

# VIDEO ADVERTISING IN EUROPE

IAB Europe has compiled key stats on the state of video advertising in Europe from our annual 2021 AdEx Benchmark report.



01

Video advertising reached

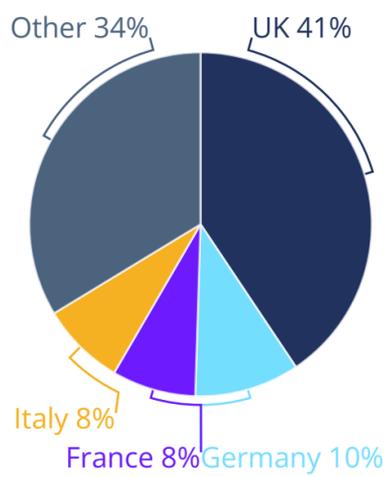
**€18.5bn**

in 2021



02

Share of video market by country



03

Video advertising grew by

**46%**

in 2021



04

Video share of display advertising

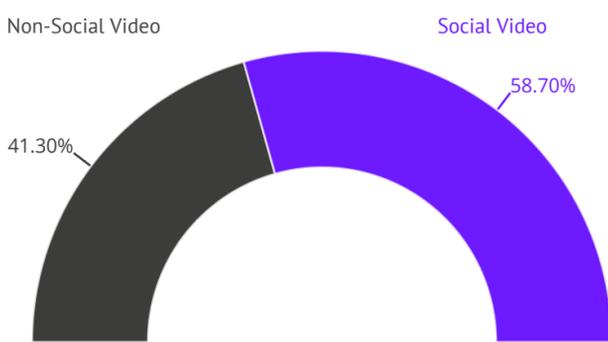


Video - 41% | Display - 59%



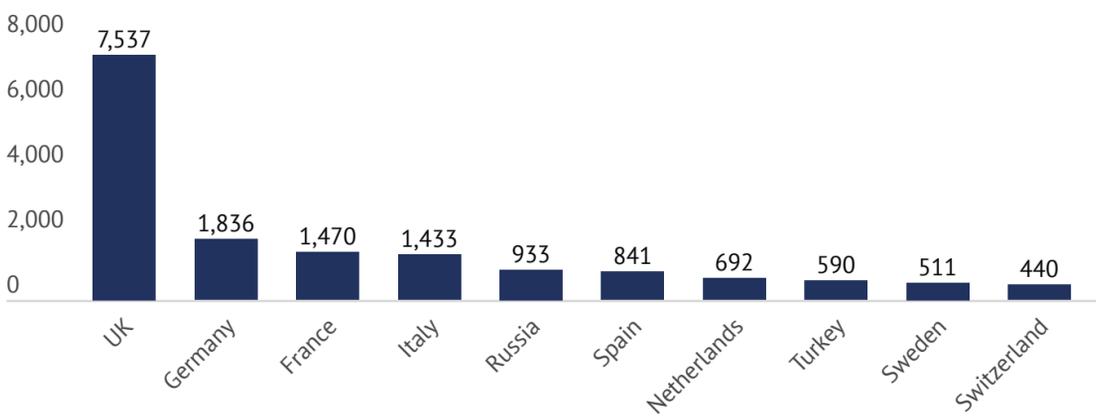
05

Social & Non-Social Video



06

Top 10 video markets in Europe (€m)



**Get more insight!**

Download our [2021 AdEx Benchmark Report](#) for more insight into the state of the digital advertising market in Europe