



Mobile & Video: The Brand Opportunity

Conference Partners:



Media Partner:



Internet Penetration

- Ireland - 94% Internet Penetration
- 3rd highest penetration in Reuters Digital News Report 2017

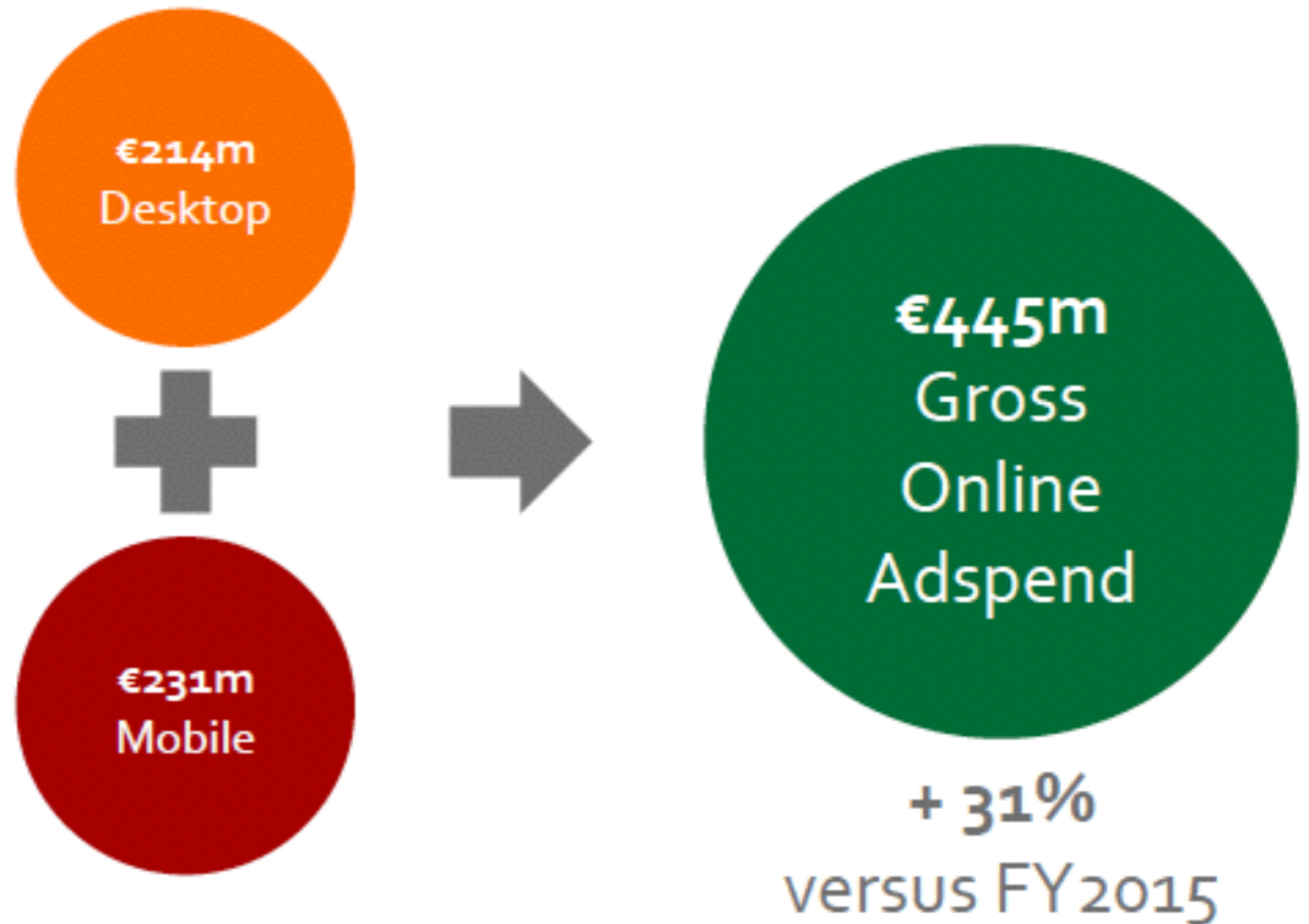
Country	Country code	Final sample size	Total population	Internet penetration
 USA	USA	2,269	324m	90%
 UK	UK	2,112	65m	92%
 Germany	GER	2,062	81m	89%
 France	FRA	2,000	65m	86%
 Italy	ITA	2,011	62m	63%*
 Spain	SPA	2,006	46m	77%
 Portugal	POR	2,007	10m	68%
 Ireland	IRE	2,002	4.9m	94%
 Norway	NOR	2,056	5.1m	96%
 Sweden	SWE	2,021	9.7m	95%
 Finland	FIN	2,007	5.5m	92%
 Denmark	DEN	2,011	5.7m	96%
 Belgium	BEL	2,009	11m	88%
 Netherlands	NLD	2,006	17m	96%
 Switzerland	SUI	2,005	8.2m	87%

Irish Digital Ad Market - 2016

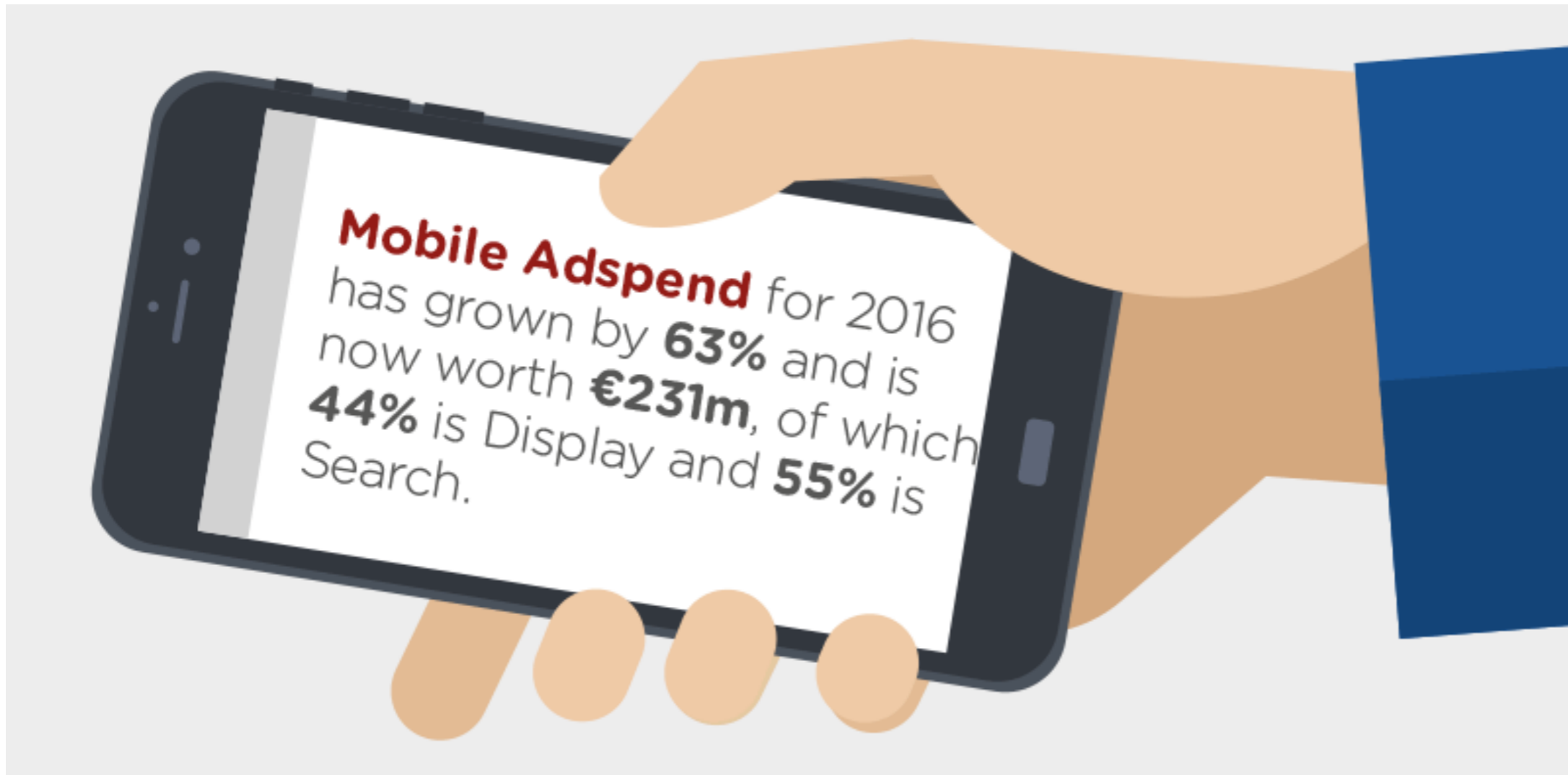
- *Irish Digital Adspend 2016 = **€445m**

- **Ireland Top Display growth in EU in 2016 **+45% yoy**

- **Ireland third highest growth across all digital formats in EU **+31% yoy**



Key Adspend Drivers 2016 - Mobile



Key Adspend Drivers 2016 - Video

VOD Advertising

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

[share](#)[link](#)

+91%



HD



Digital Advertising: Challenges & Solutions

CHALLENGES	SOLUTIONS
Global Rise of Ad Blocking	Coalition for Better Ads + New IAB LEAN Formats
Digital Ad Measurement	IAB Europe / WFA / EACA European Viewability Initiative
Ad Fraud / Opaque Supply Chain	PMP Programmatic IAB Techlabs - Ads.txt IAB Techlab - Blockchain Working Group
GDPR	IAB's GDPR Primer / IAB GDPR Webinars www.datadrivenadvertising.eu IAB Consent Technical Solution

Coalition for Better Ads



Coalition for Better Ads

OmnicomMediaGroup

BVDW
Wir sind das Netz



REUTERS®

ANA

Google

facebook.

iab

Internet Advertising Bureau UK

WFA
WORLD FEDERATION OF ADVERTISERS

iab.france

NEWS MEDIA ALLIANCE

iab.europe

News Corp

NAI
Network Advertising Initiative

P&G

Unilever

groupm

dcn
DIGITAL CONTENT NEXT

A's

oriel



AppNexus

Teads.tv

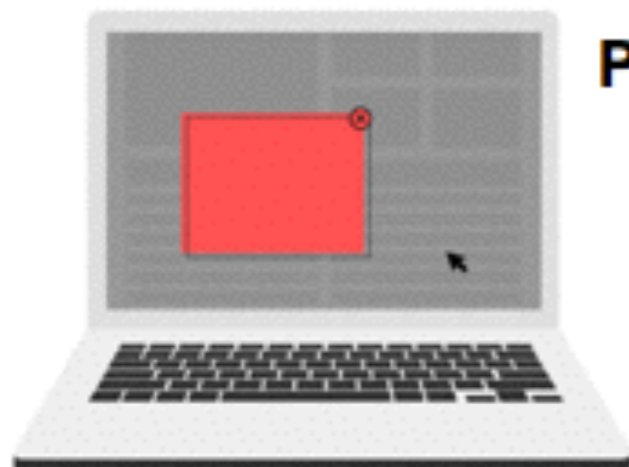
iab.

iab.
TECH LAB

DMA
Data & Marketing Association

The Washington Post

Experiences falling below the Initial Better Ads Standard for Desktop Web



Pop-up ads

Prestitial ads with countdown



Auto-play video ads with sound

Large sticky ads



Experiences falling below the Initial Better Ads Standard for Mobile Web



Pop-up ads



Prestitial ads

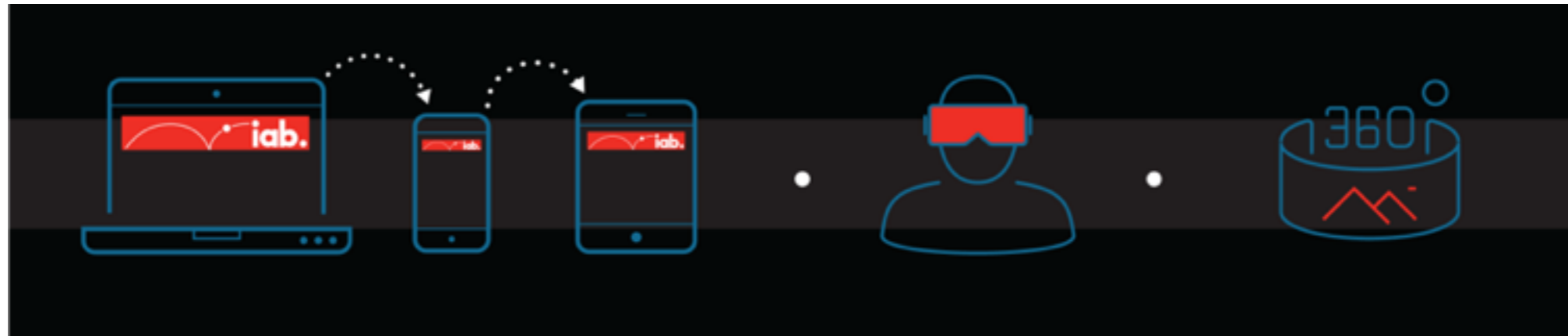


Density >30%



**Flashing
animated ads**

IAB New Flexible Ads



New IAB Aspect Ratio based flexible LEAN ads - adjust to screen size and resolution

Based on HTML5, Guidelines for AR, VR, Social Media, Mobile & 360 degree Video and Emoji Ad Messaging -

iab.com/newadportfolio

European Viewability Initiative

European Viewability Initiative

- The European Viewability Initiative will help to address the following macro, industry goals:
1. Raise minimum quality standards in digital advertising measurement for all stakeholders across Europe
 2. Enhance the (internet) user experience in the context of changing user expectations
 3. Measure digital ad exposure which is deemed a key step towards increasing confidence in digital ad trading
 4. Improve confidence in the digital ad environment

European Authority

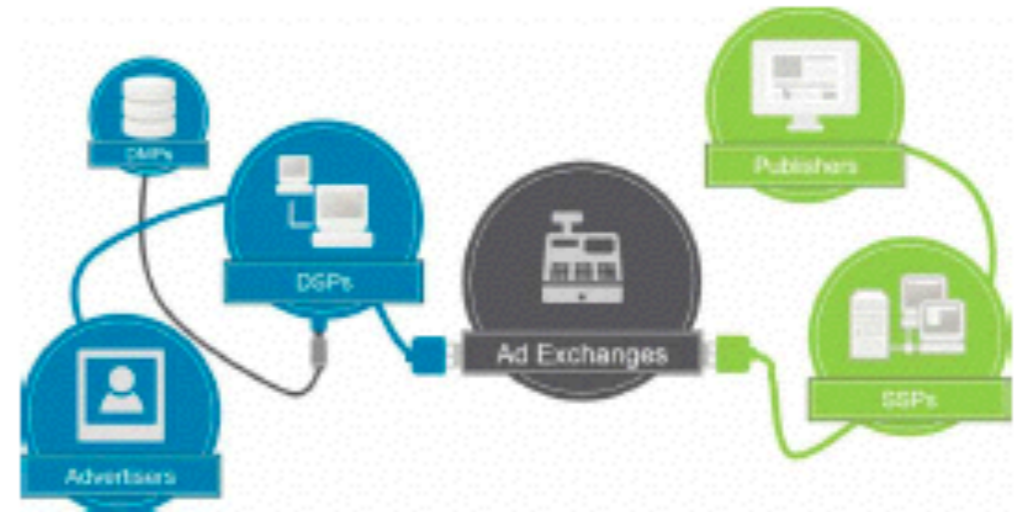
IAB Techlab Transparency & Trust Initiatives

Ads.txt launched by IAB Techlab
May 2017

To deliver Transparency in the
Programmatic supply chain and
crack down on:

- Unauthorised reselling of inventory
- Domain spoofing
- Ad fraud

<https://iabtechlab.com/>



Blockchain Working Group:
trusted database shared between
untrusted host

- Blockchain records are permanent
- Modifications to data detectable by all members
- Public and private Blockchains



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With thanks to our Conference Partners:

