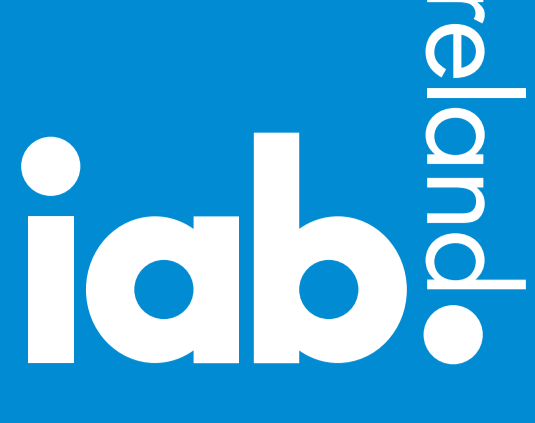


# Total online adspend in Ireland reaches €726m for 2020



The IAB Ireland PwC Online Adspend Study for 2020 (Jan to Dec) sees growth of 8% with ad revenues of €726m compared to €673m in 2019.

Mobile Adspend for 2020 is now 73% of total digital spend at €532m.

Irish Mobile Adspend represents nearly €3 in every €4 of total digital adspend.

## Introduction

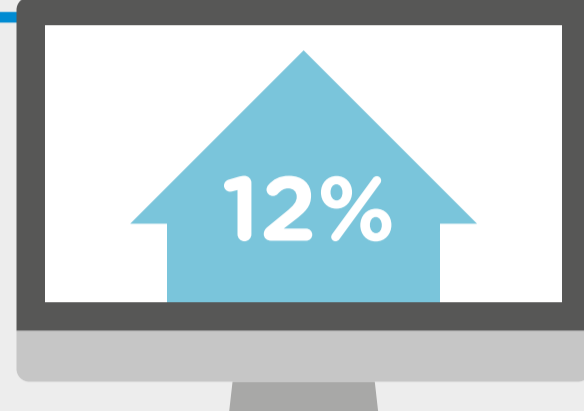
The Internet Advertising Bureau (IAB) has been working with PwC since 1997 to survey the value of online adspend in Europe and North America.

20 leading publishers participated in the study, many of whom represent multiple websites. Other participants include sales houses and 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** advertising holds a **51%** share with a spend of **€367m** – an increase of **12%** on 2019.



Paid for Search Advertising has grown **5%** YOY with a **44%** share of total online adspend at **€321m** in 2020.

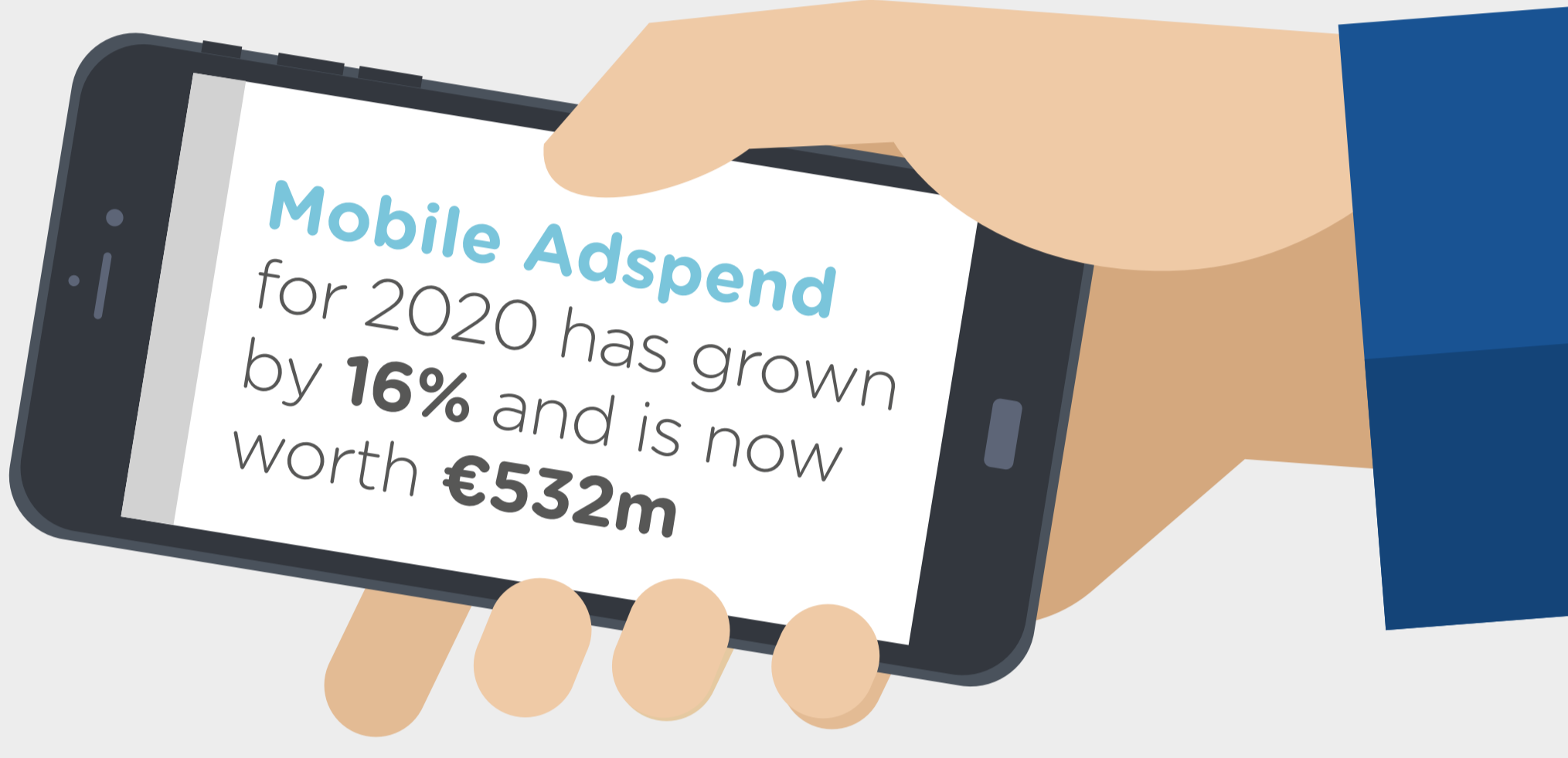
Search

**Classified** Advertising fell in 2020 with a 9% decrease year on year, Classified now holds a 5% share of total online spend at **€37m** in 2020.

**Spend on digital advertising**, excluding Social, Search and Classified, **declined by 10%** in 2020.



## Mobile Adspend



## Social Media

**Social Media** saw a spend of **€272m** in 2020 up from **€223m** in 2019, representing a growth of **22%**



## Video Advertising

Video advertising grew by **30%** to reach a spend of **€168m** in 2020 reflecting brand advertisers' strong commitment to this format.

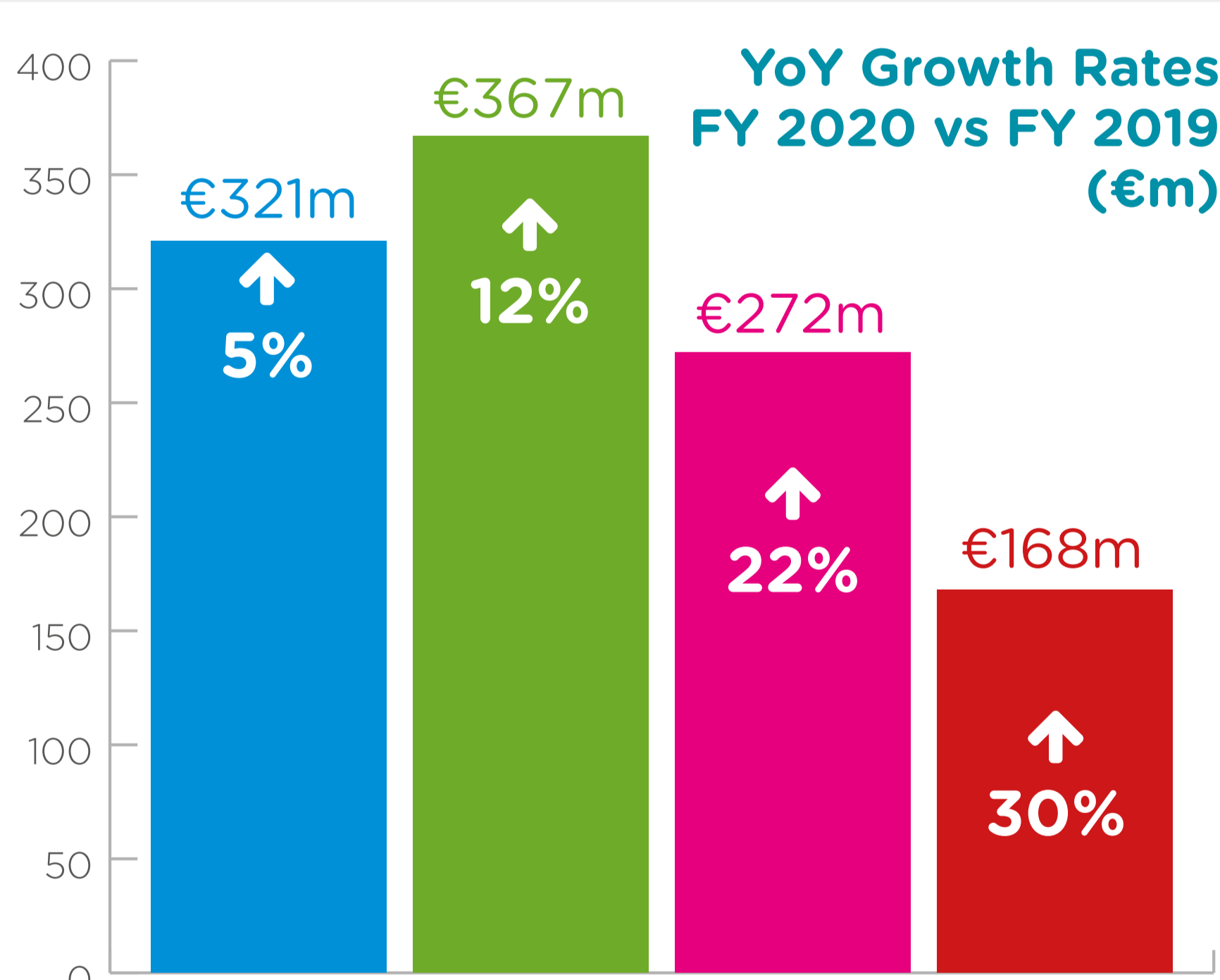
share

link

+30%



## YoY growth rates for selected digital formats



Formats are not all mutually exclusive - there is some overlap across specific formats

All growth figures are cross platform, with figures and percentages rounded

1. Includes social media, native, video, email, standard display units, section takeovers, digital audio and network-related advertising

2. Includes social video, social native (in-feed) and social display

3. Includes publisher video and social video

Source: IAB / PwC Online Adspend FY 2020

## Key Drivers for Digital Adspend growth

**91%** of household have access to the internet at home

Over eight in every ten (**81%**) use the internet every day

**99%** used a conventional search engine in the past month (any device)

Source: Information Society Statistics - Households 2020 [CSO]



There were **3.79m** social media users in Ireland in 2020

Social media penetration is at **76%**

**94%** watch online videos and **36%** consume vlogs

Source: Digital 2021 Ireland - We Are Social and Hootsuite



**71%** of adult listen to digital audio, consuming **16.6 hours per week**

Source: IAB Ireland RED C Listen Up Ireland 2020

