

Total online adspend in Ireland reaches €491m for 2017



The IAB Ireland PwC Online Adspend Study for 2017 (Jan to Dec) sees growth of 10% with ad revenues of €491m compared to €445m in 2016

Mobile Adspend for 2017 is now 54% of total digital spend at €264m

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

Introduction

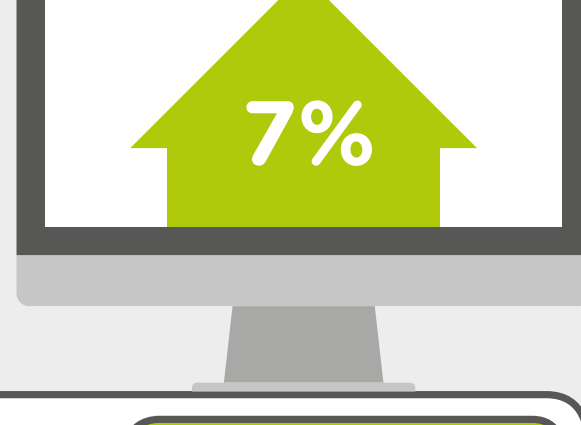
The Internet Advertising Bureau (IAB) has been working with PwC since 1997 to survey the value of online adspend in Europe and North America.

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).

Digital advertising formats (desktop and mobile)

Display: Display advertising holds a **43%** share with a spend of **€212m** - an increase of **7%** on 2016.



Paid for Search Advertising has grown **12%** YOY with a **50%** share of total online adspend at **€245m** in 2017.

Search

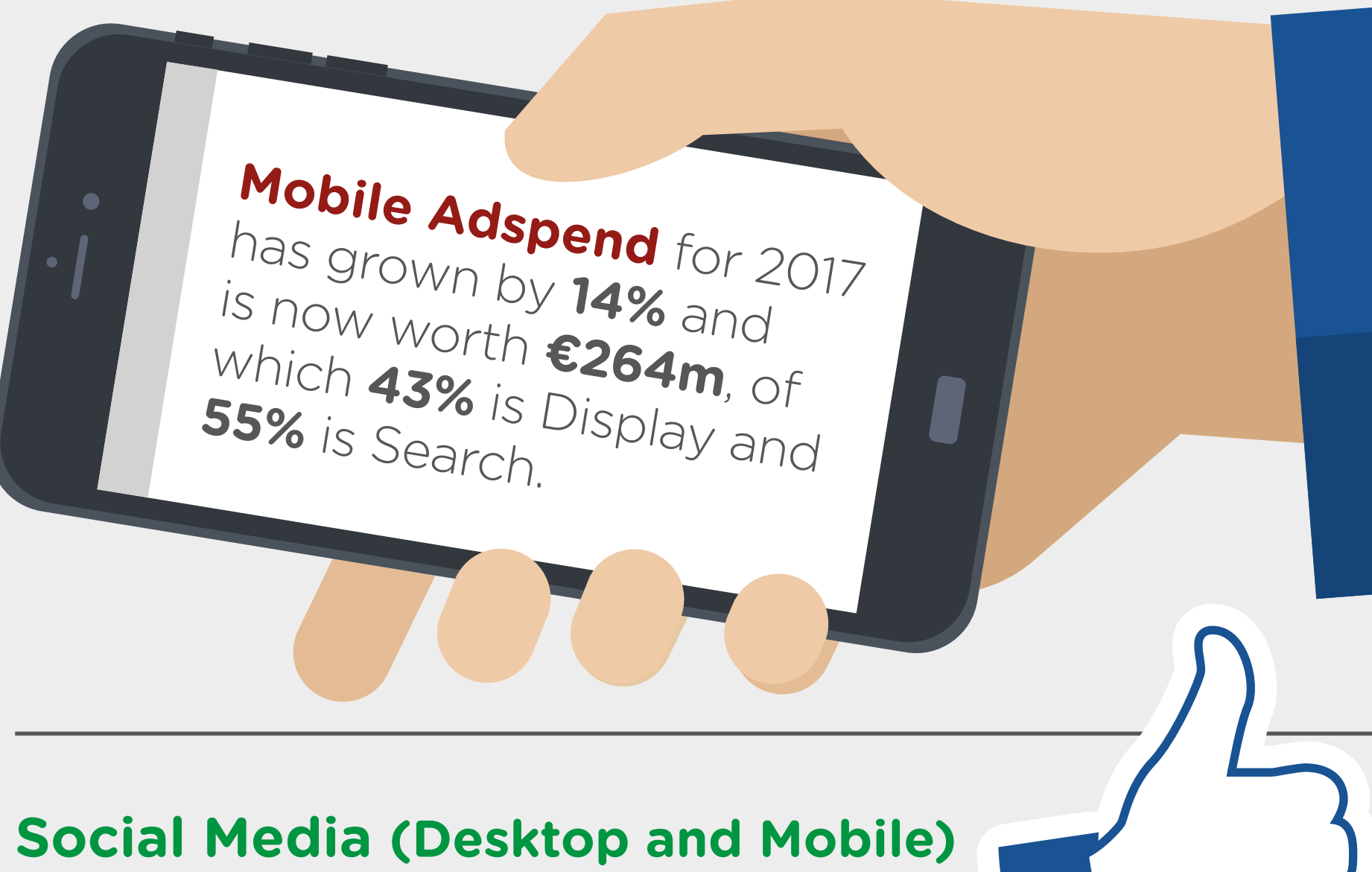
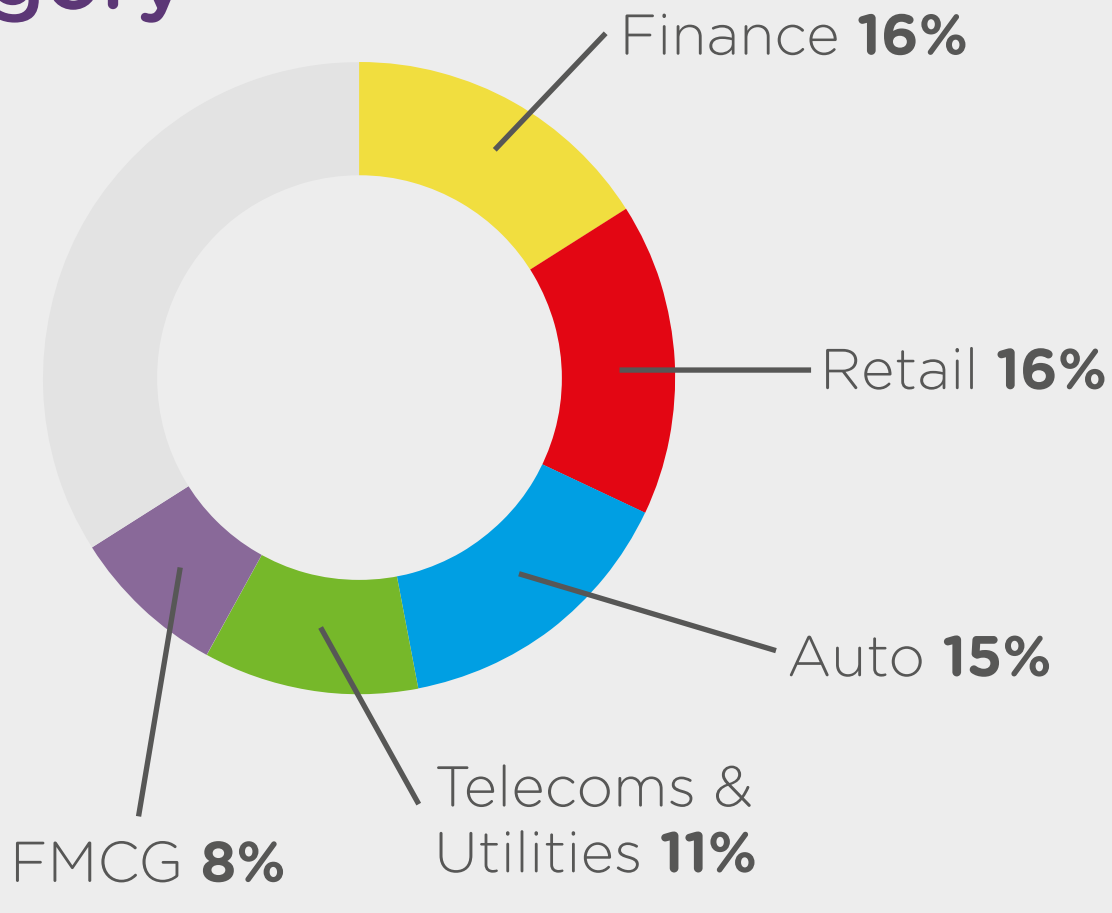


Classified: Classified advertising performed well with 22% growth year on year, and a 7% share of total online spend at €35m in 2017

Note: The total of €491m comprises: €244.8m (Search) + €211.5m (Display) + €34.8m (Classified)

Cross-platform display adspend by advertising category

Finance and Retail are the top spending categories with publishers / adnetworks in digital display advertising, with a category share each of **16%** Auto comes next with a share of **15%**.



Social Media (Desktop and Mobile)

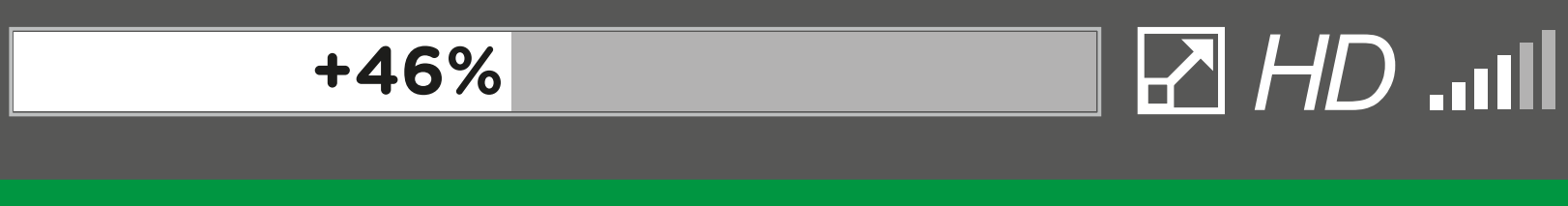
was **€123m** in 2017 up from **€114m** in 2016, representing a growth of **8%**



VOD Advertising

(Desktop and Mobile) Video advertising grew by **46%** to reach a spend of **€68m** in 2017 reflecting brand advertisers' strong commitment to this format.

share link

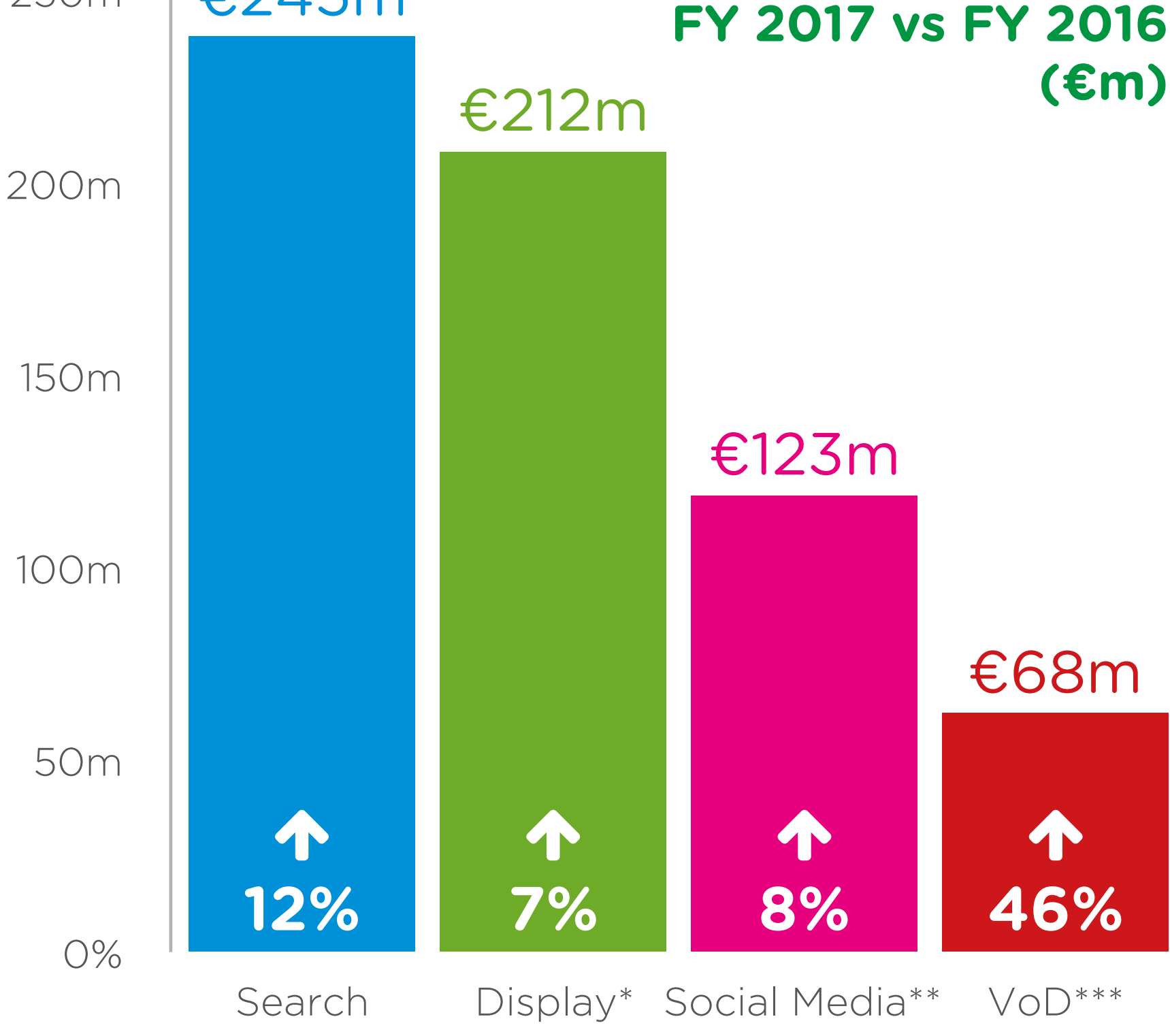


Native Advertising

Native formats (excluding social media) grew by **37%**. This was largely attributable to growth in Premium Publisher Controlled Content and Discovery / Recommendation units.



YoY growth rates for selected digital formats

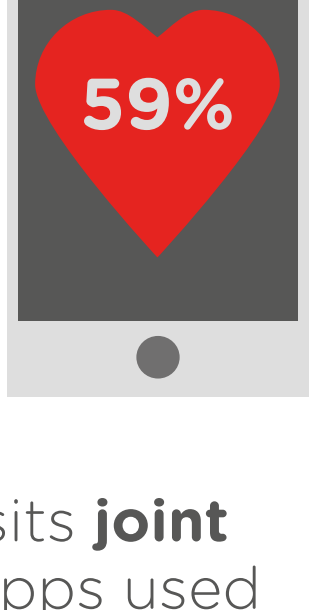


Note: all formats are not mutually exclusive - there is some overlap across formats
 All growth figures are cross platform
 *Includes social media, native, VOD, email, embedded/interruptive formats and network-related advertising
 **Includes social VOD, social native (in-feed) and social display
 ***Includes social VOD
 Figures and percentages are rounded.
Source: IAB/PwC Online Adspend FY 2017

Key Drivers for Digital Adspend growth

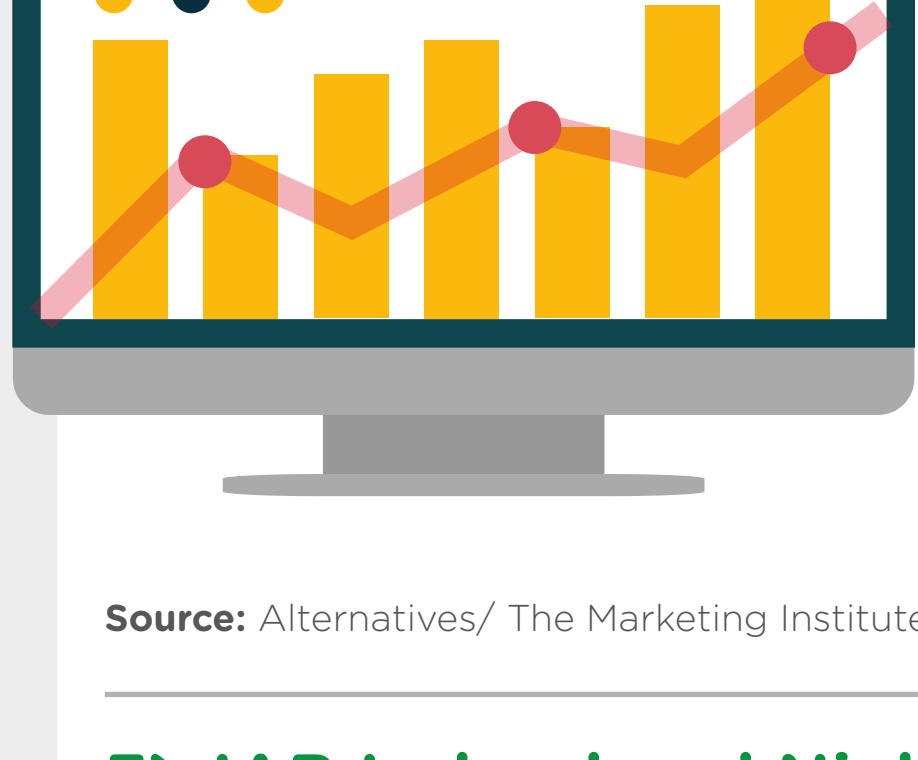
1) Mobile devices are an integral part of consumers' daily lives

59% of consumers in Ireland use their mobile device at least every 30 minutes. Ireland ranks 2nd in terms of average number of mobile websites used in a typical day - **7.29 per day** - global average **5.82**



And when it comes to mobile app usage, Ireland sits **joint 3rd with Canada** in terms of average number of apps used in a typical day, close to global average.

Source: IAB On Device Always On - A Global Perspective of Mobile Consumer Experience 2017



2) Digital / Online is one of the top 3 areas of spend for 70% of Marketers

50% of Irish marketers with budgets of +€1m predict they will allocate up to **30%** of their budget to digital. A further **10%** will spend **+50%** of their budget on digital in 2018.

Source: Alternatives/ The Marketing Institute Salary & Market Insights Survey 2017

3) IAB Ireland and Nielsen released Irish research in October 2017, which confirmed that Video on Demand (VOD) viewing is entrenched in the market



74% of Irish Adults (16+) have watched VOD in the last 6 months

Half of VOD viewers watch daily, rising to **3 in 4 amongst adults under 25**

40% of VOD viewers watch more VOD than TV (**32%** in 2016)

67% of VOD viewers watched when 'out & about' compared to **63%** in 2016 and **47%** in 2015.

Source: IAB Ireland Nielsen - The Power of VOD 4 October 2017