

AdEx 2016



Gross Bulgarian online advertising market

| | 2015 | 2016 | Growth % |
|--------------------------------|-------------|-------------|------------|
| Total | 18,0 | 22,8 | 27% |
| Display (excl. mobile & video) | 8,7 | 10,9 | 26% |
| Video display | 3,3 | 3,5 | 7% |
| Mobile display | 0,7 | 1,4 | 85% |
| Google search | 8,0 | 10,1 | 26% |
| Facebook | 8,0 | 11,2 | 39% |
| YouTube | 3,6 | 4,7 | 30% |
| CPC, CPA | 1,1 | 1,1 | 1% |
| Classifieds | 0,6 | 0,6 | -10% |
| Others | 1,2 | 1,2 | -4% |

Programmatic as a part of the net Display

