



DIGITAL AD SPEND STUDY FOR 2021.

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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

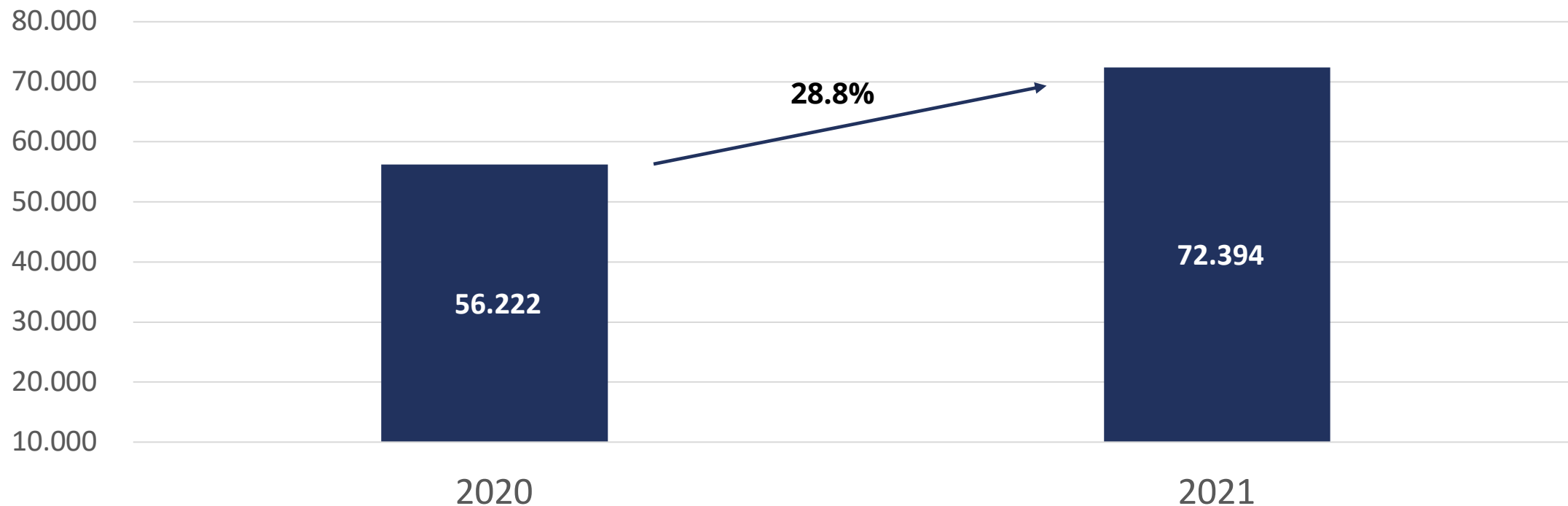
- IAB Europe introduced a new methodology in 2015
- The study analyzes the gross digital ad spend
- Mobile ad spend is a sub-segment while Display and Search include mobile (not affecting the total)
- This study is a result of research, calculation and estimation of IAB Serbia expert team consisting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

**Market ad spend in 2021:
€ 72,39 million**

Digital Advertising Market Growth

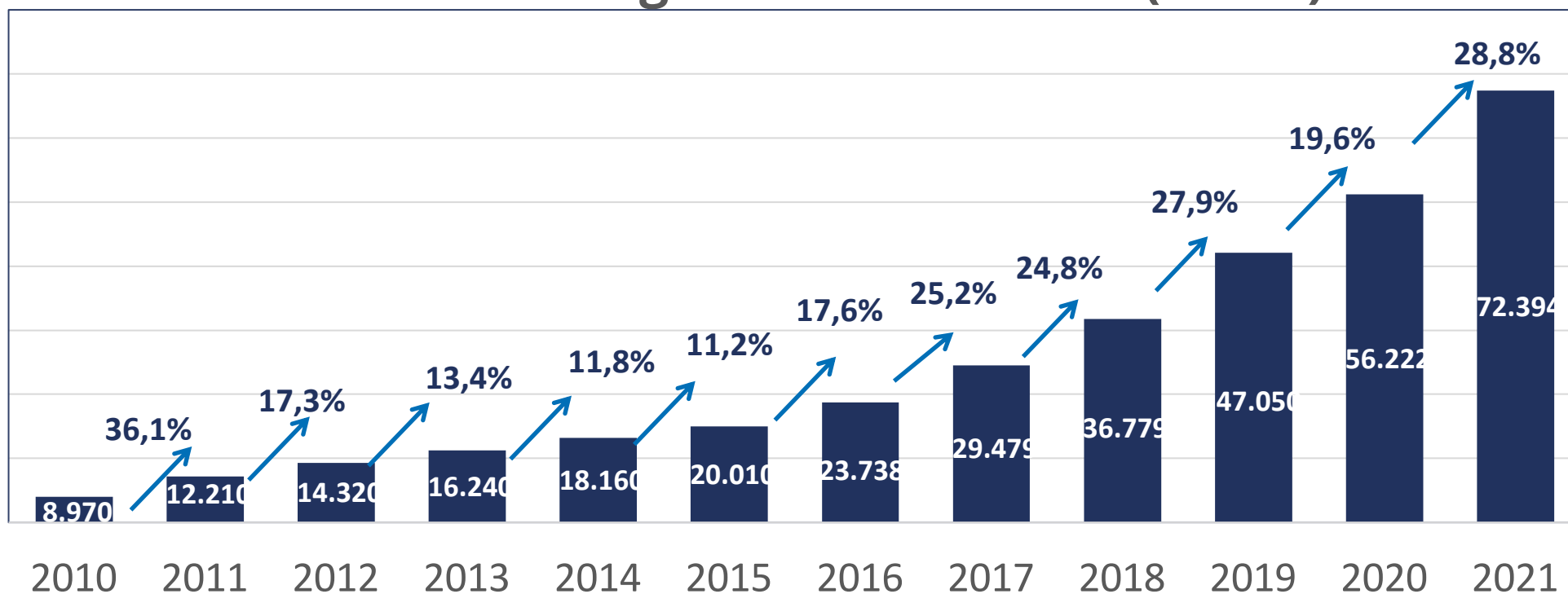
80.770

Total YoY market growth 2020 - 2021 ('000 €)



Digital Advertising Market Growth

Total YoY market growth 2010 – 2021 ('000 €)



KEY SEGMENTS



DISPLAY



PAID SEARCH



**CLASSIFIEDS
AND
DIRECTORIES**



Market Value by Key Segments in 2021

DISPLAY



€ 46,77 mil
+26,5%

PAID-FOR SEARCH



€ 12,19 mil
+40%

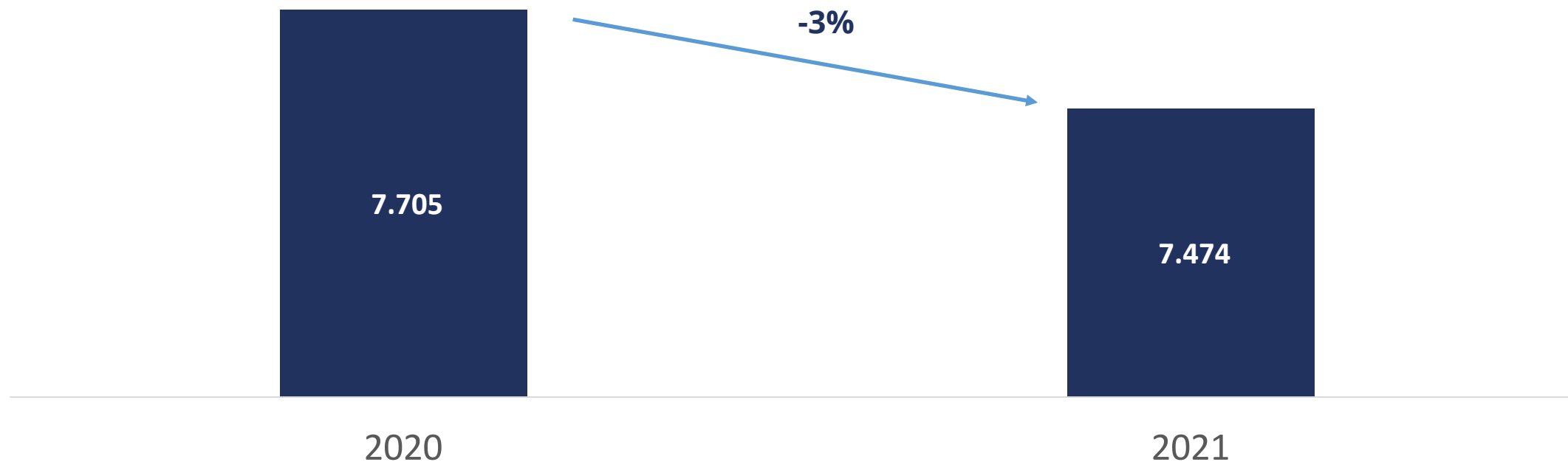
CLASSIFIEDS AND DIRECTORIES



€ 9,1 mil
+21%

LOCAL DISPLAY MARKET VALUE

Total YoY market 2020 - 2021 ('000 €)



MOBILE ADVERTISING

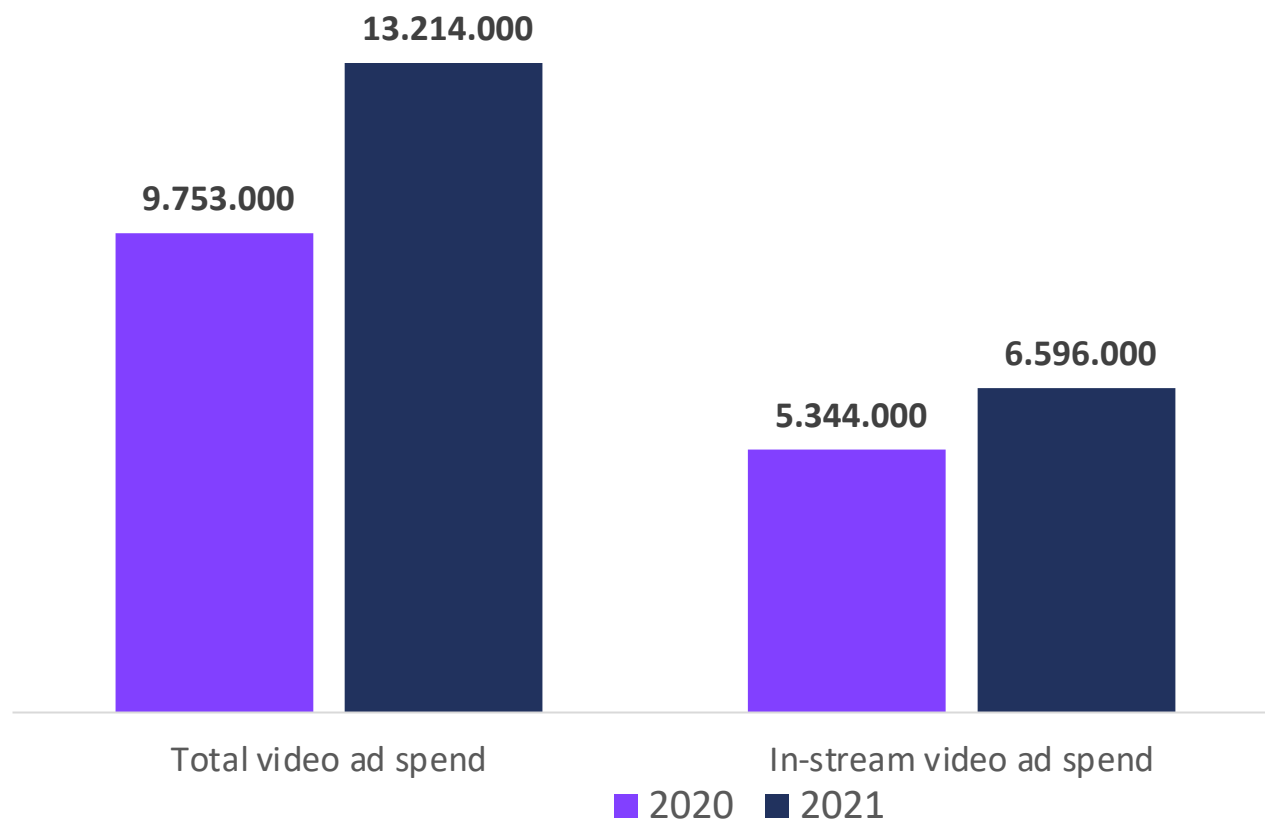
- Estimated mobile ad spend in 2021:

€ 57.1 mil

+29%



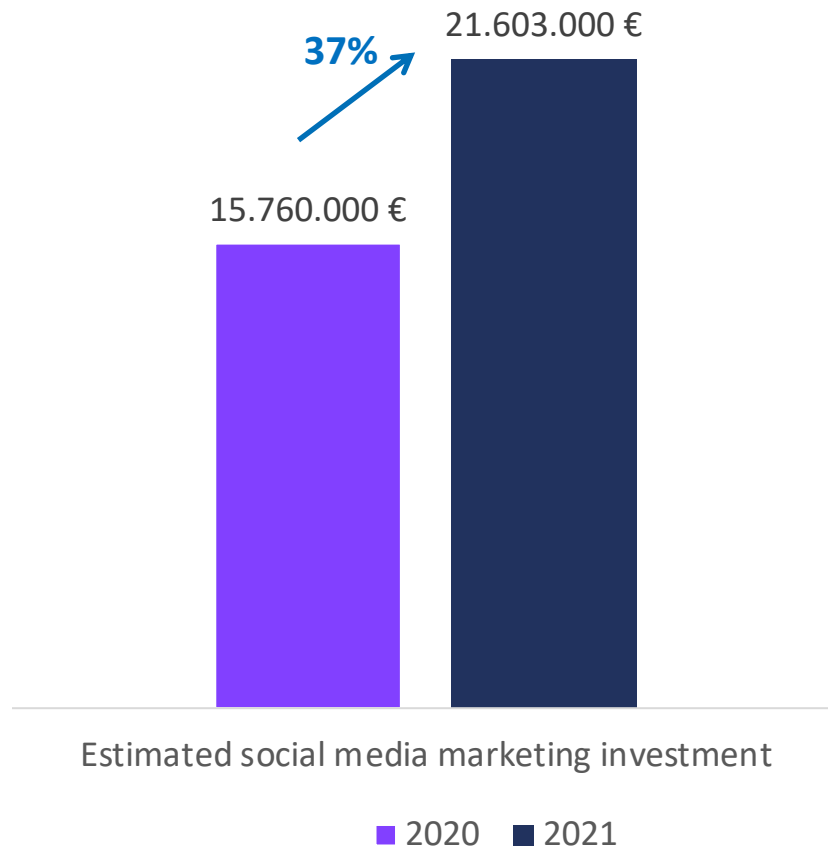
ONLINE VIDEO ADVERTISING



Estimated online video market
value in 2021:

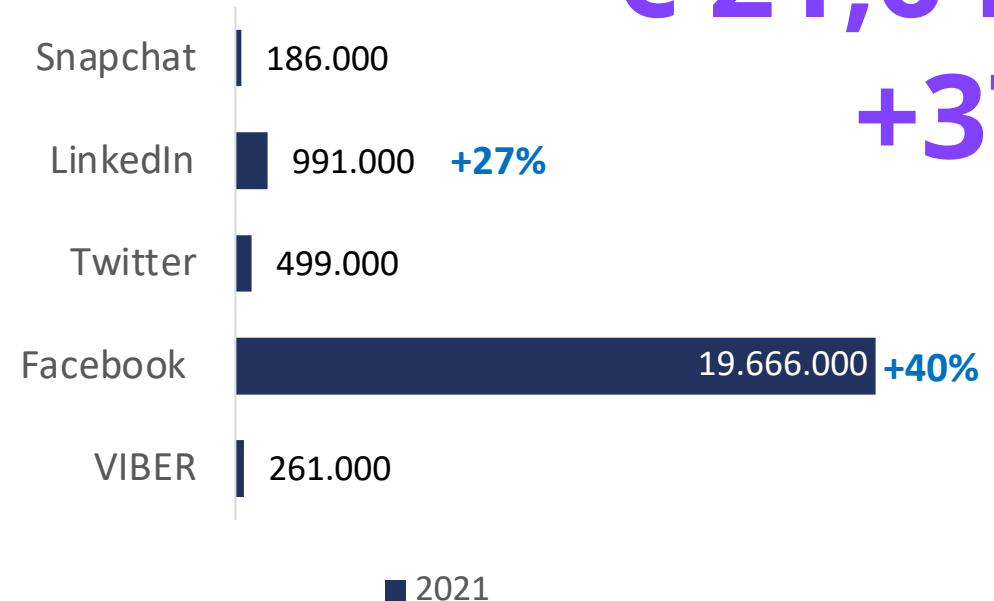
€ 13,2 mil
+35,5%

SOCIAL MEDIA MARKETING



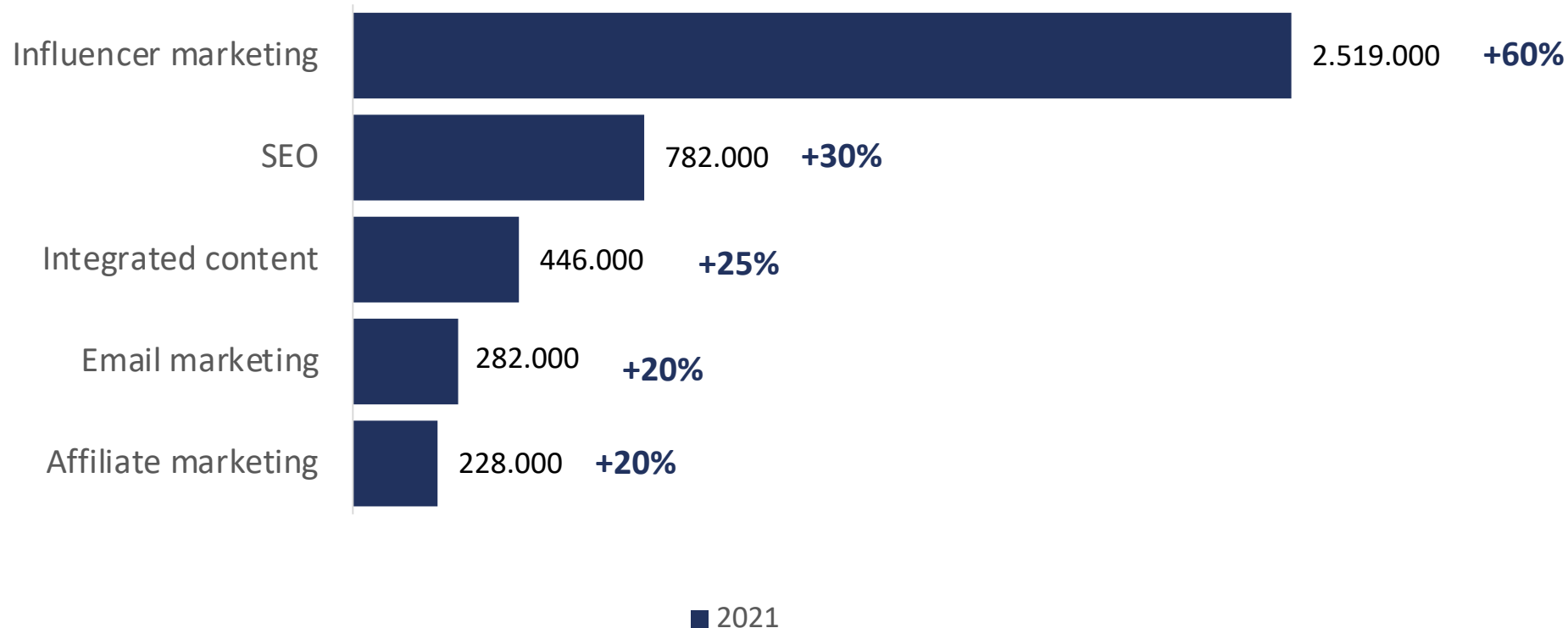
Estimated social media marketing value in 2021:

€ 21,6 mil
+37%

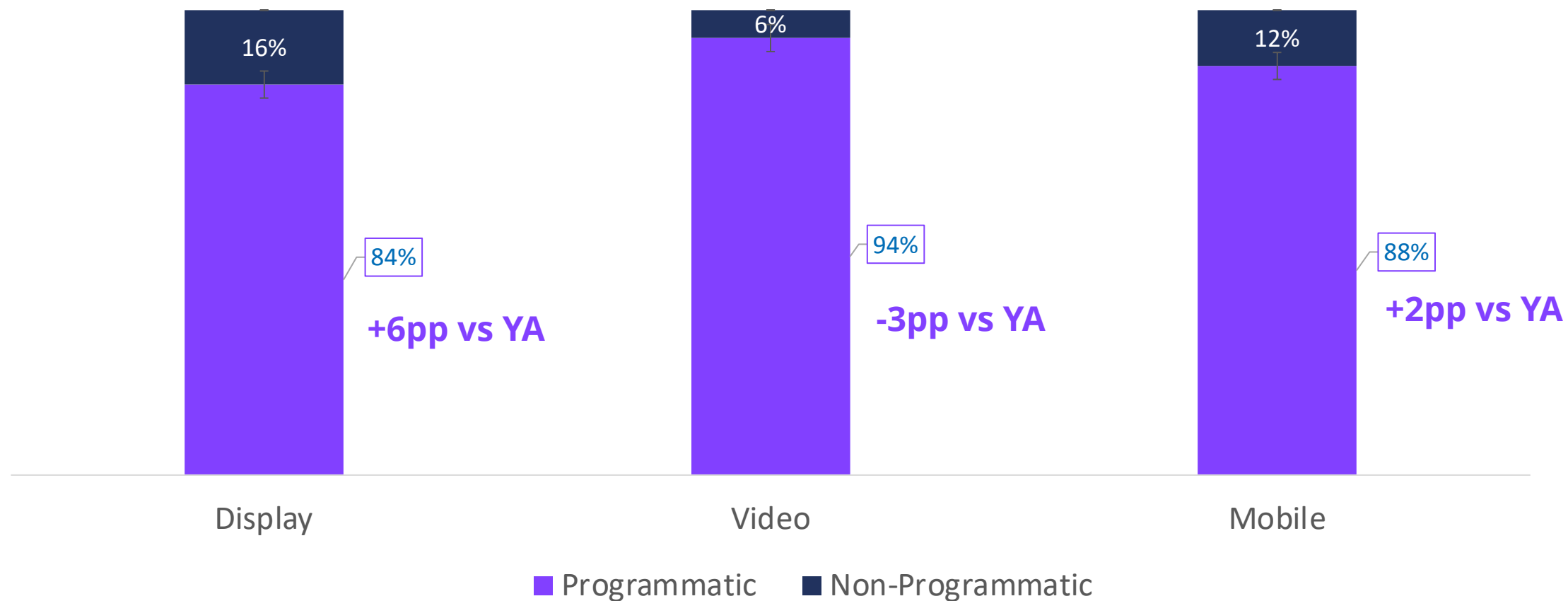


OTHER CHANNELS

2021 market value estimation



PROGRAMMATIC AD SPEND



KEY TAKEAWAYS:

- Digital market value **€ 72,39M** in 2021.
- Strong growth of **28.8%**, close to European level of **30.5%**
- Among top segments **SEARCH** has the highest investment growth (**40%**), followed by **SOCIAL (37%)** and **VIDEO** advertising (**35.5%**)
- **SOCIAL** represent **29%** of total digital investment in 2021.
- **INFLUENCER MARKETING** still on the rise, with a strong growth of **60%**
- Digital ad spend per capita still one of the lowest in Europe (10 eur), compared to European average of 115 eur
- **LOCAL DISPLAY** the only segment with a decline (**-3%**)



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Promote



Prove

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