

Irish Online Adspend including Mobile grows by 24%* in H1 2013 with ad revenue of €97m

Mobile Adspend now represents 21% of total digital adspend in Ireland

Desktop Advertising excluding Mobile grew 5% from €73.2m in H1 2012 to €77m H1 2013

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' data is included in the study, many of whom represent multiple websites. Other participants include sales houses and advertising networks.

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

Growth in Context

Adspend on other media for the same period has been valued by Nielsen at €381m down 0.4% year on year.

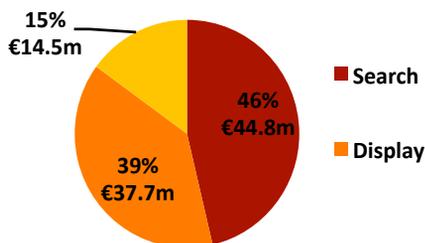
Advertising formats (Desktop & Mobile)

Search: Paid for Search Advertising has grown to €44.8m with a 46% share of total online adspend.

Display: Display advertising holds a 39% share with a spend of €37.4m. Growth in display advertising on social media sites contributes towards this figure.

Classified: Classified advertising amounts to €14.5m in H1 2013 and holds a 15% share of total online adspend.

Digital Media Mix (Desktop & Mobile) H1 2013



Desktop advertising excluding Mobile grew 5% in H1 2013 on a like for like basis. Desktop display grew by 17%, driven by strong growth of 44% in social media display and spend on interruptive display formats growing to €2.2m.

Top performers in desktop display Adspend in H1 2013

- Finance (14%)
- Retail (13%)
- FMCG (13%)
- Telecoms (11%)
- Auto (9%)

Classified Adspend top industry categories (Desktop):.

- Automobile (36%)
- Recruitment and Property (35%)

Mobile Adspend for H1 2013 is €20.2m, of which 56% is Search and 44% is Display (incl sms & social media).

FMCG takes poll position in Mobile Display Adspend**:

- FMCG (25%)
- Travel (14%)
- Retail (13%)
- Entertainment & Media (8%)
- Auto (7%)

** Note: this relates to 72% of Mobile Display Market

Key growth drivers:

- **Digital Consumption / Always On Culture:** Smartphone penetration in Ireland is at 57%, with 67% accessing the Internet every day via smartphone (Our Mobile Planet 2013)
- 98% of households with children have some form of device for online access (Eircom eHS Report 2013)
- On average adults have access to 4 online devices at home (Eircom eHS Report 2013).
- 47% of IAB study participants reported that between 41% and 50% of their online traffic is now via mobile devices.



Positive Indicators for growth in H1 2013

Strong growth/growth is forecast for online adspend by 63% of the participants to the H1 2013 Adspend Study.

PwC predicts 14.4% (CAGR) growth in Irish online adspend during the period 2013-2017 (PwC Annual Global Entertainment and Media Outlook).

* Includes estimated Mobile adspend for H1 2012 at 50% of full year 2012 (€9.9) = €4.9m