

Total online adspend reaches €216m in H1 2016

iab.
ireland

The IAB Ireland PwC Online Adspend Study for H1 2016 (Jan to June) sees very strong growth of 33% with ad revenues of €216m compared to €162m in H1 2015.

Mobile Adspend has overtaken desktop for the first time with 67% growth and a spend of €108.5m.

Irish Mobile Adspend now represents €1 in every €2 of total digital adspend.

pwc

Introduction

The Internet Advertising Bureau (IAB) has been working with PwC since 1997 to survey the value of online adspend in Europe and North America.

28 leading publishers participated in the study, many of whom represent multiple websites. Other participants include sales houses, advertising networks and advertising agencies.

Adspend revenue is drawn up on the basis of actual figures provided by study participants. Total advertising revenue is reported on a gross basis (including agency commission).

Advertising formats (desktop and mobile)

Display: Display advertising holds a **43%** share with a spend of **€94m** – an increase of **59%** on H1 2016.



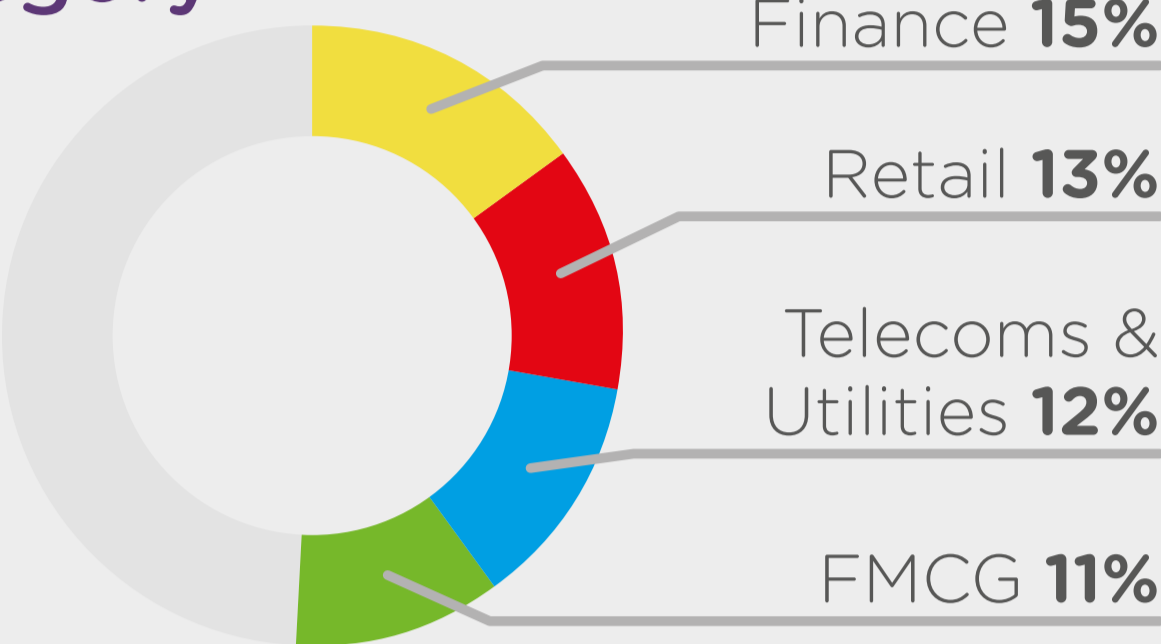
Paid for Search Advertising has grown **21%** YOY with a **50%** share of total online adspend at **€108m** in H1 2016.

Search

Classified: Classified Advertising represents 7% of spend at €14m in H1 2016.

Cross platform display adspend by advertising category

Finance is the top spending category in display adspend cross platform, with a category share each of **15%**. Retail follows at **13%**.



Classified Adspend's top industry categories:



Mobile Adspend for H1 2016 has grown by **67%** and is now worth **€108.5m**, of which **42%** is Display and **58%** is Search.

Social Media (Desktop and Mobile)

was **€50.8m** in H1 2016 – an increase of **130%** over H1 2015.



VOD Advertising

(Desktop and Mobile) was **€20.8m** in H1 2016 – an increase of **89%** over H1 2015.

share link

+89%



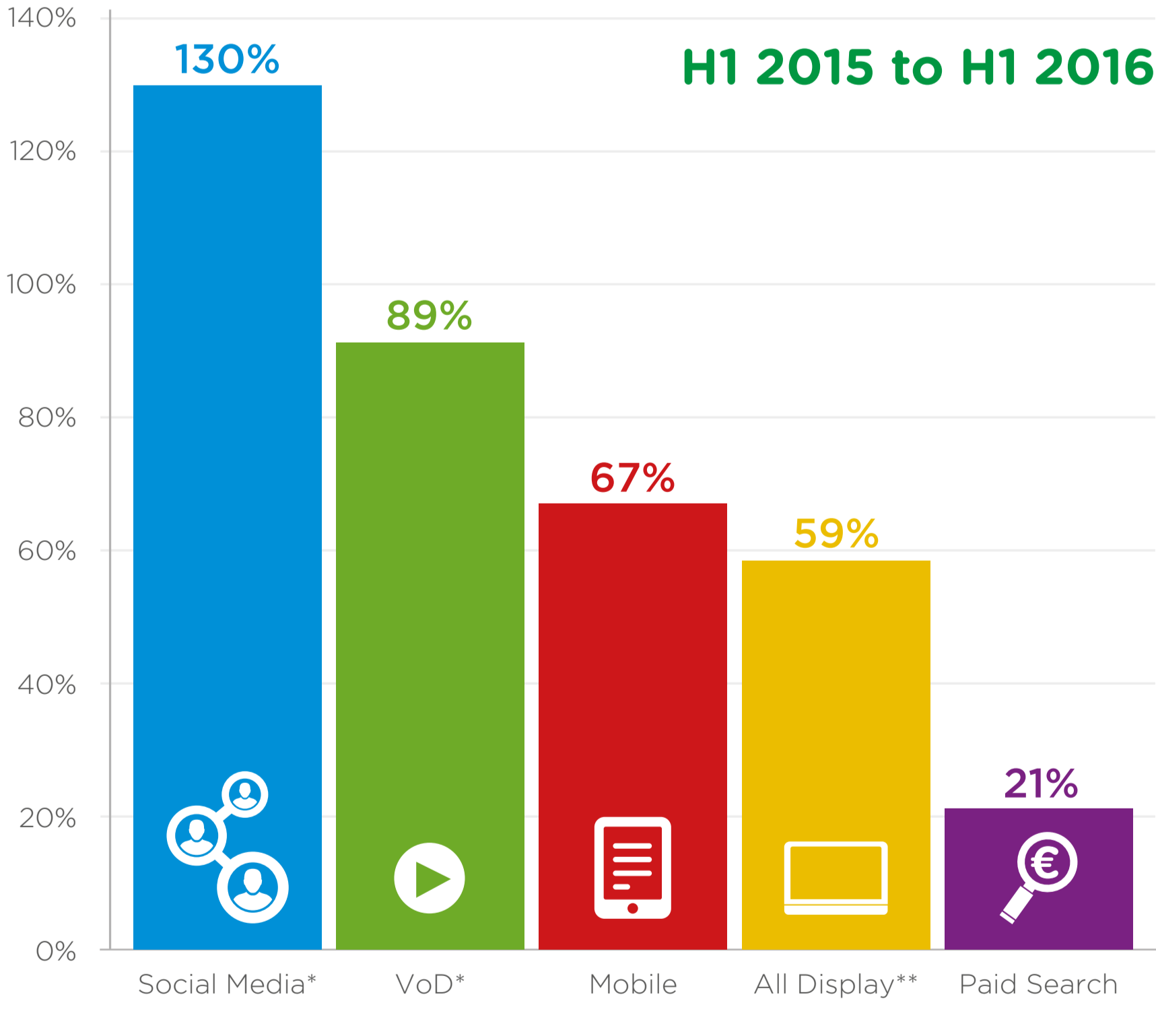
Native Advertising

Native Advertising cross platform at **€36.6m** is **39%** of total digital display in H1 2016.



YoY growth rates for selected digital formats

(formats are not mutually exclusive so there is some overlap)



*Includes Social VOD
**Includes Social and VOD
All growth figures are cross-platform

Key Drivers of growth

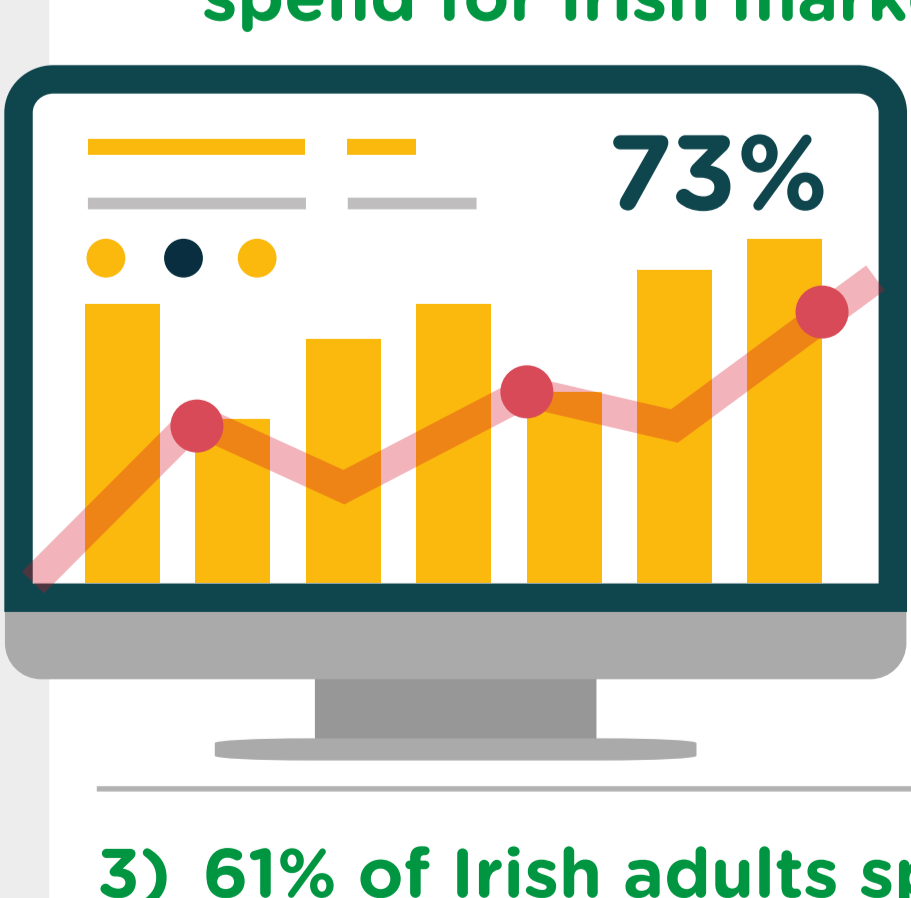
1) Growth of digital consumption

80% of Irish adults now use a smartphone* up from 75% in 2015.



2) Digital is the top focus for marketing spend for Irish marketers in 2016

Digital was ranked the top area for marketing spend for Irish marketers in 2016 by **73%** of the respondents to the Alternatives/ MII Sentiment Survey 2016. **28%** of Irish marketers will dedicate between **21%** and **50%** of their marketing budget to digital in 2016.



3) 61% of Irish adults spend more than 4 hours a week consuming video streaming content **

Video advertising delivers hard to reach audiences, **59%** of **15-24** year olds watch more VOD than TV.***

Video advertising drives brand growth - following seeing a video ad **24%** of adults visit the brand's website and **20%** search online for the brand.***



*Reuters Institute Digital News Report 2016
**Virgin Media Digital Insights Report 2016
***IAB Ireland report: The Power of VOD 3, conducted by Nielsen June 2016