IAB Europe AdEx Benchmark 2015
10th edition

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adex Benchmark 2015

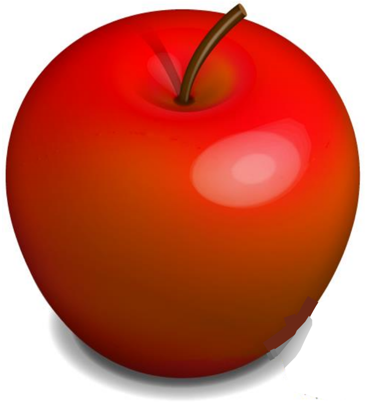
About the Study

A meta analysis of online ad spend in Europe

GROSS

Revenue Billed

NET



Revenue Billed
No Agency commissions

RATECARD

Campaigns x
Ratecard

Submissions from 27 countries in Europe

- Austria
- Belarus
- Belgium
- Bulgaria
- Czech Republic
- Croatia
- Denmark
- Finland
- France
- Germany
- Greece*
- Hungary
- Ireland
- Italy
- Netherlands
- Norway
- Poland
- Russia
- Romania*
- Serbia
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Turkey
- UK

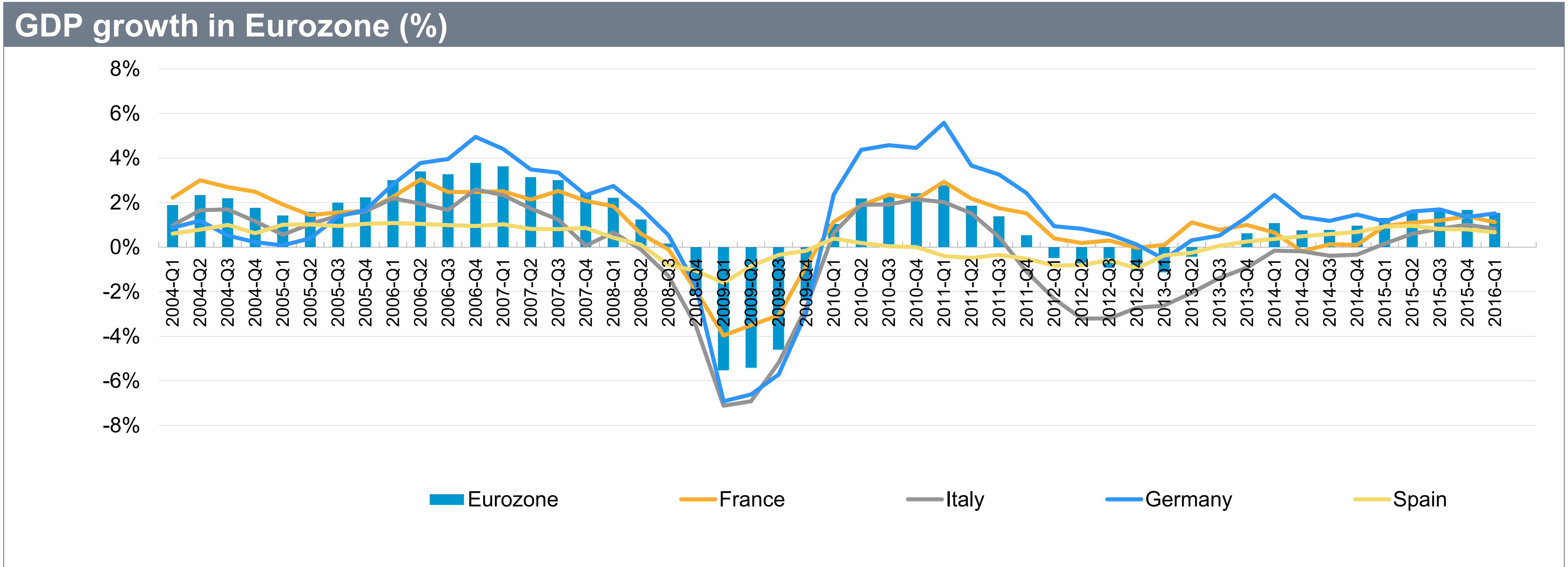
Have not submitted in time for Interact, but will be included in the final report

Big Picture and Context

The value of the European online advertising market in 2015

€36.2bn

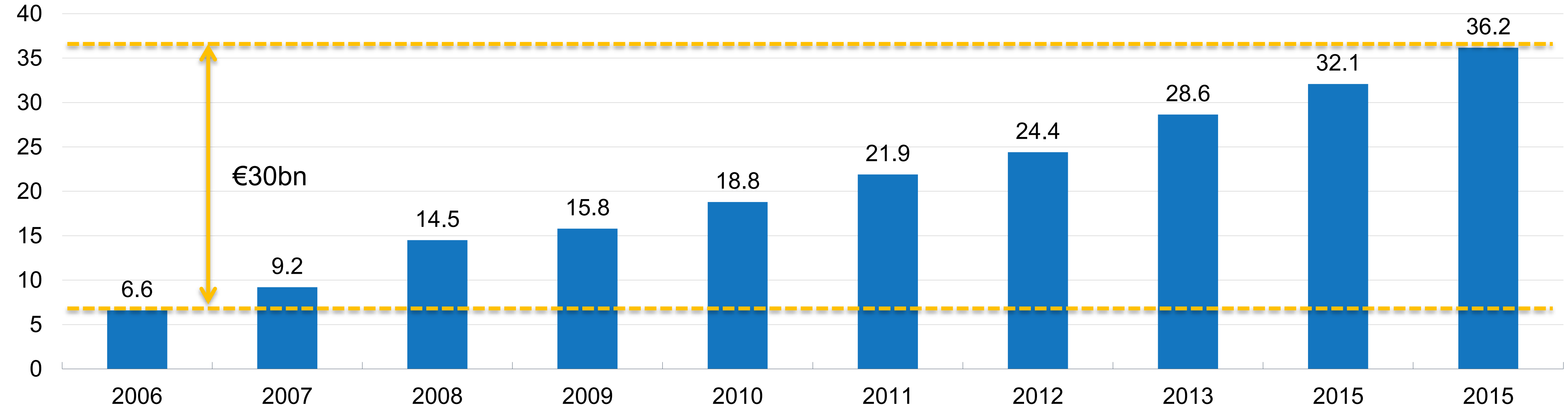
Acceleration in European GDP growth in 2015 boosts the online ad market



Source: IHS

€30bn net addition to the online ad market in 10 years…

Total online advertising spend (€bn)

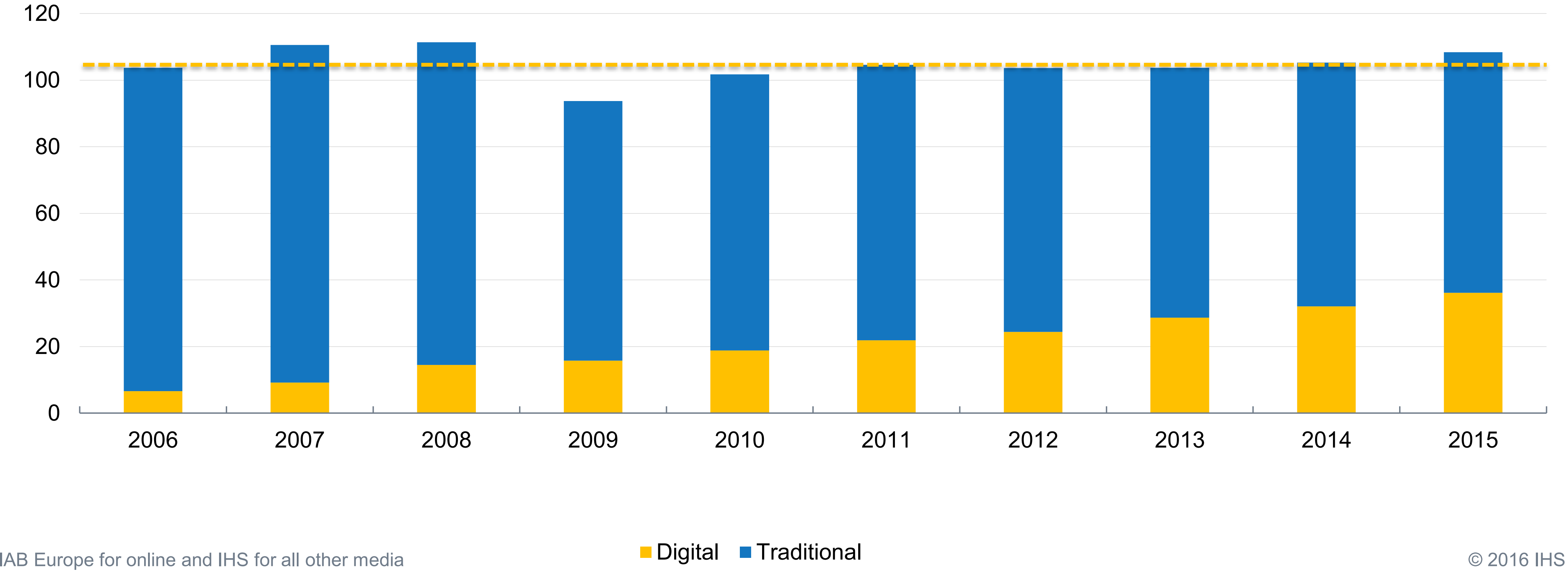


CAGR (2006-2015): +20.5%

Source: IAB Europe for 2011-2015; 2006-2011 retropolated based on IHS growth rates

…in an otherwise flat media advertising market

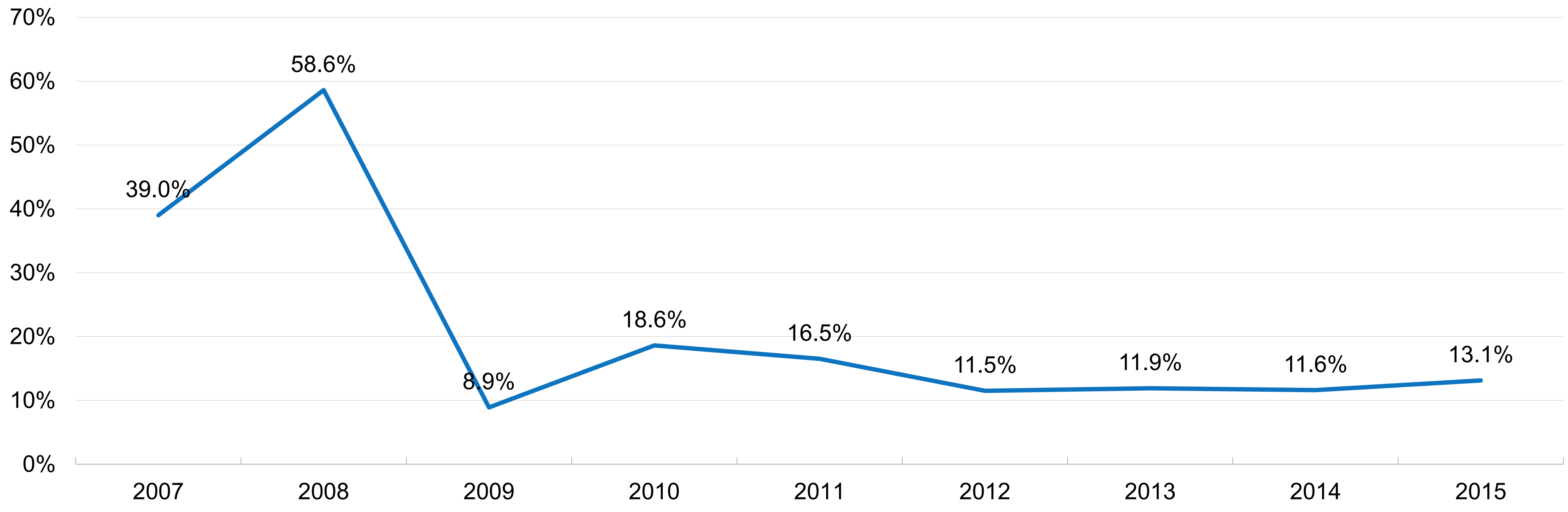
Ad spend by category in Europe in 2015 (€bn)



Source: IAB Europe for online and IHS for all other media

Double-digit growth throughout excluding blip in 2009

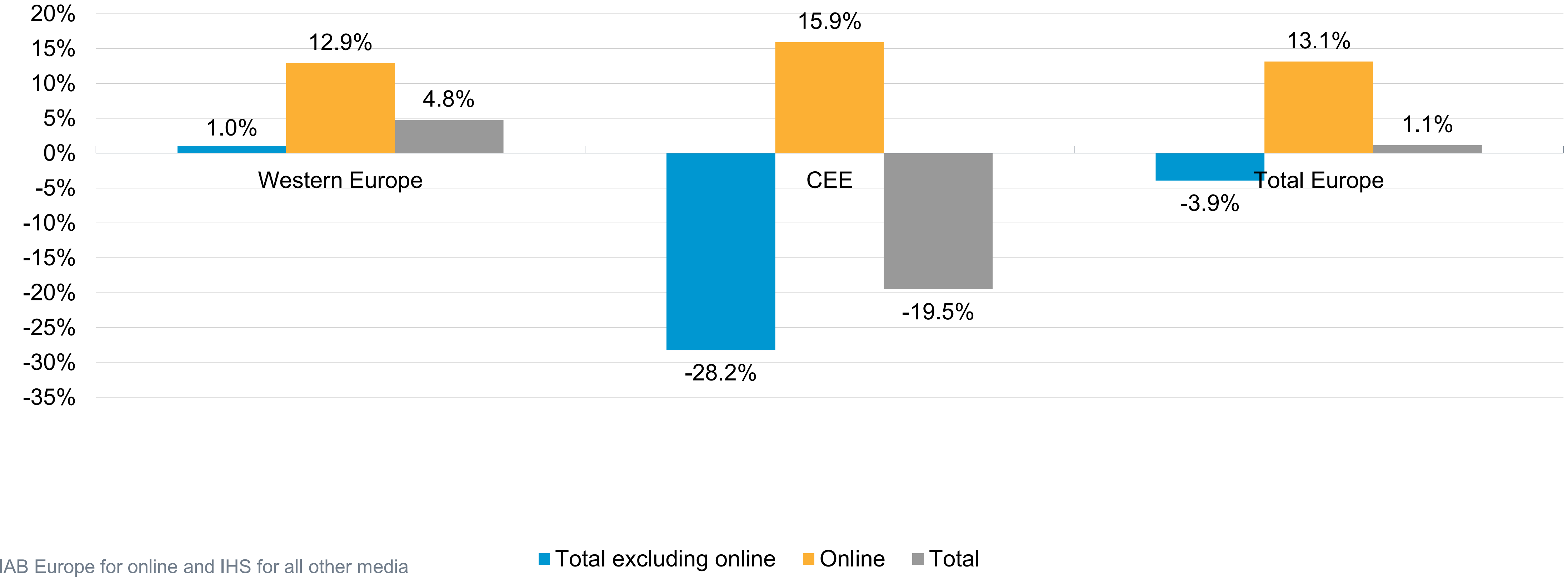
Online advertising year-on-year growth (%)



Source: IAB Europe and IHS

Online lifts a declining media advertising market in 2015

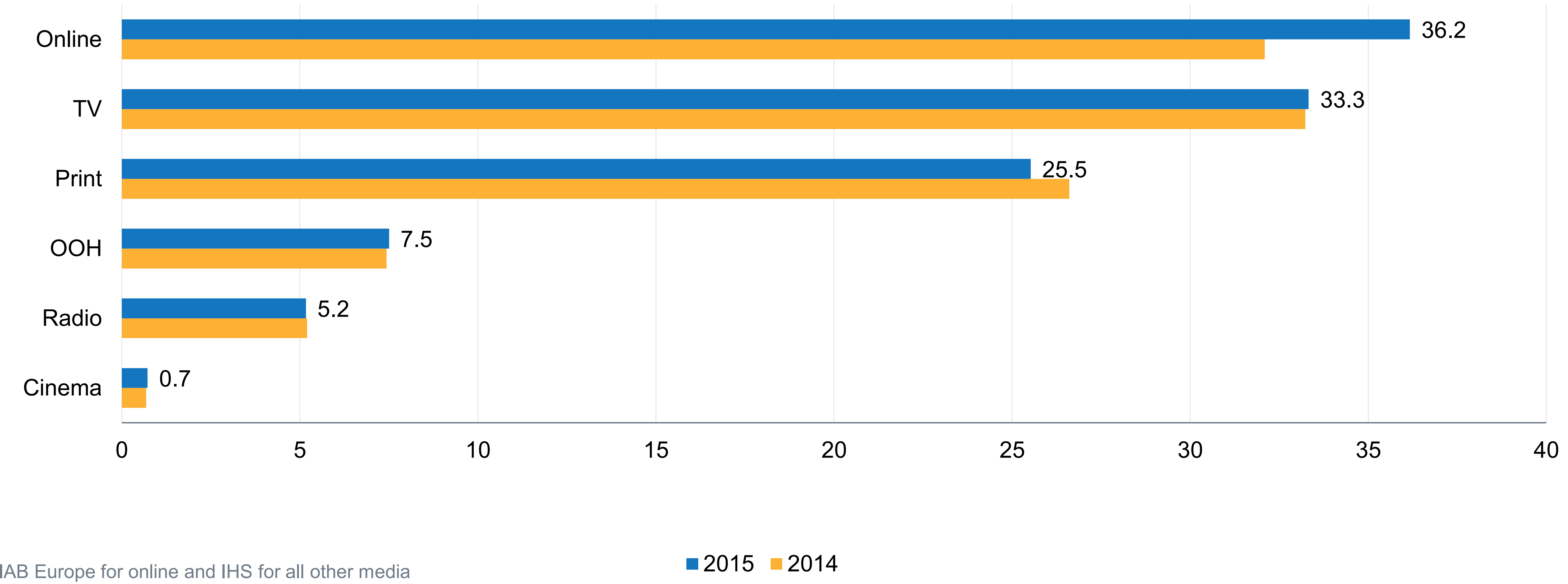
2015: advertising year-on-year growth (%)



Source: IAB Europe for online and IHS for all other media

Online overtakes TV to become the largest advertising medium in Europe

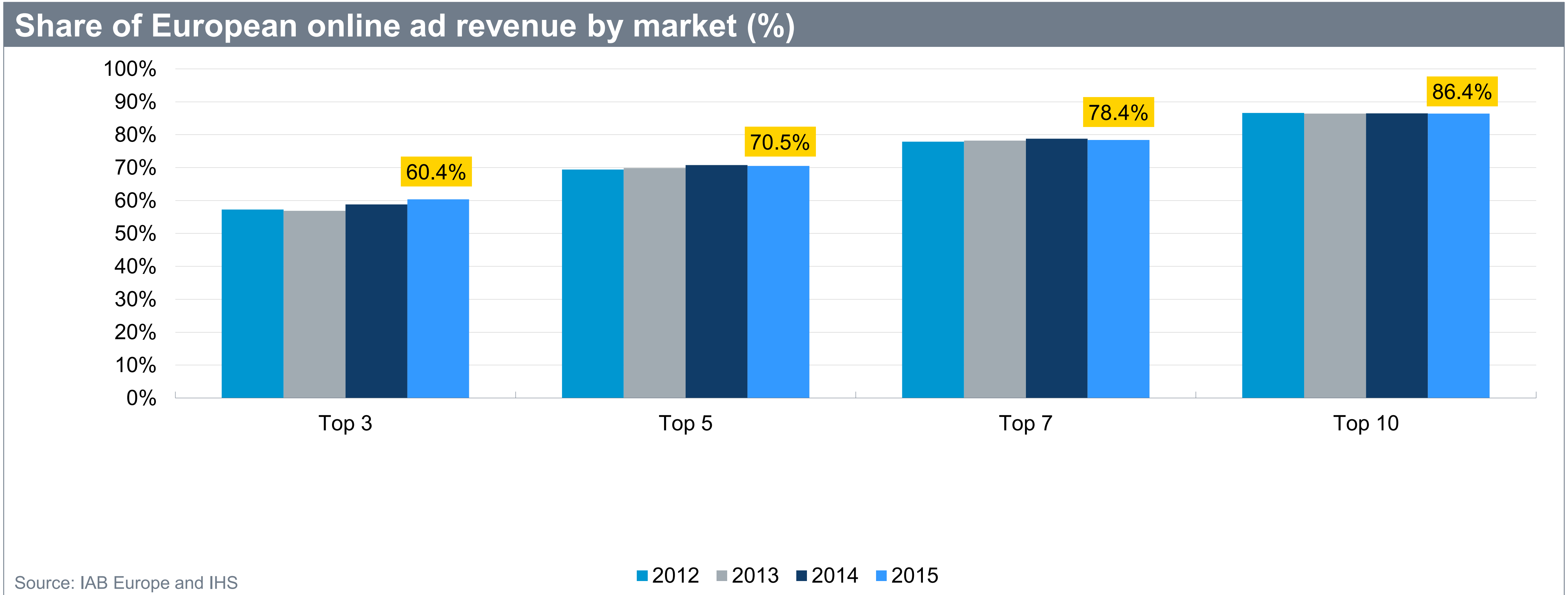
Ad spend by category in Europe in 2014 and 2015 (€bn)



Source: IAB Europe for online and IHS for all other media

Markets

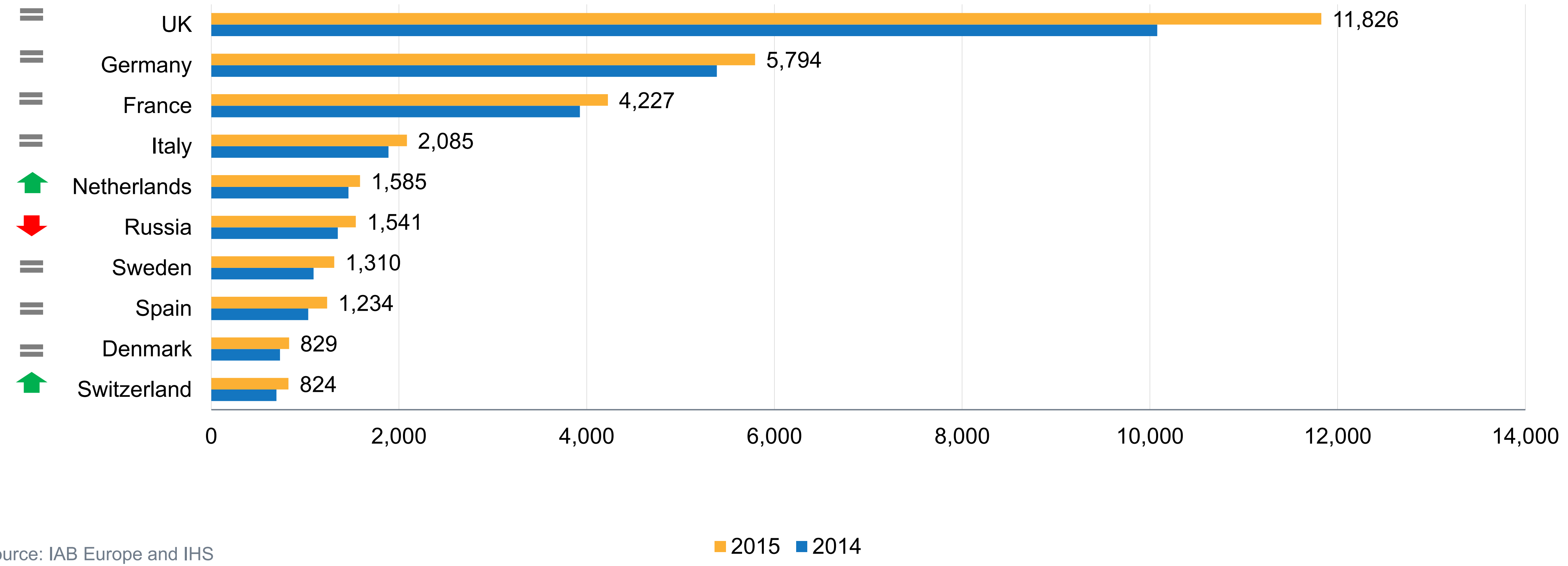
Top three markets still account for the lion's share of the European online advertising market



Source: IAB Europe and IHS

Top 10 online ad markets at a glance

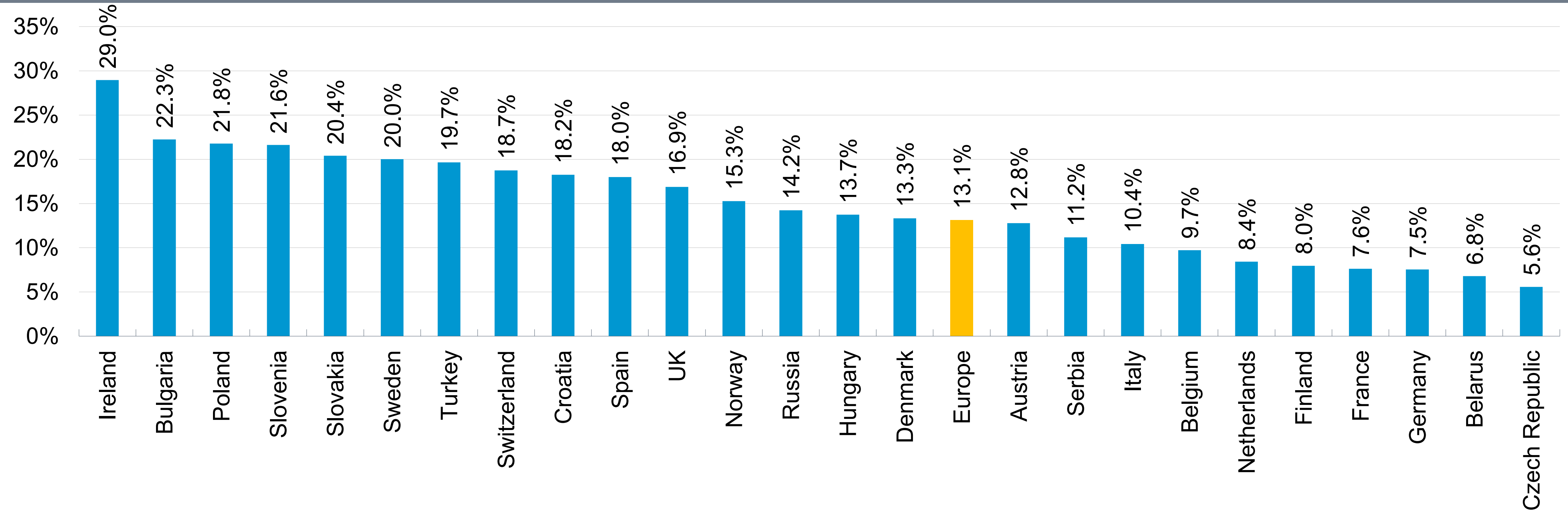
Top 10: total by country in 2014 and 2015 (€m)



Source: IAB Europe and IHS

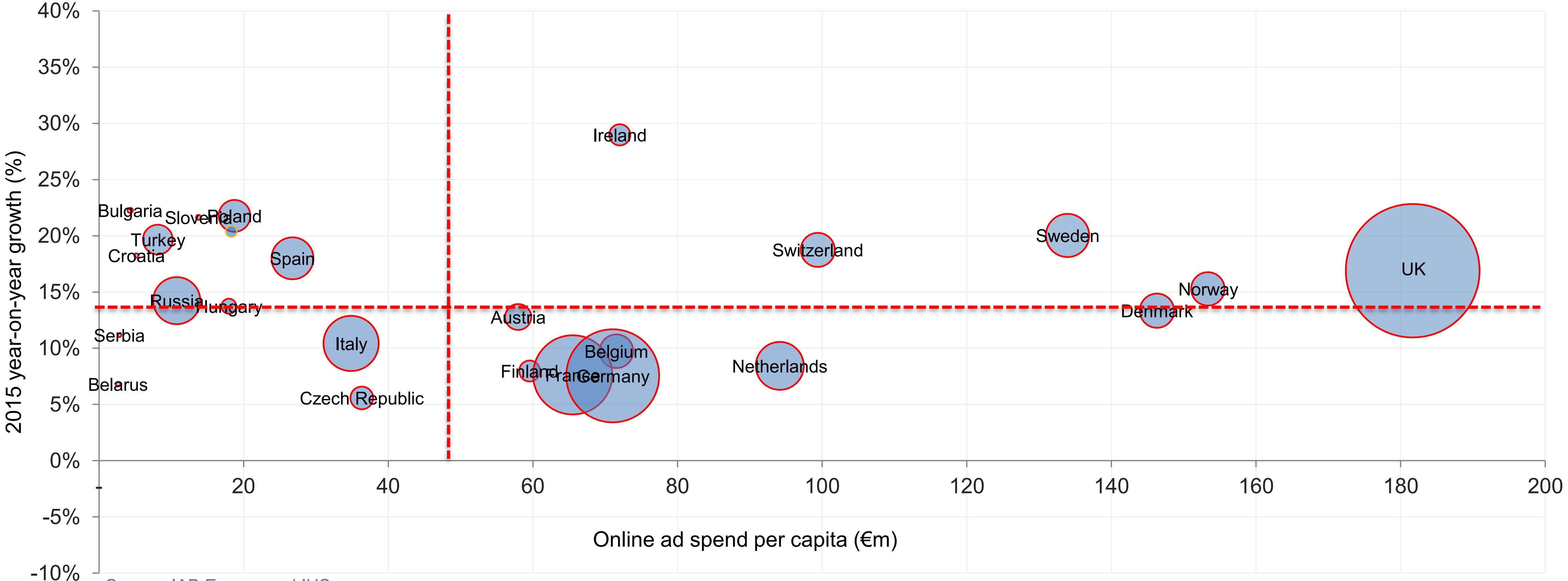
Strong growth across Europe in 2015…

Online advertising year-on-year growth in 2015 (%)



Source: IAB Europe and IHS

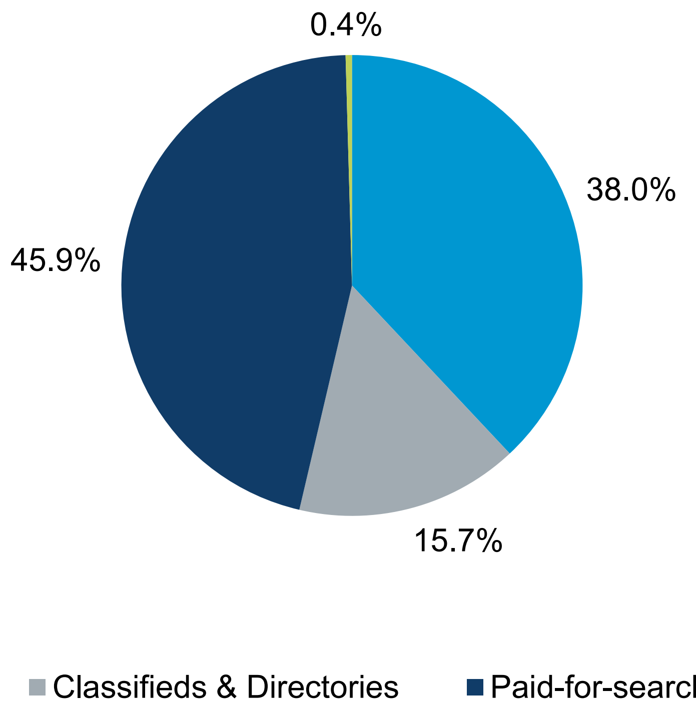
…at all levels of market maturity and market size



Source: IAB Europe and IHS

Western Europe: a snapshot

Western Europe: share of formats in 2015



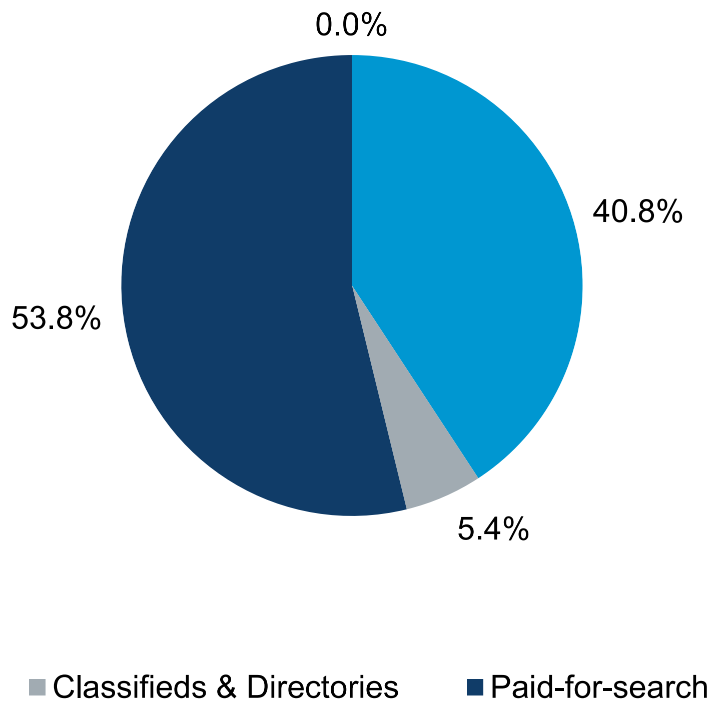
Source: IAB Europe and IHS

	2014 (€bn)	2015 (€bn)	Like-for-like growth (%)	Share of Total (%)
Display	10.5	12.3	17.7%	38.0%
of which video	1.5	2.1	37.3%	16.8%*
of which mobile	2.1	3.4	60.0%	10.9%*
Classifieds & Directories	4.8	5.1	4.8%	15.7%
Paid-for-search	13.3	14.9	11.9%	45.9%
of which mobile	2.1	3.3	55.4%	12.0%*
Total	28.7	32.5	12.9%	100.0%

**Calculated based only on countries which reported these figures*

CEE: a snapshot

CEE: share of formats in 2015



Source: IAB Europe and IHS

	2014 (€bn)	2015 (€bn)	Like-for-like growth (%)	Share of Total (%)
Display	1.3	1.5	14.2%	40.8%
of which video	0.2	0.2	25.4%	16.2%*
of which mobile	0.1	0.2	70.1%	11.0%*
Classifieds & Directories	0.2	0.2	3.3%	5.4%
Paid-for-search	1.7	2.0	17.2%	53.8%
of which mobile	0.03	0.5	208.6%	27.6%*
Total	3.2	3.7	15.1%	100.0%

**Calculated based only on countries which reported these figures*

Drivers and hurdles in 2015 as reported by local IABs

Drivers

- Programmatic and automation
- Proliferation of e- and m-commerce
- Rise of online video consumption
- Growth in premium video inventory – attracting TV budgets
- Improvement in ad quality
- Shift to a mobile-first advertiser mentality
- Social media advertising
- The emergence of native advertising

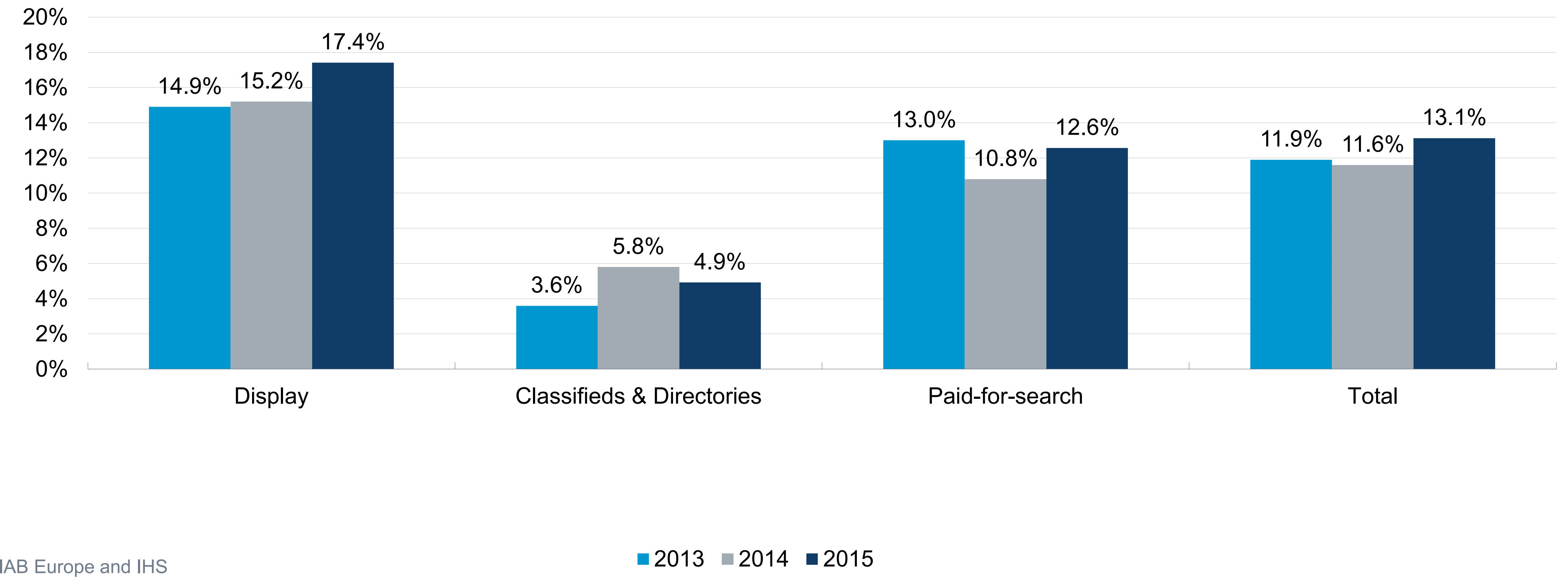
Hurdles

- Ad blocking
- Viewability and ad fraud
- Misuse of data
- Plateau of desktop advertising – adapting desktop ads to mobile
  - High production costs
  - Structural barriers
- Macroeconomic environment and adverse political conditions

Formats

Display continues to drive online advertising growth

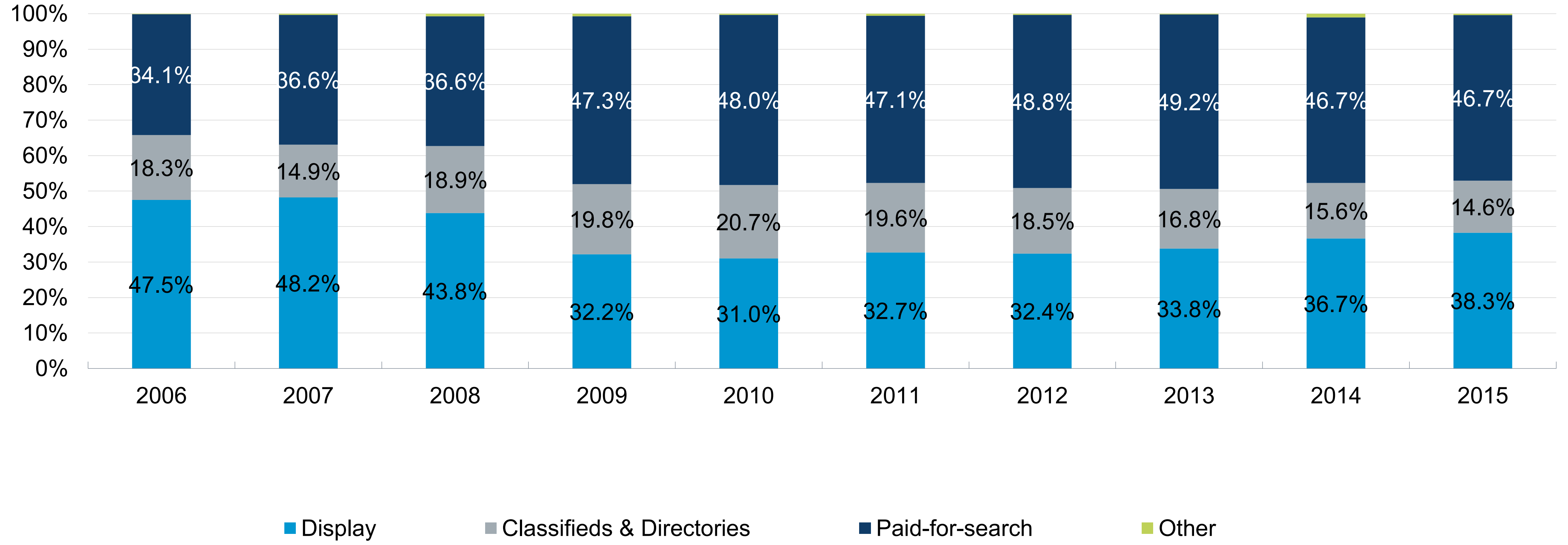
Year-on-year growth (%)



Source: IAB Europe and IHS

Display outpaces other formats to further increase its share

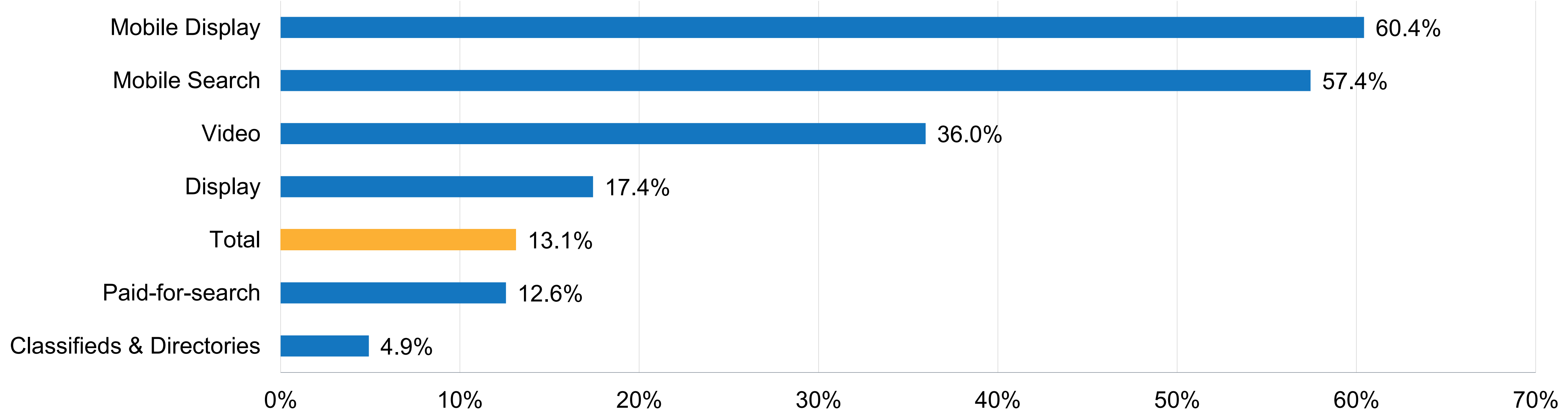
Format shares of online (%)



Source: IAB Europe and IHS

Mobile drives online ad market growth in Europe in 2015

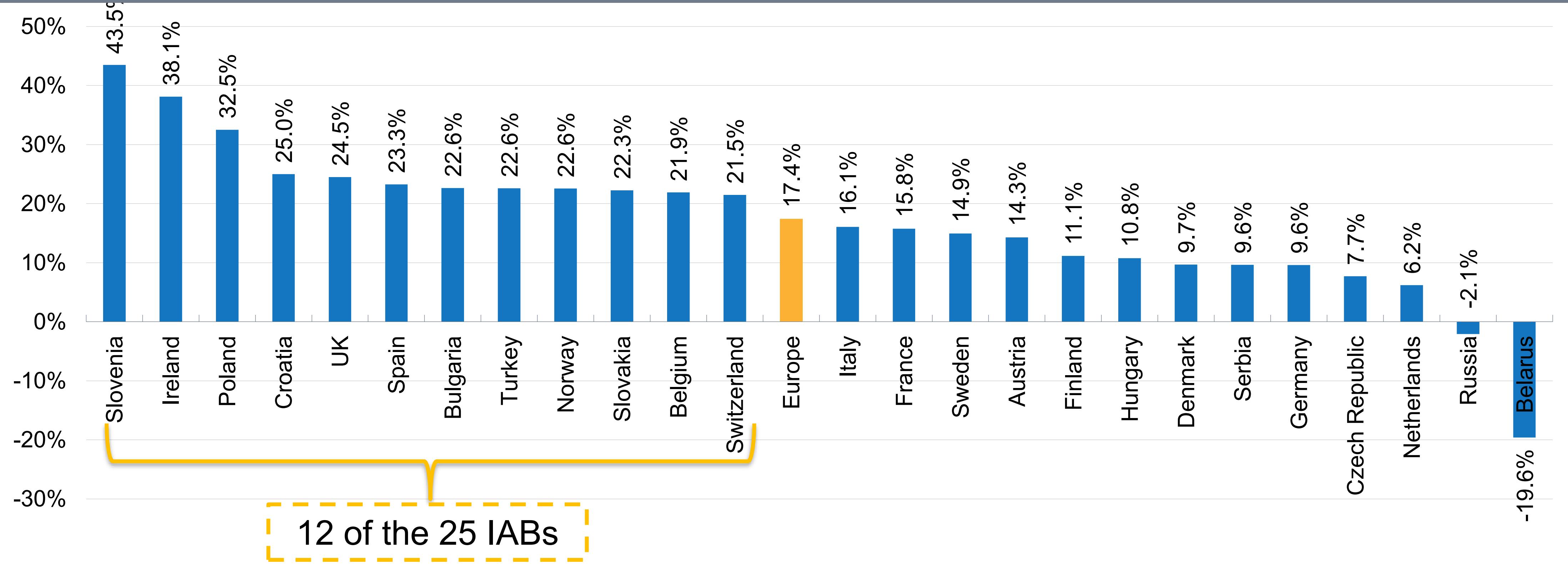
Year-on-year growth in 2015 (%)



Source: IAB Europe and IHS

Half of European display markets grow above 20%, three above 30%

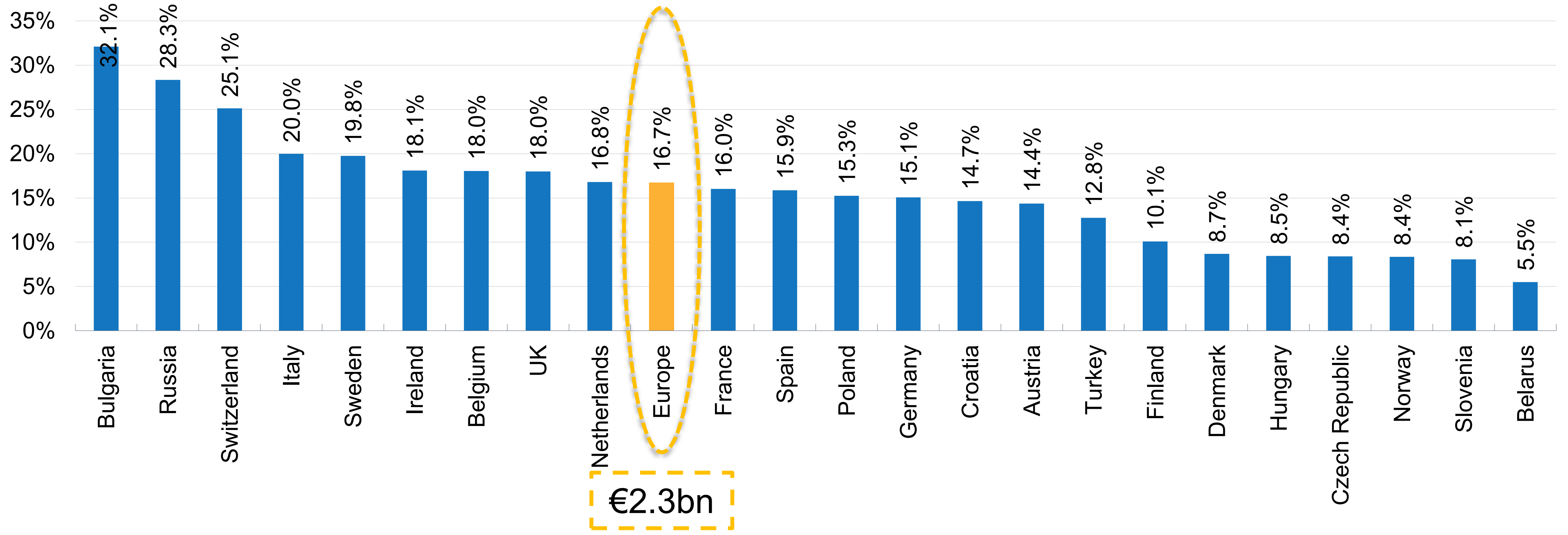
Display year-on-year growth (%)



Source: IAB Europe and IHS

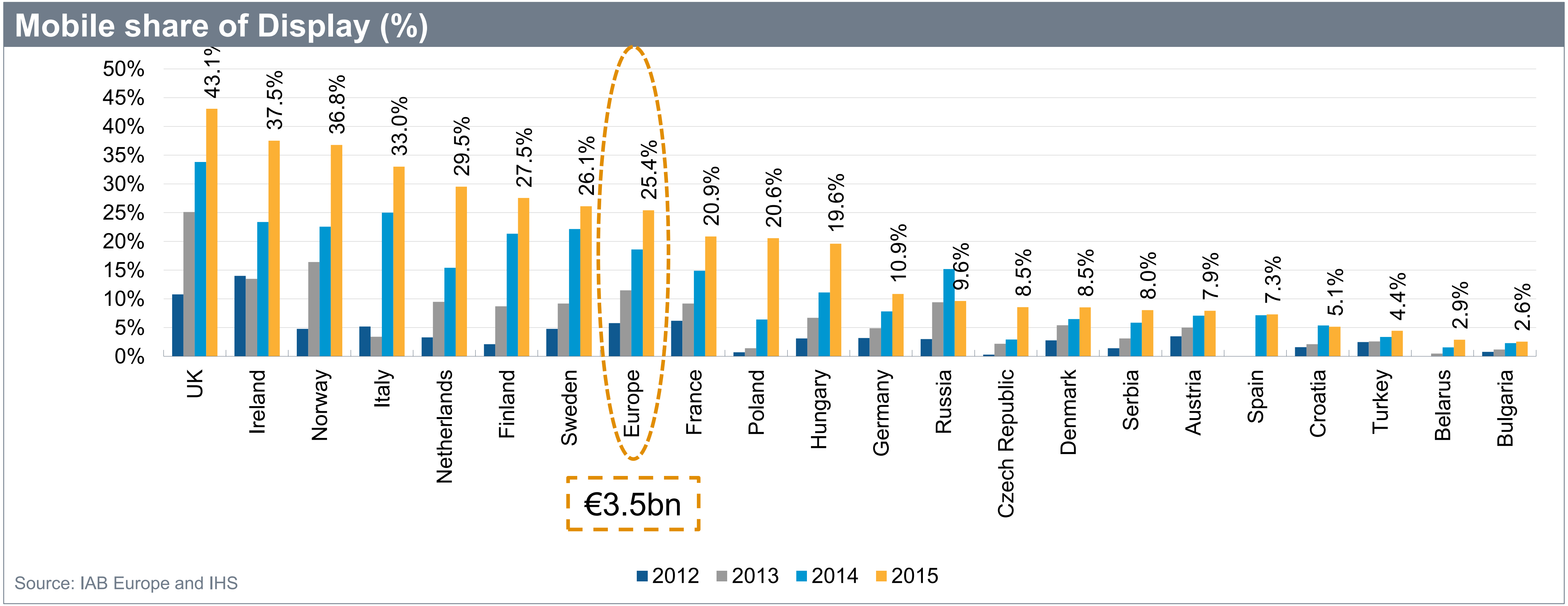
Video is an increasingly important part of display

Video share of Display in 2015 (%)



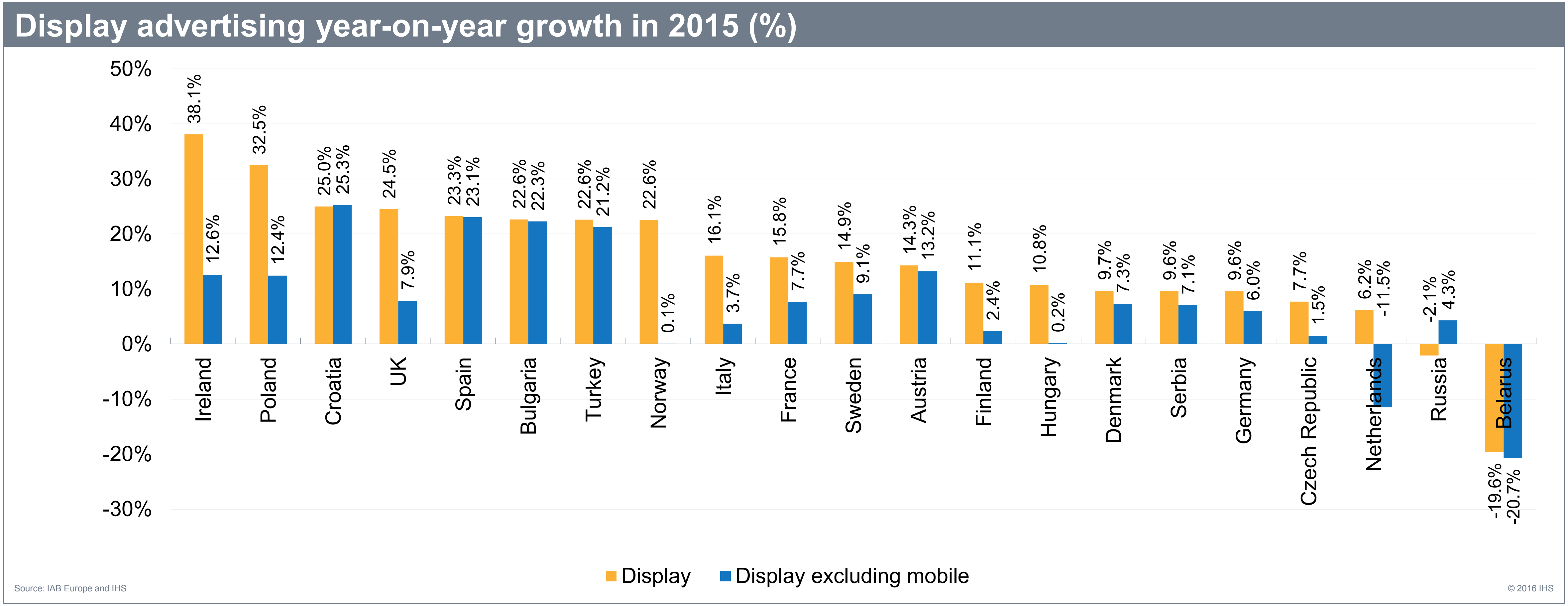
Source: IAB Europe and IHS

Mobile accounts for a quarter of all European display ad spend, approaching 50% in most advanced markets



Source: IAB Europe and IHS

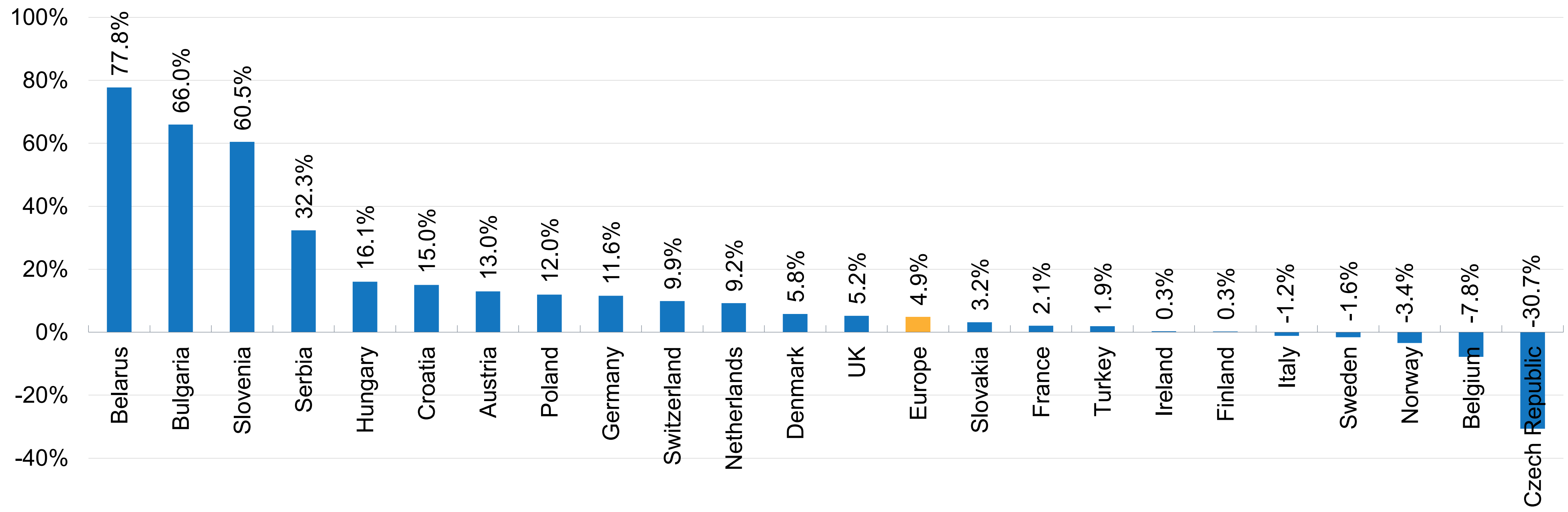
Mobile outperformed desktop display ad spend in all but two countries in 2015



Source: IAB Europe and IHS

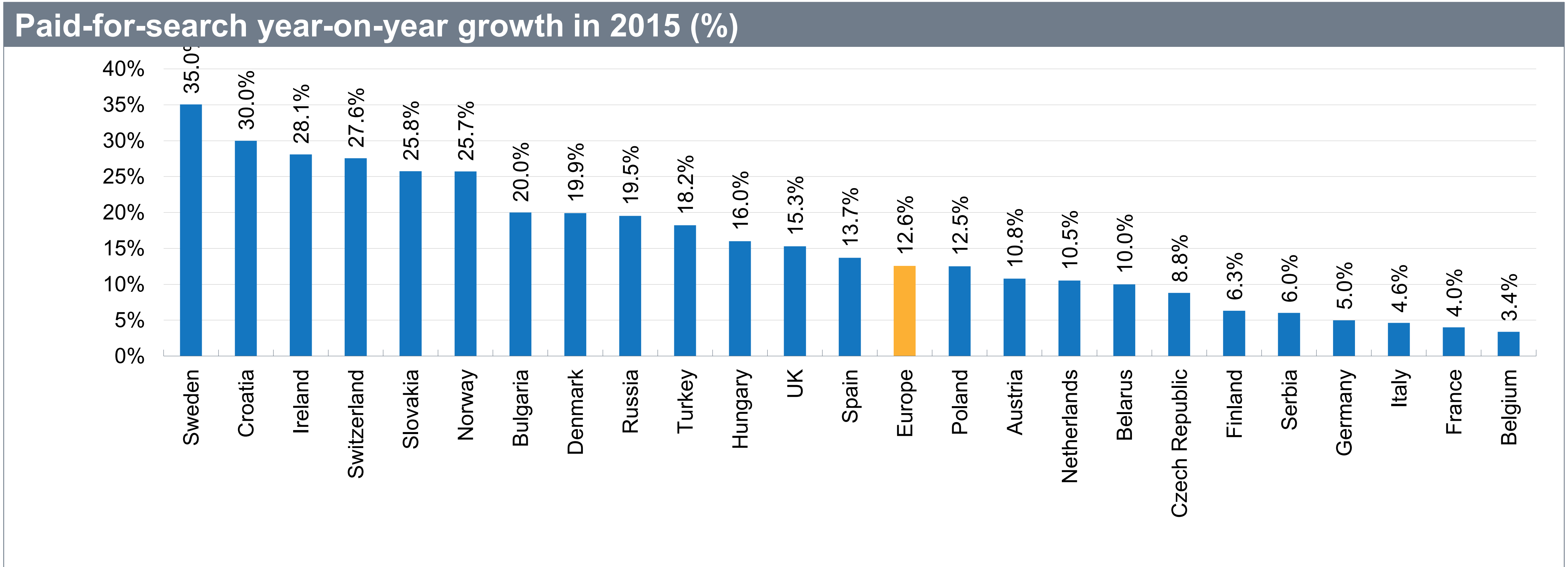
Fewer C&D markets experienced decline in 2015, but the rate of growth has slowed down in Europe

Classifieds & Directories year-on-year growth in 2015 (%)



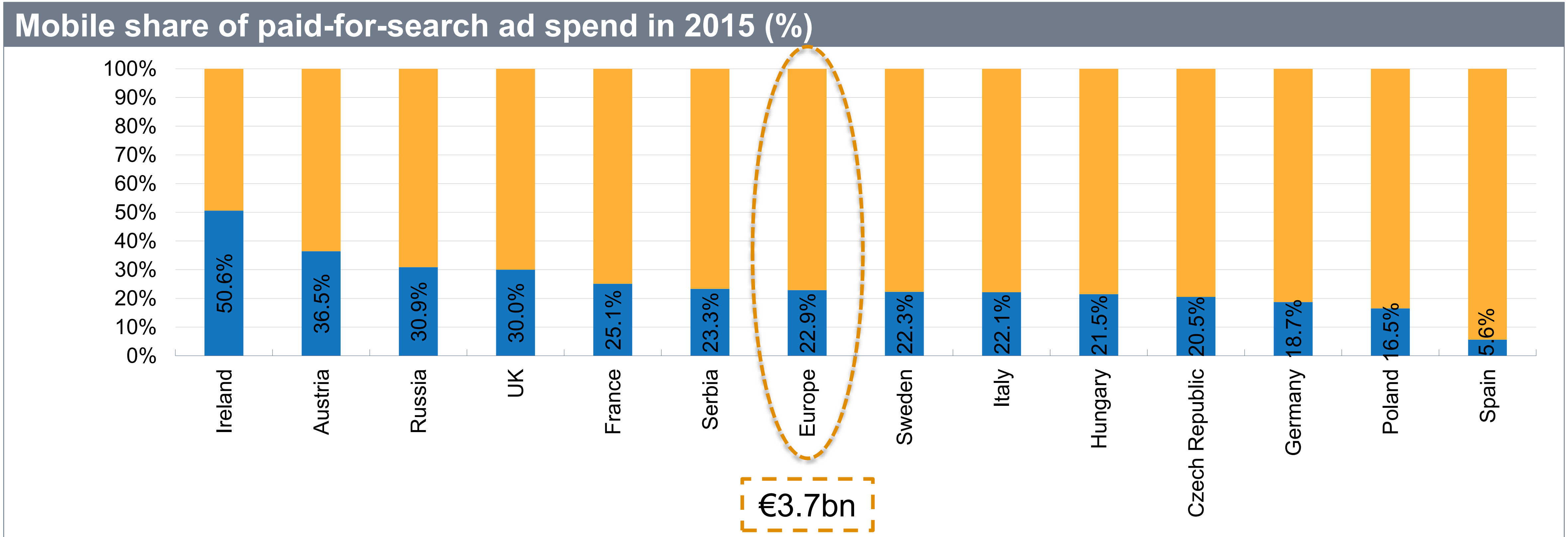
Source: IAB Europe and IHS

Paid-for-search maintains double-digit growth



Source: IAB Europe and IHS

Variance across Europe in mobile share of search highlights national differences in search behaviour and monetisation



Source: IAB Europe and IHS

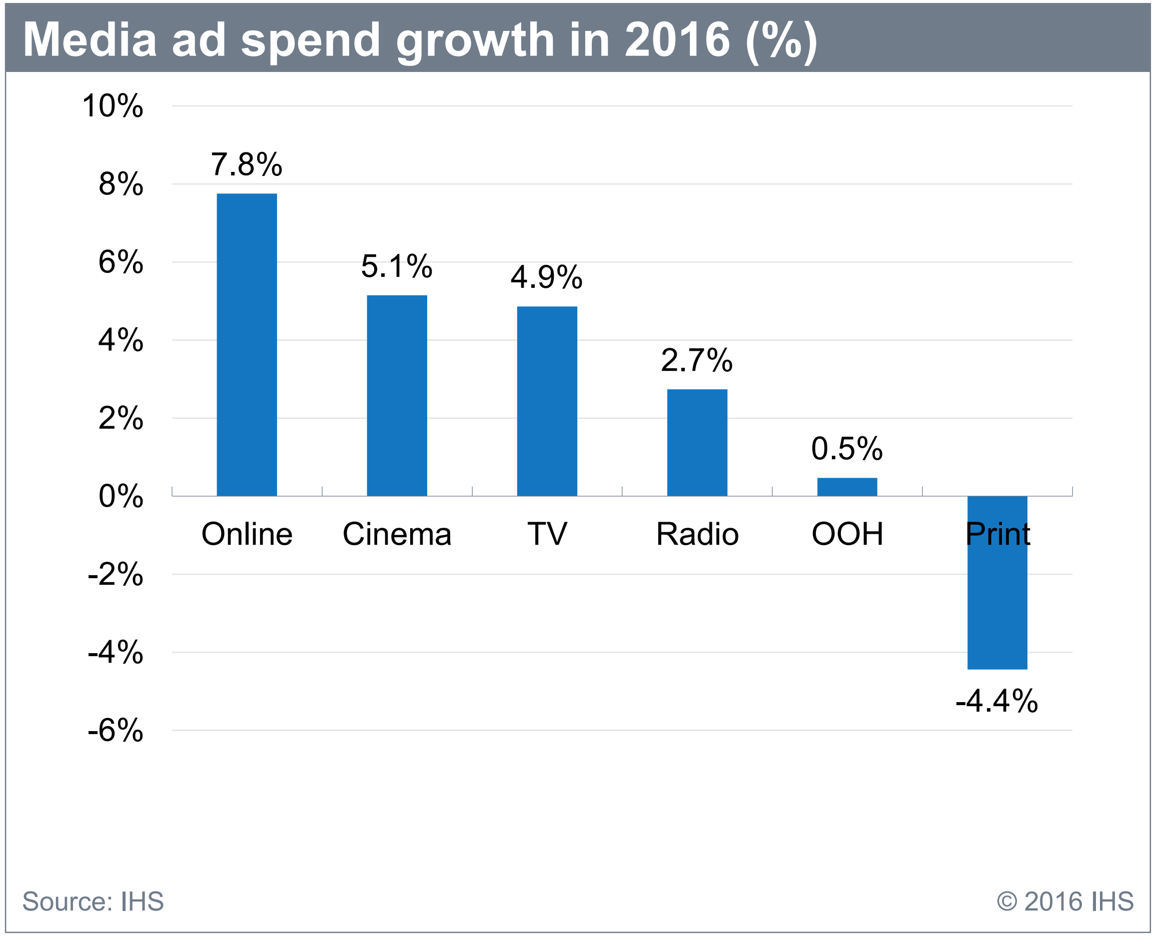
Outlook for 2016

Drivers

- Favourable economic forecasts
- Large-scale sporting events:
  - Euro 2016
  - Rio Olympics
- Growth of video, facilitating the move of TV brand budgets online
- New native ad formats

Hurdles

- Tough comparatives
- Plateau of paid-for-search
- Complexity of devices, platforms, behaviours
- No universal digital currency
- Duplication & fragmentation of ad tech infrastructure



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