

VIDEO ADVERTISING SPEND IN EUROPE 2019

IAB Europe has compiled key stats on the state of video advertising in Europe from our annual AdEx Benchmark Report.



01

Video advertising reached

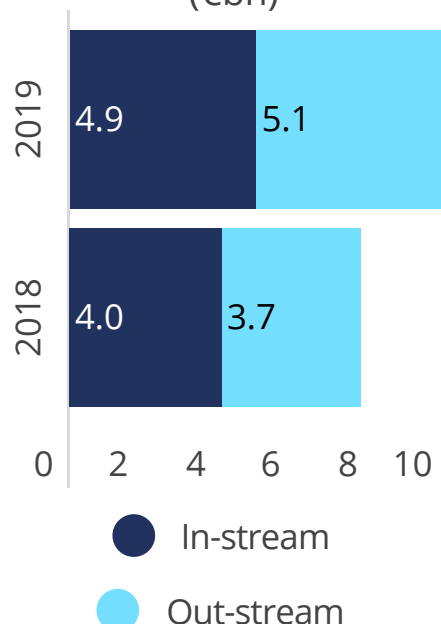
€10bn

in 2019



02

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



03

Video advertising grew by

29%

in 2019



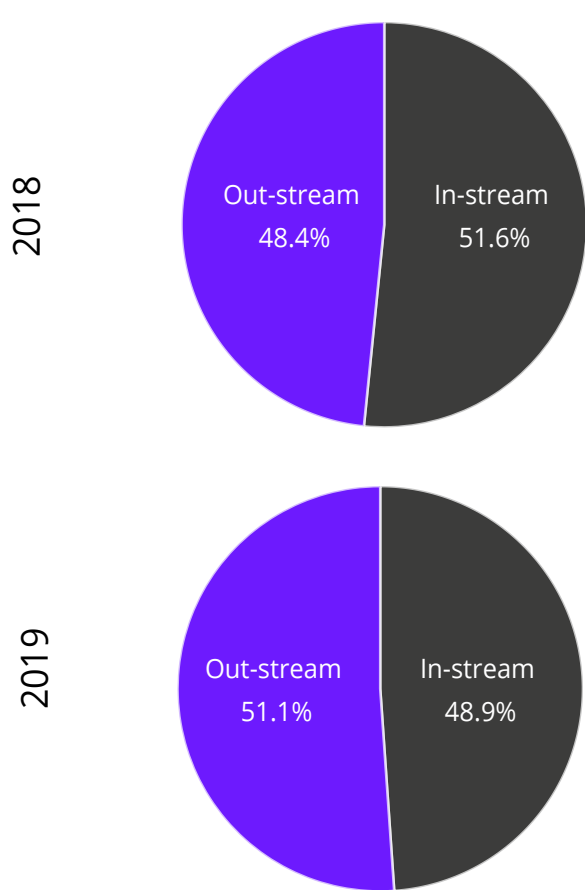
04

Video share of display advertising



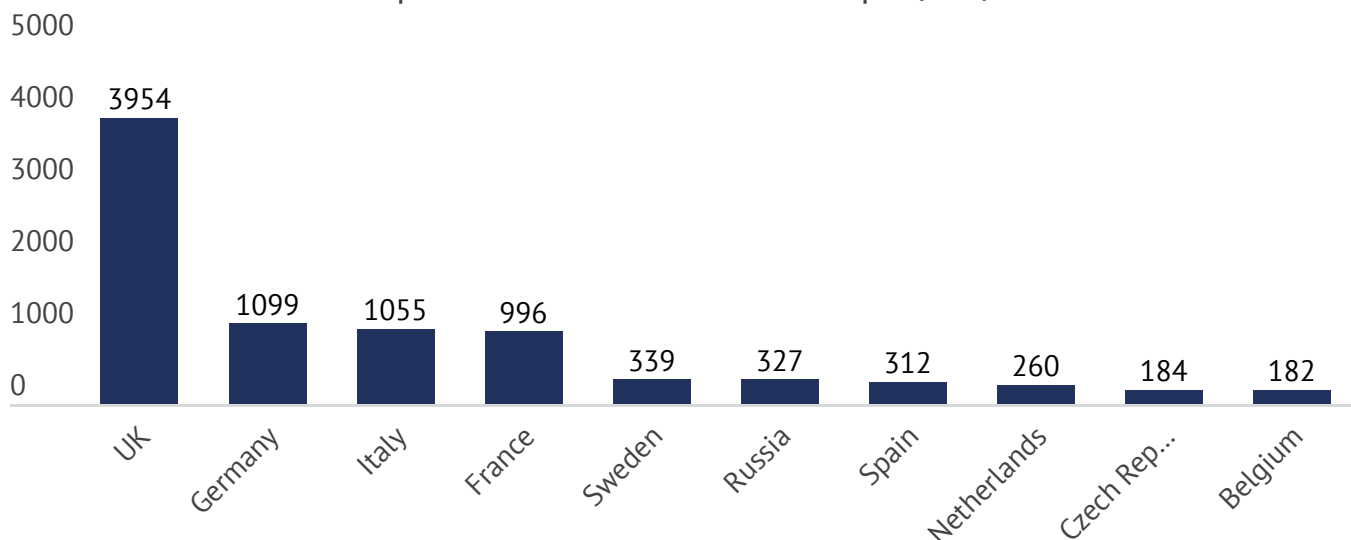
05

In-stream and out-stream share of video advertising



06

Top 10 video markets in Europe (€m)



Get more insight!

Download our [AdEx Benchmark Report](#) for more insight into the state of the digital advertising market in Europe