

# 2009 Online Advertising in Ireland approaches the €100m threshold

Online adspend for 2009 reached **€97.2** million according to the first IAB Ireland and PricewaterhouseCoopers (PwC) adspend study. This strong performance was recorded despite the economic downturn in 2009.

## Introduction:

The IAB has been working with PwC since 1997 to survey the value of online adspend in Europe and North America.

29 leading publishers participated in the study, many of whom represent multiple websites. Other participants include sales houses and advertising networks.

Adspend revenue is calculated on the basis of actual figures provided by study participants. Total advertising revenue is reported on a gross basis (including agency commission).

## Online's share of media adspend.



The total Irish advertising market is estimated to be worth €940 million in 2009\*. Online's share of total adspend is 10.3%.

\*PwC Global Entertainment and Media Outlook 2010-2014

## Advertising formats

**Display:** Display advertising accounted for 26.6% of online adspend.

**Classified:** Classified accounted for a 27.2% share of the market.

**Search:** Paid for listings was the largest single format with a 46.2% share of the online market. Ireland's search share mirrors the European average which is 46% according to IAB Europe's online research (Ad Ex, 2009).

## Top Performing Category

The recruitment/property sectors combined are the biggest spenders on online advertising at 25% followed by automobiles at 20%.



## Analysis

IAB Ireland tracks the key drivers that are growing online adspend.

**More people online** – According to Comreg's Consumer ICT Survey Q4 2008, 2.8m people were online (64%) this grew to 3.2m people in Q4 2009 (72%).

**Greater time spent online** – Comreg's study also shows that the average time spent online increased from 10 hours per week in 2008 to 13.2 hours per week in 2009.

**Increased broadband connection** – Eurostat recorded an increase in Irish home broadband connections from 43% to 54% in 2009.

## Positive Indicators for growth in 2010

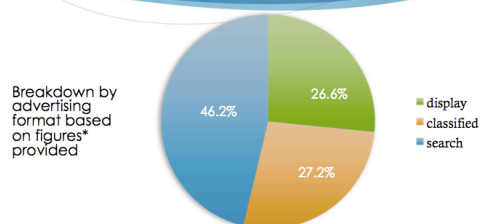
Billets Ireland 2010 Media forecast predicts online adspend will grow 9% in 2010.

75% of participants in the IAB PwC study predicted growth or strong growth in online adspend for 2010.

For further information:

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## Digital Media Mix



Breakdown by advertising format based on figures\* provided

\*Based on 94.2% of the market

PricewaterhouseCoopers

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