# Total Online Adspend reaches €130m in H1 2014

The IAB PwC Online Adspend Study for H1 2014 sees record growth of 40% with ad revenues of €130m compared to € 93m in H1 2013.

**Mobile Adspend for H1 2014 is now 29% of total digital spend at €37m.**

## Introduction

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

Adspend on other media in H1 2014 has been valued by Nielsen at €382m up 0.7% year on year.

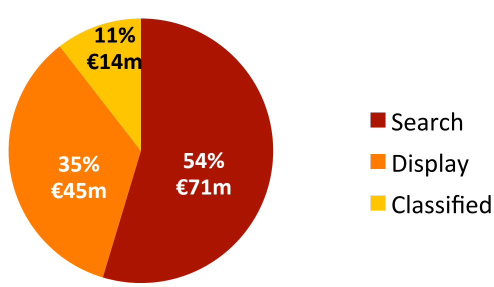
## Advertising formats (desktop & mobile)

**Search:** Paid for Search Advertising has grown by 58% yoy with a 54% share of total online adspend at €71m in H1 2014.

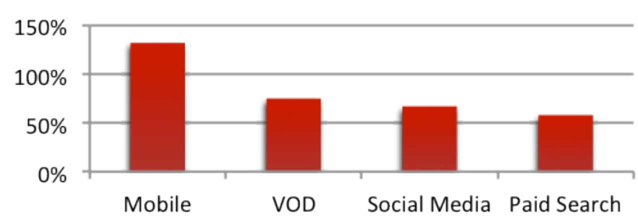
**Display:** Display advertising holds a 35% share with a spend of €45m and an increase of 34% on H1 2013. Growth in display advertising has been driven by social media spend, pre / post roll advertising and innovative digital formats.

**Classified:** Classified advertising holds an11% share of spend at €14m in H1 2014.

**Digital Media Mix (Desktop & Mobile)**




**YoY Growth rates for selected digital formats**
note: formats are not mutually exclusive so there is some overlap




**Finance is the top advertiser in desktop display advertising:**

- Finance (15%)
- Retail (13%)
- FMCG (13%)

**Mobile Adspend** for H1 2014 has grown by 132% and is now €37m, of which 23% is Display and 77% is Search.

The Top Performers in Mobile Adspend for 2013 were: FMCG (15%), Entertainment & Media (15%), Retail (12%), Finance (12%)

**Classified adspend top industry categories:.**

- Recruitment and Property 37%
- Automobile 35%

**Social Media (Desktop & Mobile)** was €10.7m in H1 2014 – an increase of 67% from €6.4m in H1 2013

**Pre / post-roll (Desktop & Mobile)** was €7m in H1 2014 – an increase of 75% from H1 2013.

**Key growth drivers:**

•85% of all Irish have access to digital services that can be used 'on the go' – up from 79% in 2013. (Eircom eHSS Sept 2014)

•Smartphone penetration is at 64% up from 50% in 2013. Tablet ownership has almost doubled in the last 12 months from 25% to 41% (Eircom eHSS Sept 2014)