

DIGITAL AD SPEND STUDY FOR 2020

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IAB ADEX DIGITAL AD SPEND STUDY

- IAB (Interactive Advertising Bureau) AdEx reports are the industry benchmark numbers worldwide
- The first AdEx report was published for the US market in 1996
- IAB Europe started to publish its Pan-European AdEx study in 2006
- IAB Serbia joined in 2012

METHODOLOGY

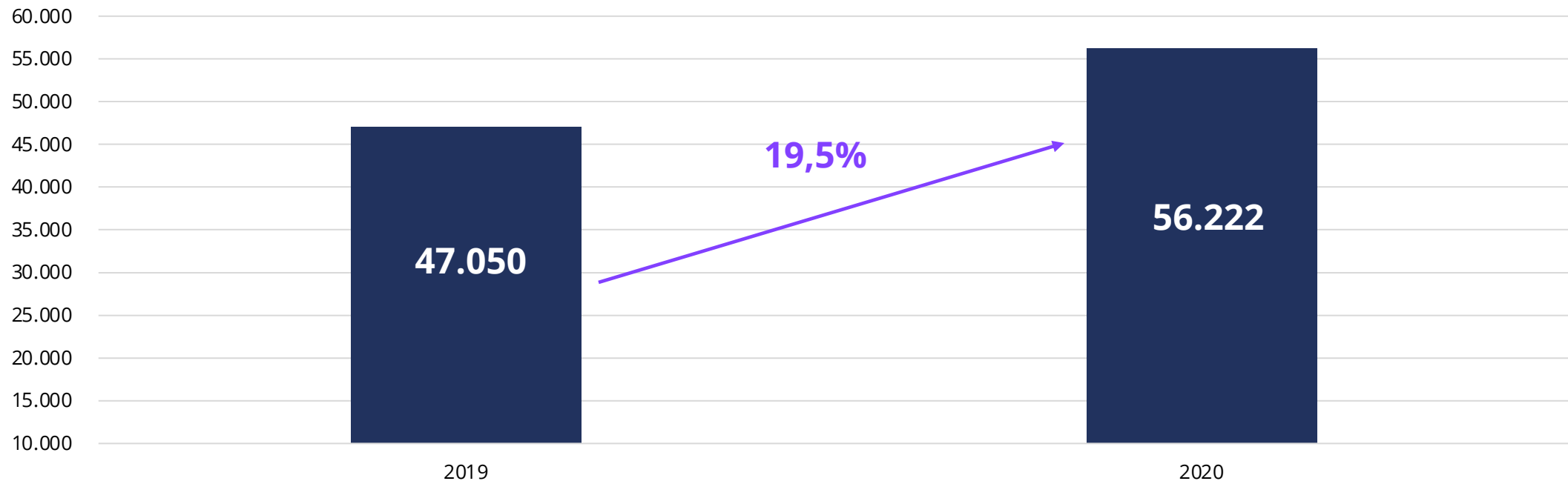
- IAB Europe introduced a new methodology in 2015
- The study analyzes the gross digital ad spend
- Mobile ad spend is a sub-segment while Display and Search include mobile (not affecting the total)
- This study is a result of research, calculation and estimation of IAB Serbia expert team consisting of key industry players

**Market ad spend in 2020:
€ 56,22 million**

Digital Advertising Market Growth

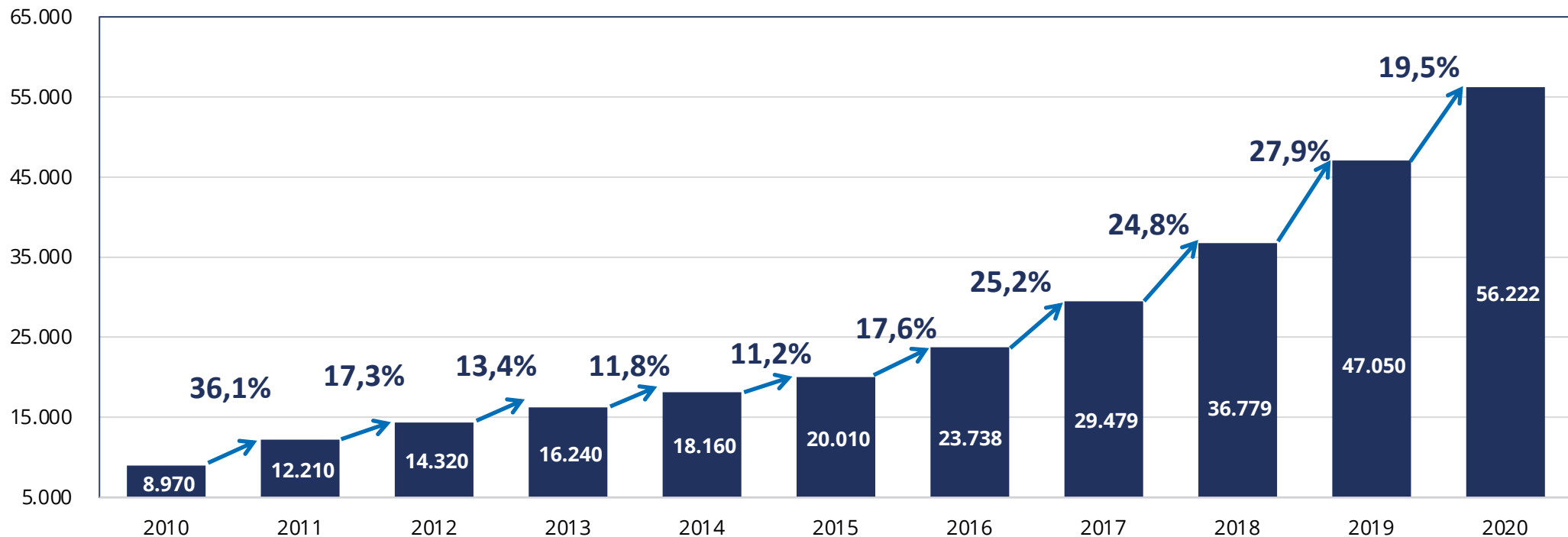
30,770

Total YoY market growth 2019 - 2020 ('000 €)



Digital Advertising Market Growth

Total YoY market growth 2010 – 2020 ('000 €)



KEY SEGMENTS



DISPLAY



PAID SEARCH



**CLASSIFIEDS
AND
DIRECTORIES**



Market Value by Key Segments in 2020

DISPLAY



€ 36,96 mil
+16%

PAID SEARCH



€ 8,7 mil
+30%

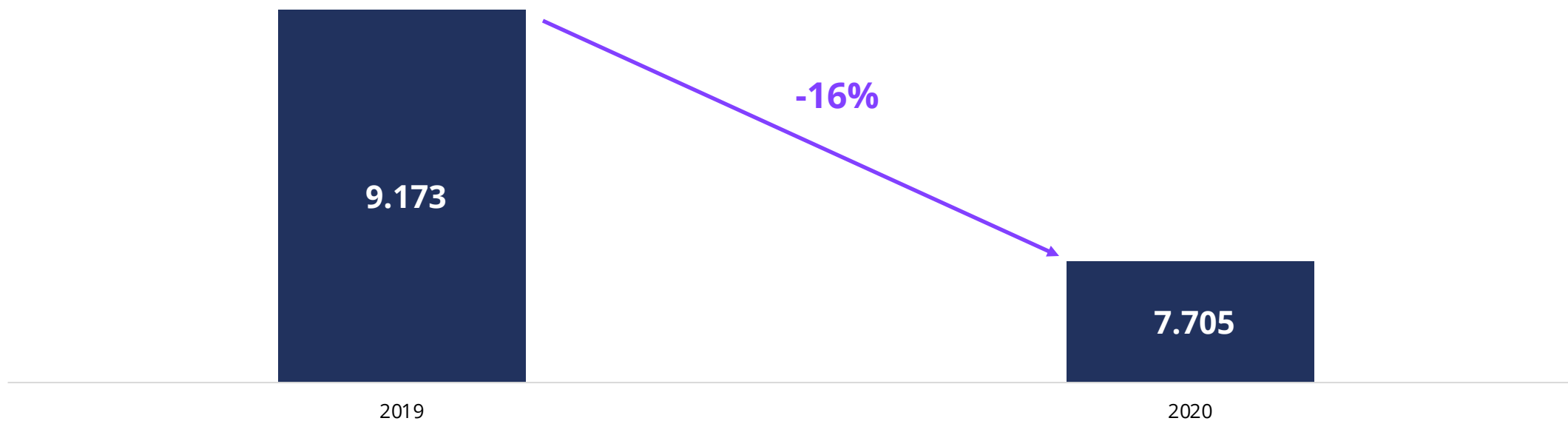
CLASSIFIEDS AND DIRECTORIES



€ 7,5 mil
+21%

LOCAL DISPLAY MARKET VALUE

Total YoY market 2019 - 2020 ('000 €)



MOBILE ADVERTISING

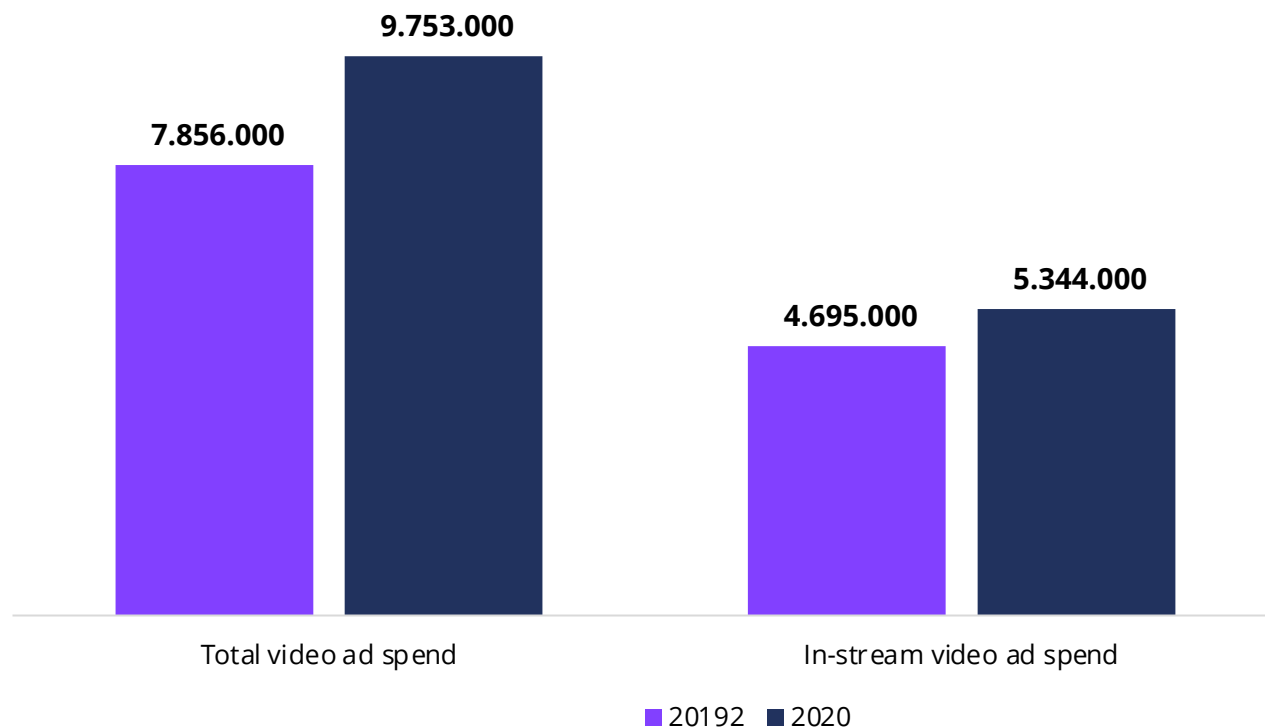
- Estimated mobile ad spend in 2020:

€ 44,23 mil

+45.89%



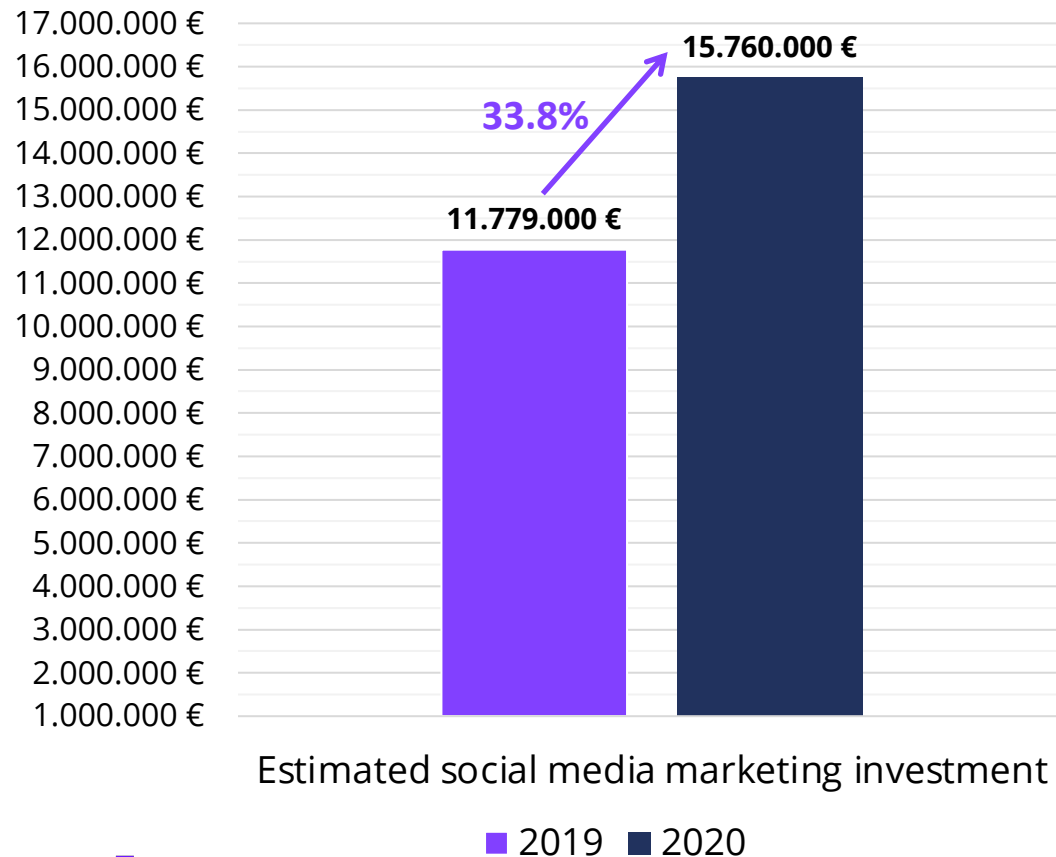
ONLINE VIDEO ADVERTISING



Estimated online video market
value in 2020:

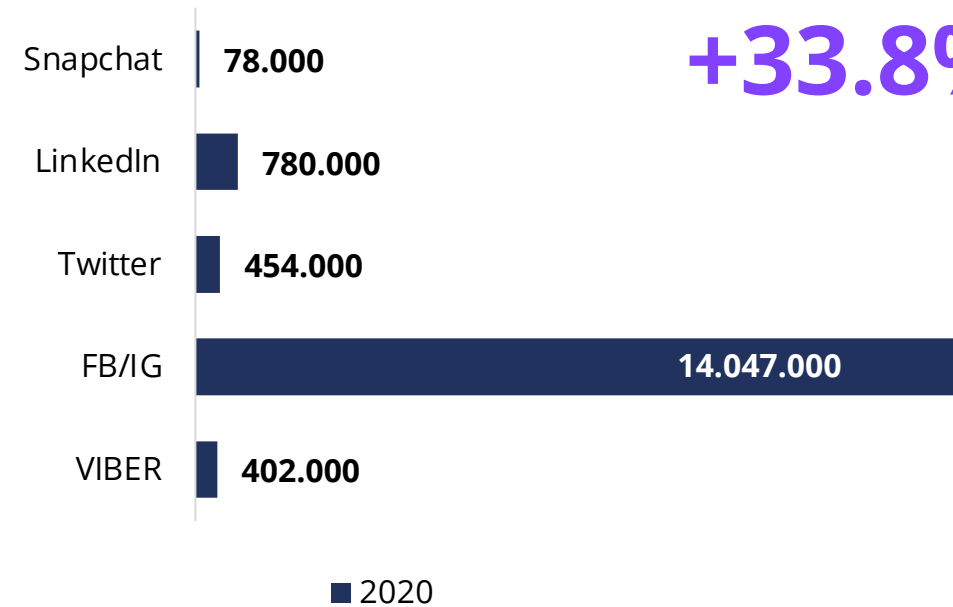
€ 9,75 mil
+24,1%

SOCIAL MEDIA MARKETING

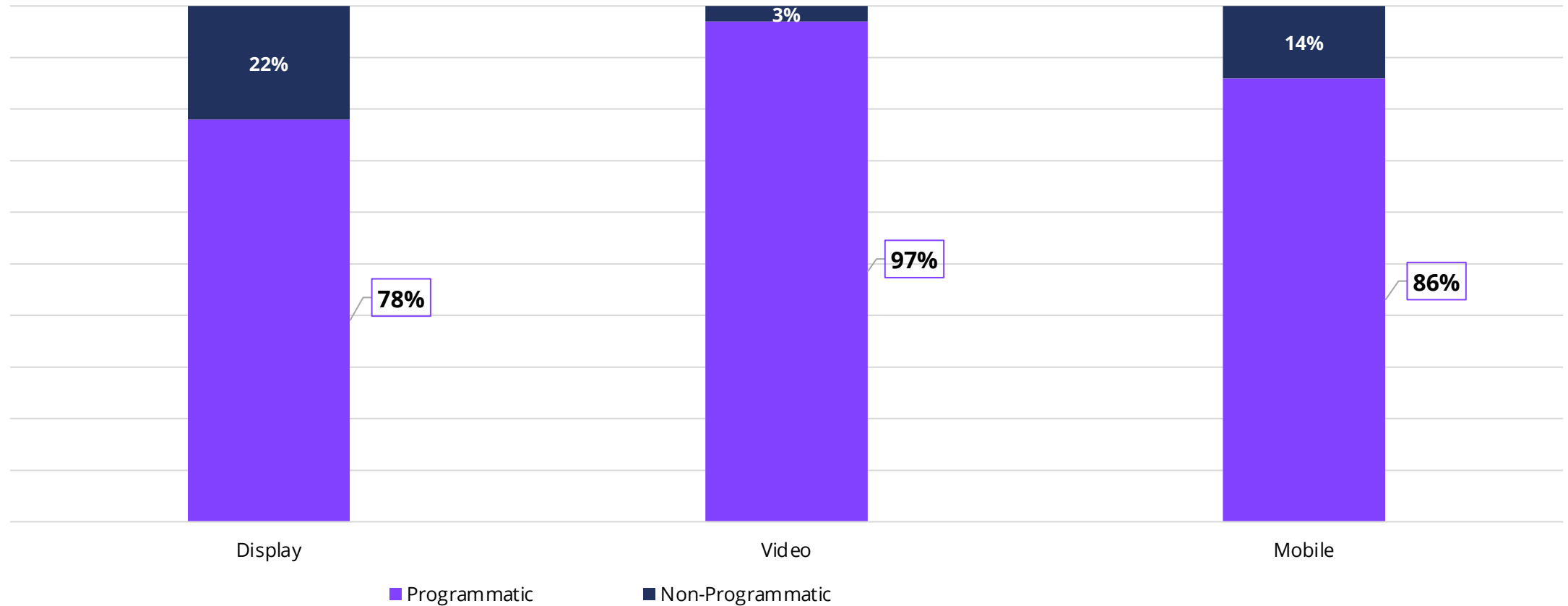


Estimated social media marketing
value in 2020:

€ 15,76 mil
+33.8%



PROGRAMMATIC AD SPEND



KEY TAKEAWAYS:

- Digital market value **€ 56,22M** in 2020
- Strong growth of **19,5%**
- MOBILE has the highest investment growth (**45.89%**), followed by SOCIAL advertising (**33%**) and SEM (**30%**)
- *LOCAL DISPLAY drops significantly (**16%**)*



Professionalise



Protect



Promote



Prove

For more info contact contact@iab.rs