



€ 53.7 bn
Invested in online advertising*



€ 41.9 bn
Gross digital advertising revenue generated by media companies**



€ 25 bn
GVA contributed directly to EU-28 economy*



€ 118 bn
GVA to EU-28 economy including indirect effects*

DIGITAL ADVERTISING: SUPPORTING EUROPE'S ECONOMY

Digital advertising is essential to the success of the European Digital Single Market. It has a key role in helping fund digital content, online services and web applications, making them widely available at little or no cost, as well as driving growth in the digital sector. It is also fundamental to the European digital economy that promotes business and economic growth, and paves the way for broader digital innovation.

iab europe



*The Economic Contribution of Digital Advertising in Europe - IHS Markit Study - 2015/2016 data - published 2017

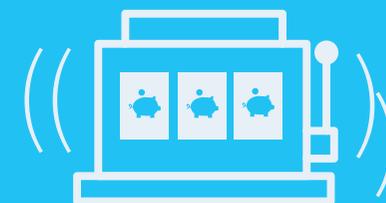
**IAB Europe AdEx Benchmark Report - 2016 data - published 2017



1.5 MILLION
Jobs supported by wider digital ad industry*



1.0 MILLION
Jobs directly in EU-28 digital ad industry*



€ 526 bn
GVA contributed to EU-28 economy including wider ripple effect*



6 MILLION
Jobs supported if broader effects are taken into account*



37.2%
Of all ad revenue generated online**



12.3%
Digital advertising growth in 2016**