

## ΕΞΕΛΙΞΗ ΣΥΓΚΕΝΤΡΩΤΙΚΗΣ ΔΙΑΦΗΜΙΣΤΙΚΗΣ ΔΑΠΑΝΗΣ ΣΤΗΝ ΕΛΛΑΔΑ 1991 - 2011

ΕΤΗ	ΤΗΛΕΟΡΑΣΗ	ΠΕΡΙΟΔΙΚΑ	ΕΦΗΜΕΡΙΣΣ	ΡΑΔΙΟΦΩΝΟ	ΣΥΝΟΛΟ
E 1991	140.540.960	63.263.915	38.304.029	13.450.985	<b>255.559.888</b>
E 1992	247.187.020	84.398.855	49.278.891	24.566.474	<b>405.431.240</b>
E 1993	394.539.648	102.677.453	70.665.095	46.506.116	<b>614.388.311</b>
E 1994	565.067.457	126.651.985	94.214.594	50.606.500	<b>836.540.537</b>
E 1995	789.867.105	156.809.863	121.823.486	62.601.617	<b>1.131.102.072</b>
E 1996	456.699.228	173.226.621	124.315.856	54.541.127	<b>808.782.832</b>
E 1997	451.839.381	244.293.059	156.399.894	46.469.136	<b>899.001.470</b>
E 1998	511.664.560	326.727.542	197.063.120	55.795.563	<b>1.091.250.785</b>
E 1999	613.077.288	380.832.549	256.115.709	68.992.781	<b>1.319.018.327</b>
E 2000	665.115.187	470.389.106	302.522.183	70.510.556	<b>1.508.537.033</b>
E 2001	660.958.671	532.203.222	255.332.249	70.827.830	<b>1.519.321.972</b>
E 2002	712.574.945	604.808.936	253.525.627	87.676.717	<b>1.658.586.225</b>
E 2003	720.791.041	684.653.956	302.391.529	98.541.868	<b>1.806.378.394</b>
E 2004	768.121.300	803.450.931	353.209.233	115.625.059	<b>2.040.406.523</b>
E 2005	784.715.886	886.200.827	407.379.550	113.892.909	<b>2.192.189.172</b>
E 2006	793.554.026	978.146.272	452.382.580	119.365.202	<b>2.343.448.080</b>
E 2007	941.545.423	1.047.493.000	499.732.044	165.596.947	<b>2.654.367.414</b>
E 2008	862.046.925	1.113.270.218	478.566.893	214.981.740	<b>2.668.865.776</b>
E 2009	714.786.862	889.814.107	441.749.416	166.191.985	<b>2.212.542.370</b>
E 2010	583.161.818	746.009.115	434.131.644	124.237.490	<b>1.887.540.067</b>
E 2011	566.303.741	579.919.160	359.907.549	87.815.214	<b>1.593.945.664</b>

ΕΤΗ	ΠΟΣΟΣΤΑ			
	TV	MAG	NEW	RAD
E 1991	55%	25%	15%	5%
E 1992	61%	21%	12%	6%
E 1993	64%	17%	12%	8%
E 1994	68%	15%	11%	6%
E 1995	70%	14%	11%	6%
E 1996	56%	21%	15%	7%
E 1997	50%	27%	17%	5%
E 1998	47%	30%	18%	5%
E 1999	46%	29%	19%	5%
E 2000	44%	31%	20%	5%
E 2001	44%	35%	17%	5%
E 2002	43%	36%	15%	5%
E 2003	40%	38%	17%	5%
E 2004	38%	39%	17%	6%
E 2005	36%	40%	19%	5%
E 2006	34%	42%	19%	5%
E 2007	35%	39%	19%	6%
E 2008	32%	42%	18%	8%
E 2009	32%	40%	20%	8%
E 2010	31%	40%	23%	7%
E 2011	36%	36%	23%	6%

ΕΤΗ	ΔΙΑΦΟΡΑ				
	TV	MAG	NEW	RAD	TOT
E 1991					
E 1992	75,9%	33,4%	28,7%	82,6%	<b>58,6%</b>
E 1993	59,6%	21,7%	43,4%	89,3%	<b>51,5%</b>
E 1994	43,2%	23,3%	33,3%	8,8%	<b>36,2%</b>
E 1995	39,8%	23,8%	29,3%	23,7%	<b>35,2%</b>
E 1996	<b>-42,2%</b>	10,5%	2,0%	<b>-12,9%</b>	<b>-28,5%</b>
E 1997	<b>-1,1%</b>	41,0%	25,8%	<b>-14,8%</b>	<b>11,2%</b>
E 1998	13,2%	33,7%	26,0%	20,1%	<b>21,4%</b>
E 1999	19,8%	16,6%	30,0%	23,7%	<b>20,9%</b>
E 2000	8,5%	23,5%	18,1%	2,2%	<b>14,4%</b>
E 2001	<b>-0,6%</b>	13,1%	<b>-15,6%</b>	0,4%	<b>0,7%</b>
E 2002	7,8%	13,6%	<b>-0,7%</b>	23,8%	<b>9,2%</b>
E 2003	1,2%	13,2%	19,3%	12,4%	<b>8,9%</b>
E 2004	6,6%	17,4%	16,8%	17,3%	<b>13,0%</b>
E 2005	2,2%	10,3%	15,3%	<b>-1,5%</b>	<b>7,4%</b>
E 2006	1,1%	10,4%	11,0%	4,8%	<b>6,9%</b>
E 2007	18,6%	7,1%	10,5%	38,7%	<b>13,3%</b>
E 2008	<b>-8,4%</b>	6,3%	<b>-4,2%</b>	29,8%	<b>0,5%</b>
E 2009	<b>-17,1%</b>	<b>-20,1%</b>	<b>-7,7%</b>	<b>-22,7%</b>	<b>-17,1%</b>
E 2010	<b>-18,4%</b>	<b>-16,2%</b>	<b>-1,7%</b>	<b>-25,2%</b>	<b>-14,7%</b>
E 2011	<b>-2,9%</b>	<b>-22,3%</b>	<b>-17,1%</b>	<b>-29,3%</b>	<b>-15,6%</b>

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