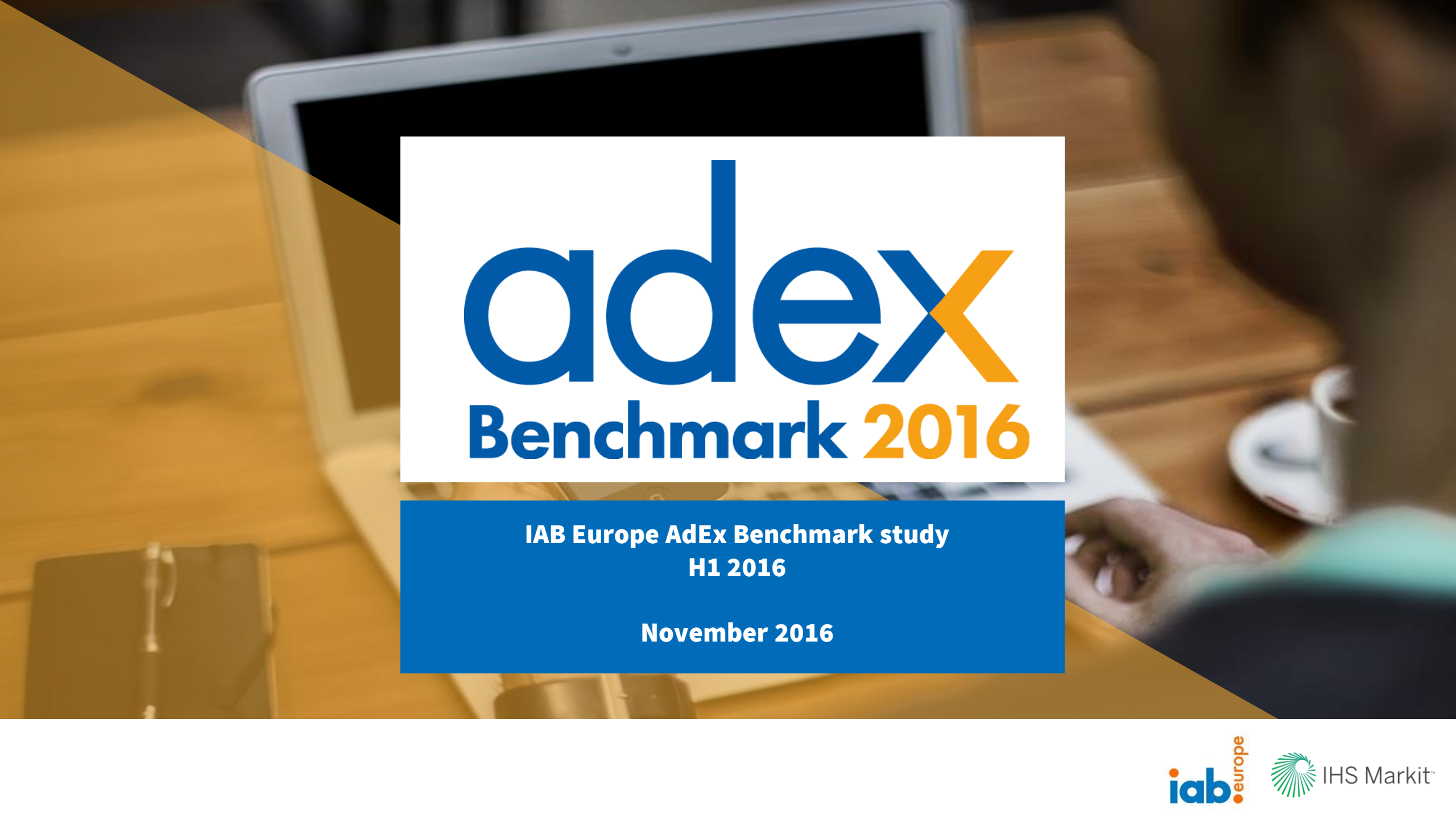




adex

Benchmark 2016

**IAB Europe AdEx Benchmark study
H1 2016**

November 2016



▶ The data and charts shown in this report cannot be used without the expressed permission of IAB Europe and IHS Markit

A meta analysis of online ad spend in Europe

GROSS



Revenue Billed

NET



Revenue Billed
No Agency commissions

RATECARD



Campaigns x
Ratecard

Data for 27 countries in Europe

- Austria
- Belarus
- Belgium
- Bulgaria
- Czech Republic
- Croatia
- Denmark
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Netherlands
- Norway
- Poland
- Russia
- Romania
- Serbia
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Turkey
- UK



About the data

The content of this analysis is powered by:

1. Reported data from local IABs where available (13 of the 27 countries, covering 82% of the European market)
2. Estimates by local IABs based on local insight, in collaboration with IHS
3. Estimates by IHS based on forecasts from the IHS Advertising Intelligence Service

See slide 17 for a list of markets where data is reported and estimated

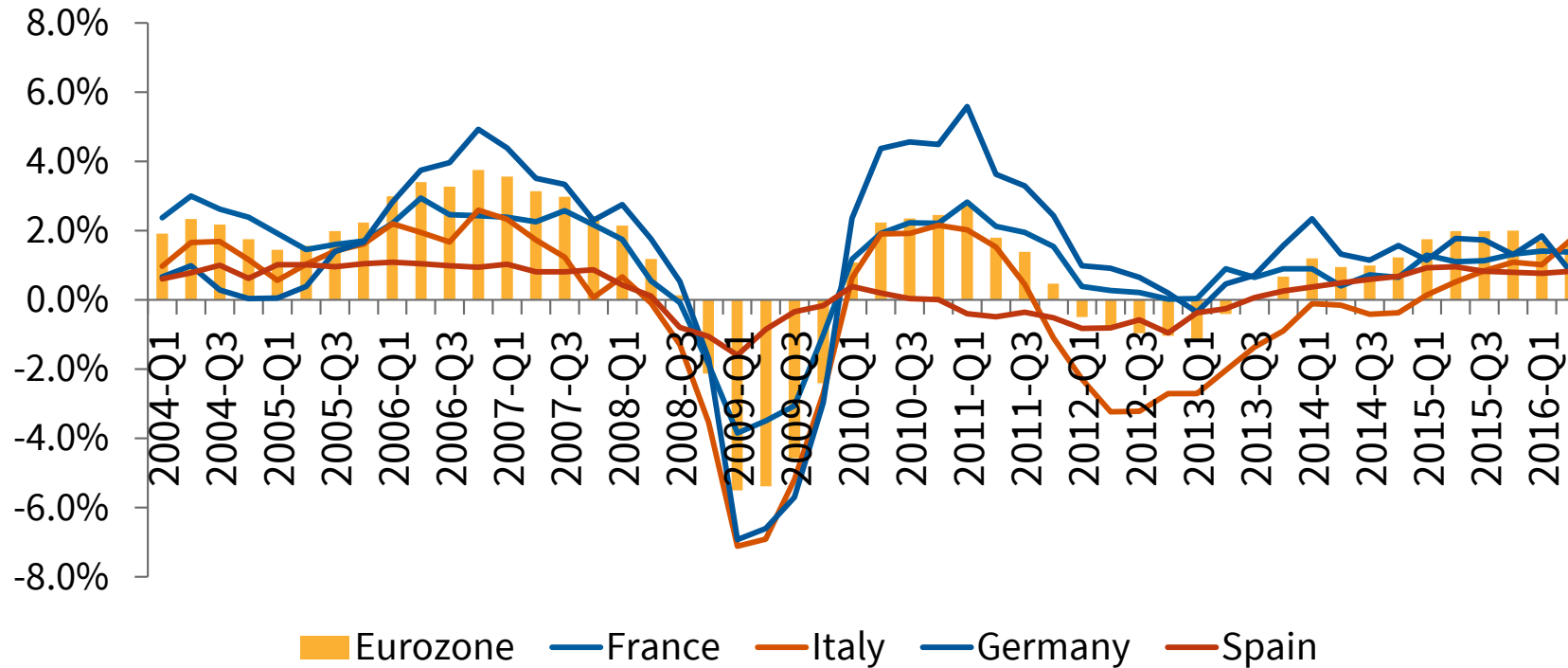
This is an update of the full year [IAB Europe AdEx Benchmark](#) report to provide nearer-term data on 2016 trends and help the understanding of and decision-making in the European online advertising market.

The value of online advertising in H1 2016

€18.6bn

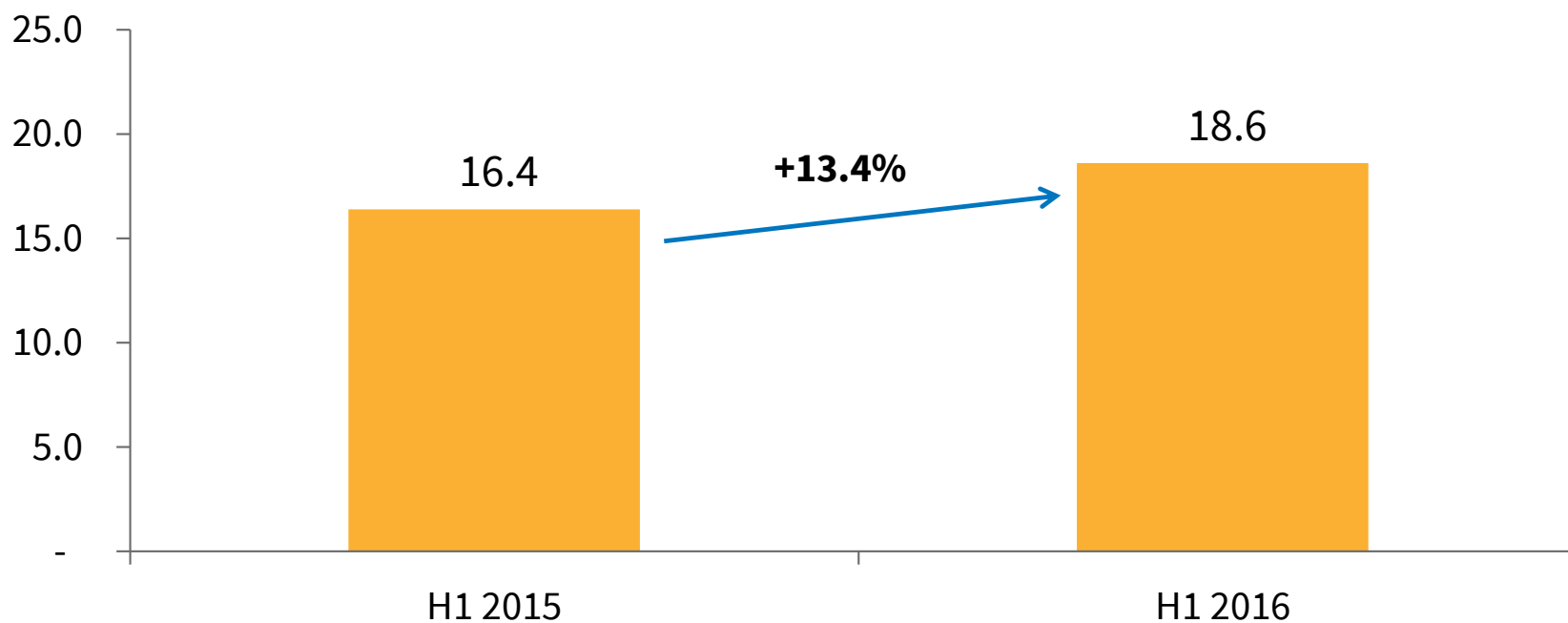
GDP growth across Europe underpins a strong online advertising market in 2016

GDP growth in the Eurozone (%)



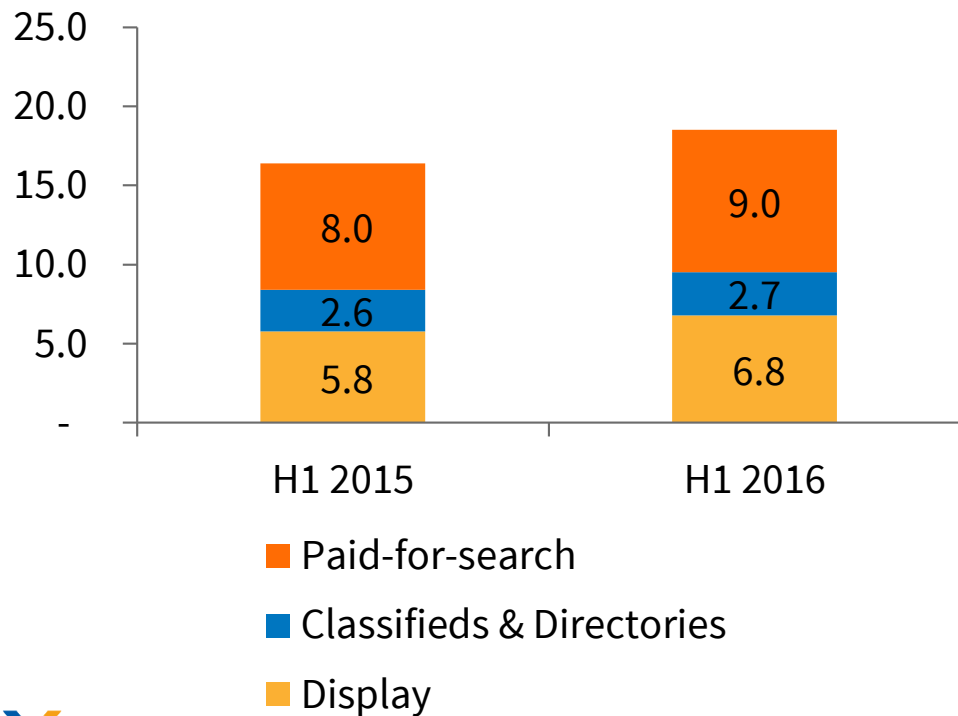
Online advertising up 13.4% year-on-year in H1 2016

Online advertising spend in Europe (€bn)

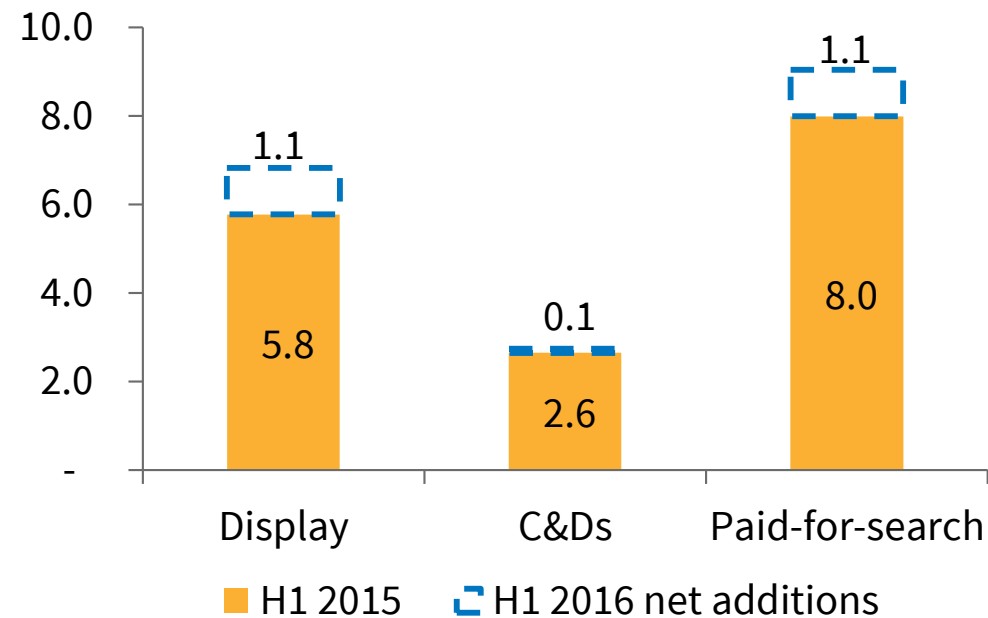


All formats noted increases in H1 2016 again

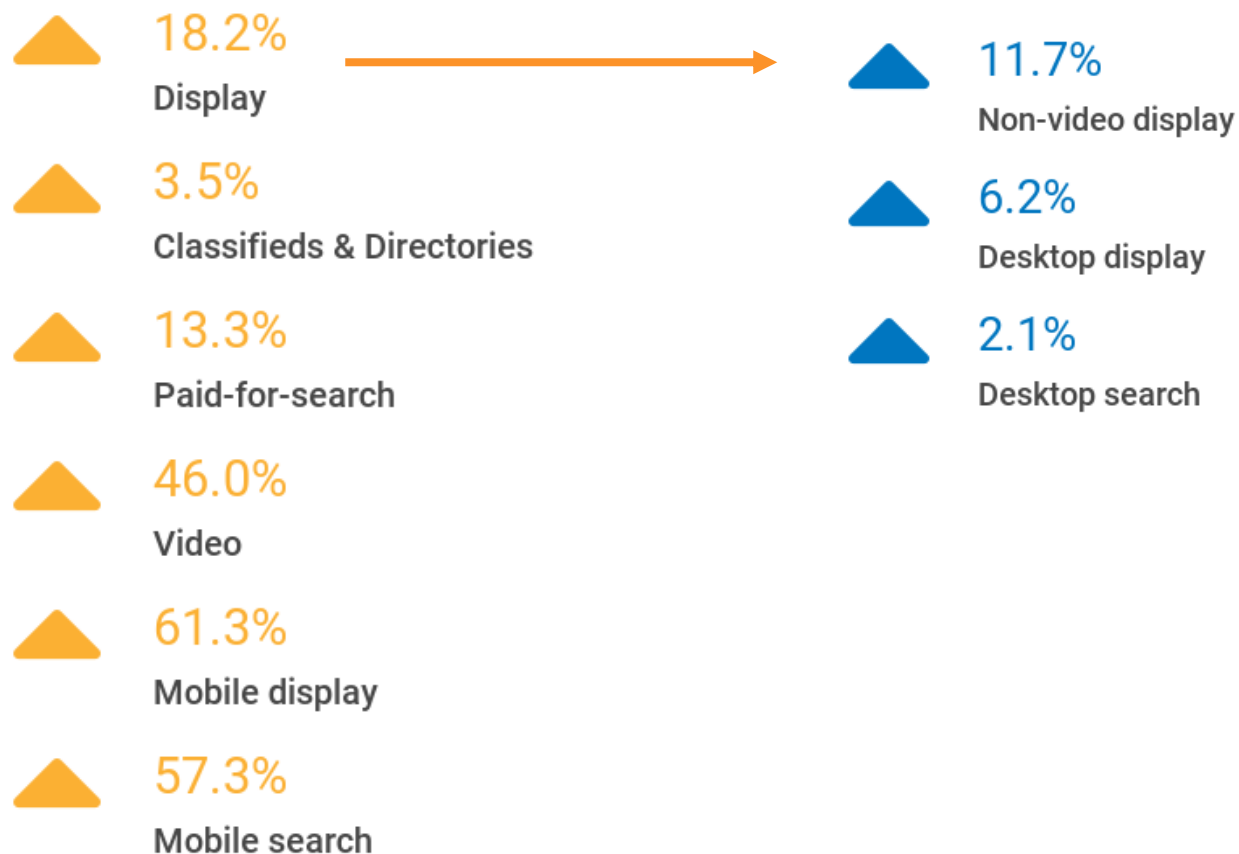
Online advertising spend in Europe (€bn)



Online advertising spend in Europe (€bn)



Mobile was the key driver of growth across formats in H1 2016



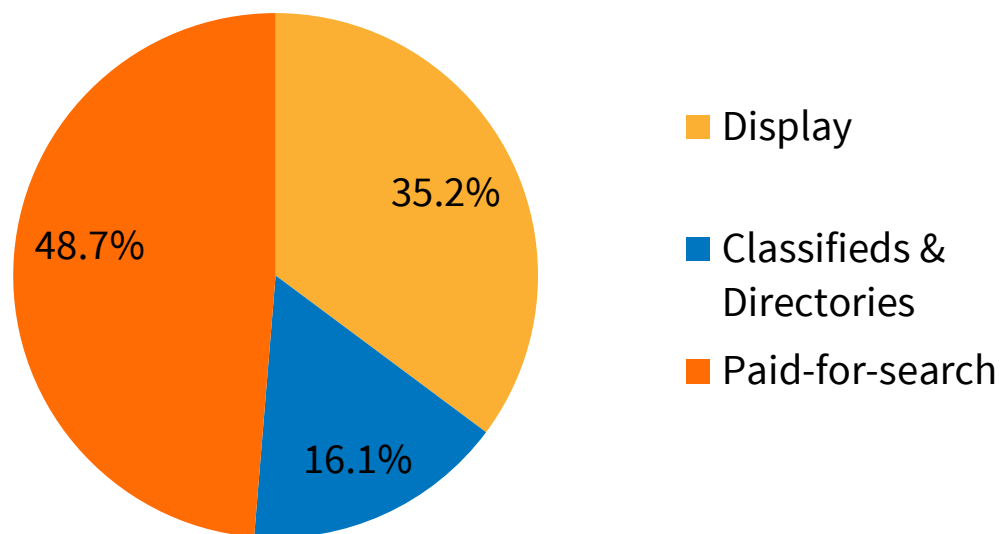
Europe: H1 2016 snapshot

	H1 2015 (€bn)	H1 2016 (€bn)	Growth (yoy %)	Share (%)
Display	5.8bn	6.8bn	18.2%	36.7%
of which video	1.1bn	1.6bn	46.0%	8.5%*
of which mobile	1.2bn	1.9bn	61.3%	10.9%*
Classifieds & Directories	2.6bn	2.7bn	3.5%	14.7%
Paid-for-search	8.0bn	9.0bn	13.3%	48.6%
of which mobile	1.2bn	1.9bn	57.3%	12.2%*
Total	16.6bn	18.6bn	13.4%	100%

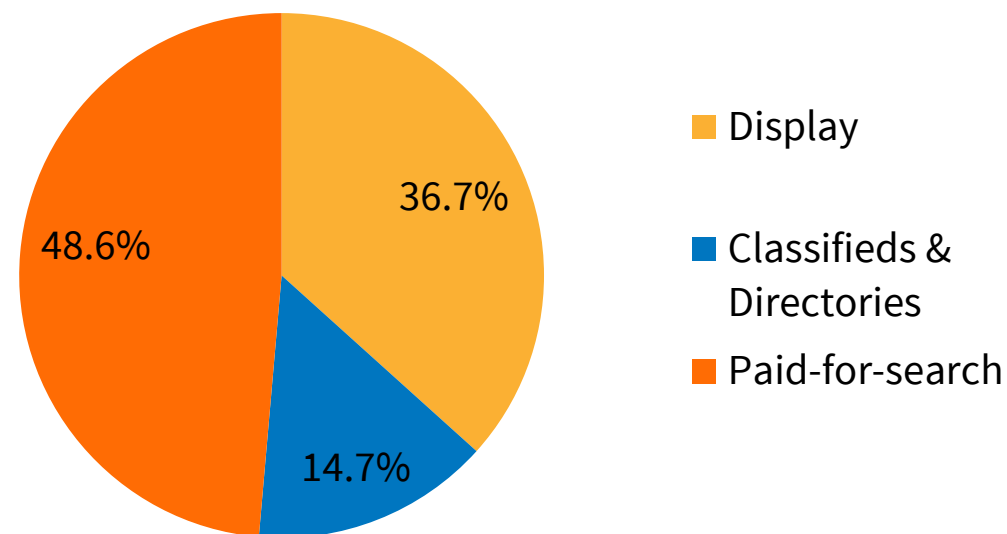
**The share is calculated excluding countries who didn't report video or mobile*

Display increased its share in H1 2016 at the expense of Paid-for-search and Classifieds & Directories

**Online advertising spend in Europe
(H1 2015)**

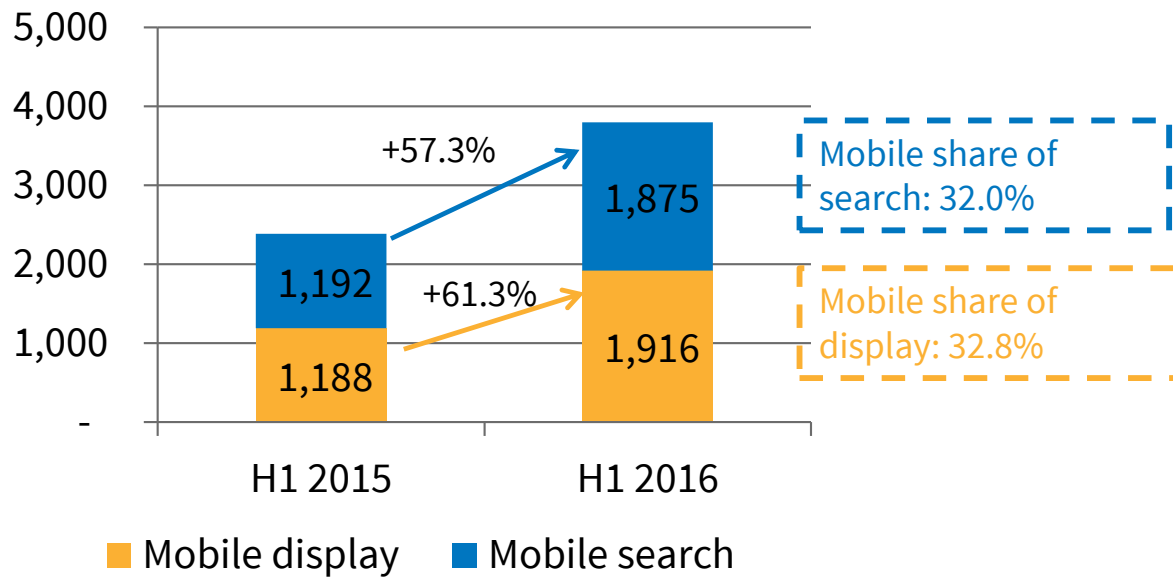


**Online advertising spend in Europe
(H1 2016)**

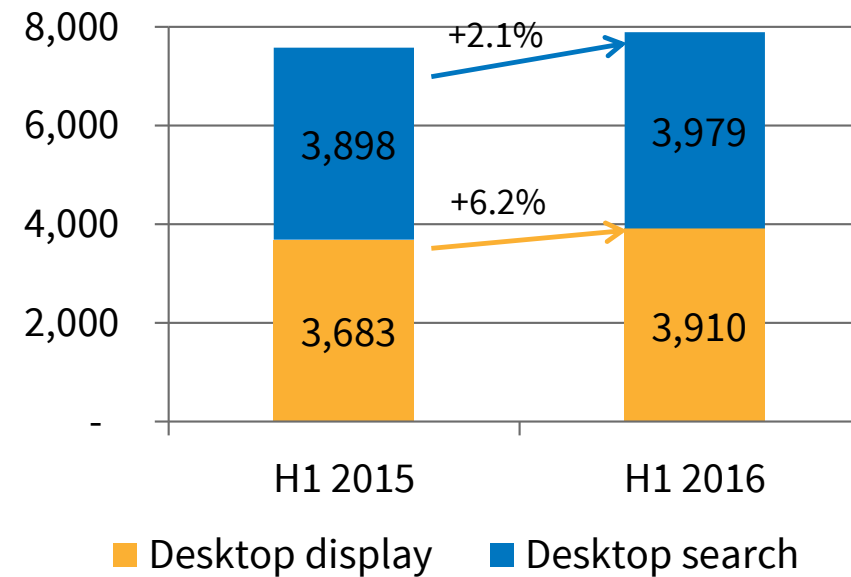


Mobile advertising amounted to €3.8bn in H1 2016, split evenly between search and display

Mobile advertising spend in Europe (€m)



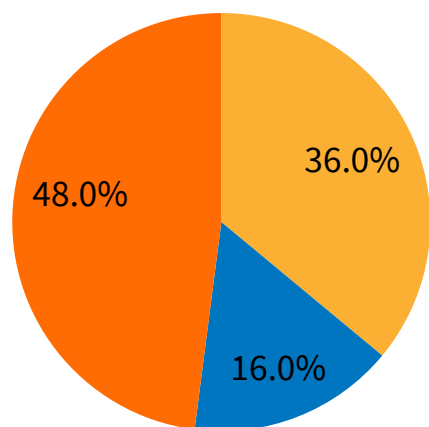
Desktop advertising spend in Europe (€m)*



*The value is calculated excluding countries who didn't report mobile

Western Europe: H1 2016 snapshot

WE: Online advertising spend in H1 2016



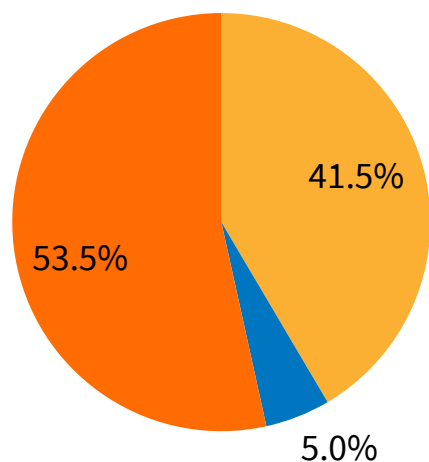
- Display
- Classifieds & Directories
- Paid-for-search

	H1 2015 (€bn)	H1 2016 (€bn)	Growth (yoy %)	Share (%)
Display	5.0bn	5.9bn	17.0%	36.0%
of which video	1.0bn	1.4bn	48.2%	8.8%*
of which mobile	1.1bn	1.8bn	58.3%	11.3%*
Classifieds & Directories	2.5bn	2.6bn	3.3%	16.0%
Paid-for-search	6.9bn	7.9bn	13.8%	48.0%
of which mobile	1.0bn	1.6bn	58.6%	11.8%*
Total	14.5bn	16.4bn	13.1%	100%

*The share is calculated excluding countries who didn't report video or mobile

Central and Eastern Europe: H1 2016 snapshot

CEE: Online advertising spend in H1 2016



- Display
- Classifieds & Directories
- Paid-for-search

	H1 2015 (€bn)	H1 2016 (€bn)	Growth (yoy %)	Share (%)
Display	0.7bn	0.9bn	27.1%	41.5%
of which video	0.1bn	0.1bn	26.0%	6.5%*
of which mobile	0.07bn	0.2bn	103.9%	8.0%*
Classifieds & Directories	0.1bn	0.1bn	8.4%	5.0%
Paid-for-search	1.1bn	1.2bn	9.6%	53.5%
of which mobile	0.2bn	0.3bn	50.5%	14.6%*
Total	1.9bn	2.2bn	16.2%	100%

*The share is calculated excluding countries who didn't report video or mobile

Outlook for 2016

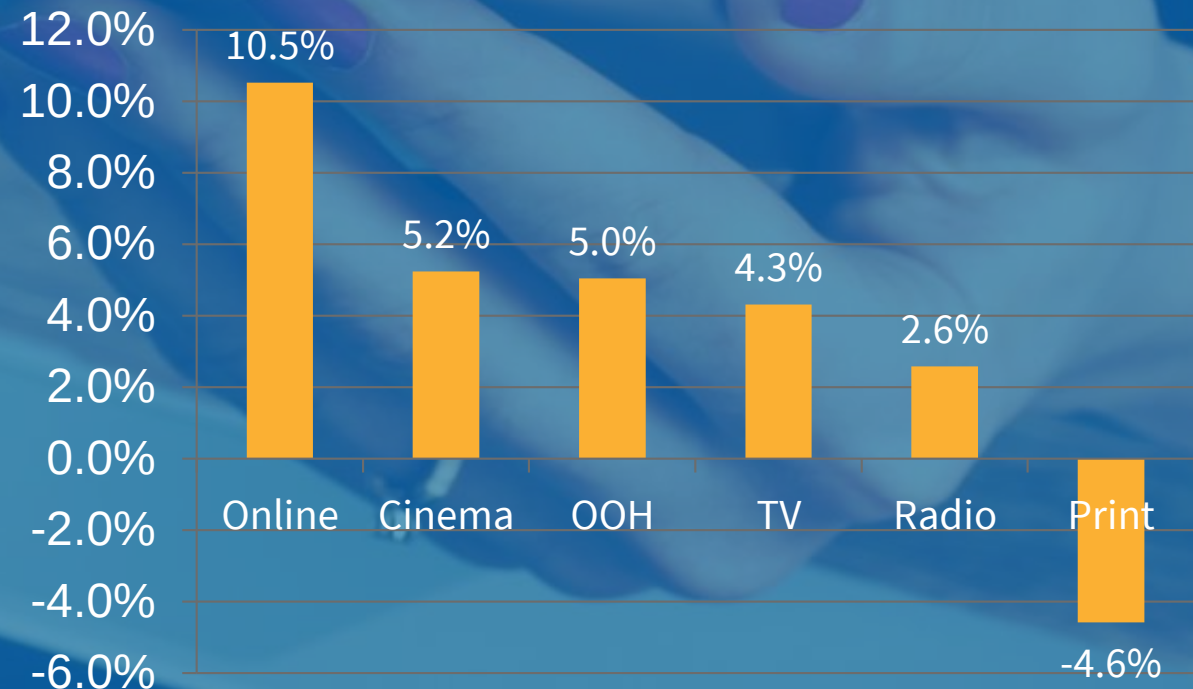
Drivers

- Favourable economic forecasts
- Large-scale sporting events:
 - Euro 2016
 - Rio Olympics
- Growth of video, facilitating the move of TV brand budgets online
- New native ad formats

Hurdles

- Tough comparatives (especially in H2 2016)
- Complexity of devices, platforms, behaviours
- No universal digital currency
- Duplication & fragmentation of ad tech infrastructure

Media ad spend growth in 2016 (%)



Source: IHS Markit

Reported and estimated data by market

Partial or full data reported by local IABs:

- Denmark
- Finland
- France
- Germany
- Ireland
- Netherlands
- Norway
- Poland
- Russia
- Slovakia
- Spain
- Sweden
- Turkey
- UK

Estimated / modelled data:

- Austria
- Belarus
- Belgium
- Bulgaria
- Croatia
- Czech Republic
- Greece
- Hungary
- Italy
- Romania
- Serbia
- Slovenia
- Switzerland

Contact:

Alison Fennah - Fennah@iabeurope.eu

Marie-Clare Puffett - puffett@iabeurope.eu

Eleni Marouli - eleni.marouli@ihsmarkit.com

Connect with us:



@IABEurope



IAB Europe



@IHS4Tech



www.iabeurope.eu

www.technology.ihs.com