

# Total online adspend in Ireland reaches €574m for 2018

iab.ireland

The IAB Ireland PwC Online Adspend Study for 2018 (Jan to Dec) sees growth of 17% with ad revenues of €574m compared to €491m in 2017

Mobile Adspend for 2018 is now 66% of total digital spend at €376m

Irish Mobile Adspend represents over €2 in every €3 of total digital adspend

pwc

## Introduction

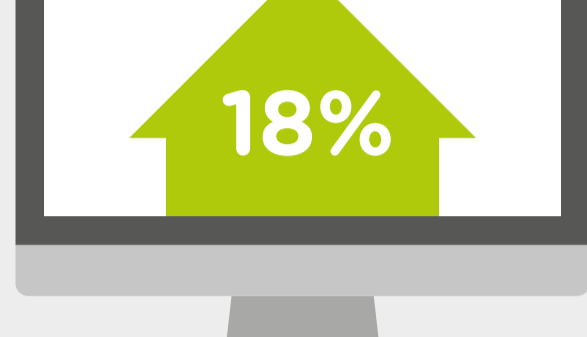
The Internet Advertising Bureau (IAB) has been working with PwC since 1997 to survey the value of online adspend in Europe and North America.

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

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

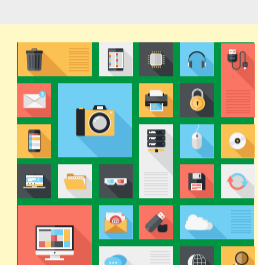
## Digital advertising formats (desktop and mobile)

**Display:** Display advertising holds a **44%** share with a spend of **€250m** – an increase of **18%** on 2017.



Paid for Search Advertising has grown **17%** YOY with a **50%** share of total online adspend at **€286m** in 2018.

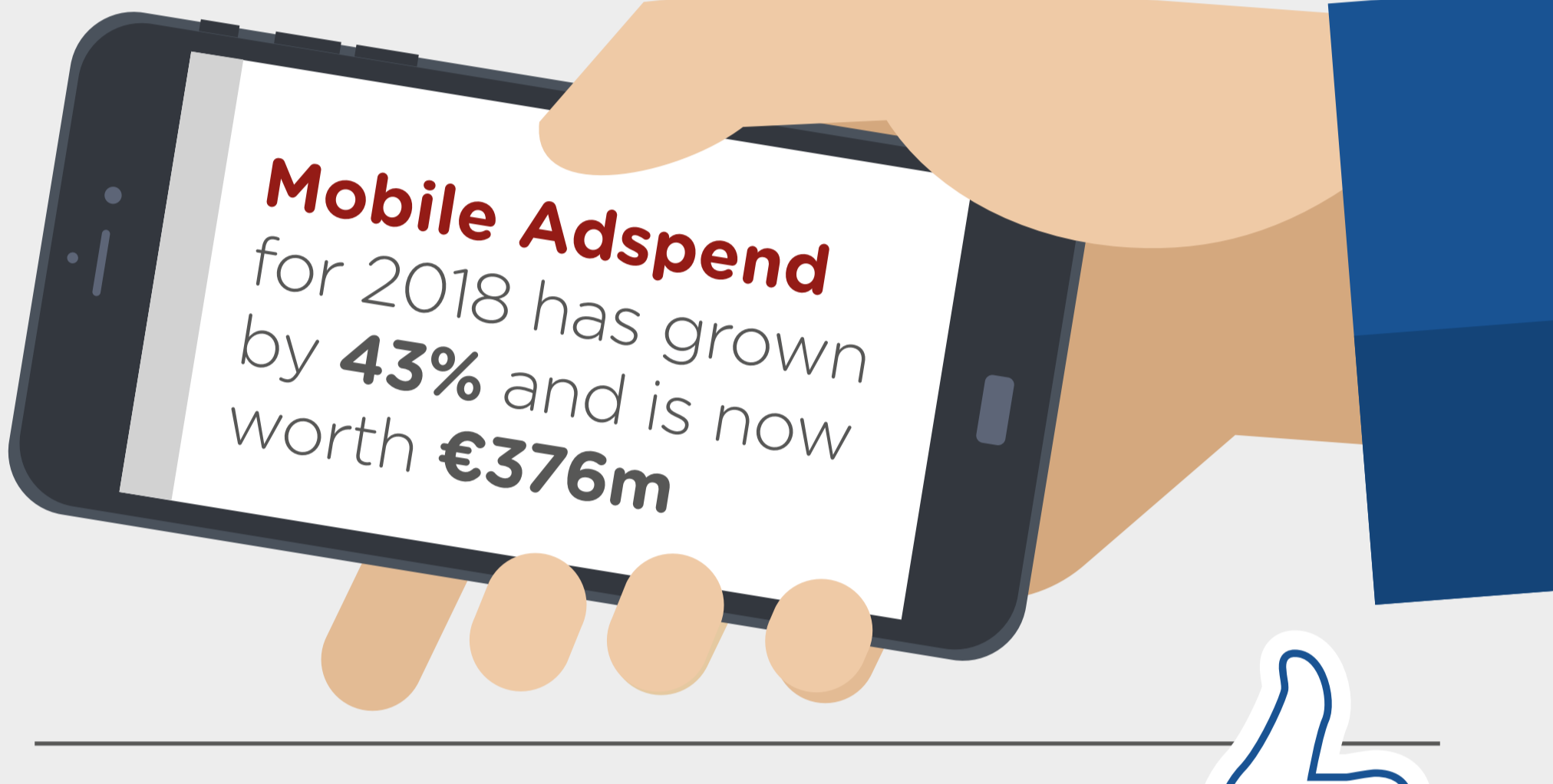
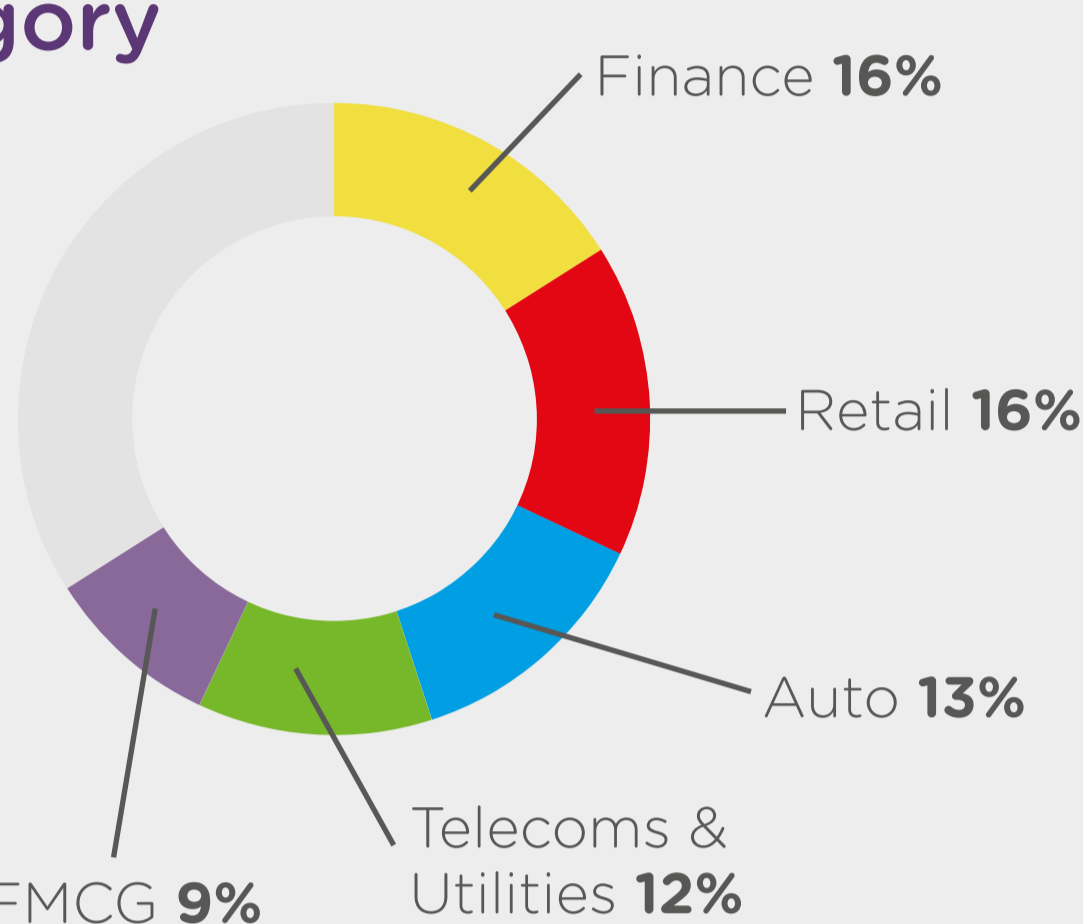
Search



**Classified:** Classified advertising performed well with 10% growth year on year, and a 7% share of total online spend at €38m in 2018

## Cross-platform display adspend by advertising category

**Finance and Retail** are the top spending categories with publishers / adnetworks in digital display advertising, with a category share each of **16%**. Auto comes next with a share of **13%**.



## (Desktop and Mobile) Social Media

saw a spend of **€161m** in 2018 up from **€123m** in 2017, representing a growth of **31%**



## VOD Advertising

Video advertising grew by **34%** to reach a spend of **€91m** in 2018 reflecting brand advertisers' strong commitment to this format.

share

link

+34%

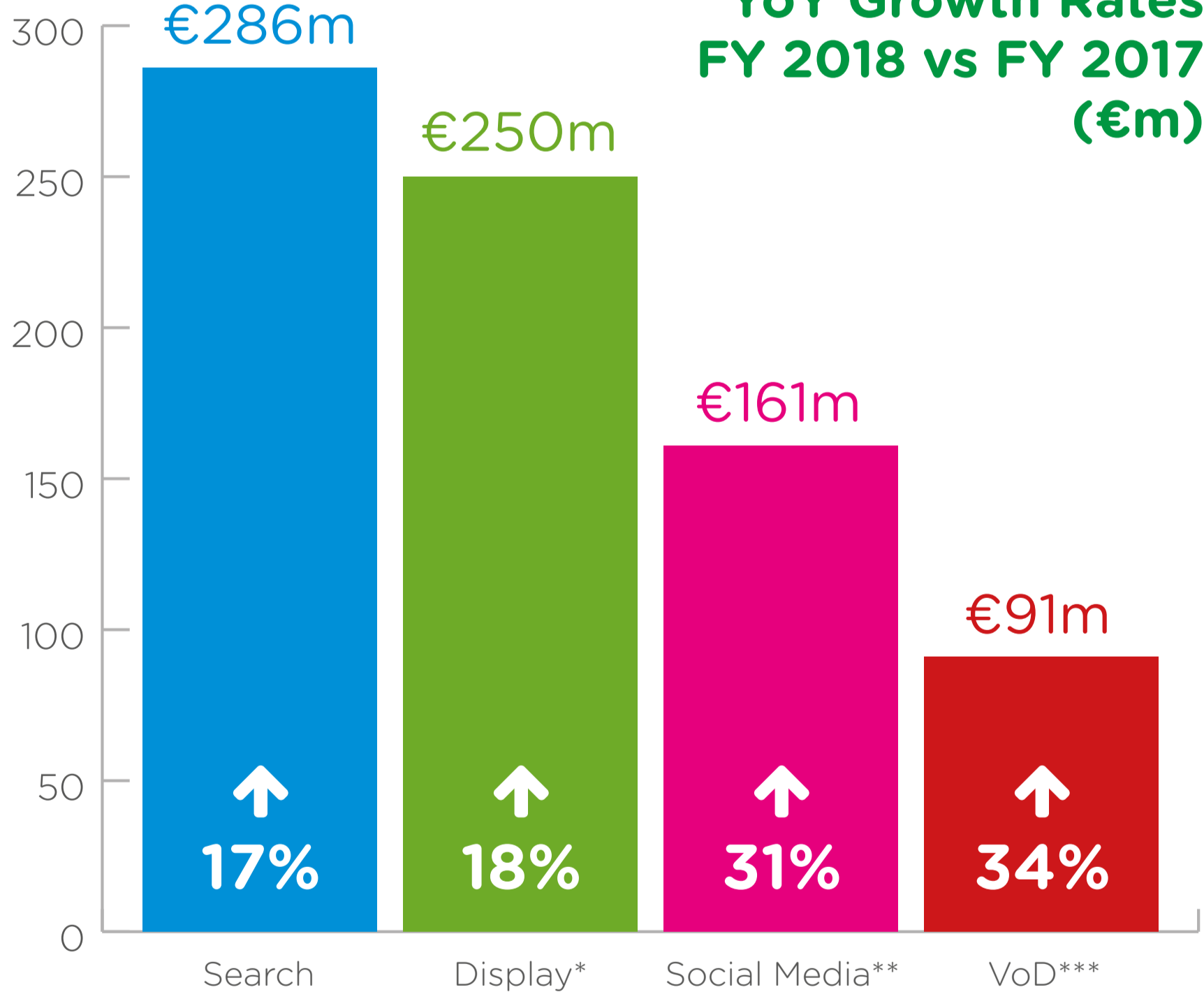


## Native Advertising

Native formats (excluding social media) grew by **15%**. This was largely attributable to growth in Premium Publisher Controlled Content and Discovery / Recommendation units.



## YoY growth rates for selected digital formats



Please note the formats are not mutually exclusive - there is some overlap across formats

All growth figures are cross-platform

\*Display includes social media, native, VOD, email, embedded / interruptive formats, digital audio, email and network-related advertising

\*\*Social Media includes: social VOD, social native (in-feed) and social display

\*\*\*VOD includes social VOD

Figures and percentages are rounded

## Key Drivers for Digital Adspend growth

### 1) Mobile devices are an integral part of consumers' daily lives

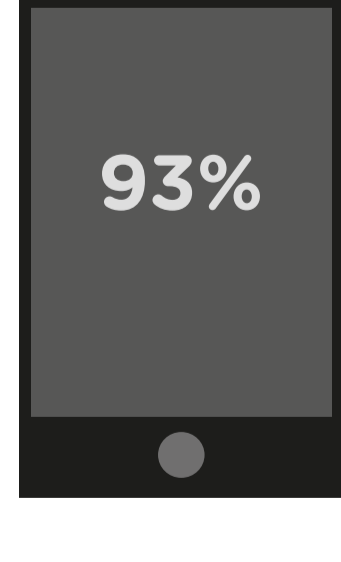
**90%** of Irish internet users have smartphones\*

The most popular activity on smartphones is finding information on goods and services (**88%**), followed by email (**84%**), then social networking (**73%**) and reading/downloading online news (**73%**)\*

**83%** of Irish consumers shopped online (in the previous 3 months) - **60%** on a PC, **46%** on a smartphone (**60% for 18-44's**). Mobile shopping is growing fast due to both convenience and improved mobile retail experiences.\*\*

Sources: \*Information Society Statistics - Households 2018 (CSO)

\*\*IAB Ireland / RedC Research & Marketing: The Digital Savvy Consumer 2018



### 2) The top 5 Channels for Irish marketers 'further investment are Digital'

More than **1 in 3** Irish marketers (**37%**) are going to increase their marketing spend in **2018**

### 3) The top 5 Channels for further Investment are Digital:

**49%** will invest more in Social Media, **28%** in Content Marketing, **25%** in Search, **24%** Digital Video and **24%** in online display/programmatic

Source: MediaCom Ireland's Association Sentiment Survey 2018. In association with The Irish Times and the Marketing Institute

