

adex

2017

Digital Ad Spend Study for 2017

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

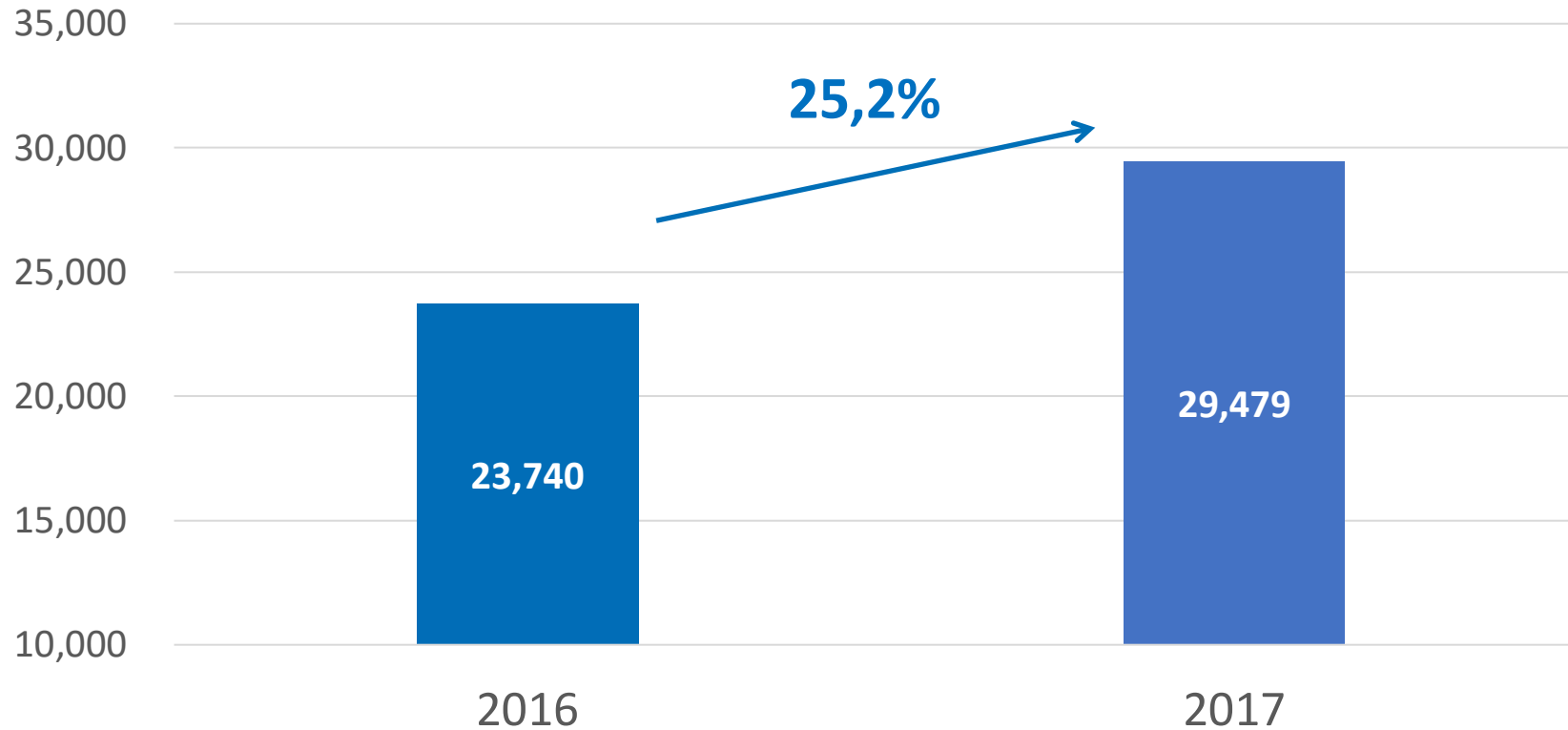
METHODOLOGY

- IAB Europe introduced a new methodology in 2015
- The study analyzes the net 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 calculation, research and estimation of IAB Serbia expert team

**Net market ad spend in 2017:
€ 29,48 million**

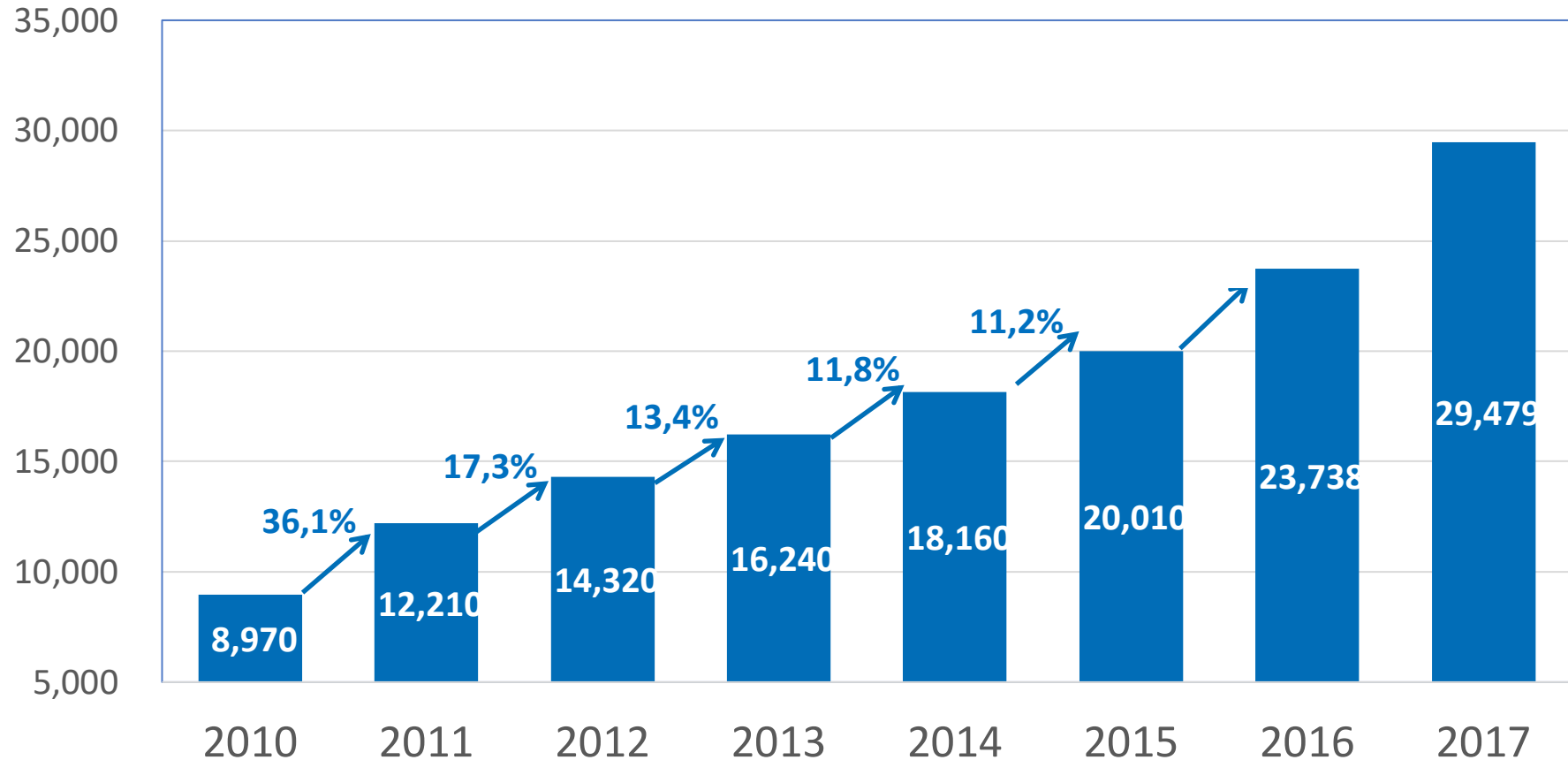
Digital Advertising Market Growth

Total YoY market growth 2016 - 2017 ('000 €)



Digital Advertising Market Growth

Total YoY market growth 2010 - 2017 ('000 €)





Key Segments

DISPLAY



PAID SEARCH



**CLASSIFIEDS
AND
DIRECTORIES**



Market Value

by Key Segments in 2017

DISPLAY

AD



€ 21,20 mil
+26%

**PAID-FOR
SEARCH**



€ 4,21 mil
+22%

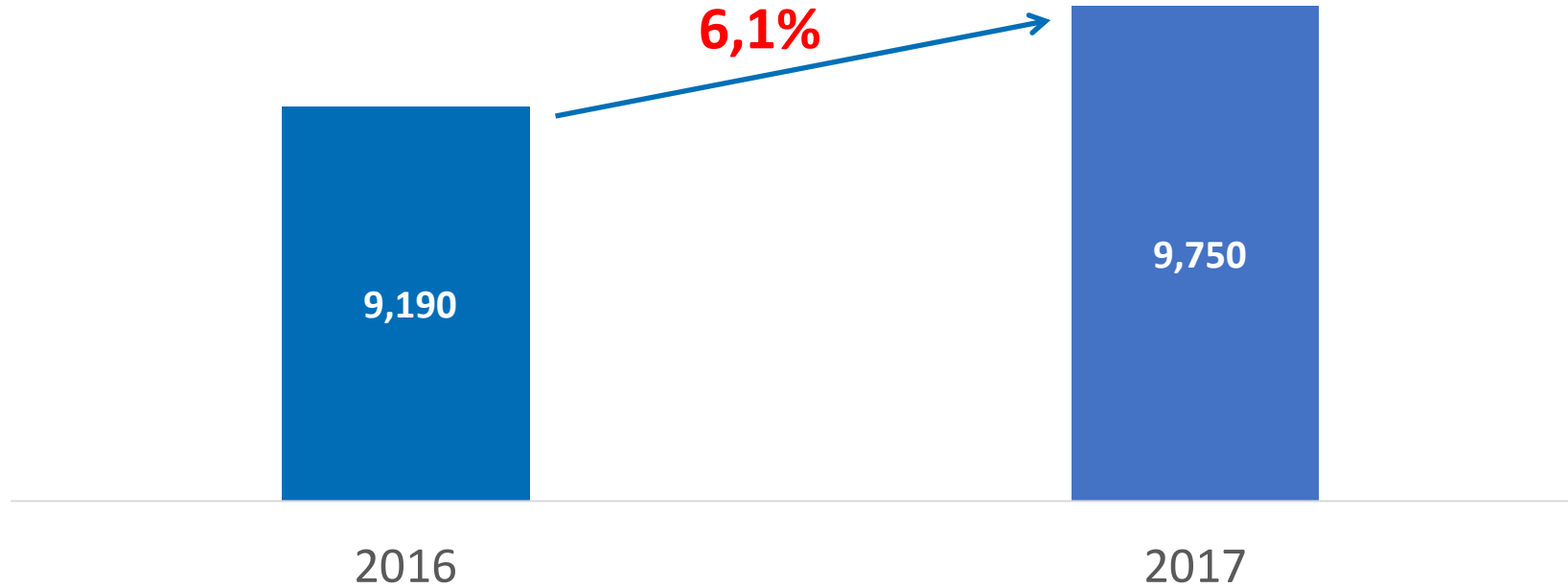
**CLASSIFIEDS
AND
DIRECTORIES**



€ 3,14 mil
+19%

LOCAL DISPLAY MARKET VALUE

Total YoY market growth 2016 - 2017 ('000 €)

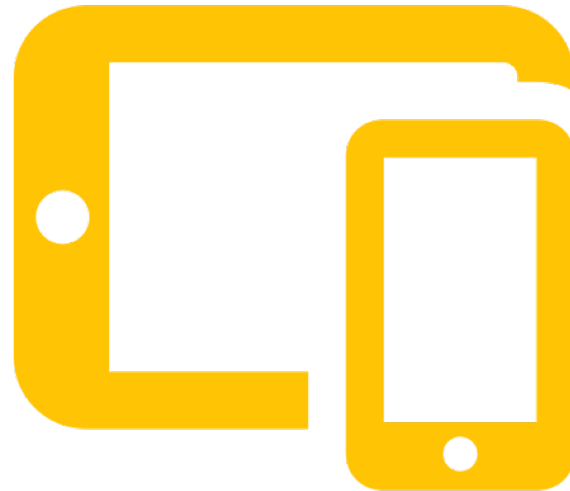


MOBILE ADVERTISING

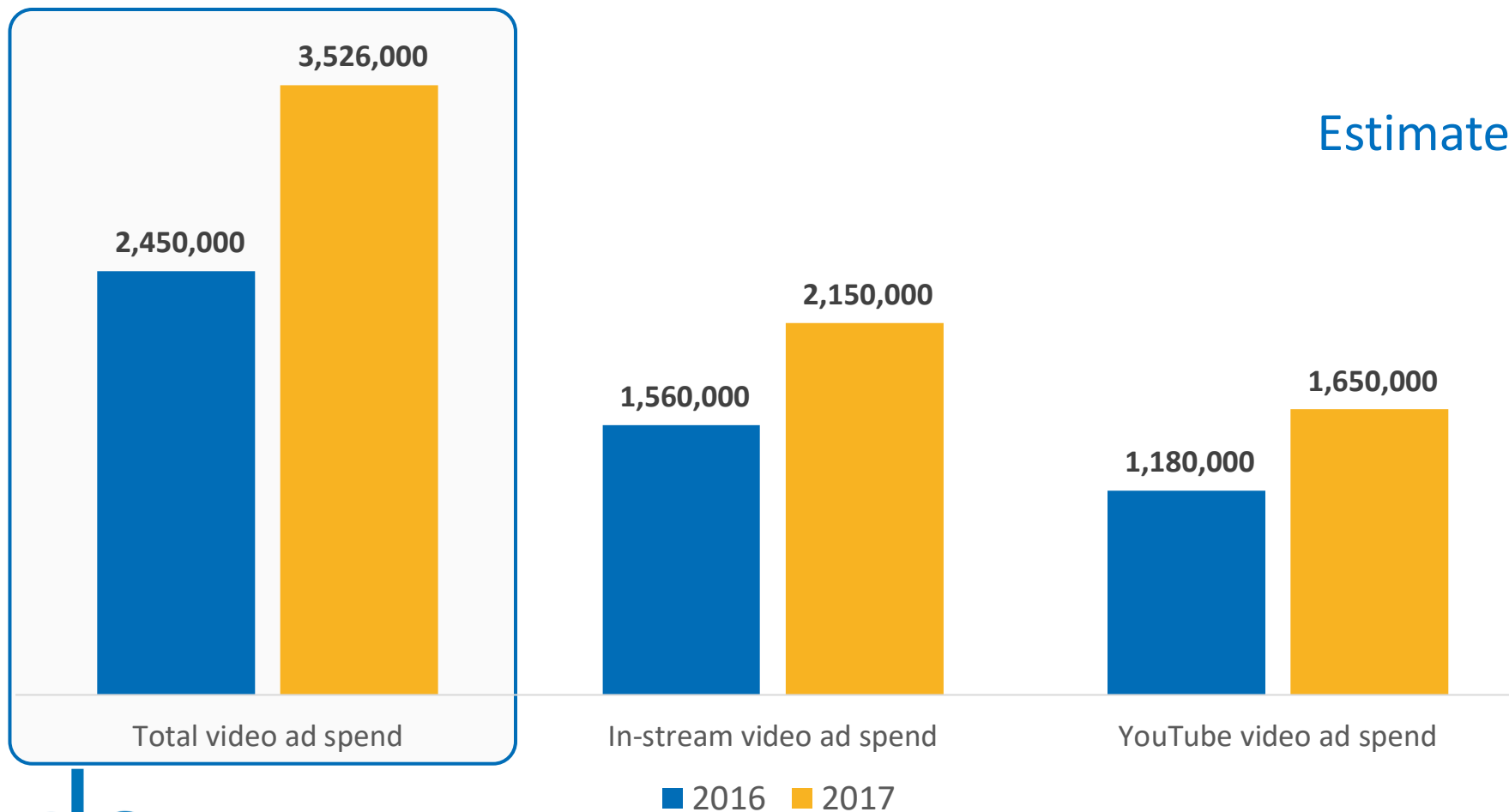
Estimated mobile ad spend in
2017:

€ 12,99 mil

+98%



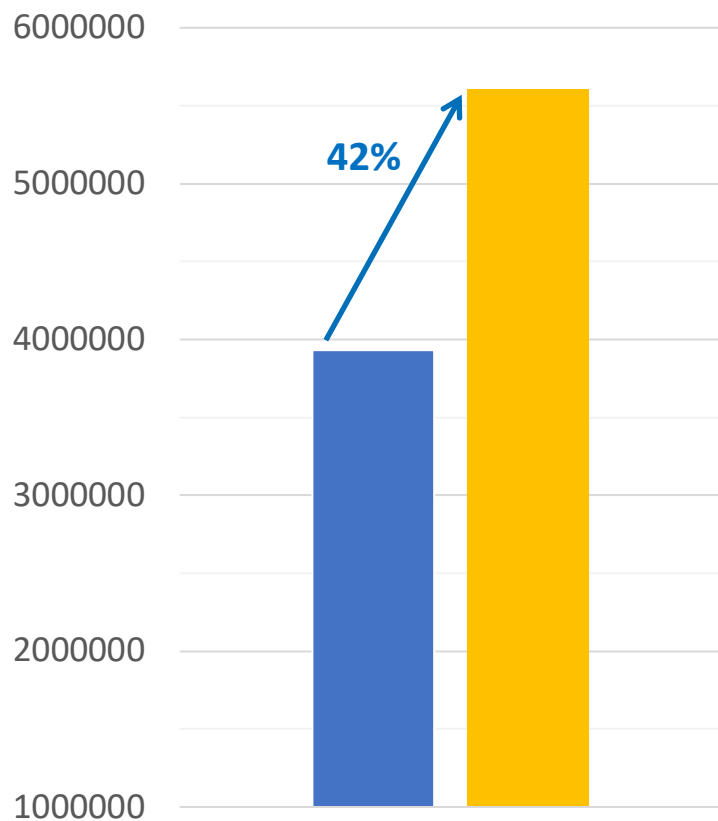
ONLINE VIDEO ADVERTISING



Estimated online video market
value in 2017:

€ 3,53 mil
+43,9%

SOCIAL MEDIA MARKETING



Estimated social media marketing investment

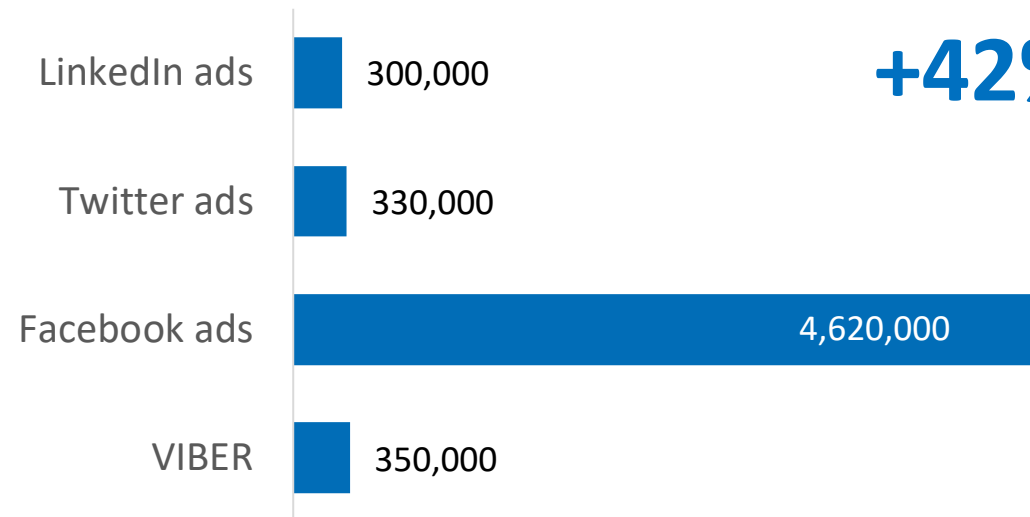
■ 2016 ■ 2017

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Estimated social media marketing value in 2017:

€ 5,6 mil

+42%

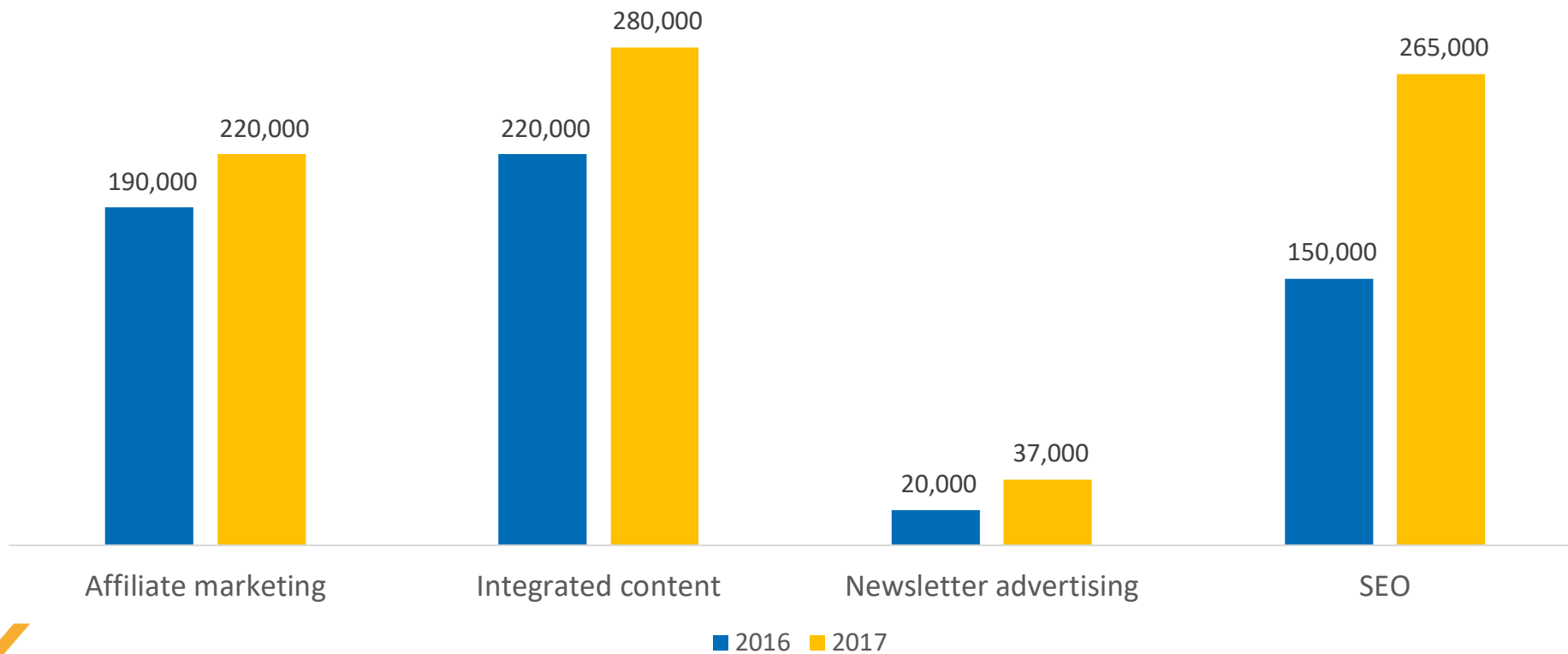


■ 2017

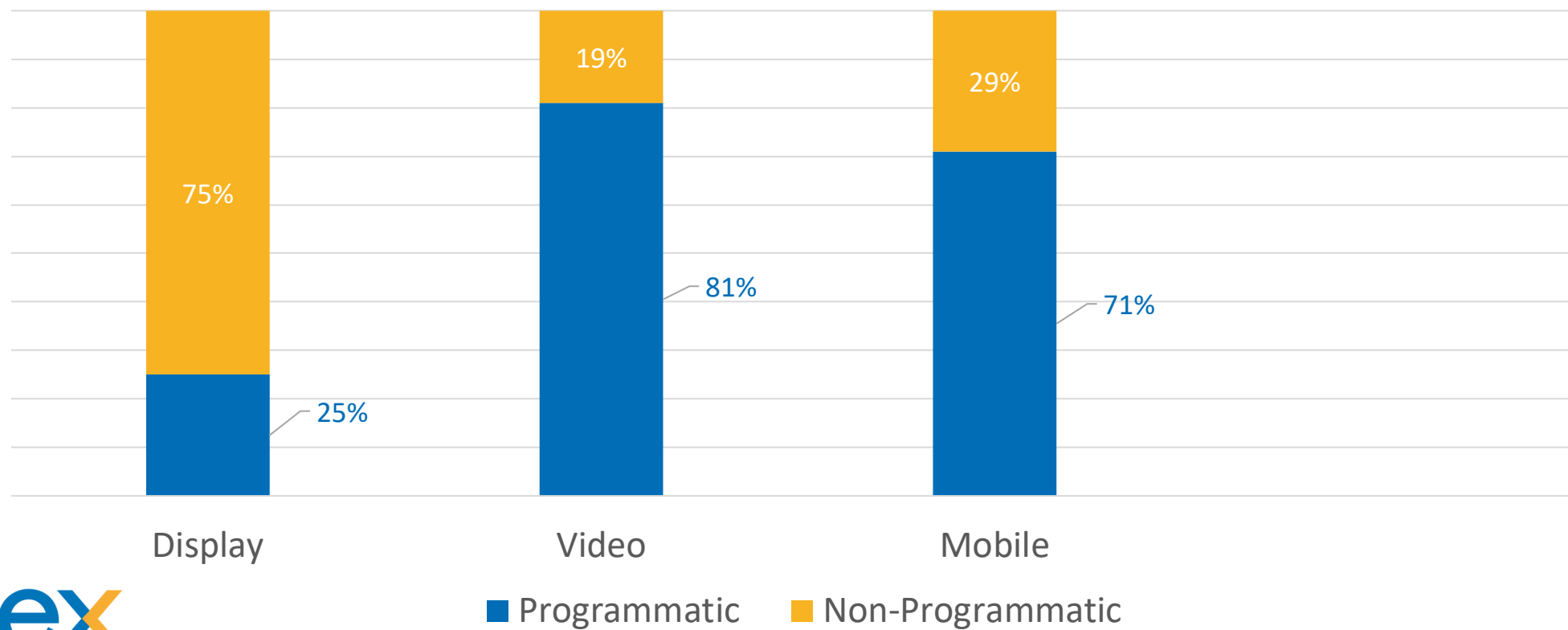
iab serbia

OTHER CATEGORIES

Estimated investment in 2017



PROGRAMMATIC AD SPEND



KEY TAKEAWAYS:

- Digital market value € 29,48M in 2017
- Strong, 25,2% growth
- MOBILE has the highest investment growth (98%), followed by VIDEO (44%) and SOCIAL advertising (42%)
- LOCAL DISPLAY still holds the largest share of digital market investment (32,7%) and 6,1% growth



For more info contact hello@iab.rs