



Tuesday 14th May, 2024

Together is Better

With thanks to our Conference Partners:



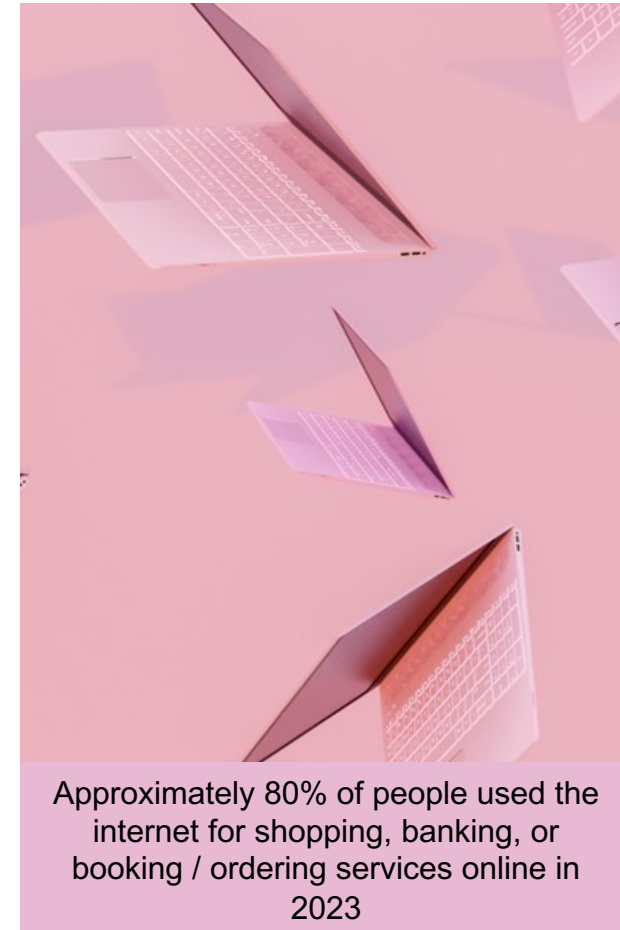
Economic Factors 2023

- The Credit Union Consumer Sentiment Index was 62.4 in December 2023. This is the first year on year improvement in the December sentiment survey results since 2017 and, as well as underlining the range of challenges Irish consumers have faced in recent years, may hint that they feel 2024 could be a year where things feel slightly better.
- What are the three 3 key priorities for Consumers in 2024?
 - 76% of consumers see cost-of-living as a key area where improvement is needed.
 - 43% cite healthcare as a key priority area while 38% cite housing supply.



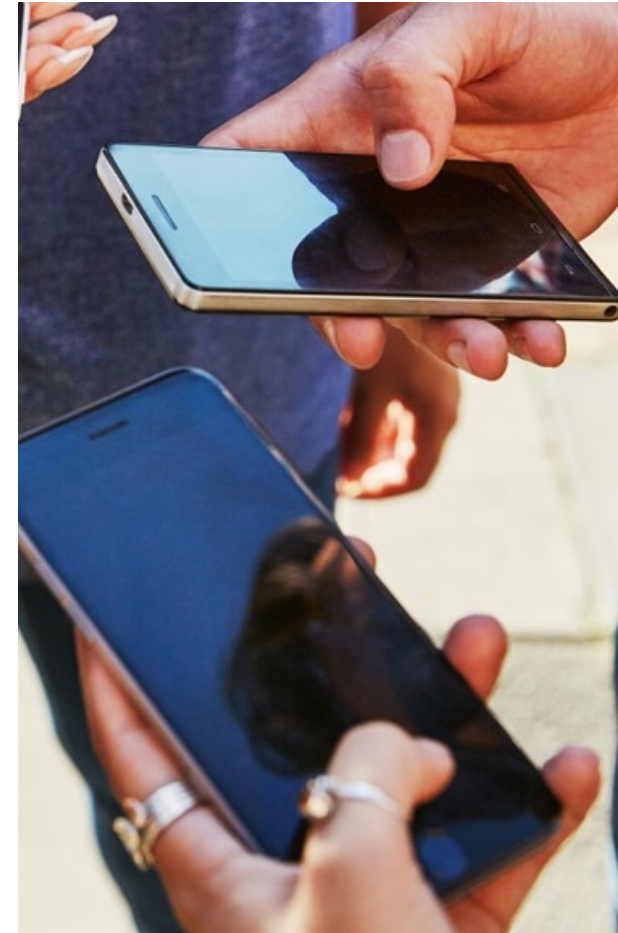
Digital Consumer Behaviour 2023

- Email remains the most popular internet activity with 93% of internet users who were surveyed in 2023 saying they used email, up from 91% in 2022.
- Finding information about goods or services was the second most popular internet activity in 2023 at 90%, followed by internet or mobile banking (including PayPal, Revolut, Apple Pay, etc.) at 88%.
- Use of streaming services such as Netflix, Amazon Prime, Disney+ or downloads increased by five percentage points on 2022 up to 48% of internet users, compared with 43% in 2022.



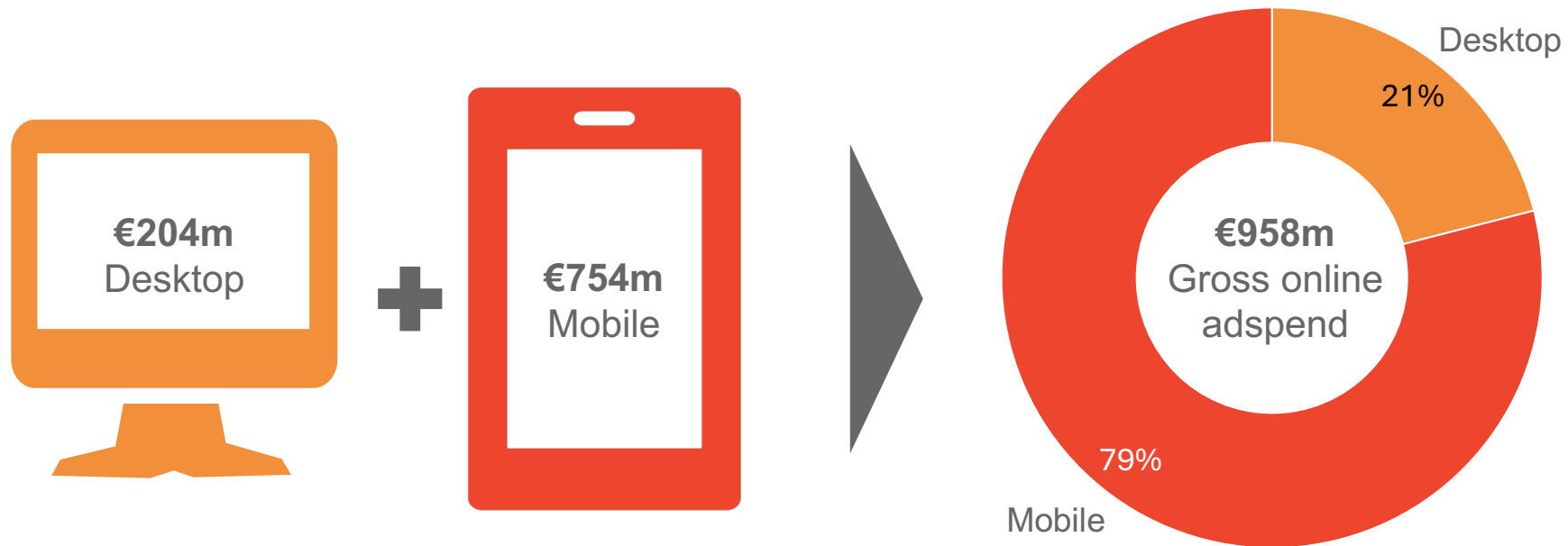
Consumer Trends 2023

- Smartphone penetration is up 2% to 96%*.
- There has been a significant increase in Wearables increasing from 50% to 67%*.
- Smart TVs increased from 66% to 71% in the past 12 months*.
- When purchasing online, 56% of consumers almost always or frequently rely on mobile devices for pre-purchase research**.



Digital Adspend

Total digital adspend has grown by 11% overall in 2023



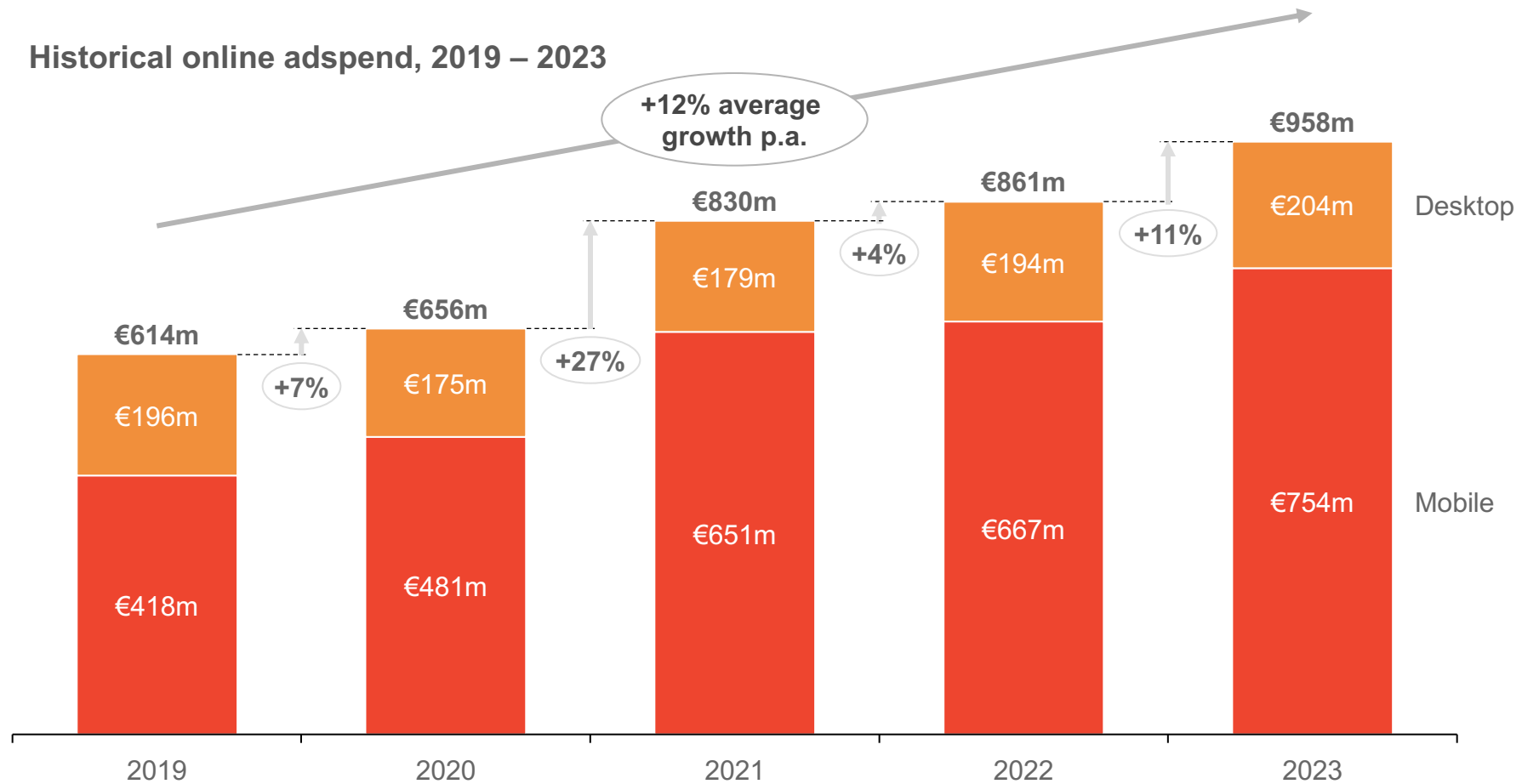
+ 11% from 2022 (€861m)

+ 15% from 2021 (€830m)

Digital Adspend

Mobile adspend has grown strongly over the last 5 years (+80%), while desktop is continuing its positive trajectory after its fall during Covid-19

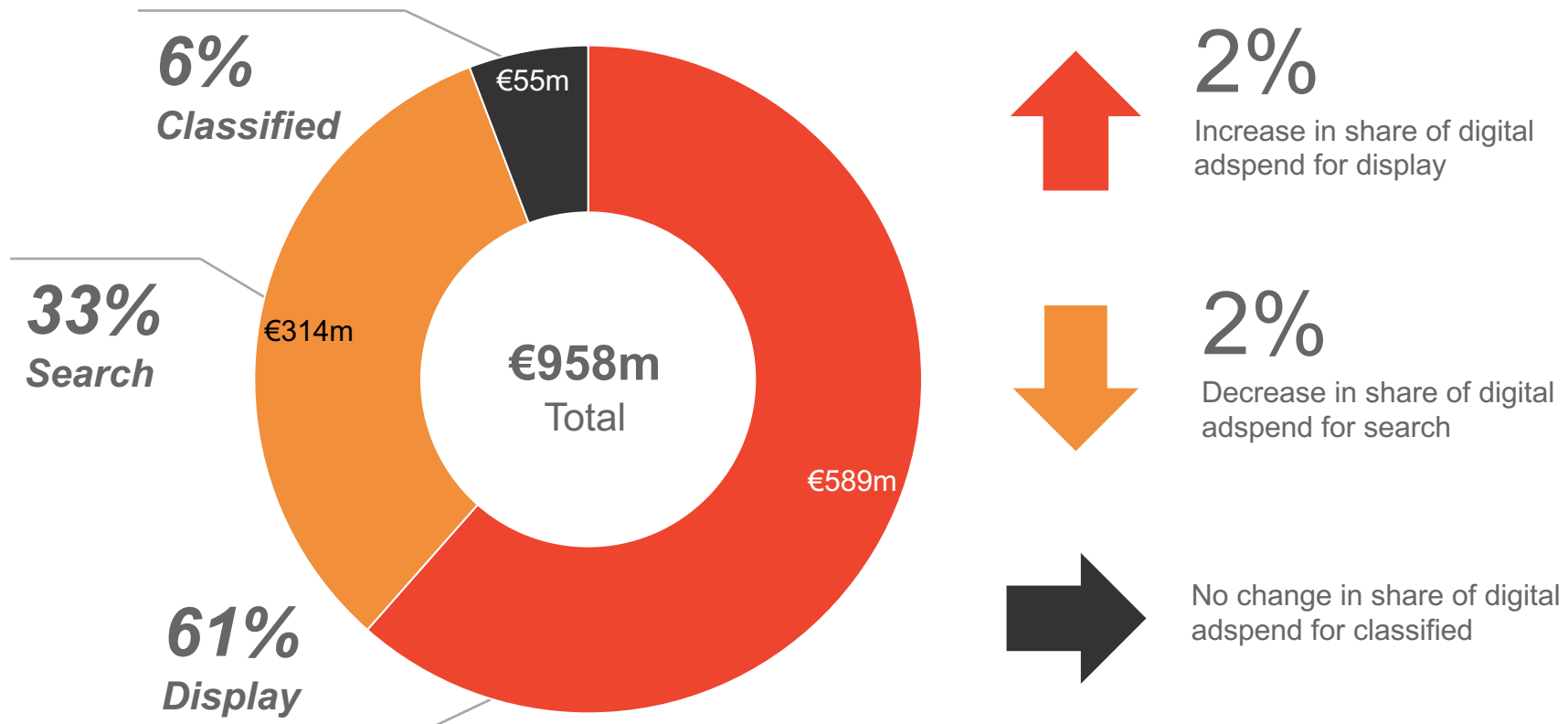
Historical online adspend, 2019 – 2023



Digital Media Mix

Digital media mix split has largely remained stable, with a slight increase in display and decrease in search

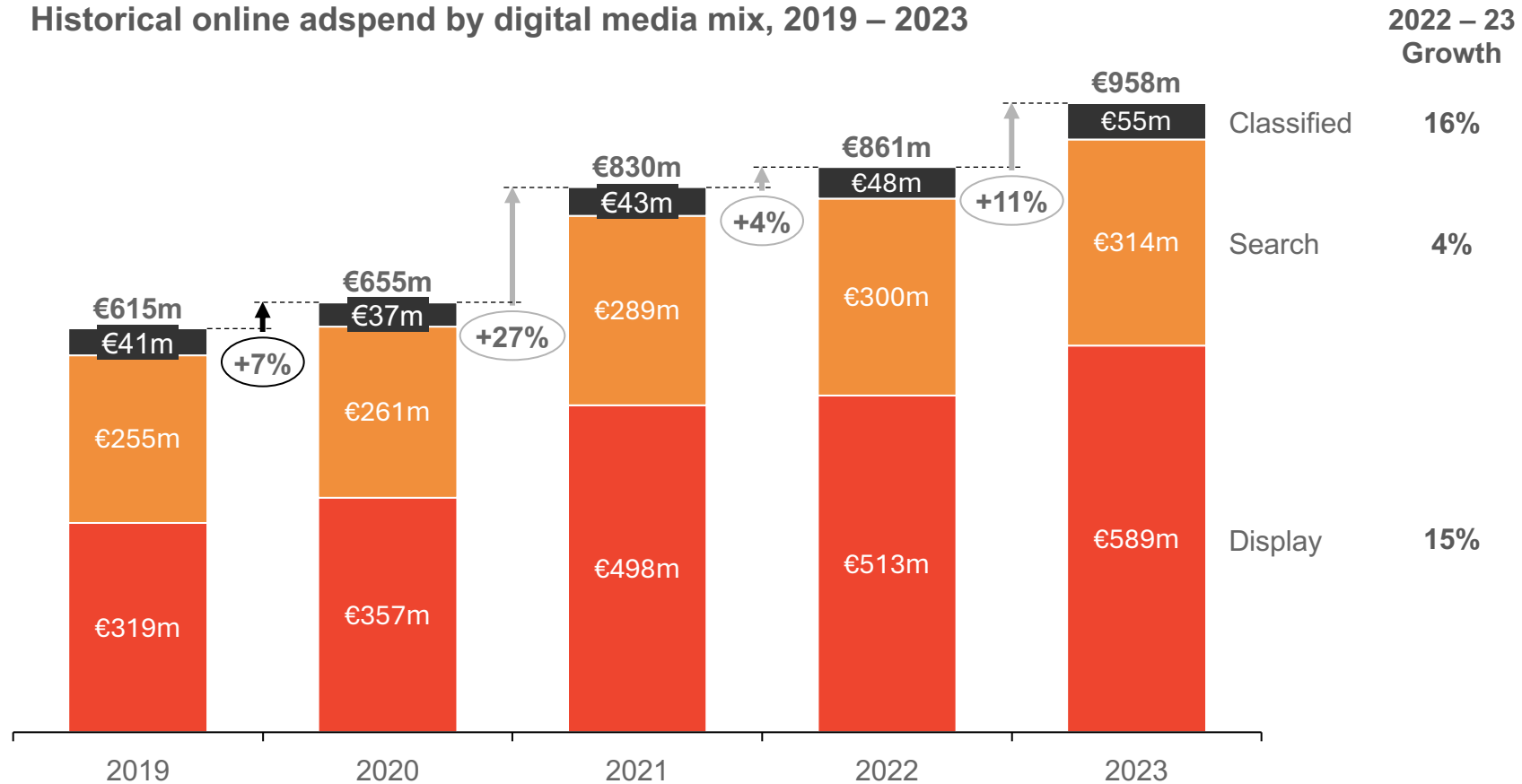
Share of total digital media mix, 2023



Digital Media Mix

Classified ads have the strongest growth this year at 16% YoY, compared to 15% YoY for display and 4% YoY for search

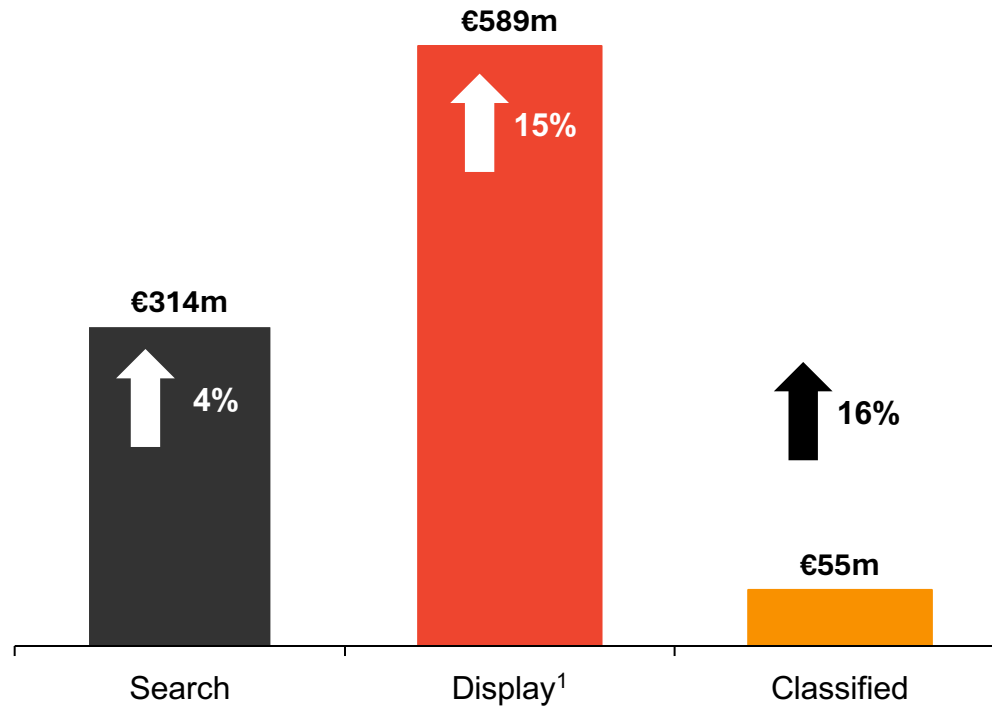
Historical online adspend by digital media mix, 2019 – 2023



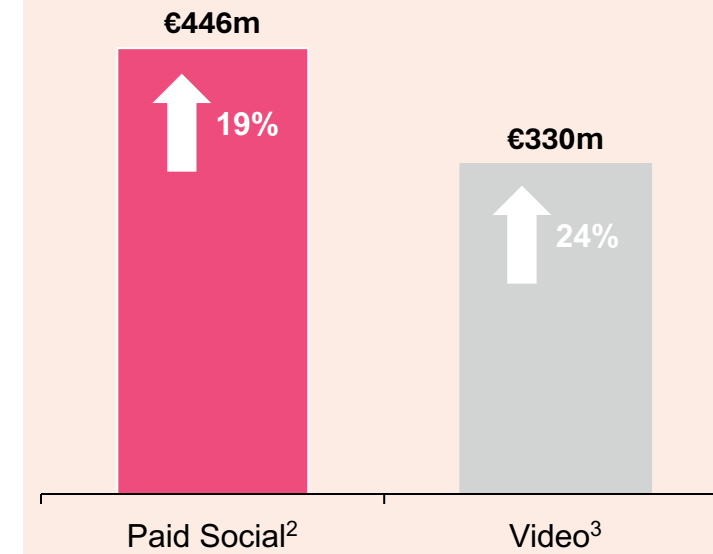
Growth in Digital Formats in 2023

Paid Social and Video are the largest drivers of digital advertising growth

Growth across digital advertising market, 2022 – 2023



Largest growth drivers, 2022 – 2023



Notes: Formats are not all mutually exclusive, there is some overlap across specific formats, and therefore do not amount to the market total. All growth figures are cross platform, with figures and percentages rounded. 1) Display includes paid social, native, video, email, embedded / interruptive formats, email, digital audio and network-related advertising. 2) Paid Social includes social video, social native (in-feed) and social display. 3) Video includes publisher video and social video | Source: IAB / PwC Online Adspend Study 2023

Industry Outlook Adspend Respondents' View

According to respondents, audio and video are key opportunities in 2024, while many fear an the increasing level of regulation could impact growth in the industry

Growth

- Growth in 2023 was as strong as predicted by respondents last year, with the positive growth outlook continuing into 2024:
 - Based on survey responses, participating organisations predict digital adspend growth in 2024 of almost 8% on average.
 - Participants have recorded a number of opportunities and challenges which are likely to affect the industry in the coming year.



Video

- **77%** of respondents believe video advertising is a **strong opportunity** in 2024.
- This follows from a strong year of growth in 2023.

Audio

- **Audio** has also been cited as an area for strong growth by **73%** of respondents.
- This aligns with the positive market outlook for digital audio

Regulation

- **67%** have cited **post third party cookie preparation** as a substantial challenge.
- **Increasing digital regulation** is also a concern for the future (**40%**).

Economic Downturn

- **47%** of respondents are concerned with the challenge **economic downturn** will pose.
- While less than last year, this is still a prominent worry in the market.