

DIGITAL AD SPEND STUDY

H1 2016 RESULTS

1. METHODOLOGY

- This study, carried out annually by IAB Spain since 2002, has as its main objective provide a trend report about media buying and give an investment figure for the digital advertising industry.
- This study is conducted based on the data provided by media agencies. These data have been collected following a strict confidentiality agreement signed by **PwC** with participants of this study.
- **PwC** has made the integration of data provided by the participants of this study. This added information has been provided to IAB for its processing and analysis.

- **Study type**

Tracking with bianual periodicity to a panel companies.

- **Universe**

Media agencies associated and not associated with the IAB.

- **Sample profile**

H1 2016: 9 participating companies (agency groups)

- **Selection Method**

From databases owned by IAB, an invitation was sent to participate

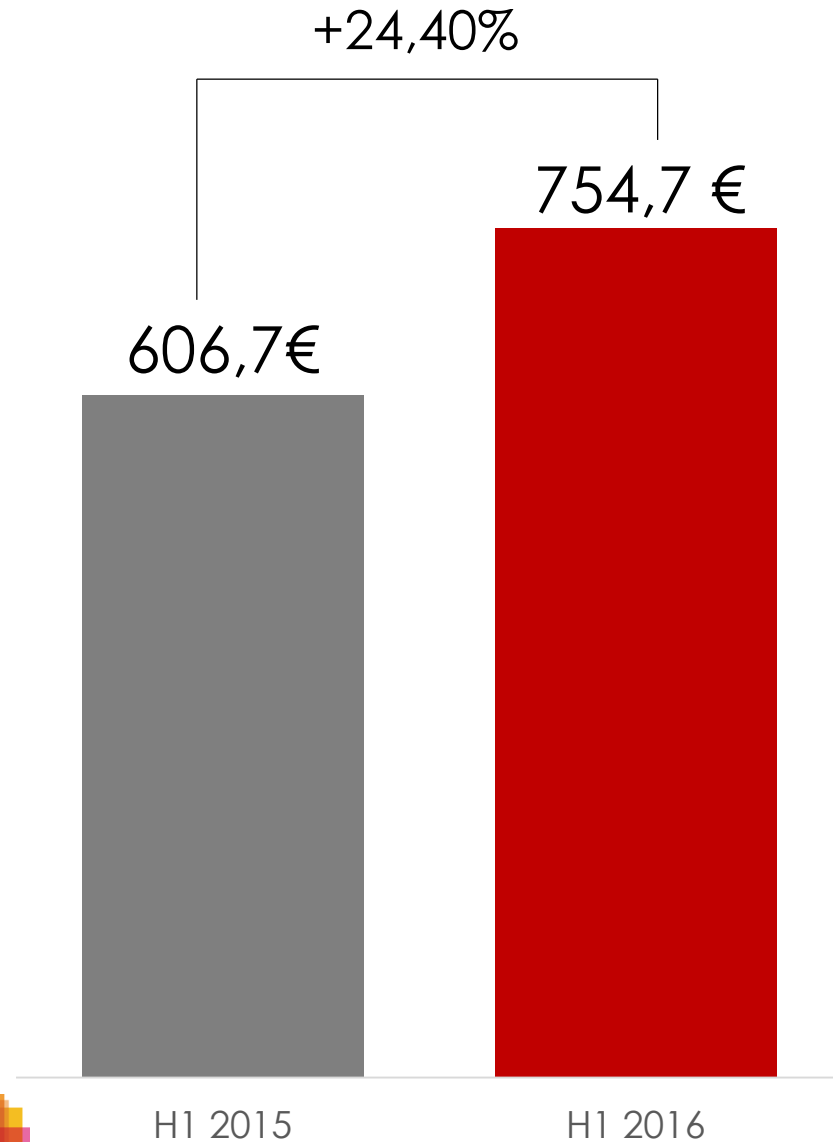
- **Type of questionnaire**

Structured (closed questions)



2. RESULTS

Results | Total Digital Ad Spend H1 2016

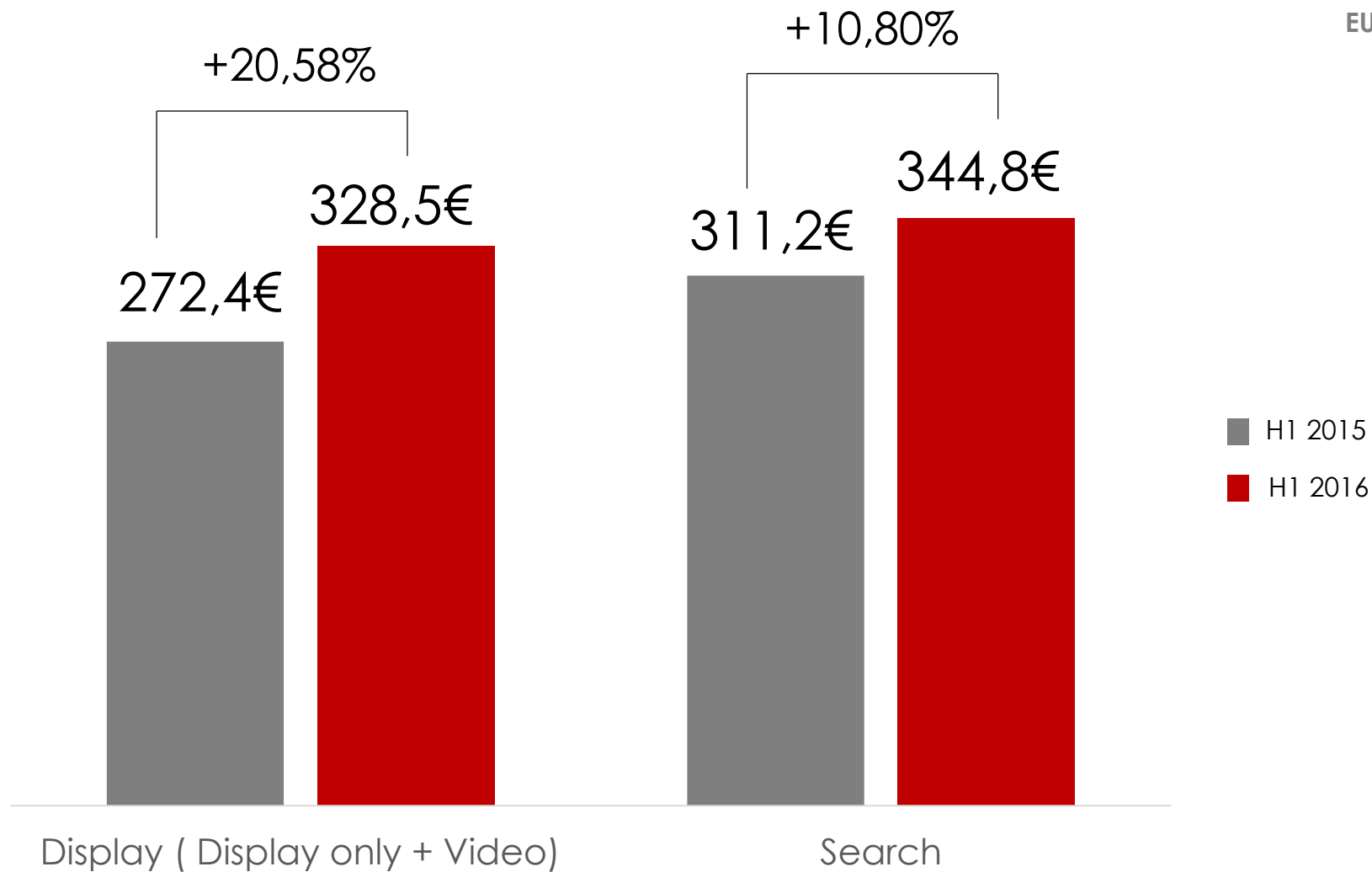


754,7 €
MILLIONS OF EUROS

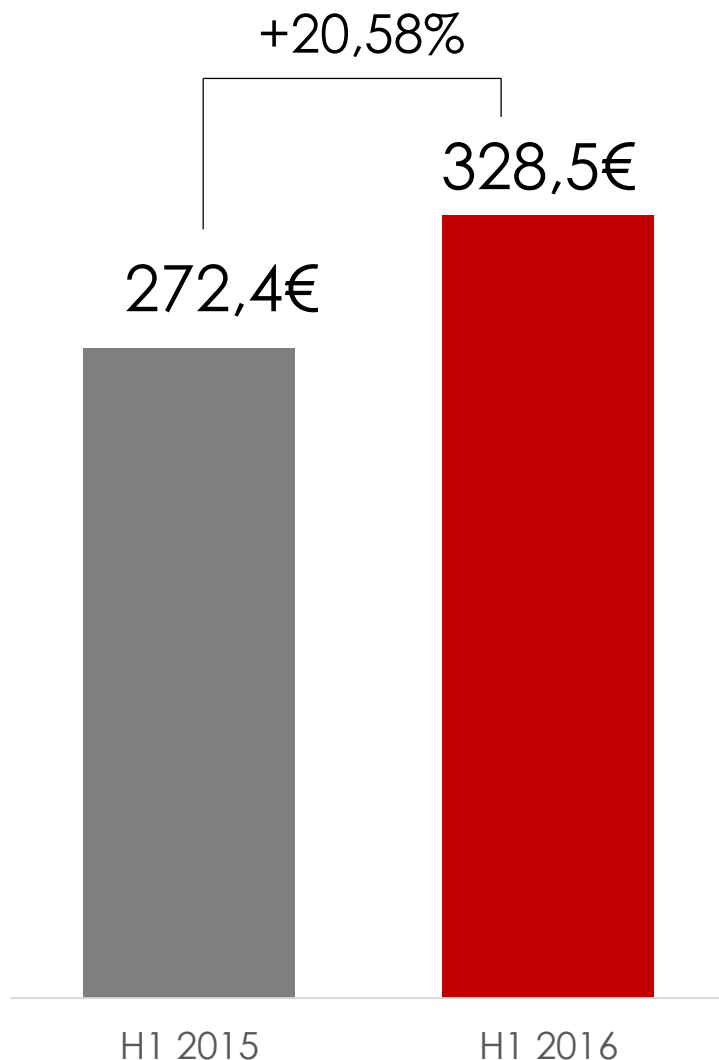
TOTAL
DIGITAL
AD SPEND
H1 2016

Results | Total Digital Ad Spend H1 2016

DATA IN
MILLIONS OF
EUROS



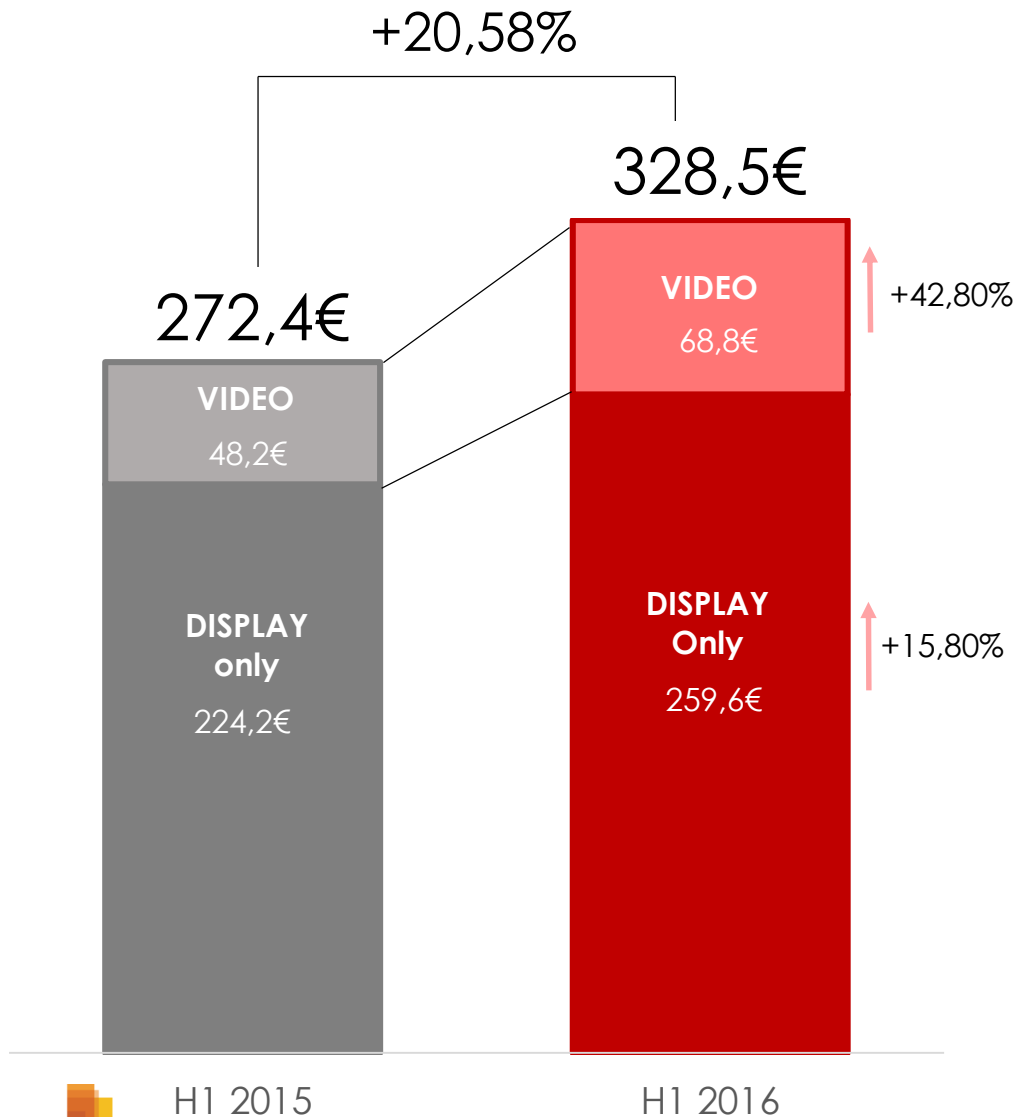
Results | Total Display Ad Spending H1 2016



328,5 €
MILLIONS OF EUROS

TOTAL
DISPLAY
AD SPENDING
(DISPLAY + VIDEO)
H1 2016

Results | Total Display Ad Spending H1 2016



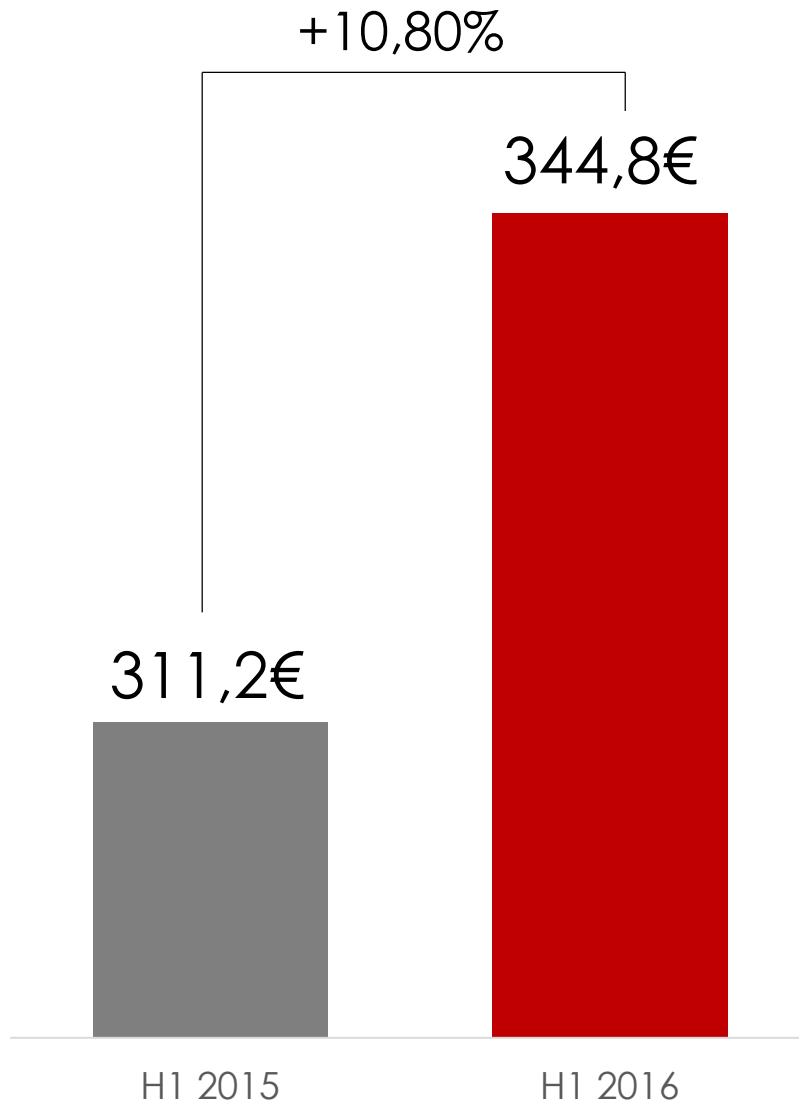
328,5 €

MILLIONS OF EUROS

TOTAL
DISPLAY
AD SPENDING
(DISPLAY + VIDEO)
H1 2016

Results

Total Search Ad Spending H1 2016

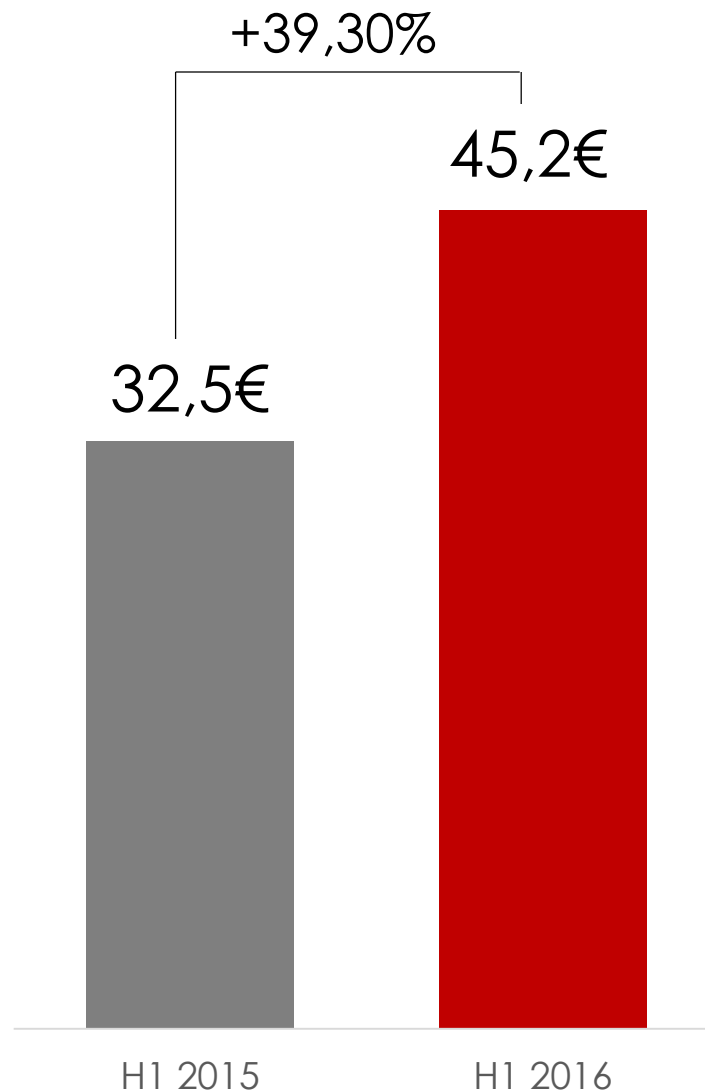


344,8 €
MILLIONS OF EUROS

TOTAL
SEARCH
AD SPENDING
H1 2016

Results

Total Mobile Ad Spending H1 2016

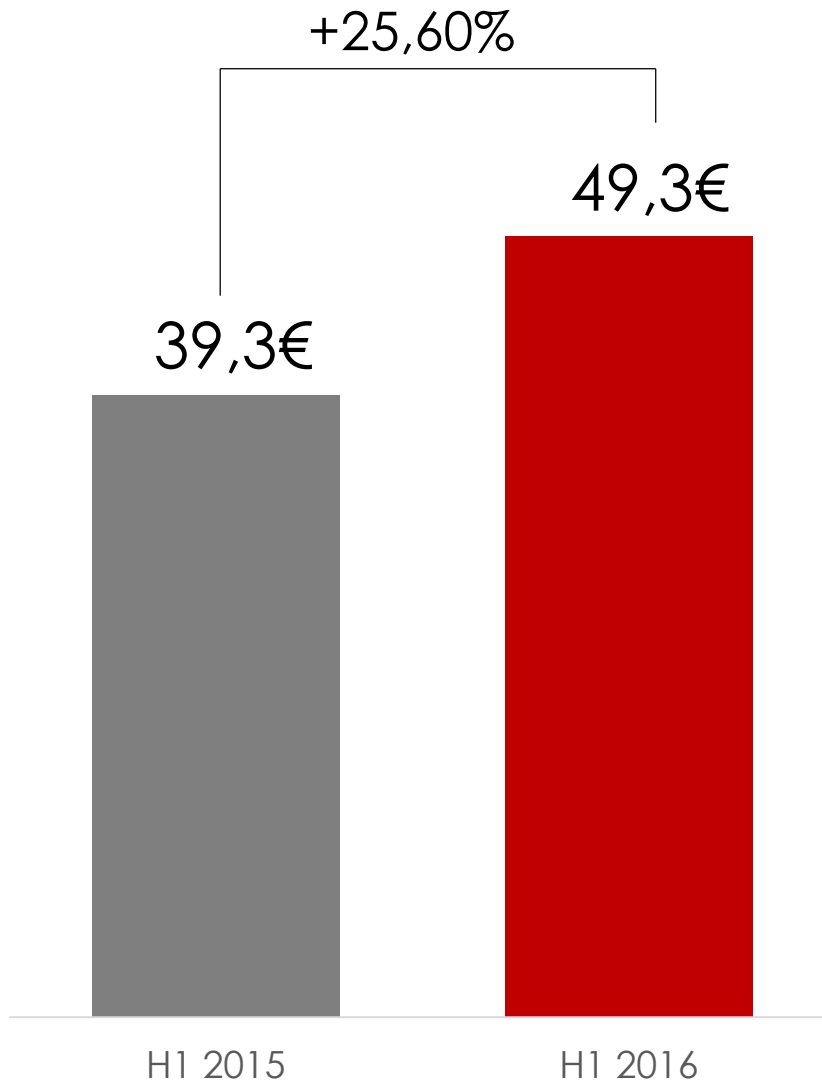


45,2 €
MILLIONS OF EUROS

TOTAL
MOBILE
AD SPENDING
H1 2016

Results | Total Programmatic Ad Spending H1 2016

DATA IN
MILLIONS OF
EUROS

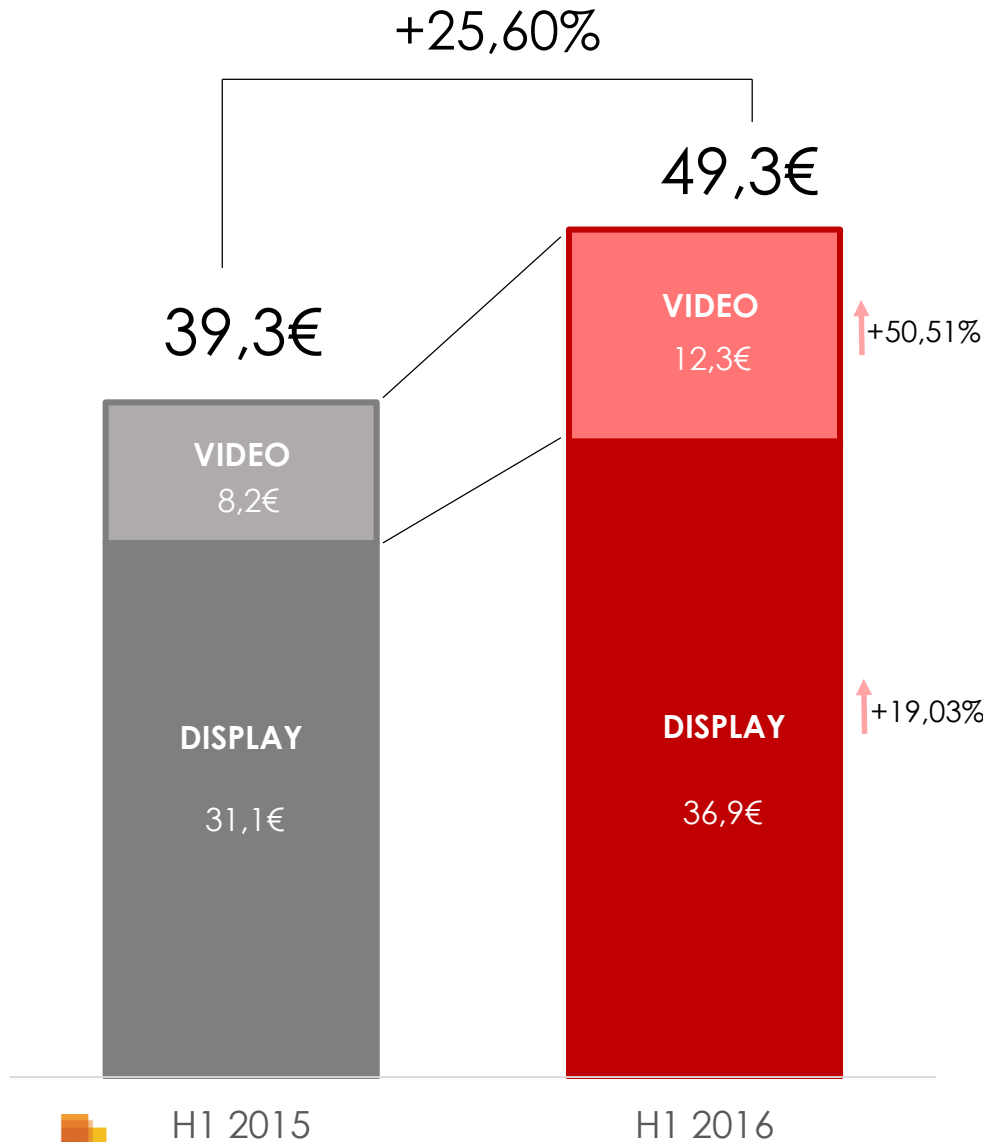


49,3 €
MILLIONS OF EUROS

TOTAL
PROGRAMMATIC
AD SPENDING
H1 2016

Results

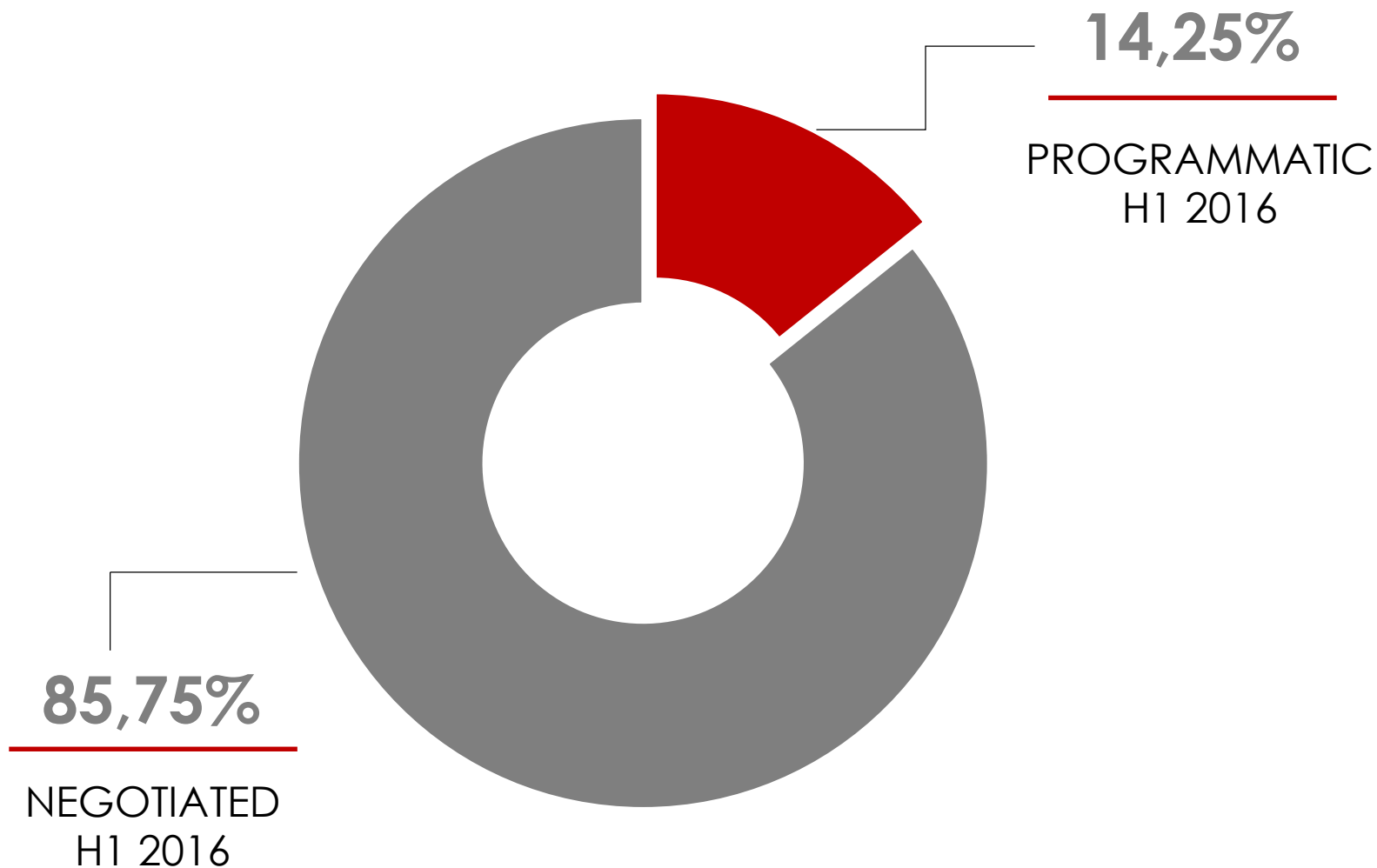
Total Programmatic Ad Spending H1 2016



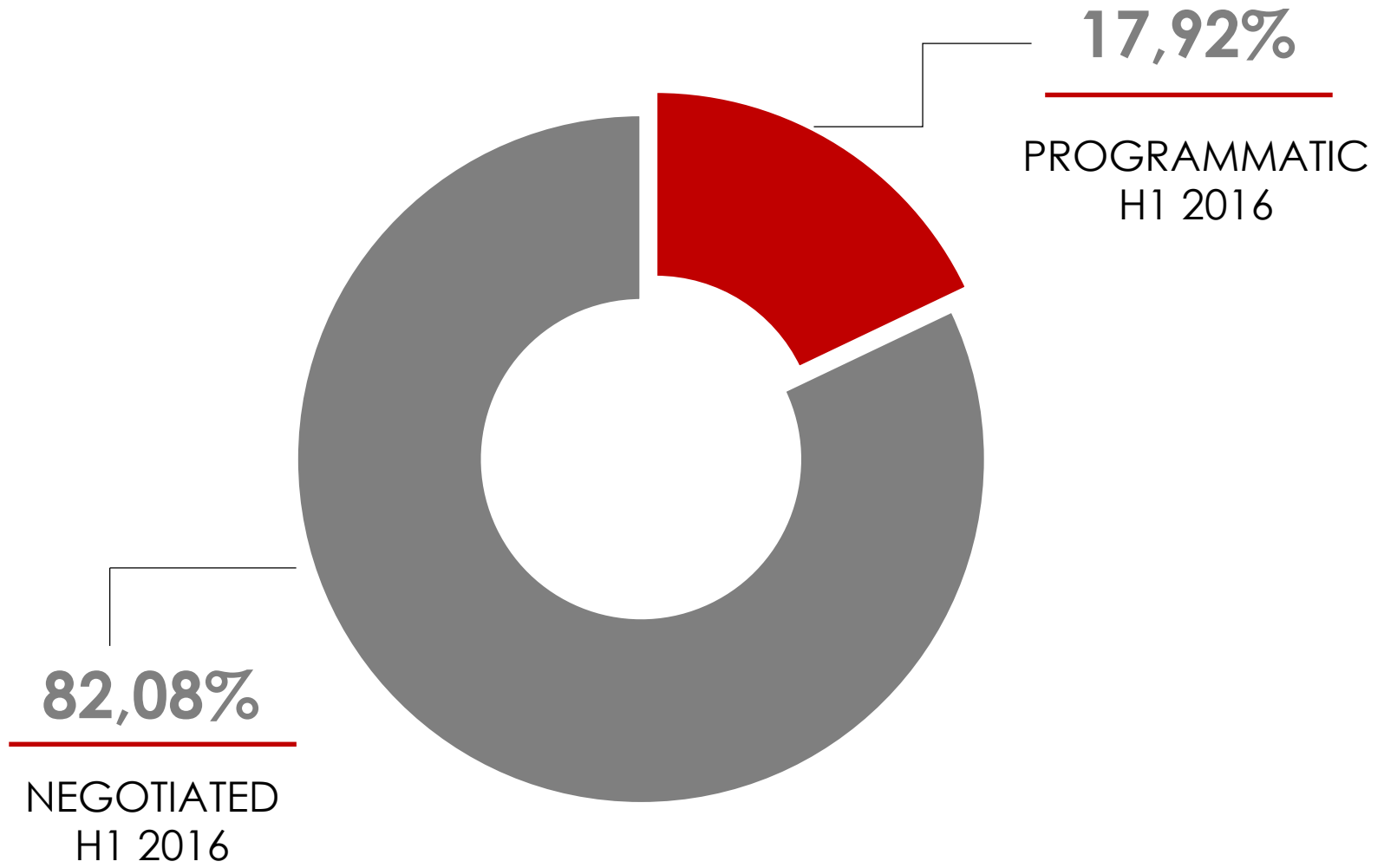
49,3 €
MILLIONS OF EUROS

TOTAL
PROGRAMMATIC
AD SPENDING
H1 2016

Results | Display Ad Spending H1 2016



Results | Video Ad Spending H1 2016



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