ABOUT THIS STUDY

• Extension of the IAB Europe Adex Benchmark Study 2019 (released in June 2020)

• The AdEx Benchmark report is the definitive guide to advertising expenditure in Europe covering 28 markets. The report consolidates and harmonises local ad spend data from national IABs to provide a true, like-for-like comparison of European digital ad markets.

• The Programmatic ad spend data presented in this report is collected from IABs, adjusted through company reports, industry interviews, DSP & SSP reports

• Definitions of programmatic vary between countries and market participants: social included here to find common denominator with all countries. Unless stated otherwise, social is included in the figures presented here

• Figures in this study are reported in gross (before publishers’ SSP fee)

iabeurope.eu
A €23BN MARKET

Europe: Programmatic Ad Spend (€m)

Ad Spend (€m): 2,490, 4,270, 7,270, 10,372, 14,031, 18,704, 23,001
OVER 2/3 OF DIGITAL AD SPEND NOW PROGRAMMATIC

Share of Digital Ad Spend in Europe by Transaction Mechanism*

2013
- Programmatic: 20%
- Classic IO: 80%

2016
- Programmatic: 46%
- Classic IO: 54%

2019
- Programmatic: 77%
- Classic IO: 23%

*refers to display spend (incl. banners & video), excl. search, classifieds & directories
IO-BASED AD SPEND IN DECLINE AS PROGRAMMATIC GROWS DOUBLE-DIGIT, ALBEIT AT LOWER RATE IN ‘19 AS MARKET MATURES

Europe: Digital Ad Spend Growth by Transaction Type*

*refers to display spend (incl. banners & video), excl. search, classifieds & directories
OVER 50% OF VIDEO AD SPEND IS TRANSACTED PROGRAMATICALLY

Europe: Video Ad Spend by Transaction Mechanism (€m)

- **2013:**
  - Classic IO Video: 1,651
  - Programmatic Video: 172

- **2014:**
  - Classic IO Video: 2,194
  - Programmatic Video: 347

- **2015:**
  - Classic IO Video: 2,832
  - Programmatic Video: 678

- **2016:**
  - Classic IO Video: 2,650
  - Programmatic Video: 1,729

- **2017:**
  - Classic IO Video: 3,058
  - Programmatic Video: 2,846

- **2018:**
  - Classic IO Video: 3,524
  - Programmatic Video: 4,202

- **2019:**
  - Classic IO Video: 4,173
  - Programmatic Video: 5,797

*refers to display spend (incl. banners & video), excl. search, classifieds & directories

Share of video ad spend by transaction mechanism:

- **2016:**
  - Classic IO Video: 39%
  - Programmatic Video: 61%

- **2019:**
  - Classic IO Video: 42%
  - Programmatic Video: 58%
CENTRAL & EASTERN EUROPE (CEE) IS CATCHING UP

Share of programmatic ad spend in Europe by region

2013

- CEE: 5.5%
- WE: 94.5%

2019

- CEE: 13.9%
- WE: 86.1%

CEE share of ad spend for all media in Europe: 11.1%*
CEE share of ad spend for all media in Europe: 14.3%*

*TV, Radio, Print, OOH, Cinema, Digital
PROGRAMMATIC – NARROWER DEFINITION (SPEND TRANSACTED VIA THE OPENRTB PROTOCOL)

Europe: Programmatic Ad Spend (€m)

<table>
<thead>
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<th>Year</th>
<th>Europe: Programmatic Ad Spend (€m)</th>
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</thead>
<tbody>
<tr>
<td>2013</td>
<td>2,490</td>
</tr>
<tr>
<td>2014</td>
<td>4,270</td>
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<td>2015</td>
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<td>2018</td>
<td>18,704</td>
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<td>2019</td>
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Europe: Programmatic Ad Spend OpenRTB(€m)

<table>
<thead>
<tr>
<th>Year</th>
<th>Europe: Programmatic Ad Spend OpenRTB(€m)</th>
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<tbody>
<tr>
<td>2017</td>
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