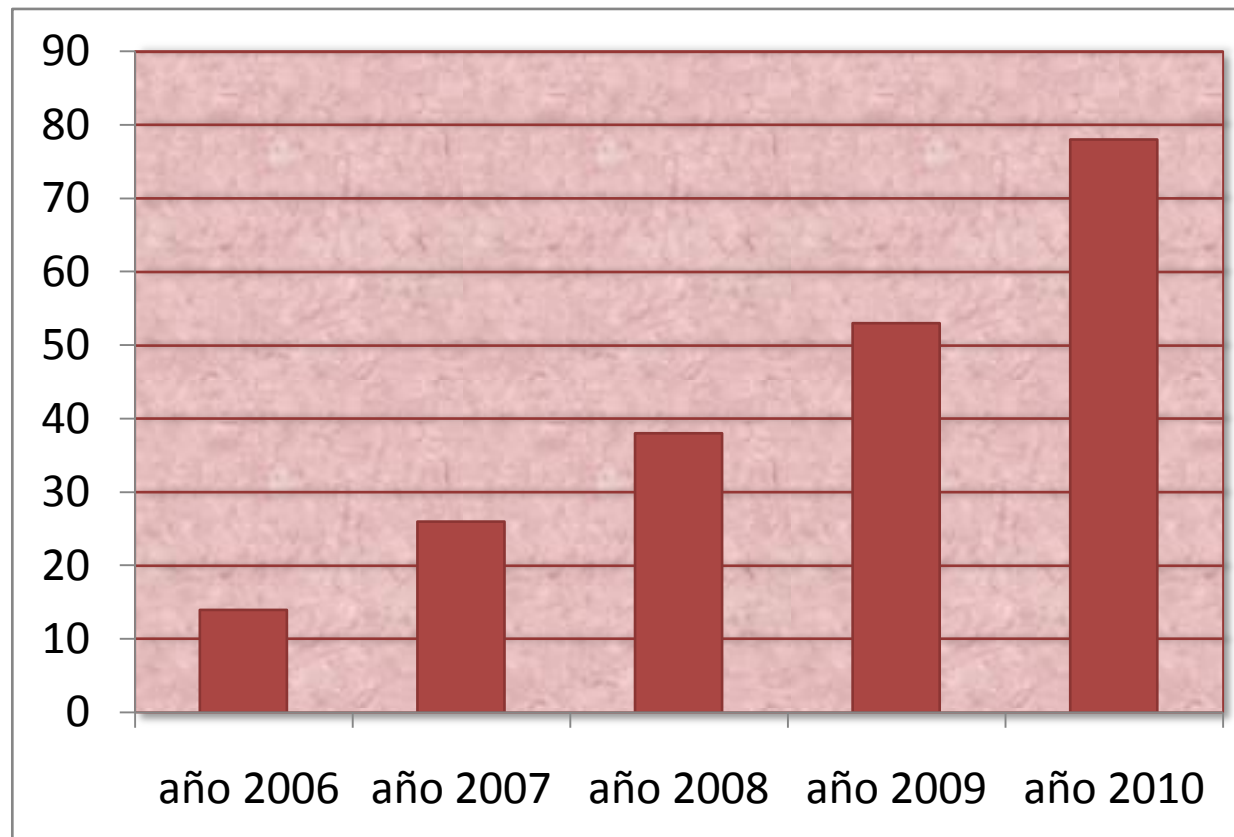
Source: GroupM TNY Autumn 2010 (f) = forecast



## CRECIMIENTO CATEGORIA INTERNET EN COLOMBIA

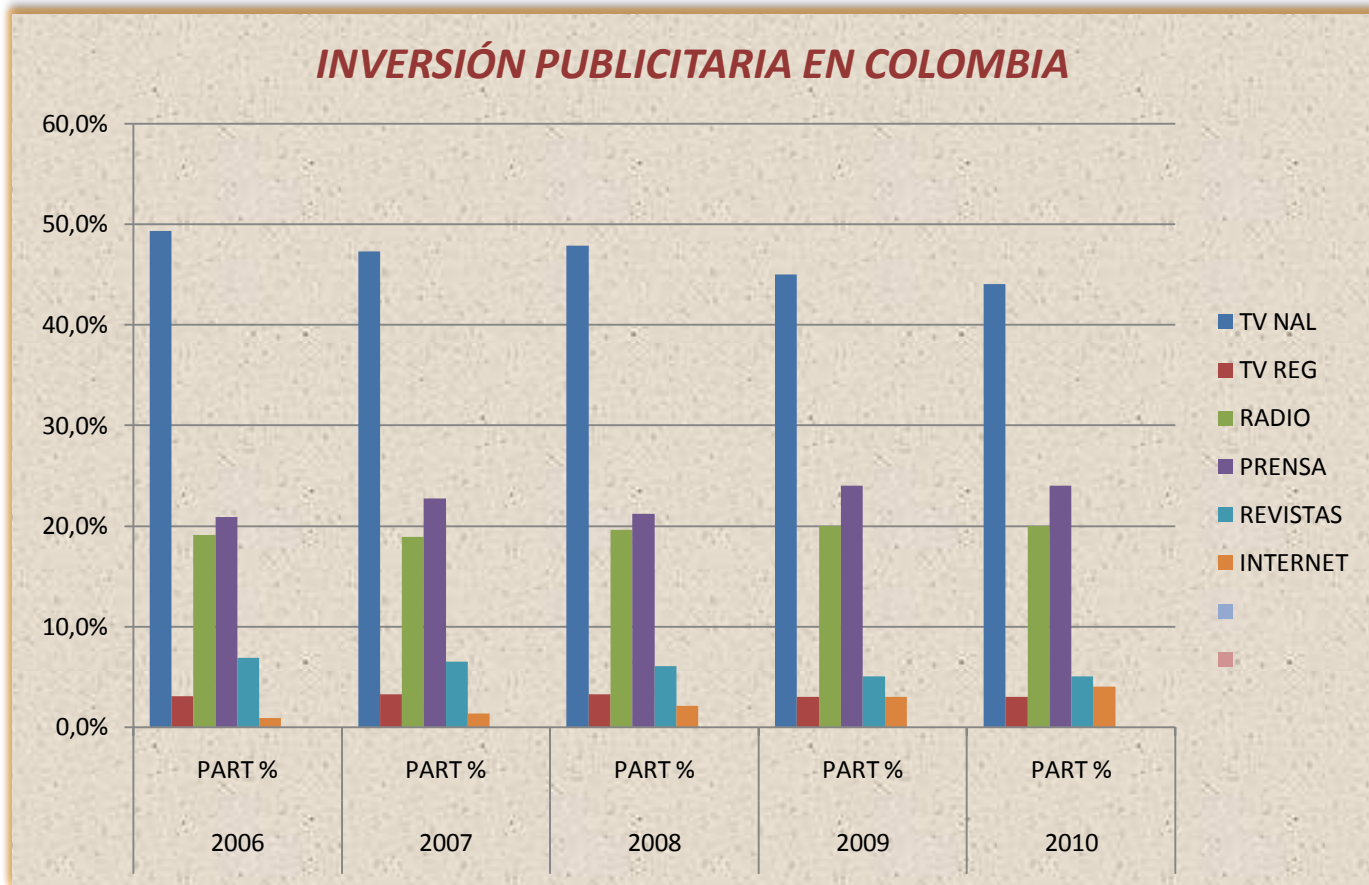
Cifras en miles de millones de pesos

Fuente: IAB Colombia

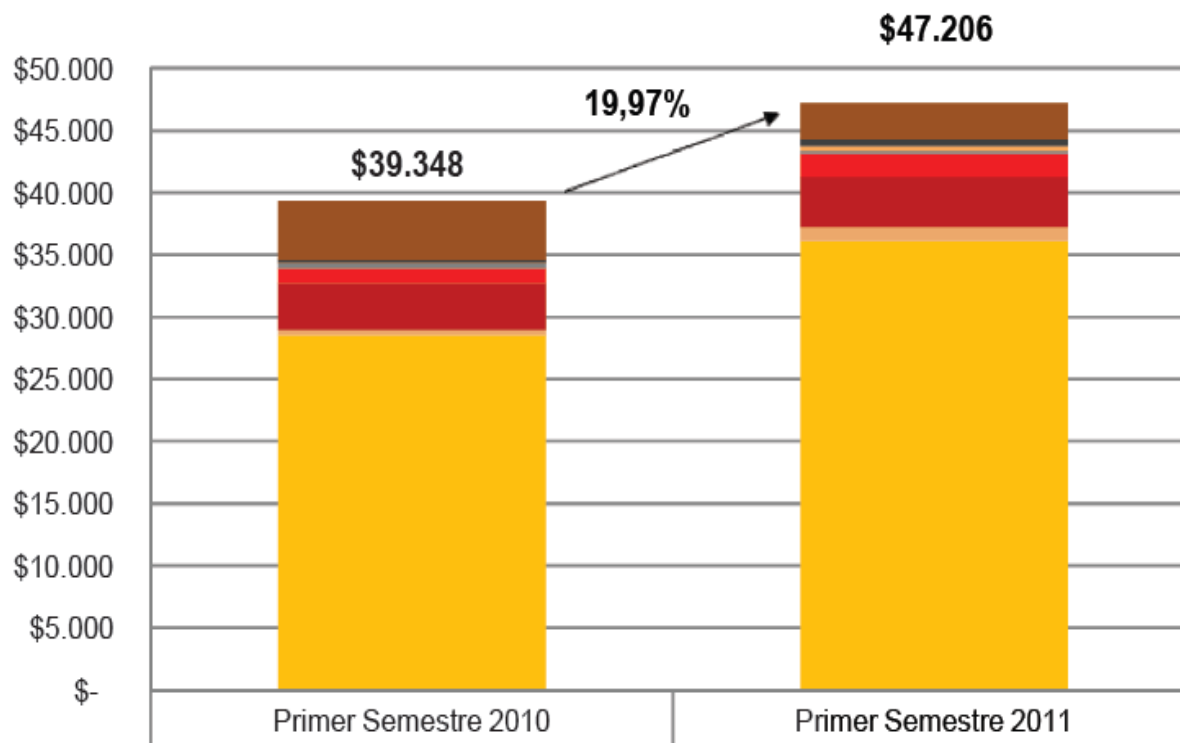


## INVERSIÓN PUBLICITARIA EN COLOMBIA

Fuente: IAB Colombia

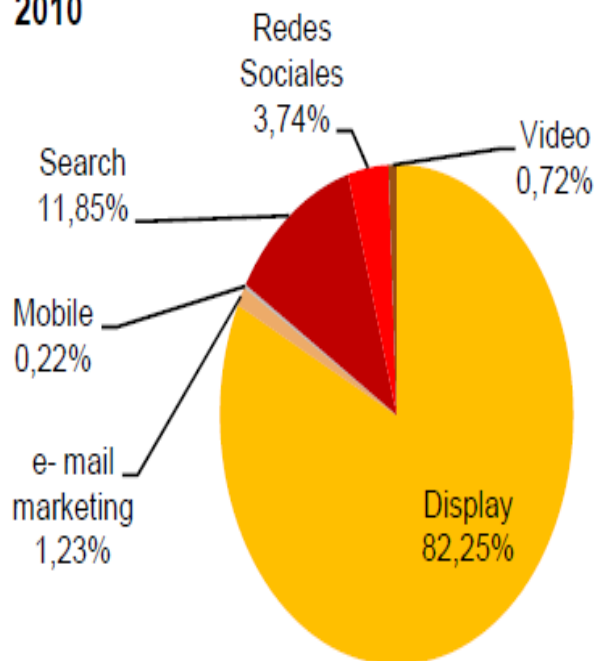


### Inversión en medios digitales en Colombia para el primer semestre de 2010 y 2011 según lo reportado por medios y agencias afiliados a IAB Colombia

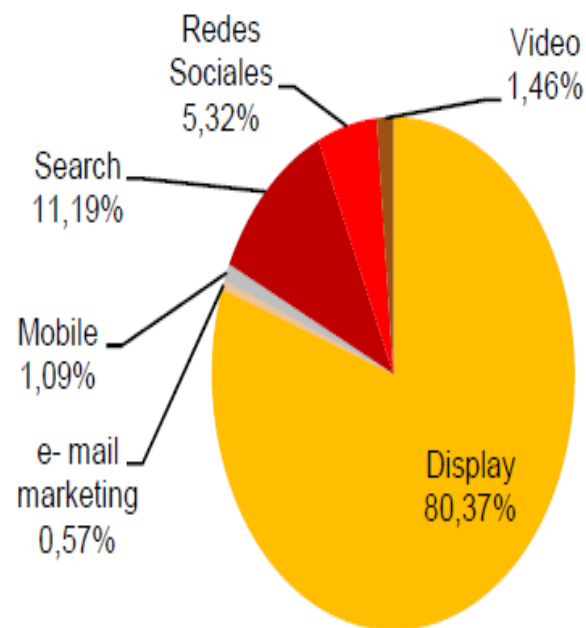


Fuente: Reporte de compilación de inversión en pauta digital realizado por PWC para IAB Colombia-primer semestre 2011

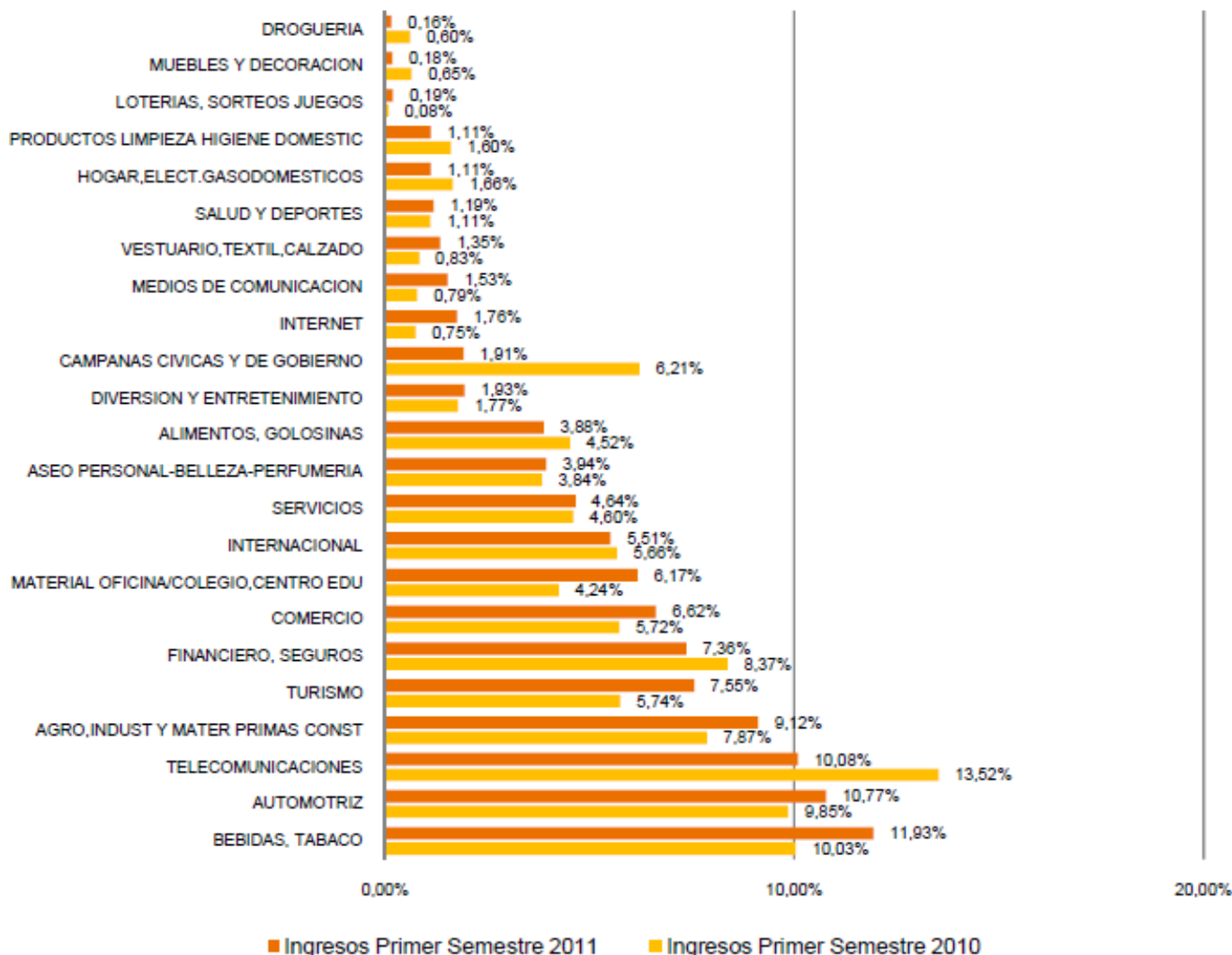
Distribución de la inversión en medios digitales en Colombia primer semestre 2010



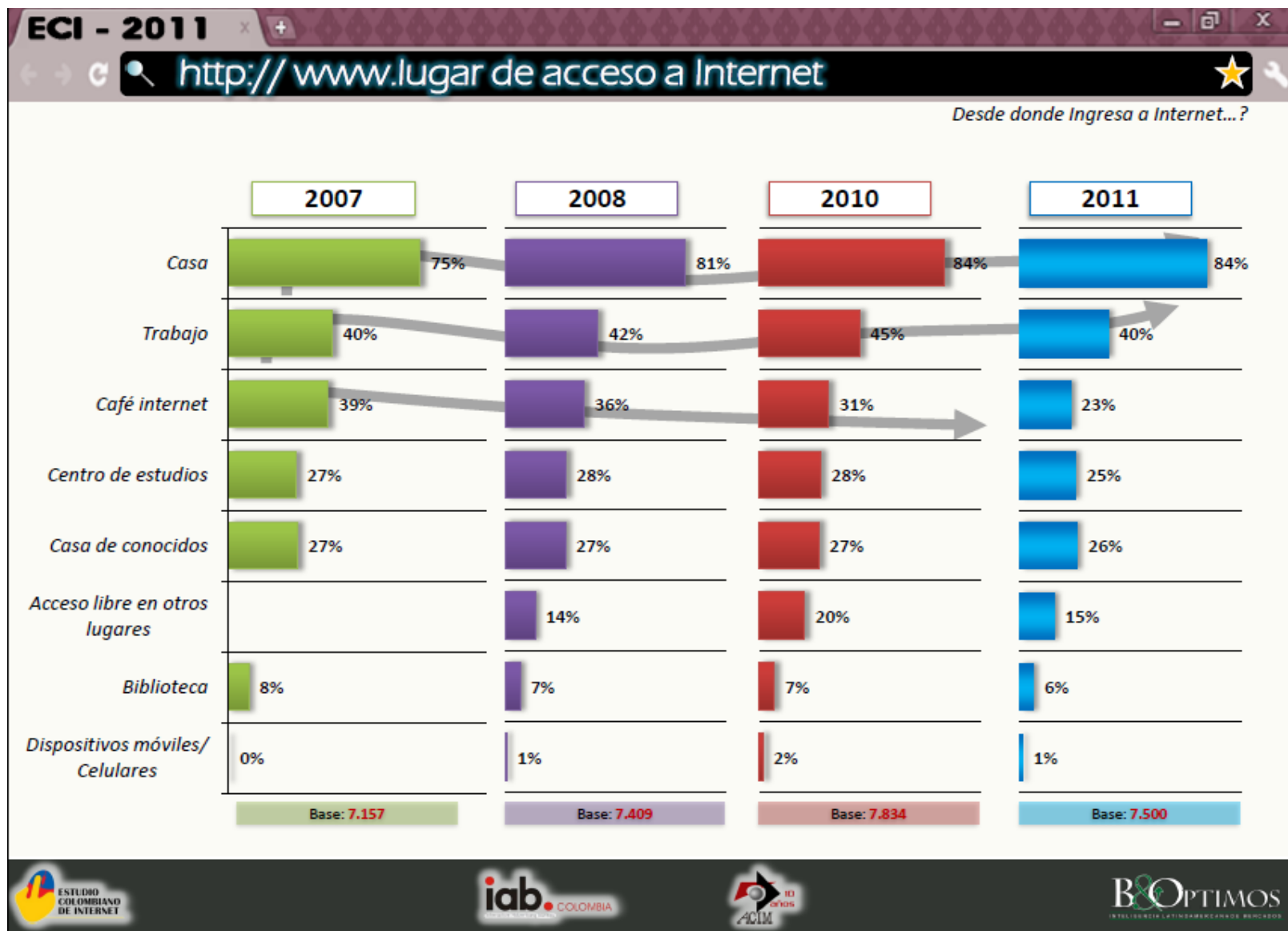
Distribución de la inversión en medios digitales en Colombia primer semestre 2011



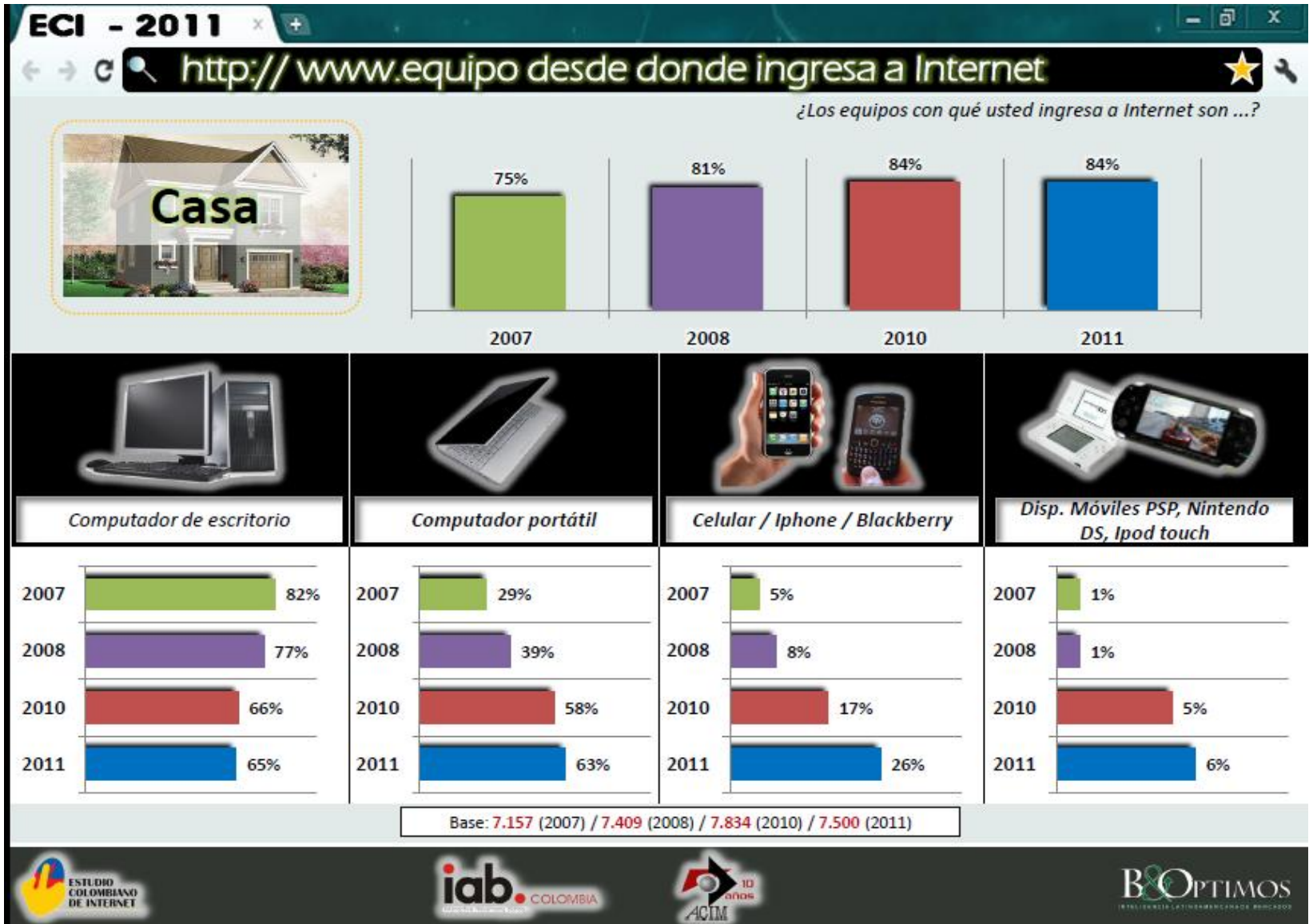
Fuente: Reporte de Inversión en pauta digital realizado por PWC para IAB Colombia-primer semestre de 2011

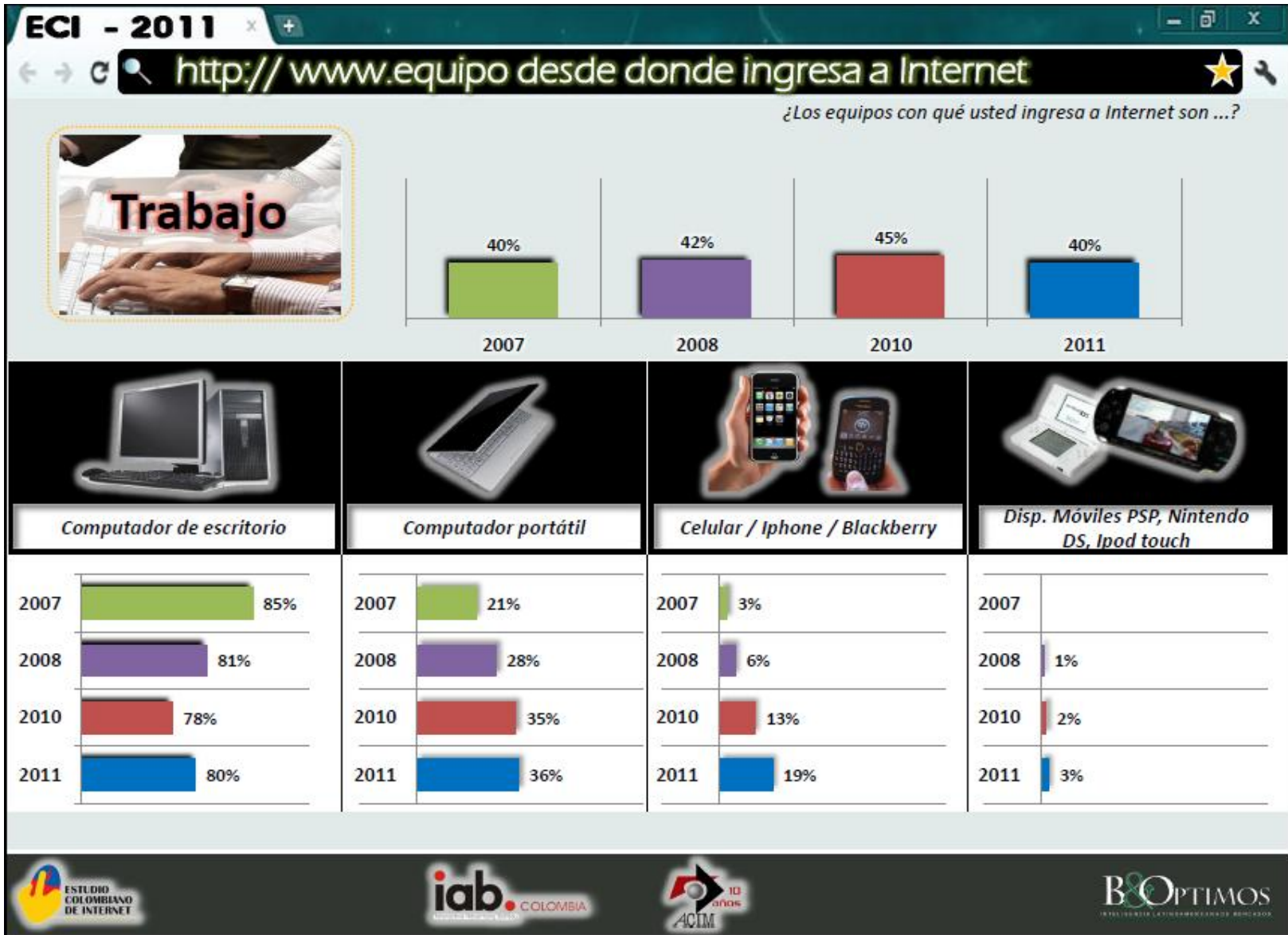


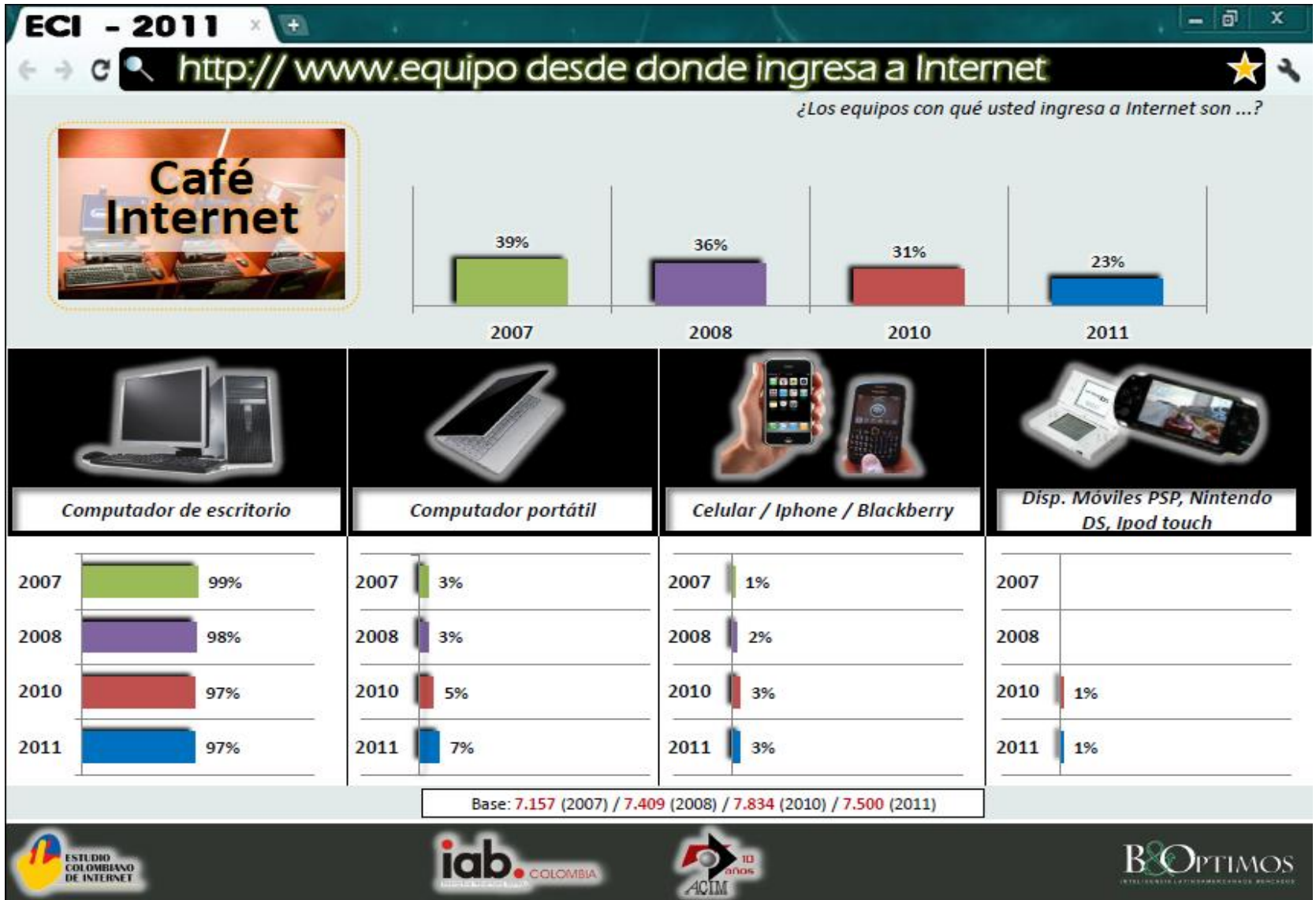
Fuente: Reporte de Inversión en pauta digital realizado por PWC para IAB Colombia-primer semestre de 2011

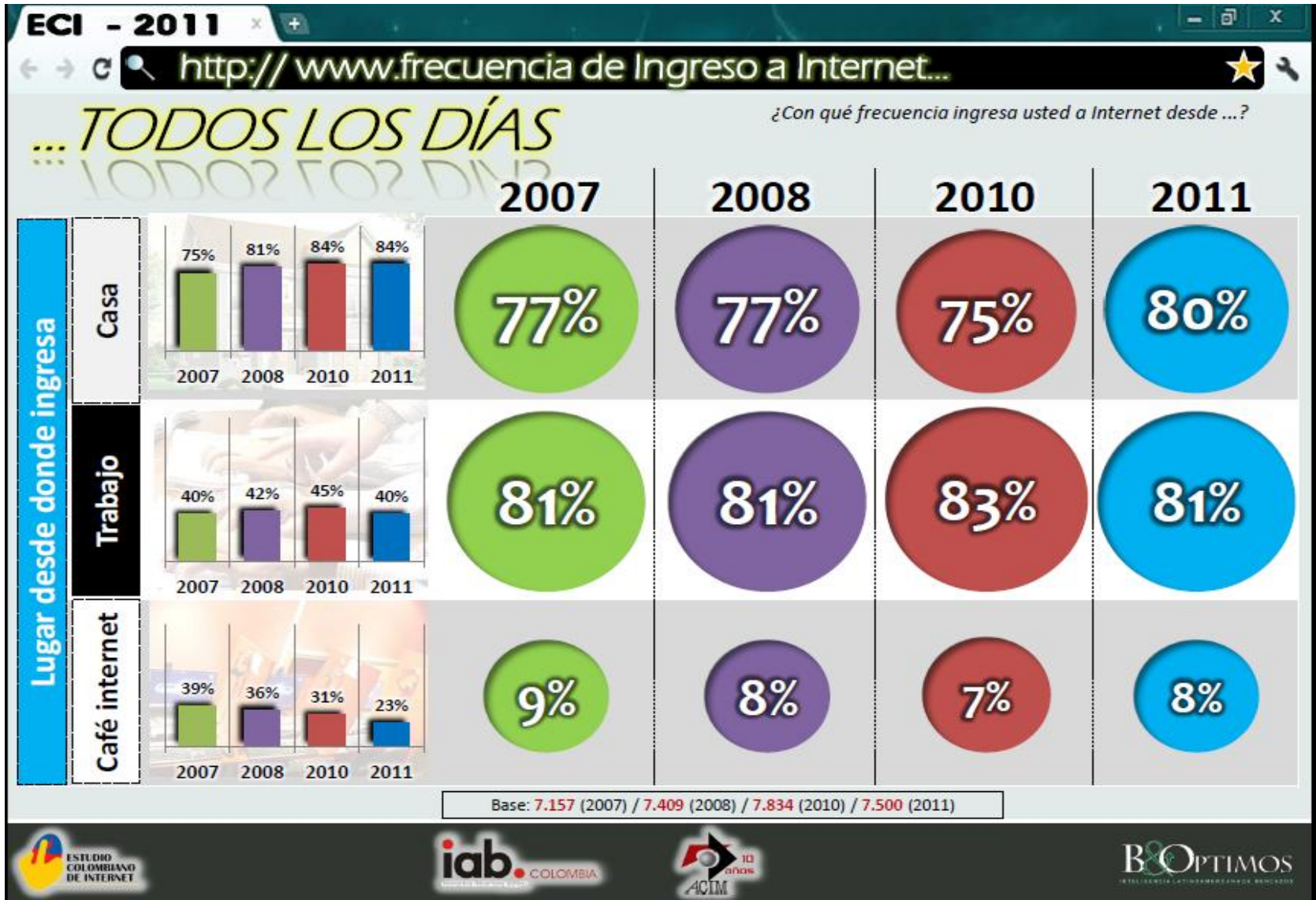


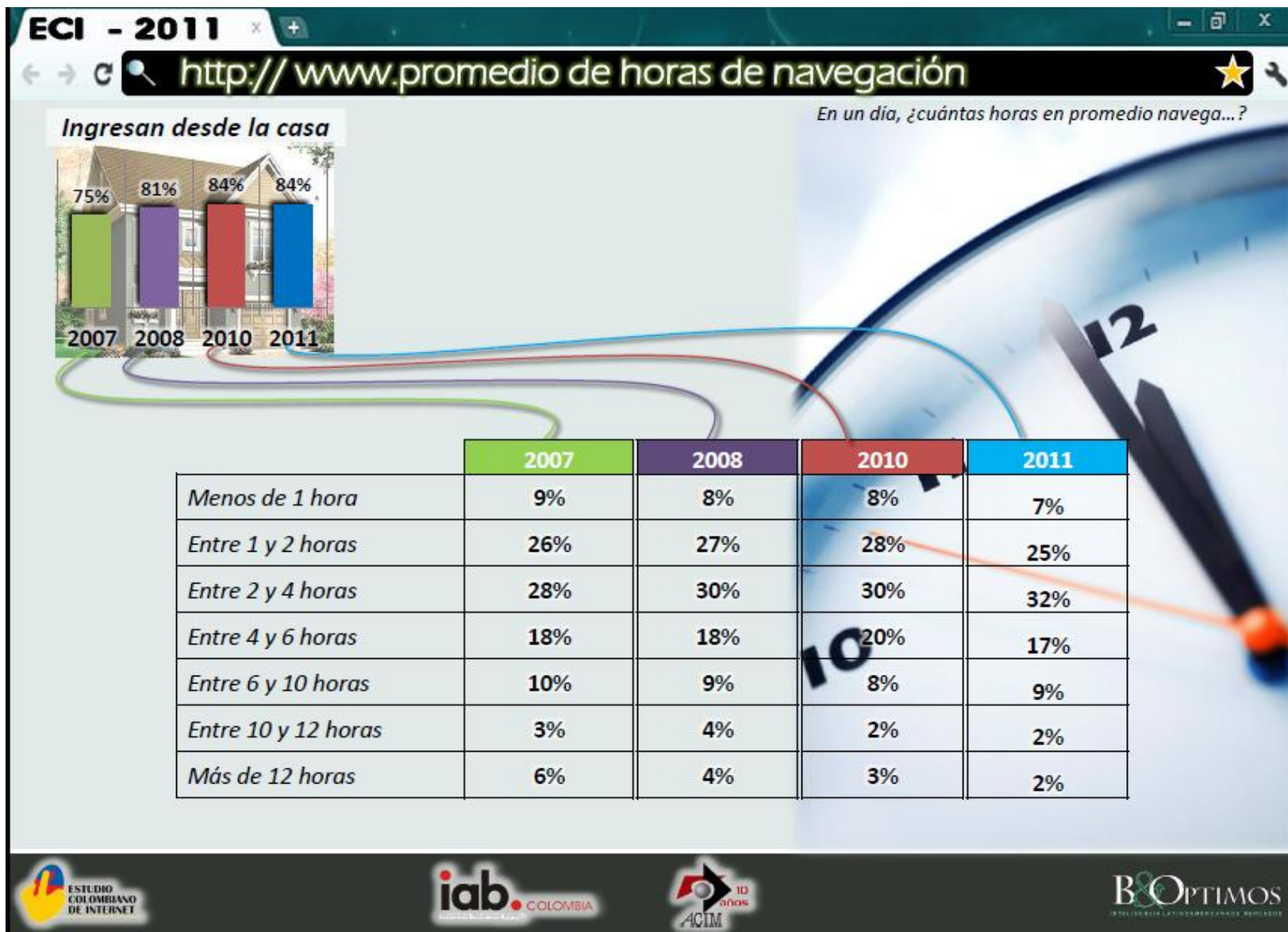


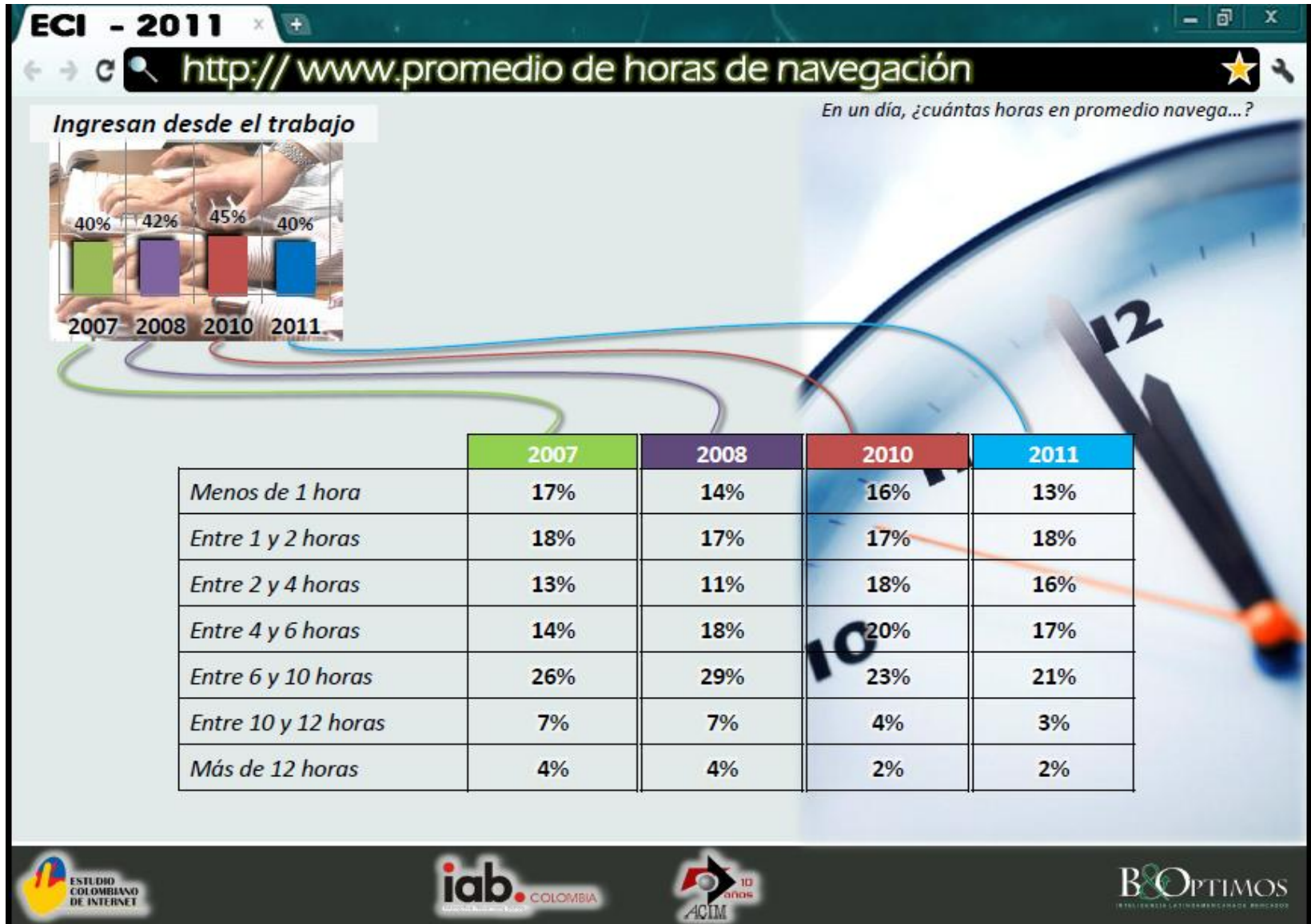


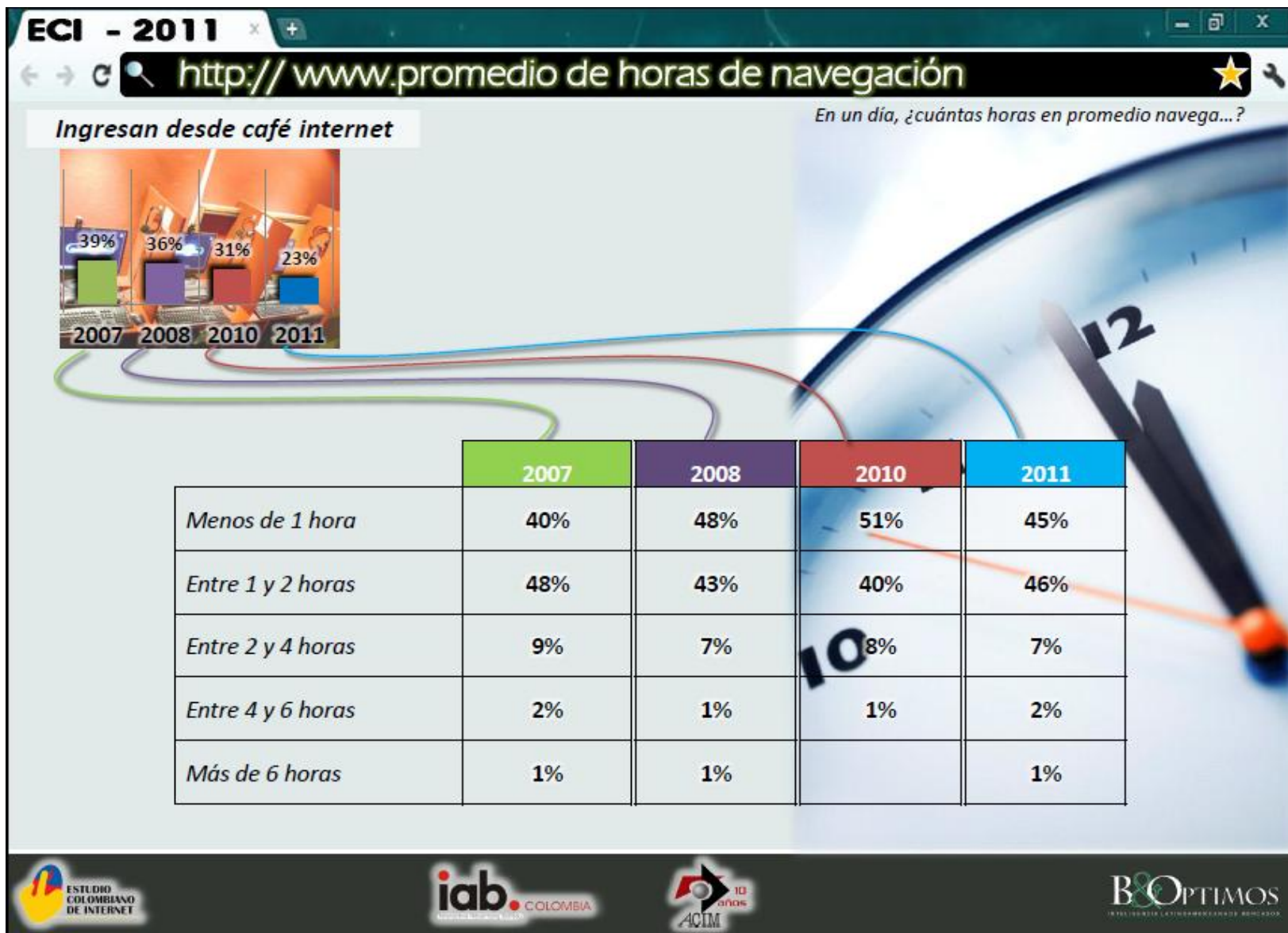


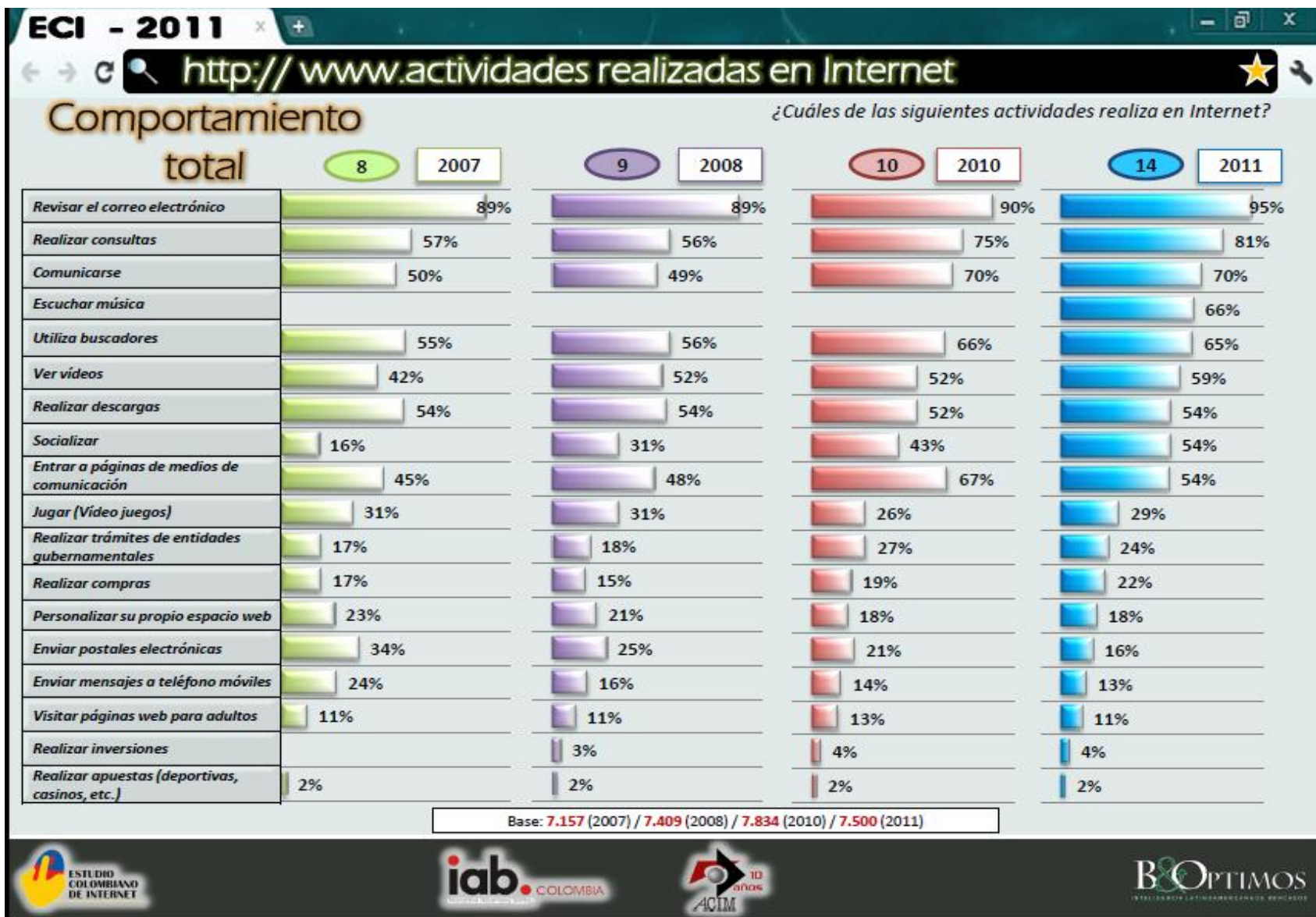




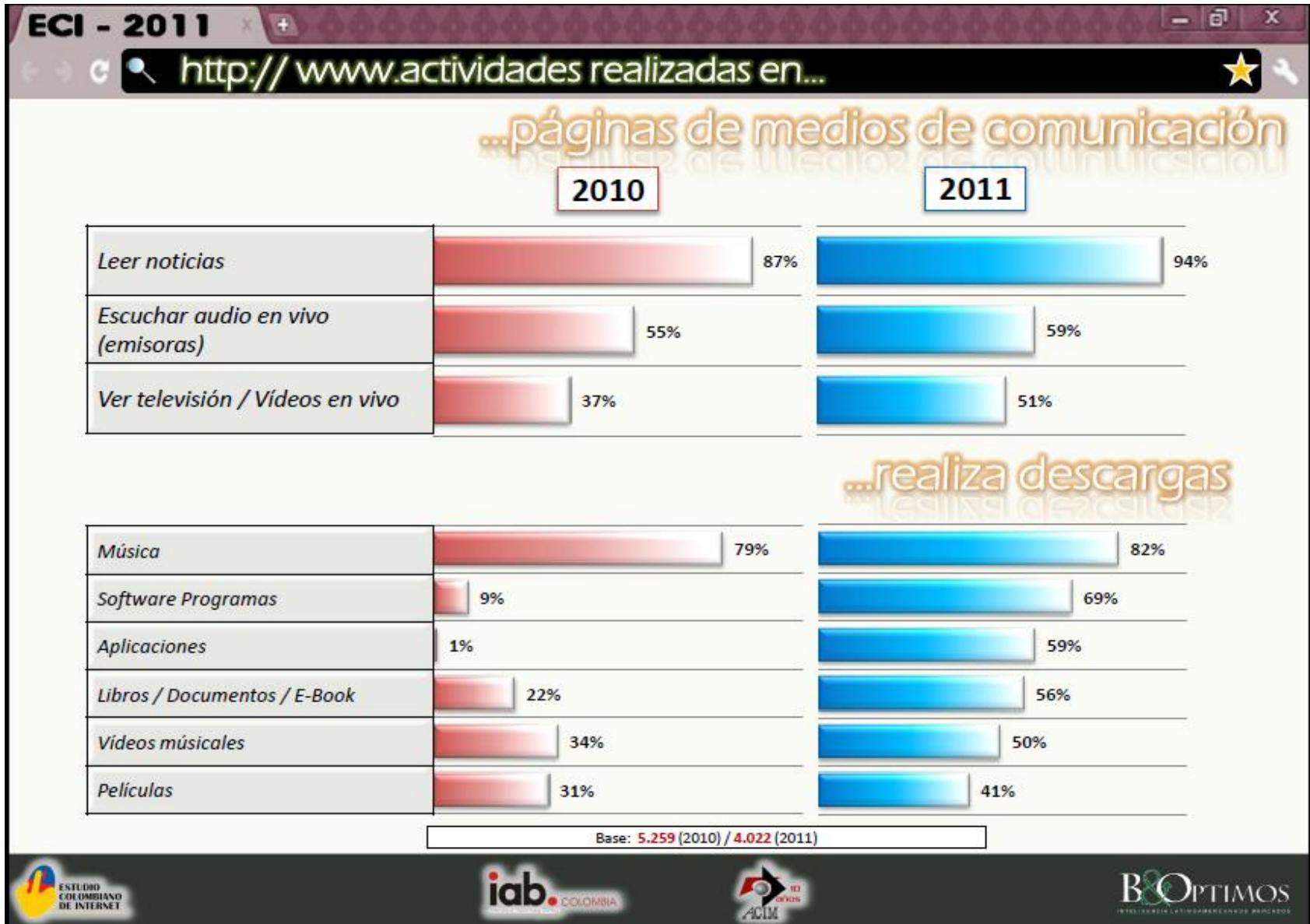


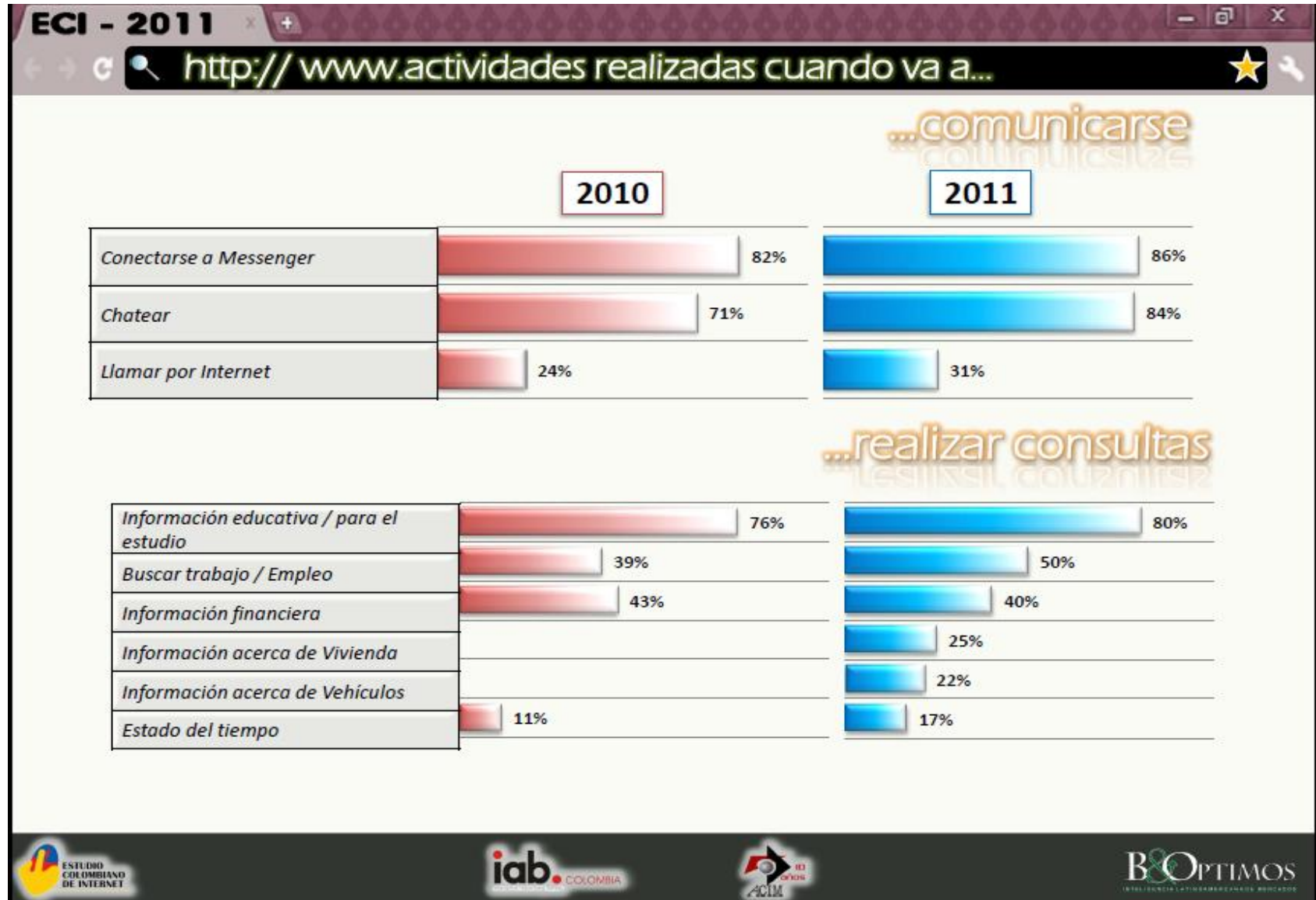


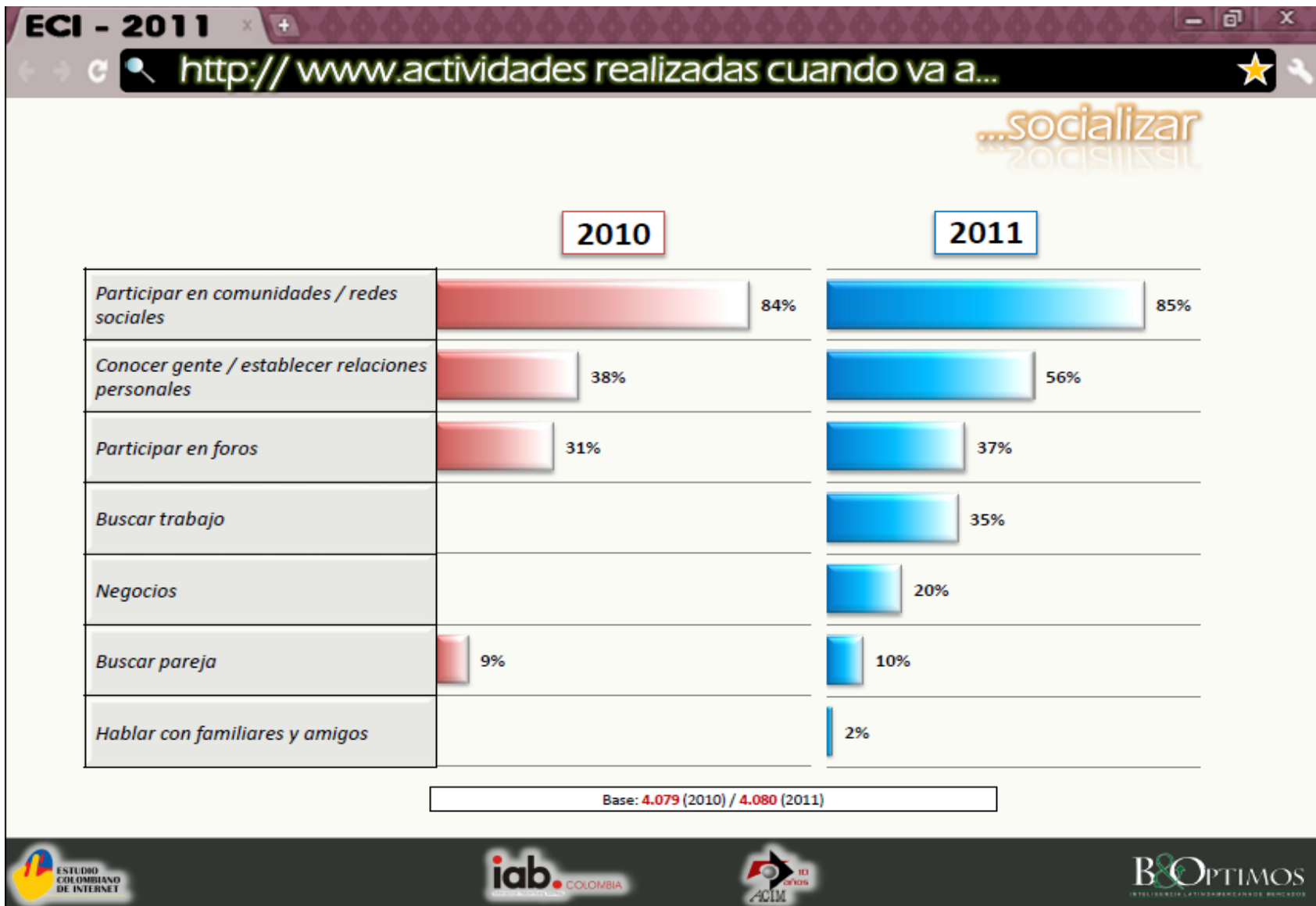


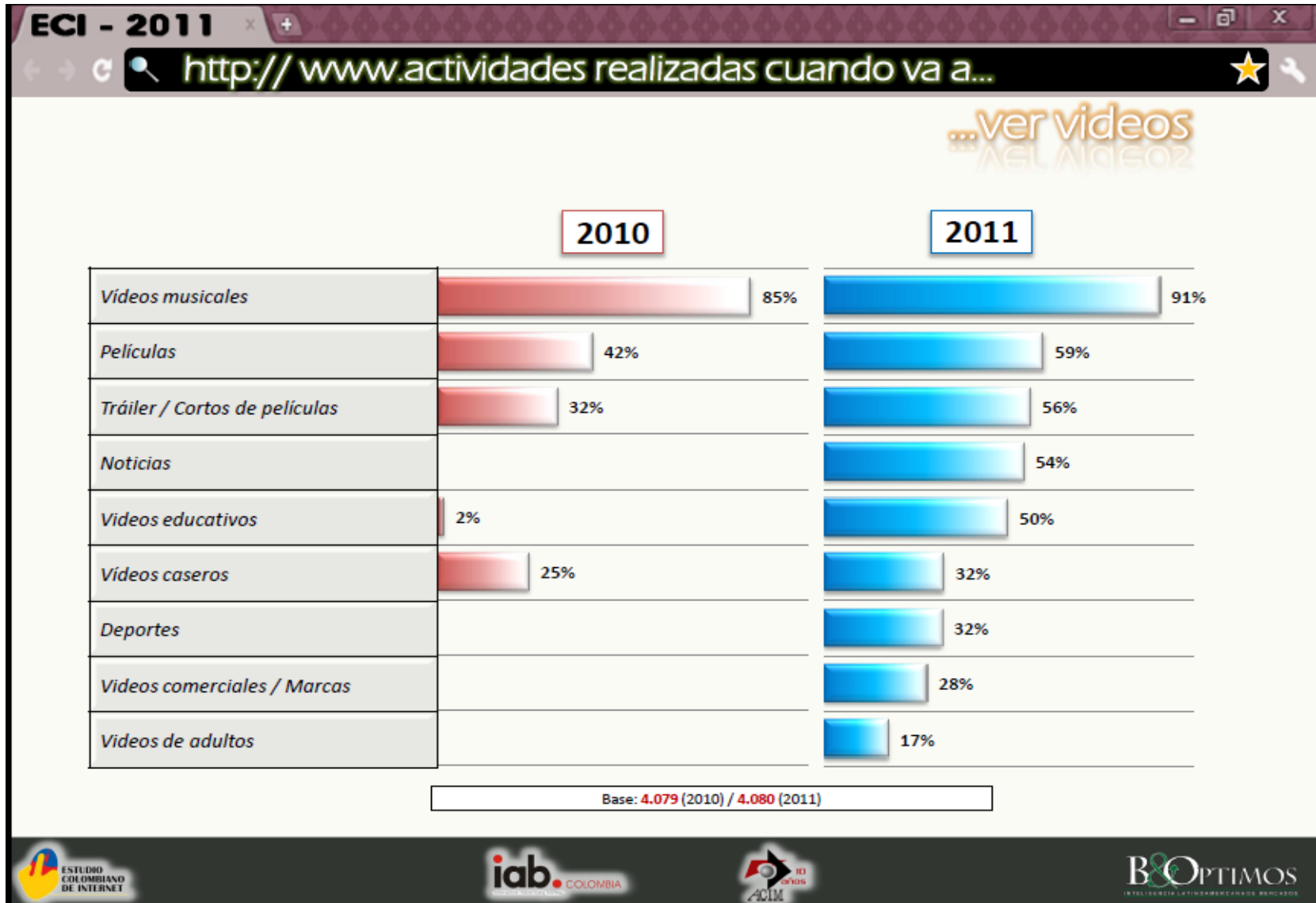


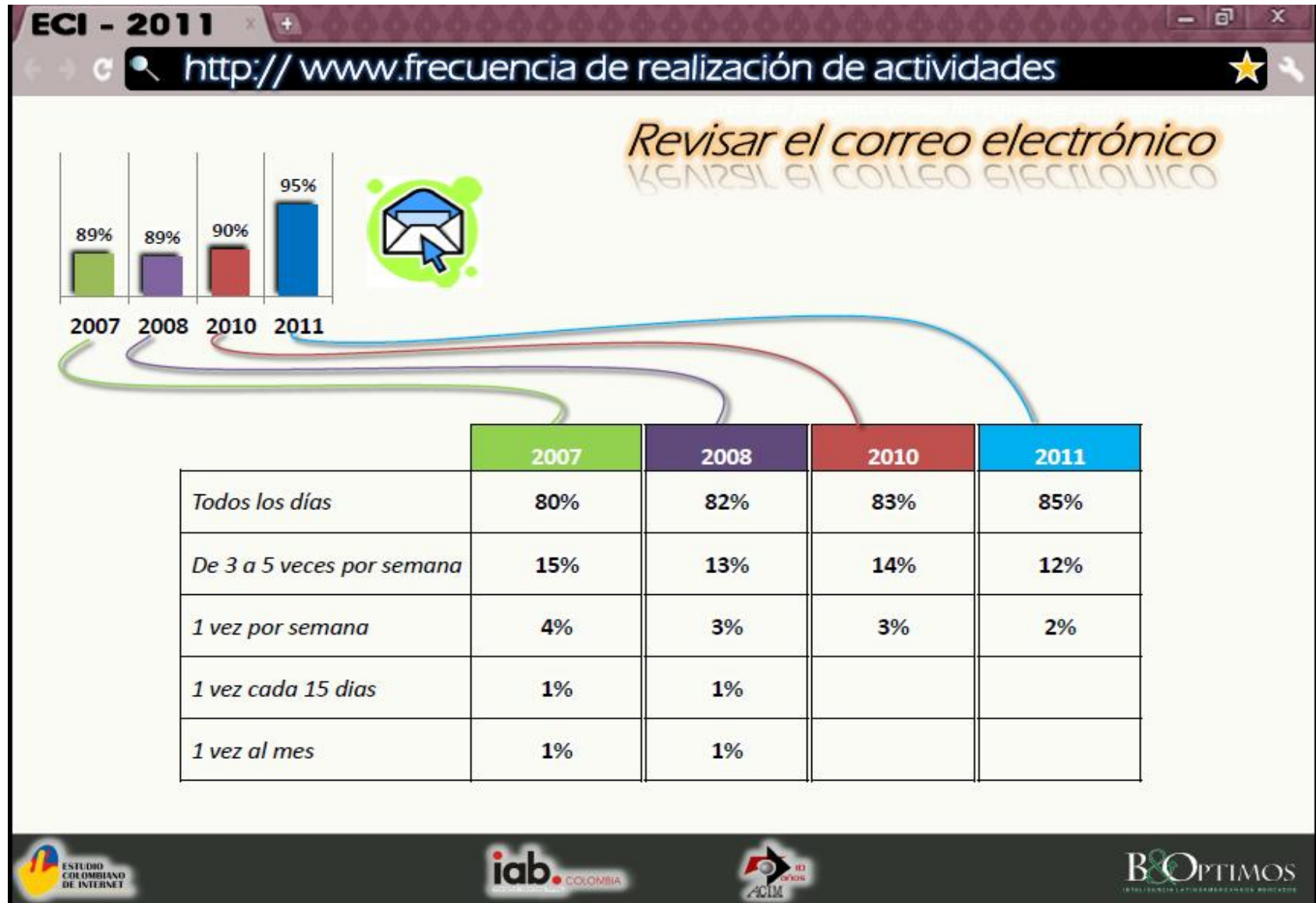


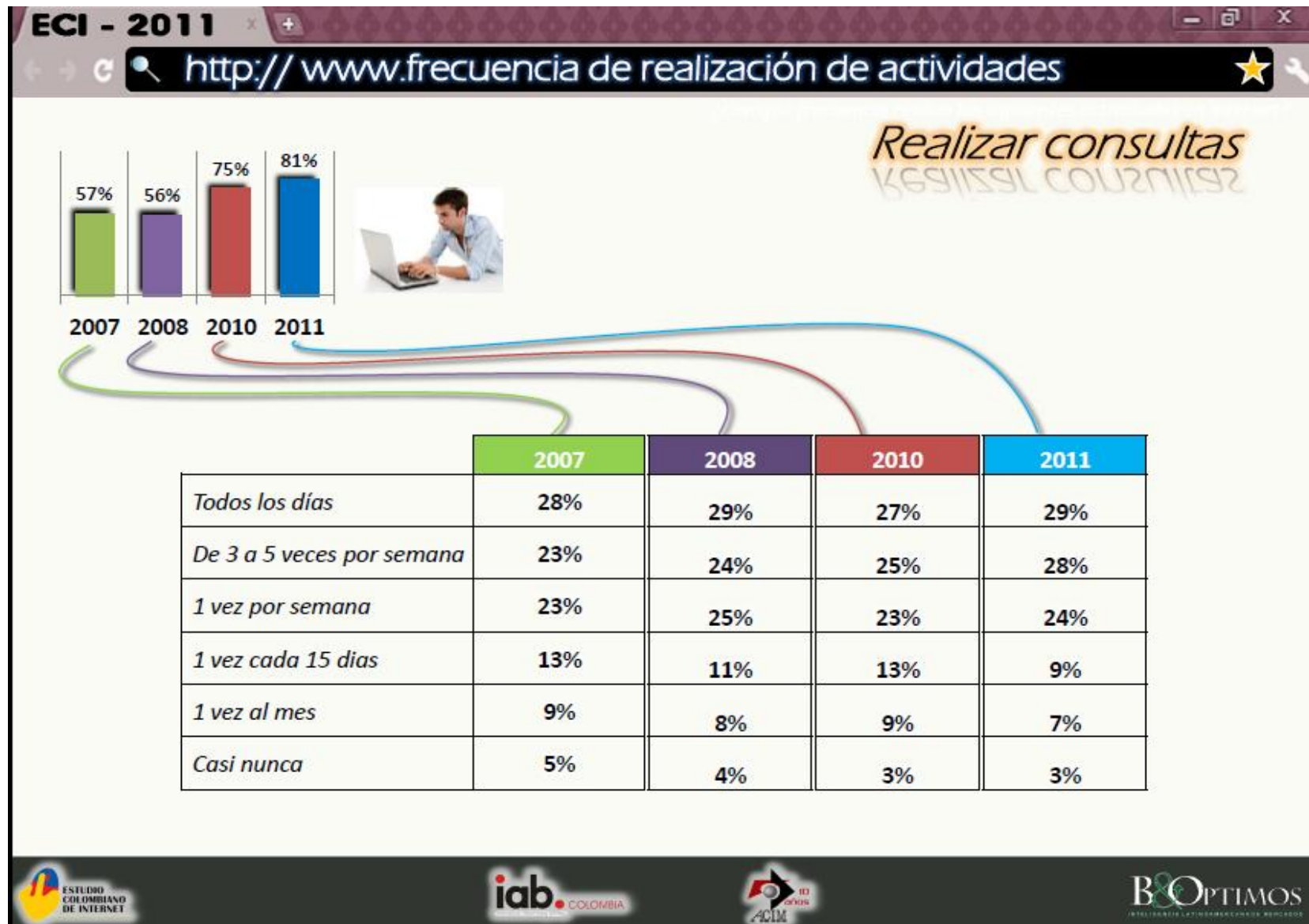


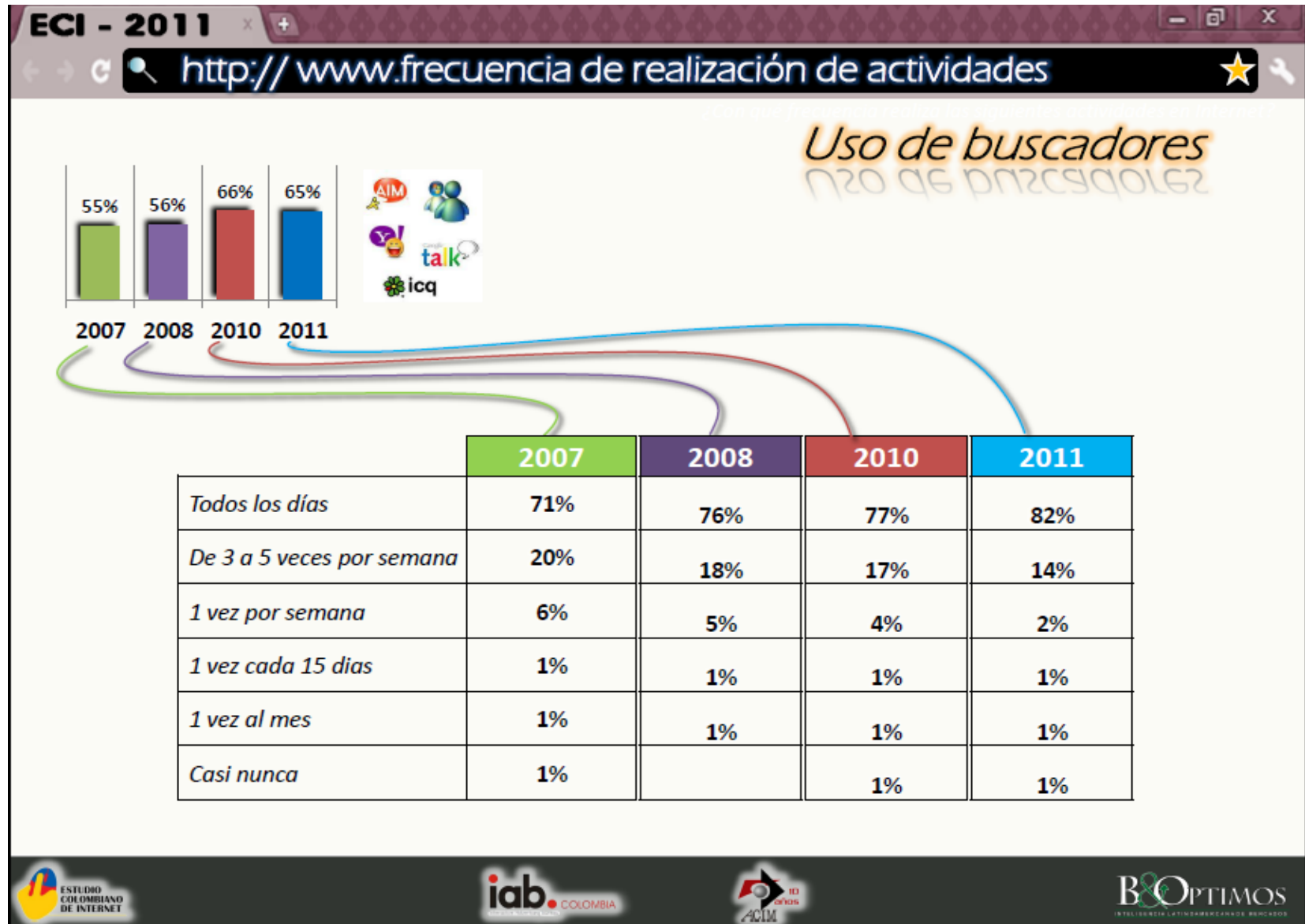


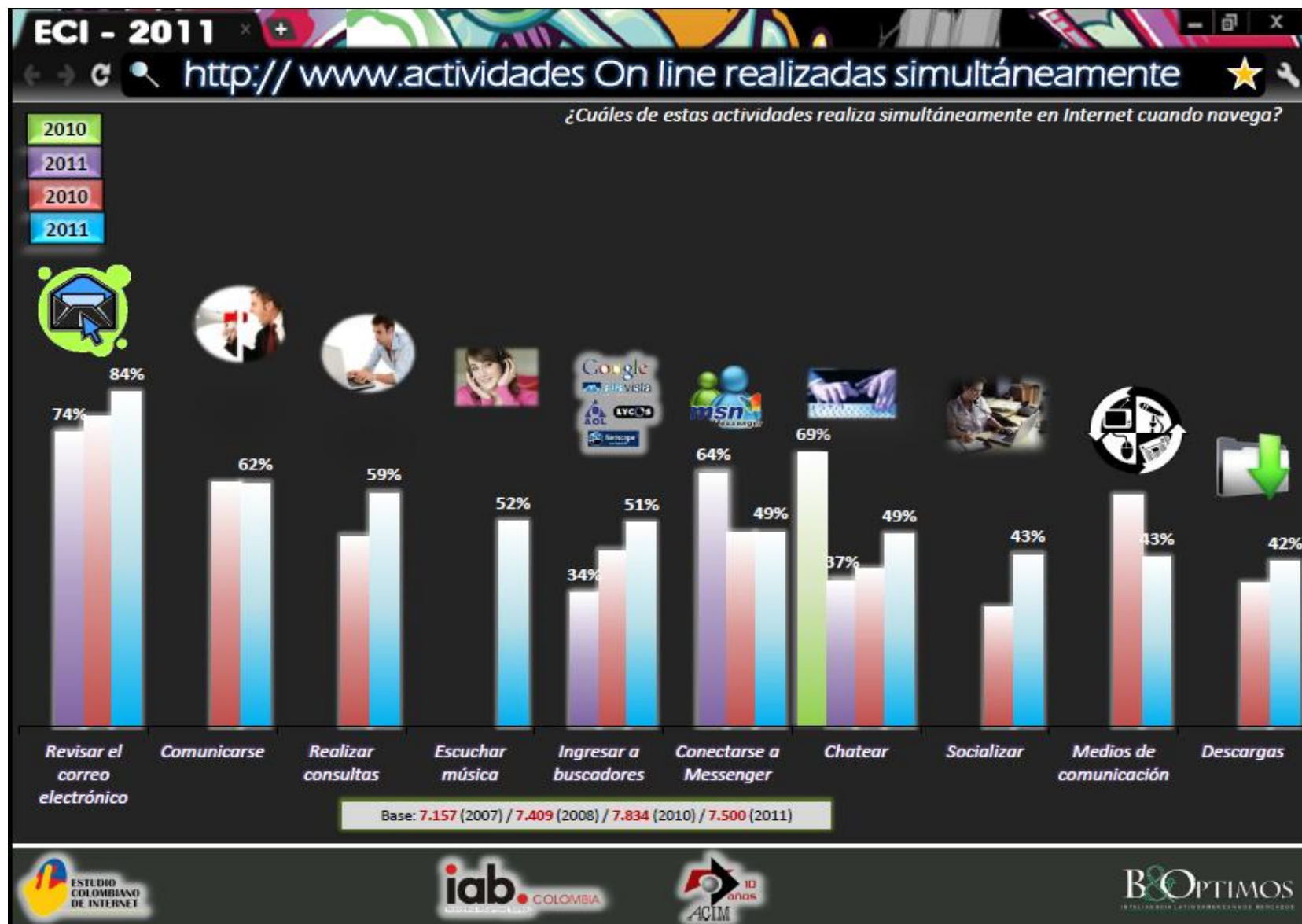




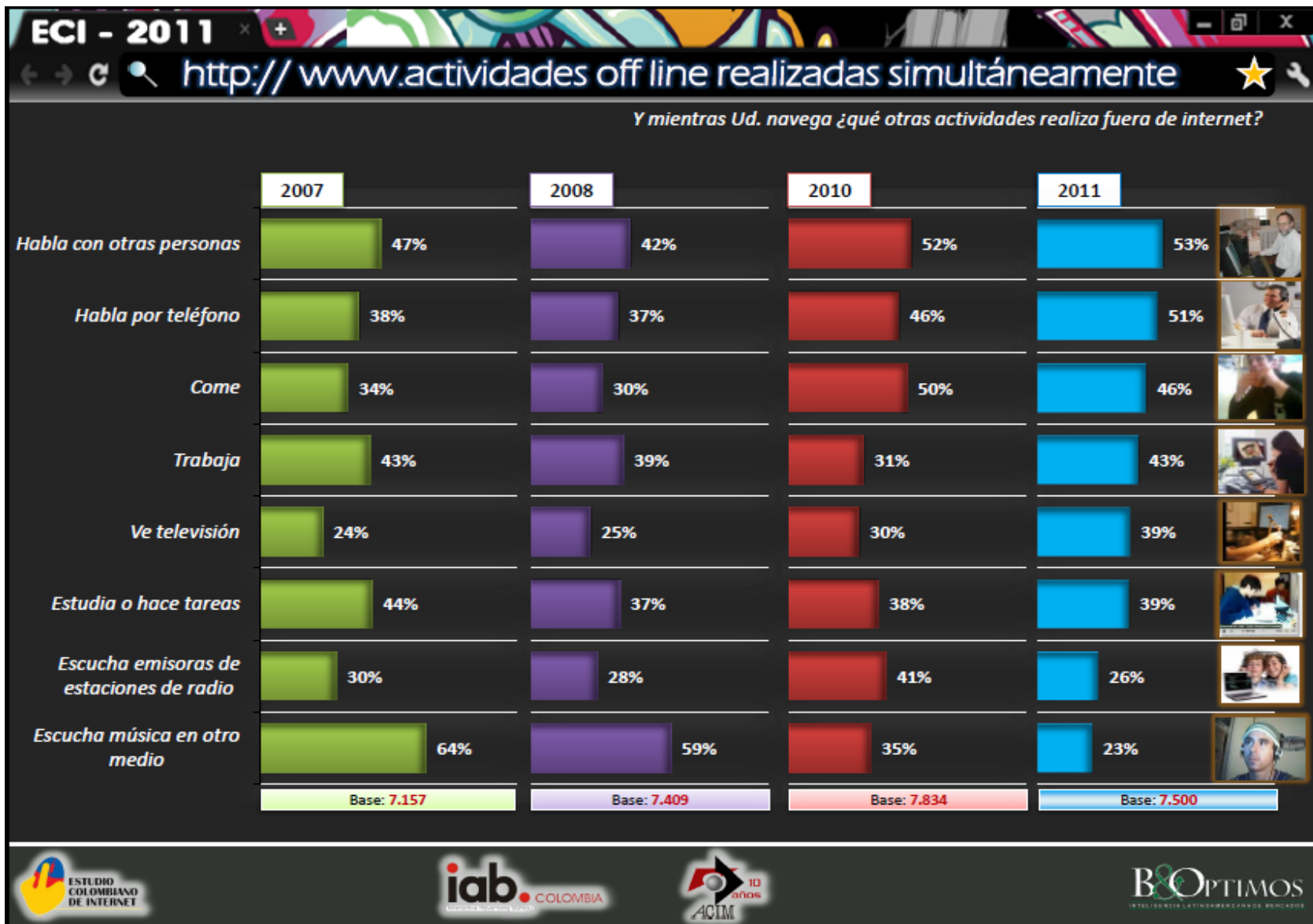


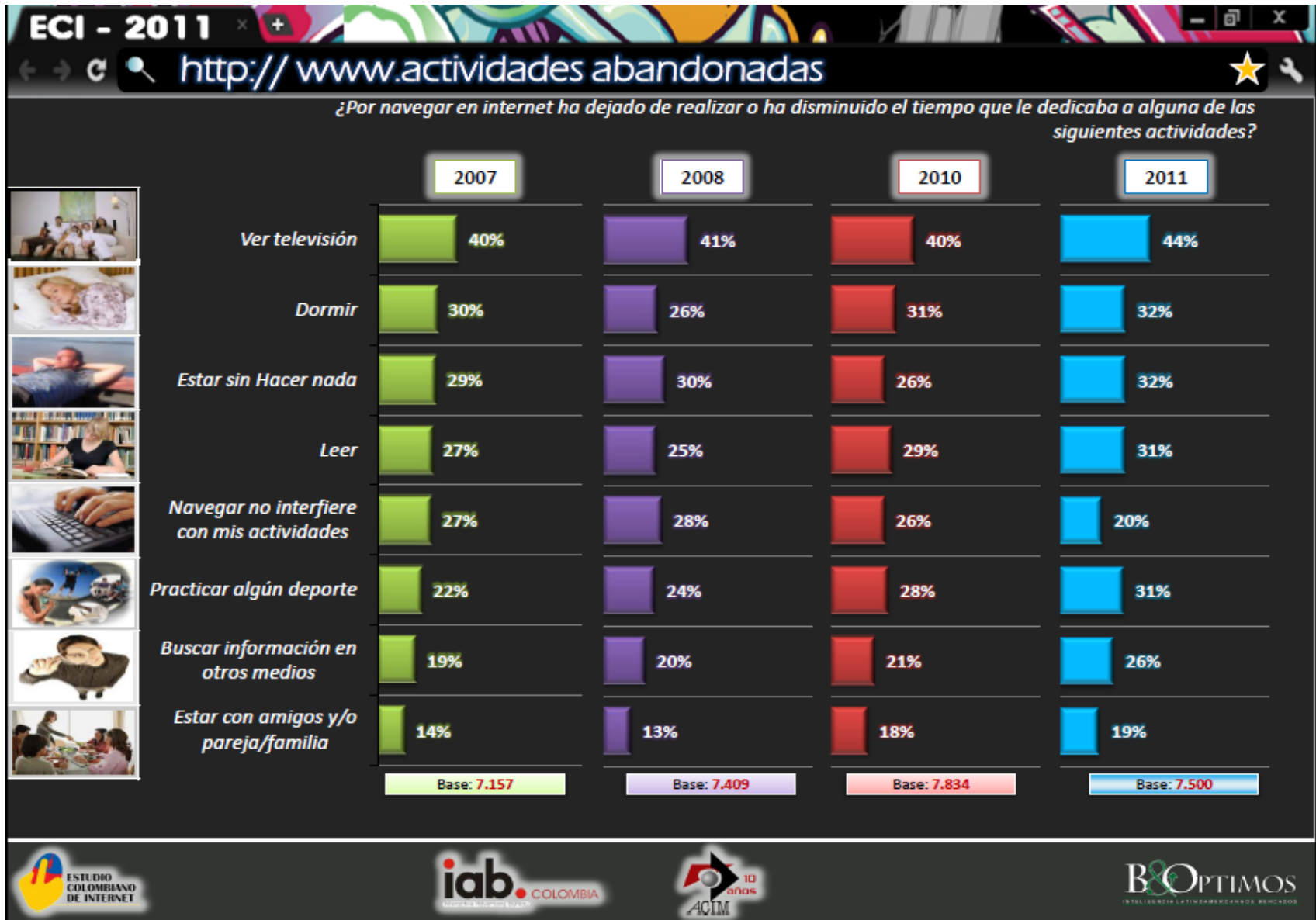


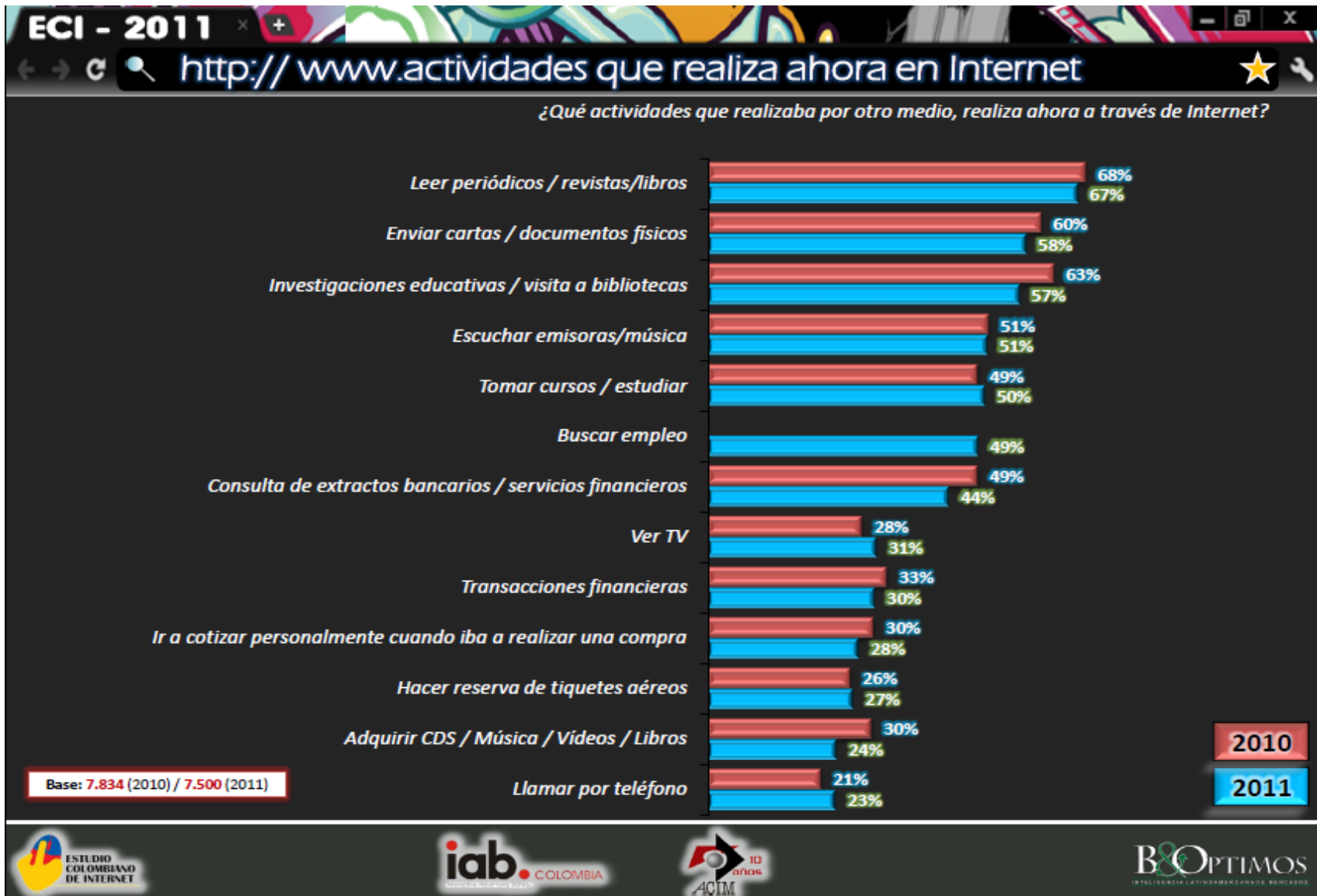


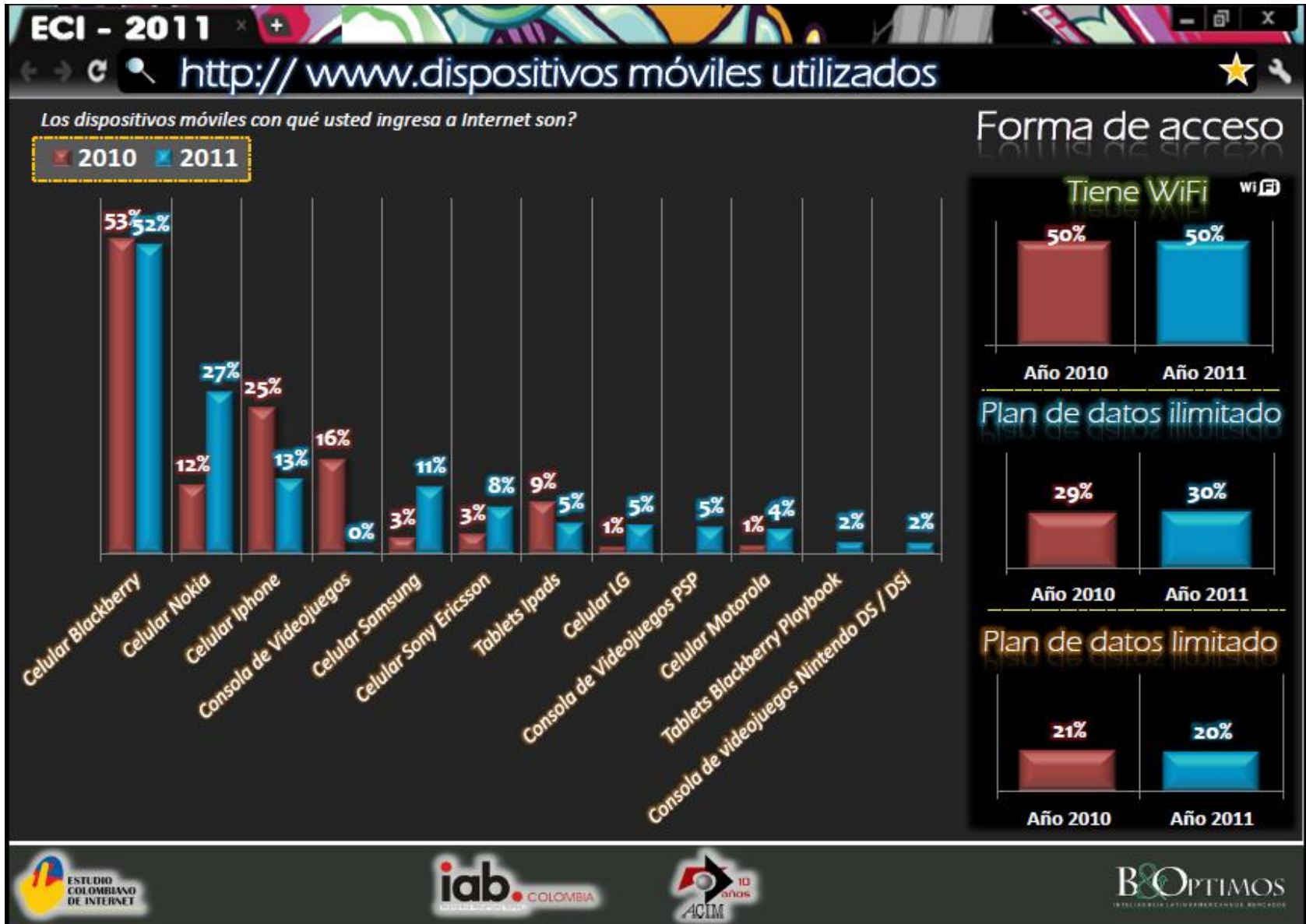


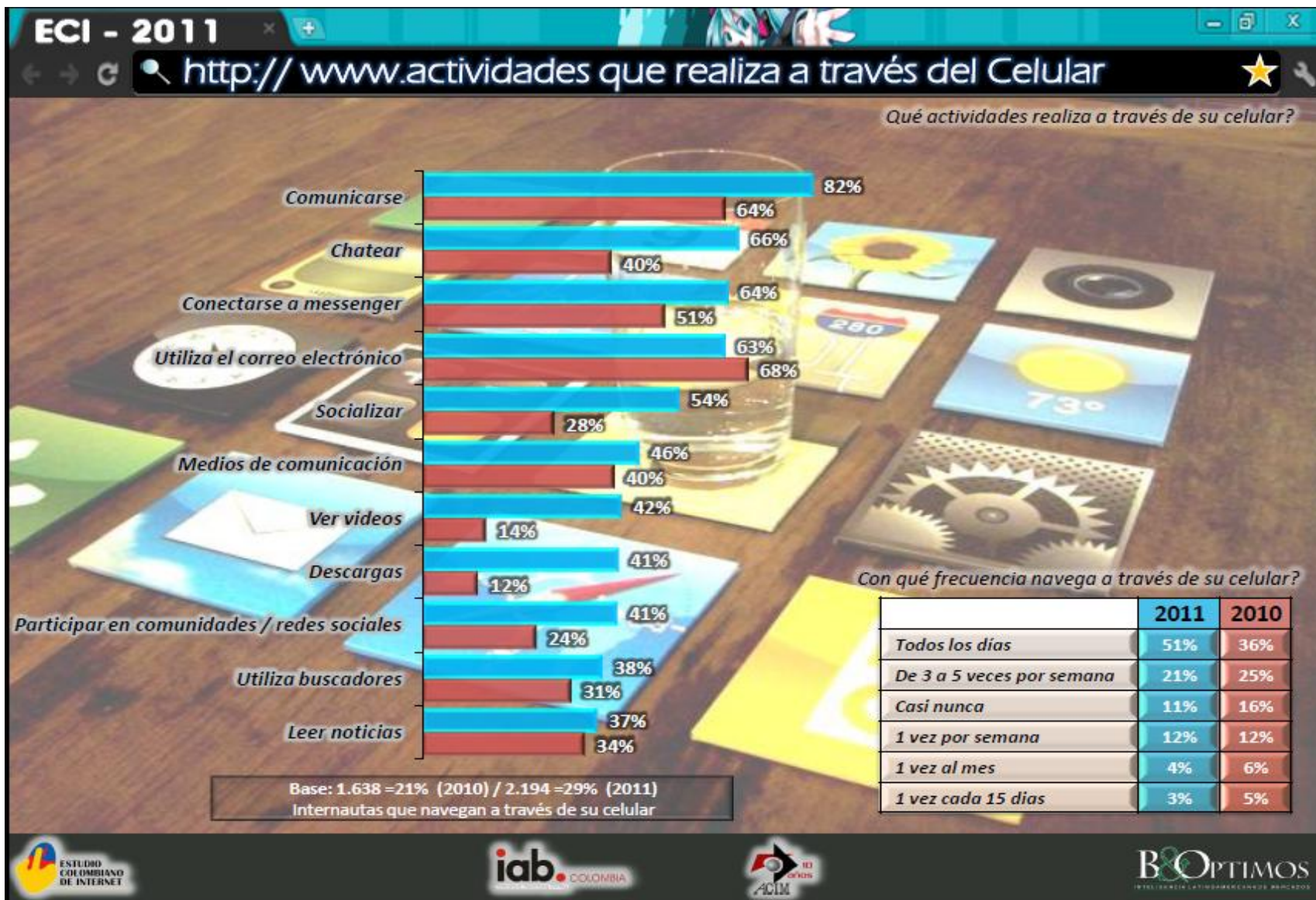


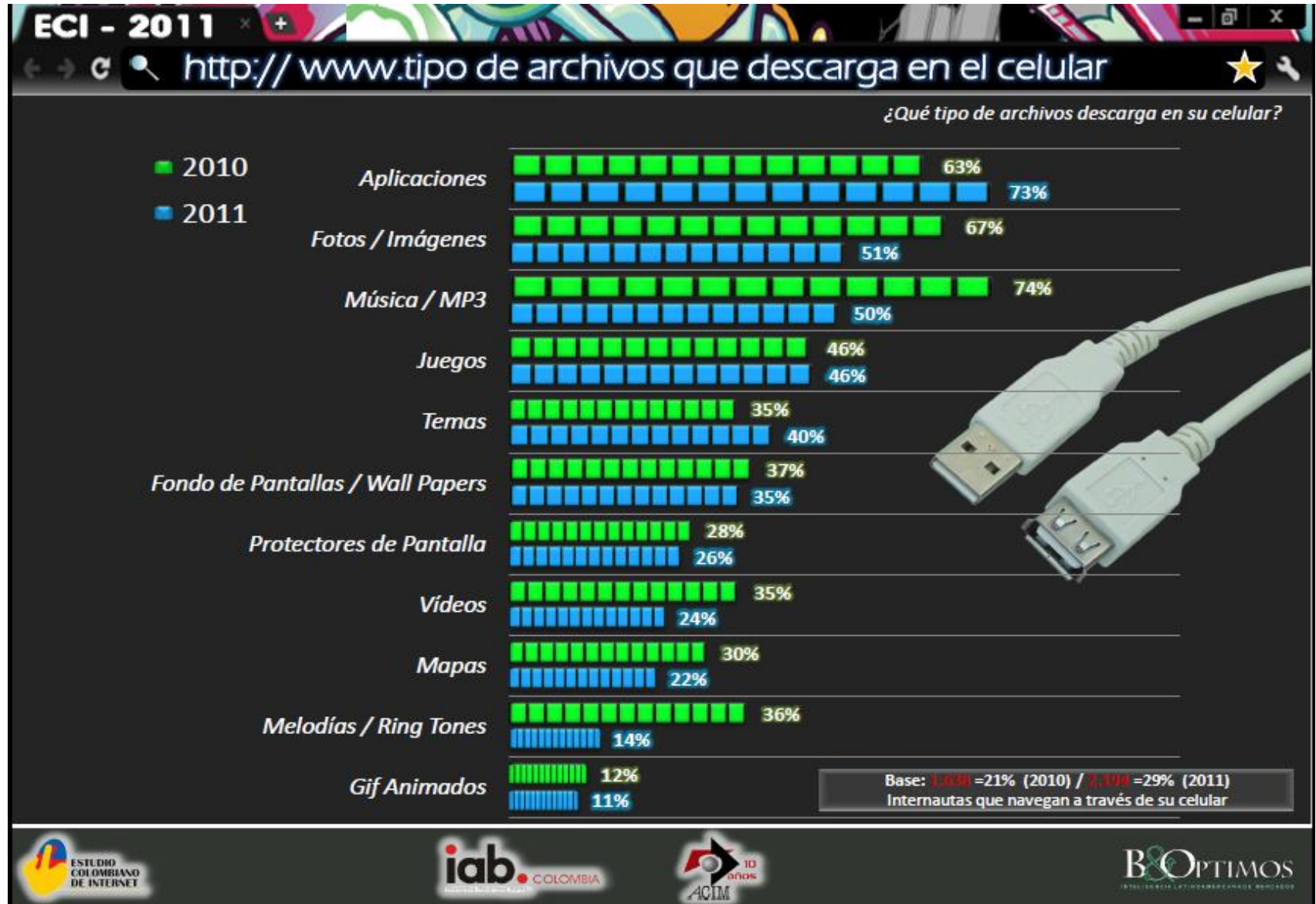


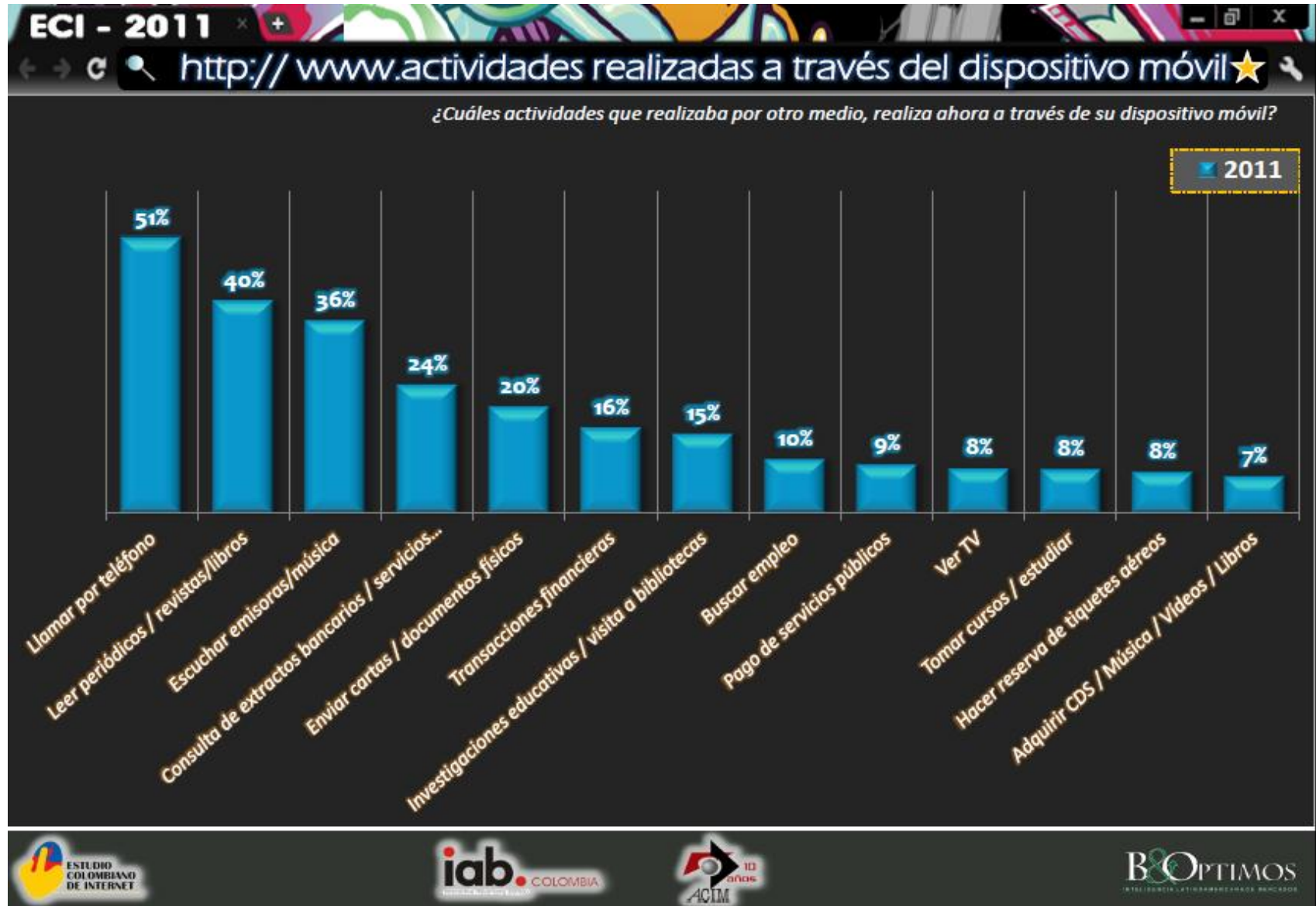


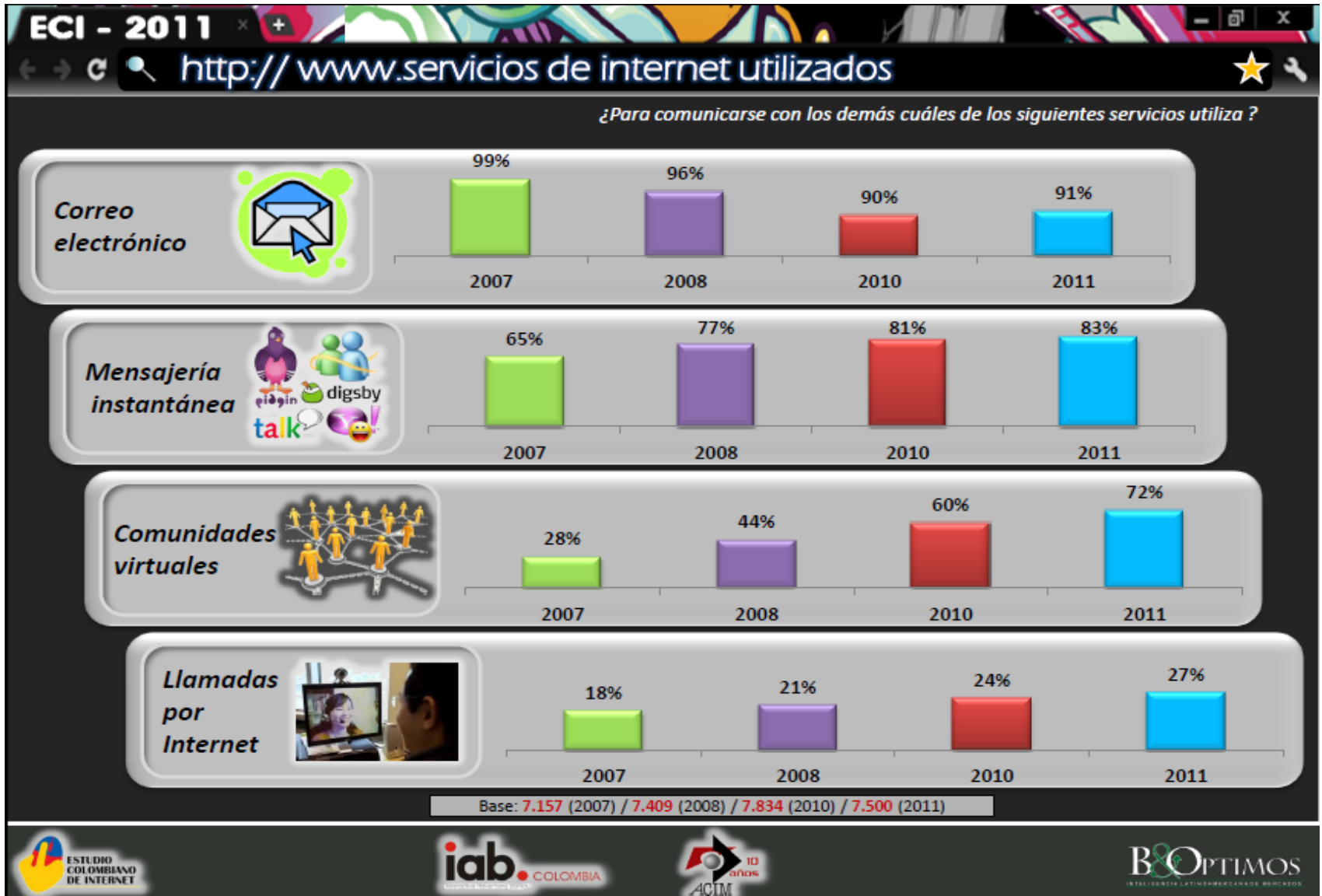




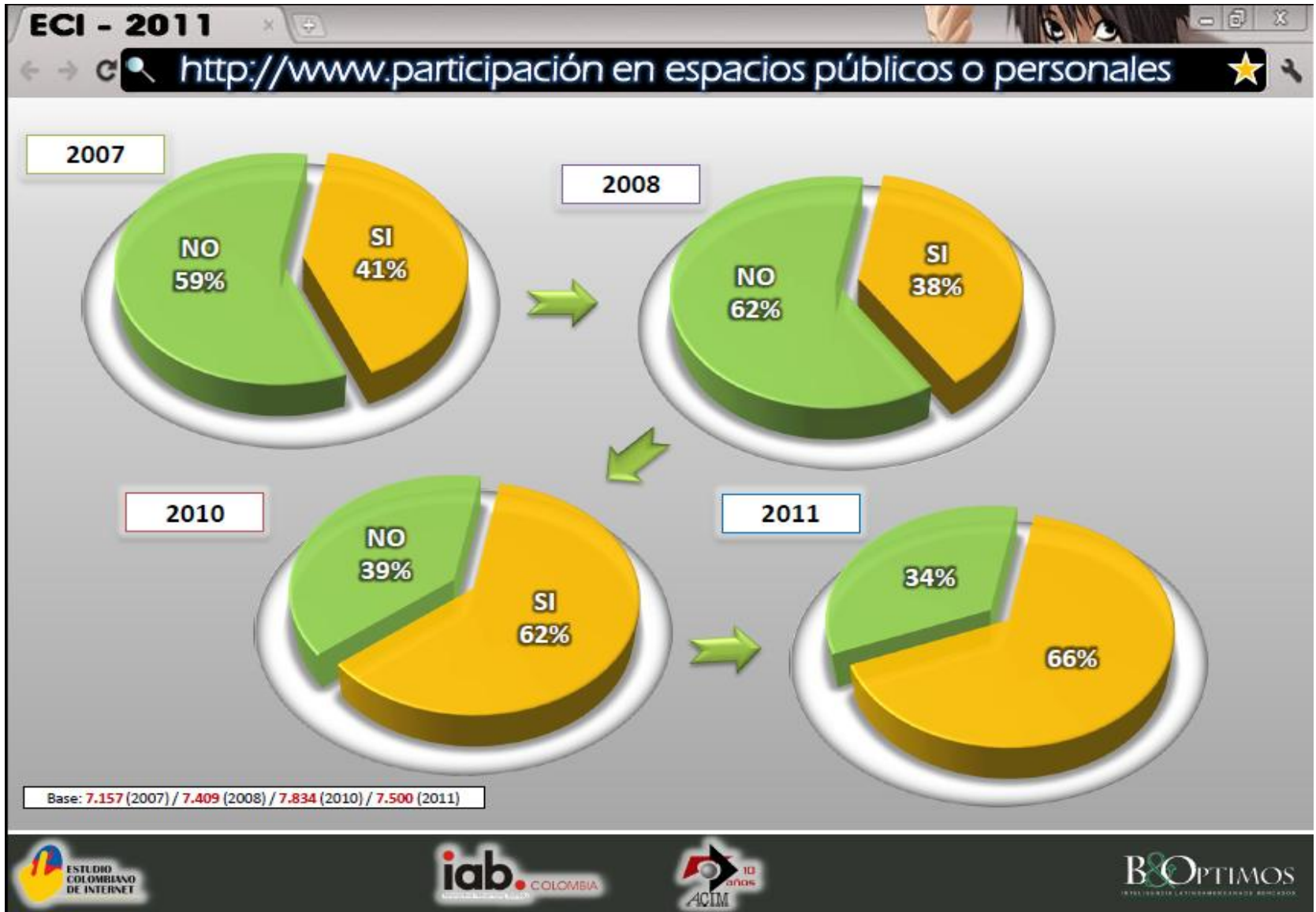


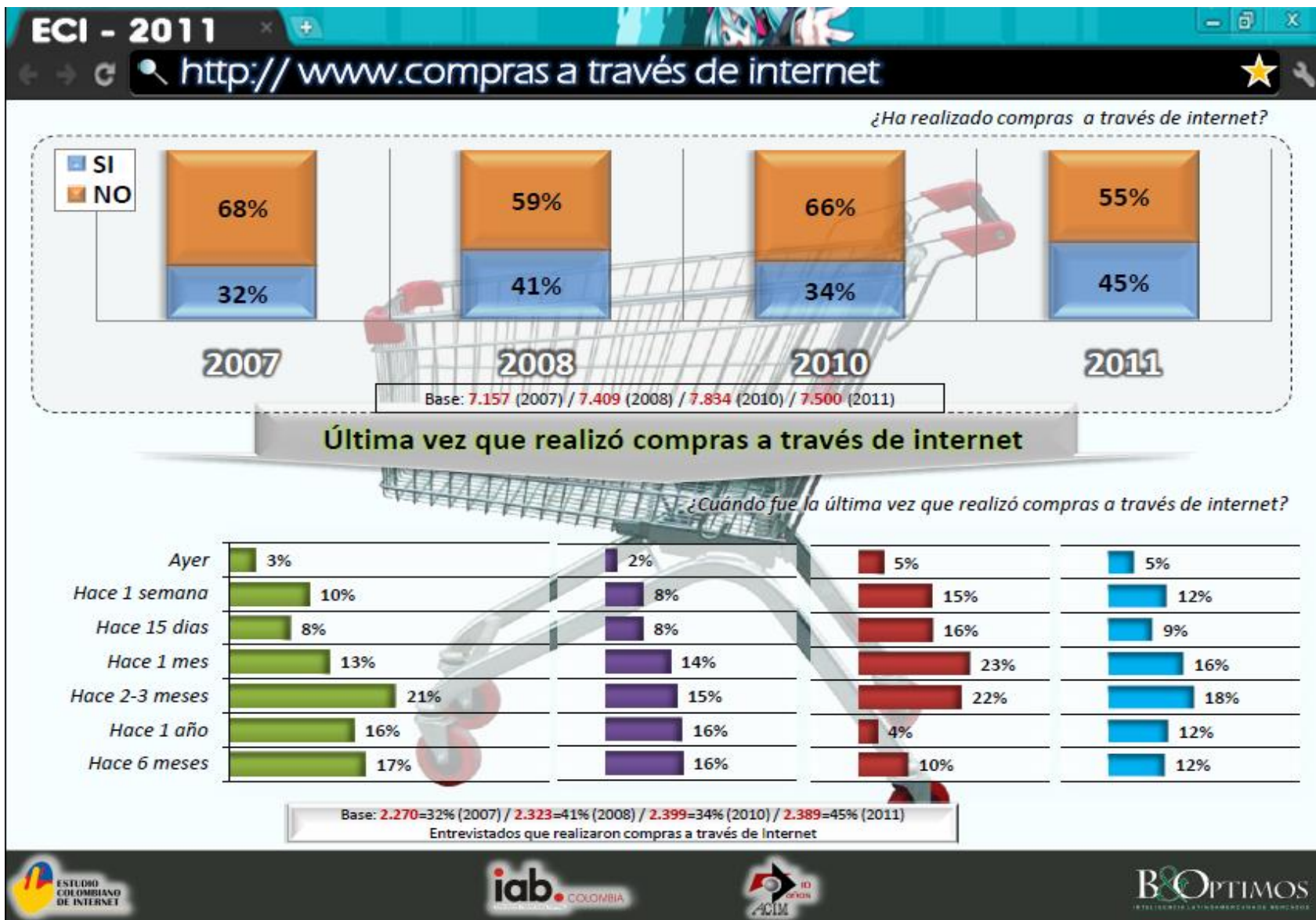


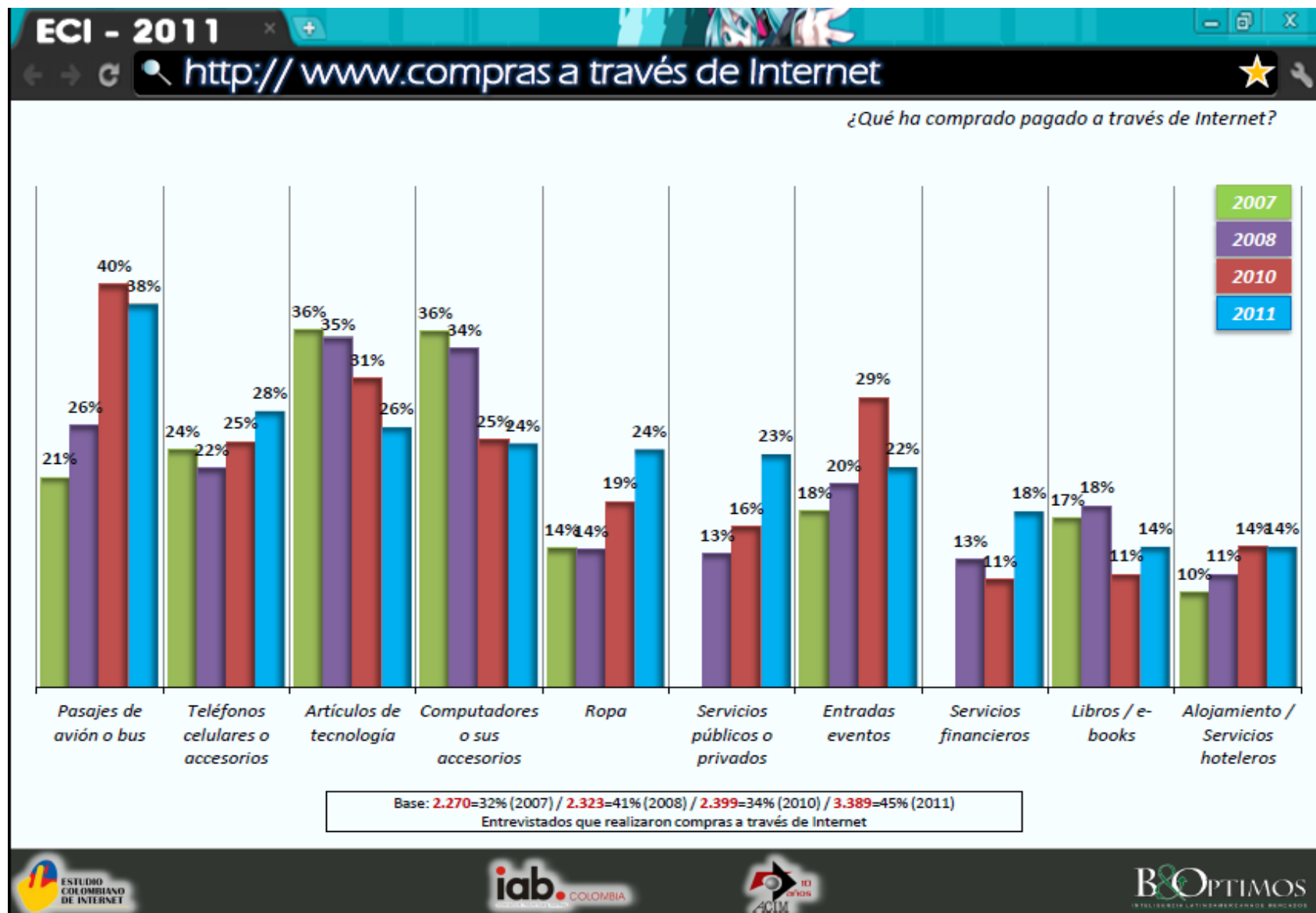


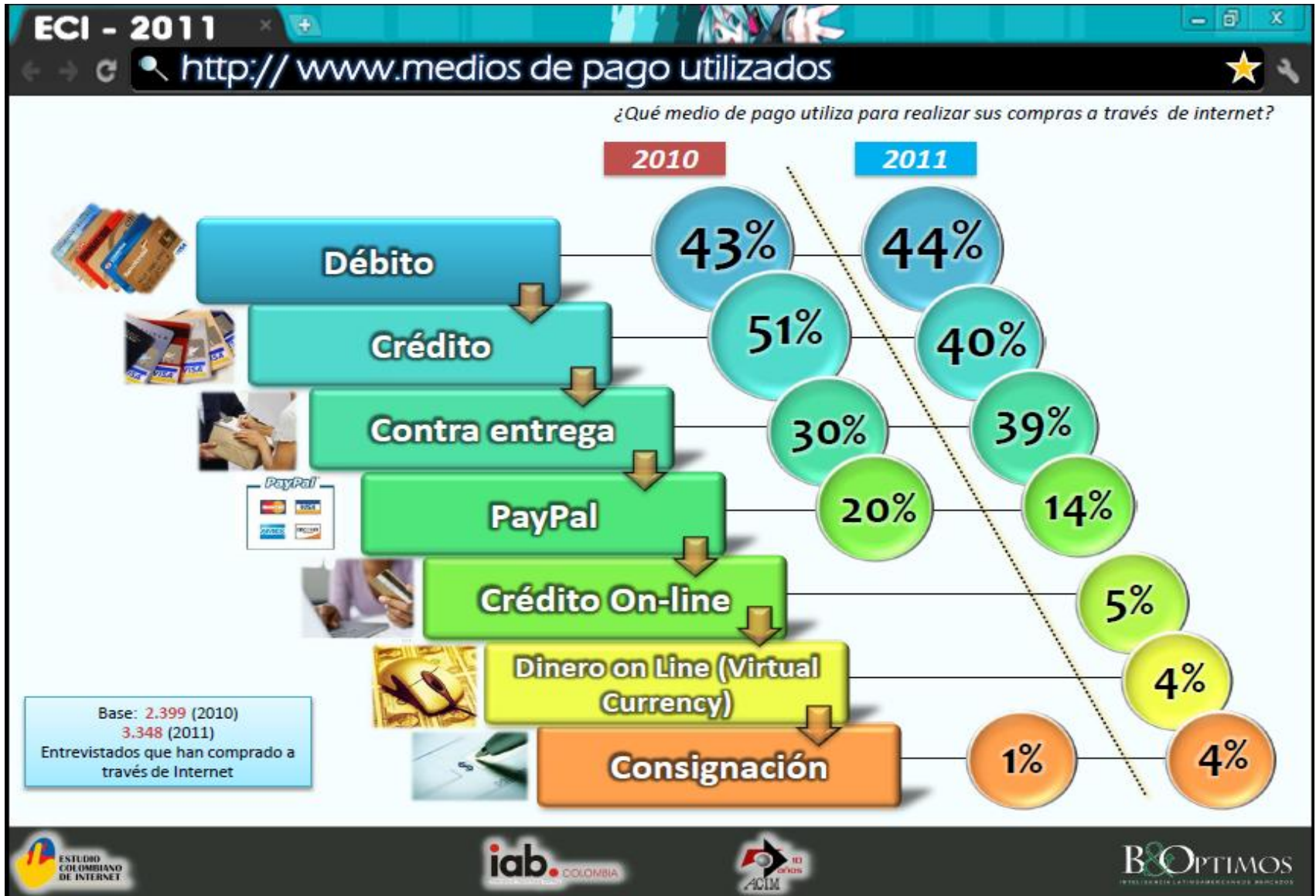
















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