



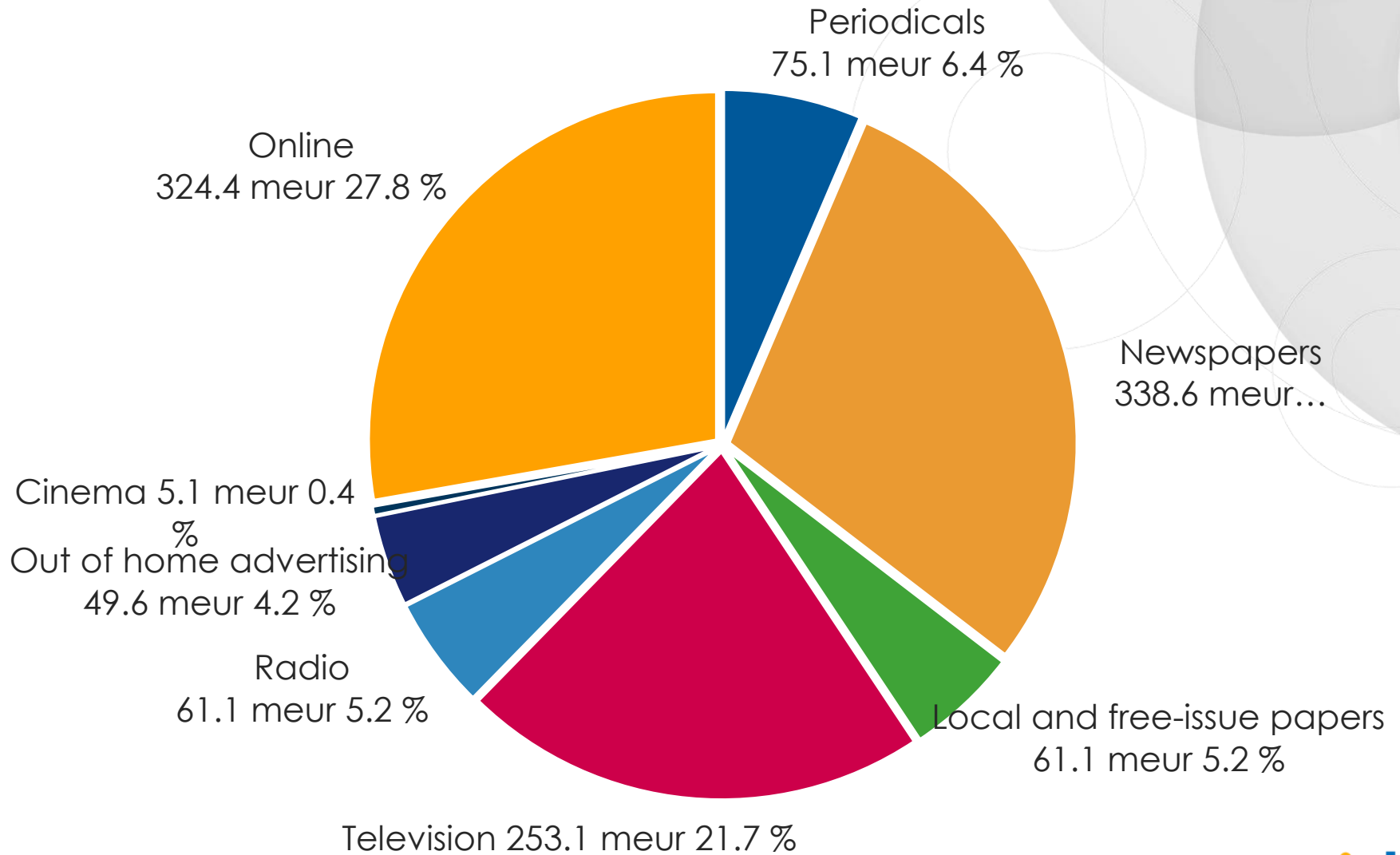
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Online Ad Spend 2016, Finland



Media Advertising Spend 2016

Media Advertising Spend total 1.168 meur



Online Ad Spend 2016

	meur	growth-%
Search total	100,2	4,8
Facebook	41,3	29,9
YouTube	7,8	18,2
Display (incl. native)	97,1	11,7
Instream video	17,9	17,0
Mobile	24,3	29,9
Classified	35,8	6,9
Online Ad Spend total	324,4	12,6

Source: Kantar TNS (Display, In-Stream video, Mobile, Classifieds) and IAB Finland (Search, Facebook, YouTube)

Additional Info:

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