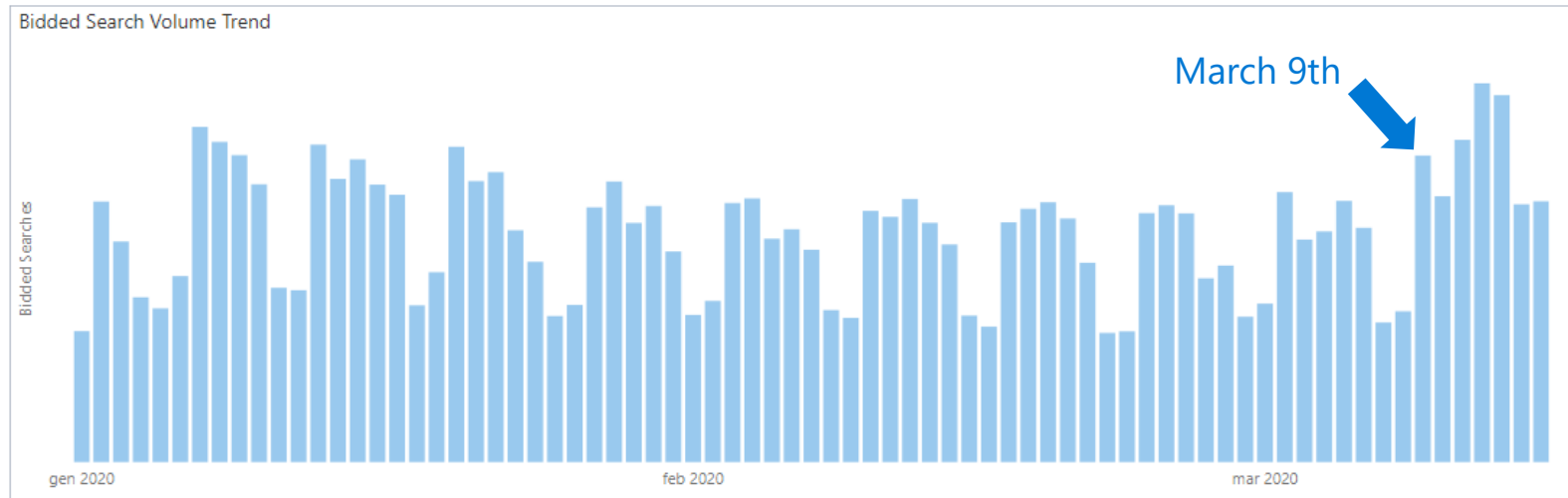


# News, Media & Publications COVID-19 marketplace trends in Italy March 2020

# Growth in News, Media & Publications in Italy

There has been substantial growth in searches, whilst cost per click (CPC) remained linear with a peak on the last day. The surge unsurprisingly started on **March 9<sup>th</sup>**, the day when the Italian government enforced a lockdown on the whole country.



News, Media & Publications	% WoW Bidded Searches	% WoW CPC
Apparel Media & Publications	-11,6%	-7,3%
Books & Literature	31,3%	4,6%
Celebrities & Entertainment News	-26,5%	-42,4%
Health Media & Publications	17,9%	-49,8%
Local News, Media & Publications	43,6%	-31,8%
Magazines & Magazine Subscriptions	7,1%	-6,4%
Men's Interests Media & Publications	-12,9%	22,9%
Newspapers	20,5%	12,1%
Online Media	25,5%	-3,5%
Political News & Media	-5,9%	-18,0%
Publishing	35,6%	9,3%
Reference Materials & Resources	2,3%	18,2%
Teen Media & Publications	-17,4%	16,1%
Vehicle Media & Publications	-26,0%	8,3%
Weather	-57,8%	-25,3%
Women's Interests Media & Publications	45,4%	-5,7%
World News & Media	-6,9%	13,6%
<b>Totale</b>	<b>8,8%</b>	<b>6,7%</b>

**Women's Interests Media & Publications, Local News, Media & Publications** and **Publishing** were the top growing categories by bidded search volume within the News, Media & Publications vertical. Unsurprisingly, **Weather** was the category showing the biggest decline in search volume.



Microsoft Advertising. Intelligent connections.