



€ 46 bn

Invested in online advertising*



€ 36.4 bn

In digital advertising market value surpassing the €33.3bn European TV market**



€ 22 bn

Directed GVA* to EU-28 economy*



€113 bn

GVA to EU-28 economy including indirect effects*

ONLINE ADVERTISING: SUPPORTING EUROPE'S DIGITAL ECONOMY

Online advertising is essential to the success of the European digital market. It has a key role in helping fund digital content, online services and web applications, making them widely available at little or no cost, as well as driving growth in the digital sector. It is also fundamental to the European digital economy that promotes business and economic growth, and paves the way for broader digital innovation.



1.4 MILLION

Jobs supported by wider online ad industry*



0.9 MILLION

Jobs directly in EU-28 online ad industry*



€473 bn

GVA contributed to EU-28 economy including wider ripple effect*



5.4 MILLION

Jobs supported if broader effects are taken into account*



30.4%

Of all ad revenue generated online*



Online advertising recorded a **13.0%** growth in 2015**

*IHS Technology Study - Paving the way: how online advertising enables the digital economy of the future - 2014

**IAB Europe AdEx Benchmark Report- 2015