



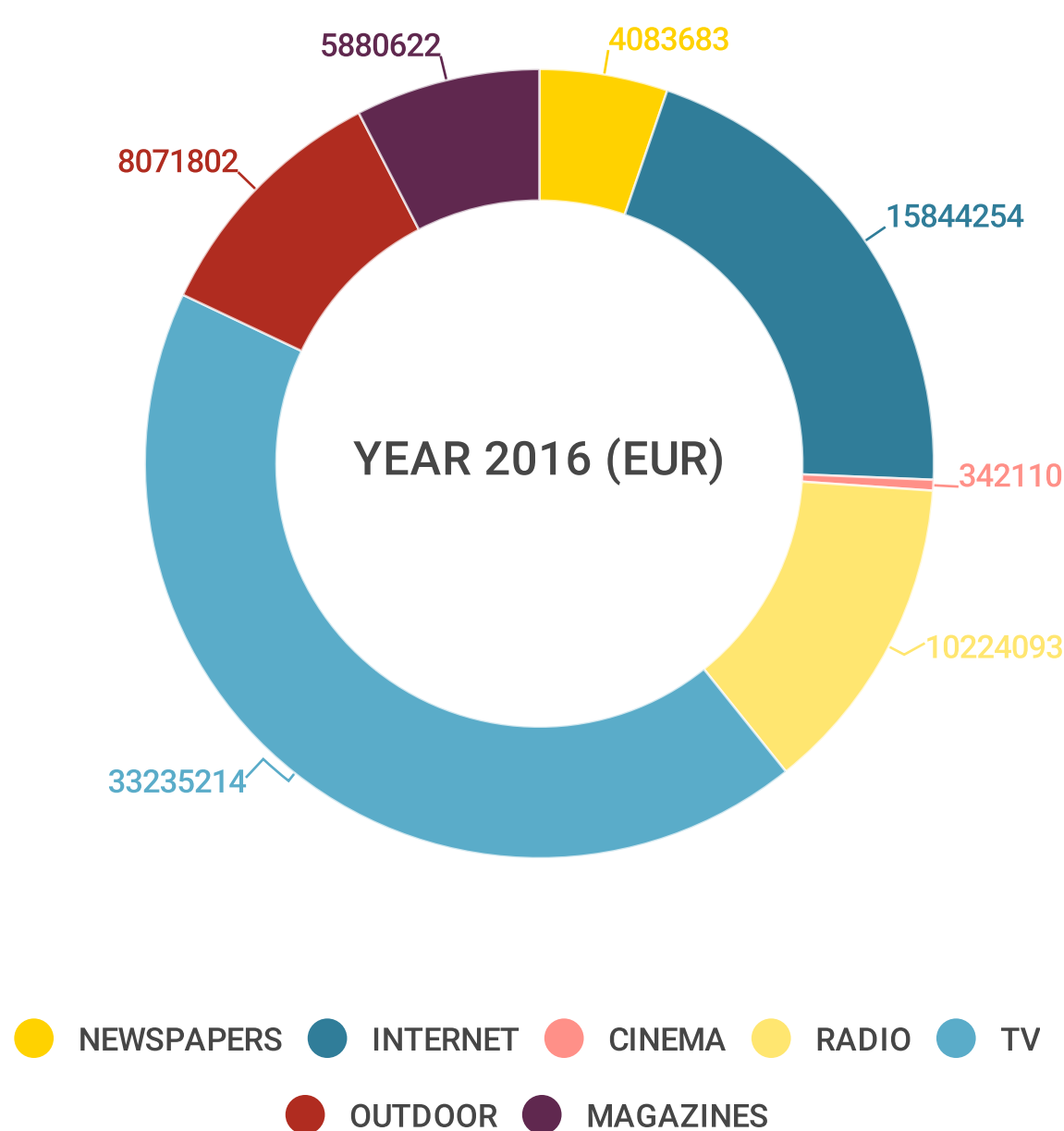
## Advertising market in 2016 reached 77,6 million Euros

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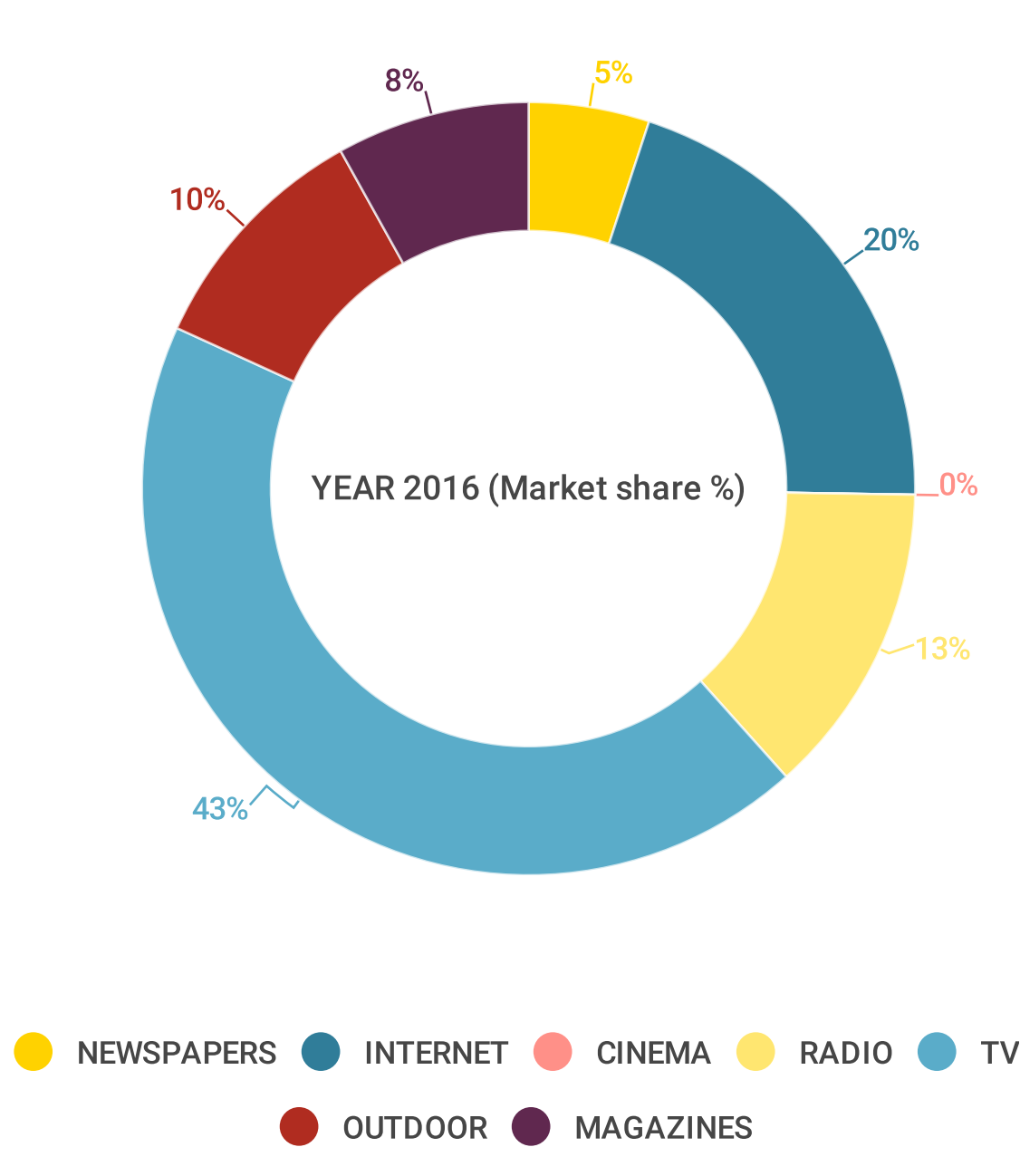
Latvian media advertising market growth in 2016 was less than 1%.

**Baiba Liepiņa,**  
*Latvian Advertising Association Chairman of the Board*

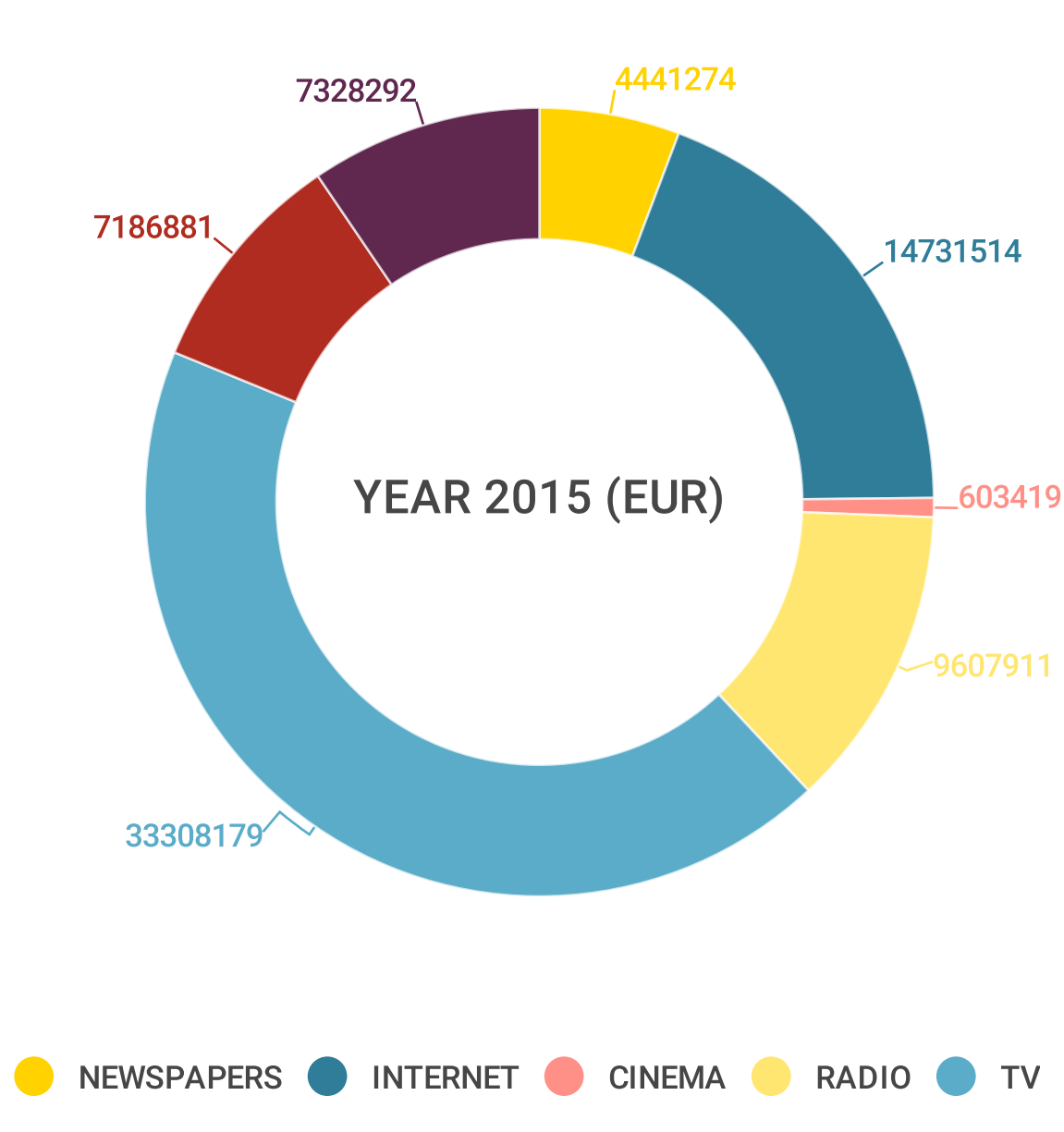
### YEAR 2016 (EUR)



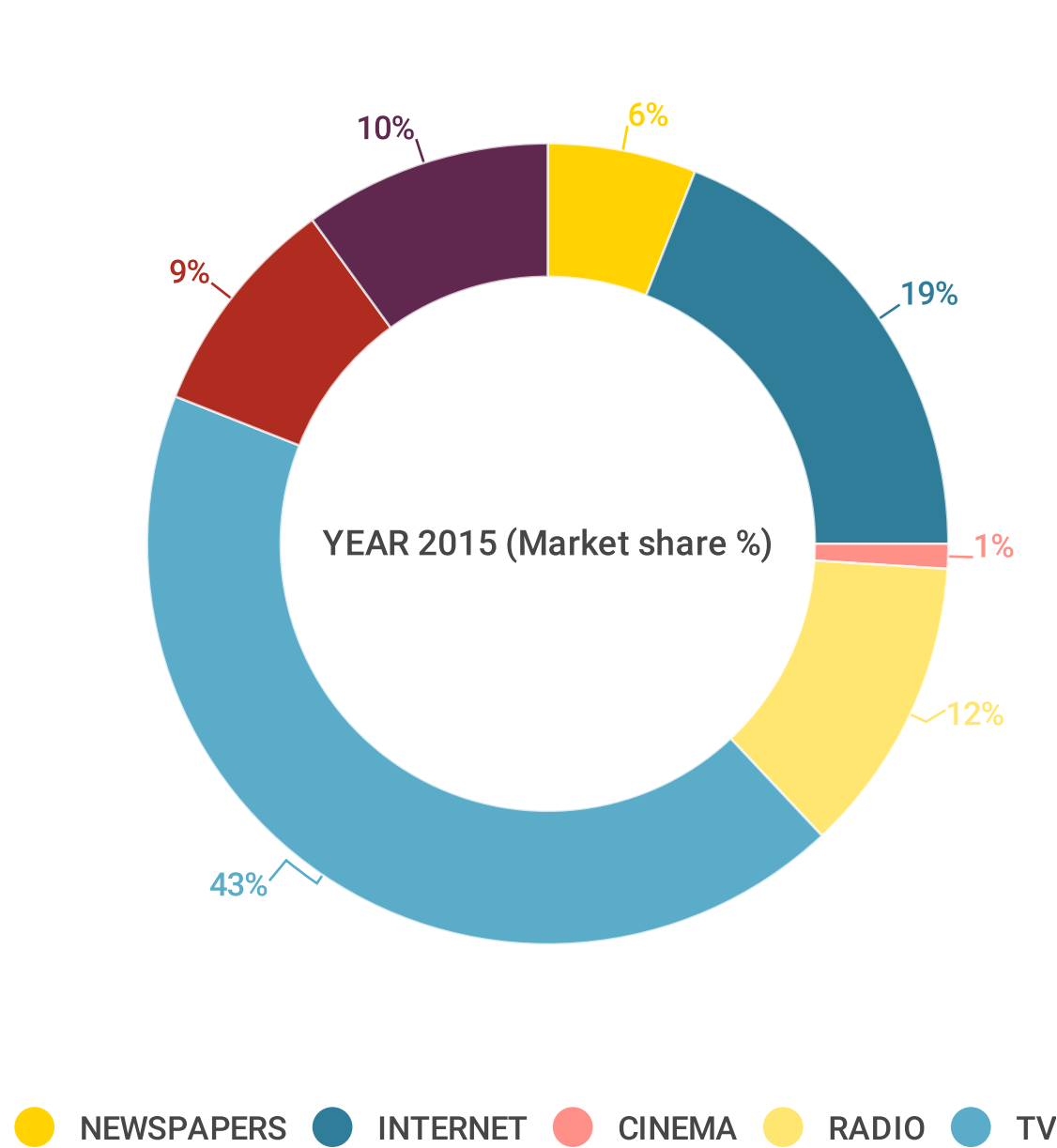
### YEAR 2016 (Market share %)



### YEAR 2015 (EUR)



### YEAR 2015 (Market share %)



\* It does not include foreign-registered media, social networks and Google.

Source: LRA

**Total: 77 681 778 EUR**

#### Contacts

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