adex
Benchmark 2014

ADEX BENCHMARK 2014

EUROPEAN ONLINE ADVERTISING EXPENDITURE

Published 2 July 2015

IHS

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INTRODUCTION

By **Townsend Feehan**, CEO, IAB Europe

The 2014 results of IAB Europe's AdEx Benchmark report highlight once again the importance of digital advertising for growth in Europe's economy.

The AdEx Benchmark report is produced in collaboration with IHS Technology and is the definitive guide to the state of the European online advertising market. In 2014, it revealed that online advertising achieved double digit growth for a fifth consecutive year.

Twenty seven markets participated in the study and twenty markets grew double-digit, indeed all markets recorded positive growth. Digital advertising continues to out-perform the overall economy, with a growth rate in 2014 of 11.8% resulting in a total market value of €30.7 billion compared to a mere 0.1% increase in EU GDP. Digital was again the shining star of the advertising industry, its increase balancing the 2.4% decline registered by other media to arrive at a positive 1.4% growth overall for the total advertising industry.

The report details facts, figures and trends across Europe's rich and diverse markets and benefits from IHS Technology's analysis and observations from our members. Of particular note this year is the continuing growth we see in both more mature markets such as the UK where growth is 14.3%, and digital ad spend per capita tops €135 exceeding that of the US and, and less developed markets such as Greece and Slovakia with registered growth of 16.3% and 14.7% respectively. This demonstrates the ongoing importance of digital advertising as a driver for growth across all European economies.

> 2014 has seen another year of rapid evolution with data, technology and creativity working together to deliver industry growth. A major concern for us as an association in 2015 is the ongoing EU-level data protection reform which, currently appears overly "precautionary' and may unintentionally hamper the good growth we see in our industry right now, without yielding a concomitant dividend to consumers in terms of increased safety online. We believe that whilst data protection rules should give citizens the confidence to better leverage the universe of information, education, entertainment and commerce services available to them, it is imperative that this generation of digital businesses is enabled to support the delivery of a Digital Europe and much-needed future economic growth. IAB Europe will continue to work with its stakeholders to reinforce the quality advertising environment for brands and deliver an infinitely varied consumer experience built on transparency and trust.
>
> **Constantine Kamaras**, Chairman,
> IAB Europe Board of Directors

In terms of the three categories covered in the report, display advertising again showed the highest growth, 15.5% with a total value of €10.9 billion. Paid-for-search grew 11.2% to €14.8 billion and classifieds and directories recorded a modest 5.8% increase. The report highlights how new advertising opportunities within programmatic trading, mobile and video advertising, and audience and advertising effectiveness measurement supported by educational programmes have driven growth.

As an industry body we strive to work with our members to adopt standards in new business areas, help to develop advertiser confidence in new opportunities and at the same time provide transparency and choice to users about how data may

INTRODUCTION

be processed. We believe that regulatory frameworks should enable digital advertising to fund the informational, educational, entertainment and e-commerce services that European users enjoy at little or no cost to themselves. This is in contrast to the current proposals for revised privacy rules which pose a threat to the sector without achieving meaningful improvements for consumers.

IAB Europe will continue to work with the network of national IABs in the region to support growth and innovation. We are delighted to release this 9th edition of the AdEx Benchmark report and look forward to discussing and debating its findings with industry, regulatory and civil society stakeholders.

ABOUT THIS REPORT

The IAB Europe AdEx Benchmark report provides a comprehensive perspective on online advertising spend across 27 European countries. It offers a status quo and historical perspective on the size of the European market as a whole, as well as like-for-like comparison between the constituent markets.

Painting a coherent picture of online advertising markets is complex. Online advertising in Europe has developed largely within national ecosystems that have their own traditions, cultures, standards, and ways of doing business. Although there is a growing harmonisation across Europe, this diversity still means that each country measures online advertising spend slightly differently. Differences occur on several levels: the rate of spend (e.g. ratecard, gross, net), formats included, companies covered, or all these factors combined.

Data collected by national markets then are not directly comparable across Europe. A unified view of European advertising spend is growing ever important in light of European policy, attracting global start-up funding, benchmarking market development trends, the increasingly pan-regional nature of digital advertising investments and the role of Europe's digital economy in a global context.

This report is a response to these challenges and requirements. Since its inception in 2006, the number of participating countries has doubled, recognising the importance of this task.

The basis for the IAB Europe AdEx Benchmark report are the annual industry benchmarking studies conducted by each national Interactive Advertising Bureau (IAB) in Europe. These national studies represent the income of thousands of websites and online advertising businesses, and data is compiled directly by local IABs based on information supplied by companies selling advertising online in each country. The IAB Europe AdEx Benchmark report conducts a meta-analysis of these studies. It aggregates the data and makes the adjustments necessary to enable the data to be comparable. In order to provide a full like-for-like picture, the report draws on secondary data and modelling by IHS in order to fill coverage gaps to ensure the online advertising market is captured in its entirety, comprising both of local and the full gamut of international players in the European markets. Full details of this adjustment process for each country are provided in Appendices iii and iv. In order to provide the reader with a basic frame of reference, key definitions are outlined below.

The data in this report is stated on the basis of actual gross income. Gross income is the amount of actual spend invoiced by the publisher including any agency commission, but after discounts from ratecard.

To avoid any double-counting, production costs and pan-regional ad spend are taken out of the figures.

The report incorporates data from the following online advertising formats:

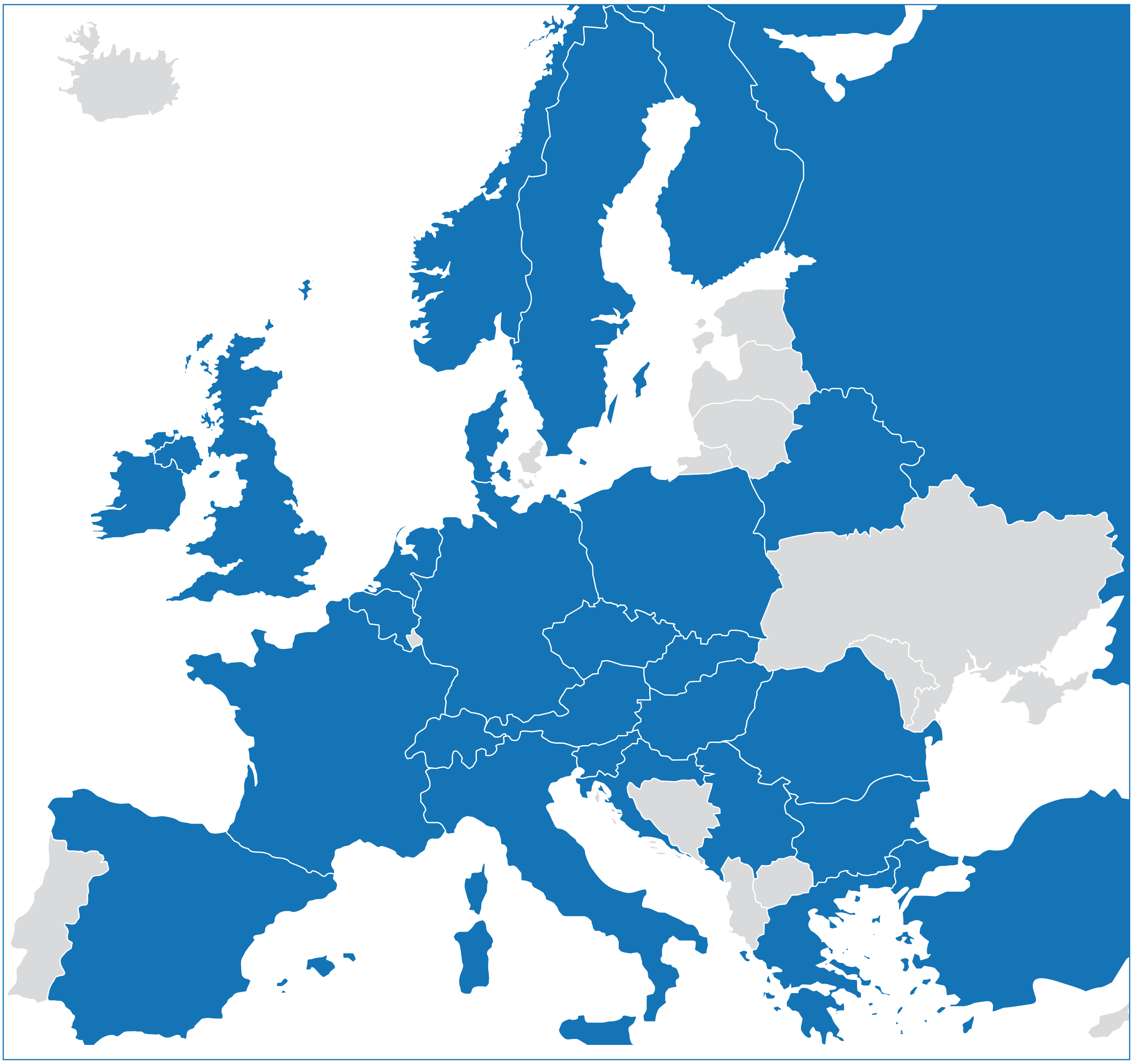
- Display
- Paid-for-search
- Classifieds and directories

In 2012, the IAB Europe Research Committee in conjunction with IHS held working groups to standardise and improve definitions and measurement across markets for emerging formats. Since then, the AdEx Benchmark has systematically and consistently incorporated data for spend on:

- **Video advertising** defined as in-stream video advertising (pre-rolls, mid-rolls, post-rolls), as agreed by the IAB Europe AdEx Benchmark Video Working Group. It is considered as a subset of display.
- **Mobile display advertising** as any display advertising viewed or read on a mobile phone including rich media advertising, as agreed by the IAB Europe AdEx Benchmark Mobile Working Group. This could be browser-based as well as in-app.

This is the ninth edition of the report and therefore once again we are able to include year-on-year comparisons for those countries that have provided data for at least two years.
IHS does not audit the information or the data from local IABs and provides no opinion or other form of assurance with respect to the information. Only aggregate results are published and individual company information is held in strict confidence by the audit partners of local IAB studies.

ABOUT THIS REPORT



Austria
Belarus
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Bulgaria
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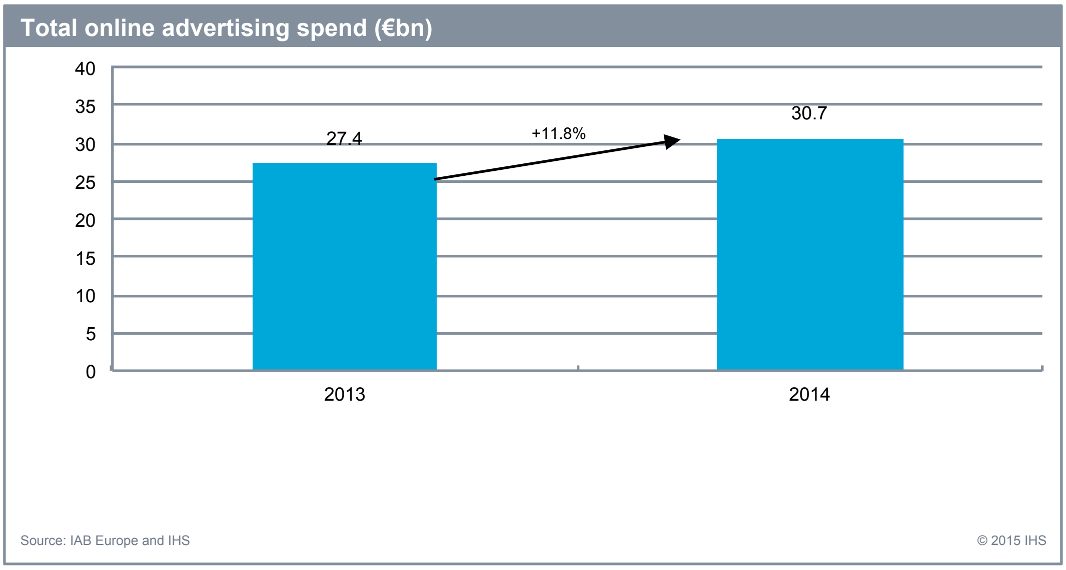
Norway
Poland
Romania
Russia
Serbia
Slovakia
Slovenia
Spain
Sweden
Switzerland
Turkey
UK

Online advertising expenditure in Europe totalled €30.7 billion in 2014, up 11.8%[1] from €27.4 billion in 2013.



Display advertising outperformed other categories with a growth rate of 15.5% and the pace of display growth further accelerated versus 2013. In 2014, the total value of the display ad market was €10.9bn.

Paid-for-search showed growth of 11.2% and a market value of €14.8 billion. It continues to be the largest online advertising format in terms of revenue, but has recorded a deceleration in its growth rate in the last three years.

The 2014 classifieds and directories market grew 5.8% to €4.9bn. Classifieds and directories benefitted from the improvement in the economy, but is increasingly challenged by paid-for-search and data-driven display to compete for performance-based advertising budgets.

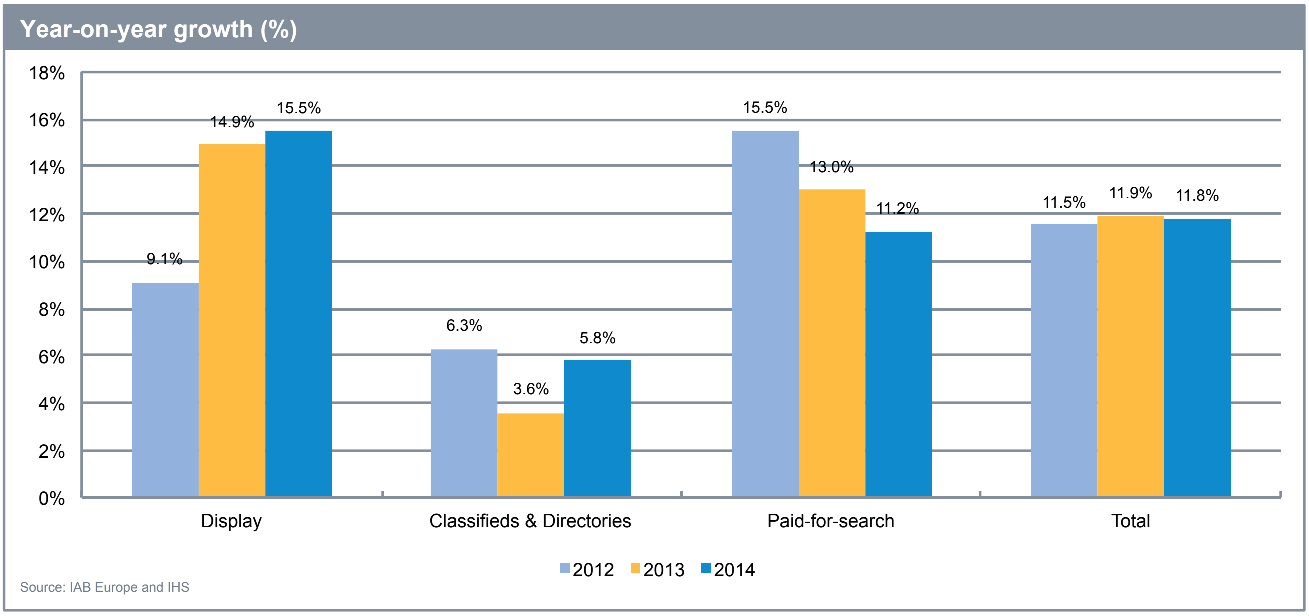
Mobile now accounts for 17.8% of the display market, with a growth rate of 72.7% since 2013. Eleven markets reported mobile search figures in 2014, which averaged a 17.5% share of all paid-for-search spend.

Online video advertising also showed strong growth at 39.3% since 2013, now representing 15.5% of the display market. Online video ad spend values ranged from €0.3m in Belarus to €507.5m in UK in 2014.

The CEE region grew strongly as online advertising is still benefitting from the improvements in broadband infrastructure and the increase in broadband penetration in these markets, which brings more addressable audiences online.

[1] *Year-on-year growth is like-for-like throughout the report.*

However, the majority of growth in European online advertising continues to be driven by the most mature online advertising markets. This is a direct result of investment in the improvement of digital advertising formats, targeting capabilities and developing data strategies in a cross-device environment.



As European economies exit a double-dip recession, advertising markets benefit from renewed market confidence from brands.

The top ten markets in terms of online ad spend in 2014 were:

1. UK: €8.9bn
2. Germany: €5.4bn
3. France: €3.7bn
4. Italy: €1.9bn
5. Russia: €1.8bn
6. Netherlands: €1.5bn
7. Sweden: €1.0bn
8. Spain: €1.0bn
9. Denmark: €0.7bn
10. Norway: €0.7bn

The three markets which recorded the highest growth were:

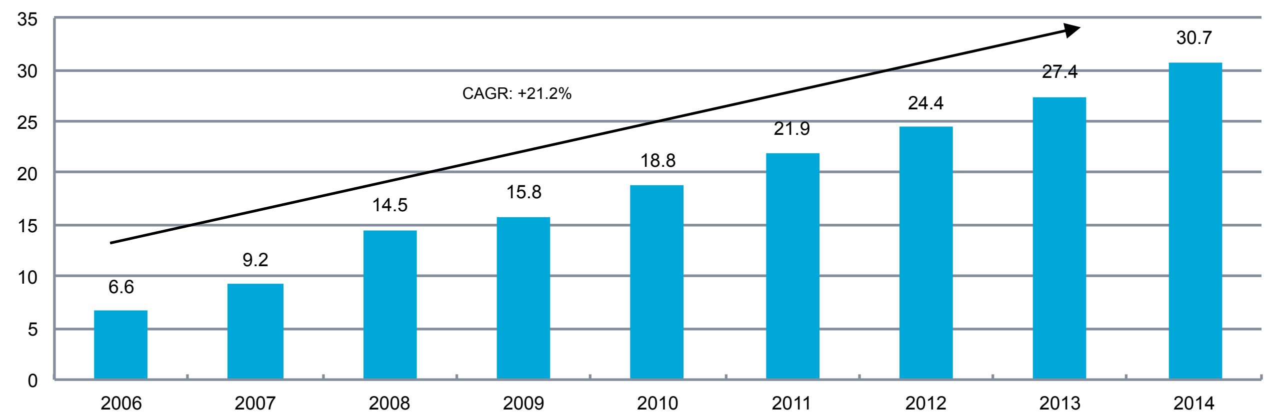
1. Slovenia: 43.1%
2. Ireland: 33.3%
3. Belarus: 32.8%

2014 GROWTH IN CONTEXT

Online advertising growth over time

Since the first IAB Europe AdEx Benchmark report in 2006, online ad spend in Europe has grown every year. In 2006, the value of the market stood at €6.6 billion, versus €30.7 billion in 2014. This is an increase in spend of €24.1 billion and translates into a compound annual growth rate of 21.2%, or an average €3.0 billion per year.

Total online advertising spend (€bn)



Source: IAB Europe for 2011-2014; 2006-2011 retropolated based on IHS growth rates

In 2007, spend was up 39.0% year-on-year. Growth mainly came from France, Germany and the UK, then early-adopters, and now mature markets that are the three largest overall advertising markets in Europe.

In 2008, these three biggest European markets matured and their growth clustered around the 20.0% mark. In aggregate, the European online advertising market grew by 58.6%, helped by emerging markets, first and foremost Poland and Slovenia.

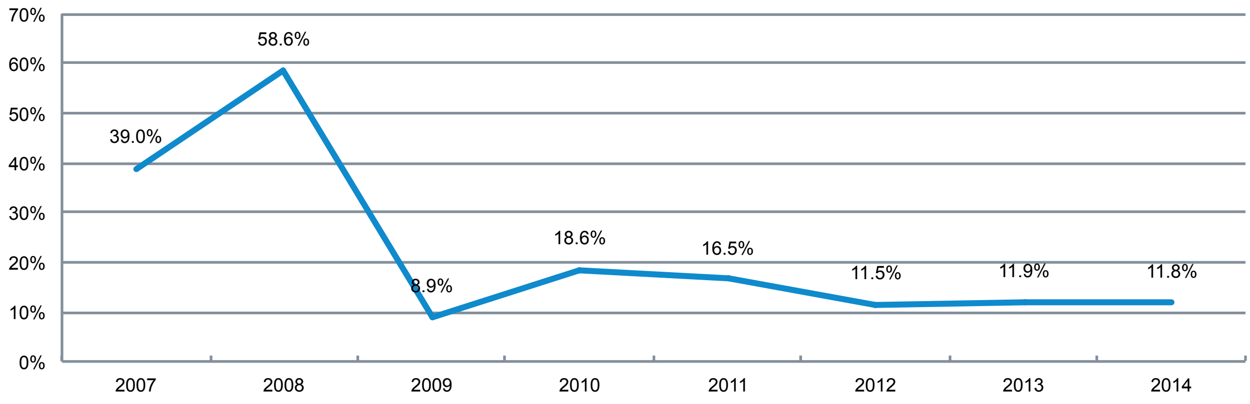
The European online advertising market in 2009 was dominated by the global economic recession. All media were affected, including online. However, the recession of 2009 also demonstrated that online advertising was more resilient against economic volatility than all other media. While TV, newspapers, and radio were flat or down, online advertising still achieved an 8.9% growth across Europe. In some emerging markets there was a drop in online advertising as the sector was still small and underdeveloped, not justifying significant budget shifts. Advertisers in CEE countries chose to reallocate budgets to traditional media channels which at that time were more tried and tested, with cost-per-thousand prices still low. Among the online formats, paid-for-search stood out in 2009, growing by 10.8%. Focused on direct-response rather than brand advertising and offering a performance-based pricing model, paid-for-search offered a reliable return-on-investment when money was scarce.

Europe's online advertising market rebounded from the 2009 slump a year later. In 2010, growth was back in double digits with an 18.6% increase. Display led this surge with a growth of 21.3%. Innovations in targeting, format standardisation, and the proliferation of online video advertising increased confidence in Display and triggered new spend from brand advertisers, especially in the fast-moving consumer goods (FMCG) sector.

2014 GROWTH IN CONTEXT

Online advertising spend maintained double-digit growth in 2011, increasing by 16.5% year-on-year. Display (up 15.3%) and paid-for-search (up 17.9%) both performed strongly.

Online advertising year-on-year growth (%)



Source: IAB Europe and IHS

Economically, 2012 was the toughest year since 2009. Many European economies suffered both GDP and advertising spend declines. Yet online advertising experienced double-digit growth for the third year in a row, growing by 11.5%. This was primarily helped by advertiser confidence in the performance-based nature of paid-for-search, online video, as well as the increased scalability of mobile advertising.

Online advertising saw a slight acceleration in its growth rate in 2013, particularly in the second half, with a total increase of 11.9% as European began to recover from the recession. Display was the key driver of online ad spend this year (up 14.9% from 2012) with social media and mobile responsible for the majority of the rise. In 2013, for the first time, mobile accounted for a double-digit proportion of total display ad spend at 11.8%.

In 2014, online advertising recorded double-digit growth for a fifth consecutive year at 11.8%. For the first time since 2010, all countries participating in the IAB Europe AdEx Benchmark increased their online ad spend from Romania at 2.3% to Slovenia at 43.1%. The online ad market was driven by display, which accelerated its growth to 15.5%, largely due to the rise of social media and video advertising formats both across desktop and mobile. Furthermore, programmatic ad trading mechanisms came into the mainstream in 2014 in the most developed European ad markets and are boosting display ad spend in social media, video and traditional banner advertising. Paid-for-search continues to be the largest online ad spend category, but its growth is losing pace at 11.2% in 2014.

European online advertising markets in 2014 grew although other media were still suffering from weak macroeconomic conditions. Online advertising is more resilient against macroeconomic volatility than other media due to the:

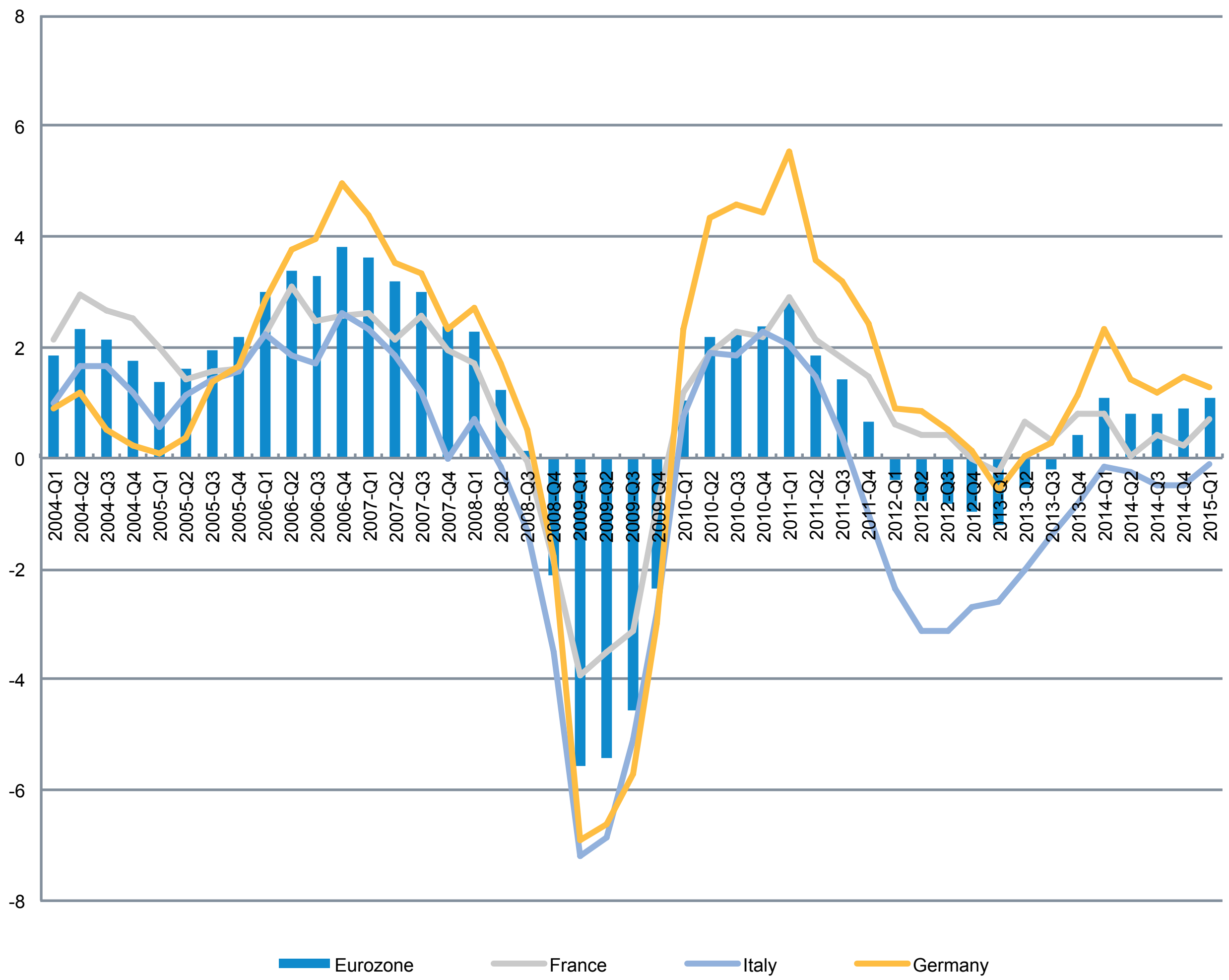
- **Dominance of performance-based models** (paid-for-search, programmatic buying, real-time bidding), which come from direct marketing budgets and are less contingent on the economy.
- **Continuous innovation** by online publishers to attract all advertisers by developing new offerings in video, social media, mobile and native advertising formats.

2014 GROWTH IN CONTEXT

Online advertising in a macroeconomic context

Advertising markets are very susceptible to changes in the macroeconomic environment. Advertiser budgets are adjusted based on GDP fluctuations both from a production and consumption perspective. IHS closely tracks numerous economic variables to understand the long-term patterns of advertising spend. IHS then examines and analyses how economic fluctuations affect each medium.

GDP growth in the Eurozone (%)



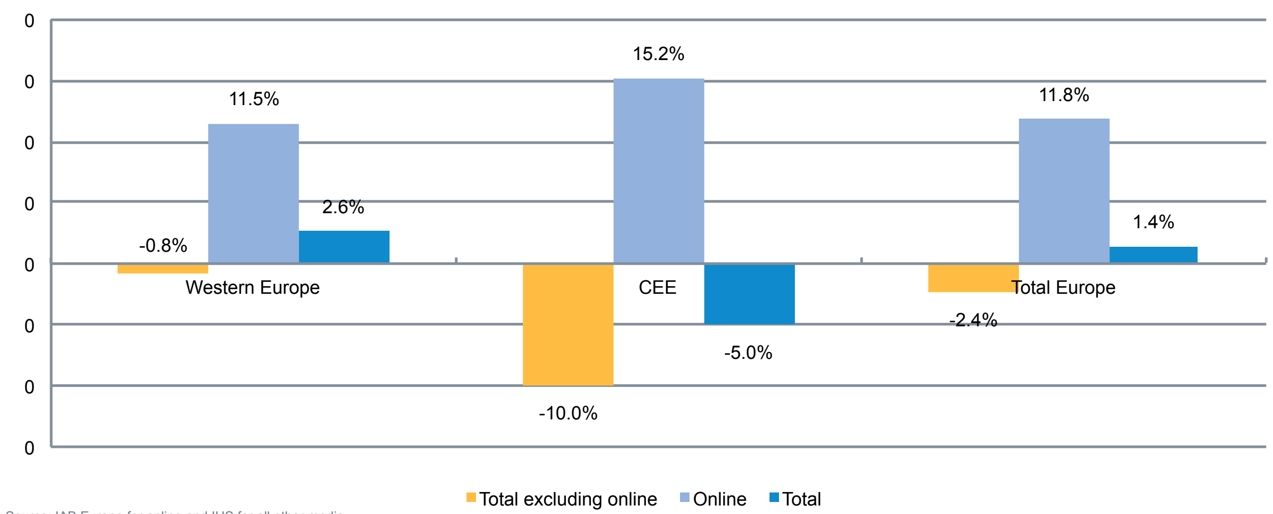
Source: IHS

2013 began with an advertising slump as the Eurozone GDP continued to decline following a difficult 2012. Towards the second half of 2013, European markets began to recover and by Q4 and noted economic growth again, for the first time since Q3 in 2011. Recovery continued through 2014, but remained below 2.0% in the Eurozone, not providing enough momentum for a significant boost in advertising spend.

2014 GROWTH IN CONTEXT

In 2014, most European markets performed better than in 2013, however growth was modest. All media advertising spend grew 1.4% year-on-year. Western Europe increased 2.6% and the CEE region declined -5.0%, largely due to the crisis in Russia, the largest market in the CEE category. Without online, the declines would have been steeper: -0.8% for Western Europe and -10.0% for Central Eastern Europe. Online advertising bucked the underlying economic trend and managed double-digit growth, buffering the decline in total media ad spend.

2014: advertising year-on-year growth (%)



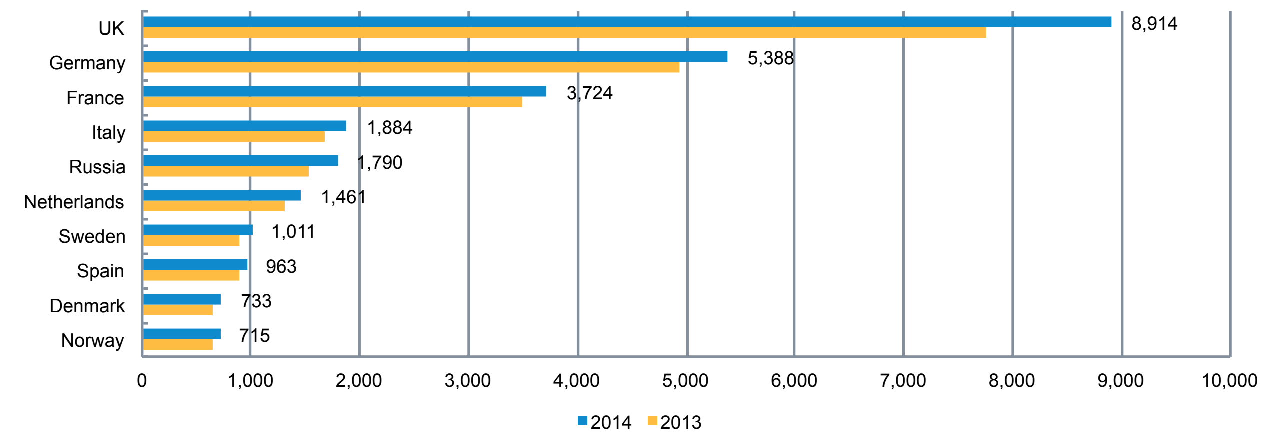
Source: IAB Europe for online and IHS for all other media

27 MARKETS IN PERSPECTIVE

Volume: the composition of the top ten online advertising markets was unchanged in 2014

The UK, Germany and France were the three largest online advertising markets in 2014, at €8.9 billion, €5.4 billion, and €3.7 billion respectively. They accounted for 58.7% of the total European online advertising market, up from 56.9% in 2013. The top five also included Italy and Russia at €1.9 billion and €1.8 billion and together with the UK, Germany and France composed 70.6% of all online ad spend in Europe in 2014. Russia continues to be the only CEE market in the top ten. IHS expects Russia to climb further up the ladder in the next two years, but it has been held back by political and economic instability, which is affecting the entire Russian media economy.

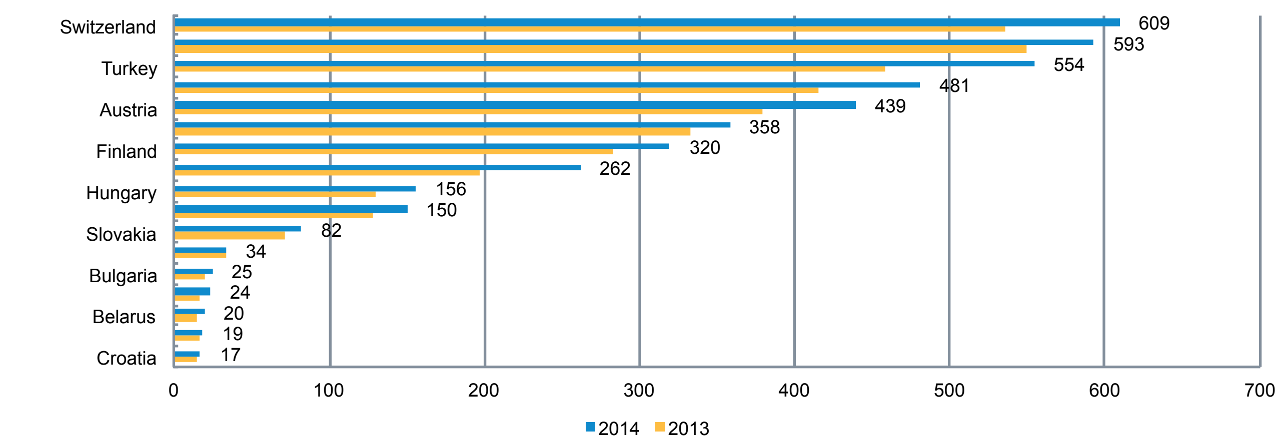
Top 10: total by country in 2013 and 2014 (€m)



Source: IAB Europe and IHS

Outside the top ten in the rest of Europe, the only notable change was Switzerland overtaking Poland to claim the eleventh spot with €609.1 million in online ad spend. Switzerland had a strong year, with an increase of 13.8% and double-digit growth across all online formats. The rest of the countries maintained their rank in Europe in 2014.

Rest of Europe: total by country in 2013 and 2014 (€m)



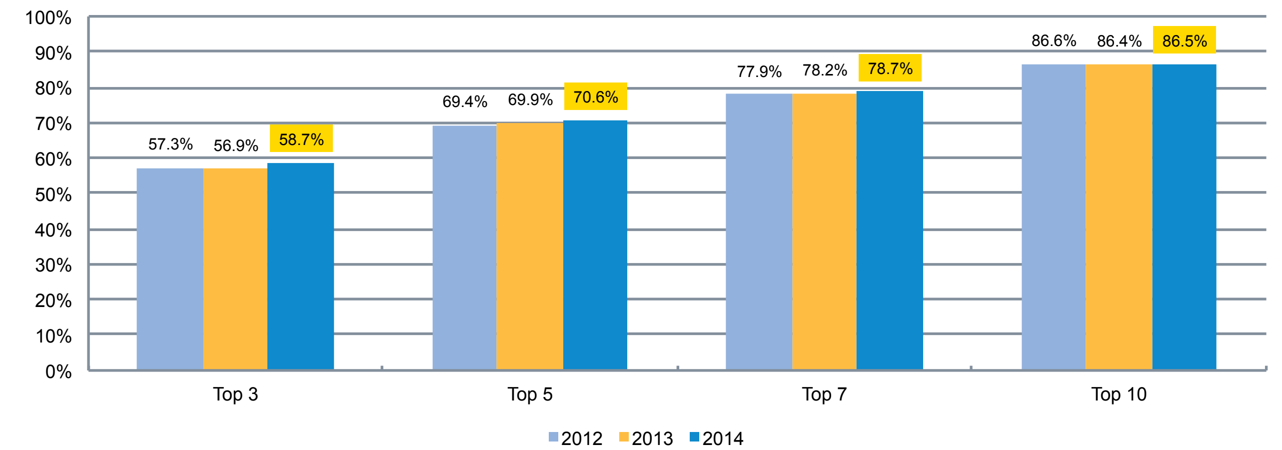
Source: IAB Europe and IHS

27 MARKETS IN PERSPECTIVE

Although the AdEx Benchmark covers 27 European countries, online ad spend remains top-heavy in terms of concentration. Over half of online advertising is generated by the top three countries and more than three quarters of the European market comes from the top seven participants of the study. The composition of the top ten has remained more or less unaltered for the last five years recording only minor fluctuations and is unlikely to change in the mid to long-term.

Absolute online ad spend is a function of two factors: population and digital advertising maturity. Markets like France, Germany and Russia are in the top ten because they are the most populous of the sample examined in the AdEx Benchmark. Markets like Denmark, Norway and Sweden are in the top ten because they have the highest digital advertising maturity in Europe, spending over €100.0 on online advertising per capita. A market like the UK is both populous and has a high digital advertising maturity making it the largest contributor to European online advertising, at €8.9 billion.

Online advertising year-on-year growth (%)



Source: IAB Europe and IHS

27 MARKETS IN PERSPECTIVE

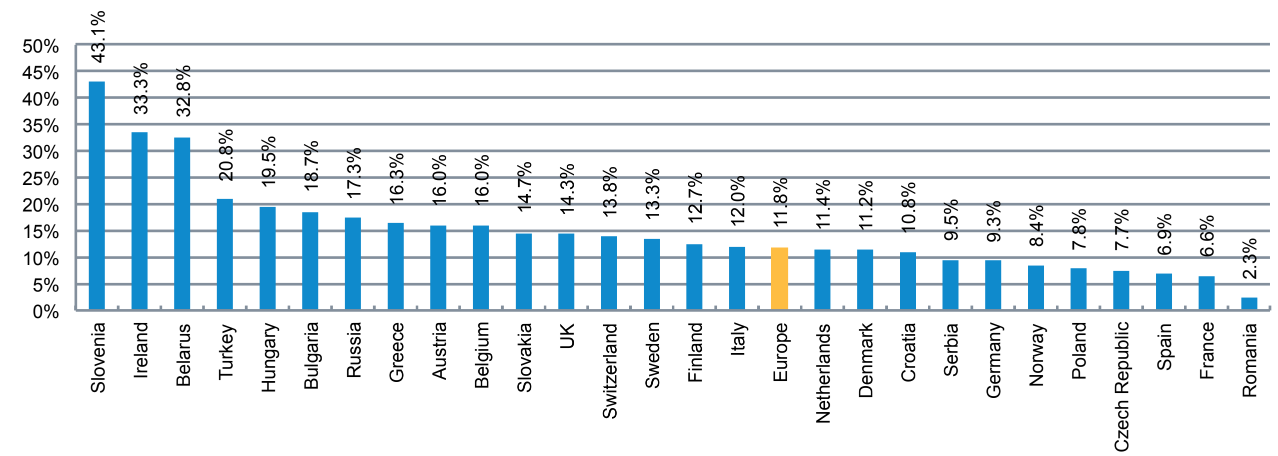
Growth: all European markets recorded positive growth in 2014

Online ad spend grew 11.8% up from the previous year. This was the fifth consecutive year of double-digit growth for European online advertising and the first year since 2010 where all markets participating in the study experienced positive growth. 19 of the 27 countries included in the AdEx Benchmark noted double-digit growth.

The strongest growth was recorded by Slovenia, Ireland and Belarus at 43.1%, 33.3% and 32.8%, respectively. These three were the only markets with increases above 30.0%.

In fact, excluding the high and low outliers, the majority of European countries grew between 10.0% and 20.0%, with most growing close to the European mean of 11.8%.

Online advertising year-on-year growth (%)



Source: IAB Europe and IHS

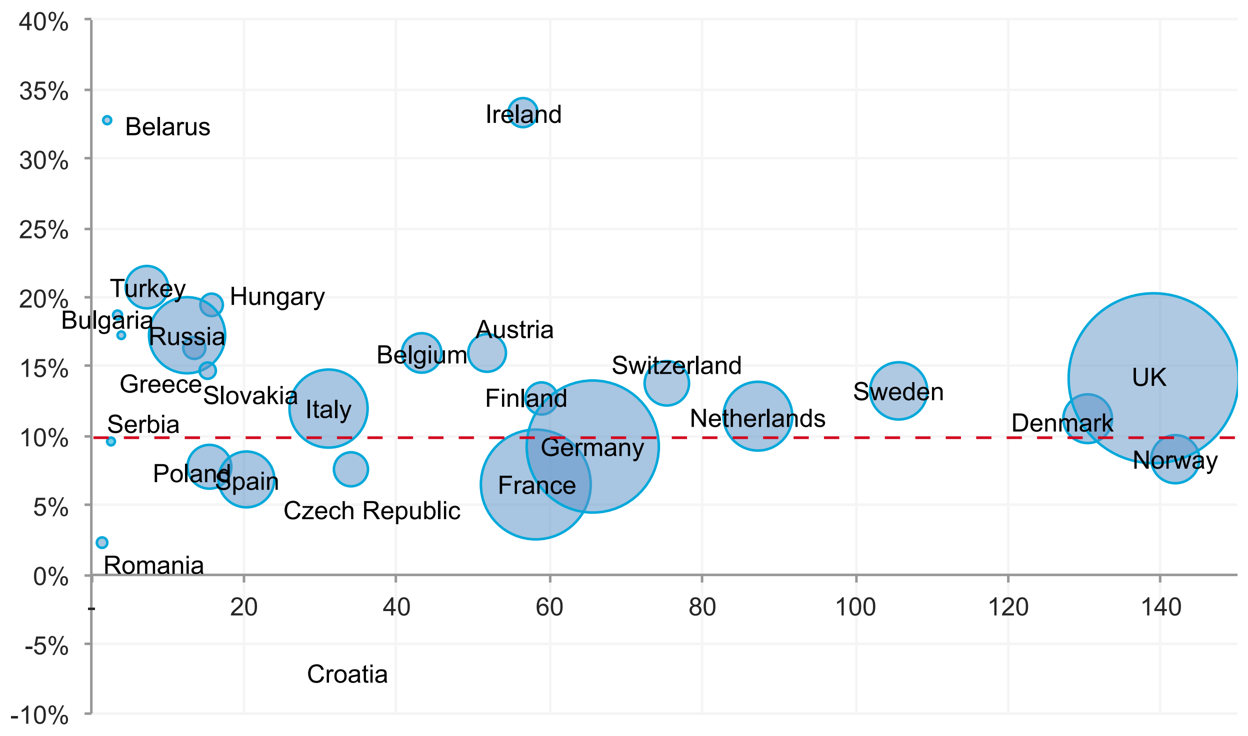
Advertising growth is related to market maturity. For the last decade, online has been an emerging advertising category that grew organically from a low base. Its share of media investments was low, while time spent online was rapidly increasing. A measure of market maturity is ad spend per capita, or how much advertising is spent per head in a given medium. The below bubble chart relates market maturity to growth trends. Markets defined as emerging are located on the left of the chart, and those that are mature are to the right. The size of the bubbles corresponds to the size of the online ad market.

Growth from the less mature markets is fuelled by the expansion of online audiences as broadband penetration is not yet universal and growing fast. However, what's more remarkable is the sustained double-digit increases in the more mature markets like UK, Sweden and Denmark.

These are mature digital markets growing at emerging market rates. Their strong growth comes from continued investment in new formats, data strategies and ad mechanisms as the industry tries to tackle the the multi-screen conundrum of online advertising. This demonstrates sustainability and advertiser confidence in online as an advertising medium.

27 MARKETS IN PERSPECTIVE

Markets at a glance in 2014



Source: IAB Europe and IHS

> Data literacy continues to grow as marketers move from the abstract concept of Big Data to more actionable smart data. It's an exciting time to be in digital advertising because through data, ads have become more personalised with dynamic creative and messaging. Richer targeting has reduced waste and measurement has become real-time and interactive. The breadth and depth of data available gives us more comprehensive campaign performance metrics and we're moving closer towards 1:1 marketing that can provide relevant advertising to consumers on any device and with any format.
>
> **Mike Bevans,** Senior Director Advertising Product Marketing, Yahoo!

> The growth in social media is indicative of the continuing importance of human connection and drivers in the growth of digital media and digital spend. Whilst the code platforms which power social media are key to its scale, it is the content and it share ability which ultimately drives its use and explains its ability to connect and as a result capture a greater share of online advertising spend.
>
> **James Harris,** Agency Lead – International, AOL

27 MARKETS IN PERSPECTIVE

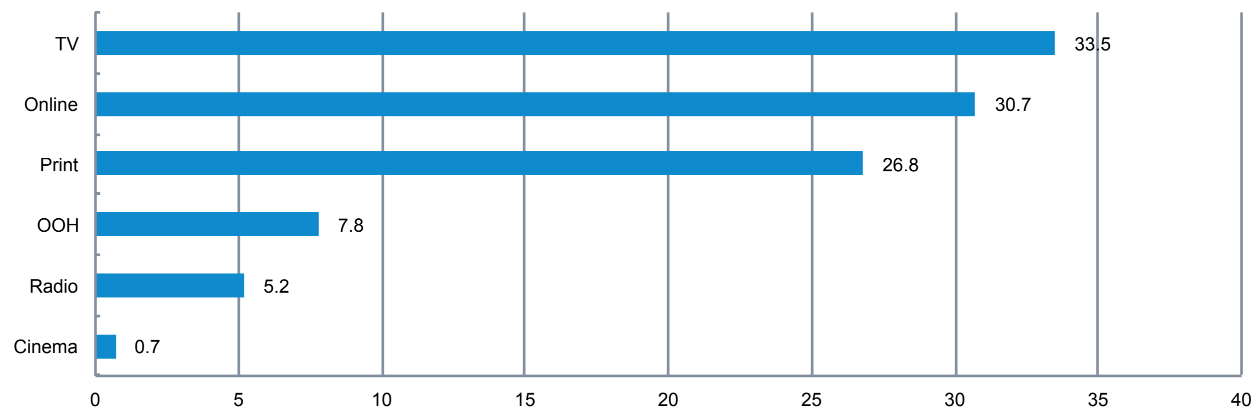
Online and other media: online strengthened its position as the second largest media category, edging closer to TV

Putting online in context with all other media (television, print, cinema, radio, and out-of-home) provides an additional benchmark for online advertising in Europe. Below we use IHS valuations that place all other media in the same rate as the IAB Europe AdEx Benchmark figures.

TV remained the top media category in Europe in 2014, but online is edging closer to the largest advertising medium in Europe, only €2.8billion away from the top position. The discrepancy between print and digital increased in 2014 as more legacy print players shift their focus away from their traditional business. Most traditional newspaper companies in Europe are now focusing their advertising strategies on digital as they try to absorb some of the decline in their own print revenues.

Yet online advertising is composed of a range of formats, from display formats to paid-for-search and classifieds and directories. No single online advertising category has overtaken print ad spend yet. Classifieds and directories is roughly at the same size as radio advertising, display is twice as large as radio advertising and paid-for-search is double the ad spend of out of home advertising in Europe

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



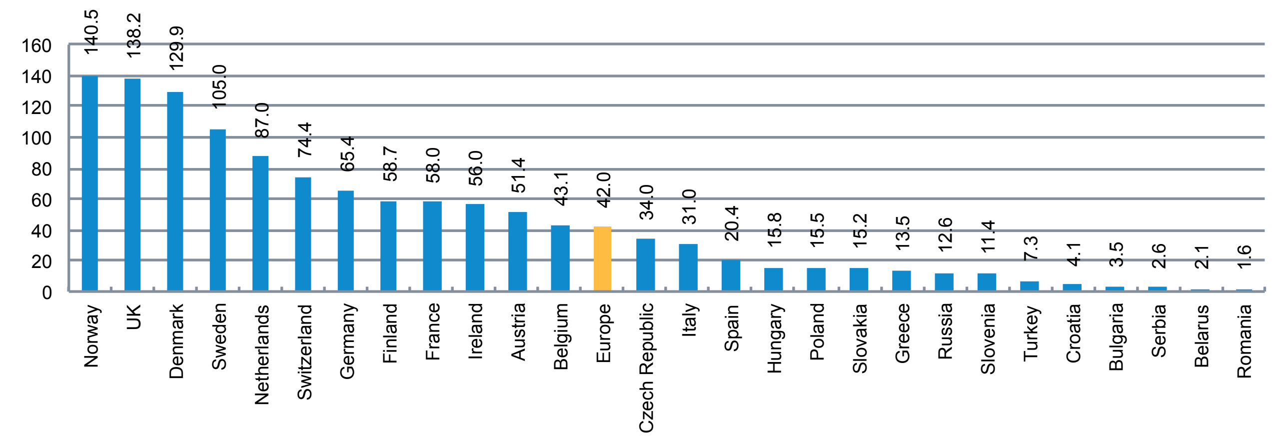
Source: IAB Europe for online and IHS for all other media

27 MARKETS IN PERSPECTIVE

Ad spend per capita: €42.0 was spent per person in Europe on online advertising in 2014 with four markets spending over €100.0

Using IHS population numbers, ad markets exhibit variation in online spend per capita across the region. Online ad spend per capita is a metric that helps to evaluate the maturity and scope for development of a market. It shows how much an online consumer is worth in terms of advertising in a given market. By using population data, online ad spend per capita provides a normalised basis to compare and benchmark online advertising markets. It highlights the maturity of an online market irrespective of its size or absolute revenues incurred.

Online ad spend per capita in 2014 (€)



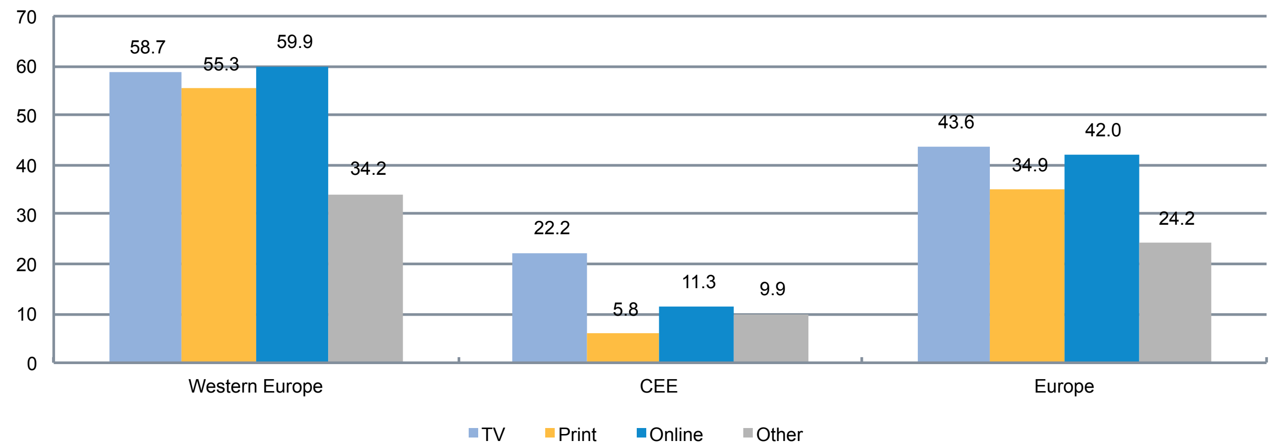
Source: IAB Europe and IHS

The most mature markets in 2014 were the Scandinavian countries (Norway, Denmark and Sweden) and the UK, all spending more than €100.0 per capita. Monetisation lags behind in the CEE region, with online ad spend per capita ranging from €1.6 in Romania to €34.0 in the Czech Republic. The average online ad spend per capita in Europe in 2013 was €42.0, below which value we find all the markets of the CEE region.

Online ad spend per capita still remains below TV ad spend per capita in Europe (at €42.0 versus TV's €43.6). However, in 2014, for the first time, online surpassed TV ad spend per capita in Western Europe at €59.9 versus €58.7. In the CEE region, TV ad spend per capita is double that spent via online (€11.3 versus TV's €22.2).

27 MARKETS IN PERSPECTIVE

Ad spend per capita in 2014 (€)



Source: IAB Europe and IHS

Share of formats

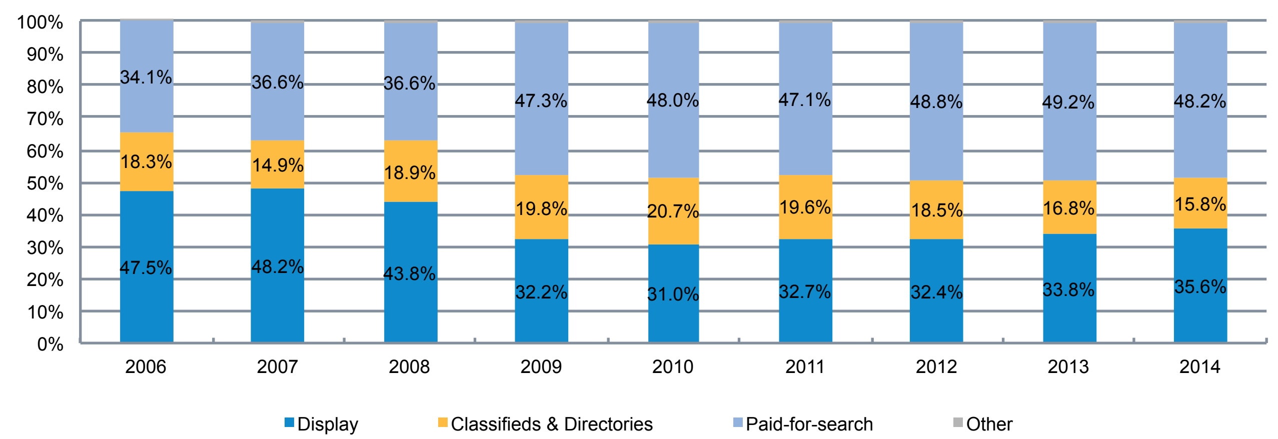
In the last three years, total online advertising growth has been fairly stable between 11.5% and 11.9%; what has changed is the composition and drivers of this growth. In 2014, we saw an acceleration of display growth, deceleration of paid-for-search and stability of classifieds and directories. Online advertising growth in Europe was mostly driven by display.

The strong growth in display came at the expense of other formats, eating into the share of both paid-for-search and classifieds and directories. Display grew its share from 33.8% in 2013 to 35.6% in 2014, while both paid-for-search and classifieds and directories were down from 49.2% to 48.2% and 16.8% to 15.8% respectively. These trends are a result of:

- Offline brand budgets moving into premium display and video
- New efficiencies in display through data and programmatic buying
- Migration of paid-for-search budgets into performance-based display
- Lack of consolidation in the classifieds and directories markets
- Budget migration from classifieds and directories into paid-for-search
- Low ad rates from paid-for-search on mobile

Nevertheless, overall paid-for-search remains the largest segment of online advertising.

Format shares of online* (%)



Source: IAB Europe and IHS

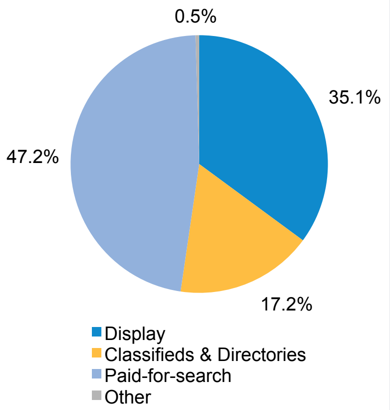
*For definition of 'other' please look at the Appendices section on page 48)

In Western Europe, the split between formats was very similar to aggregate European data. Paid-for-search led at 47.2% followed by display at 35.1% and classifieds and directories at 17.2%. The classifieds and directories format was higher in Western Europe in 2014 due to the format's strength in the Scandinavian region where it has been historically strong.

The CEE region was more skewed towards paid-for-search, which claimed 55.3% of all online ad spend in 2014. Display stood at 39.6%, while classifieds and directories trailed behind at 5.1%. Yet CEE data was largely distorted by the strong Russia paid-for-search market. Excluding Russia, paid-for search made up only 35.9% of total online ad spend in CEE, with display as the leading format at a 54.0% share.

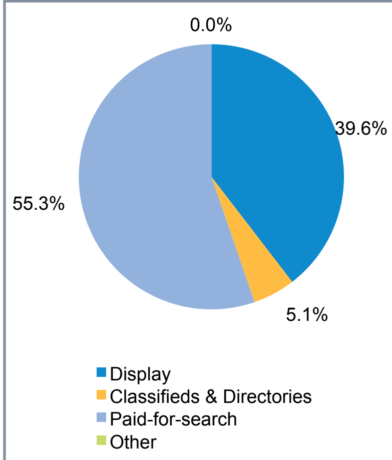
27 MARKETS IN PERSPECTIVE

Western Europe: share of formats in 2014



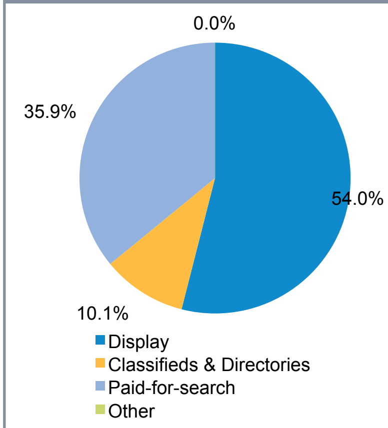
Source: IAB Europe and IHS

CEE: share of formats in 2014



Source: IAB Europe and IHS

CEE excluding Russia: share of formats in 2014



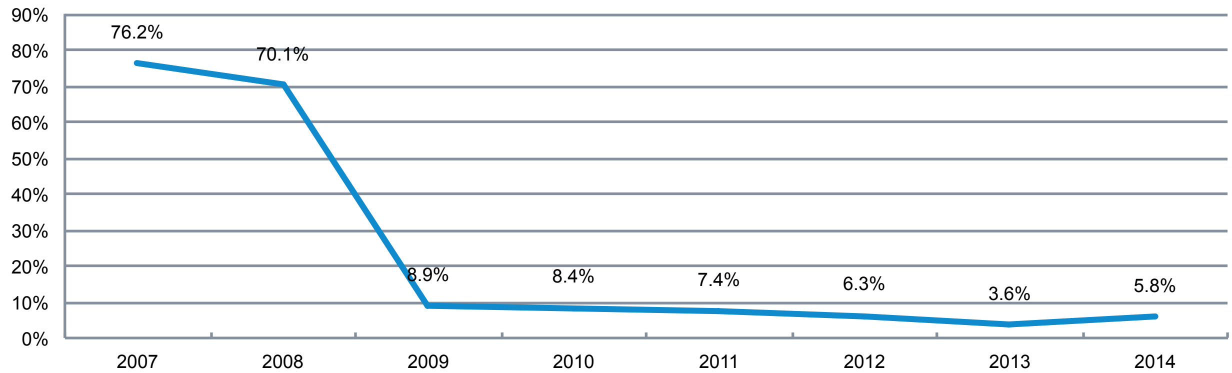
Source: IAB Europe and IHS

DISPLAY

Display growth rate accelerates from last year to 15.5% making it the leading driver of total online ad spend in 2014

- Value: €10.9 billion
- Accounts for 35.6% of all online advertising spend
- Year-on-year growth of 15.5%
- Top five countries by value: UK, Germany, France, Italy, Netherlands
- Top five countries by growth: Ireland, Slovenia, Turkey, UK, Sweden

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



Source: IAB Europe and IHS

Display ad spend was the fastest growing format in 2014 at 15.5% and the main propellant behind the surge in online advertising across Europe. The composition of the top ten display markets reflects that of the total online advertising market with the UK leading the pack at €2.8 billion. The key drivers of display growth in Europe in 2014 were the rise of social media which developed in conjunction with mobile, video and the increased adoption of programmatic buying and selling mechanisms.

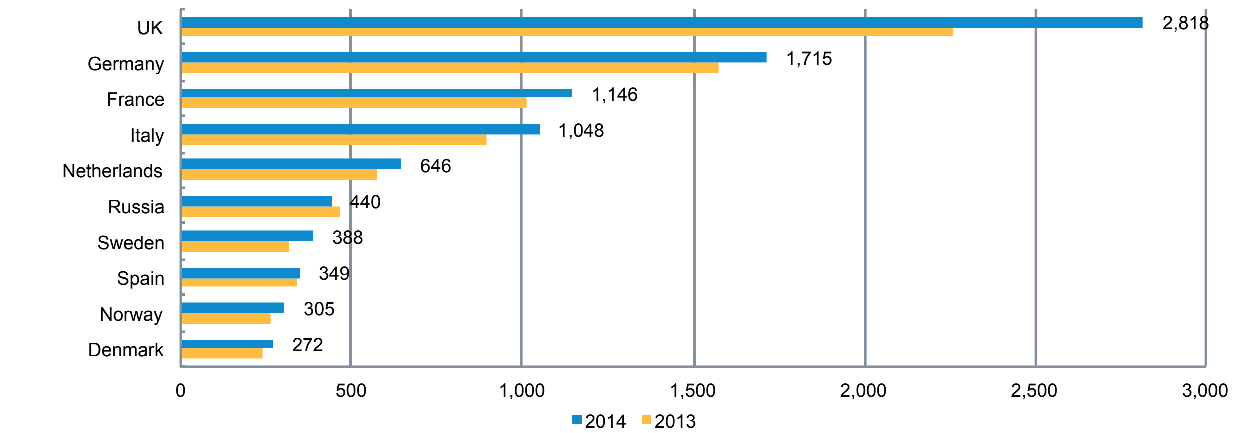
Unlike the strong clustering of markets around European average market growth of total online advertising, display ad growth across European markets showed a lot of variance from 35.1% by the best performing market to -5.0% for the weakest performer. This suggests that display was the driver of online advertising growth in Europe in 2014, while search was the stabilizer.

> IAB Europe's findings highlight another huge increase in online advertising spend in Europe and when you match this increased demand with the recent leaps in advertising technology and the consumers' need for contextually relevant ads you get a major shift in the way we do business. This change has established programmatic as the new normal for the digital ecosystem and this evolution shows no signs of slowing down with new channels and formats embracing the opportunity across every type of screen.
>
> **John Stoneman,** VP EMEA, PubMatic

> It is clear that media quality remains a concern to European advertisers; and that quality metrics such as, brand safety, viewability and fraud detection need to be a focal part of the digital buying process for marketers to invest further in digital media. The industry now has a once in a generation opportunity to make a difference; by increasing transparency and improving the quality of media being transacted upon, it will provide marketers with the confidence they need to continue investing in a burgeoning digital media landscape.
>
> **Niall Hogan,** UK Managing Director, Integral Ad Science

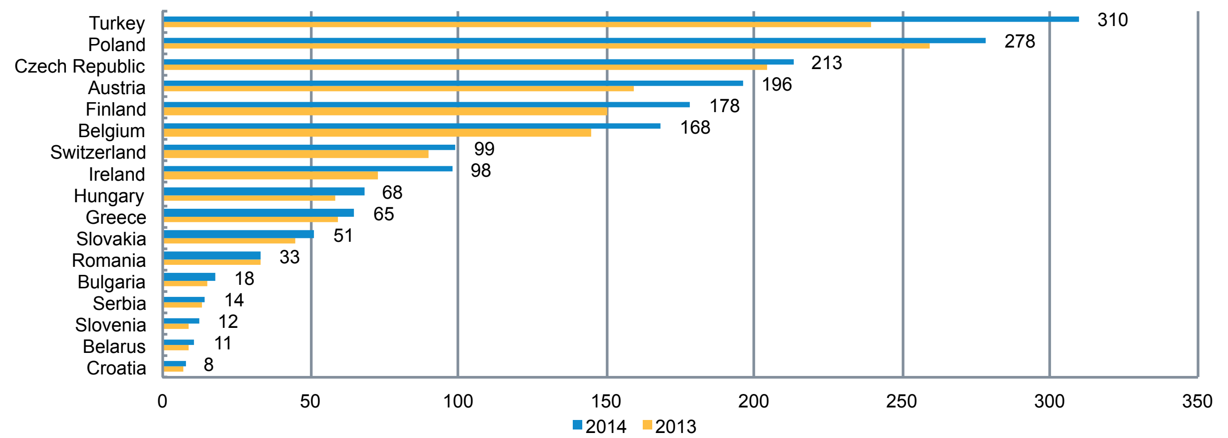
DISPLAY

Top 10: display value by country 2013 and 2014 (€m)



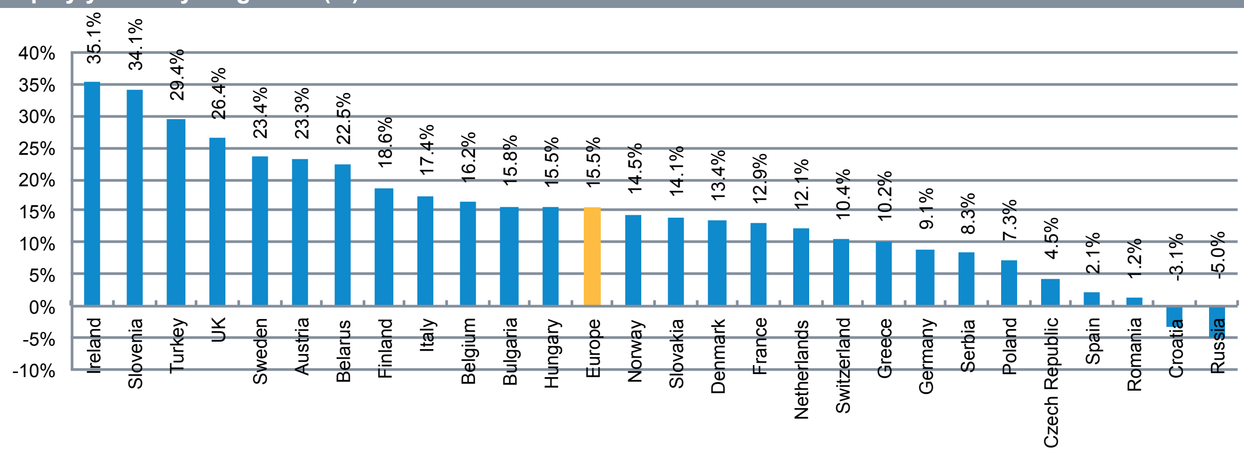
Source: IAB Europe and IHS

Rest of Europe: display value by country 2013 and 2014 (€m)



Source: IAB Europe and IHS

Display year-on-year growth (%)



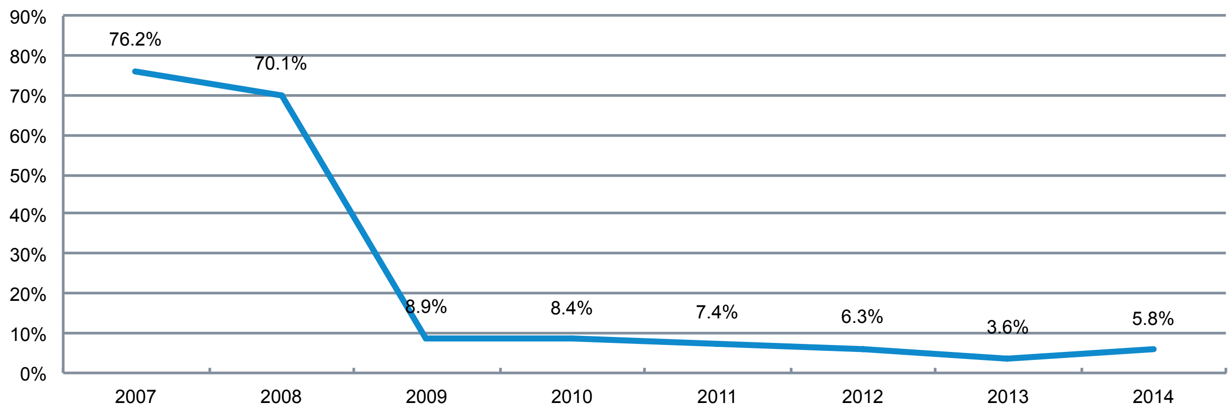
Source: IAB Europe and IHS

CLASSIFIEDS & DIRECTORIES

Classifieds and directories increasingly challenged by paid-for-search and display for performance ad budgets

- Value: €4.9 billion
- Accounts for 15.8% of all online advertising spend
- Year-on-year growth of 5.8%
- Top five countries by value: UK, Germany, France, Switzerland, Sweden
- Top five countries by growth: Croatia, Belarus, Bulgaria, Hungary, Serbia

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



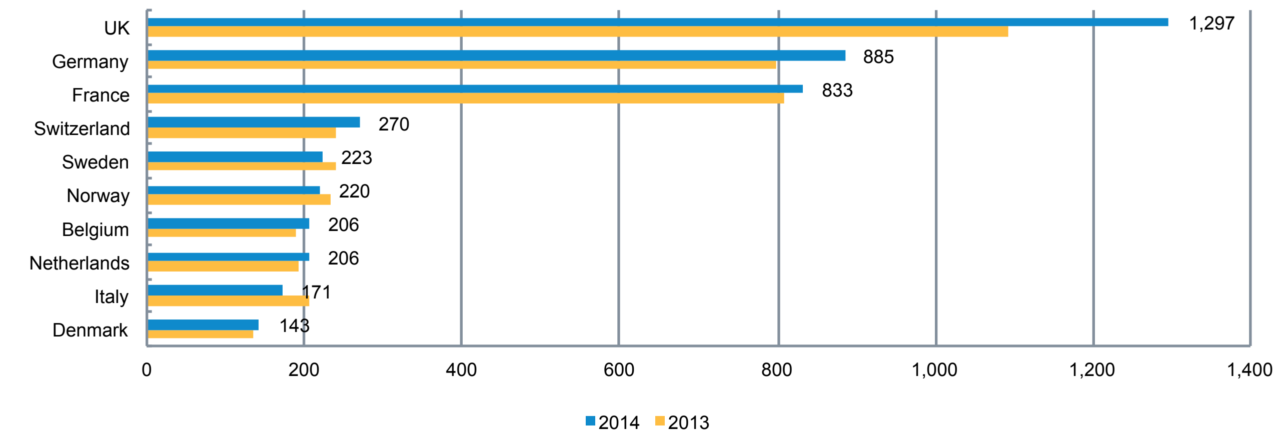
Source: IAB Europe and IHS

Classifieds and directories grew 5.8% in 2014, still driven by the migration of print classifieds to online and improvements in the economy. Compared to other online advertising segments, classifieds and directories struggled with eleven markets recording no growth or decline.

The format is increasingly being challenged by paid-for-search and data-driven display formats for performance budgets and will struggle to maintain growth in Europe in the next few years.

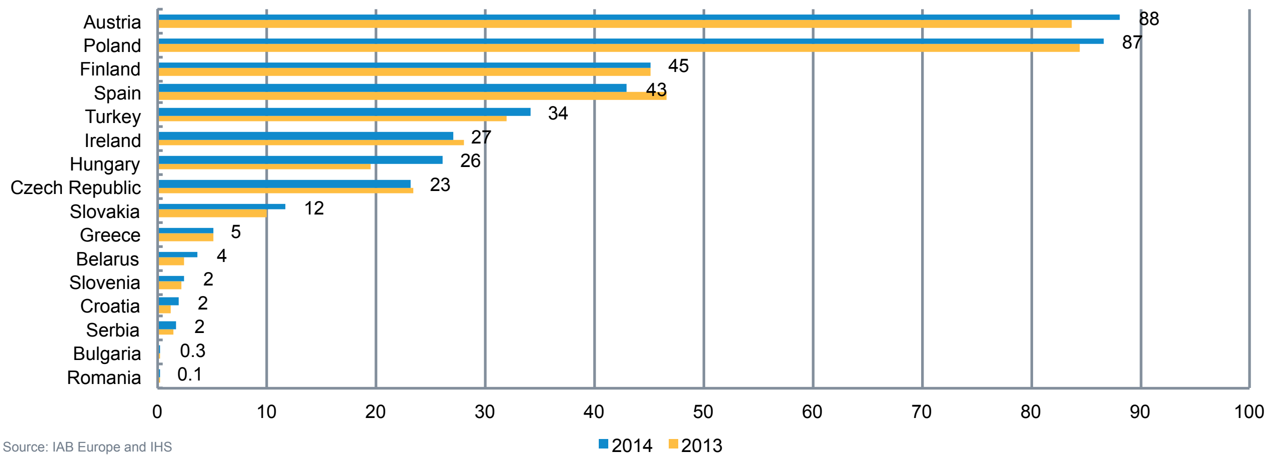
CLASSIFIEDS & DIRECTORIES

Top 10: classifieds & directories value by country 2013 and 2014 (€m)



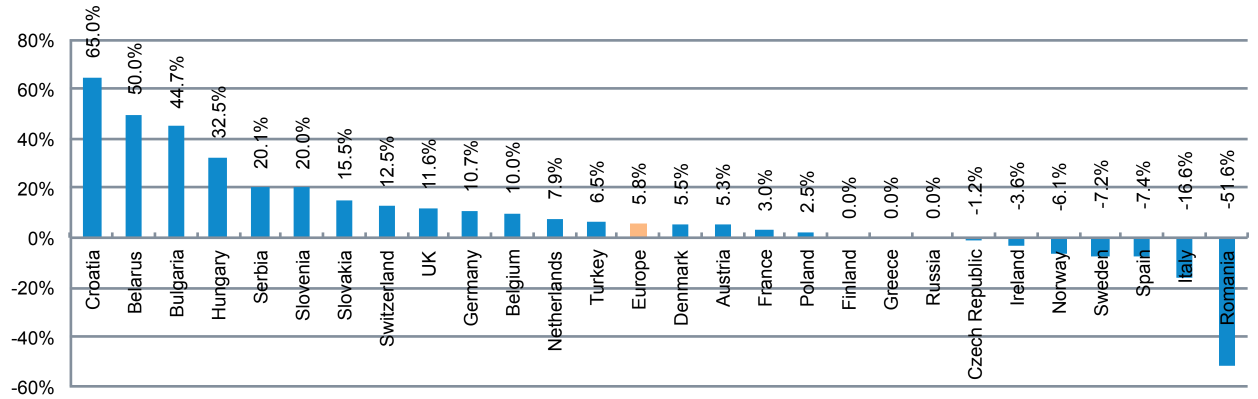
Source: IAB Europe and IHS

Rest of Europe: classifieds & directories value by country 2013 and 2014 (€m)



Source: IAB Europe and IHS

Classifieds & Directories year-on-year growth in 2014 (%)



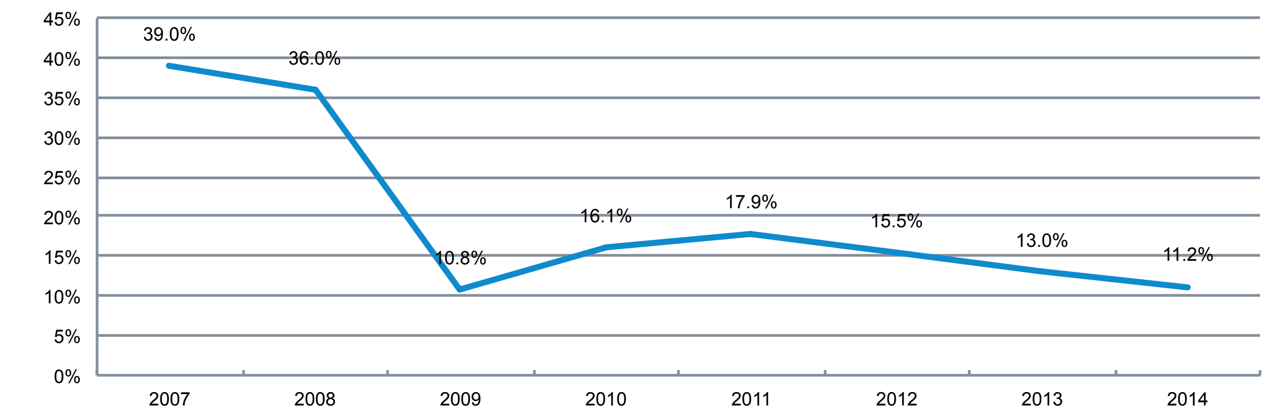
Source: IAB Europe and IHS

PAID-FOR-SEARCH

Paid-for-search remains the largest online advertising format, but growth pace decelerates

- Value: €14.8 billion
- Accounts for 48.2% of all online advertising spend
- Year-on-year growth of 11.2%
- Top five countries by value: UK, Germany, France, Russia, Italy
- Top five countries by growth: Romania, Slovenia, Belarus, Ireland, Belgium

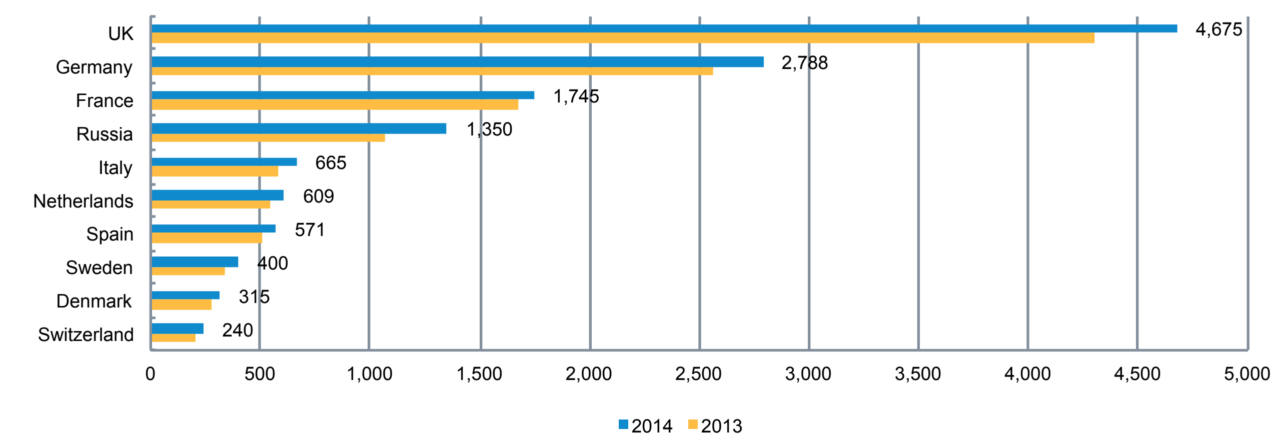
Paid-for-search advertising year-on-year growth (%)



Source: IAB Europe and IHS

In 2014, paid-for-search grew 11.2%, slightly slower than in 2013. The deceleration in paid-for-search over the last four years is forecast to carry on in the next few years as costs per click continue on a downward trajectory. Nevertheless, paid-for-search remains the largest online ad format in Europe at €14.8 billion and 48.2% of total online ad spend.

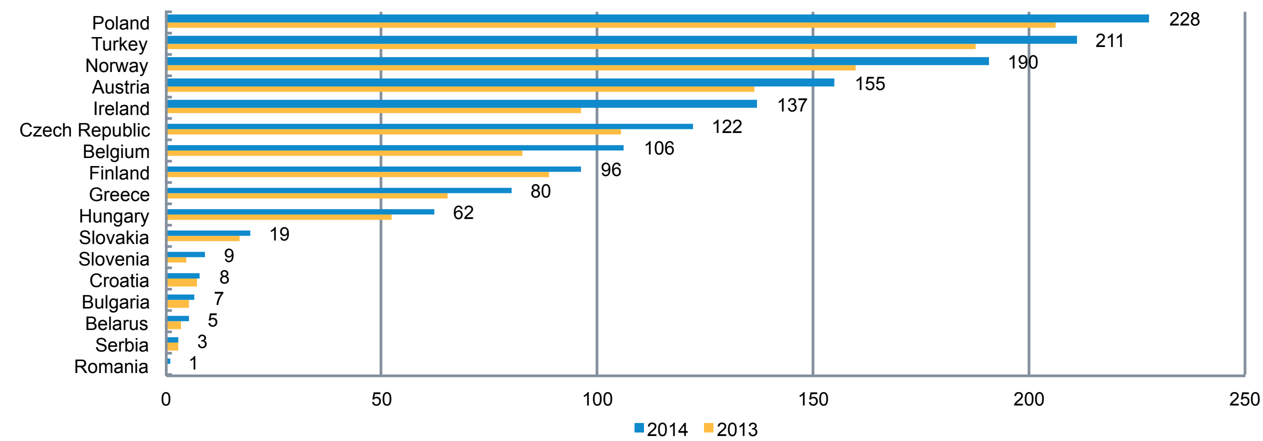
Top 10: paid-for-search value by country 2013 and 2014 (€m)



Source: IAB Europe and IHS

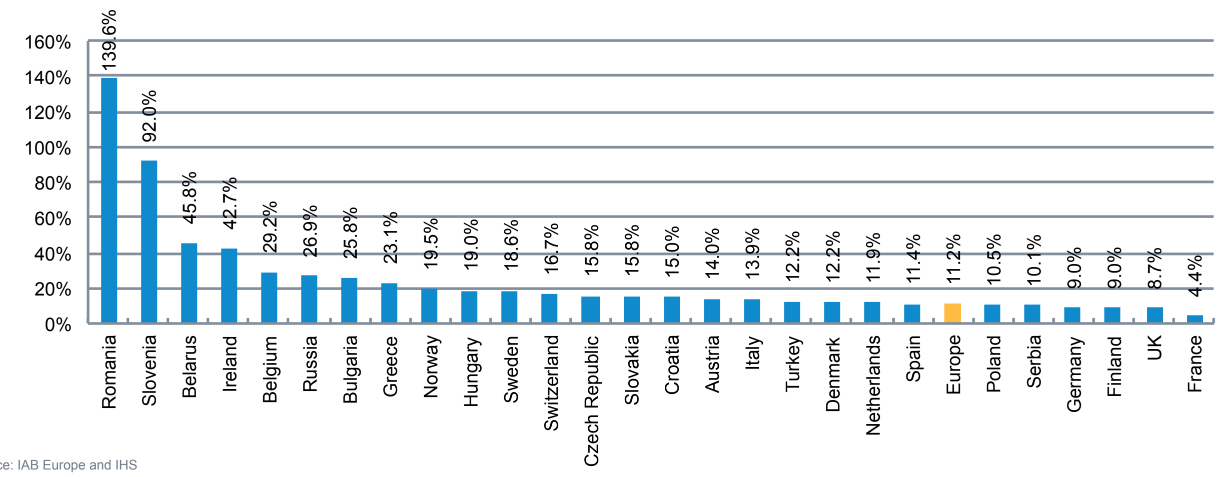
PAID-FOR-SEARCH

Rest of Europe: paid-for-search value by country 2013 and 2014 (€m)



Source: IAB Europe and IHS

Paid-for-search year-on-year growth in 2014 (%)



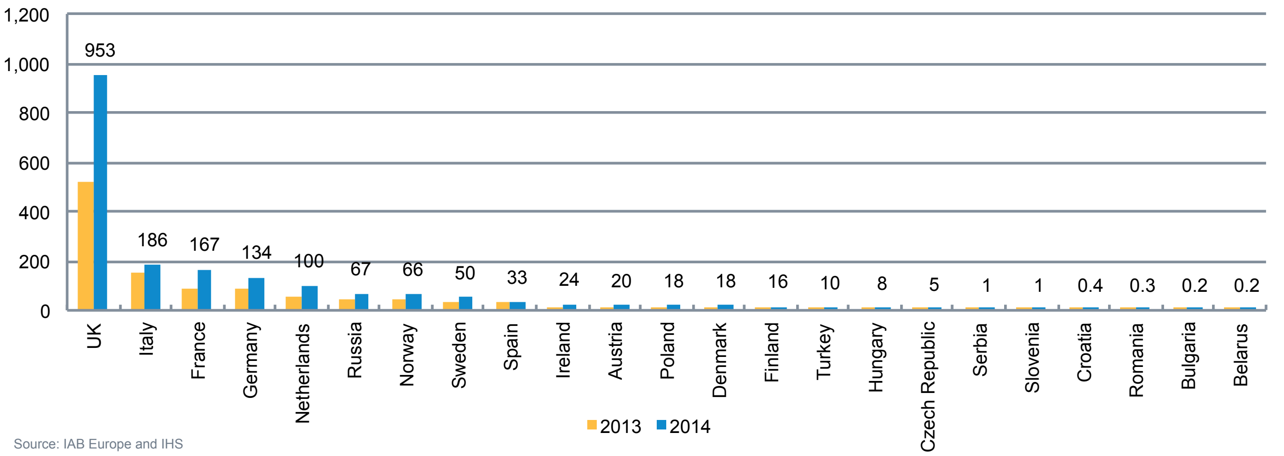
Source: IAB Europe and IHS

MOBILE

Mobile consolidates its position as a key driver of display and search advertising at 17.8% share

In 2014, the IAB Europe AdEx Benchmark received mobile display ad spend submissions from 23 markets, up from 21 in 2013. Spend on mobile display advertising ranged from €0.2 million in Belarus to €953.3 million in the UK.

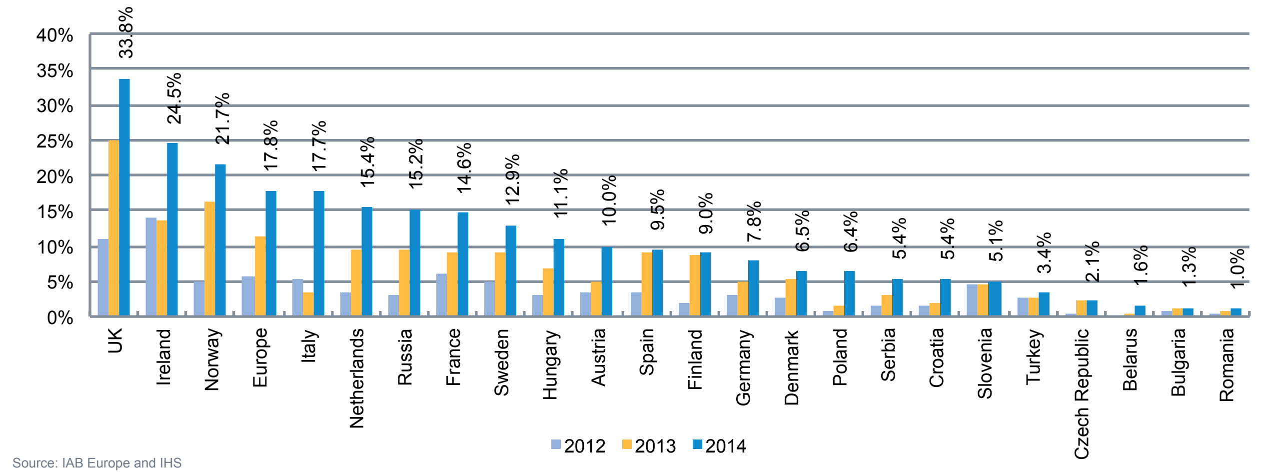
Mobile display advertising in 2014 (€m)



Source: IAB Europe and IHS

In 2014, 17.8% of online display advertising was generated on mobile. For the first time mobile accounted for more of online display ad spend than video and plays the most important role in catalyzing display growth.

Mobile share of Display (%)

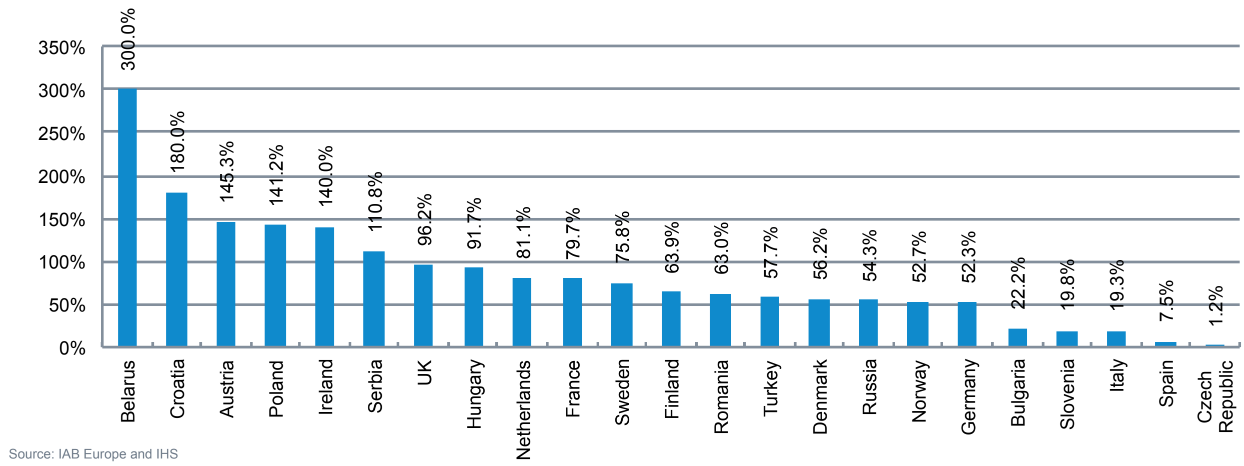


Source: IAB Europe and IHS

MOBILE

Mobile display grew 72.7% in Europe, with six markets reporting triple-digit growth. Belarus grew the fastest at 300.0%, followed by Croatia at 180.0% and Austria at 145.3%.

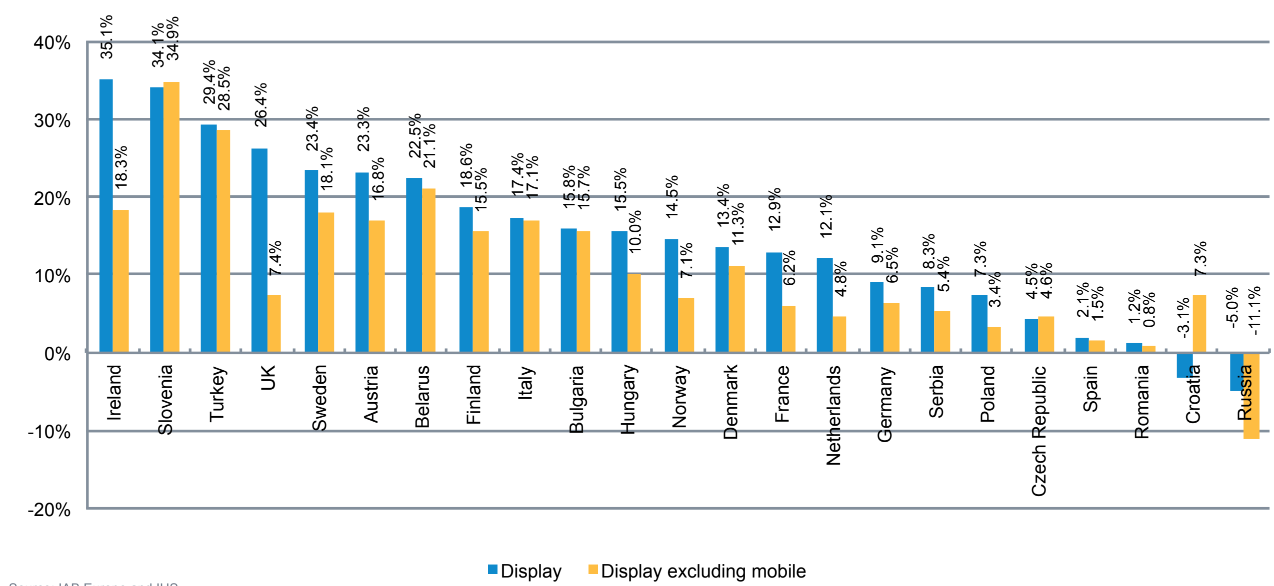
Mobile display advertising year-on-year growth in 2014 (%)



Source: IAB Europe and IHS

The importance of mobile becomes clearer when mobile is removed from total display advertising growth. This is particularly prominent in the more mature markets in Europe. For instance, UK display ad spend was up 26.4% in 2014; without mobile this figure falls by almost twenty percentage points to 7.4%. In Europe, display increased 7.9% without mobile and 15.5% including mobile. In other words, almost 50% of display advertising growth in Europe is contingent on mobile advertising.

Display advertising year-on-year growth in 2014 (%)

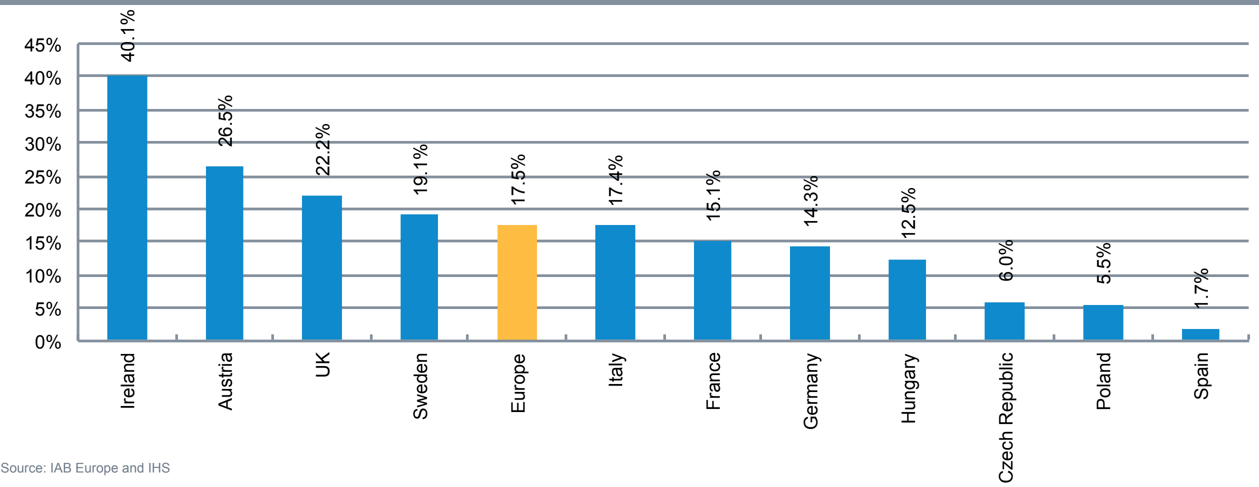


Source: IAB Europe and IHS

MOBILE

Eleven markets also supplied data for mobile paid-for-search advertising from both Western Europe and the CEE. In Western Europe, the UK led mobile search spend at €1,037.0 million, followed by Germany at €398.1 million. Mobile accounted for 17.5% of European paid-for-search ad spend. In contrast to desktop, paid-for-search does not dominate on mobile.

Mobile share of Paid-for-search in 2014 (%)



Source: IAB Europe and IHS

> We have been hearing that 'this is the year of mobile' for over 5 years now. 2014 was the year that Sanoma finally built momentum. Our focus was to become a one stop shop, providing full campaign solutions for our advertisers to make sure mobile would get out of the experimental area. This led to a 150% growth in revenues. This year our focus is more on enabling programmatic buying and monetising our valuable user data on mobile.
>
> **Stefan Havik,** Head of Advertising, Sanoma

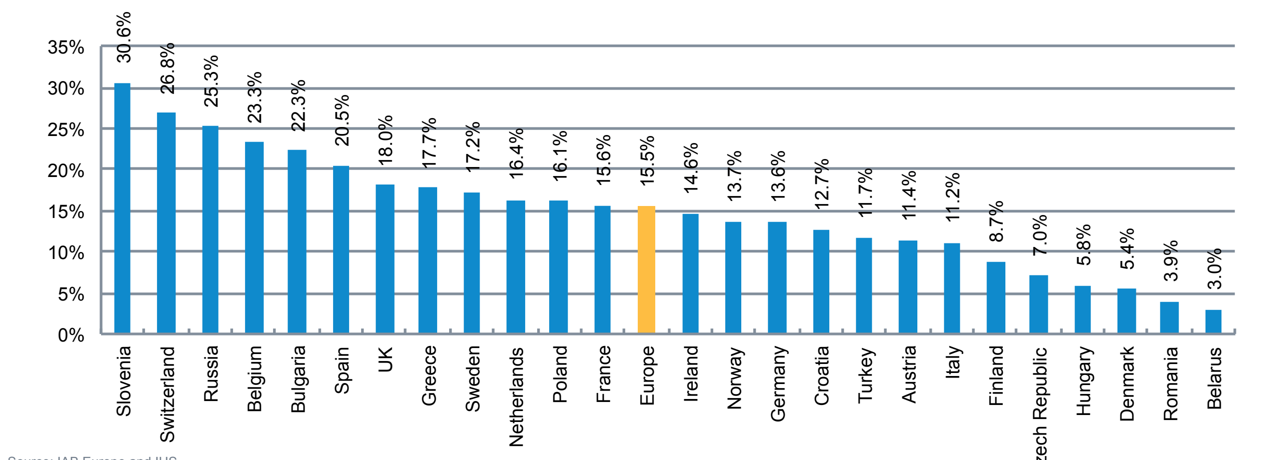
> Breaking the €30bn barrier is a significant milestone for digital advertising in Europe. Over half the 11.8% growth came from ads on mobile, reflecting the rapid take-up of smartphones and the shift of audience time online from desktop to mobile. Another significant factor - which is particularly pronounced in the UK – is the renaissance of display (up 26.4% in the UK and up 15.5% across Europe) driven by brand advertisers reaching their audiences through a wider choice of video and native "in feed" formats. We'll certainly see these trends continue, especially across mobile platforms.
>
> **Guy Philipson,** CEO, IAB UK

VIDEO

Video growth signals increasing number of publishers investing in video

AdEx Benchmark 2014 includes online video advertising figures for 25 markets, up from 23 in 2013. In 2012, IAB Europe and IHS standardised definitions across Europe to include only in-stream advertising (pre-rolls, mid-rolls and post-rolls) as agreed by the IAB AdEx Benchmark Video Task Force. This was applied again in 2014 as in the previous two years. Where reported video ad spend was not specified according to this definition, IHS modelled the figure based on local market knowledge. On average, video represented 15.5% of the total display market value in Europe in 2014.

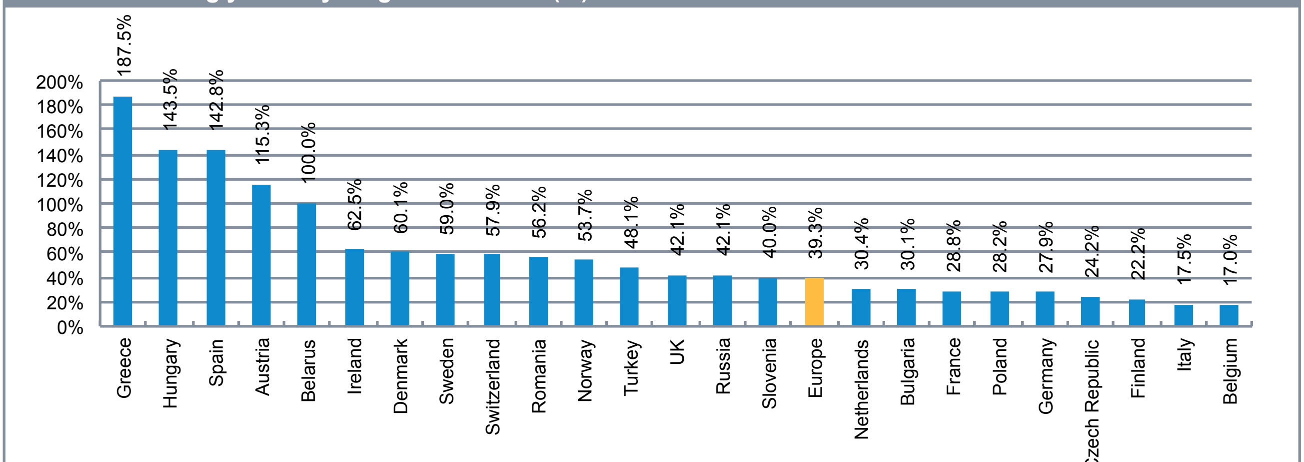
Video share of Display in 2014 (%)



Source: IAB Europe and IHS

Online video advertising grew 39.3% in Europe in 2014. Growth was strong, but at a similar level to the one recorded in 2013 (45.4%). This longitudinal consistency reflects the gradual pace of publishers expanding into online video. Each year, more and more media owners are moving into video content and making more video advertising inventory available, which produces a strong double-digit growth rate across all European markets.

Video advertising year-on-year growth in 2014 (%)

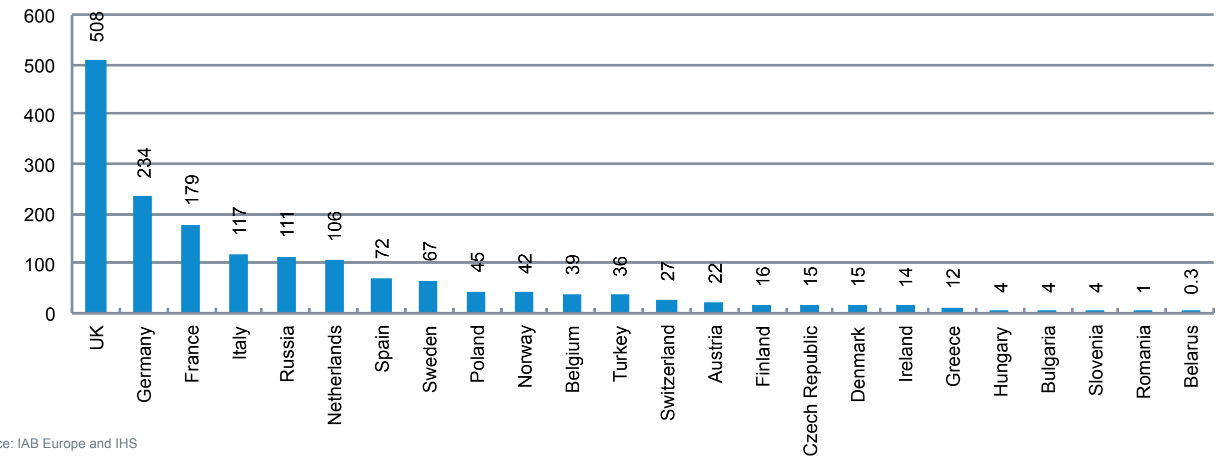


Source: IAB Europe and IHS

VIDEO

In 2014, video ad spend reflected total ad spend ranking with the UK, Germany and France claiming the top three places and making up 54.5% of the total European video ad spend. Russia was the only CEE market to report over €100 million in video advertising.

Video advertising in 2014 (€m)



Source: IAB Europe and IHS

Online video is the rapidly rising star of the digital ad world. As users are spend more and more time online, budgets are following eyeballs. The market needs more premium inventory, and also needs to get better at engaging the user, not interrupting. Innovative new formats, such as the 'outstream' formats displaying video ads in a native environment enable advertisers to engage the consumer and have been welcomed around the world. Building consumer respect is in the common interest of both media and brands.

Pierre Chappaz, Co-founder and Executive Chairman, Teads

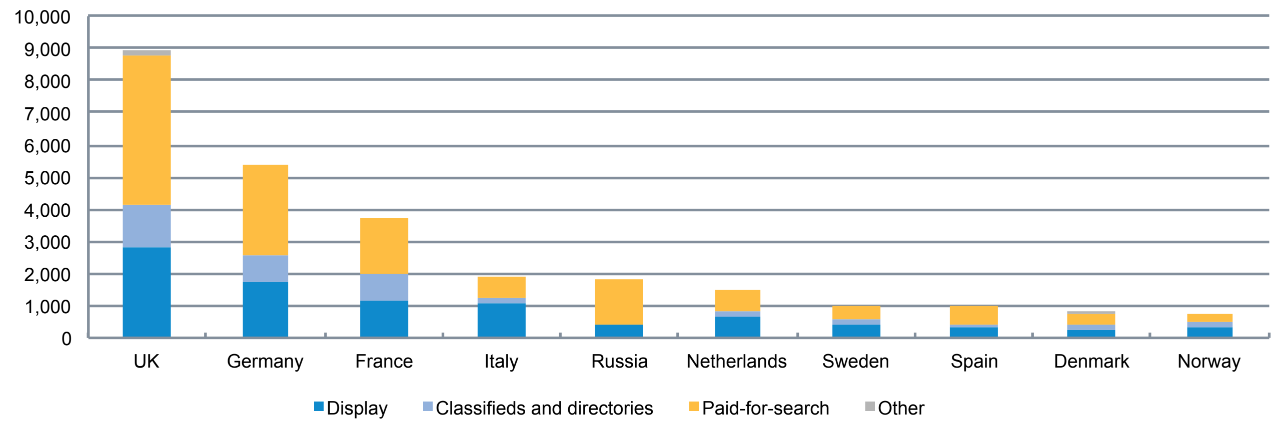
The results of the 2014 AdEx Benchmark report further confirms our industry acceleration towards an audio visual world with video year on year growth at a staggering 39.3%. Many advertisers and agencies have already restructured their organisations, processes and priorities to better equip them for the speed and agility that is now needed in a 'mobile first' marketing driven ecosystem. Despite the fact that there is still significant progress to be made in areas like available premium video inventory and attribution measurement, the opportunities that now present themselves, driven largely by the development of programmatic and global social media distribution has brought an entirely new meaning to 'personalisation at scale'. A very exciting time indeed for Europe.

Nikki Mendonca, President, OMD EMEA

TOP 10

Overview by country in 2014

Online ad spend by format and by country in 2014: top 10 (€m)



Source: IAB Europe and IHS

Display	2,818	1,715	1,146	1,048	440	646	388	349	272	305
Classifieds and Directories	1,297	885	833	171	0	206	223	43	143	220
Paid-for-search	4,675	2,788	1,745	665	1,350	609	400	571	315	190
Other	123	0	0	0	0	0	0	0	3	0

UK:

Online ad spend	€8,914m
Year-on-year growth	14.3%
Online ad spend per capita	€138.2

Germany:

Online ad spend	€5,388m
Year-on-year growth	9.3%
Online ad spend per capita	€65.4

France:

Online ad spend	€3,724m
Year-on-year growth	6.6%
Online ad spend per capita	€58.0

Italy:

Online ad spend	€1,884m
Year-on-year growth	12.0%
Online ad spend per capita	€31.0

Russia:

Online ad spend	€1,790m
Year-on-year growth	17.3%
Online ad spend per capita	€12.6

Netherlands:

Online ad spend	€1,461m
Year-on-year growth	11.4%
Online ad spend per capita	€87.0

Sweden:

Online ad spend	€1,011m
Year-on-year growth	13.3%
Online ad spend per capita	€105.0

Spain:

Online ad spend	€962.5m
Year-on-year growth	6.9%
Online ad spend per capita	€20.4

TOP 10

Denmark:

Online ad spend	€733m
Year-on-year growth	11.2%
Online ad spend per capita	€129.9

The digital display advertising market does show a solid development for 2014. In comparison to other media types digital is still the fastest growing advertising medium and has meanwhile also developed itself to an established media type. Our responsibility now is to face the challenges of our media and to strengthen it by working jointly on initiatives to develop market education (e.g. in the area of viewability), standardisation and proof of advertising impact.

Paul Mudter, Chairman, Circle of Online Marketers (OVK) in the German Association for the Digital Economy (BVDW)

Norway:

Online ad spend	€715m
Year-on-year growth	8.4%
Online ad spend per capita	€140.5

It's encouraging to see another successful year for display – a 15.5% increase highlights the importance advertisers are placing on brand display and the 72.7% hike in mobile display spend shows advertisers are realising the value of mobile. Our Adform 2014 RTB Trend Report supports this – we see a 650% increase in spending for brand solutions (rich media formats) in 2014.

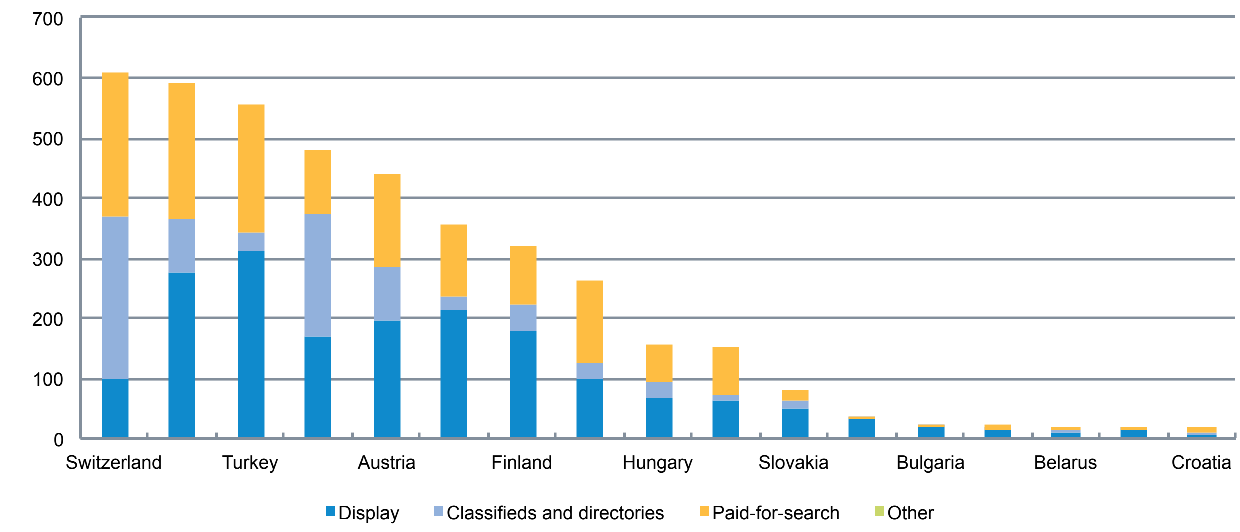
This is a welcome shift in objectives - from programmatic performance campaigns to more cross-device programmatic branding campaigns (and we know premium brands are also embracing programmatic). All parties within the digital ecosystem need to work together, and closely with the IAB Europe Brand Advertising Committee, to create standards to provide an increasingly transparent industry that includes relevant and consistent KPIs for brand effectiveness/purchasing intent, cross-device, multi-screen reporting and evaluation.

Martin Stockfleth Larsen, CMO, Adform

REST OF EUROPE

Overview by country in 2014

Online ad spend by format and by country in 2014: rest of Europe (€m)



Source: IAB Europe and IHS

Display	99	278	310	168	196	213	178	98	68	65	51	33	18	12	11	14	8
Classifieds and Directories	270	87	34	206	88	23	45	27	26	5	12	0	0	2	4	2	2
Paid-for-search	240	228	211	106	155	122	96	137	62	80	19	1	7	9	5	3	8
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Switzerland:

Online ad spend	€609m
Year-on-year growth	13.8%
Online ad spend per capita	€74.4

Poland:

Online ad spend	€593m
Year-on-year growth	7.8%
Online ad spend per capita	€15.5

Turkey:

Online ad spend	€554m
Year-on-year growth	20.8%
Online ad spend per capita	€7.3

Belgium:

Online ad spend	€481m
Year-on-year growth	16.0%
Online ad spend per capita	€43.1

Austria:

Online ad spend	€439m
Year-on-year growth	16.0%
Online ad spend per capita	€51.4

Czech Republic:

Online ad spend	€358m
Year-on-year growth	7.7%
Online ad spend per capita	€34.0

REST OF EUROPE

Finland:

Online ad spend	€320m
Year-on-year growth	12.7%
Online ad spend per capita	€58.7

Ireland:

Online ad spend	€262m
Year-on-year growth	33.3%
Online ad spend per capita	€56.0

Hungary:

Online ad spend	€156m
Year-on-year growth	19.5%
Online ad spend per capita	€15.8

Greece:

Online ad spend	€150m
Year-on-year growth	16.3%
Online ad spend per capita	€13.5

Slovakia:

Online ad spend	€82m
Year-on-year growth	14.7%
Online ad spend per capita	€15.2

Romania:

Online ad spend	€34m
Year-on-year growth	2.3%
Online ad spend per capita	€1.6

Bulgaria:

Online ad spend	€25m
Year-on-year growth	18.7%
Online ad spend per capita	€3.5

Slovenia:

Online ad spend	€24m
Year-on-year growth	43.1%
Online ad spend per capita	€11.4

Belarus:

Online ad spend	€20m
Year-on-year growth	32.8%
Online ad spend per capita	€2.1

Serbia:

Online ad spend	€19m
Year-on-year growth	9.5%
Online ad spend per capita	€2.6

Croatia:

Online ad spend	€17m
Year-on-year growth	10.8%
Online ad spend per capita	€4.1

European online advertising is growing and expected to match the level of TV spend very soon, this is a fact. Comparing the Western and CEE markets, two main differences can be identified – the CEE markets are generally smaller (per capita spend) but growing faster on average, with many similarities in other trends., such as mobile penetration or video consumption. Therefore, one should expect the CEE countries to be one of the main growth drivers in the near future. There is, however, one condition - education. The whole ecosystem must keep learning to match the pace of development and innovation.

Włodek Schmidt, President, IAB Poland

TOP PROPERTIES DECEMBER 2014

Top 20 sites in Austria

Media/Measures		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		5,199	100.0
1	Google Sites	4,749	91.3
2	Microsoft Sites	2,965	57.0
3	Facebook	2,598	50.0
4	Amazon Sites	2,396	46.1
5	Wikimedia Foundation Sites	1,838	35.4
6	Axel Springer SE	1,509	29.0
7	Styria Media Group	1,406	27.0
8	United-Internet Sites	1,401	26.9
9	Mode Media	1,281	24.6
10	Hubert Burda Media	1,212	23.3
11	Yahoo Sites	1,186	22.8
12	eBay	1,125	21.6
13	ORF.at Network	1,101	21.2
14	Dropbox Sites	1,041	20.0
15	Ask Network	860	16.6
16	gutefrage.net GmbH	829	15.9
17	Apple Inc.	813	15.6
18	Deutsche Telekom	773	14.9
19	Herold Sites	742	14.3
20	Gruner+Jahr Sites	734	14.1

Source: ComScore MMX, December 2014

Top 20 sites in Belgium

Media/Measures		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		6,605	100.0
1	Microsoft Sites	6,173	93.5
2	Google Sites	6,007	90.9
3	Facebook	4,232	64.1
4	Mediahuis Connect	3,335	50.5
5	VRT Sites	2,187	33.1
6	Yahoo Sites	2,182	33.0
7	Belgacom Group	1,875	28.4
8	Amazon Sites	1,727	26.1
9	Wikimedia Foundation Sites	1,693	25.6
10	Linkedin	1,611	24.4
11	Axel Springer SE	1,574	23.8
12	CCM-Benchmark	1,569	23.8
13	De Persgroep	1,544	23.4
14	Roularta Media Group	1,518	23.0
15	2dehands	1,346	20.4
16	Webedia Sites	1,278	19.4
17	Ask Network	1,264	19.1
18	Apple Inc.	1,263	19.1
19	Mode Media	1,255	19.0
20	Groupe Rossel	1,245	18.9

Source: ComScore MMX, December 2014

Top 20 sites in Denmark

Media/Measures		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		3,954	100.0
1	Google Sites	3,595	90.9
2	Microsoft Sites	2,658	67.2
3	Facebook	2,185	55.3
4	Eniro Group	1,965	49.7
5	Ask Network	1,313	33.2
6	Yahoo Sites	1,222	30.9
7	JP Politiken Hus	1,204	30.4
8	E-BOKS.DK	1,164	29.4
9	eBay	1,011	25.6
10	DR.DK	992	25.1
11	Dropbox Sites	984	24.9
12	DANID.DK	971	24.6
13	Wikimedia Foundation Sites	961	24.3
14	Amazon Sites	913	23.1
15	Berlingske Media	902	22.8
16	TV2 Danmark	890	22.5
17	Linkedin	776	19.6
18	Spotify	768	19.4
19	Apple Inc.	729	18.4
20	TDC Group	667	16.9

Source: ComScore MMX, December 2014

Top 20 sites in Finland

Media/Measures		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		3,632	100.0
1	Google Sites	3,423	94.2
2	Sanoma Group	3,352	92.3
3	Alma Media	3,298	90.8
4	Microsoft Sites	2,736	75.3
5	Otavamedia	2,572	70.8
6	Yleisradio Oy	2,481	68.3
7	Facebook	2,422	66.7
8	MTV3 Internet	1,775	48.9
9	Aller Media	1,727	47.6
10	Wikimedia Foundation Sites	1,396	38.4
11	Fonecta Sites	1,391	38.3
12	Schibsted Media Group	1,333	36.7
13	Yahoo Sites	1,233	33.9
14	Elisa Oyj	1,197	33.0
15	OP-Pohjola	963	26.5
16	Spotify	884	24.4
17	Kesko Sites	850	23.4
18	Foreca	837	23.1
19	Nordea Group	816	22.5
20	S-ryhma Sites	795	21.9

Source: ComScore MMX, December 2014

TOP PROPERTIES DECEMBER 2014

Top 20 sites in France

Media/Measures		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		42,341	100.0
1	Google Sites	39,607	93.5
2	Microsoft Sites	29,765	70.3
3	Facebook	27,046	63.9
4	Yahoo Sites	23,992	56.7
5	Webedia Sites	21,521	50.8
6	CCM-Benchmark	21,063	49.7
7	Amazon Sites	19,829	46.8
8	Wikimedia Foundation Sites	17,965	42.4
9	Orange Sites	17,959	42.4
10	Schibsted Media Group	15,584	36.8
11	Solocal Group	15,516	36.6
12	Vivendi	14,769	34.9
13	Groupe Lagardere	14,721	34.8
14	Axel Springer SE	14,448	34.1
15	Iliad - Free.fr Sites	13,179	31.1
16	La Poste	11,948	28.2
17	Groupe Fnac	11,851	28.0
18	Gruner+Jahr Sites	11,393	26.9
19	eBay	11,098	26.2
20	Groupe Casino	10,535	24.9

Source: ComScore MMX, December 2014

Top 20 sites in Germany

Media/Measures		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		55,715	35,615
1	Google Sites	53,857	20,429
2	Amazon Sites	32,989	5,873
3	Facebook	31,815	10,808
4	eBay	31,713	6,857
5	Microsoft Sites	31,225	6,492
6	Axel Springer SE	26,891	4,497
7	Deutsche Telekom	24,215	4,517
8	United-Internet Sites	23,877	6,080
9	Wikimedia Foundation Sites	22,941	2,775
10	Hubert Burda Media	22,321	2,323
11	Yahoo Sites	20,646	3,525
12	gutefrage.net GmbH	15,903	1,196
13	ProSiebenSat1 Sites	15,437	1,491
14	Mode Media	15,039	1,456
15	Otto Gruppe	13,289	1,291
16	RTL Group Sites	12,768	1,407
17	METRO Group	12,372	925
18	Gruner+Jahr Sites	11,595	922
19	AOL, Inc.	11,232	820
20	ARD Sites	11,113	1,178

Source: ComScore MMX, December 2014

Top 20 sites in Ireland

Media/Measures		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		2,868	100.0
1	Google Sites	2,614	91.1
2	Microsoft Sites	2,003	69.8
3	Facebook	1,492	52.0
4	Yahoo Sites	1,355	47.3
5	Distilled Media	1,181	41.2
6	Wikimedia Foundation Sites	959	33.4
7	Amazon Sites	939	32.7
8	RTE.IE	861	30.0
9	Independent News & Media	773	26.9
10	BBC Sites	740	25.8
11	Mode Media	733	25.6
12	Irish Times Group	715	24.9
13	eBay	683	23.8
14	Apple Inc.	661	23.0
15	DoneDeal	645	22.5
16	Sky Sites	588	20.5
17	Linkedin	580	20.2
18	Mail Online / Daily Mail	541	18.9
19	CBS Interactive	510	17.8
20	Ticketmaster	506	17.6

Source: ComScore MMX, December 2014

Top 20 sites in Italy

Media/Measures		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		28,516	100.0
1	Google Sites	26,536	93.1
2	Facebook	20,274	71.1
3	ItaliaOnline	18,898	66.3
4	Yahoo Sites	18,663	65.4
5	Microsoft Sites	16,079	56.4
6	Wikimedia Foundation Sites	13,874	48.7
7	Banzai	13,364	46.9
8	eBay	12,310	43.2
9	Amazon Sites	12,309	43.2
10	Gruppo Editoriale Espresso	11,159	39.1
11	RCS Media Group	10,985	38.5
12	Seat Pagine Gialle	8,777	30.8
13	Leonardo ADV	8,210	28.8
14	Telecom Italia	8,141	28.6
15	Gruppo Mediaset	7,861	27.6
16	DIARIODELWEB.IT	6,949	24.4
17	Schibsted Media Group	6,433	22.6
18	TripAdvisor Inc.	6,363	22.3
19	Apple Inc.	5,997	21.0
20	Gruppo Mondadori	5,919	20.8

Source: ComScore MMX, December 2014

TOP PROPERTIES DECEMBER 2014

Top 20 sites in Netherlands

Media/Measures		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		13,580	100.0
1	Google Sites	12,919	95.1
2	Microsoft Sites	9,931	73.1
3	Facebook	8,969	66.0
4	Sanoma Group	7,612	56.1
5	eBay	5,977	44.0
6	Ahold Sites	5,682	41.8
7	Telegraaf Media Groep	5,393	39.7
8	Publieke Omroep	5,392	39.7
9	Wikimedia Foundation Sites	5,243	38.6
10	De Persgroep	4,425	32.587
11	ING Group	4,373	32.2
12	Rabobank Group	4,208	31.0
13	Linkedin	4,037	29.7
14	RTL Group Sites	3,946	29.1
15	Dropbox Sites	3,769	27.8
16	Yahoo Sites	3,507	25.8
17	Beslist Sites	3,119	23.0
18	KPN	2,994	22.0
19	ABN AMRO	2,899	21.3
20	Apple Inc.	2,756	20.3

Source: ComScore MMX, December 2014

Top 20 sites in Norway

Media/Measures		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		3,491	100.0
1	Google Sites	3,089	88.5
2	Microsoft Sites	2,574	73.7
3	Schibsted Media Group	2,073	59.4
4	Facebook	2,018	57.8
5	Eniro Group	1,957	56.1
6	Amedia Sites	1,830	52.4
7	Aller Media	1,568	44.9
8	Ask Network	1,149	32.9
9	Spotify	1,121	32.1
10	Yahoo Sites	1,113	31.9
11	Telenor	1,068	30.6
12	Wikimedia Foundation Sites	1,027	29.4
13	NRK Sites	1,019	29.2
14	Amazon Sites	872	25.0
15	TV2 Sites	858	24.6
16	DnB Group	725	20.8
17	Dropbox Sites	716	20.5
18	Mode Media	592	16.9
19	Hjemmet Mortensen	578	16.6
20	LinkedIn	572	16.4

Source: ComScore MMX, December 2014

Top 20 sites in Poland

Media/Measures		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		20,401	100.0
1	Google Sites	19,498	95.6
2	Facebook	15,290	74.9
3	MIH Limited	14,441	70.8
4	Axel Springer SE	14,181	69.5
5	Wirtualna Polska	11,537	56.5
6	Gazeta.pl Group	10,581	51.9
7	Microsoft Sites	9,905	48.6
8	Wikimedia Foundation Sites	9,468	46.4
9	Grupa Wirtualna Polska	9,187	45.0
10	Interia.pl SA	8,627	42.3
11	OLX Inc.	7,860	38.5
12	Polskapresse	6,021	29.5
13	Grupa Omnigence	5,418	26.6
14	Murator SA	5,223	25.6
15	CDA.PL	5,161	25.3
16	CHOMIKUJ.PL	4,971	24.4
17	Orange Sites	4,585	22.5
18	TVN S.A.	4,382	21.5
19	Groupe TF1	4,254	20.9
20	Groupe Edipresse	4,225	20.7

Source: ComScore MMX, December 2014

Top 20 sites in Portugal

Media/Measures		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		5,253	100.0
1	Google Sites	4,901	93.3
2	Microsoft Sites	3,853	73.3
3	Facebook	3,703	70.5
4	Portugal Telecom	2,376	45.2
5	Yahoo Sites	1,613	30.7
6	OLX Inc.	1,340	25.5
7	R7 Portal	1,310	24.9
8	Wikimedia Foundation Sites	1,261	24.0
9	Prisa	1,143	21.8
10	UOL	1,105	21.0
11	Dropbox Sites	1,086	20.7
12	Grupo Cofina	1,059	20.2
13	Linkedin	930	17.7
14	Grupo Controlinveste	911	17.3
15	Grupo NZN	899	17.1
16	Terra - Telefonica	835	15.9
17	Groupe Fnac	818	15.6
18	Amazon Sites	766	14.6
19	Mapfre Grupo Sonae	756	14.4
20	Gruppo Mondadori	5,919	20.8

Source: ComScore MMX, December 2014

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Top 20 sites in Russia

Media/Measures		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		76,460	100.0
1	Mail.ru Group	73,432	96.0
2	Yandex Sites	67,832	88.7
3	Google Sites	57,290	74.9
4	Microsoft Sites	41,527	54.3
5	Rambler&Co	34,174	44.7
6	Ucoz Web Services	31,587	41.3
7	Wikimedia Foundation Sites	29,519	38.6
8	Avito Sites	26,945	35.2
9	Gazprom Media	22,328	29.2
10	Facebook	17,840	23.3
11	RosBusinessConsulting	16,573	21.7
12	Sberbank	14,688	19.2
13	KINOGO.NET	14,009	18.3
14	RIA Novosti	13,591	17.8
15	Map Makers Sites	13,301	17.4
16	eBay	12,681	16.6
17	RUTOR.ORG	12,235	16.0
18	AFK Sistema	11,049	14.5
19	Alibaba.com Corporation	11,023	14.4
20	LiveInternet	10,734	14

Source: ComScore MMX, December 2014

Top 20 sites in Spain

Media/Measures		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		26,601	100.0
1	Google Sites	25,159	94.6
2	Facebook	18,124	68.1
3	Microsoft Sites	17,217	64.7
4	Unidad Medios Digitales	13,494	50.7
5	Yahoo Sites	12,267	46.1
6	Prisa	11,407	42.9
7	Wikimedia Foundation Sites	10,903	41.0
8	Schibsted Media Group	10,523	39.6
9	Vocento	9,695	36.4
10	Amazon Sites	8,705	32.7
11	Terra - Telefonica	7,630	28.7
12	Dropbox Sites	7,568	28.5
13	eBay	6,940	26.1
14	TWITTER.COM	6,372	24.0
15	WORDPRESS.COM*	5,968	22.4
16	BitTorrent Network	5,422	20.4
17	Softonic.com Sites	5,179	19.5
18	Mediaset España	5,157	19.4
19	Linkedin	4,995	18.8
20	El Corte Ingles Group	4,950	18.6

Source: ComScore MMX, December 2014

Top 20 sites in Sweden

Media/Measures		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		6,558	100.0
1	Google Sites	5,778	88.1
2	Microsoft Sites	5,210	79.4
3	Bonnier Group	4,178	63.7
4	Schibsted Media Group	4,087	62.3
5	Facebook	3,626	55.3
6	Eniro Group	2,843	43.4
7	Spotify	2,458	37.5
8	Swedbank	2,250	34.3
9	Wikimedia Foundation Sites	2,009	30.6
10	Sveriges Television	1,969	30.0
11	Yahoo Sites	1,901	29.0
12	Stampen Media Group	1,846	28.1
13	Amazon Sites	1,661	25.3
14	ICA Sites	1,410	21.5
15	CDON Group	1,375	21.0
16	IDG Network	1,304	19.9
17	Modern Times Group	1,277	19.5
18	eBay	1,217	18.6
19	Nyheter24-Gruppen	1,202	18.3
20	LinkedIn	1,098	16.7

Source: ComScore MMX, December 2014

Top 20 sites in Switzerland

Media/Measures		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		5,252	100.0
v	Google Sites	4,760	90.6
2	Microsoft Sites	3,890	74.1
3	Facebook	2,202	41.9
4	Swisscom Sites	1,719	32.7
5	Yahoo Sites	1,665	31.7
6	Wikimedia Foundation Sites	1,524	29.0
7	Amazon Sites	1,319	25.1
8	Axel Springer SE	1,289	24.5
9	Dropbox Sites	1,254	23.9
10	Apple Inc.	1,175	22.4
11	Schweizerische Post Sites	1,170	22.3
12	Tamedia Sites	1,144	21.8
13	SRG SSR	930	17.7
14	Linkedin	903	17.2
15	Mode Media	868	16.5
16	MIH Limited	833	15.9
17	Ringier Sites	817	15.6
18	eBay	802	15.3
19	Migros-Genossenschafts-Bund	789	15.0
20	SEARCH.CH	763	14.5

Source: ComScore MMX, December 2014

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Top 20 sites in Turkey

Media/Measures		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		32,798	100.0
1	Google Sites	30,405	92.7
2	Facebook	26,431	80.6
3	Microsoft Sites	20,620	62.9
4	Milliyet Gazetecilik Ve Yayincilik	16,346	49.8
5	Mynet A.S.	16,012	48.8
6	Nokta.com MEDYA	14,931	45.5
7	Hurriyet Internet Group	13,471	41.1
8	Yandex Sites	13,278	40.5
9	Wikimedia Foundation Sites	12,780	39.0
10	SAHIBINDEN.COM	12,482	38.1
11	Dogus Grubu	11,128	33.9
12	Yeni Medya	10,602	32.3
13	Dailymotion	10,464	31.9
14	TWITTER.COM	10,453	31.9
15	Turkuvaz Yayin	9,657	29.4
16	Mail.ru Group	8,697	26.5
17	DONANIMHABER.COM	8,643	26.4
18	eBay	7,424	22.6
19	Yahoo Sites	7,170	21.9
20	Dogan Online	6,872	21.0

Source: ComScore MMX, December 2014

Top 20 sites in United Kingdom

Media/Measures		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		44,999	100.0
1	Google Sites	38,963	86.6
2	Microsoft Sites	30,692	68.2
3	Facebook	28,509	63.4
4	Amazon Sites	25,509	56.7
5	BBC Sites	23,629	52.5
6	Yahoo Sites	23,271	51.7
7	eBay	22,003	48.9
8	Wikimedia Foundation Sites	17,341	38.5
9	Apple Inc.	13,566	30.1
10	Home Retail Group	12,628	28.1
11	Mode Media (formerly Glam Media)	12,304	27.3
12	AOL, Inc.	11,563	25.7
13	Mail Online / Daily Mail	11,081	24.6
14	Sky Sites	10,387	23.1
15	Tesco Stores	10,010	22.2
16	TWITTER.COM	9,881	22.0
17	The Guardian	9,465	21.0
18	GOV.UK	9,051	20.1
19	Linkedin	8,839	19.6
20	Trinity Mirror Group	8,250	18.3

Source: ComScore MMX, December 2014

ONLINE USAGE AND CONNECTED DEVICES IN EUROPE IN 2014

Online usage in Europe % of total population that use the internet for personal purposes	
European average	78%
Austria	83%
Belgium	78%
Bulgaria	69%
Croatia	73%
Czech Republic	80%
Denmark	90%
Finland	88%
France	80%
Germany	83%
Greece	66%
Hungary	73%
Ireland	87%
Italy	73%
Netherlands	94%
Norway	94%
Poland	74%
Portugal	65%
Romania	65%
Russia	81%
Serbia	59%
Slovakia	84%
Slovenia	76%
Spain	78%
Sweden	93%
Switzerland	85%
Turkey	66%
UK	81%

Online usage in Europe % of internet users that go online daily	
European average	81%
Austria	76%
Belgium	81%
Bulgaria	81%
Croatia	83%
Czech Republic	68%
Denmark	88%
Finland	79%
France	82%
Germany	77%
Greece	80%
Hungary	85%
Ireland	84%
Italy	79%
Netherlands	88%
Norway	89%
Poland	74%
Portugal	79%
Romania	73%
Russia	81%
Serbia	82%
Slovakia	72%
Slovenia	83%
Spain	86%
Sweden	90%
Switzerland	80%
Turkey	77%
UK	85%

Connected devices % of internet users that use a connected device while watching TV	
European average	53%
Austria	54%
Belgium	50%
Bulgaria	39%
Croatia	50%
Czech Republic	49%
Denmark	67%
Finland	51%
France	61%
Germany	53%
Greece	60%
Hungary	49%
Ireland	65%
Italy	48%
Netherlands	53%
Norway	57%
Poland	53%
Portugal	54%
Romania	45%
Russia	65%
Serbia	55%
Slovakia	47%
Slovenia	43%
Spain	63%
Sweden	58%
Switzerland	48%
Turkey	29%
UK	64%

Source: Consumer Barometer – Google and IAB Europe, www.consumerbarometer.com

ONLINE USAGE AND CONNECTED DEVICES IN EUROPE IN 2014

Connected devices

% of internet users who use a smartphone while watching TV (base: internet users who use a connected device while watching TV)

European average	51%
Austria	62%
Belgium	47%
Bulgaria	43%
Croatia	63%
Czech Republic	32%
Denmark	46%
Finland	53%
France	49%
Germany	53%
Greece	45%
Hungary	40%
Ireland	63%
Italy	70%
Netherlands	60%
Norway	54%
Poland	46%
Portugal	48%
Romania	50%
Russia	40%
Serbia	44%
Slovakia	50%
Slovenia	54%
Spain	67%
Sweden	62%
Switzerland	61%
Turkey	76%
UK	63%

Connected devices

% of internet users who use a computer while watching TV (base: internet users who use a connected device while watching TV)

European average	47%
Austria	40%
Belgium	48%
Bulgaria	60%
Croatia	43%
Czech Republic	66%
Denmark	38%
Finland	37%
France	51%
Germany	38%
Greece	48%
Hungary	58%
Ireland	28%
Italy	28%
Netherlands	32%
Norway	38%
Poland	57%
Portugal	53%
Romania	60%
Russia	64%
Serbia	60%
Slovakia	50%
Slovenia	49%
Spain	27%
Sweden	27%
Switzerland	37%
Turkey	37%
UK	36%

Connected devices

% of internet users who use a tablet while watching TV (base: internet users who use a connected device while watching TV)

European average	22%
Austria	24%
Belgium	34%
Bulgaria	9%
Croatia	14%
Czech Republic	14%
Denmark	35%
Finland	26%
France	28%
Germany	32%
Greece	17%
Hungary	12%
Ireland	28%
Italy	15%
Netherlands	41%
Norway	36%
Poland	12%
Portugal	26%
Romania	15%
Russia	23%
Serbia	11%
Slovakia	13%
Slovenia	17%
Spain	25%
Sweden	26%
Switzerland	32%
Turkey	5%
UK	36%

Source: Consumer Barometer – Google and IAB Europe, www.consumerbarometer.com

ONLINE USAGE AND CONNECTED DEVICES IN EUROPE IN 2014

Connected devices

% of internet users that watch TV on a regular TV set

European average	84%
Austria	86%
Belgium	83%
Bulgaria	86%
Croatia	88%
Czech Republic	82%
Denmark	85%
Finland	88%
France	84%
Germany	81%
Greece	86%
Hungary	86%
Ireland	80%
Italy	82%
Netherlands	90%
Norway	80%
Poland	84%
Portugal	88%
Romania	84%
Russia	81%
Serbia	93%
Slovakia	77%
Slovenia	65%
Spain	90%
Sweden	85%
Switzerland	77%
Turkey	72%
UK	81%

Connected devices

% of internet users that watch recorded programs on a regular TV set

European average	16%
Austria	15%
Belgium	58%
Bulgaria	2%
Croatia	4%
Czech Republic	11%
Denmark	16%
Finland	40%
France	21%
Germany	18%
Greece	2%
Hungary	7%
Ireland	47%
Italy	3%
Netherlands	32%
Norway	29%
Poland	16%
Portugal	21%
Romania	1%
Russia	4%
Serbia	2%
Slovakia	9%
Slovenia	2%
Spain	8%
Sweden	17%
Switzerland	24%
Turkey	1%
UK	47%

Connected devices

% of internet users that use a catch up service or on-demand service via a TV set

European average	17%
Austria	6%
Belgium	28%
Bulgaria	6%
Croatia	8%
Czech Republic	6%
Denmark	16%
Finland	15%
France	35%
Germany	8%
Greece	8%
Hungary	6%
Ireland	37%
Italy	4%
Netherlands	39%
Norway	20%
Poland	9%
Portugal	28%
Romania	1%
Russia	8%
Serbia	6%
Slovakia	12%
Slovenia	24%
Spain	17%
Sweden	25%
Switzerland	20%
Turkey	4%
UK	56%

Source: Consumer Barometer – Google and IAB Europe, www.consumerbarometer.com

ONLINE USAGE AND CONNECTED DEVICES IN EUROPE IN 2014

Connected devices

Country	% of internet users that stream online content on a TV set	% of internet users that stream online content on another device
European average	12%	16%
Austria	13%	8%
Belgium	14%	13%
Bulgaria	8%	14%
Croatia	10%	6%
Czech Republic	11%	16%
Denmark	18%	32%
Finland	21%	40%
France	16%	22%
Germany	12%	8%
Greece	11%	16%
Hungary	6%	8%
Ireland	19%	25%
Italy	4%	4%
Netherlands	19%	25%
Norway	22%	25%
Poland	12%	20%
Portugal	10%	8%
Romania	4%	5%
Russia	10%	25%
Serbia	2%	2%
Slovakia	5%	8%
Slovenia	4%	3%
Spain	18%	20%
Sweden	28%	42%
Switzerland	15%	11%
Turkey	4%	2%
UK	26%	33%

Source: Consumer Barometer – Google and IAB Europe, www.consumerbarometer.com

INTERNET PENETRATION IN 2014

Country	Internet penetration
Austria	78.0%
Belgium	73.6%
Bulgaria	50.2%
Croatia	63.0%
Czech Republic	69.8%
Denmark	95.5%
Finland	76.0%
France	72.0%
Germany	79.5%
Greece	59.0%
Hungary	66.8%
Ireland	70.4%
Italy	58.5%
Netherlands	94.5%
Norway	93.0%
Poland	56.0%
Romania	54.0%
Russia	51.4%
Serbia	52.2%
Slovakia	64.1%
Slovenia	72.5%
Spain	64.3%
Sweden	81.5%
Switzerland	94.0%
Turkey	48%
UK	78.5%

Source: IHS

APPENDICES

Appendix i: Definition of formats

Online display advertising

Banners, buttons, skyscrapers, overlays, interstitials, pop ups displayed on a website

Online video advertising

There are numerous definitions of Online Video advertising. Principally included can be:

- in-stream video advertising (pre-rolls, mid-rolls, post-rolls)
- in-stream banner overlays
- out-of-stream video advertising (e.g. self-play video on social network, not embedded in non-advertising video content)
- contextual video advertising (e.g. branded video players, contextual banner advertising sold against video content)

In the 2014 AdEx Benchmark, online video advertising is defined as in-stream video advertising (pre-rolls, mid-rolls, post-rolls) as agreed by the IAB Europe Video Working Group in 2012

Affiliate marketing

Fees paid to third party (affiliate) for traffic generation (e.g. pay-per-visit). Note: for the time being affiliate spend will be included in Display spend in the Ad Ex survey (rather than reported as stand-alone category)

Online classifieds

A fee is paid by an advertiser to Display an ad or listing around a specific vertical such as automotive, recruiting and real estate, regardless of the outcome of the ad (i.e., the fee is paid even if there is no 'sale')

Online directories

Online version of printed yellow pages (business listing paid for by advertiser)

Paid-for-search advertising

Advertising appearing on specific word requests on search engines.

Search engine optimisation (excluded from the AdEx Benchmark study)

Fees paid to a 3rd party to improve website ranking in search engines

Integrated content

Advertising space without a direct link to the advertiser's website, including tenancies and sponsorships (see below for detailed definitions of these)

E-mail marketing (excluded from the AdEx Benchmark study)

Where the body of the email is determined by the advertiser and is sent on their behalf by an email list manager/owner

Newsletter advertising

Advertising (text or banner) that appears around the unrelated editorial content of email newsletters

Mobile advertising - Display

Any Display advertising viewed or read on a mobile phone including rich media advertising. This could be browser-based as well as in-app

Mobile advertising - Search

Advertising appearing on specific word requests on search engines, viewed on a mobile device

Mobile advertising - SMS/MMS

3rd party ads in SMS and outbound SMS only - this includes advertising either within the body copy of an SMS / MMS message, or outbound messaging

Mobile advertising - other

All other mobile advertising (e.g. mobile classifieds)

Online auctions

The fees received by online auction houses, e.g. EBay, from successful sales through their sites

APPENDICES

In-game advertising

Fees paid for advertising, sponsorship or product placements within an online game

Tenancies

Long term partnership between advertiser and media owner. Media owner benefits from content or service offered by tenant to their customers, although media space may be paid for in usual ways

Sponsorships

Advertiser sponsorships of content areas

Interruptive formats

A type of internet Display advertising that interrupts the user experience with the page content e.g. pop ups, overlays

Programmatic buying

Advertising revenue that is generated through transactional or workflow automation mechanisms embedded in an infrastructure that relies on a set of rules applied by software and algorithms, commonly known as 'ad tech'. Following the IAB's proposed taxonomy, 'programmatic' here is an aggregate category that is composed of four discrete transactional models, each of which we consider a sub-set:
(1) Automated Guaranteed,
(2) Unreserved Fixed Rate,
(3) Invitation-Only Auction,
(4) Open Auction.

Advertising revenues are recognised as 'programmatic' whenever any of those mechanisms applies, irrespective of the inventory owner's awareness of their involvement.

This means that revenue is also considered programmatic if inventory that is originally sold to an intermediary through non-programmatic means (e.g. agency bulk buying) is re-sold to an end-buyer programmatically.

Revenue is recognised as programmatic irrespective of whether the inventory owner acts directly, or indirectly via an intermediary.

The rate of revenue is net of any fees, commissions, service charges and any other deductions.

The following four formats are collated as part of this report

- **Display advertising:** includes online display advertising, online video advertising, affiliate marketing, integrated content, newsletter advertising, interactive television, mobile advertising – Display, online auctions, in-game advertising, tenancies, sponsorships, and interruptive formats as described above and social media where reported
- **Paid-for-search advertising:** as defined above
- **Classifieds and directories**: includes online classifieds and online directories as defined above
- **'Other' advertising:** an umbrella category for ad spend which could not be redistributed to the three formats above

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Appendix ii: the participating IABs

IAB Austria
www.iab-austria.at

Source: Focus Media Research and Werbeplanung.at

IAB Belgium
www.iab-belgium.be

Source: Mediaxim and IHS

IAB Belarus (Interactive Advertising Association)
Source: IAB Belarus

IAB Chapter in Bulgaria
www.iabbulgaria.bg

Source: IAB Bulgaria and Ipsos Bulgaria

IAB Chapter in Croatia (INAMA)
www.inama.hr

SPIR (Czech Republic)
www.spir.cz

Source: SPIR

IAB Chapter in Denmark (Danske Medier)
www.danskermedier.dk

Source: Danske Medier Research

IAB Finland
www.iab.fi

Partner: TNS Media Intelligence (for display, classifieds, mobile and in-stream video) and IAB Finland (for paid-for-search and directories)

IAB France
www.iabfrance.com

Source: PwC

IAB Chapter in Germany (OVK in the BVDW)
www.bvdw.org

Partner: OVK in BVDW

IAB Greece
www.iab.gr

Source: IAB Greece

IAB Hungary
www.iab.hu

Partner: PwC

IAB Ireland
www.iabireland.ie

Partner: PwC

IAB Italy
www.iab.it

Source: IAB Italy Estimates and Nielsen/FCP survey

IAB Netherlands
www.iab.nl

Partner: Deloitte

IAB Chapter in Norway (INMA)
www.inma.no

Source: IRM/Netforum

IAB Poland
www.iabpolska.pl

Partner: PwC

IAB Romania
www.iab-romania.ro

Partner: PwC Romania

IAB Russia
www.iabrus.ru

Partner: AKAR (Russian Association of Communication Agencies)

IAB Serbia
www.iab.rs

Source: IAB Serbia

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IAB Slovakia
www.iabslovakia.sk
Source: IAB Slovakia

IAB Slovenia
www.iab.si
Source: IAB Slovenia, Mediana

IAB Spain
www.iabspain.net
Partner: PwC

IAB Sweden
www.iabsvergie.se
Source: IRM

IAB Switzerland
www.iabswitzerland.ch
Partner: MediaFocus Schweiz GmbH

IAB Turkey
www.iab-turkiye.org
Source: IAB Turkey

IAB UK
www.iabuk.net
Partner: PwC

Appendix iii: methodology and adjusted data

Each national IAB runs its own annual online advertising spend benchmark study. The method for the studies varies by country. Consequently, IHS standardises the data so that the findings in the European report are comparable. This involves re-adjusting figures to allow for different original methodologies, adjusting currencies where local data is not collected in €s and ensuring the year average exchange rate at 2014 has been used. To provide data for previous year growth rates, the prior year's figures are also re-calculated using the current report's year-average exchange rate (i.e. the 2014 exchange rate is used on the 2013 figures) in order to give transparency over the growth rate.

Where ad spend is unavailable or incomplete, IHS models the data based on public company reports, macroeconomic variables, ad spend in other media from the IHS Advertising Intelligence Service, interviews with key industry players and econometric modelling, subject to the approval of the each national IAB.

Appendix iv outlines the amount of actual, estimated and adjusted data included in the 2014 AdEx Benchmark by country.

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Appendix iv: adjustments by country

Austria

- Ratecard data provided for all formats by Focus Media Research and Werbeplanung.at (an Austrian consulting company) in coordination with IAB Austria
- 2014 discounts applied based on IHS estimates as follows:
  - Display – 46.0%
  - Classifieds and directories – 20.3%
  - Paid-for-search – 0.0%
- 2013 discounts applied based on IHS estimates as follows:
  - Display – 43.9%
  - Classifieds and directories – 23.3%
  - Paid-for-search – 0.0%

Belarus

- Net data was provided by the Interactive Advertising Association
- Agency commissions of 9.0% added to 2014 and 2013 display and classifieds and directories

Belgium

- Gross data provided for the display and paid-for-search market by Mediaxim
- Classifieds and directories estimated by IHS based on European averages

Bulgaria

- Ratecard data provided by IAB Bulgaria and Ipsos Bulgaria for:
  - Display advertising
  - CPC and CPA advertising
  - Mobile Display
  - Video
- Social media and paid-for-search revenues estimated by IHS
- CPC and CPA advertising, Mobile Display, Video, Social media advertising added into Display
- Paid-for-search revenues based on estimated Bulgarian Google revenues
- 2014 discounts applied based on IHS estimates as follows:
  - Display – 57.0%
  - Classifieds and directories – 15.0%
  - Paid-for-search – 0.0%
- 2013 discounts applied based on IHS estimates as follows:
  - Display – 57.0%
  - Classifieds and directories –15.0%
  - Paid-for-search – 0.0%
- Agency commissions of 15.0% added to 2014 and 2013 display

Croatia

- Gross data provided by IAB Croatia/INAMA

Czech Republic

- Ratecard data provided by SPIR for Display, Video, Classifieds and Directories, PR articles
- Net data provided by SPIR for Paid-for-search, contextual advertising, RTB
- 2014 discounts applied based on IHS estimates as follows:
  - Display – 49.0%
  - Mobile display – 49.0%
  - Video – 49.0%
  - Contextual advertising – 0.0%
  - Programmatic buying and real-time bidding – 0.0%
  - Classifieds and directories – 49.0%
  - Paid-for-search – 0.0%
- 2013 discounts applied based on IHS estimates as follows:
  - Display – 46.0%
  - Mobile display – 46.0%
  - Video – 46.0%
  - Contextual advertising – 0.0%
  - Programmatic buying and real-time bidding – 0.0%
  - Classifieds and directories – 46.0%
  - Paid-for-search – 0.0%
- Mobile display, video, contextual advertising, RTB added into Display

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- In-stream video was estimated by IHS based on total video reported by SPIR and European averages

Denmark

- Net data provided by Danske Medier
- E-mail marketing excluded and newsletter marketing added to display
- Data grossed up as follows:
  - Display – 7.0% on 60.0% of display total
  - Online video – 7.0% on 100.0% of display total
  - Paid-for-search – 7.0% on 40.0% of paid-for-search total
  - Classifieds and directories – 0.0% on 100.0% of classifieds and directories total
  - Mobile display – 7.0% on 100.0% of mobile display total

Finland

- Net data provided by TNS Gallup for display, video, mobile display and classifieds
- Net data provided by IAB Finland for paid-for-search, directories and social media
- Data grossed up as follows based on local IAB recommendations:
  - Display – 15.0% on 100.0% of display total
  - Classifieds and directories – 15.0% on 100.0% of classifieds and directories total
  - Paid-for-search – 15.0% on 50.0% of paid-for-search total

France

- Net data provided by IAB France
- Newsletter advertising extracted from e-mail marketing (estimated at 21.0% of e-mail marketing for 2013 and 2014) and added into display
- E-mail marketing excluded
- Classifieds and directories data made up of:
  - Directories figure published by IREP
  - Classifieds figure estimated by IHS for 2013 and 2014
- Data grossed up as follows:
  - Display – 15.0%
  - Video – 15.0%
  - Classifieds and directories – 0.0%
  - Paid-for-search – 0.0%
  - Mobile display – 15.0%

Germany

- Gross data provided by OVK in the BVDW for display, paid-for-search, mobile display and video
- Classifieds and directories and mobile search estimated by IHS

Greece

- Gross data provided by IAB Greece for display, video, paid-for-search, and classifieds and directories

Hungary

- Gross data provided by IAB Hungary for display, paid-for-search, classifieds and directories, video, mobile display and mobile search
- E-mail marketing excluded

Ireland

- Gross data provided by IAB Ireland for display, video, paid-for-search, classifieds and directories, mobile display and mobile search
- E-mail marketing excluded

Italy

- Net data provided by IAB Italia and FCP/Nielsen
- 2012 data restated to include Social media, Video and Programmatic in Display
- E-mail marketing excluded
- Display reduced by 8.0% to exclude pan-European ad spend
- SMS advertising taken out of classifieds and directories figure
- Data grossed up as follows based on local IAB recommendations:
  - Display – €100 million added on top of reported figure
  - Classifieds and directories – 15.0% on 100.0% of total classifieds and directories
  - Paid-for-search – 0.0% on 100.0% of total paid-for-search
  - Mobile display – 15.0% on 80.0% of mobile advertising

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Netherlands

- Net data provided by IAB Netherlands and Deloitte Netherlands
- Affiliate marketing redistributed as follows:
  - 7.0% excluded as it was SEO
  - 93.0% added into display category
- E-mail marketing excluded
- Data grossed up as follows:
  - Display – 15.0%
  - Video – 15.0%
  - Mobile display – 15.0%

Norway

- Net data provided by IRM/INMA
- Display reduced by 10.0% to exclude transaction-oriented payments
- Data was grossed up as follows based on local IAB recommendations:
  - Display – 6.0% on 75.0% of Display total
  - Video – 6.0% on 100.0% of Video total
  - Mobile advertising – 1.8% on 100.0% of Mobile total

Poland

- Gross data provided by IAB Poland
- E-mail marketing excluded
- Social media ad spend modelled by IHS
- Video figure reported included all definitions of video advertising; in-stream online video (pre-rolls, mid-rolls, post-rolls) provided for 2014 and estimated for 2013 using European average
- Unspecified spend distributed among all categories based on each category's share of total online ad spend

Romania

- Net data provided by IAB Romania
- Affiliate marketing, integrated content, newsletter advertising, contextual advertising, and all unspecified advertising added into the Display category
- Display grossed up by 5.0% based on local IAB recommendations

Russia

- Net data provided by IAB Russia/AKAR
- Data grossed up as follows based on local IHS estimates:
  - Display – 15.0% on 100.0% of Display total
  - Video – 15.0% on 100.0% of Video total
  - Mobile display – 15.0% on 100.0% of Mobile Display total
  - Paid-for-search – 15.0% on 30.0% of Paid-for-search total
- Classifieds and directories not estimated because figure is negligible in Russia

Serbia

- Gross data provided by IAB Serbia
- Search engine optimisation excluded
- Affiliate marketing, integrated content, newsletter advertising, social marketing, contextual advertising, mobile display and Facebook advertising added into display

Slovakia

- Net data provided by IAB Slovakia
- Facebook and GDN removed from classifieds and directories and moved into display
- Data grossed up as follows based on local IHS estimates:
  - Display – 15.0% on 70.0% of Display total
  - Classifieds and directories – 15.0% on 70.0% of classifieds and directories total
  - Paid-for-search – 0.0% on 100.0% of paid-for-search total
- Unspecified spend distributed among all categories based on each category's share of total online ad spend

Slovenia

- Gross data reported by IAB Slovenia

Spain

- Gross data provided by IAB Spain
- Classifieds extracted from display using IHS estimate and moved into classifieds and directories category

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Sweden

- Net data provided by IRM
- Newsletter advertising isolated within e-mail marketing and added into display; e-mail marketing excluded
- Reported paid-for-search reduced by 10.0% to exclude SEO revenue
- Display reduced by 10.0% to exclude transaction-oriented payments
- In-stream video advertising estimated based on total video advertising reported by IRM and European averages
- Data was grossed up as follows based on local IAB recommendations:
  - Display – 6.0% on 75.0% of Display total
  - Video – 6.0% on 100.0% of Video total
  - Mobile advertising – 1.8% on 100.0% of Mobile total

Switzerland

- Ratecard data provided by IAB Switzerland and Media Focus
- 2014 discounts applied based on IHS estimates as follows to net figures:
  - Display – 55.1%
  - Affiliate marketing – 55.1%
- 2013 discounts applied based on IHS estimates as follows to net figures:
  - Display – 54.1%
  - Affiliate marketing – 54.1%
- Display and affiliate marketing grossed up by 15.0%
- Affiliate marketing category moved into Display

Turkey

- Net data provided by IAB Turkey
- E-mail marketing excluded
- Search is 79.0% of the sum of reported paid-for-search and search engine advertising revenues
- Classifieds and directories include only classifieds
- Mobile display and 29.0% of the sum of reported paid-for-search and search engine advertising revenues (which are in fact display ads) added into the display category
- Data grossed up as follows:
  - Display – 15.0%
  - Classifieds and directories – 15.0%
  - Paid-for-search – 15.0%
  - Mobile display – 15.0%

UK

- Display, classifieds and directories, and paid-for-search kept as reported
- Email marketing and mobile messaging excluded (from online total
- Other calculated as the difference of the total reported and total of display, classifieds and directories and paid-for-search (this includes lead-generation, social Media ad spend, solus email, audio)

OUR RESEARCH PARTNERS

About IHS

IHS (NYSE: IHS) is the leading source of information and insight in critical areas that shape today's business landscape, including energy and power; design and supply chain; defense, risk and security; environmental, health and safety (EHS) and sustainability; country and industry forecasting; and commodities, pricing and cost. Businesses and governments around the globe rely on the comprehensive content, expert independent analysis and flexible delivery methods of IHS to make high-impact decisions and develop strategies with speed and confidence. IHS has been in business since 1959 and became a publicly traded company on the New York Stock Exchange in 2005. Headquartered in Englewood, Colorado, USA, IHS employs more than 6,000 people in more than 31 countries around the world.

www.ihs.com

Founded in 1999 and headquartered in Reston, Virginia, comScore, Inc. (NASDAQ: SCOR) is a global leader in digital media analytics. comScore makes audiences and advertising more valuable by providing trusted, independent metrics that help businesses understand how people interact with content and advertising across TV and digital devices, giving a total view of the consumer. Through its products and services, comScore helps its more than 2,500 clients understand their multi-platform audiences, know if their advertising is working, and access data where they want and need it.

www.comscore.com

i-Media Research and Marketing manages key industry business, research and communications projects for IAB Europe amongst others. The company, led by Alison Fennah with over 15 years digital advertising industry experience, manages key industry research and communications projects for IAB Europe amongst others. Through its pan-European experience i-Media Research and Marketing is able to work with multiple stakeholders to initiate projects, gain buy-in and communicate effectively with a focus on delivering maximum ROI.

www.imedia-rm-co.uk

ABOUT IAB EUROPE

Our mission

IAB Europe is the voice of digital business and the leading European-level industry association for the interactive advertising ecosystem. Its mission is to promote the development of this young and innovative sector by shaping the regulatory environment, investing in research & education, and developing and facilitating the uptake of business standards.

Our research strategy

IAB Europe 'proves' the value of the online advertising industry through an ongoing programme of research driven by the Research Committee. It initiates and brings together the best of research available on the consumer and the European online advertising market through its network of members, national IABs and partners. In addition to our AdEx Benchmark study current projects and libraries include:

European Programmatic Market Sizing Study

The European Programmatic Market Sizing Study sizes the programmatic market at a European level. The numbers are based on ad spend reported by IABs, transactional data, statistical and econometric models to infer a European market size and knowledge from industry experts.

Multi-Device and Connected World Library of Research

The Multi-Device and Connected World Library of Research is a library of media consumption research that has been undertaken in Europe across multiple devices that showcases the evolving consumer landscape and its potential for advertising.

Library of Ad Effectiveness Case Studies

The Library of Ad Effectiveness Case Studies showcases the opportunities, potential and success that digital offers for brand advertisers by featuring case studies that demonstrate how a brand has achieved various KPIs through a digital or cross media campaign

IAB European Agency Snapshot Survey

The Agency Snapshot Survey provides insight into current knowledge surrounding mobile advertising and uptake within today's current media climate.

Attitudes towards Programmatic Advertising Survey (Due Q3 2015)

This survey aims to gain insight on the drivers and barriers of programmatic for advertisers, agencies and publishers in Europe and the current adoption of and attitudes toward programmatic of both the buy and sell side stakeholders.

Global Mobile Ad Revenue Report

The Global Mobile Ad Spend Report sizes the mobile advertising market at global and regional levels. The report covers 5 regions - North America, Asia-Pacific, Europe, Middle East & Africa and Latin America – and the following mobile advertising formats are included: display, search and SMS/MMS.

Consumer Barometer with Google

The new Consumer Barometer is now available with up-to-date digital consumer insights across 56 countries. Google has collaborated with IAB Europe, TNS and Hive for the 2015 version of the tool. Anyone can use the free tool to create and download customised data and market-specific information. These can help users discover anything from: how often people go online, to how many connected devices they may have, how people research and purchase online, the influence of online video on their shopping habits or the differences between generations and their online behaviour. An example of the data available in the tool can be found in section 4.

Our other committees and task forces

Policy Committee

The Policy Committee is the main vehicle for developing and executing IAB Europe's regulatory and policy strategy, delivering on the Association's aim of positively influencing the regulatory and policy environment at EU level, supporting the development of the interactive media industry, working col-

ABOUT IAB EUROPE

laboratively with other relevant EU trade bodies to influence the regulatory and policy environment.

Brand Advertising Committee

The Mission of IAB Europe's Brand Advertising Committee is to drive brand investment into digital by providing Brand Advertisers with a reliable and trusted Brand Advertising Framework for the converging digital and traditional media environment. The Framework is composed of a set of initiatives designed to be compatible with global programmes and there are three areas of focus – Ad Formats, Metrics and KPIs and Quality and Audience Segments. The Framework currently consists of ad format recommendations for PC, Tablet and Mobile, a Measurement Blueprint and a Viewable Impressions White Paper. The third pillar on Quality is currently being scoped out.

Mobile Ad Formats Task Force

The Mobile Ad Formats Task Force has analysed the mobile ad formats landscape across Europe and produced a recommended set of in-page ad formats for brand advertising on mobile platforms, the Mobile Brand Builders. The Task Force is now focusing on responsive design formats.

Programmatic Trading Committee

The IAB Europe Programmatic Trading Committee is a multi-stakeholder initiative to help Publishers, Agencies and Advertisers increase their understanding of the programmatic ecosystem and the impact it is having on digital advertising. The Committee will deliver a comprehensive pan-European programme of educational activities.

Our board

Made up of ten national IABs and ten corporate members, the Board represents the wide-ranging interests of the many stakeholders in the European digital marketing industry.

Chairman: Constantine Kamaras, (Vice-Chairman, 24 Media and Board Member, IAB Greece)
Vice-Chair: Anne Goodman (Senior VP Marketing Ad Sales, BBC Worldwide)

Our network

The IAB network represents over 90 per cent of European digital revenues and is acting as voice for the industry at National and European level.

Corporate members:

Adform, AdRoll, ADTECH, AdTruth, AOL Advertising, AppNexus, AudienceScience, BBC Worldwide, CNN, comScore Europe, Criteo, Deutsche Post, DMA Institute, eBay International Advertising, Expedia, Exponential, Fox Interactive Media, Gemius, Goldbach Media Group, Google, GroupM, Improve Digital, Integral Ad Science, Koan, MediaMath, Meetrics, Microsoft Europe, Millward Brown, Nielsen, nugg.ad, OMD, Orange Advertising Group, OpenX, PHD, Prisa, Publigroupe, PubMatic, Quantcast, Retailmenot, Rocket Fuel, Sanoma Digital, Selligent, StickyADs.tv, Teads, The Exchange Lab, Triton Digital, TrustE, United Internet Media, White & Case, Widespace, WebSpectator, Yahoo!

Country members:

Austria, Belarus, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey and United Kingdom.

AND FINALLY

Special Thanks

With sincere thanks to all the contacts at the national IABs who have supported the production of this report by supplying and explaining their data to IAB Europe.

The AdEx Benchmark Task Force has created specific Working Groups on Mobile, Video and Social Media agreeing scope of the research, methods and definitions. We would like to thank the Task Force and Working Groups for their valuable input to this process and their contribution to the production of this report.

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