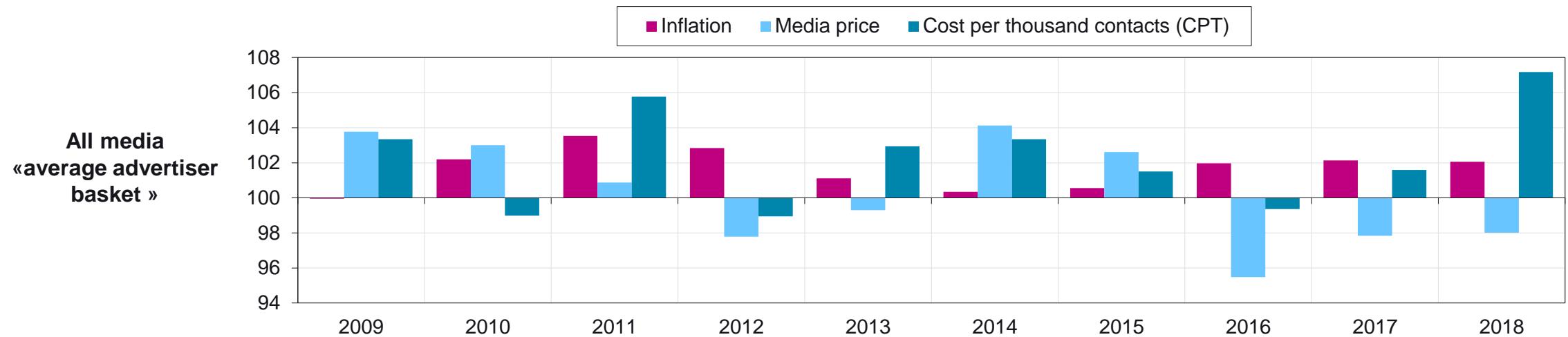
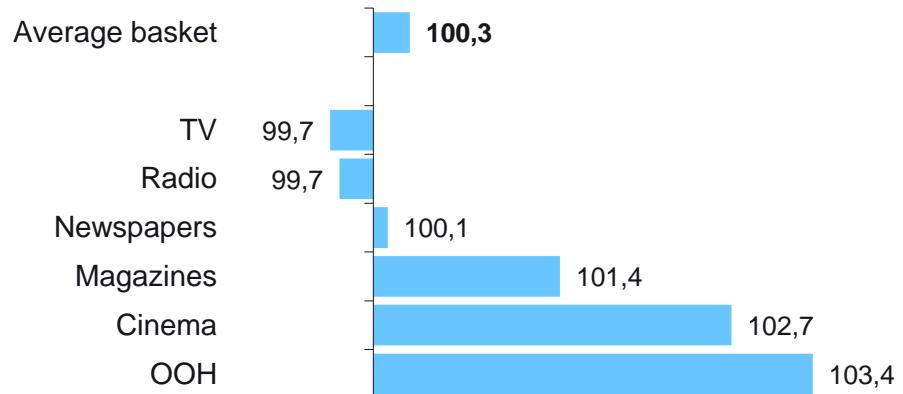


# Offline media cost: a 10-year overview

## Evolution vs previous year



**10 year average media price evolution**  
(100 = previous year)



**10 year average CPT evolution**  
(100 = previous year)

