

VIDEO ADVERTISING IN EUROPE

IAB Europe has compiled key stats on the state of video advertising in Europe from our annual AdEx Benchmark and Programmatic Ad Spend reports.



01

Video advertising reached

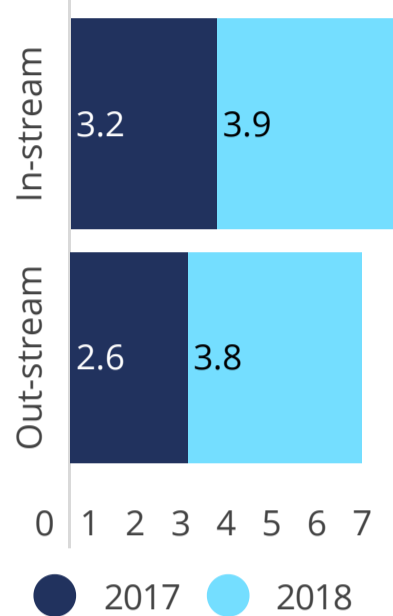
€7.6bn

in 2018



02

In-stream and out-stream video spend (€bn)



03

Video advertising grew by

30.9%

in 2018



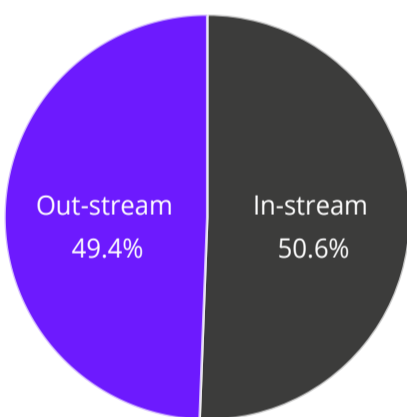
04

Video share of display advertising



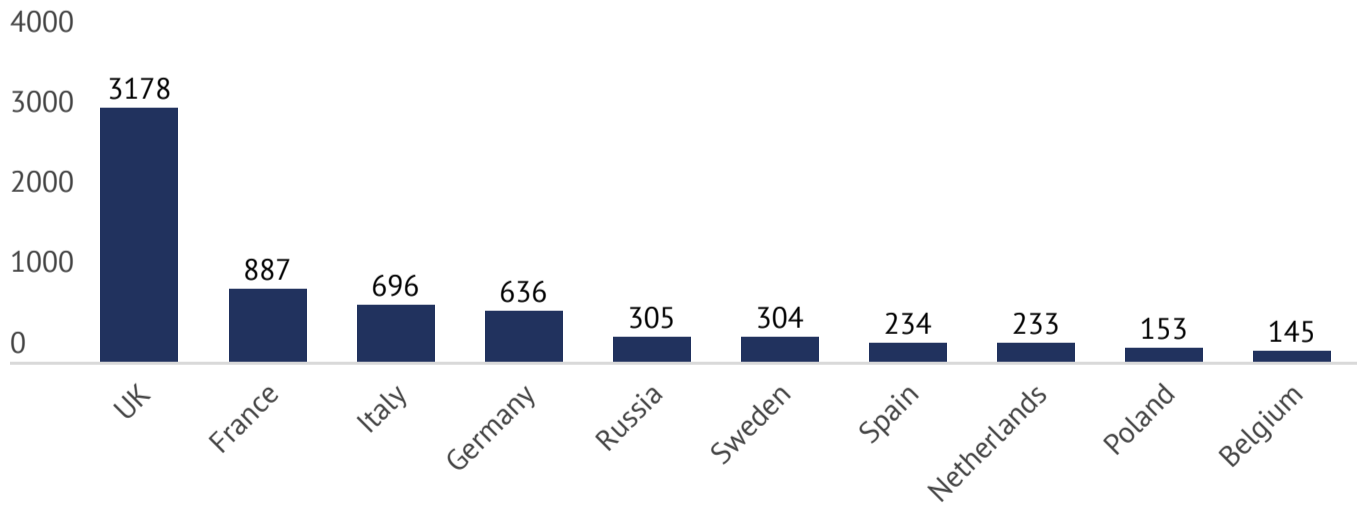
05

In-stream and out-stream share of video advertising



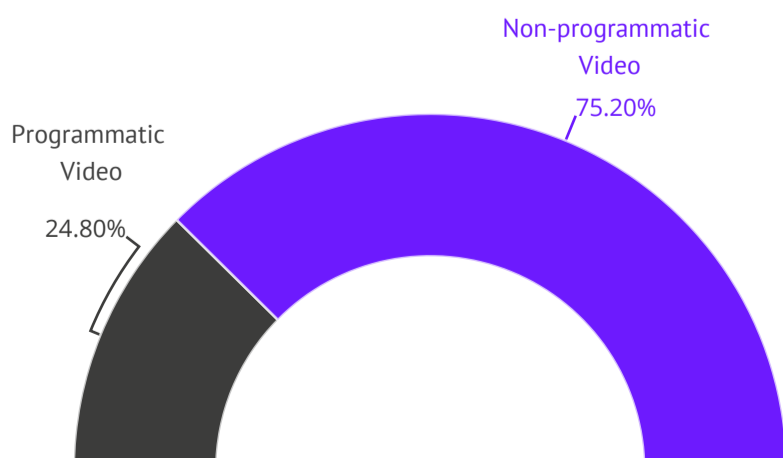
06

Top 10 video markets in Europe (€m)



07

In-stream and out-stream share of video advertising



Get more insight!

Download our [AdEx Benchmark](#) and [Programmatic Ad Spend](#) Reports for more insight into the state of the digital advertising market in Europe