

# Total online adspend in Ireland reaches €445m for 2016



The IAB Ireland PwC Online Adspend Study for 2016 (Jan to Dec) sees very strong growth of 31% with ad revenues of €445m compared to €340m in 2015.

Mobile Adspend for 2016 is now 52% of total digital spend at €231m.

Irish Mobile Adspend now represents €1 in every €2 of total digital adspend.



## Introduction

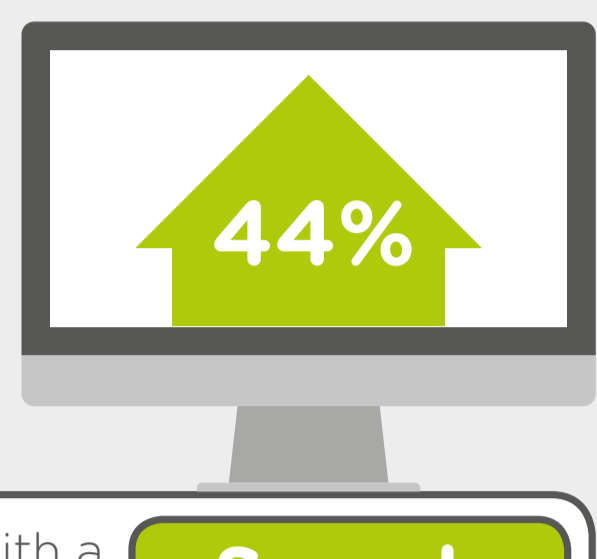
The Internet Advertising Bureau (IAB) has been working with PwC since 1997 to survey the value of online adspend in Europe and North America.

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

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).

## Advertising formats (desktop and mobile)

**Display:** Display advertising holds a **44%** share with a spend of **€197m** - an increase of **44%** on 2016.



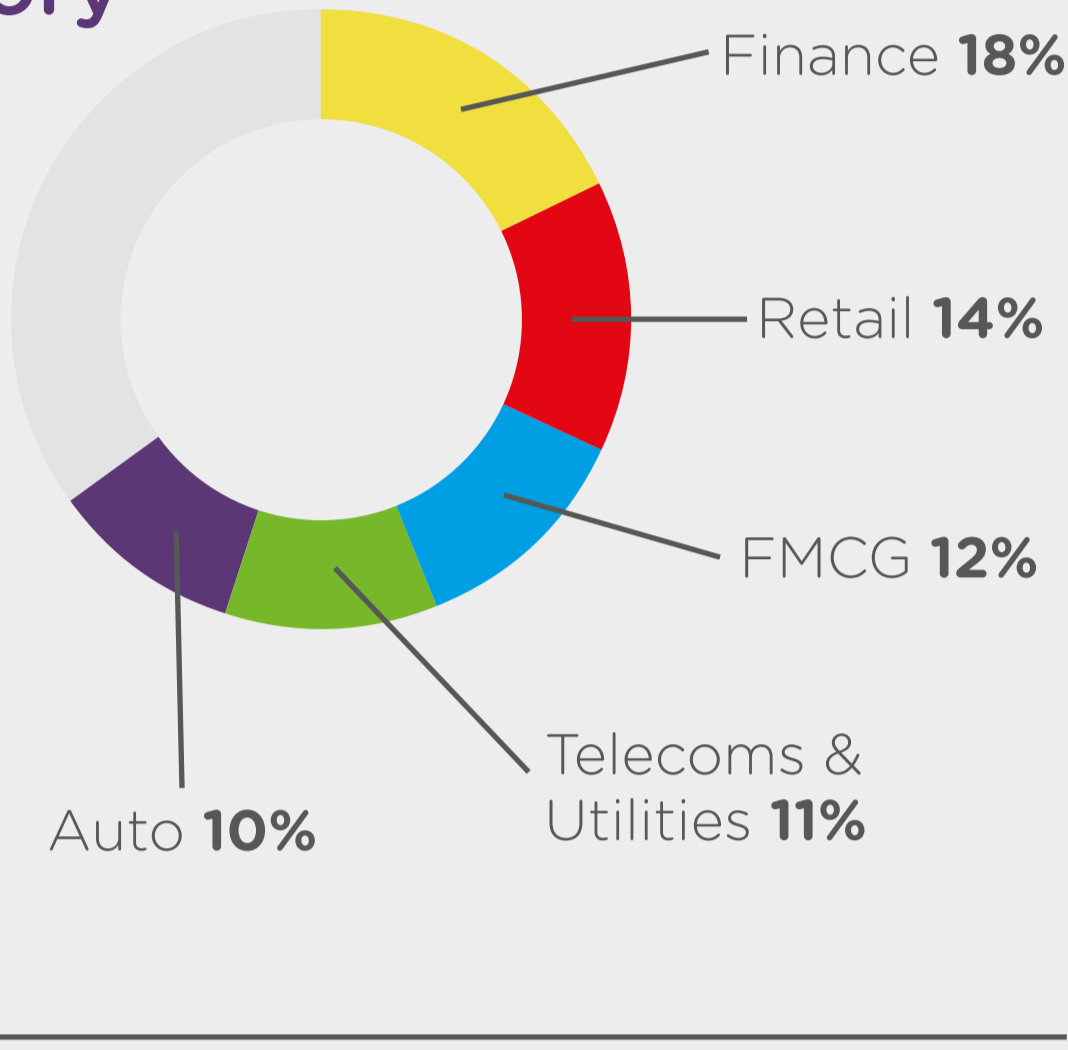
Paid for Search Advertising has grown **25%** YOY with a **49%** share of total online adspend at **€219m** in 2016.



**Classified:** Classified Advertising represents 6% of spend at €29m in 2016.

## Cross platform display adspend by advertising category

**Finance** is the top spending category with publishers / adnetworks in digital display advertising with a share of **18%** of display spend. Retail is in second position with a share of **14%**, FMCG is **12%**, Telecoms & Utilities **11%** and Auto **10%**.



**Mobile Adspend** for 2016 has grown by **63%** and is now worth **€231m**, of which **44%** is Display and **55%** is Search.

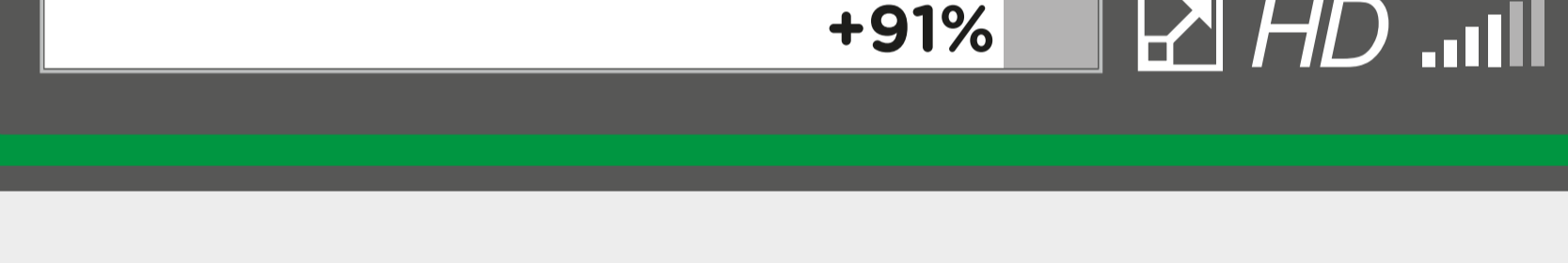
## Social Media (Desktop and Mobile)

was **€114m** in 2016 - an increase of **133%** over 2015.



## VOD Advertising

(Desktop and Mobile) was **€47m** in 2016 - an increase of **91%** over 2015.

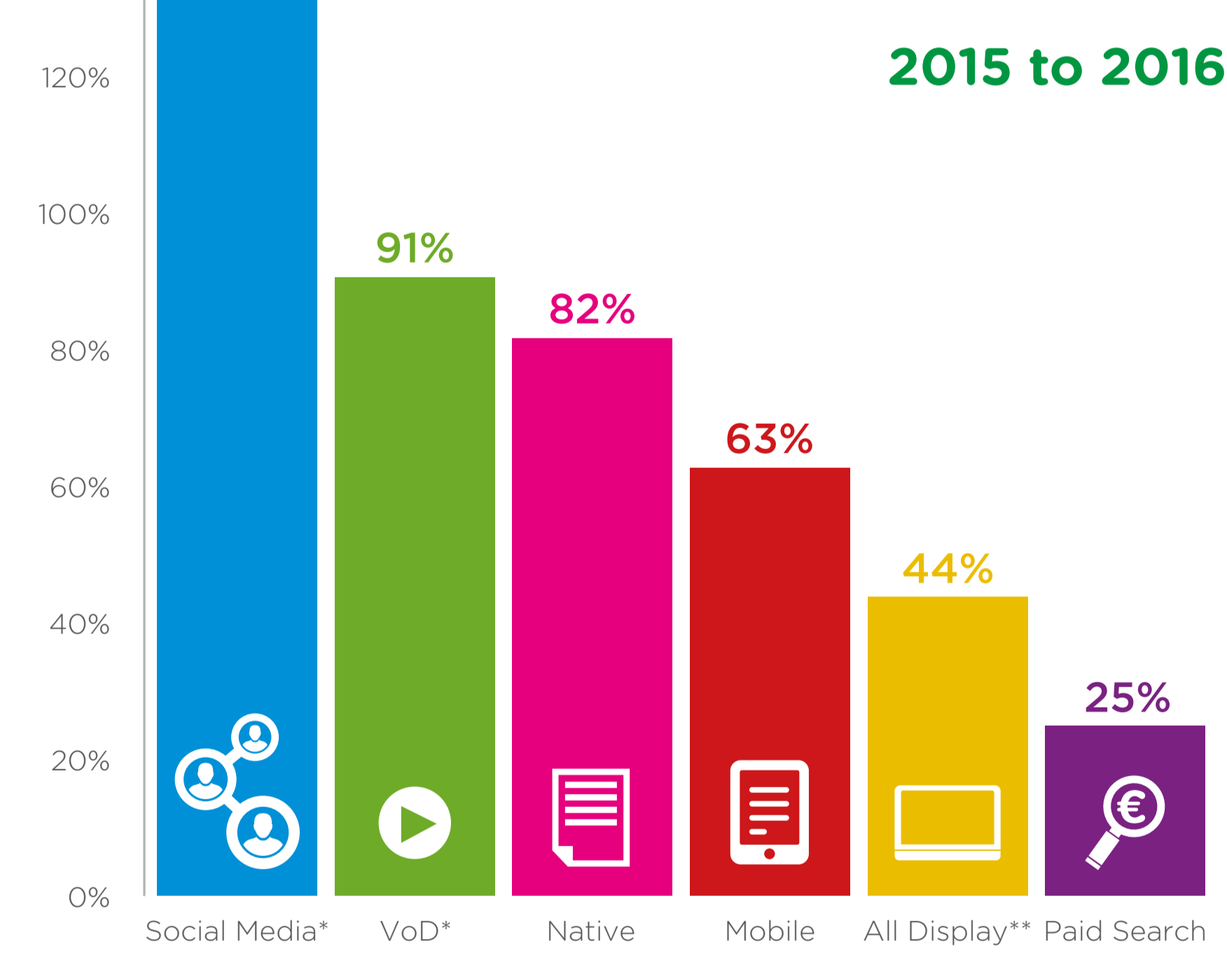


## Native Advertising

Native Advertising was **€82m** in 2016 - an increase of **82%** over 2015.



## YoY growth rates for selected digital formats



Please note the formats are not mutually exclusive - there is some overlap as follows:

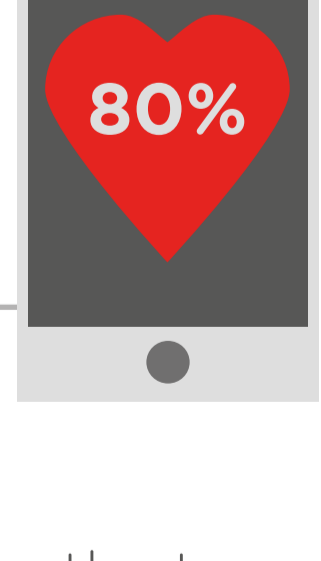
- Social Media includes Social VOD
- VOD includes Social VOD
- Native includes Social Media Native Advertising (i.e. in-feed)
- All Display includes Social Media, Native, VoD, email and Embedded / Interruptive Formats

All growth figures are cross-platform

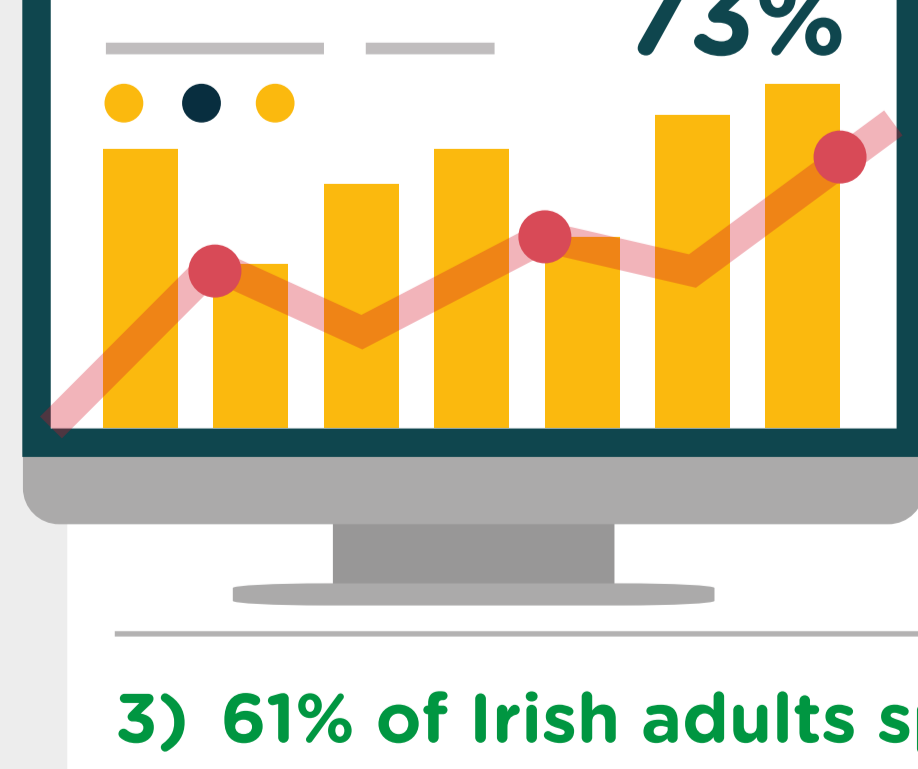
## Key Drivers of growth

### 1) Growth of digital consumption

**80%** of Irish adults now use smartphones\* up from 75% in 2015.



### 2) Digital is the top focus for marketing spend for Irish marketers in 2016



Digital was ranked as the top area for marketing spend for Irish marketers in 2016 by **73%** of the respondents to the Alternatives/ MII Sentiment Survey 2016. **28%** of Irish marketers planned to dedicate between **21%** and **50%** of their marketing budget to digital in 2016.

### 3) 61% of Irish adults spend more than 4 hours a week consuming video streaming content \*\*



Video advertising delivers hard to reach audiences, with **59%** of **15-24 year olds** watching more VOD than TV.\*\*\*

Video advertising drives brand growth - **24%** of adults visit a brand's website after seeing a video ad and **20%** search online for the specific brand.\*\*\*

\*Reuters Institute Digital News Report 2016  
 \*\*Virgin Media Digital Insights Report 2016  
 \*\*\*IAB Ireland report: The Power of VOD 3, conducted by Nielsen June 2016