

# IAB DISCOVERY

iab.croatia

## BEFORE NEW DATA DROPS



**Boris  
Zatezalo**  
Aleph



**Saša  
Milinović**  
OMD



**Matej  
Sever**  
Ipsos Hrvatska



**Vjekoslav  
Srednoselec**  
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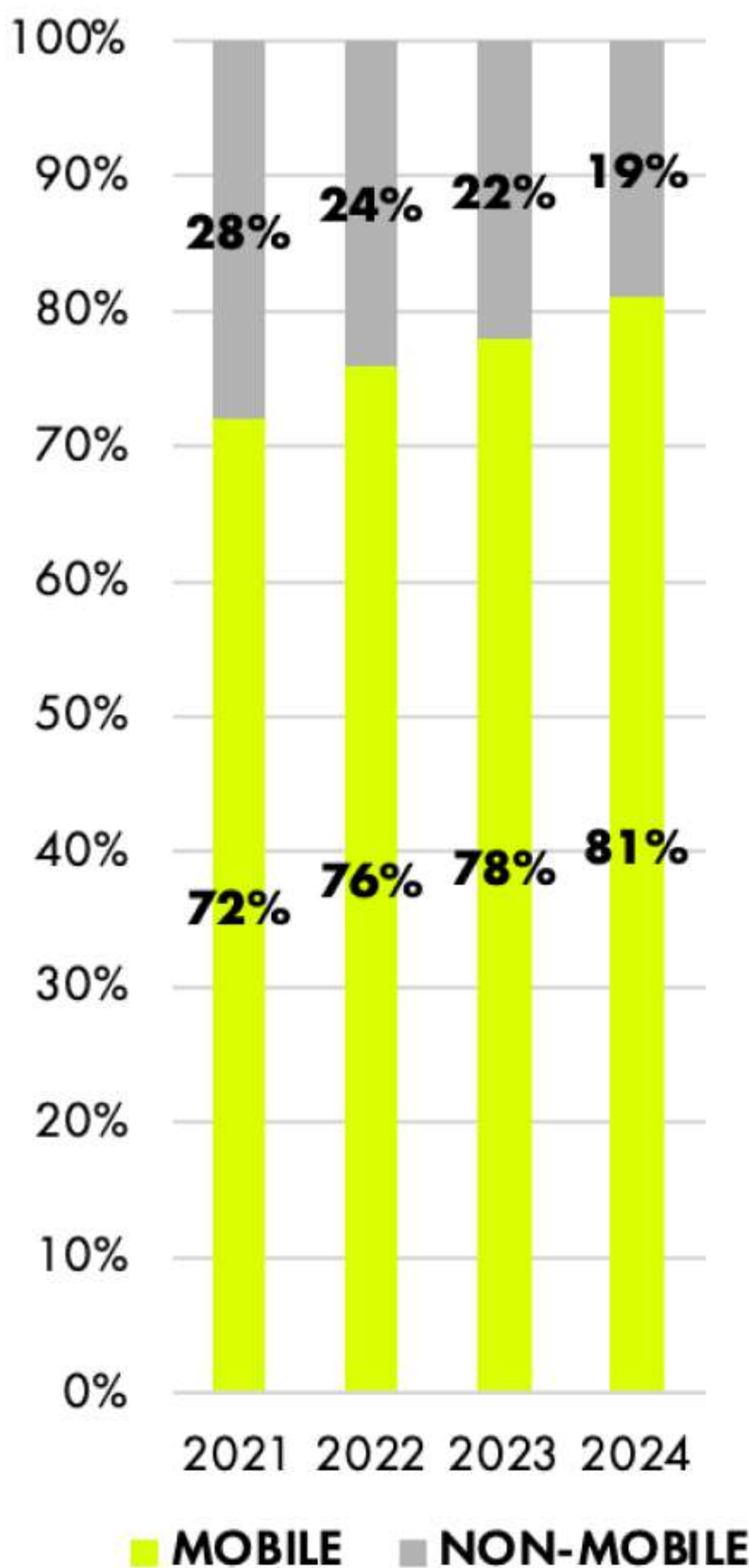


**Ivana  
Prakiš**  
Admixer Media

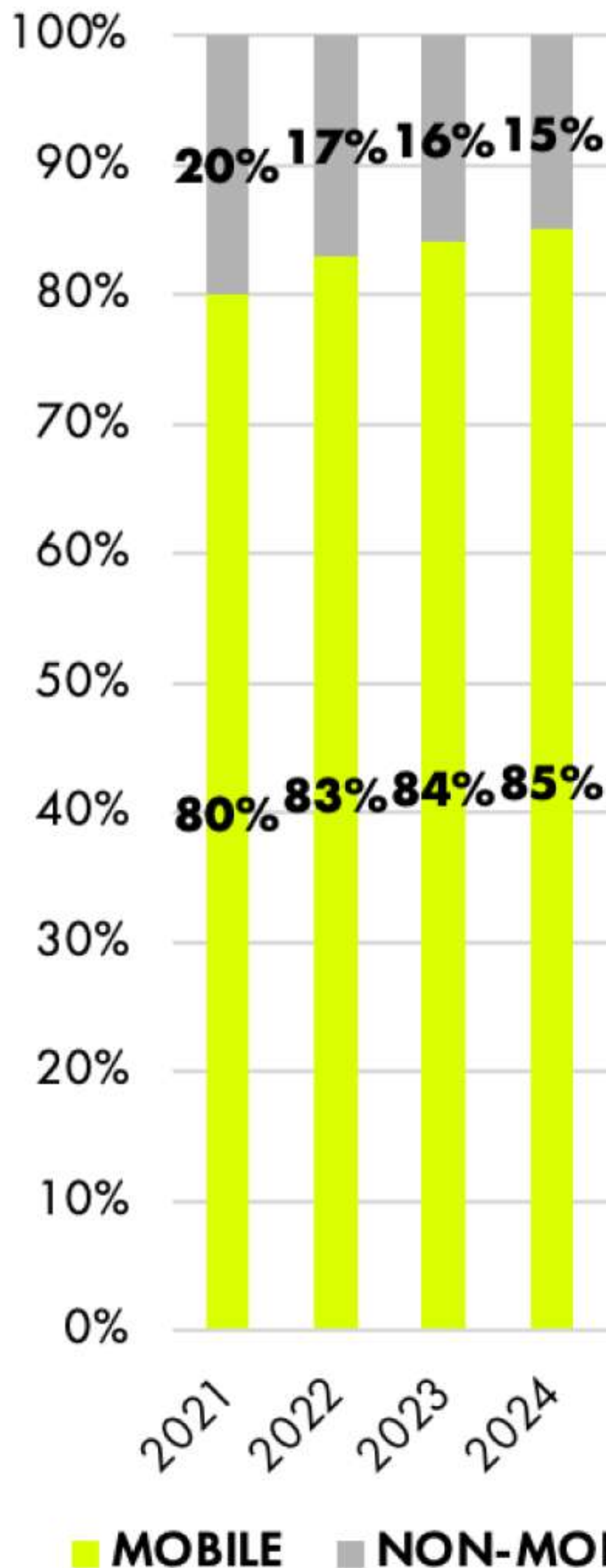


**Marijan  
Mihic**  
Advans Adria

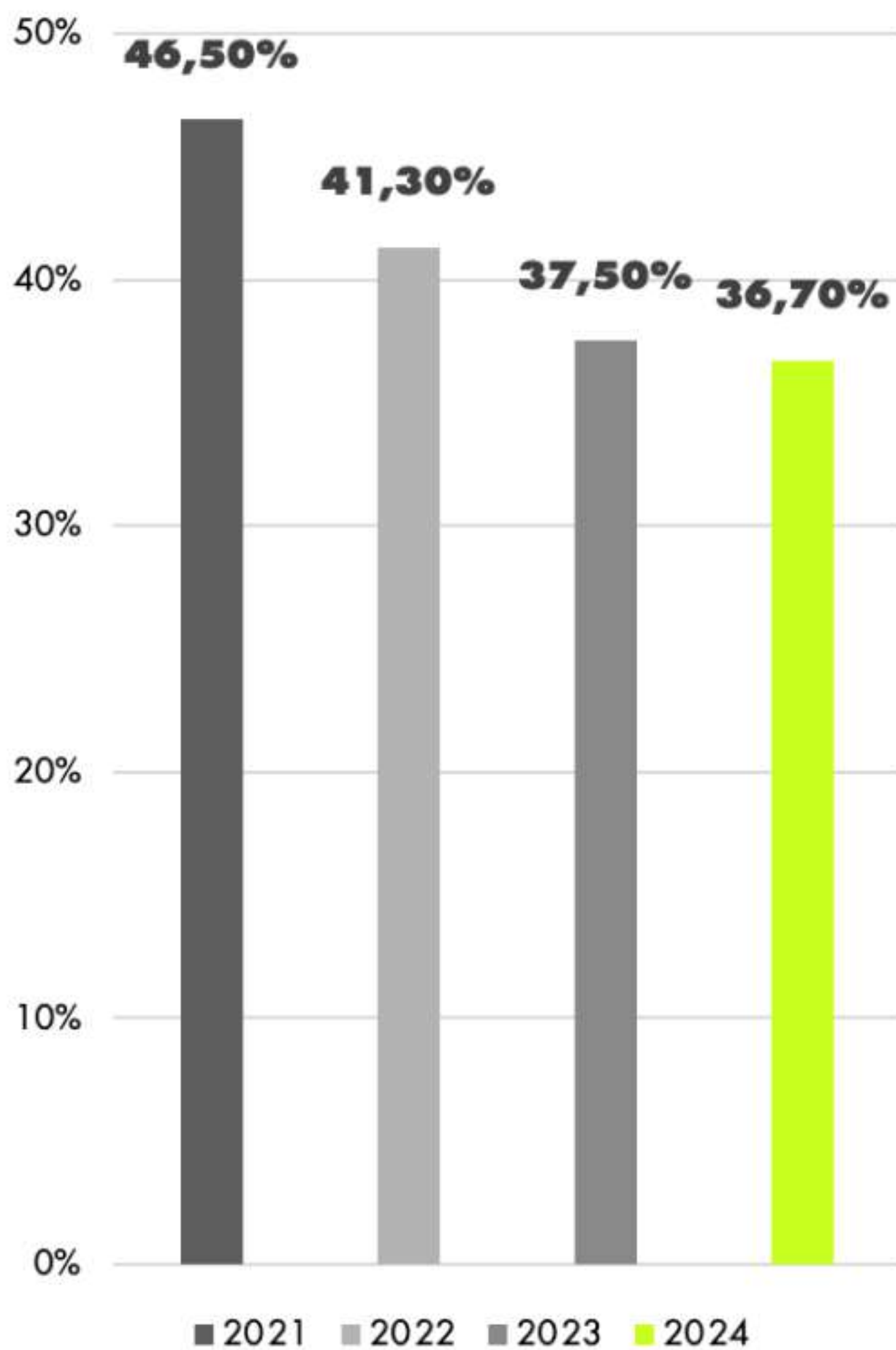
# DISPLAY OGLAŠAVANJE: MOBILE VS NON MOBILE



# VIDEOGLAŠAVANJE: MOBILE VS NON MOBILE



# UDIO ULAGANJA U DISPLAY



# 2025?

Nove procjene  
investicija medijskog  
ulaganja u 2025. i  
predviđanja za  
2026. saznajte  
danas u Uraniji!