

Total online adspend reaches €340m for 2015

The IAB Ireland PwC Online Adspend Study for 2015 (Jan to Dec) sees very strong growth of 23% with ad revenues of €340m compared to €263m in 2014.

Mobile Adspend for 2015 is now 41% of total digital spend at €141m.

Irish Mobile Adspend now represents €4 in every €10 of total digital adspend at €141m.

+29%

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. 28 leading publishers participated in the study, many of whom represent multiple websites. Other participants include sales houses, advertising networks and advertising agencies.

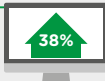
Adspend revenue is drawn up on the basis of actual figures provided by study participants. Total advertising revenue is reported on a gross basis (including agency commission).

iab.ireland

pwc

Advertising formats (desktop and mobile)

Display: Display advertising holds a 40% share with a spend of €137m – an increase of 38% on 2014.



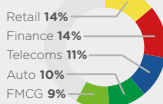
Paid for Search Advertising has grown 28% YOY with a 52% share of total online adspend at €176m in 2015.

Search

Classified: Classified Advertising represents 8% of spend at €27m in 2015.

Cross platform display adspend by advertising category

Retail and Finance are the top spending categories in display adspend cross platform, with a category share each of 14%. Telecoms follows at 11%, Auto at 10% and FMCG with a 9% share.



Classified Adspend's top industry categories:



Mobile Adspend for 2015 has grown by 78% and is now worth €141m, of which 37% is Display and 63% is Search.

The top performers in Mobile Display Adspend for 2015 were: Retail 18%, Finance 13%, Telecoms 12% and FMCG 11%.

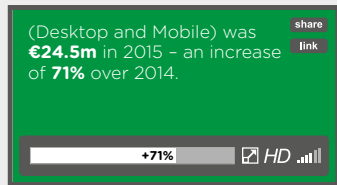
Social Media (Desktop and Mobile)

was €49m in 2015 – an increase of 72% over 2014.



VOD Advertising

(Desktop and Mobile) was €24.5m in 2015 – an increase of 71% over 2014.



Native Advertising

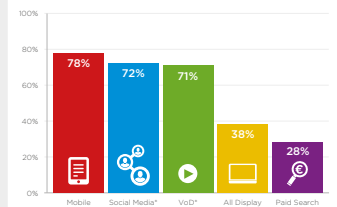
Cross platform native advertising at €45m is 33% of total digital display for 2015.

This is the first year that IAB Ireland has broken out Native as a sub-category of Display Advertising reflecting the global growth of Native Advertising.



YoY growth rates for selected digital formats

(formats are not mutually exclusive so there is some overlap)



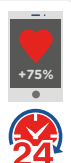
*Includes Social VOD

Key Drivers of growth

1) Continued growth of digital consumption, in particular on Mobile

75% of Irish people use a smartphone*
Web traffic on smartphones in Ireland is almost a third higher than the EU average, a quarter higher than the UK and a tenth higher than the US. A third of all internet usage is via Smartphone**.

75% of the population use the Internet at least once a day - 1 in 5 admit to accessing the Internet every waking hour***.



2) Irish Marketers are committed to growing online budget in 2016

Digital is the top ranking planned area of growth for Irish marketers in 2015, according to the Alternatives/ Mill Sentiment Survey 2015.

Digital Strategy is also marketers' highest ranking growth strategy at 48%*

28% of marketers plan to dedicate between 20% and 50% of their overall budget to digital*



*Consumer Sentiment Survey
**Consumer August 2015
***Consumer Sentiment Survey November 2015
*Alternatives/ Mill Sentiment Survey 2015