ADEX BENCHMARK 2013

EUROPEAN ONLINE ADVERTISING EXPENDITURE

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INTRODUCTION

By **Townsend Feehan,** CEO**,** IAB Europe

The IAB Europe AdEx Benchmark report, produced in collaboration with IHS Technology, is the European definitive guide to the state of the online advertising market. This year's report is another success story for Europe's digital industry demonstrating that more than one in four advertising Euros was spent online in 2013 (total spend €27.3 billion).

This young sector continues to out-perform the overall economy, with a growth rate in 2013 of 11.9% compared to a mere 0.1% increase in EU GDP. Digital was the only segment of the advertising industry to show growth, and its increase balanced the 8.3% decline registered by other media to arrive at a negative 2.9% growth overall for the total advertising industry.

The mature markets continue to account for the lion's share of online ad spend, with over half coming from UK, Germany and France, yet also show strong growth (e.g. UK at 16%). The CEE region also contributes to this growing industry, as in 2012, Turkey and Russia showed spectacular growth, at 27% and 24% respectively. The top 10 markets account for 86% of total spend.

The report shows not only continued migration of some traditional media spend to digital, but more importantly the creation of new advertising opportunities within digital via the increasing penetration and sophistication of programmatic trading, mobile and video advertising. As brand advertisers realise the potential of the online channel IAB Europe envisages an increase in programmatic trading of premium digital advertising, including video.

Of the three categories covered in the report, display advertising showed the highest growth, 15%, with a total value of €9.2 billion driven in the main by mobile and social media. Paid-For-Search remained the biggest segment in online, with 48% share and Classifieds & Directories continue to benefit from the shift in spend from print to online with a share of 16.8%.

As well as these successful growth areas, the report also identifies challenges to further growth including measurement, quality of mobile ads, lack of sufficient video inventory and TV remaining dominant in some markets, notably in the CEE region. Current regulatory scrutiny, in particular the politicisation of privacy and data protection regulation, is creating uncertainty and inhibiting innovation that would actually benefit users, whether in the short term, on strict privacy and data protection terms, or in the framework of a big data agenda that could pay longer-term societal dividends.

IAB Europe and the network of national IABs in the region are pleased to release this 8th edition of the AdEx Benchmark report with IHS Technology. We look forward to engaging with industry, regulatory and civil society stakeholders over the coming months on the story these numbers tell.

> Following another year of double-digit growth and now worth €27billion, Europe's digital advertising market confirms its significance and resilience to wider economic uncertainty, right across the region. The industry has shown a commitment to driving innovation in a variety of advertising formats with particular success this year in monetising mobile platforms. We continue to foster and protect the digital ecosystem, to explain its structure and prove its value.
>
> **Constantine Kamaras,**
> Chairman IAB Europe

ABOUT THIS REPORT

The IAB Europe AdEx Benchmark report provides a comprehensive perspective on online advertising spend across 26 European countries. It offers a status quo and historical perspective on the size of the European market as whole, as well as like-for-like comparisons between the constituent markets.

Yet painting a European picture of online advertising is a complex undertaking. Online advertising in Europe has developed largely within national ecosystems that have their own traditions, cultures, standards, and ways of doing business. Although there is a growing harmonisation across Europe, this diversity still means that each country measures online advertising spend slightly differently. Differences occur on several levels, be it the rate of spend (e.g. ratecard, gross, net), formats included, companies covered, or all these factors combined.

Data then are not directly comparable across Europe, and national markets face obstacles in benchmarking themselves against peer markets and learn from their neighbours. For advertisers, the task of distributing investments is being complicated. At the same time, there is no pan-European perspective that emerges directly from these national studies. However, a unified view of European advertising spend is growing ever important in light of policy formulation, the development of digital business, the increasingly pan-regional nature of digital advertising investments and the contextualisation of European markets within a wider global framework. This report is a response to these challenges and requirements. Since its inception in 2006, the number of participating countries has doubled, recognising the importance of this task.

The foundations of the IAB Europe AdEx Benchmark report are the annual industry benchmarking studies conducted by each national Interactive Advertising Bureau (IAB) in Europe. These national studies represent the income of thousands of websites and online advertising businesses, and data is compiled directly by local IABs based on information supplied by companies selling advertising online in each country. The IAB Europe AdEx Benchmark report conducts a meta-analysis of these studies. It aggregates the data and makes the adjustments necessary to enable the data to be comparable. In order to provide a full like-for-like picture, the report draws on secondary data and modelling by IHS in order to fill coverage gaps to ensure the online advertising market is captured in its entirely, comprising both of local and the full gamut of international players in the European markets. Full details of this adjustment process for each country are provided in Appendix iii and iv.In order to provide the reader with a basic frame of reference, key definitions are outlined below.

The data in this report is stated on the basis of actual gross income. Gross income is the amount of actual spend invoiced by the publisher including any agency commission, but after discounts from ratecard. To avoid any double-counting, production costs and pan-regional ad spend are taken out of the figures.

The report incorporates data from the following online advertising formats:

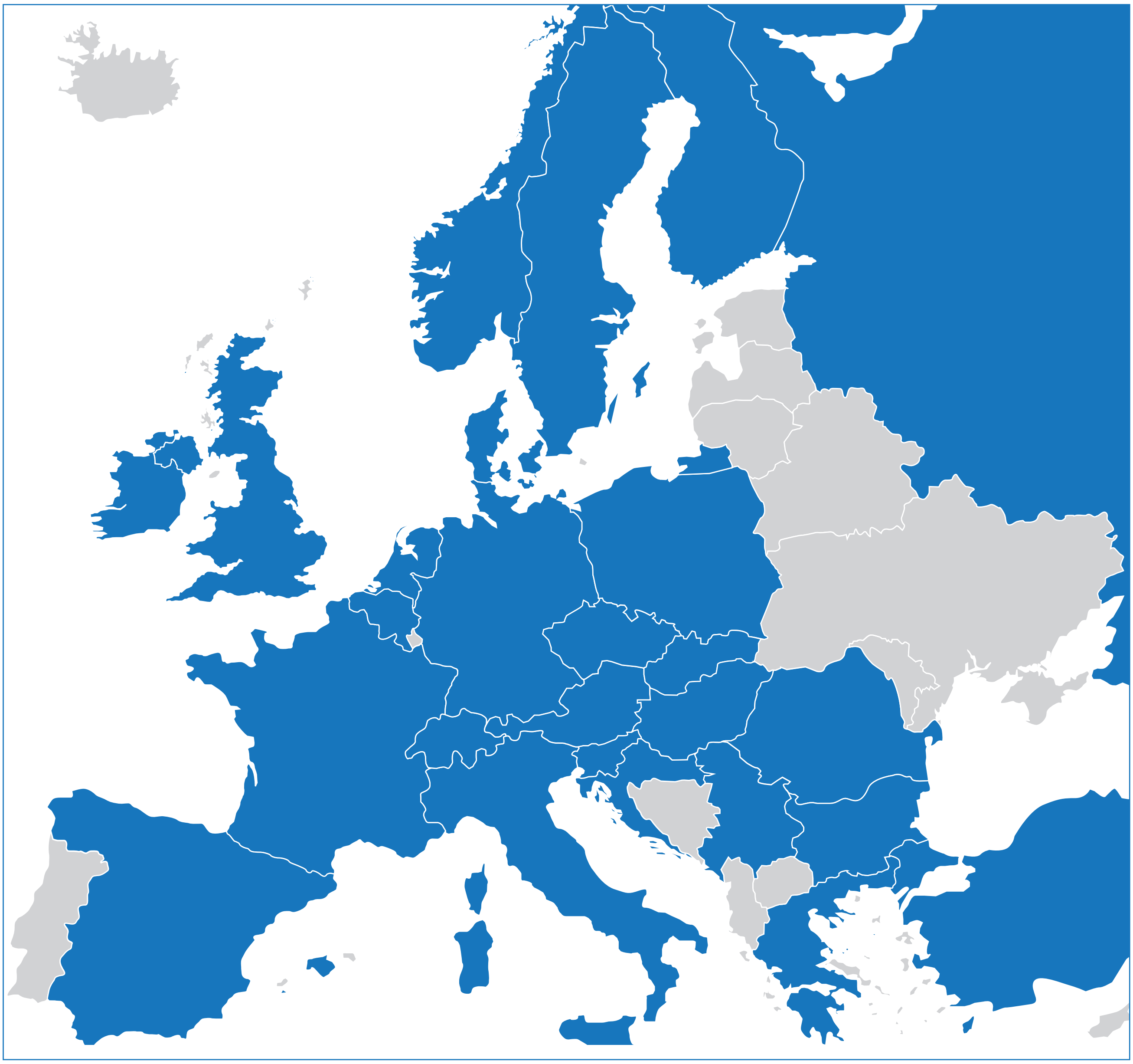
- Display
- Paid-For-Search
- Classifieds & Directories

In 2012, the IAB Europe Research Committee and AdEx Benchmark Task Force in conjunction with IHS held working groups to standardise and improve definitions and measurement across markets for emerging formats. In 2013, for a second time, the AdEx Benchmark has systematically and consistently incorporated data for spend on:

- **Video advertising** defined as in-stream video advertising (pre-rolls, mid-rolls, post-rolls),as agreed by the IAB Europe AdEx Benchmark Video Working Group. It is considered as a subset of Display.
- **Mobile Display advertising** as any Display advertising viewed or read on a mobile phone including rich media advertising, as agreed by the IAB Europe AdEx Benchmark Mobile Working Group. This could be browser-based as well as in-app.

This is the eighth edition of the report and therefore once again we are able to include year-on-year comparisons for those countries that have provided data for at least two years. IHS does not audit the information or the data from local IABs and provides no opinion or other form of assurance with respect to the information. Only aggregate results are published and individual company information is held in strict confidence by the audit partners of local IAB studies.

ABOUT THIS REPORT

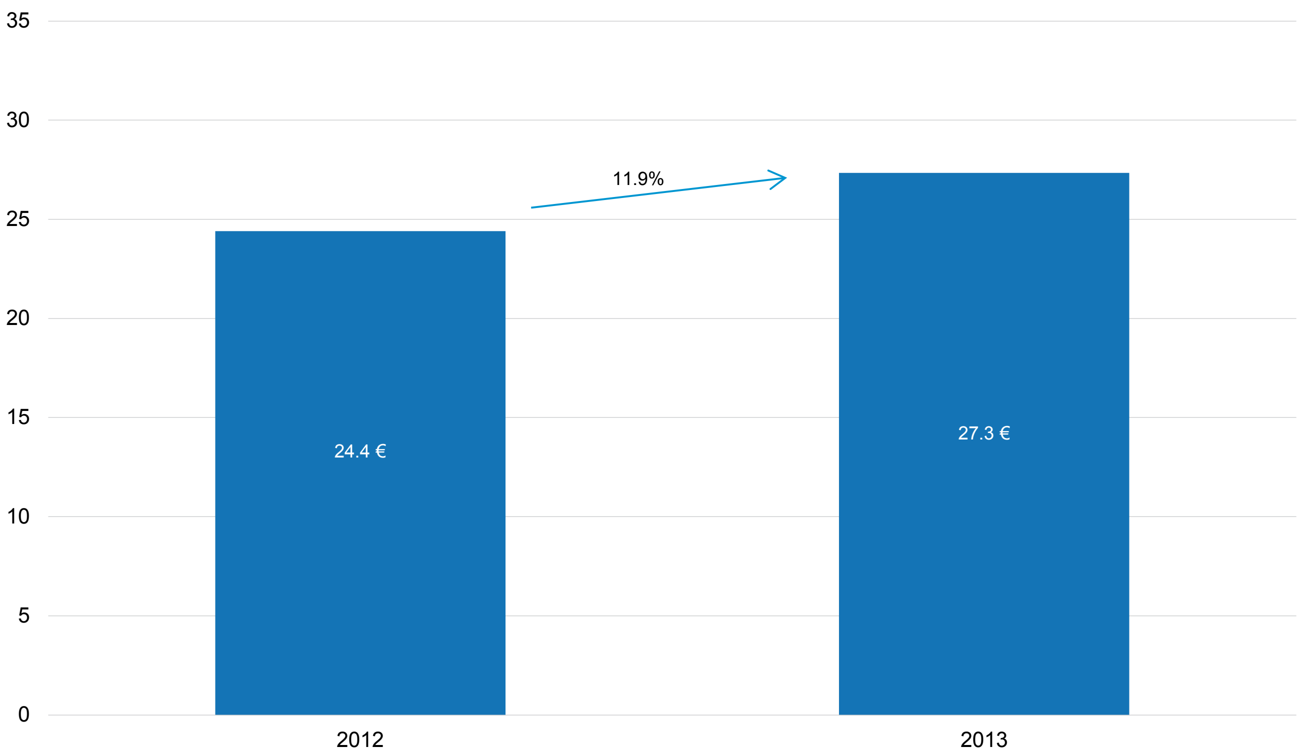


Austria	Greece	Serbia
Belgium	Hungary	Slovakia
Bulgaria	Ireland	Slovenia
Croatia	Italy	Spain
Czech Republic	Netherlands	Sweden
Denmark	Norway	Switzerland
Finland	Poland	Turkey
France	Romania	UK
Germany	Russia	

EXECUTIVE SUMMARY

Online advertising expenditure in Europe totalled €27.3 billion for the full year of 2013. Spend increased 11.9% from €24.4 billion in 2012.

Total online advertising spend (€bn)



Source: IAB Europe/IHS

Overall trends:

- Macroeconomic pressure has eased across Europe in 2013, with most markets in recovery. This economic upside has been a stimulus for advertising investments across all media. Changing media consumption patterns have spurred a growing proportion of these budgets to shift to online.
- Online adverting markets showed a more uniform level of growth in 2013 than in previous years, with fewer outliers out- or underperforming the European average growth rate.
- Developing markets in Europe , grew their share of total media spend with most Central and Eastern European (CEE) online advertising markets recording a double-digit share of all media ad spend.
- Mature markets have benefited from innovation in online advertising technology, such as programmatic buying and audience targeting, as well as advances in monetising mobile advertising inventory.
- Mobile advertising growth reflects changing consumer patterns that have made mobile monetisation more urgent. Among the markets of this study, mature markets in particular are responding to this challenge, generating the majority of their growth from mobile.

[1] *Year-on-year growth is like-for-like throughout the report.*

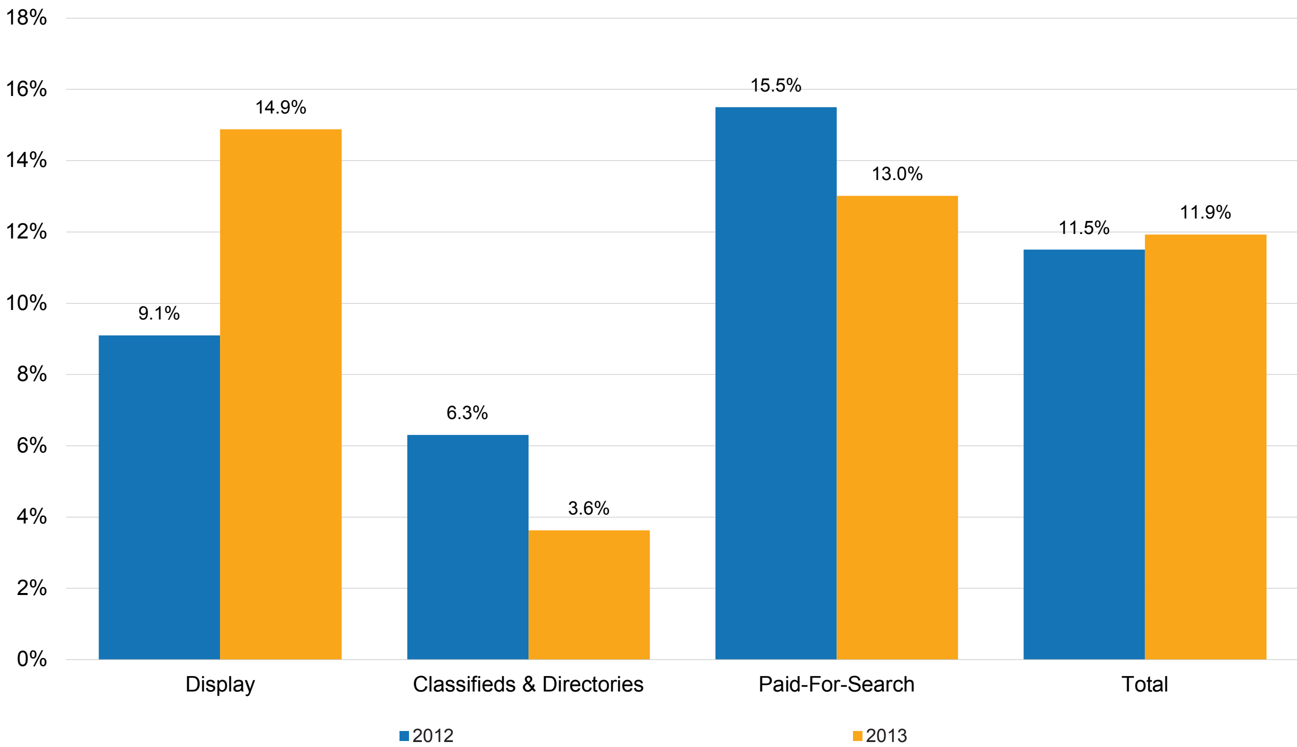
[2] *This report defines 'developing markets' as defined as markets where online ad spend per capita is below the European average. The majority of developing markets are in Central and Eastern Europe.*

[3] *Mature markets are defined as markets that match or exceed the European average online ad spend per capita.*

Format trends:

- The online Display market experienced the highest growth across all formats at 14.9%, rising to a total value of €9.2bn.
- Mobile commands a double-digit share of online Display for the first time, accounting for 11.8% of the total Display market.
- Mobile outperformed desktop with a growth rate of 135.6% year-on-year. Desktop-based Display only grew by 1.1% in 2013.
- Online Video advertising also showed strong growth, increasing by 45.4% in 2013. It crossed the €1billion barrier, amounting to nearly €1.2 billion in value.
- Paid-For-Search showed growth of 13.0% and a market value of €13.4 billion. Strong growth was recorded in many markets across Europe with Russia leading the pack for a second year at 34.4% year-on-year.
- The Classifieds and Directories market was relatively stable at €4.6bn showing growth of 3.6%. CEE markets continued to benefit from the migration of spend from print classifieds to online. The economic environment remained volatile in some CEE markets, and Classifieds could take advantage of this as the sale of second hand goods increased.

Online ad spend year-on-year growth (%)



Source: IAB Europe/IHS

The top 10markets in terms of online ad spend in 2013 were:

1. UK: €7.4bn
2. Germany: €4.7bn
3. France: €3.5bn
4. Russia: €1.8bn
5. Italy: €1.7bn
6. Netherlands: €1.3bn
7. Sweden: €1.0bn
8. Spain: €0.9bn
9. Norway: €0.7bn
10. Denmark: €0.6bn

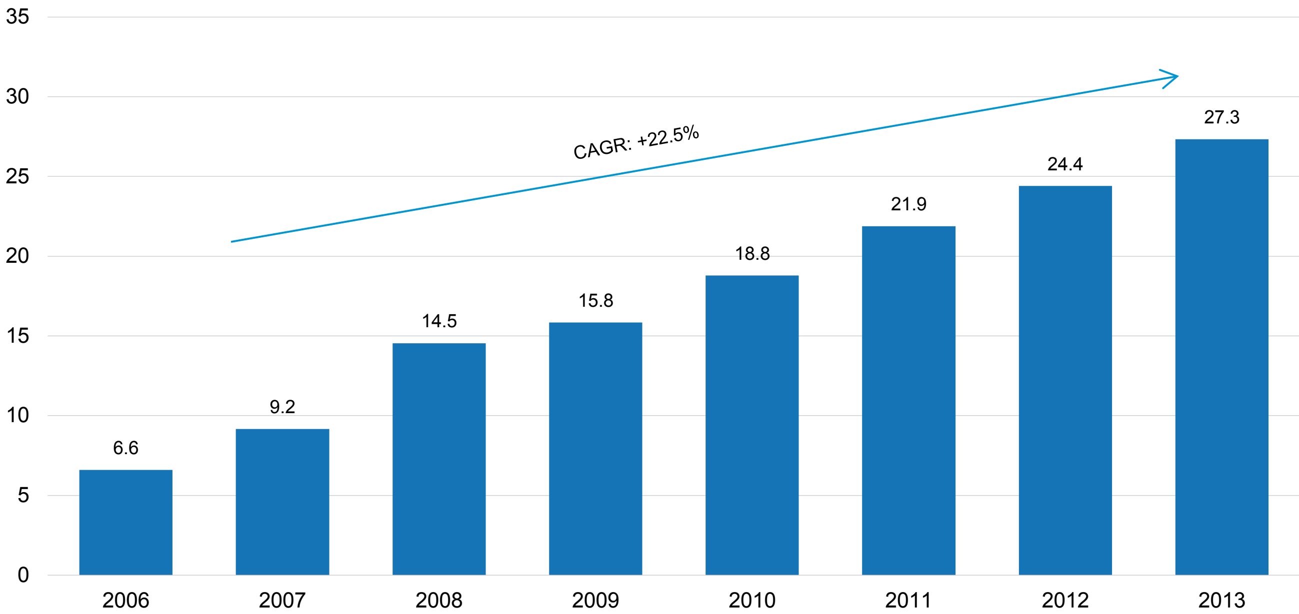
Highest market growth was registered by Russia with a 26.8% increase year-on-year, followed by Turkey with a growth rate of 24.3%.

2013 GROWTH IN CONTEXT

ONLINE ADVERTISING GROWTH OVER TIME[2]

Since the inception of the IAB Europe AdEx Benchmark report in 2006, online ad spend has grown every year. In 2006, the value at the market stood at €6.6 billion, versus €27.3 billion in 2013. This is an increase in spend of €20.7 billion and translates into a compound annual growth rate of 22.5%, or an average €3.0 billion per year.

Total online advertising spend (€bn)



Source: IAB Europe/IHS

In 2007, spend was up 39.0% year-on-year. Growth mainly came from France, Germany and the UK as then early-adopters, and now mature markets that are the three largest overall advertising markets in Europe.

In 2008, these three biggest European markets matured and their growth clustered around the 20.0% mark. In aggregate, the European online advertising market grew by 58.3%, helped by emerging markets, first and foremost Poland and Slovenia.

The European online advertising market in 2009 was dominated by the global economic recession. All media were affected, including online. However, the recession of 2009 also demonstrated that online advertising was more resilient against economic volatility. Whereas all other media were flat or down, online advertising still achieved a 9.0% growth across Europe. In some emerging markets there was a drop in online advertising as the sector was still small and underdeveloped, not justifying significant budget shifts. Advertisers in CEE countries chose to relocate budgets to traditional media channels which at that time were more tried and tested, with cost-per-thousand prices still low. Among the online formats, Paid-For-Search stood out in 2009, growing by 10.8%.Focused on direct-response rather than brand advertising and offering a performance-based pricing model, Paid-For-Search offered a reliable return-on-investment model when money was scarce.

[4] In order to provide this section, 2012-2013 data comes from IAB Europe and 2006-2011 data are calculated based on IHS estimates.

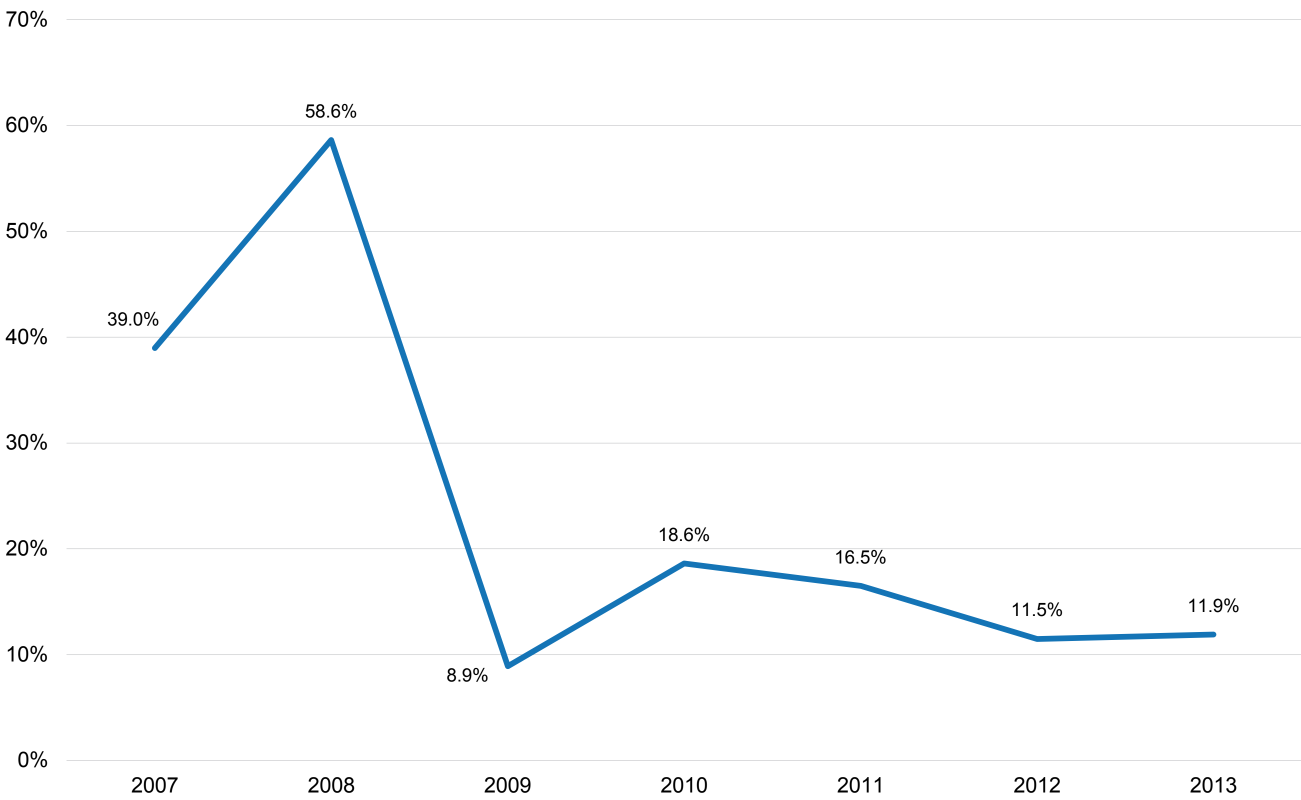
2013 GROWTH IN CONTEXT

Europe's online advertising market rebounded from the 2009 slump a year later. In 2010, growth was back at double-digit with a 18.8% increase. Display led this surge with a growth of 21.3%. Innovations in targeting, format standardisation, and the proliferation of Online Video advertising increased confidence in Display and triggered new spend from brand advertisers, especially in the fast-moving consumer goods (FMCG) sector.

Online advertising spend maintained double-digit growth in 2011, increasing by 16.4% year-on-year. Display (15.3%) and Paid-For-Search (17.9%) both performed strongly.

Economically, 2012 was the toughest year since 2009. Many European economies suffered both GDP and advertising spend declines. Yet online advertising experienced double-digit growth for the third year in a row, growing by 11.5%. This was primarily helped by advertiser confidence in the performance-based nature of Paid-For-Search, Online Video, as well as an increased scalability of mobile advertising.

Online advertising growth over time (%)



Source: IAB Europe/IHS

As Europe began to come out of the recession, online advertising in 2013, particularly in the second half, saw a slight acceleration in its growth rate with a total increase of 11.9% year-on-year. The key driver of online ad spend this year was Display (up 14.9% from 2012) with social media and mobile responsible for the majority of the rise. In 2013, for the first time, mobile accounted for a double-digit proportion of total Display ad spend at 11.8%.

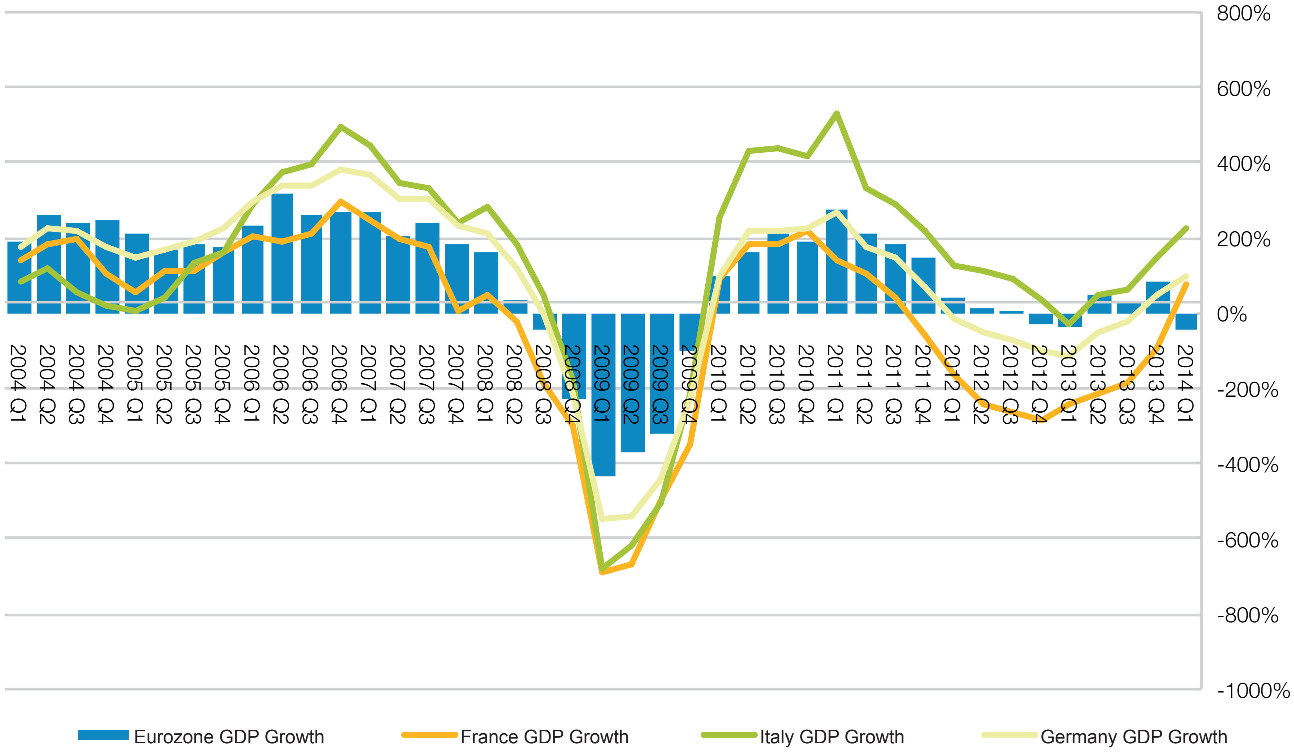
2013 GROWTH IN CONTEXT

ONLINE ADVERTISING IN A MACROECONOMIC CONTEXT

Advertising markets are very susceptible to changes in the macroeconomic environment and hence macroeconomic variables must be closely monitored to understand the patterns of advertising spend.

2013 began with an advertising slump as the Eurozone GDP continued to decline following a difficult 2012. However, towards the second half of 2013European markets began to recover and by Q4, they noted economic growth again, for the first time since Q3 in 2011. Yet this recovery was not fast or significant enough to lift the European advertising market. Most national markets declined for a second year in a row in 2013 after a weak 2012.Although online advertising bucked the underlying economic trend and managed to grow double-digit, declines in other media were too severe to compensate for a decline in all media advertising spend. Nevertheless, online advertising managed to buffer the decline.

GDP year-on-year growth in Europe



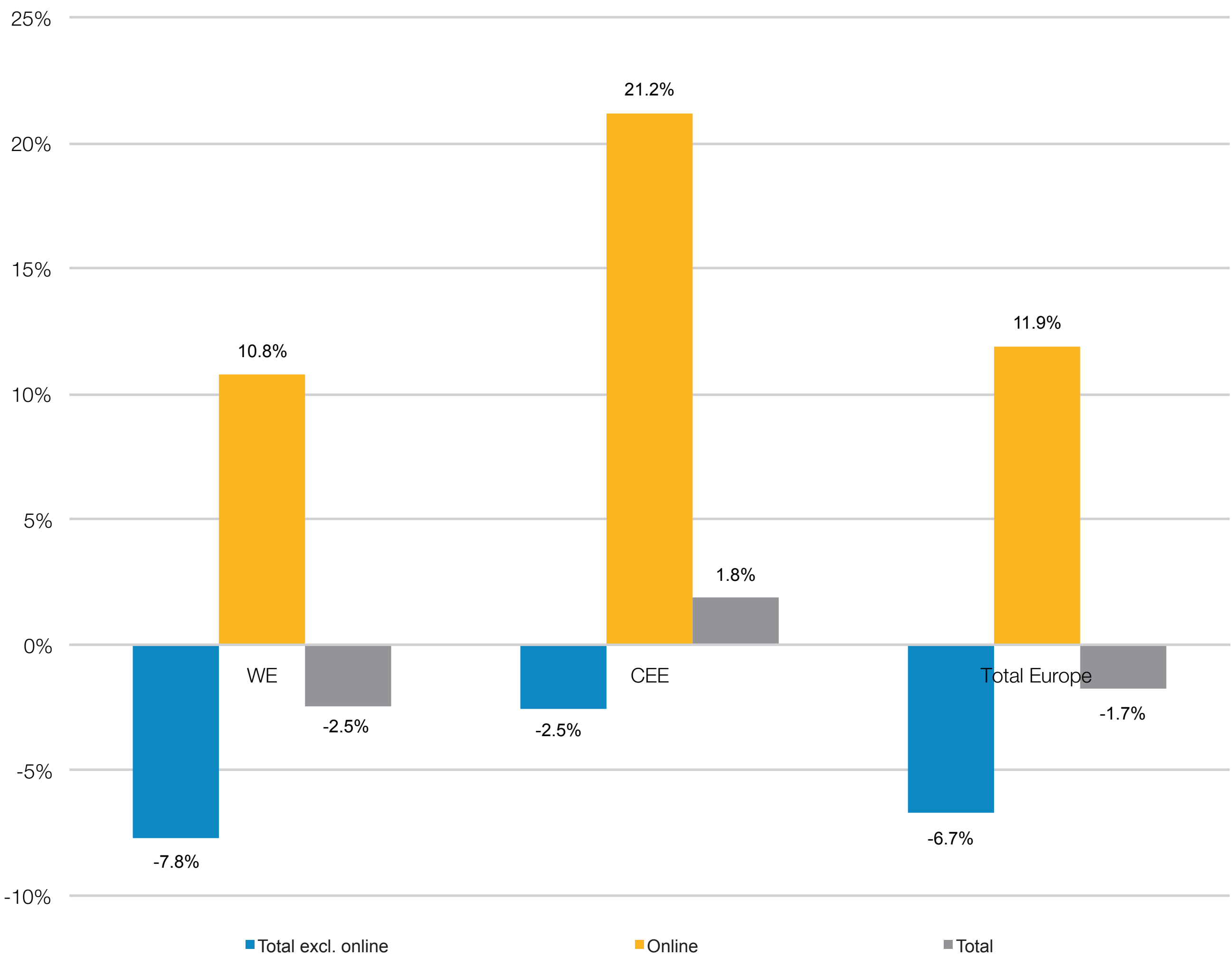
Source: IHS

All media advertising declined 2.9% in Europe in 2013. Without the contribution of online, the advertising market would have fallen by 8.3%.In Western Europe, total advertising excluding online would have declined by -9.6%. But with the 10.8% surge in online ad markets, Western Europe ended the year with a drop of -3.9%. Online also lifted CEE markets from what would have been a fall of -3.1% in ad markets excluding online to a positive growth of 1.4% total media advertising.

[5] *Europe entails only the 26 countries participating in the study*

2013 GROWTH IN CONTEXT

2013: Advertising growth (%)



Source: IAB Europe/IHS

Online advertising is more resilient against macroeconomic volatility than other media. This is due to a number of factors:

- **Performance-based models of online advertising.** Paid-For-Search advertising in particular has a clearly measureable return-on-investment in form of the cost-per-click metric on which it is priced. Paid-For-Search spend usually comes from direct marketing budgets, which focus on sales-driven advertising and continues to record double-digit growth resiliently. This type of advertising is used especially when consumer budgets are tight and has also moved to Display in 2013. The rise of real-time-bidding trading mechanisms also improves the return-on-investment for performance-based online Display campaigns.
- **The move of brand advertising spend online.** Video advertising and premium Display (e.g. large-scale banners) in particular are increasingly attracting brand advertisers to online. Video advertising resembles TV advertising in terms of creative format, campaign objectives and measurement metrics. European Video advertising spend grew by 45.4% in 2013 and is now 13.1% of all online Display advertising spend.

2013 GROWTH IN CONTEXT

- **The use of data-driven targeting and automation.** The increased use of demographic, behavioural and other types of consumer data in online Display advertising, paired with algorithmic processing, allows for more accurate and cost-efficient targeting.

In addition to these generic factors, the resilience of online was reinforced in 2013 due to several emerging factors:

- **The rise of mobile advertising:** There was a breakthrough in mobile advertising in 2013. Mobile is no longer an afterthought to a digital campaign or part of advertisers' experimental budgets. This was reflected in online ad spend in 2013. While Display advertising grew 14.9% in total, it would only have increased 1.1% without the contribution of mobile.
- **Social media comes of age:** In 2012, social media sites shifted focus from growing audience to monetizing this audience at scale. In 2013, the effects materialized. An increasing number of advertisers is now allocating their budgets to social media. Social media advertising growth in 2013predominantly came from two groups of advertisers:

1. Large enterprises who for the first time had a social media budget
2. Small businesses, who have never advertised online before.

IAB Europe has identified the key components that brand advertisers want in a holistic measurement approach; brand awareness, purchase intent and brand affinity measured and optimised in real time and built on a reliable set of exposure-based metrics. Adoption of this approach across the industry will drive significantly higher brand spend and thus ultimately higher revenue in an industry that grew to €27.3 billion in Europe last year.

Karim Attia,
CEO, nugg.ad

Data innovation is clearly one of the key drivers behind this year's increase in digital advertising spend. Media companies need to realise that clever investment in data, data management infrastructure and a skilled workforce will pay off in client service and revenue terms. For the past few years, at WPP, we have consistently developed our practice in areas such as data visualisation, DMPs, or premium audience buying platforms like Xaxis.

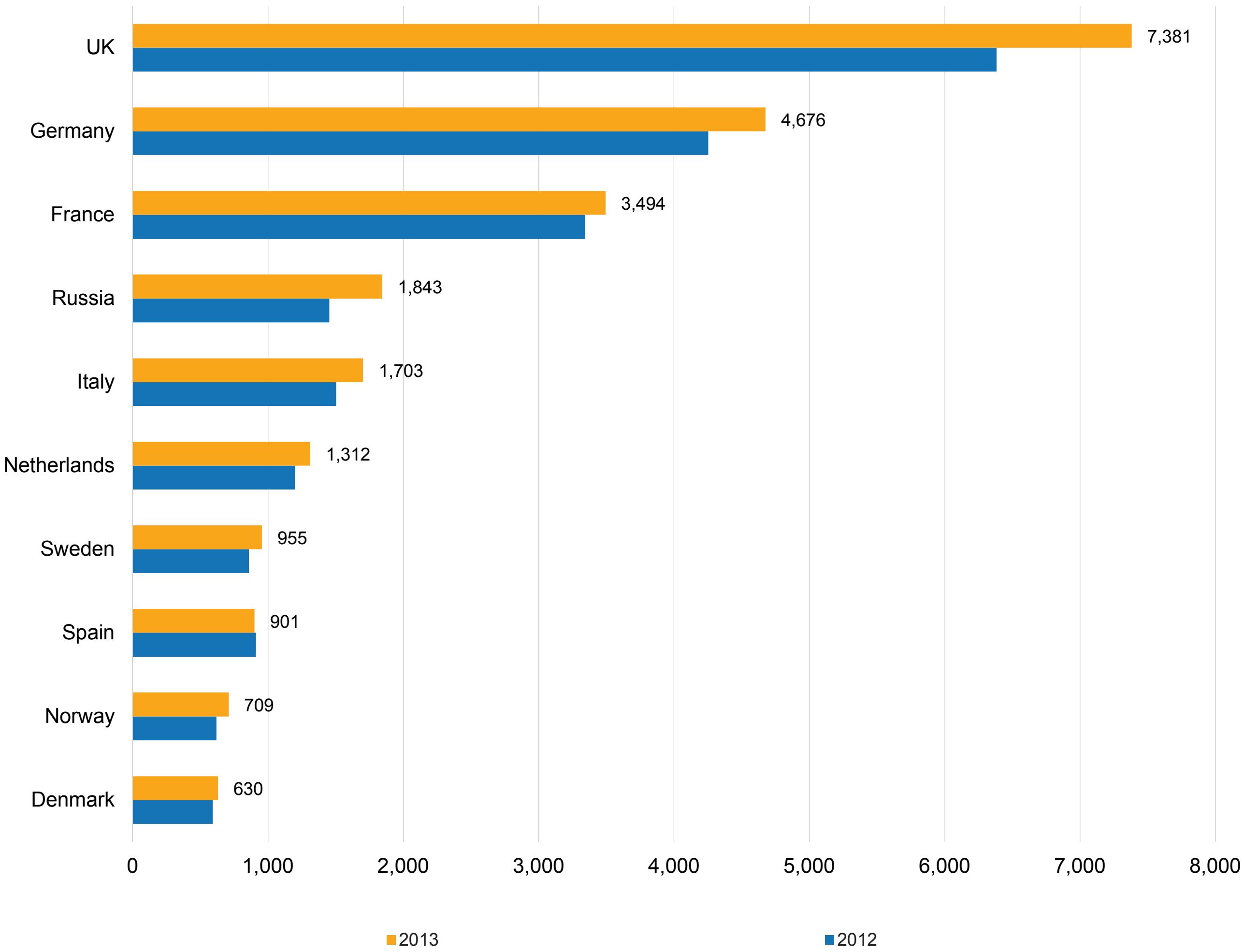
Marc Panic, COO GroupM Interaction EMEA and
Vice Chairman, IAB Europe

26 MARKETS IN PERSPECTIVE

Volume: over half of all European online ad spend comes from the top three markets

The composition of the top ten online advertising markets in Europe remained the same in 2013 as 2012 and 2011. The only movement was a shift in rank: Sweden surpassed Spain to claim the seventh position in the top ten. The shift in places was a result of a strong performance by Sweden. Online advertising declined by 1.1% in Spain and increased by 11.1% in Sweden in 2013.

Top 10: Total by country (€m)



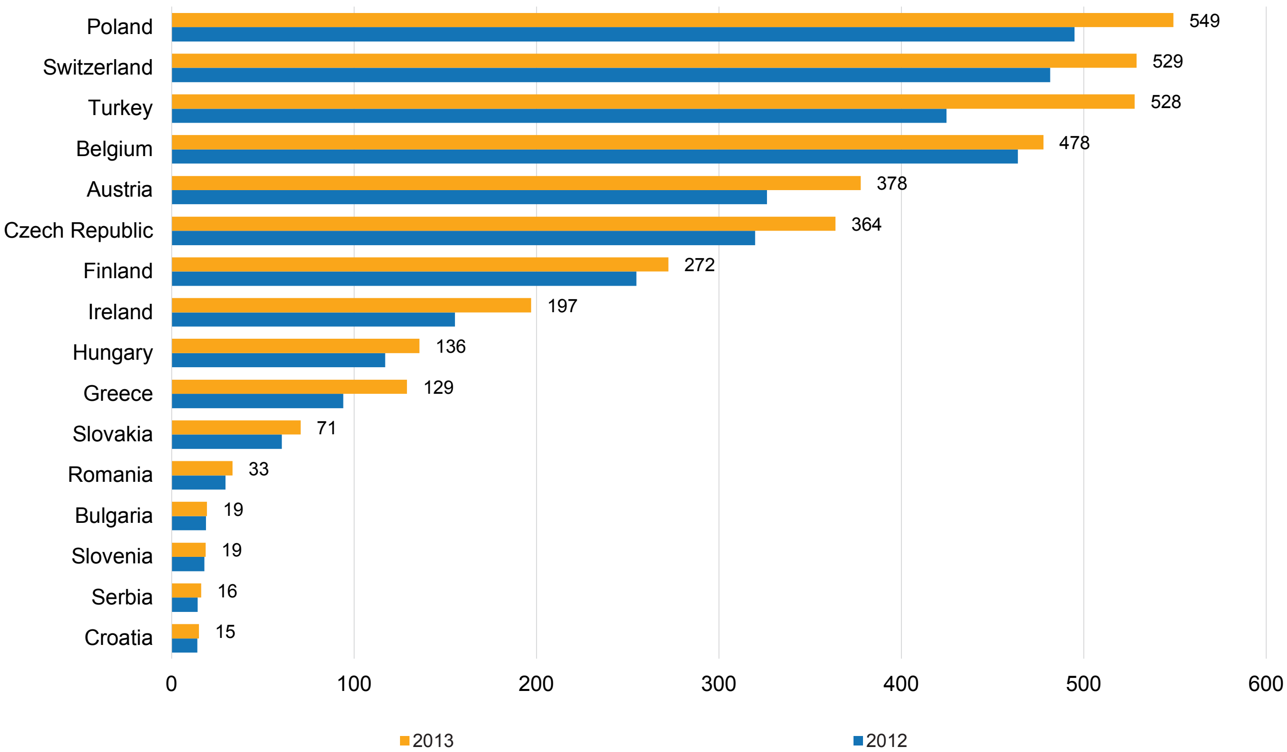
Source: IAB Europe/IHS

The UK, Germany and France were the three largest online advertising markets at €7.4 billion, €4.7 billion, and €3.5 billion respectively, in 2013. They accounted for 56.9% of the total European online advertising market, slightly down from 57.3% in 2012. The top five included Russia and Italy at €1.8 billion and €1.7billion and composed 69.9% of all online ad spend in Europe in 2013. Russia continues to be the only CEE market in the top ten.

The top ten are responsible for 86.4%of all online advertising spend in Europe.

26 MARKETS IN PERSPECTIVE

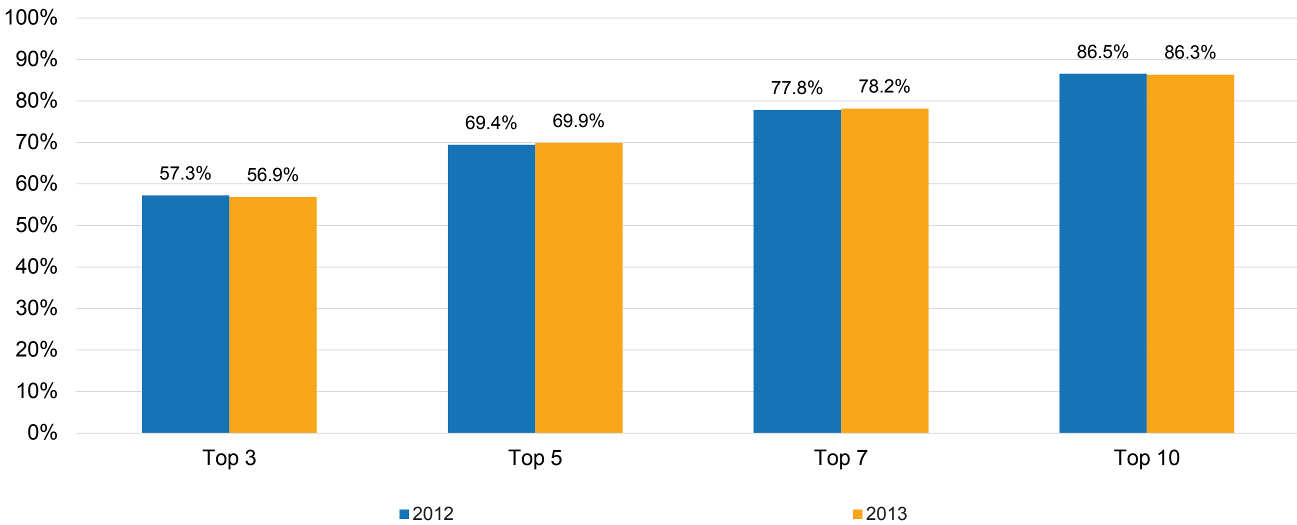
Rest of Europe: Total by country (€m)



Source: IAB Europe/IHS

In the remaining markets, the only difference from 2012 was Romania surpassing Bulgaria after a difficult 2013 for the Bulgarian advertising market across media. With a growth of 24.3%, Turkey came very close to matching the market size of Switzerland by a margin of €1m.

Share of European online ad revenue by market



Source: IAB Europe/IHS

26 MARKETS IN PERSPECTIVE

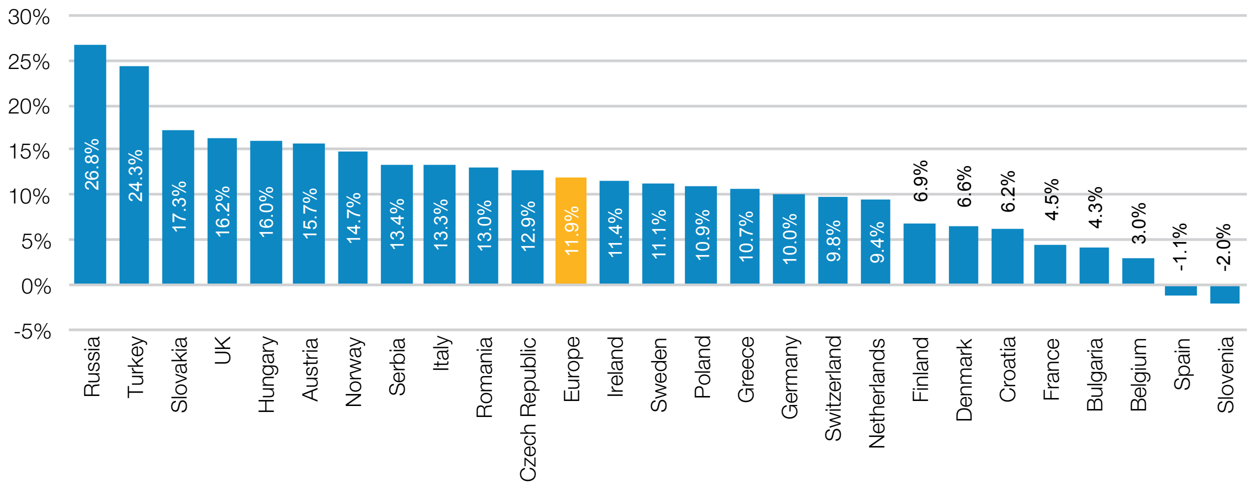
Growth: double-digit growth in Europe shows resilience of the online format

- Previously in 2012, growth above the European average predominantly came from CEE markets. In 2013, four of the eleven markets to grow over the European 11.9% were from Western Europe.
- Russia and Turkey led the pack growing 27.8% and 24.3% respectively. The two CEE markets were the only countries to grow above 20% year-on-year.
- The UK was the strongest performer from Western Europe with a grow rate pf 16.2%, followed by Austria, Norway and Italy which were other Western European markets growing above the European average.

Across all markets, European online advertising spend has also shown a more uniform level of growth in 2013.

- The middle half of all European markets recorded an increase between 6.4% and 15.0% in 2013 versus 5.9% and 17.7% observed in 2012.
- The outliers were also closer to the median in 2013 with the lowest number at -2.0% (versus -6.2% in 2012) and the highest at 26.8% (versus 37.3% in 2012).
- The increased uniformity of growth is a consequence of stabilizing macroeconomic conditions in Europe and the roll-out of innovations from early adopter markets to all markets.

2013: Online advertising growth (%)



Source: IAB Europe/IHS

> The more mature digital advertising markets have enjoyed extended growth in 2013 through, for example, harnessing the rich innovation found in online advertising technology and developing monetization opportunities in rapidly-expanding mobile consumer engagement. These two factors – constantly reinventing technology and consumer demand – are a solid base for future growth for Western Europe.
>
> **Thomas Schauf,**
> Head of European and International Affairs, BVDW
> (IAB Germany)

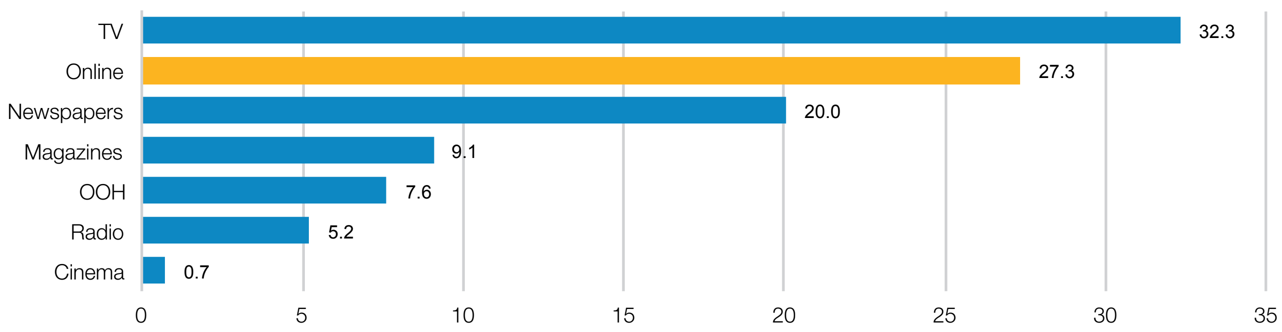
26 MARKETS IN PERSPECTIVE

Online and other media: Online strengthened its position as the second largest media category, but no one format has yet exceeded Newspapers spend

Putting online in context with all other media (television, print, cinema, radio, and out-of-home) provides an additional benchmark for online advertising in Europe. Using IHS valuations that place all other media in the same rate as the IAB Europe AdEx Benchmark figures reveals the following picture:

TV remained the top media category in Europe in 2013. However the gap between TV and online, the second largest media category, has narrowed. Newspaper ad spend lagged over €7 billion behind online in 2013 and the discrepancy between print and digital will continue to increase in 2014. All traditional newspaper companies in Europe are now investing in a digital strategy and will focus their efforts on increasing their online revenue in 2014 as print revenues continue their double-digit decline.

2013: Ad spend by category in Europe (€bn)

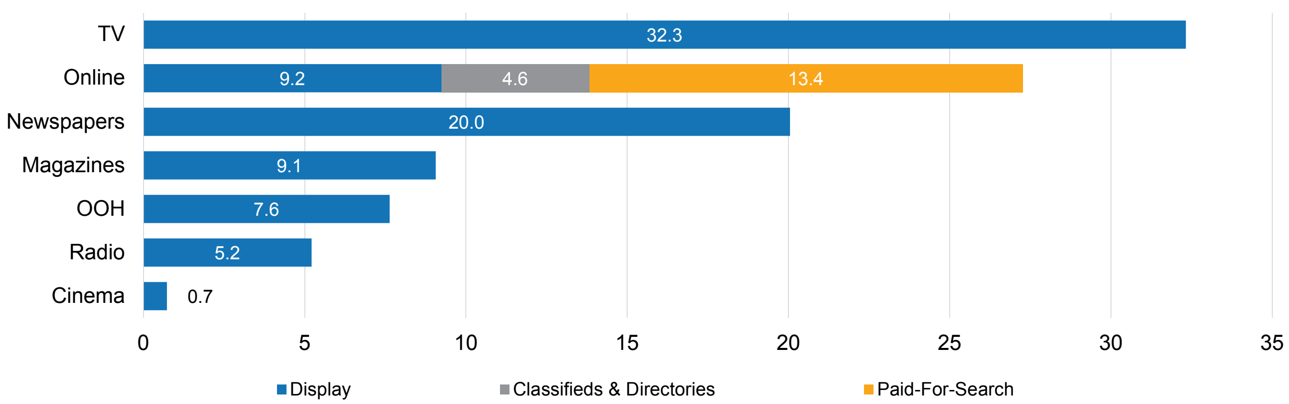


Source: IAB Europe/IHS

The success of online's ascent relative to other media in 2013 is due to strong growth in all its formats. Paid-For-Search was €6.6 million shy of achieving the level of newspaper ad spend.

- Display was roughly the value of magazine ad spend.

2013: Ad spend by category in Europe (€bn)



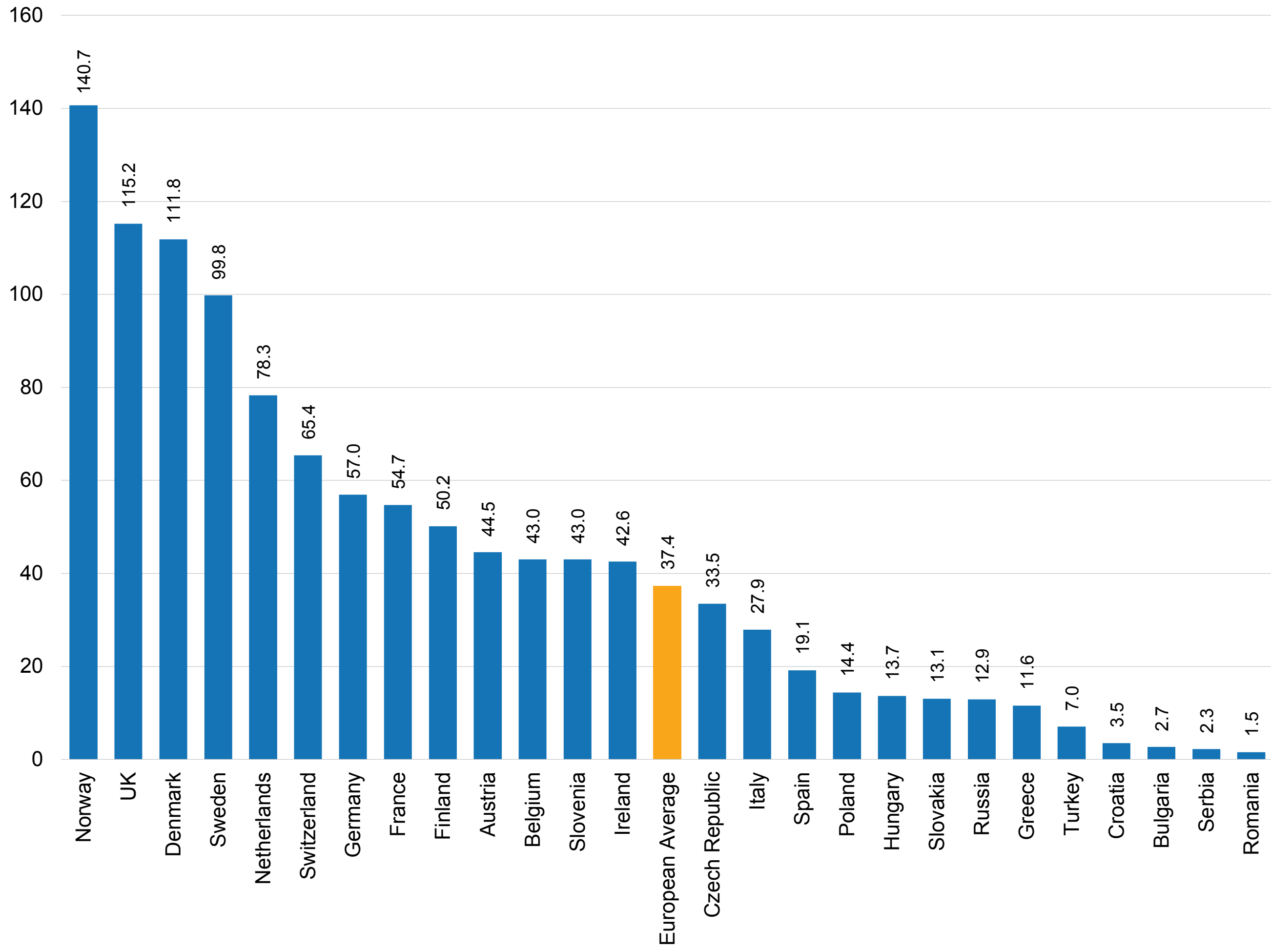
Source: IAB Europe/IHS

26 MARKETS IN PERSPECTIVE

Ad spend per capita: €37.4 is spent per person in Europe on online advertising

Using IHS population numbers, ad markets exhibit variation in online spend per capita across the region. Online ad spend per capita is a metric that helps to evaluate the maturity and scope for development of a market. It shows how much an online consumer is worth in terms of advertising in a given market. By using population data, online ad spend per capita provides a normalised basis to compare and benchmark online advertising markets. It highlights the maturity of an online market irrespective of its size or absolute revenues incurred.

2013: Online ad spend per capita (€)

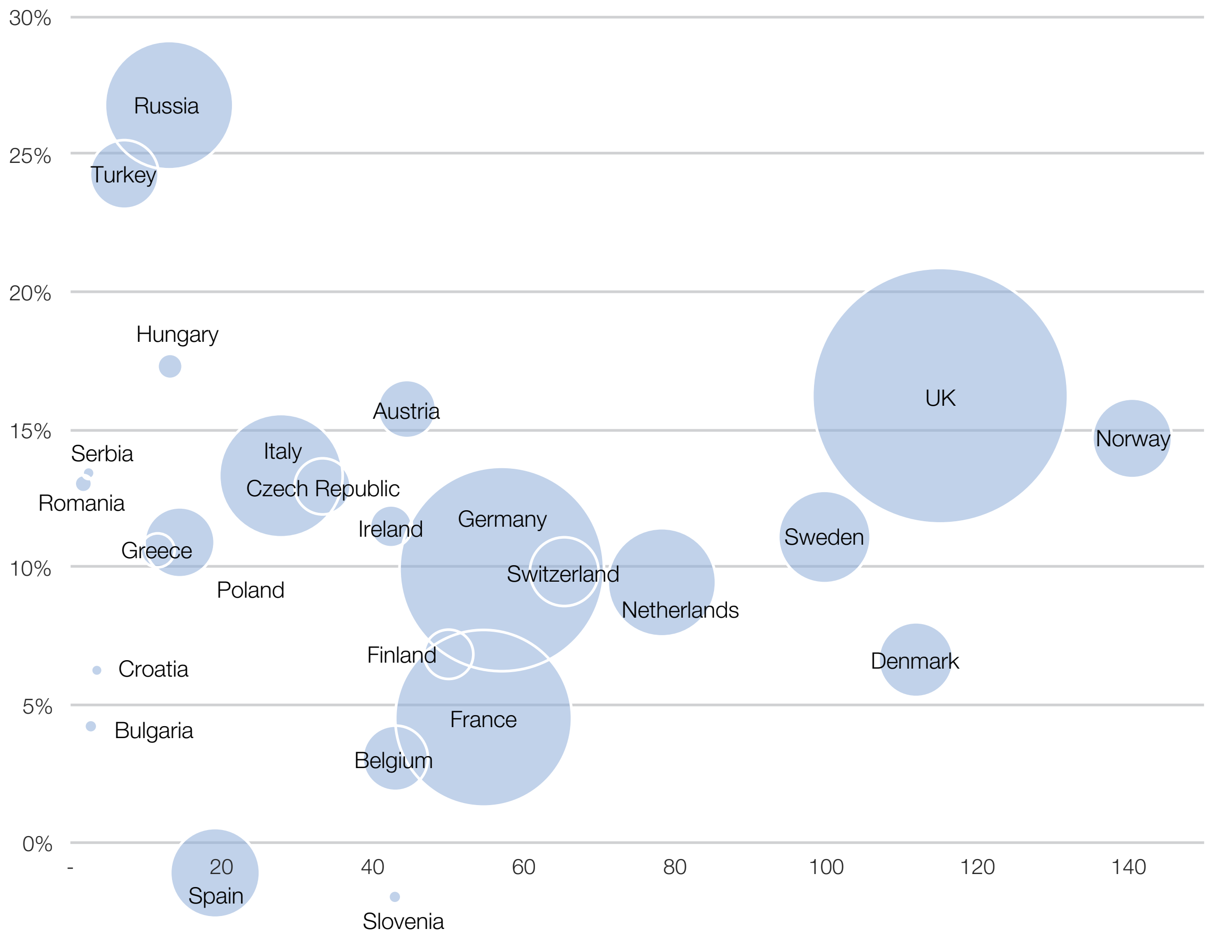


Source: IAB Europe/IHS

Advertising growth is related to market maturity. For the last decade, online has been an emerging advertising category that could grow organically from a low base. Its share of media investments was low, while time spent online was rapidly increasing. A measure of market maturity is ad spend per capita, or how much advertising is spent per head in a given medium. The below bubble chart relates market maturity to growth trends. Markets defined as emerging are located on the left of the chart, and those that are mature are to the right. The size of the bubbles corresponds to the size of the online ad market.

26 MARKETS IN PERSPECTIVE

Markets at a glance



Source: IHS

While emerging markets with a low ad spend per capita generally exhibit stronger growth as evidenced by Russia and Turkey, the data show that even mature markets are still performing strongly, and in some cases even exceed the average European growth. A mature market like Norway whose online ad spend per capita exceeds €140 achieved similar growth to Hungary or Slovakia, whose online ad spend per capita is less than one tenth that of Norway at €13. In 2013 with three of the top five most mature online ad markets experiencing double-digit growth.

- Norway: 14.7%
- UK: 16.2%
- Denmark: 6.6%
- Sweden: 11.1%
- Netherlands: 9.4%

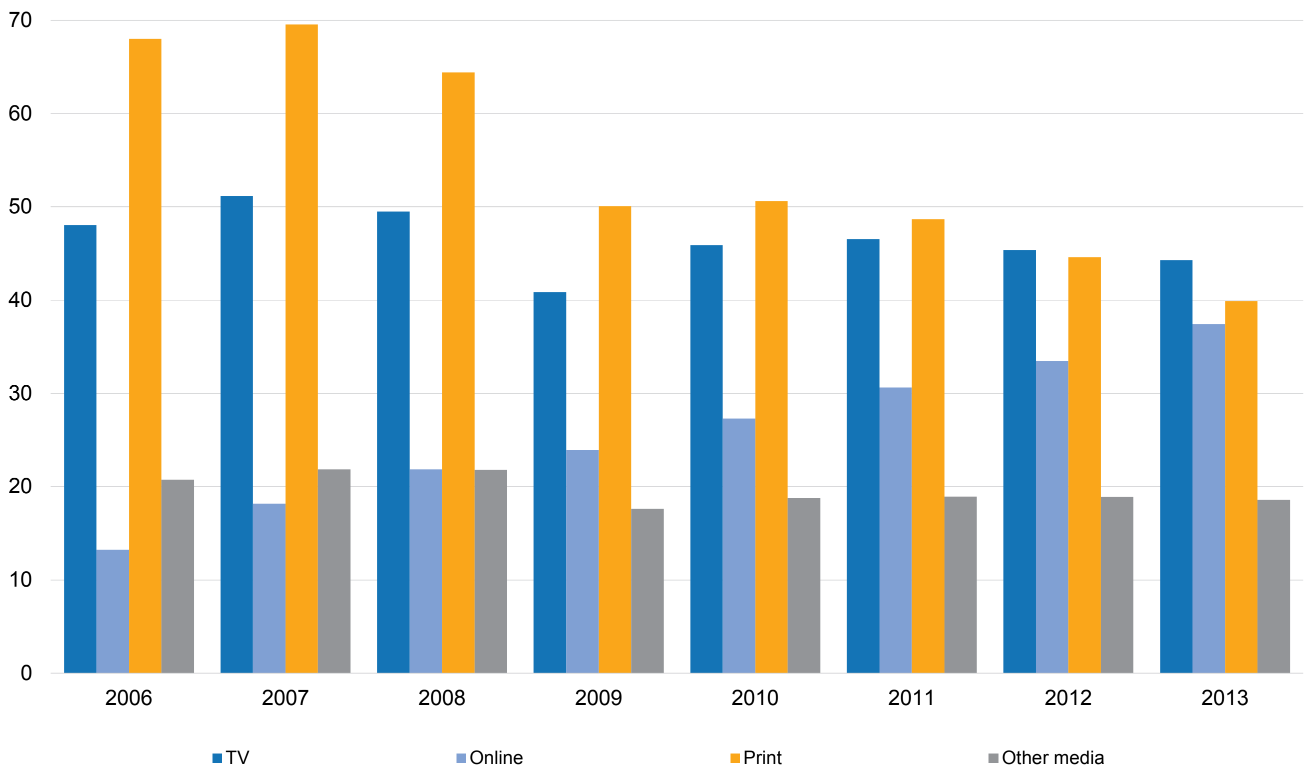
This demonstrates the sustainability and the continued advertiser confidence in online as an advertising medium. Continued innovations in online advertising, such as targeting technology and programmatic buying, highlight that online is not a static media category, but continuously evolves its offering.

26 MARKETS IN PERSPECTIVE

Monetisation lags behind in the CEE region, with online ad spend per capita ranging from €1.5 in Romania to €33.5 in the Czech Republic. The average online ad spend per capita in Europe in 2013 was €37.4, below which value we find the high growth markets of Russia and Turkey.

In aggregate, online ad spend per capita is increasing, while other media record a flat growth or decline on this metric.

Ad spend per capita (€)



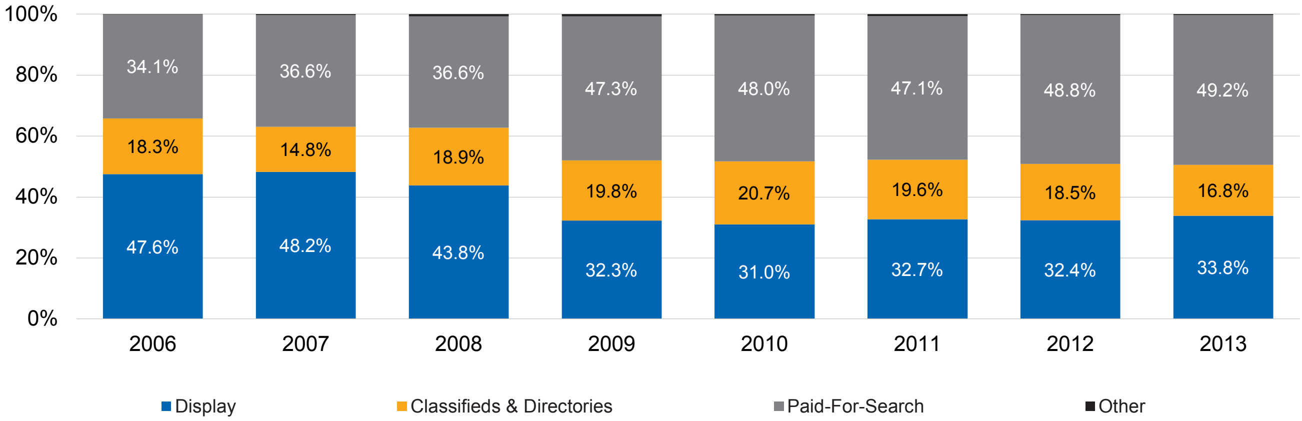
Source: IHS/IAB Europe

> With a growth of 45% year-on-year digital video has now crossed the €1 billion threshold in Europe. It is a significant part of display advertising representing 13% of the total. The average CPM of video remains one of the highest in the industry and advertisers are eager to capitalise on the high levels of consumer engagement with video as they seek to extend their branding campaigns online. Success metrics for video advertising effectiveness are under discussion within the industry via the IAB Europe Brand Advertising Committee and the anticipated recommendations should bring more efficiency and accountability for brands. Both mobile and programmatic will lead to new developments for the video market and we wait to see whether Pre-roll or In Banner Video ads will prevail or both continue to exist in parallel.
>
> **Arndt C. Groth,**
> CEO PubliGroupe

SHARE OF FORMATS

In 2013, Paid-For-Search remained the largest segment of online advertising, increasing its share of online advertising from 48.8% in 2012 to 49.2%.Displayincreased its share the most among the three formats, from 32.4% to 33.8%.In contrast, Classifieds and Directories recorded a decreasing share of online ad spend, down from 18.5% in 2012 to 16.8%.

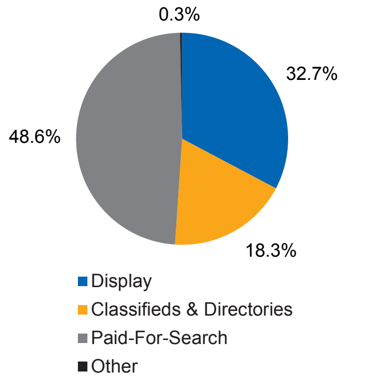
Format share of total online



Source: IAB Europe/IHS

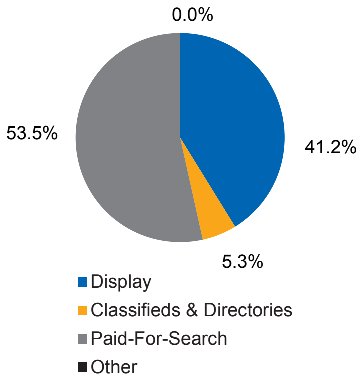
In Western Europe, the split between formats was very similar to aggregate European data. Paid-For-Search led at 48.6%, followed by Display at 32.7% and Classifieds & Directories at 18.3%. Classifieds & Directories ad spend was higher in Western Europe due to the format's strength in Scandinavia, where it has been strong historically.

Western Europe:
Share of formats in 2013



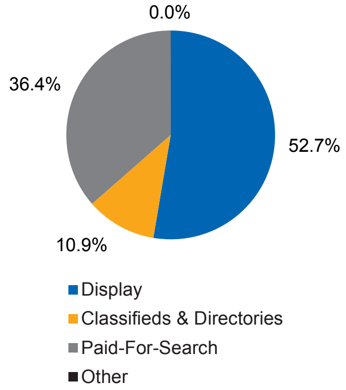
Source: IAB Europe/IHS

CEE:
Share of formats in 2013



Source: IAB Europe/IHS

CEE excl. Russia:
Share of formats in 2013



Source: IAB Europe/IHS

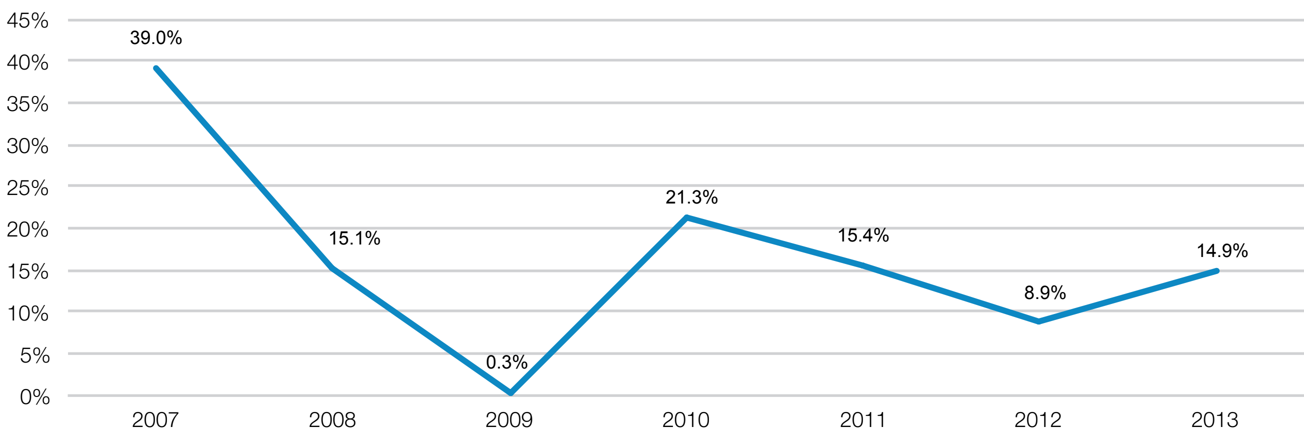
The CEE region was more skewed to Paid-For-Search, which claimed 53.5% of all online ad spend in 2013.Displaystood at 41.1%, while Classifieds and Directories were trailing behind with a 5.3% market share. Yet CEE data was largely skewed by the strong Russian Paid-For-Search market. Excluding Russia, Paid-For-Search made up only 36.4% of total online ad spend in CEE, with Display as the leading format at 52.6%.

DISPLAY

Display outperforms all formats to grow at 14.9% from 2012

- Value: €9.2 billion
- Accounts for 33.8% of all online advertising spend
- Year-on-year growth of 14.9%
- Top five countries by value: UK, Germany, France, Italy, Netherlands
- Top five countries by growth: Turkey, Austria, Ireland, UK, Italy

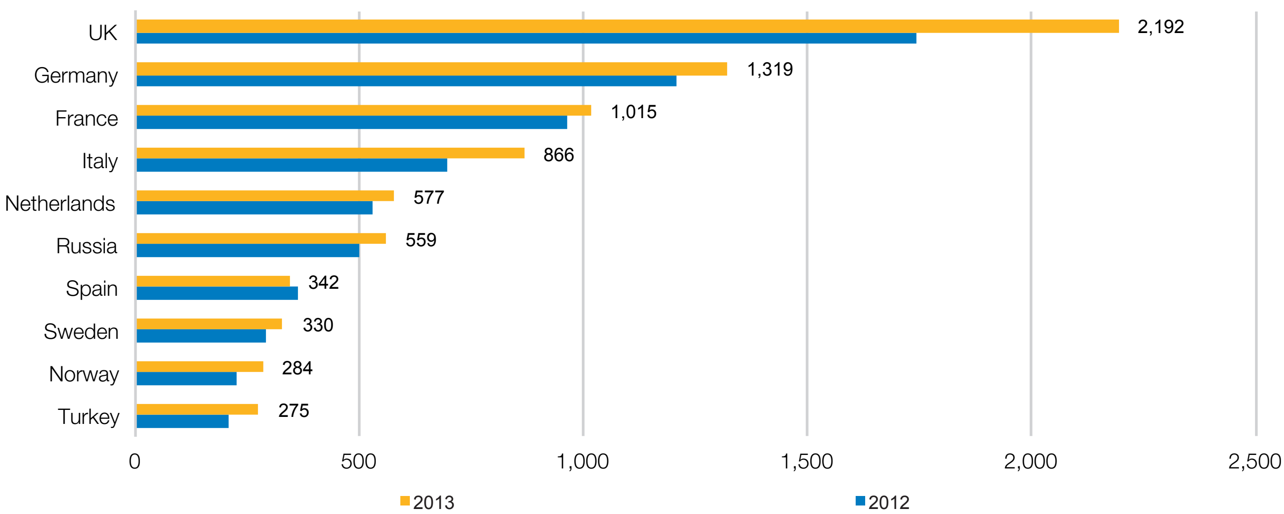
Year-on-year growth in European Display 2007-2013 (%)



Source: IAB Europe/IHS

Despite macroeconomic volatility in Europe, Displayed spend accelerated its pace of growth. Display ad spend was the fastest growing format in 2013 at 14.9% and was the main propellant behind the surge in online advertising across Europe. Key drivers were social media, mobile, video and programmatic buying and selling mechanisms.

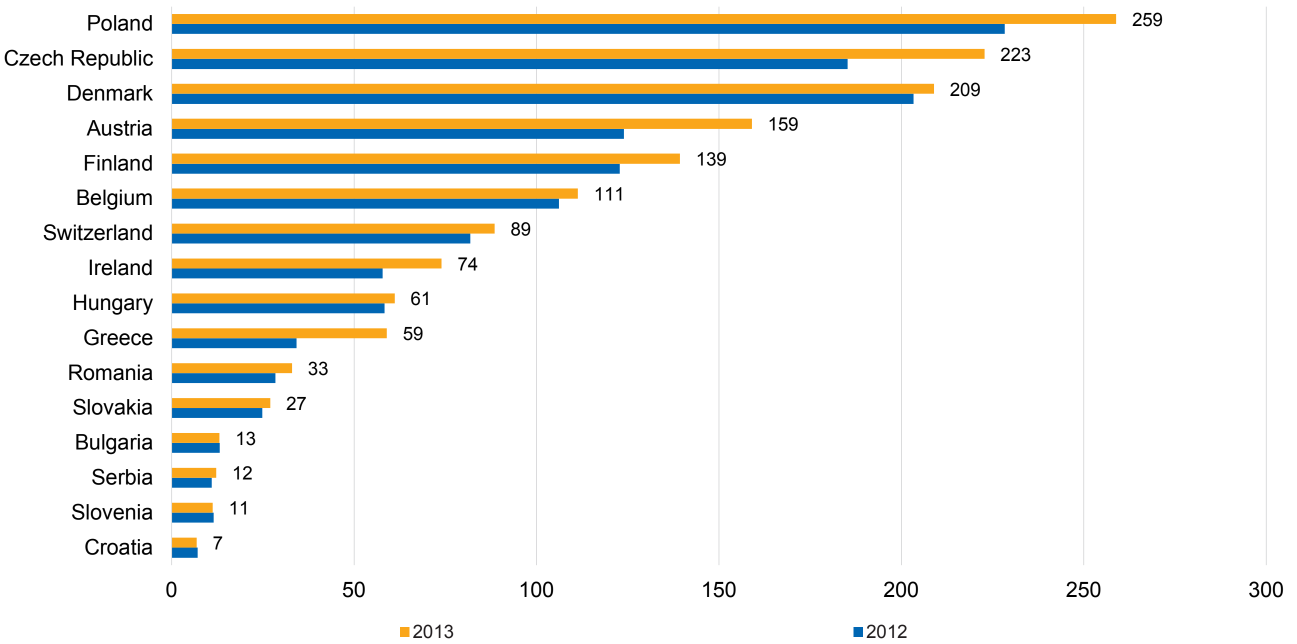
Top 10: Display value by country 2013 and 2012 (€m)



Source: IAB Europe/IHS

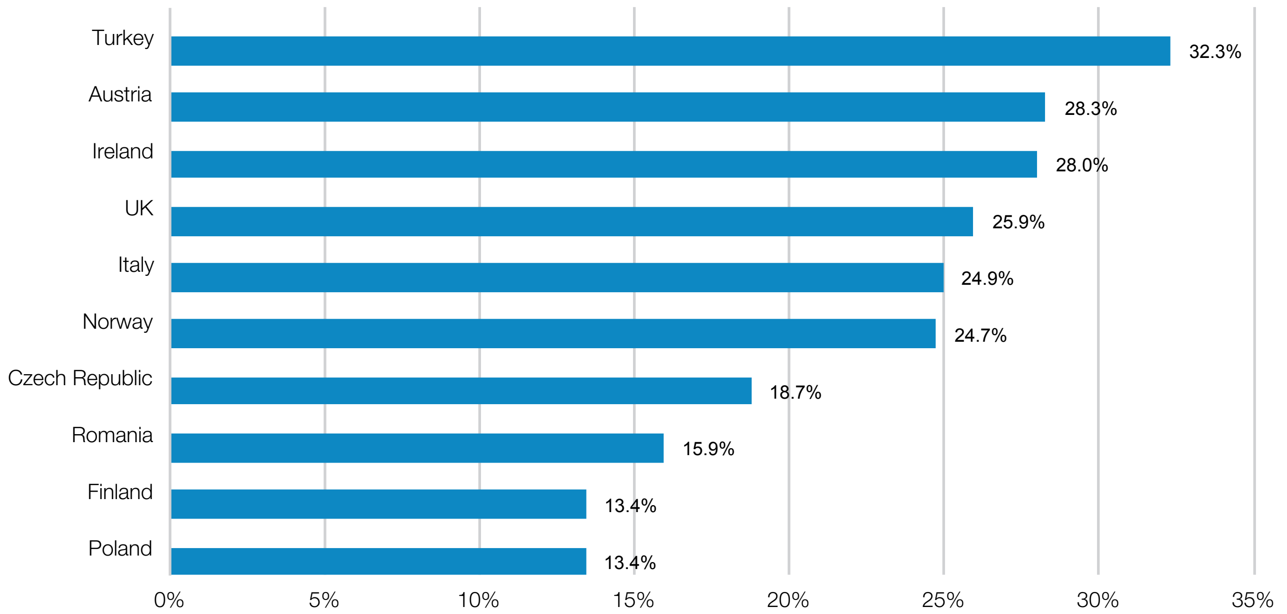
DISPLAY

Rest of Europe: Display value by country 2013 and 2012 (€m)



Source: IAB Europe/IHS

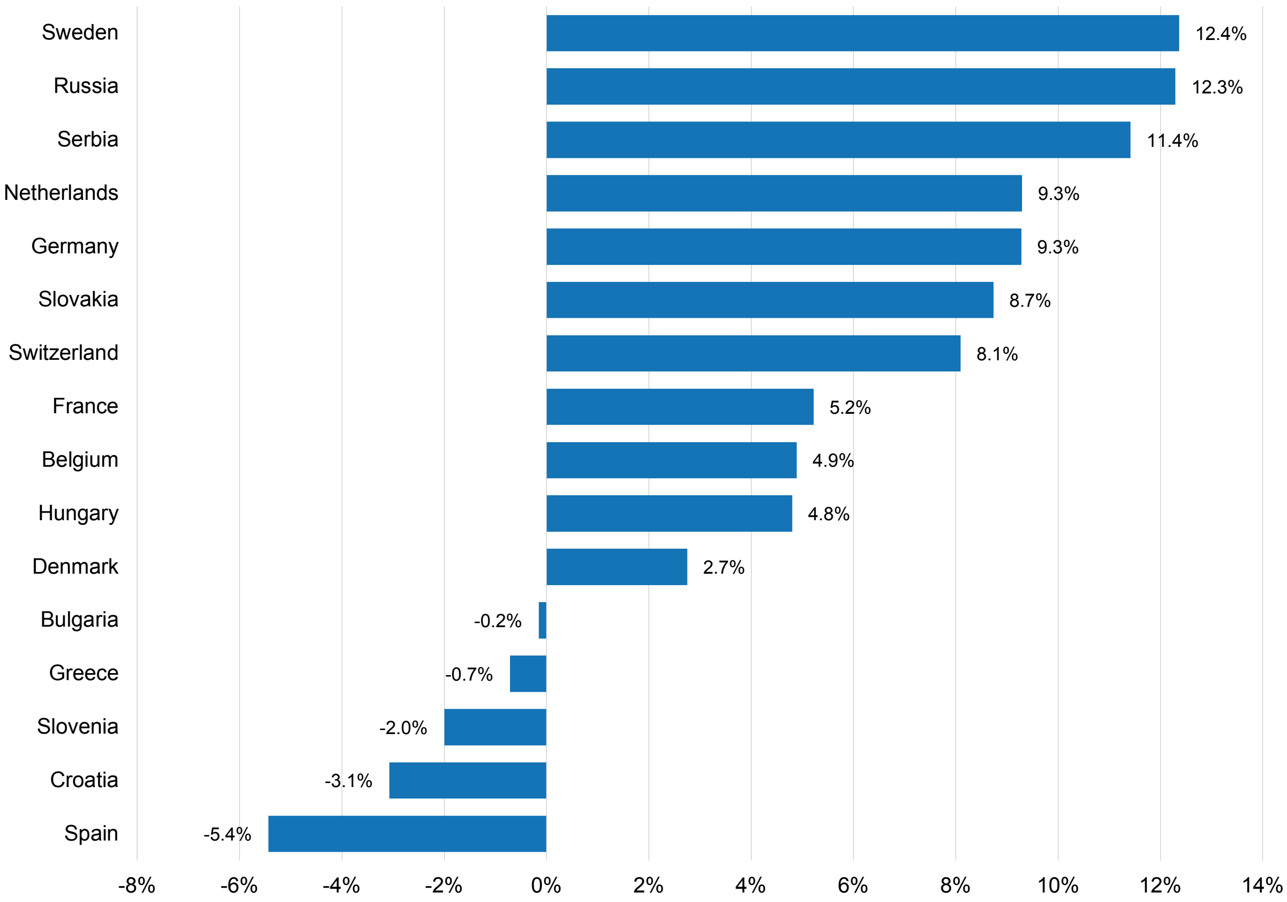
Top 10: 2013 year-on-year Display growth by country



Source: IAB Europe/IHS

DISPLAY

Rest of Europe: 2013 year-on-year Display growth by country



Source: IAB Europe/IHS

> To capitalise on the accelerating growth of Display, in large part driven by Mobile, the industry is increasing the pace of programmatic adoption. Recent research by AppNexus, IAB Europe and WARC shows that across Europe, 89% of respondents see programmatic as the future of digital advertising. By impacting the single biggest driver of advertising effectiveness, targeting; and by allowing real-time engagement and adjustment - programmatic is central to the continued success of Digital in Europe.
>
> **Graham Wylie,**
> Senior Director, EMEA & APAC Marketing, AppNexus

> The new opportunities opening up for advertisers on social media stem from the intersection of two major trends: programmatic marketing and native ad units. By combining the benefits of highly engaging, integrated ad formats with those of algorithmic bidding and campaigns that auto-optimise through machine learning, advertisers will be better equipped to drive ROI through social media.
>
> **Geraldine McCabe,**
> Head of EMEA Marketing, AdRoll

CLASSIFIEDS & DIRECTORIES

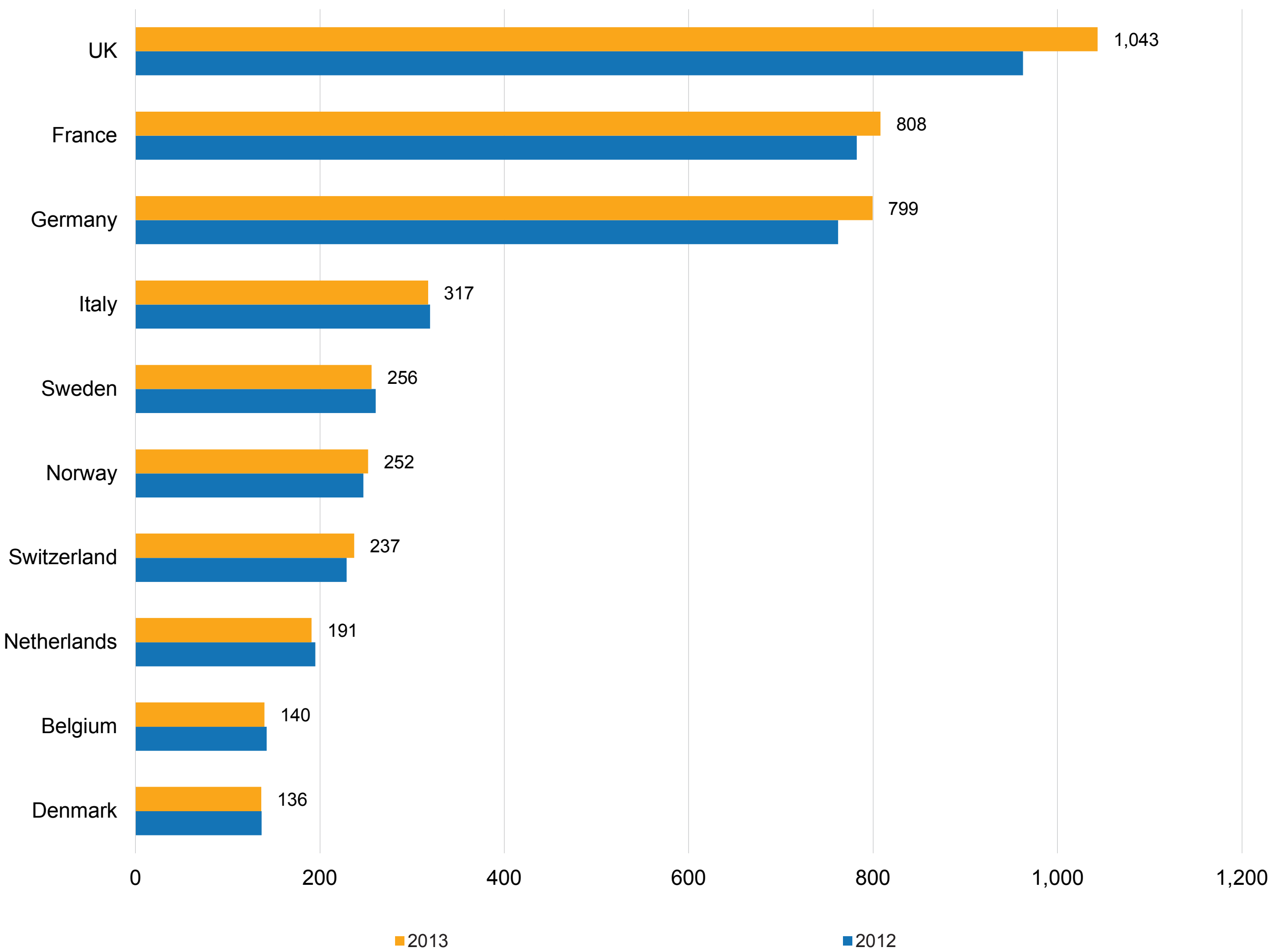
Classifieds & Directories continues to benefit from shift in print ad spend to online

- Value: €4.6 billion
- Accounts for 16.8% of all online advertising spend
- Year-on-year growth of 3.6%
- Top five countries by value: UK, France, Germany, Italy, Sweden
- Top five countries by growth: Hungary, Czech Republic, Slovakia, Croatia, Austria

Classifieds and Directories grew 3.6% in 2013, driven by the expansion of e-commerce and the migration of print classifieds to online.

Contrary to the previous two points, the weak economy has had a negative effect on Classifieds and Directories as there were fewer jobs, houses and cars to advertise. As a result, Classifieds and Directories declined in eleven markets in 2013, with Spain, Bulgaria and Romania decreasing double-digit.

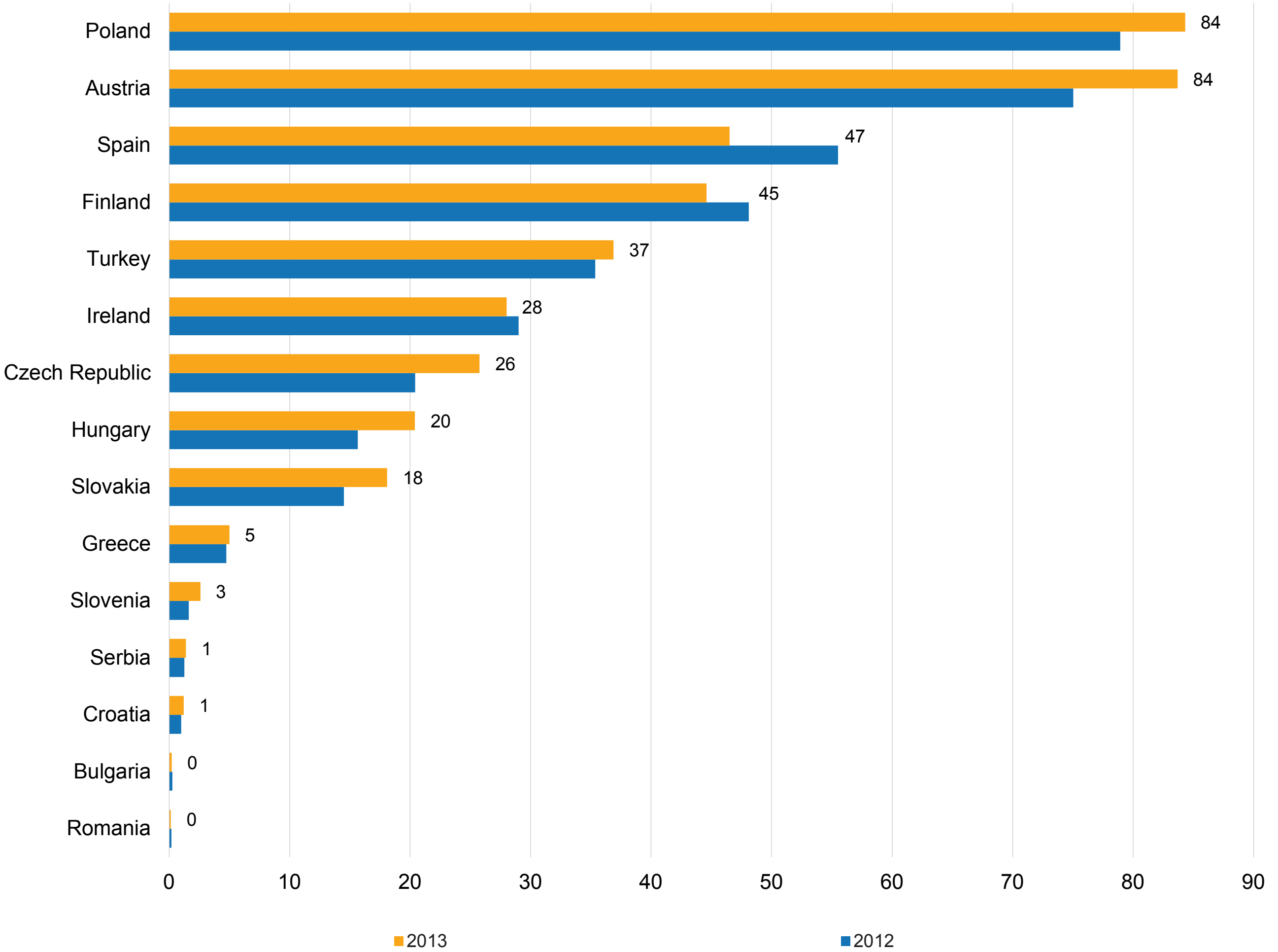
Top 10: Classifieds & Directories value by country 2013 and 2012 (€m)



Source: IAB Europe/IHS

CLASSIFIEDS & DIRECTORIES

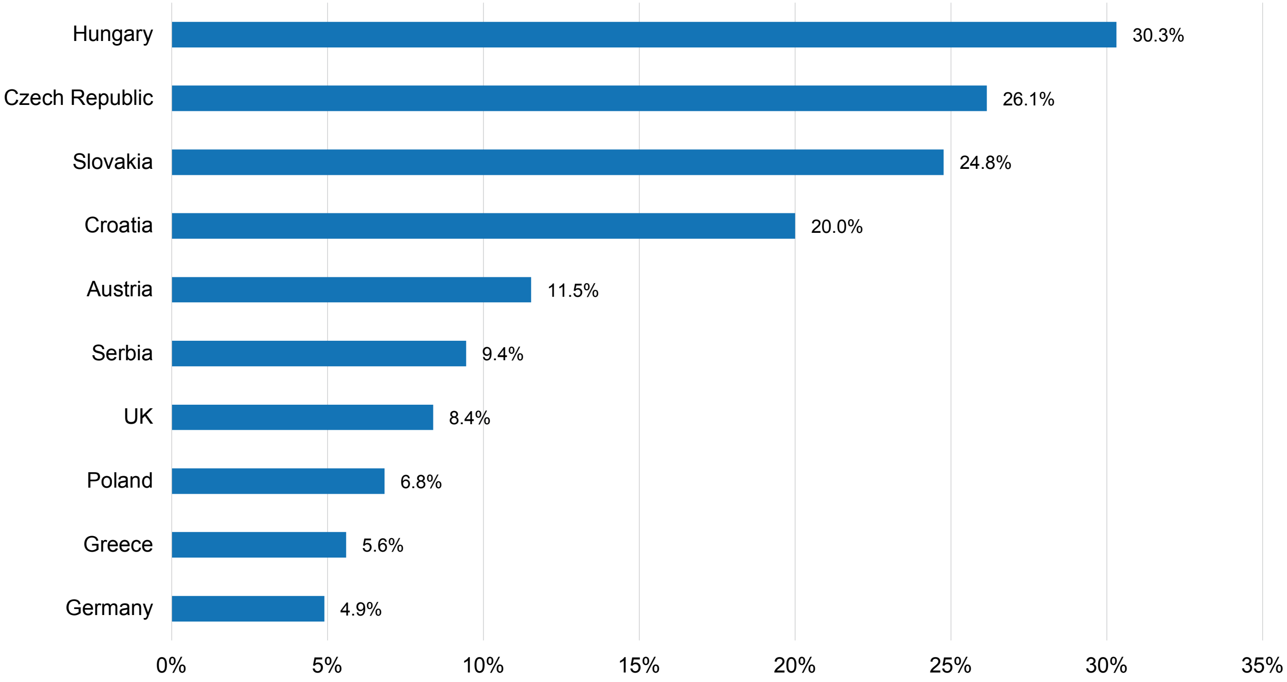
Rest of Europe: Classifieds & Directories value by country 2013 and 2012 (€m)



Source: IAB Europe/IHS

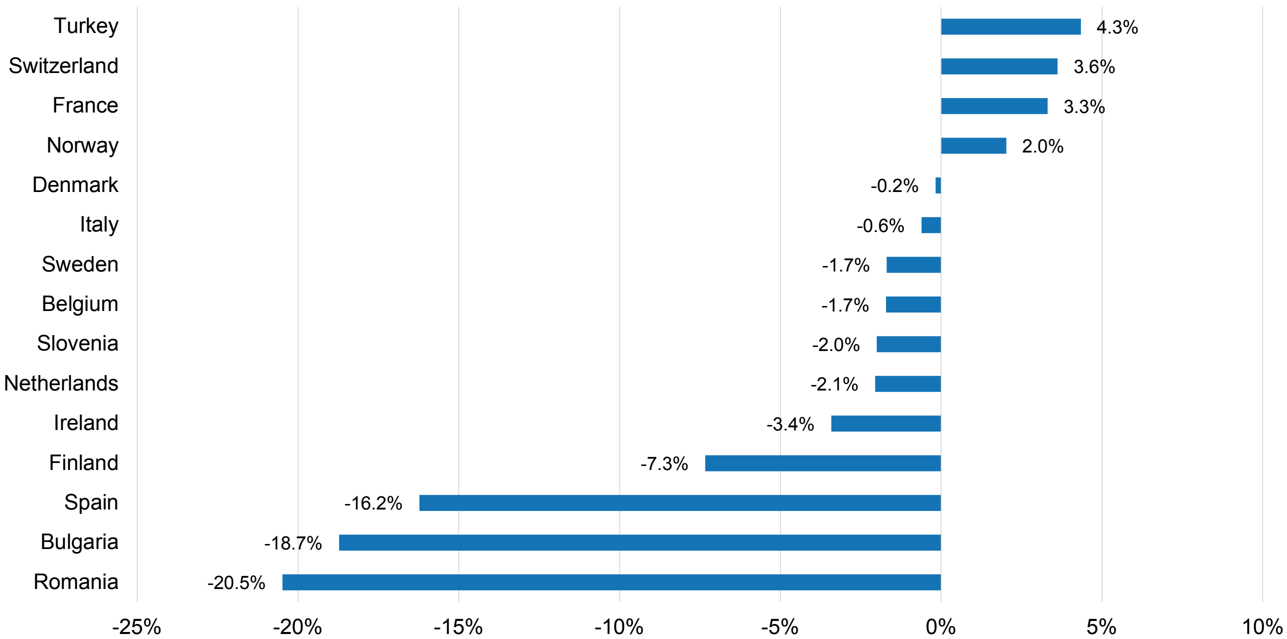
CLASSIFIEDS & DIRECTORIES

Top 10: 2013 year-on-year Classifieds & Directories growth by country



Source: IAB Europe/IHS

Rest of Europe: 2013 year-on-year Classifieds & Directories growth by country



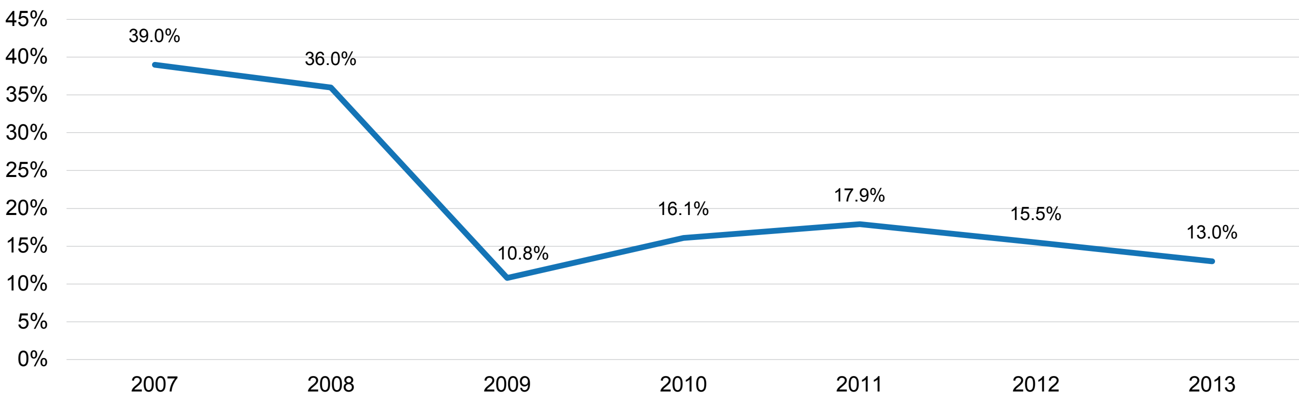
Source: IAB Europe/IHS

PAID-FOR-SEARCH

Paid-For-Search remains the largest online advertising format accounting for almost 1 in 2 online ad €s in Europe

- Value: €13.4 billion
- Accounts for 49.2% of all online advertising spend
- Year-on-year growth of 13.0%
- Top five countries by value: UK, Germany, France, Russia, Netherlands
- Top five countries by growth: Russia, Serbia, Hungary, Slovakia, Sweden

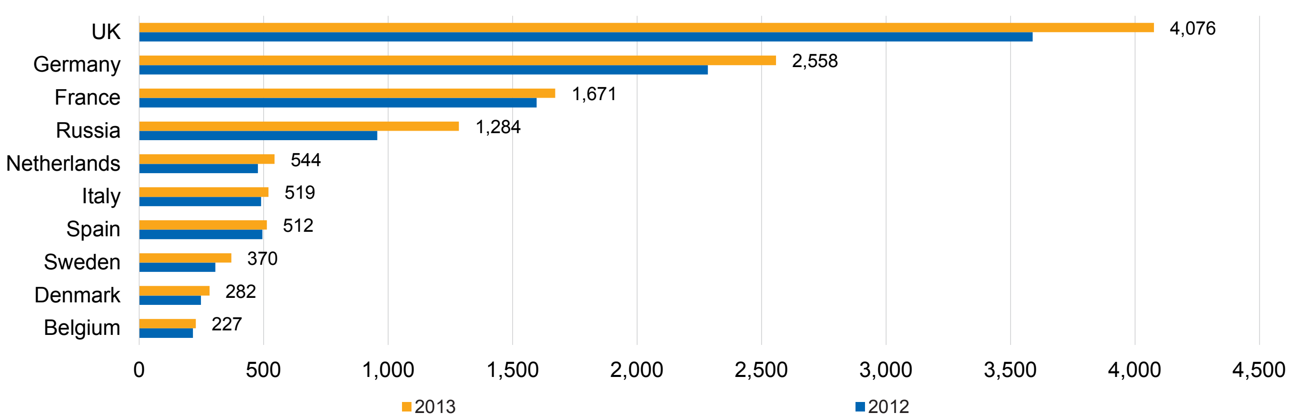
Year-on-year growth in European Paid-For-Search 2007-2013 (%)



Source: IAB Europe/IHS

In 2013, Paid-For-Search continued its double-digit growth, up 13.0% year-on-year. Growth was robust growth in almost all European markets. The largest Paid-For-Search market in Europe remains the UK, at €4.1 billion and 30.3% all Paid-For-Search spend in Europe. Despite its size and maturity UK Paid-For-Search increased double-digit, higher than the European average, at 13.5% year-on-year. Increasingly, Mobile Search become relevant. In Austria, Ireland, Sweden and the UK, Mobile Search comprises over 10% of Paid-For-Search ad spend.

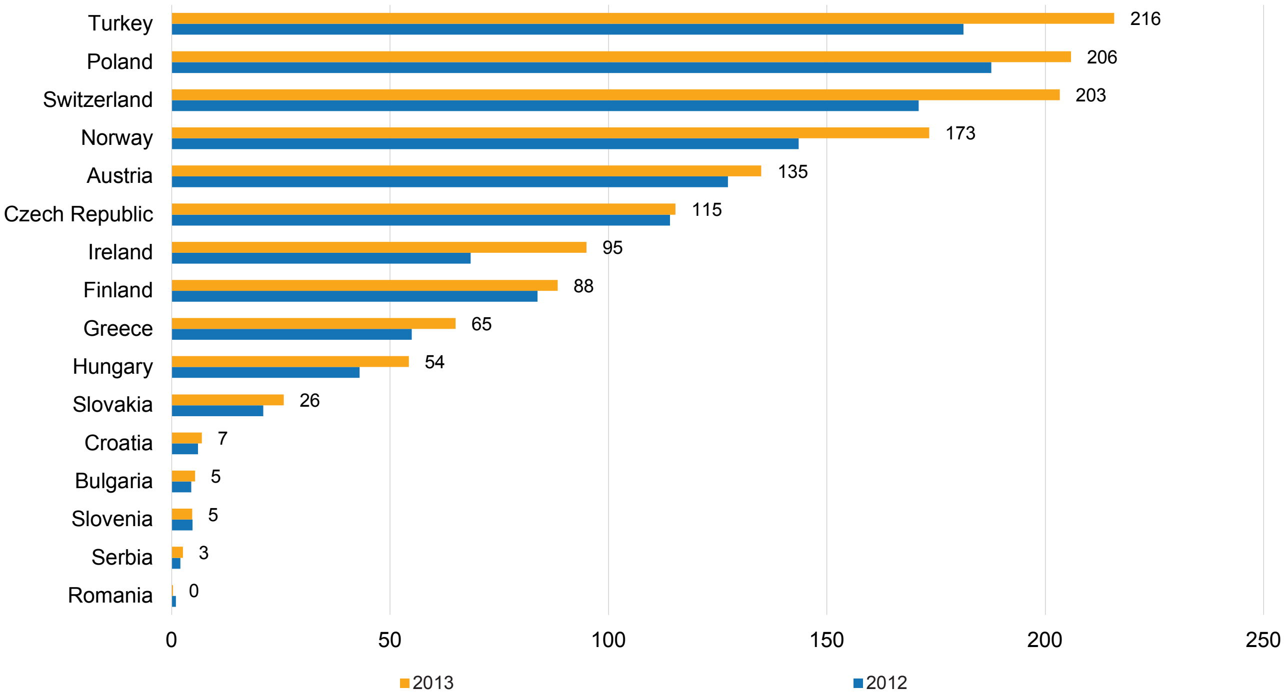
Top 10: Paid-For-Search value by country 2013 and 2012 (€m)



Source: IAB Europe/IHS

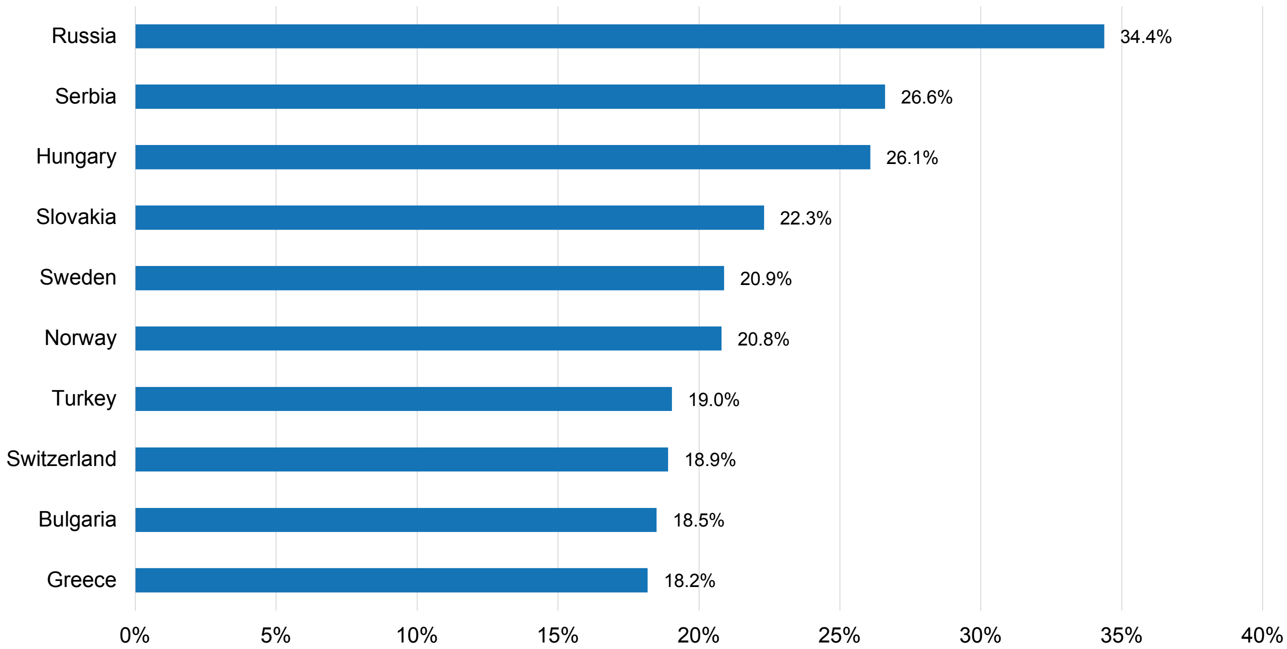
PAID-FOR-SEARCH

Rest of Europe: Paid-For-Search value by country 2013 and 2012 (€m)



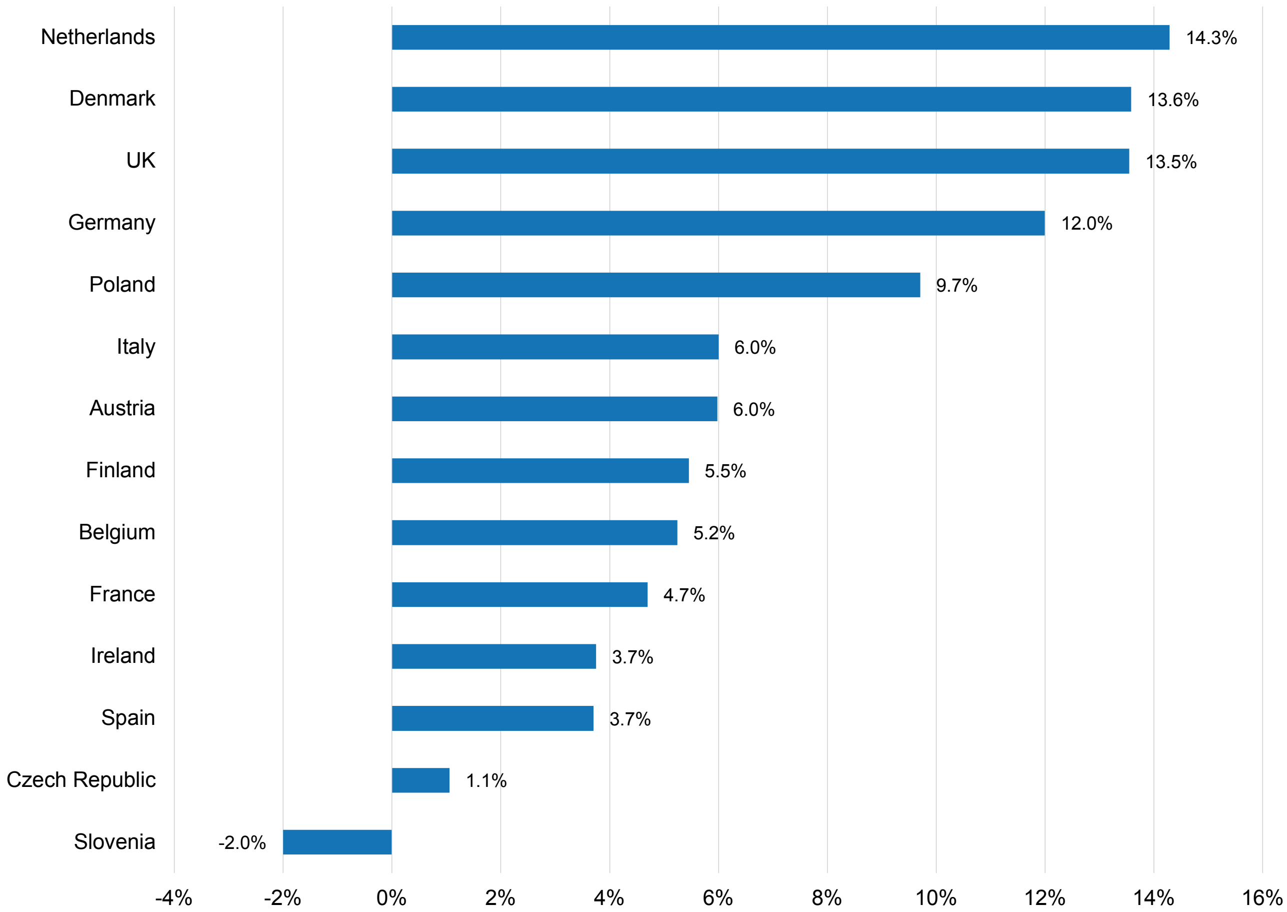
Source: IAB Europe/IHS

Top 10: 2013 year-on-year Paid-For-Search growth by country



Source: IAB Europe/IHS

Rest of Europe: 2013 year-on-year Paid-For-Search growth by country*



Source: IAB Europe/IHS

> Search again showed its strength and resilience in 2013 with growth driven by the product's core appeal to consumers itself multiplied by demand across multiple devices and for longer periods of time. Used by brands and businesses large and small it is a key engagement point of digital marketing.
>
> **Didier Ongena,**
> General Manager Advertising Western Europe, Microsoft

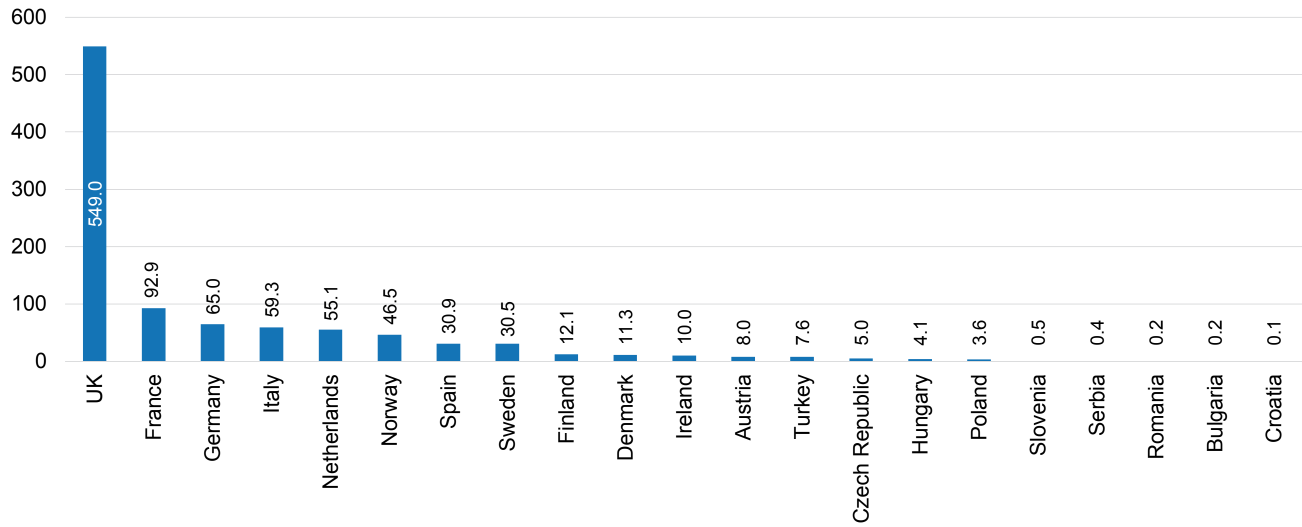
* *Excludes Romania as for methodological reasons a like-for-like growth rate could not be provided.*

MOBILE

Mobile now accounts for 11.8% of Display ad spend

In 2013, the IAB Europe AdEx Benchmark study received Mobile Displayed spend submissions from 21 markets. This number has remained constant versus 2012 and is up from 14 submissions in 2011. Spend on Mobile Display advertising ranged from €0.2 million in Romania to €549.0 million in the UK.

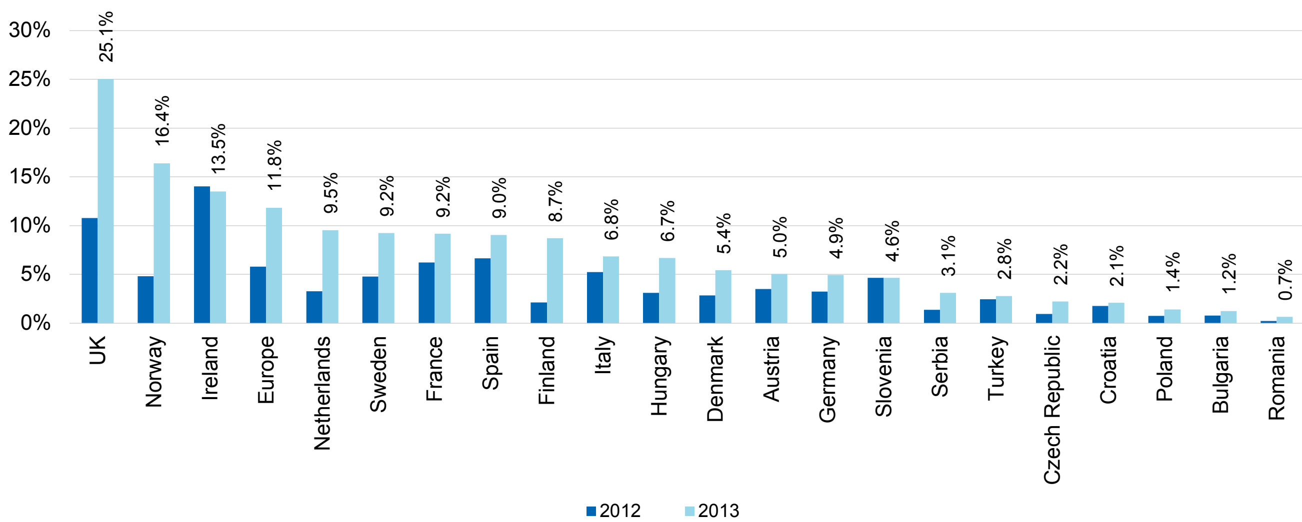
2013: Mobile Display ad spend (€m)



Source: IAB Europe/IHS

In 2013 Mobile accounted for a double-digit proportion of Display ad spend for the first time, reaching a share of at 11.8%. In the UK over a quarter of Display came through Mobile in 2013.

Mobile as a share of Online Display (%)

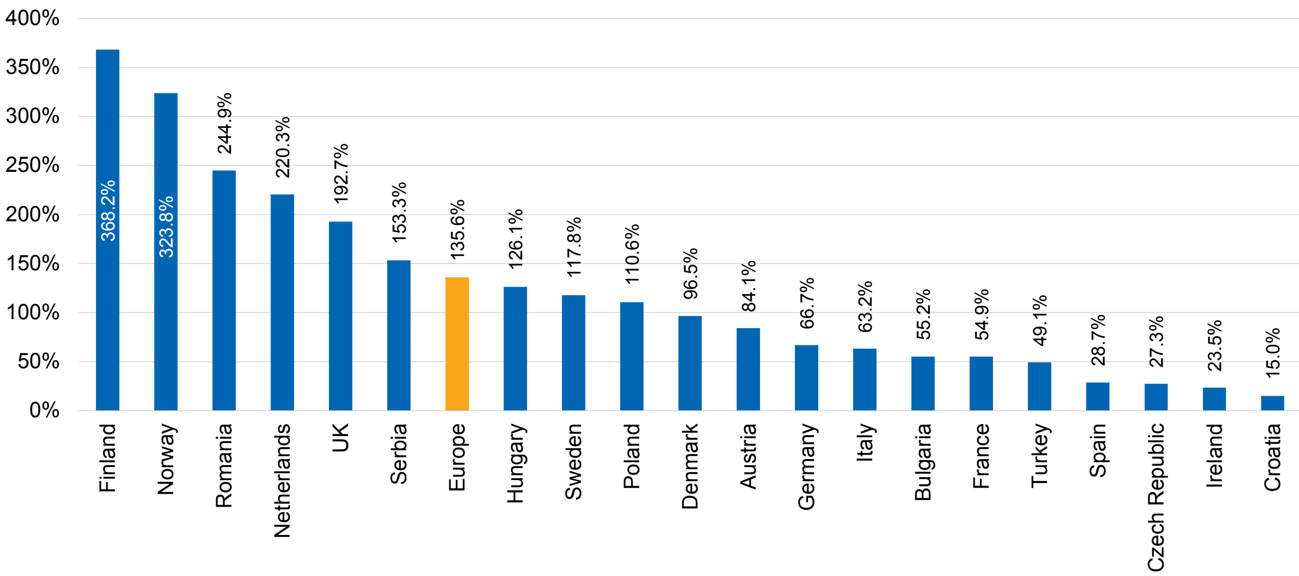


Source: IAB Europe/IHS

MOBILE

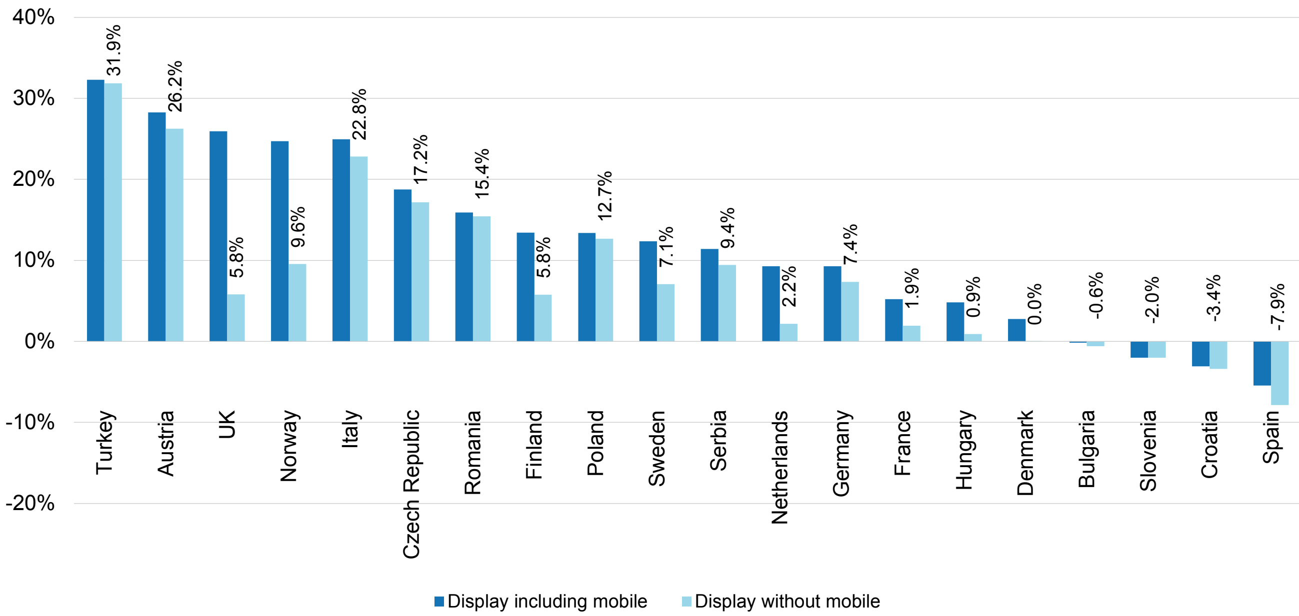
Mobile display grew 135.6% in Europe, with nine markets reporting triple-digit growth. Finland grew the fastest at 368.2%, followed by Norway at 323.8% and Romania at 244.9%. The remaining markets that increased above the European average were the Netherlands, the UK and Serbia.

2013: Year-on-year growth in Mobile Display (%)



Source: IAB Europe/IHS

2013: Year-on-year Display growth (%)

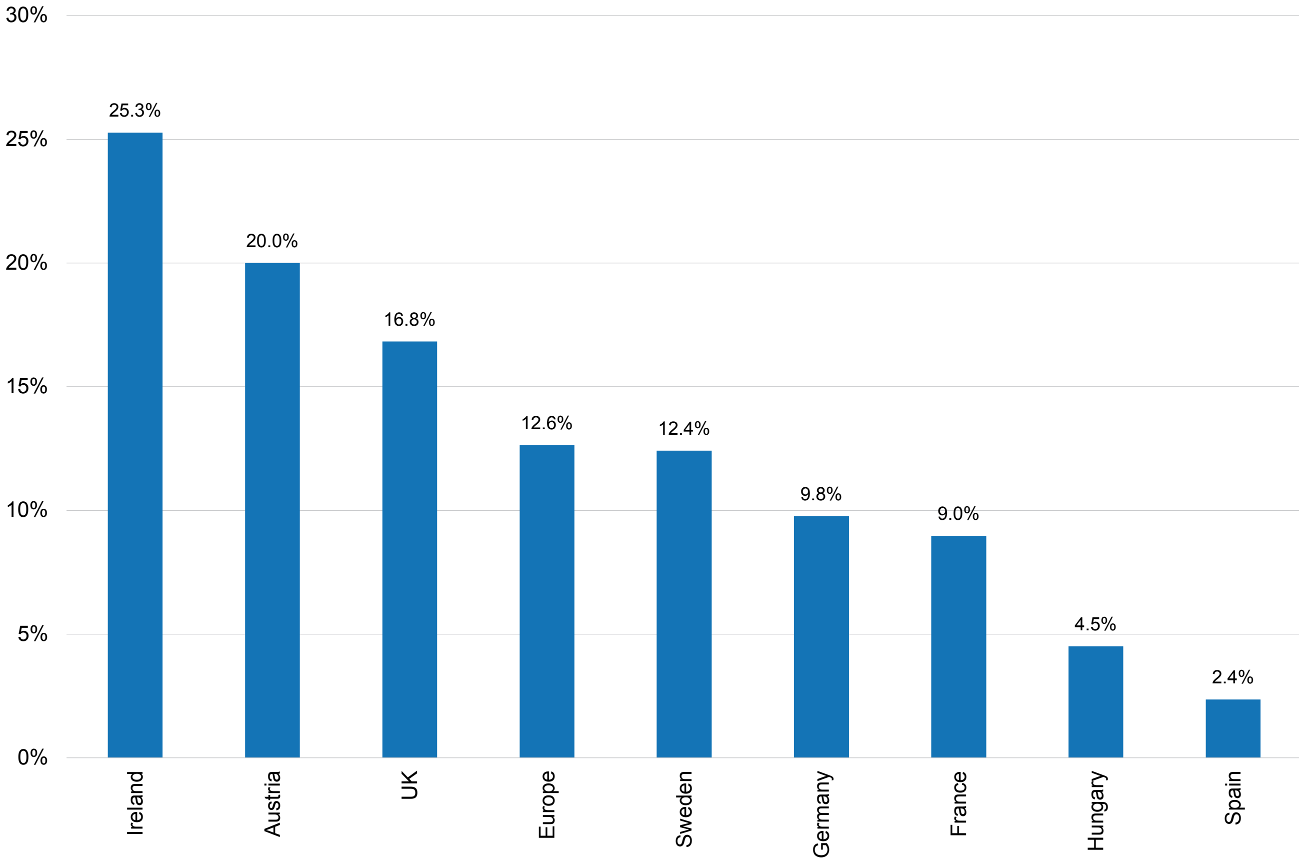


Source: IAB Europe/IHS

MOBILE

Eightmarkets also supplied data for Mobile Search advertising from both Western Europe and the CEE. In Western Europe, Mobile Search was led by the UK at €685.7 million, followed by Germany at €109.6 million. Mobile accounted for12.6%of Paid-For-Search ad spend.

2013: Mobile as a share of online Paid-For-Search (%)



Source: IAB Europe/IHS

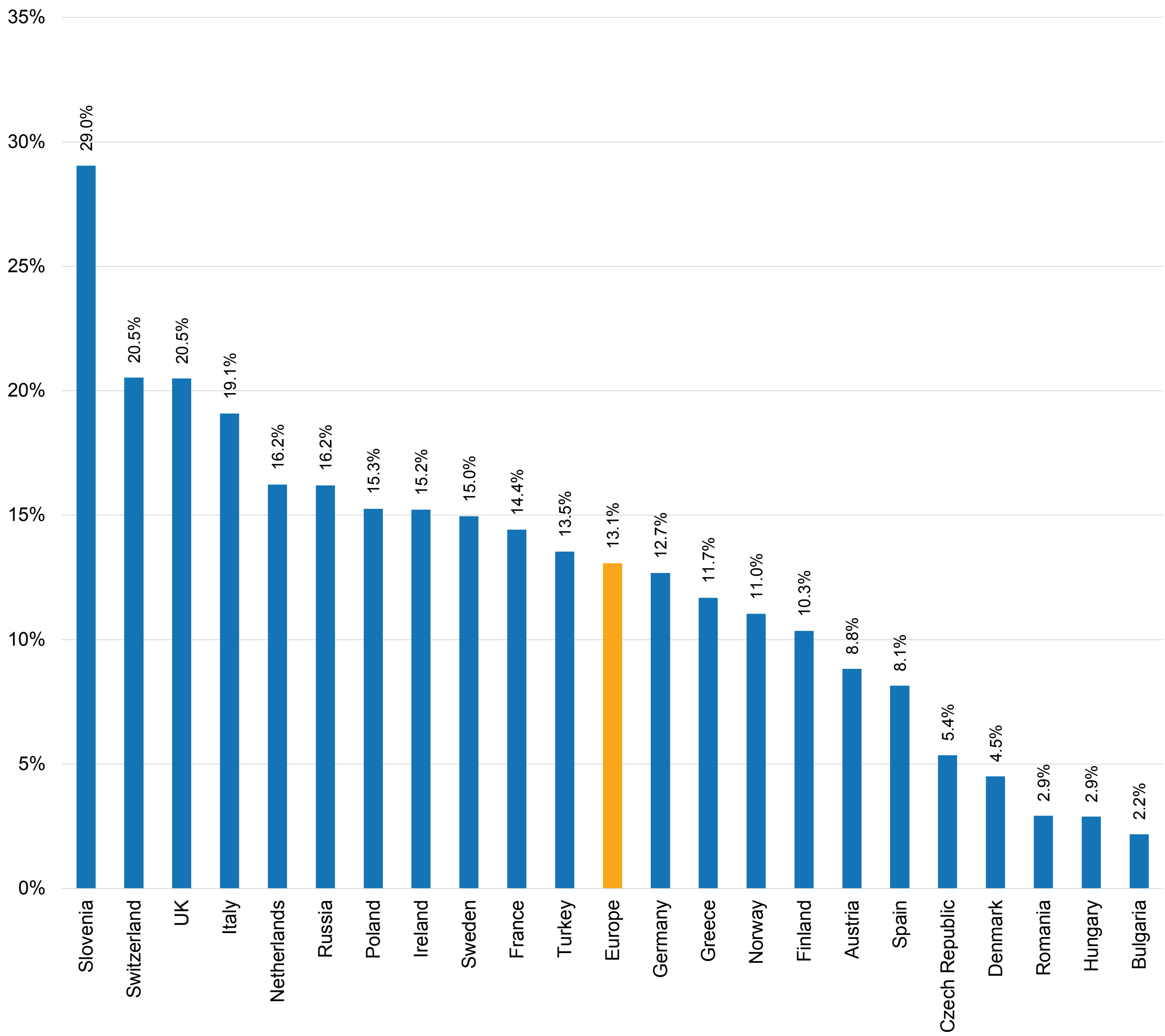
> Total UK digital ad spend broke through the €7bn barrier in 2013 thanks to a major contribution from a new media star – mobile advertising.
>
> Mobile ad revenue doubled to reach €1.3bn powered largely by display which shot up 180% to €534m, accounting for 23% of total UK digital display. With consumer goods marketers accounting for a quarter of all display spend, mobile advertising is now truly mainstream in the UK. And this trend is set to continue with the growth of video, native-social and paid content across smart-phones and tablets, driving digital ad spend to new heights.
>
> **Guy Phillipson**
> CEO, IAB UK

VIDEO

Video grew strongly, but no market achieved triple-digit growth

AdEx Benchmark 2013 includes Online Video advertising figures for 23 markets, up from 19 in 2012. In 2012, IAB Europe and IHS standardised definitions across Europe to include only in-stream advertising (pre-rolls, mid-rolls and post-rolls) as agreed by the IAB Europe AdEx Benchmark Video Task Force. This was applied again in 2013. Where reported Video ad spend was not specified according to this definition, IHS modelled the figure based on local market knowledge. On average, Video represented 13.1% of the total Display market value in Europe in 2013.

2013: Video share of Online Display (%)

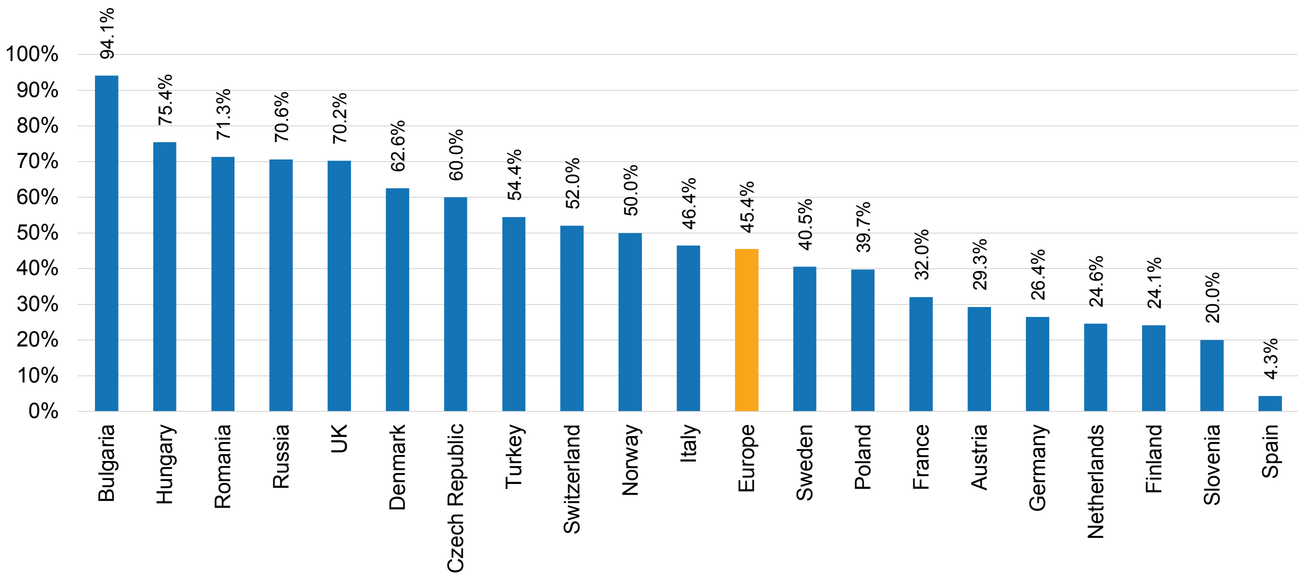


Source: IAB Europe/IHS

VIDEO

Online Video advertising grew 45.4% in Europe in 2013. Yet unlike 2012, no market grew triple-digit. Strongest growth was recorded in Bulgaria at 94.1% followed by three other CEE markets (Hungary, Romania, Russia). The only Western European market to make the top five was the UK at 70.2%. Spain's 4.3% growth is due a tough comparative effect with 2012, when the video ad market surged by 204.0%.

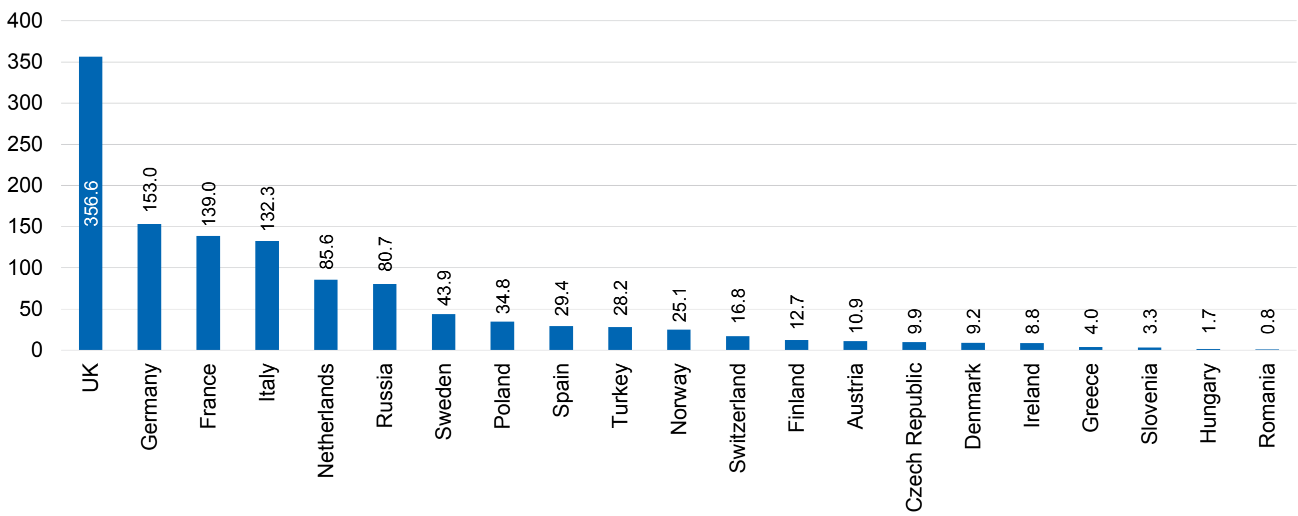
2013: Year-on-year growth in Video by country (%)



Source: IAB Europe/IHS

In 2013, Video ad spend volume reflected total ad spend ranking with the UK, Germany and France claiming the top three places and making up 54.6% of the total European Video ad spend. Russia was the only CEE market to report over €50 million.

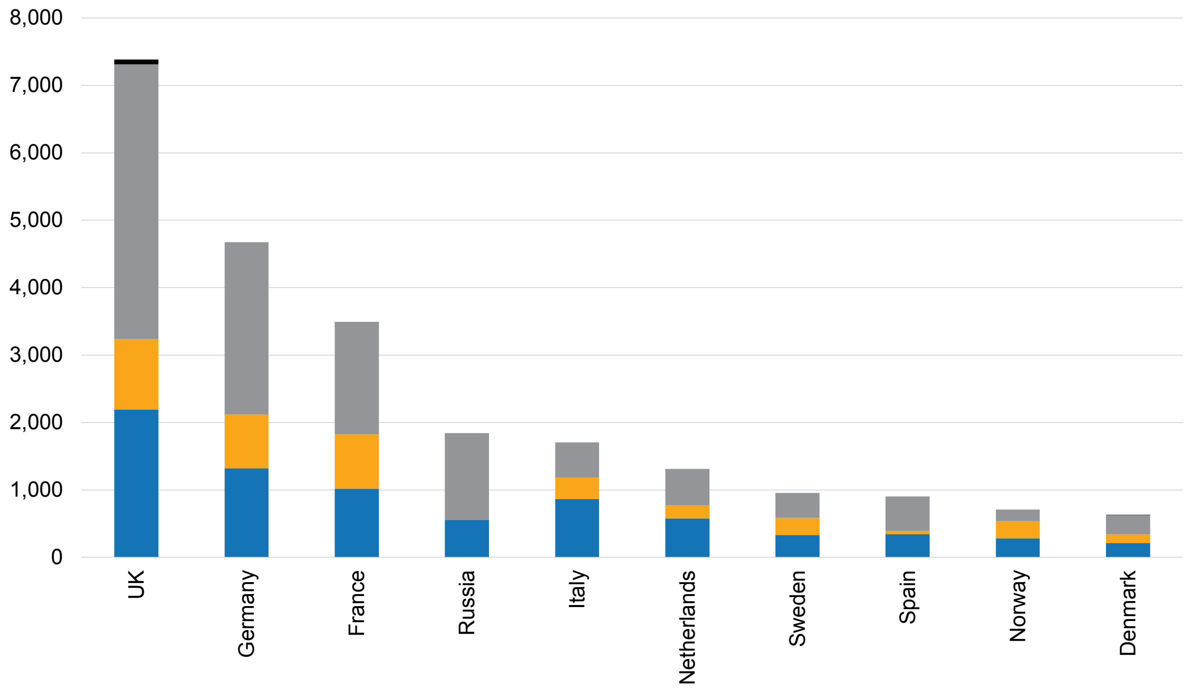
2013: Video ad spend (€m)



Source: IAB Europe/IHS

TOP 10

Online ad spend by format and by country: Top 10 (€m)



Source: IAB Europe/IHS

	UK	Germany	France	Russia	Italy	Netherlands	Sweden	Spain	Norway	Denmark
Display	2,192	1,319	1,015	559	866	577	330	330	342	209
Classifieds & Directories	1,043	799	808	-	317	191	256	47	252	136
Paid-For-Search	4,076	2,558	1,671	1,284	519	544	370	512	173	282
Other	70	-	-	-	-	-	-	-	-	3

UK:

2013 Online Ad Spend	€7,381m
2013 YoY growth	16.2%
Online ad spend per capita	€115.2

Germany:

2013 Online Ad Spend	€4,676m
2013 YoY growth	10.0%
Online ad spend per capita	€57.0

France:

2013 Online Ad Spend	€3,494m
2013 YoY growth	4.5%
Online ad spend per capita	€54.7

Russia:

2013 Online Ad Spend	€1,843m
2013 YoY growth	26.8%
Online ad spend per capita	€12.9

Italy:

2013 Online Ad Spend	€1,703m
2013 YoY growth	13.3%
Online ad spend per capita	€27.9

Netherlands:

2013 Online Ad Spend	€1,312m
2013 YoY growth	9.4%
Online ad spend per capita	€78.3

TOP 10

Sweden:

2013 Online Ad Spend	€955m
2013 YoY growth	11.1%
Online ad spend per capita	€99.8

Spain:

2013 Online Ad Spend	€901m
2013 YoY growth	-1.1%
Online ad spend per capita	€19.1

Norway:

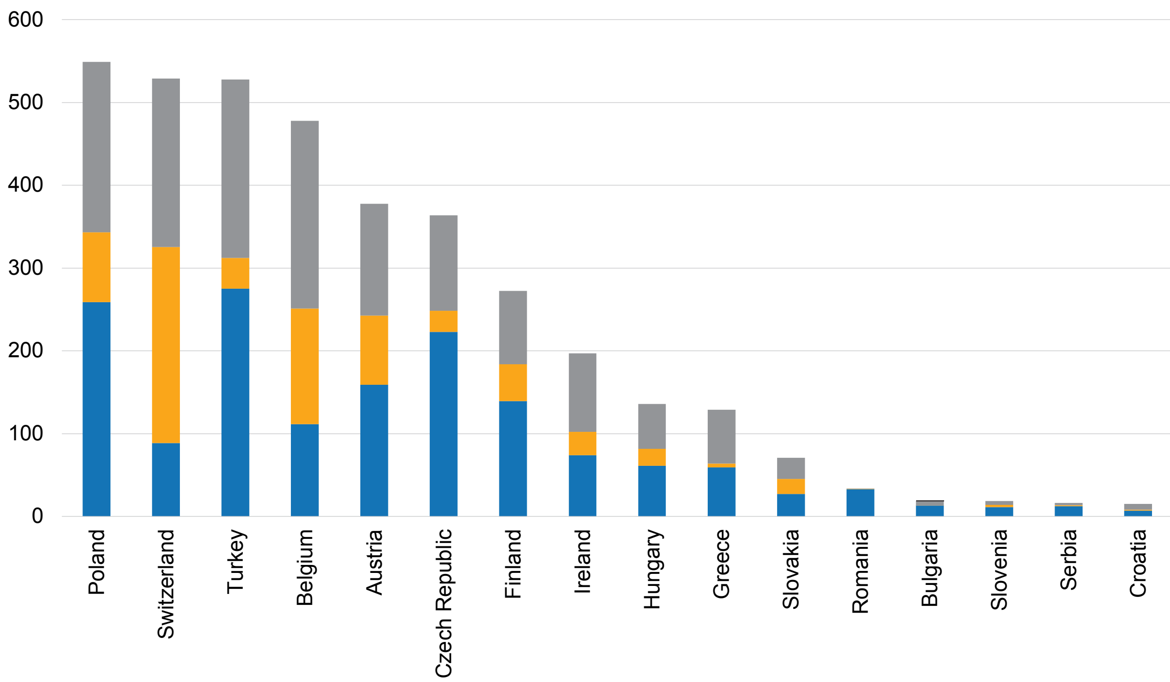
2013 Online Ad Spend	€709m
2013 YoY growth	14.7%
Online ad spend per capita	€140.7

Denmark:

2013 Online Ad Spend	€628m
2013 YoY growth	6.6%
Online ad spend per capita	€111.8

OTHER PARTICIPATING COUNTRIES

Online ad spend by format and by country: Rest of Europe (€m)



Source: IAB Europe/IHS

Display	259	89	275	111	158	223	139	74	61	59	27	33	13	11	12	7
Classifieds & Directories	84	237	37	140	84	26	45	28	20	5	18	0.1	0.2	3	1	1
Paid-For-Search	206	203	216	227	135	115	88	95	54	65	26	0.3	5	5	3	7
Other	-	-	-	-	-	-	-	-	-	-	-	-	0.7	-	-	-

Poland:

2013 Online Ad Spend	€549m
2013 YoY growth	10.9%
Online ad spend per capita	€14.4

Switzerland:

2013 Online Ad Spend	€529m
2013 YoY growth	9.8%
Online ad spend per capita	€65.4

Turkey:

2013 Online Ad Spend	€528m
2013 YoY growth	24.3%
Online ad spend per capita	€7.0

Belgium:

2013 Online Ad Spend	€478m
2013 YoY growth	3.0%
Online ad spend per capita	€43.0

Austria:

2013 Online Ad Spend	€378m
2013 YoY growth	15.7%
Online ad spend per capita	€44.5

Czech Republic:

2013 Online Ad Spend	€352m
2013 YoY growth	12.9%
Online ad spend per capita	€33.5

OTHER PARTICIPATING COUNTRIES

Finland:

2013 Online Ad Spend	€272m
2013 YoY growth	6.9%
Online ad spend per capita	€50.2

Ireland:

2013 Online Ad Spend	€197m
2013 YoY growth	11.4%
Online ad spend per capita	€42.6

Hungary:

2013 Online Ad Spend	€136m
2013 YoY growth	16.0%
Online ad spend per capita	€13.7

Greece:

2013 Online Ad Spend	€129m
2013 YoY growth	10.7%
Online ad spend per capita	€11.6

Slovakia:

2013 Online Ad Spend	€71m
2013 YoY growth	17.3%
Online ad spend per capita	€13.1

Romania:

2013 Online Ad Spend	€33m
2013 YoY growth	13.0%
Online ad spend per capita	€1.5

Bulgaria:

2013 Online Ad Spend	€19m
2013 YoY growth	4.3%
Online ad spend per capita	€2.7

Slovenia:

2013 Online Ad Spend	€19m
2013 YoY growth	-2.0%
Online ad spend per capita	€9.1

Serbia:

2013 Online Ad Spend	€16m
2013 YoY growth	13.4%
Online ad spend per capita	€2.3

Croatia:

2013 Online Ad Spend	€15m
2013 YoY growth	6.2%
Online ad spend per capita	€3.5

Taking into consideration the most popular internet usage trends in the region, a few things are worth noting. Internet users in the CEE region love social networks. This is especially visible in Russian-speaking countries and Turkey, where social networks are among top 3 websites by reach. Mobile Internet traffic has increased, in May 2014, mobile traffic in CEE amounted to 10% of total traffic, which means an increase of 176% year on year. We are expecting a rapid and sustained growth. Another visible trend in the region is the growing popularity of online video where we see strong local players such as stream.cz in Czech Republic.

Vesna Gordon,

International Marketing & Sales Director, Gemius

TOP PROPERTIES DECEMBER 2013

Austria

Top 20 Sites in Austria Source: comScore MMX, December 2013		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		**5,172**	**100.0**
1	Google Sites	4,878	94.3
2	Facebook	3,166	61.2
3	Microsoft Sites	2,913	56.3
4	Amazon Sites	2,733	52.8
5	Wikimedia Foundation Sites	1,967	38.0
6	Yahoo Sites	1,745	33.7
7	Styria Media Group	1,609	31.1
8	Axel Springer SE	1,530	29.6
9	Glam Media	1,505	29.1
10	United-Internet Sites	1,483	28.7
11	eBay	1,466	28.3
12	ORF.at Network	1,199	23.2
13	Ask Network	1,177	22.8
14	Hubert Burda Media	1,122	21.7
15	Dropbox Sites	1,005	19.4
16	gutefrage.net GmbH	993	19.2
17	Apple Inc.	963	18.6
18	Herold Sites	900	17.4
19	Deutsche Telekom	858	16.6
20	Raiffeisen	801	15.5

Belgium

Top 20 Sites in Belgium Source: comScore MMX, December 2013		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		**6,469**	**100.0**
1	Google Sites	6,197	95.8
2	Microsoft Sites	5,356	82.8
3	Facebook	4,726	73.1
4	Corelio Publishing	2,971	45.9
5	Yahoo Sites	2,438	37.7
6	Wikimedia Foundation Sites	2,375	36.7
7	VRT Sites	1,911	29.5
8	Belgacom Group	1,805	27.9
9	Axel Springer SE	1,755	27.1
10	De Persgroep	1,672	25.9
11	Ask Network	1,615	25.0
12	Concentra Media	1,583	24.5
13	Amazon Sites	1,572	24.3
14	Apple Inc.	1,501	23.2
15	Groupe Rossel	1,447	22.4
16	CCM-Benchmark	1,423	22.0
17	eBay	1,376	21.3
18	2dehands	1,355	20.9
19	Linkedin	1,333	20.6
20	BNP Paribas	1,304	20.2

Denmark

Top 20 Sites in Denmark Source: comScore MMX, December 2013		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		**3,860**	**100.0**
1	Google Sites	3,581	92.8
2	Microsoft Sites	2,842	73.6
3	Facebook	2,464	63.8
4	JP Politiken Hus	1,295	33.6
5	Yahoo Sites	1,214	31.4
6	Ask Network	1,160	30.1
7	Wikimedia Foundation Sites	1,146	29.7
8	DR.DK	1,115	28.9
9	eBay	1,094	28.3
10	Eniro Group	996	25.8
11	Dropbox Sites	957	24.8
12	Amazon Sites	935	24.2
13	Linkedin	934	24.2
14	TV2 Danmark	919	23.8
15	Apple Inc.	891	23.1
16	Berlingske Media	876	22.7
17	E-BOKS.DK	799	20.7
18	Spotify	790	20.5
19	BitTorrent Network	743	19.2
20	TDC Group	719	18.6

Finland

Top 20 Sites in Finland Source: comScore MMX, December 2013		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		**3,568**	**100.0**
1	Google Sites	3,472	97.3
2	Sanoma Group	3,409	95.5
3	Alma Media	3,260	91.4
4	Yleisradio Oy	3,061	85.8
5	Microsoft Sites	2,999	84.0
6	Facebook	2,786	78.1
7	Otavamedia	2,599	72.8
8	Aller Media	2,128	59.6
9	MTV3 Internet	2,050	57.5
10	Wikimedia Foundation Sites	1,694	47.5
11	Elisa Oyj	1,639	45.9
12	Foreca	1,268	35.5
13	Yahoo Sites	1,105	31.0
14	Spotify	1,004	28.1
15	OP-Pohjola	965	27.0
16	Amazon Sites	911	25.5
17	S-ryhma Sites	911	25.5
18	Kesko Sites	888	24.9
19	Nordea Group	869	24.4
20	Glam Media	865	24.2

TOP PROPERTIES DECEMBER 2013

France

Top 20 Sites in France Source: comScore MMX, December 2013		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		**47,712**	**100.0**
1	Google Sites	44,589	93.5
2	Microsoft Sites	34,045	71.4
3	Facebook	31,950	67.0
4	CCM-Benchmark	23,372	49.0
5	Wikimedia Foundation Sites	21,240	44.5
6	Amazon Sites	21,168	44.4
7	Orange Sites	20,409	42.8
8	Schibsted (Anuntis-Infojobs-20minutos)	20,207	42.4
9	Yahoo Sites	19,842	41.6
10	Vivendi	18,092	37.9
11	Solocal Group	17,835	37.4
12	Axel Springer SE	17,518	36.7
13	Iliad - Free.fr Sites	17,475	36.6
14	Groupe Lagardere	17,171	36.0
15	Ebuzzing	13,743	28.8
16	eBay	13,512	28.3
17	Groupe Casino	13,366	28.0
18	Gruner+Jahr Sites	13,219	27.7
19	Groupe Fnac	13,143	27.5
20	Apple Inc.	12,898	27.0

Germany

Top 20 Sites in Germany Source: comScore MMX, December 2013		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		**58,070**	**100.0**
1	Google Sites	54,174	93.3
2	Facebook	34,133	58.8
3	eBay	33,088	57.0
4	Amazon Sites	32,409	55.8
5	Microsoft Sites	31,274	53.9
6	Axel Springer SE	29,716	51.2
7	Deutsche Telekom	27,757	47.8
8	United-Internet Sites	25,732	44.3
9	Wikimedia Foundation Sites	24,695	42.5
10	Hubert Burda Media	21,676	37.3
11	gutefrage.net GmbH	17,620	30.3
12	Yahoo Sites	16,517	28.4
13	ProSiebenSat1 Sites	16,451	28.3
14	Glam Media	14,479	24.9
15	RTL Group Sites	13,158	22.7
16	Otto Gruppe	12,546	21.6
17	Apple Inc.	11,853	20.4
18	Sparkassen-Finanzgruppe	11,018	19.0
19	METRO Group	10,989	18.9
20	ARD Sites	10,342	17.8

Ireland

Top 20 Sites in Ireland Source: comScore MMX, December 2013		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		**2,760**	**100.0**
1	Google Sites	2,590	93.9
2	Microsoft Sites	2,059	74.6
3	Yahoo Sites	1,791	64.9
4	Facebook	1,734	62.8
5	Distilled Media	1,366	49.5
6	Glam Media	1,094	39.6
7	Amazon Sites	1,083	39.2
8	RTE.IE	1,075	38.9
9	Independent News & Media	1,028	37.2
10	Wikimedia Foundation Sites	946	34.3
11	AOL, Inc.	941	34.1
12	Ask Network	893	32.4
13	BBC Sites	860	31.2
14	eBay	759	27.5
15	Irish Times Group	740	26.8
16	Apple Inc.	719	26.1
17	DoneDeal	707	25.6
18	BitTorrent Network	680	24.7
19	Linkedin	611	22.1
20	CBS Interactive	588	21.3

Italy

Top 20 Sites in Italy Source: comScore MMX, December 2013		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		**32,537**	**100.0**
1	Google Sites	30,491	93.7
2	Facebook	24,180	74.3
3	ItaliaOnline	23,899	73.5
4	Yahoo Sites	20,790	63.9
5	Microsoft Sites	18,495	56.8
6	Banzai	16,560	50.9
7	Wikimedia Foundation Sites	14,507	44.6
8	eBay	12,680	39.0
9	RCS Media Group	12,359	38.0
10	Gruppo Editoriale Espresso	9,848	30.3
11	Amazon Sites	9,782	30.1
12	Gruppo Mediaset	9,557	29.4
13	Telecom Italia	9,000	27.7
14	Seat Pagine Gialle	7,906	24.3
15	Populis	7,735	23.8
16	Ask Network	6,862	21.1
17	Apple Inc.	6,374	19.6
18	Softonic.com Sites	6,207	19.1
19	BitTorrent Network	5,952	18.3
20	Schibsted (Anuntis-Infojobs-20minutos)	5,882	18.1

TOP PROPERTIES DECEMBER 2013

Netherlands

Top 20 Sites in Netherlands Source: comScore MMX, December 2013		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		13,309	100.0
1	Google Sites	12,657	95.1
2	Microsoft Sites	10,720	80.5
3	Facebook	9,874	74.2
4	Sanoma Group	8,144	61.2
5	eBay	6,601	49.6
6	Publieke Omroep	6,227	46.8
7	Ahold Sites	6,003	45.1
8	Wikimedia Foundation Sites	5,729	43.0
9	Telegraaf Media Groep	5,303	39.8
10	De Persgroep	4,729	35.5
11	ING Group	4,668	35.1
12	Rabobank Group	4,471	33.6
13	RTL Group Sites	4,397	33.0
14	Linkedin	3,975	29.9
15	TWITTER.COM	3,759	28.2
16	Apple Inc.	3,576	26.9
17	KPN	3,510	26.4
18	Beslist Sites	3,425	25.7
19	Yahoo Sites	3,165	23.8
20	Dropbox Sites	3,105	23.3

Norway

Top 20 Sites in Norway Source: comScore MMX, December 2013		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		3,421	100.0
1	Google Sites	3,108	90.9
2	Microsoft Sites	2,796	81.7
3	Facebook	2,256	65.9
4	Schibsted Media Group	2,199	64.3
5	Amedia Sites	2,192	64.1
6	Aller Media	1,322	38.7
7	Spotify	1,298	38.0
8	Yahoo Sites	1,283	37.5
9	Wikimedia Foundation Sites	1,211	35.4
10	NRK Sites	1,104	32.3
11	Telenor	1,091	31.9
12	BitTorrent Network	1,016	29.7
13	TV2 Sites	958	28.0
14	Eniro Group	933	27.3
15	Amazon Sites	813	23.8
16	Apple Inc.	795	23.2
17	Ask Network	782	22.9
18	YR.NO	776	22.7
19	Dropbox Sites	735	21.5
20	DnB Group	732	21.4

Poland

Top 20 Sites in Poland Source: comScore MMX, December 2013		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		20,195	100.0
1	Google Sites	19,567	96.9
2	Facebook	15,671	77.6
3	MIH Limited	15,389	76.2
4	Axel Springer SE	14,726	72.9
5	Gazeta.pl Group	14,500	71.8
6	Orange Sites	14,231	70.5
7	Wikimedia Foundation Sites	10,688	52.9
8	Grupa o2	9,632	47.7
9	Interia.pl SA	9,184	45.5
10	CHOMIKUJ.PL	7,925	39.2
11	TABLICA.PL	7,165	35.5
12	Microsoft Sites	7,017	34.7
13	Polskapresse	6,473	32.1
14	Grupa Omnigence	5,814	28.8
15	TVN S.A.	5,534	27.4
16	NK.PL	5,061	25.1
17	KWEJK.PL	4,867	24.1
18	DEMOTYWATORY.PL	4,819	23.9
19	Groupe Edipresse	4,512	22.3
20	Murator SA	4,455	22.1

Portugal

Top 20 Sites in Portugal Source: comScore MMX, December 2013		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		4,799	95.1
1	Google Sites	4,055	80.3
2	Microsoft Sites	3,963	78.5
3	Facebook	2,641	52.3
4	Portugal Telecom	1,796	35.6
5	Yahoo Sites	1,523	30.2
6	UOL	1,445	28.6
7	Wikimedia Foundation Sites	1,433	28.4
8	OLX Inc.	1,429	28.3
9	R7 Portal	1,385	27.4
10	Ask Network	1,335	26.5
11	Prisa	1,317	26.1
12	FixeAds - Serviços de Internet	1,145	22.7
13	Terra - Telefonica	1,134	22.5
14	BitTorrent Network	1,069	21.2
15	Grupo Cofina	1,050	20.8
16	Grupo Controlinveste	978	19.4
17	Linkedin	916	18.2
18	Grupo Sonae	879	17.4
19	Grupo NZN	870	17.2
20	Globo	865	17.1

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Russia

Top 20 Sites in Russia Source: comScore MMX, December 2013		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		**75,029**	**100.0**
1	Mail.ru Group	70,644	94.2
2	Yandex Sites	65,580	87.4
3	Google Sites	62,053	82.7
4	VK.COM	61,046	81.4
5	Afisha-Rambler-SUP	38,861	51.8
6	Ucoz Web Services	38,022	50.7
7	Microsoft Sites	36,114	48.1
8	BitTorrent Network	36,000	48.0
9	Wikimedia Foundation Sites	32,110	42.8
10	AVITO.RU	22,803	30.4
11	Gazprom Media	20,342	27.1
12	RosBusinessConsulting	18,761	25.0
13	Facebook	18,354	24.5
14	LIVETEX.RU	15,643	20.8
15	KINOPOISK.RU	14,966	19.9
16	ZOOMBY.RU	14,652	19.5
17	RIA Novosti	14,509	19.3
18	Map Makers Sites	13,878	18.5
19	IVI.RU	12,568	16.8
20	Sberbank	12,476	16.6

Spain

Top 20 Sites in Spain Source: comScore MMX, December 2013		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		**26,601**	**100.0**
1	Google Sites	25,269	95.0
2	Microsoft Sites	20,330	76.4
3	Facebook	18,511	69.6
4	Unidad Medios Digitales	13,717	51.6
5	Terra - Telefonica	11,426	43.0
6	Prisa	11,425	43.0
7	Vocento	11,388	42.8
8	Yahoo Sites	11,214	42.2
9	Wikimedia Foundation Sites	10,917	41.0
10	Schibsted (Anuntis-Infojobs-20minutos)	9,377	35.2
11	Dropbox Sites	7,368	27.7
12	Amazon Sites	7,242	27.2
13	TWITTER.COM	7,153	26.9
14	WORDPRESS.COM*	6,854	25.8
15	Softonic.com Sites	6,485	24.4
16	Orange Sites	6,258	23.5
17	eBay	6,209	23.3
18	BitTorrent Network	6,032	22.7
19	MILANUNCIOS.COM	5,536	20.8
20	Grupo Godo	5,284	19.9

Sweden

Top 20 Sites in Sweden Source: comScore MMX, December 2013		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		6,461	100.0
1	Google Sites	5,966	92.3
2	Microsoft Sites	5,170	80.0
3	Bonnier Group	4,734	73.3
4	Facebook	4,143	64.1
5	Schibsted Media Group	4,014	62.1
6	Spotify	2,742	42.4
7	Wikimedia Foundation Sites	2,438	37.7
8	BitTorrent Network	2,241	34.7
9	Swedbank	2,217	34.3
10	Sveriges Television	1,961	30.3
11	Stampen Media Group	1,916	29.7
12	Yahoo Sites	1,862	28.8
13	Eniro Group	1,603	24.8
14	Amazon Sites	1,596	24.7
15	203 Web Group	1,465	22.7
16	CDON Group	1,403	21.7
17	IDG Network	1,395	21.6
18	Nyheter24-Gruppen	1,376	21.3
19	Ask Network	1,350	20.9
20	eBay	1,312	20.3

Switzerland

Top 20 Sites in Switzerland Source: comScore MMX, December 2013		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		5,087	100.0
1	Google Sites	4,747	93.3
2	Microsoft Sites	3,548	69.8
3	Facebook	2,720	53.5
4	Yahoo Sites	1,902	37.4
5	Wikimedia Foundation Sites	1,744	34.3
6	Swisscom Sites	1,711	33.6
7	Apple Inc.	1,469	28.9
8	Axel Springer SE	1,268	24.9
9	Amazon Sites	1,194	23.5
10	Tamedia Sites	1,179	23.2
11	Glam Media	1,080	21.2
12	MIH Limited	961	18.9
13	Ask Network	959	18.9
14	Schweizerische Post Sites	879	17.3
15	Dropbox Sites	871	17.1
16	SRG SSR	859	16.9
17	Linkedin	852	16.7
18	eBay	829	16.3
19	Deutsche Telekom	797	15.7
20	SEARCH.CH	760	14.9

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Turkey

Top 20 Sites in Turkey Source: comScore MMX, December 2013		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		**30,634**	**100.0**
1	Google Sites	29,207	95.3
2	Facebook	25,546	83.4
3	Microsoft Sites	22,744	74.2
4	Hurriyet Internet Group	17,201	56.1
5	Mynet A.S.	16,751	54.7
6	Nokta.com MEDYA	16,636	54.3
7	Milliyet Gazetecilik Ve Yayincilik	15,551	50.8
8	Yeni Medya	14,962	48.8
9	Yandex Sites	13,072	42.7
10	Wikimedia Foundation Sites	13,006	42.5
11	SAHIBINDEN.COM	11,977	39.1
12	TWITTER.COM	11,906	38.9
13	Dailymotion	11,233	36.7
14	Turkuvaz Yayin	11,227	36.6
15	Dogus Grubu	11,132	36.3
16	eBay	9,954	32.5
17	Amazon Sites	8,531	27.9
18	DONANIMHABER.COM	8,336	27.2
19	Dogan Online	7,881	25.7
20	Ciner Medya Grubu	7,446	24.3

UK

Top 20 Sites in UK Source: comScore MMX, December 2013		Total Unique Visitors (000)	% Reach
Total Internet : Total Audience		**44,795**	**100.0**
1	Google Sites	39,952	89.2
2	Microsoft Sites	32,760	73.1
3	Facebook	29,608	66.1
4	Amazon Sites	25,113	56.1
5	eBay	23,494	52.4
6	Yahoo Sites	23,365	52.2
7	BBC Sites	20,653	46.1
8	Glam Media	19,674	43.9
9	Wikimedia Foundation Sites	18,295	40.8
10	Apple Inc.	15,464	34.5
11	AOL, Inc.	13,461	30.1
12	Home Retail Group	12,698	28.3
13	Ask Network	10,259	22.9
14	TWITTER.COM	10,162	22.7
15	Sky Sites	10,034	22.4
16	Tesco Stores	9,850	22.0
17	The Guardian	9,536	21.3
18	Lloyds Banking Group plc	8,656	19.3
19	Telegraph Media Group	8,435	18.8
20	Linkedin	8,281	18.5

BROADBAND PENETRATION IN 2013

Austria	59.3%	Netherlands	81.1%
Belgium	68.6%	Norway	84.1%
Bulgaria	35.0%	Poland	43.7%
Croatia	56.0%	Romania	47.5%
Czech Republic	47.1%	Russia	36.6%
Denmark	76.0%	Serbia	44.6%
Finland	66.0%	Slovakia	42.7%
France	64.4%	Slovenia	62.2%
Germany	62.5%	Spain	58.3%
Greece	53.7%	Sweden	61.7%
Hungary	52.3%	Switzerland	84.8%
Ireland	61.5%	Turkey	43.6%
Italy	50.4%	UK	75.8%

Sourse: IHS DATA

EU VIDEO RANKINGS DECEMBER 2013

France		
Rank Source: Nielsen, December 2013		Unique Audience (000)
1	YouTube	28,139
2	Facebook	13,136
3	Dailymotion	8,988
4	MYTF1	5,797
5	France Televisions	5,656
6	auFeminin	4,677
7	Orange	4,381
8	AlloCine	4,379
9	CANAL +	3,565
10	Yahoo	3,367

Germany		
Rank Source: Nielsen, December 2013		Unique Audience (000)
1	YouTube	24,735
2	MyVideo	3,570
3	T-Online Video	1,930
4	Vimeo	1,460
5	LOVEFiLM.com	1,303
6	Dailymotion	1,264
7	Watchever	1,064
8	Ragecomic.de	1,033
9	Clipfish	814
10	Maxdome	784

Italy		
Rank Source: Nielsen, December 2013		Unique Audience (000)
1	YouTube	17,243
2	VEVO	4,698
3	MyMovies.it	2,810
4	VideoMediaset	2,513
5	La Repubblica TV	2,224
6	CineBlog01	2,010
7	Comingsoon.it	1,991
8	Rai TV	1,981
9	Dailymotion	1,953
10	Corriere TV	1,325

UK		
Rank Source: Nielsen, December 2013		Unique Audience (000)
1	YouTube	19,097
2	BBC iPlayer	4,975
3	Channel 4oD	1,743
4	Netflix	1,646
5	Dailymotion	1,599
6	Vimeo	1,443
7	ITV Player	1,225
8	LOVEFiLM.com	1,072
9	Blinkx	899
10	Sky Go	711

Appendix i: Definition of formats

Online Display advertising

Banners, buttons, skyscrapers, overlays, interstitials, pop ups Displayed on a website

Online Video advertising

There are numerous definitions of Online Video advertising. Principally included can be:

- in-stream video advertising (pre-rolls, mid-rolls, post-rolls)
- in-stream banner overlays
- out-of-stream video advertising (e.g. self-play video on social network, not embedded in non-advertising video content)
- contextual video advertising (e.g. branded video players, contextual banner advertising sold against video content).

In the 2013AdEx Benchmark, Online Video advertising is defined as in-stream video advertising (pre-rolls, mid-rolls, post-rolls) as agreed by the IAB Europe Video Working Group.

Affiliate marketing

Fees paid to third party (affiliate) for traffic generation (e.g. pay-per-visit). Note: for the time being affiliate spend will be included in Display spend in the Ad Ex survey (rather than reported as stand-alone category)

Online classifieds

A fee is paid by an advertiser to Display an ad or listing around a specific vertical such as automotive, recruiting and real estate, regardless of the outcome of the ad (i.e., the fee is paid even if there is no 'sale')

Online directories

Online version of printed yellow pages (business listing paid for by advertiser)

Paid-For-Search advertising

Advertising appearing on specific word requests on search engines. This includes

Search engine optimisation

(excluded from the AdEx Benchmark study)

Fees paid to a 3rd party to improve website ranking in search engines

Integrated content

Advertising space without a direct link to the advertiser's website, including tenancies and sponsorships (see below for detailed definitions of these)

E-Mail marketing

(excluded from the AdEx Benchmark study)

Where the body of the email is determined by the advertiser and is sent on their behalf by an email list manager/owner

Newsletter advertising

Advertising (text or banner) that appears around the unrelated editorial content of email newsletters

Mobile advertising - Display

Any Display advertising viewed or read on a mobile phone including rich media advertising. This could be browser-based as well as in-app.

Mobile advertising - Search

Advertising appearing on specific word requests on search engines, viewed on a mobile device

Mobile advertising - SMS/MMS

3rd party ads in SMS and outbound SMS only - this includes advertising either within the body copy of an SMS / MMS message, or outbound messaging

Mobile advertising - Other

All other mobile advertising (e.g. mobile classifieds)

Online auctions

The fees received by online auction houses, e.g. EBay, from successful sales through their sites

In-game advertising

Fees paid for advertising, sponsorship or product placements within an online game

Tenancies

Long term partnership between advertiser and media owner. Media owner benefits from content or service offered by tenant to their customers, although media space may be paid for in usual ways

Sponsorships

Advertiser sponsorships of content areas

Interruptive formats

A type of internet Display advertising that interrupts the user experience with the page content e.g. pop ups, overlays

The following four formats are collated as part of this report

- **Display advertising:** includes online Display advertising, online video advertising, affiliate marketing, integrated content, newsletter advertising, interactive television, mobile advertising – Display, online auctions, in-game advertising, tenancies, sponsorships, and interruptive formats as described above and social media where reported
- **Paid-For-Search advertising**
- **Classifieds & Directories:** includes online classifieds and online directories as described above
- **'Other' advertising:** an umbrella category for ad spend which could not be redistributed to the three formats above

Appendix ii: The Participating IABs

IAB Austria
www.iab-austria.at
Source: Focus Media Research and Werbeplanung.at

IAB Belgium
www.iab-belgium.be
Source: Mediaxim and IHS

IAB Bulgaria
www.iabulgaria.bg
Source: IAB Bulgaria and Ipsos Bulgaria

IAB Chapter in Croatia (INAMA)
www.inama.hr

SPIR (Czech Republic)
www.spir.cz
Source: SPIR

IAB Chapter in Denmark (Danske Medier)
www.danskermedier.dk
Source: Danske Medier Research

IAB Finland
www.iab.fi
Partner: TNS Media Intelligence (for Display, Classifieds, Mobile and In-stream video) and IAB Finland (for Search and Directories)

IAB France
www.iabfrance.com
Source: IREP

IAB Chapter in Germany (OVK in the BVDW)
www.bvdw.org
Partner: OVK in BVDW

IAB Greece
www.iab.gr

IAB Hungary
www.iab.hu
Partner: PwC

IAB Ireland
www.iabireland.ie
Partner: PwC

[7] *IAB Europe and IHS do not provide a standardised definition of social media advertising as there is still no consensus on this matter*

IAB Italy
www.iab.it
Source: IAB Italy Estimates and Nielsen/FCP survey

IAB Netherlands
www.iab.nl
Partner: Deloitte

IAB Chapter in Norway (INMA)
www.inma.no
Source: IRM/Netforum

IAB Poland
www.iabpolska.pl
Partner: PwC

IAB Romania
www.iab-romania.ro
Partner: PwC Romania

IAB Russia
www.iabrus.ru
Partner: AKAR (Russian Association of Communication Agencies)

IAB Serbia
www.iab.rs

IAB Slovakia
www.iabslovakia.sk

IAB Slovenia
www.soz.si
Source: IAB Slovenia, Mediana

IAB Spain
www.iabspain.net
Partner: Grupo Consultores

IAB Sweden
www.iabsvergie.se
Source: IRM

IAB Switzerland
www.iabswitzerland.ch
Partner: MediaFocus Schweiz GmbH

IAB Turkey
www.iab-turkiye.org

IAB UK
www.iabuk.net
Partner: PwC

Appendix iii: Methodology and adjusted data

Each national IAB runs its own annual online advertising spend benchmark study. The method for the studies varies by country. Consequently, IHS standardizes the data so that the findings in the European report are comparable. This involves re-adjusting figures to allow for different original methodologies, adjusting currencies where local data is not collected in €s and ensuring the year average exchange rate at 2013 has been used. To provide data for previous year growth rates, the prior year's figures are also re-calculated using the current report's year-average exchange rate (i.e. the 2013 exchange rate is used on the 2012 figures) in order to give transparency over the growth rate.

Appendix iv outlines the amount of actual, estimated and adjusted data included in the 2013 AdEx report and the adjustments that were made in each country.

Appendix iv: Adjustments by country

Austria

- Ratecard data provided for all formats by Focus Media Research and Werbeplanung.at (an Austrian consulting company) in coordination with IAB Austria
- 2013 discounts applied based on IHS estimates as follows:
  - Display – 43.9%
  - Classifieds & Directories – 20.3%
  - Paid-for-search – 0.0%
- 2012 discounts applied based on IHS estimates as follows:
  - Display – 42.5%
  - Classifieds & Directories –19.5%
  - Paid-for-search – 0.0%

Belgium

- Ratecard data provided for Display market by Mediaxim
- 2013 discounts applied based on IHS estimates as follows:
  - Display – 50.2%
- 2012 discounts applied based on IHS estimates as follows:
  - Display – 47.2%
- Classifieds & Directories and Paid-for-search estimated based on European averages

Bulgaria

- Ratecard data provided by IAB Bulgaria for:
  - Display advertising
  - CPC and CPA advertising
  - Mobile Display
  - Video
- Social media revenues estimated by IHS
- CPC and CPA advertising, Mobile Display, Video, Social media advertising added into Display
- Paid-for-search revenues based on estimated Bulgarian Google revenues
- 2013 discounts applied based on IHS estimates as follows:
  - Display – 57.0%
  - Classifieds & Directories – 16.0%
  - Paid-for-search – 0.0%
  - Other – 16.0%
- 2012 discounts applied based on IHS estimates as follows:
  - Display – 55.0%
  - Classifieds & Directories –15.0%
  - Paid-for-search – 0.0%
  - Other – 15.0%
- Agency commissions of 15.0% added to 2013 and 2012 Display
- The “Other” category not redistributed in any of the above formats as it was not possible to identify the type of ad spend

Croatia

- Net data provided by IAB Croatia/INAMA
- Data grossed up as follows, based on local IAB recommendations:
  - Display – 20.0%
  - Paid-for-search – 0.0%
  - Classifieds & Directories – 0.0%
  - Mobile Display – 20.0%

Czech Republic

- Ratecard data provided by SPIR ppi factum for Display, Video, Classifieds and Directories, PR articles.
- Net data provided by SPIR ppi factum for Paid-for-search, Contextual advertising, RTB
- 2013 discounts applied based on IHS estimates as follows:
  - Display – 46.0%
  - Mobile display – 46.0%
  - Video – 46.0%
  - Contextual advertising – 0.0%
  - RTB – 0.0%
  - Classifieds & Directories – 46.0%
  - Paid-for-search – 0.0%
- 2012 discounts applied based on IHS estimates as follows:
  - Display – 43.0%
  - Mobile display – 43.0%
  - Video – 43.0%
  - Contextual advertising – 0.0%
  - RTB – 0.0%
  - Classifieds & Directories – 43.0%
  - Paid-for-search – 0.0%
- Mobile display, Video, Contextual advertising, RTB added into Display

Denmark

- Net data provided by Danske Medier
- E-mail marketing excluded
- Data grossed up as follows:
  - Display – 7.0% on 60.0% of Display total
  - Online video – 7.0% on 100.0% of Display total
  - Paid-for-search – 7.0% on 40.0% of Paid-for-search total
  - Classifieds & Directories – 0.0% on 100.0% of Classifieds & Directories total
  - Mobile display – 7.0% on 100.0% of Mobile display total

Finland

- Net data provided by TNS Gallup for Display, Video, Mobile display and Classifieds
- Net data provided by IAB Finland for Search and Directories
- Data grossed up as follows based on local IAB recommendations:
  - Display – 15.0% on 100.0% of Display total
  - Classifieds & Directories – 15.0% on 100.0% of Classifieds & Directories total
  - Paid-for-search – 15.0% on 50.0% of Paid-for-Search total

France

- Net data provided by IAB France and IREP
- Newsletter advertising extracted from E-mail marketing (estimated at 21.0% of E-mail marketing for 2012 and 2013) and added into Display
- E-mail marketing excluded
- Classifieds & Directories data made up of:
  - Directories figure published by IREP
  - Classifieds figure estimated by IHS for 2012 and 2013
- Data grossed up as follows:
  - Display – 15.0%
  - Video – 15.0%
  - Classifieds & Directories – 0.0%
  - Paid-for-search – 0.0%
  - Mobile Display – 15.0%

Germany

- Gross data provided by OVK in the BVDW/Nielsen for Display, Paid-for-search, Mobile display and Video
- Classifieds & Directories and Mobile search estimated by IHS

Greece

- Gross data provided by IAB Greece for Display, Paid-for-search, and Classifieds & Directories

Hungary

- Gross data provided by IAB Hungary for Display, Paid-for-search, Classifieds & Directories, Video, Mobile display and Mobile search
- E-mail marketing excluded

Ireland

- Gross data provided by IAB Ireland and PwC
- Mobile search advertising excluded from Total mobile and Total online growth rates due to lack of 2012 Mobile search figure

Italy

- Net data provided by IAB and FCP/Nielsen
- 2012 data restated to include Social media, Video and Programmatic in Display
- E-mail marketing extracted from Newsletter Advertising (estimated at 50.0%) and excluded
- Newsletter Advertising added into Display total
- Display reduced by 10.0% to exclude pan-European ad spend
- SMS advertising taken out of Classifieds & Directories figure
- Data grossed up as follows based on local IAB recommendations:
  - Display – 15.0% on 100.0% of total Display
  - Classifieds & Directories – 15.0% on 100.0% of total Classifieds & Directories
  - Paid-for-search – 0.0% on 100.0% of total Paid-for-search
  - Mobile advertising – 15.0% on 80.0% of Mobile advertising

Netherlands

- Net data provided by IAB Netherlands and Deloitte Netherlands
- Affiliate marketing redistributed as follows:
  - 10.0% excluded as it was SEO
  - 90.0% added into Display category
- E-mail marketing excluded
- Data grossed up as follows:
  - Display – 15.0%
  - Video – 15.0%
  - Mobile display – 15.0%

Norway

- Net data provided by IRM/INMA
- Display reduced by 10.0% to exclude transaction-oriented payments
- Data was grossed up as follows based on local IAB recommendations:
  - Display – 6.0% on 75.0% of Display total
  - Video – 6.0% on 100.0% of Video total
  - Mobile advertising – 1.8% on 100.0% of Mobile total

Poland

- Gross data provided by IAB Poland and PwC
- E-mail marketing excluded
- Video figure reported included all definitions of video advertising; in-stream online video (pre-rolls, mid-rolls, post-rolls) provided for 2013 and estimated for 2012 using European average
- Unspecified spend distributed among all categories based on each category's share of total online ad spend

Romania

- Net data provided by IAB Romania and PwC Romania
- Affiliate marketing, integrated content, newsletter advertising, contextual advertising, and all unspecified advertising added into the Display category
- Display grossed up by 5.0% based on local IAB recommendations

Russia

- Net data provided by IAB Russia/AKAR
- Data grossed up as follows based on local IHS estimates:
  - Display – 15.0% on 100.0% of Display total
  - Video – 15.0% on 100.0% of Video total
  - Mobile display – 15.0% on 100.0% of Mobile display total
  - Paid-for-search – 15.0% on 30.0% of Paid-for-search total
- Classifieds & Directories not estimated because figure is negligible in Russia

Serbia

- Gross data provided by IAB Serbia
- SEO excluded
- Affiliate marketing, Integrated content, Newsletter advertising, Social marketing, Contextual advertising, Mobile display and Facebook advertising added into Display

Slovakia

- Net data provided by IAB Slovakia
- Data grossed up as follows based on local IHS estimates:
  - Display – 15.0% on 70.0% of Display total
  - Classifieds & Directories – 15.0% on 70.0% of Classifieds & Directories total
  - Paid-for-search – 0.0% on 100.0% of Paid-for-search total
- Unspecified spend distributed among all categories based on each category's share of total online ad spend

Slovenia

- Net data reported by IAB Slovenia
- Data grossed up as follows based on local IHS estimates:
  - Display – 20.0% on 100.0% of Display total
  - Video – 20.0% on 100.0% of Video total
  - Classifieds & Directories – 20.0% on 100.0% of Classifieds & Directories total
  - Paid-for-search – 0.0% on 100.0% of Paid-for-search total
  - Mobile display – 20.0% on 100.0% of Mobile display total

Spain

- Net data provided by IAB Spain and Grupo Consultores
- Classifieds extracted from Display using IHS estimate and moved into Classifieds & Directories category
- Newsletter advertising extracted from E-mail marketing and added into Display
- E-mail marketing excluded
- Video advertising, in-game advertising, and Mobile display advertising added into the Display category
- Mobile search added into the Paid-for-search category
- Data grossed up as follows based on IHS estimates:
  - Display – 10.0% on 100.0% of Display total
  - Video – 10.0% on 100.0% of Video total
  - Mobile display – 10.0% on 100.0% of Mobile display total

Sweden

- Net data provided by IRM
- E-mail marketing excluded
- Mobile advertising distributed as follows:
  - Mobile display into Display
  - Mobile search into Paid-for-search
- Reported Paid-for-search reduced by 10.0% to exclude SEO revenue
- Display reduced by 10.0% to exclude transaction-oriented payments
- In-stream video advertising estimated based on total video advertising reported by IRM and European averages
- Data was grossed up as follows based on local IAB recommendations:
  - Display – 6.0% on 75.0% of Display total
  - Video – 6.0% on 100.0% of Video total
  - Mobile advertising – 1.8% on 100.0% of Mobile total

Switzerland

- Ratecard data provided by IAB Switzerland and Media Focus
- 2013 discounts applied based on IHS estimates as follows to net figures:
  - Display – 54.1%
  - Affiliate marketing – 54.1%
- 2012 discounts applied based on IHS estimates as follows to net figures:
  - Display – 53.0%
  - Affiliate marketing – 53.0%
- Display and Affiliate marketing grossed up by 15.0%
- Affiliate marketing category moved into Display

Turkey

- Net data provided by IAB Turkey
- E-mail marketing excluded
- Search is 79.0% of the sum of reported Paid-for-search and Search engine advertising revenues
- Classifieds & Directories include only Classifieds
- Mobile Display and 21.0% of the sum of reported Paid-for-search and Search engine advertising revenues (which are in fact display ads) added into the Display category
- Data grossed up as follows:
  - Display – 15.0%
  - Classifieds & Directories – 15.0%
  - Paid-for-search – 15.0%
  - Mobile display – 15.0%

UK

- Display, Classifieds & Directories, and Paid-for-search kept as reported
- Email marketing and Mobile messaging excluded (from Online total); Mobile messaging is however included in Mobile total
- Other calculated as the difference of the Total reported and Total of Display, Classifieds & Directories and Paid-for-search (this includes Lead-generation, Social Media ad spend, Solus Email, Audio)
- 2012 figures restatedEceped ut volupta consequ assundis aut ius sundani similit empores illorrovit quo molupta tiatemp orereiu ndeliae dolo ipis volorum harios aliquis et atur sequidendit aperit pa ent, sunt, unt.

OUR RESEARCH PARTNERS

About IHS

IHS (NYSE: IHS) is the leading source of information and insight in critical areas that shape today's business landscape, including energy and power; design and supply chain; defense, risk and security; environmental, health and safety (EHS) and sustainability; country and industry forecasting; and commodities, pricing and cost. Businesses and governments around the globe rely on the comprehensive content, expert independent analysis and flexible delivery methods of IHS to make high-impact decisions and develop strategies with speed and confidence. IHS has been in business since 1959 and became a publicly traded company on the New York Stock Exchange in 2005. Headquartered in Englewood, Colorado, USA, IHS employs more than 6,000 people in more than 31 countries around the world.
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comScore, Inc. (NASDAQ: SCOR) is a global leader in digital measurement and analytics, delivering insights on web, mobile and TV consumer behavior that enable clients to maximize the value of their digital investments. For more information, please visit www.comscore.com/companyinfo (http://www.comscore.com/companyinfo)

Nielsen is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, visit www.nielsen.com.

i-Media Research and Marketing provides research and marketing project management and delivery services. The company, led by Alison Fennah with over 15 years digital advertising industry experience, manages key industry research and communications projects for IAB Europe amongst others. Through its pan-European experience i-Media Research and Marketing is able to work with multiple stakeholders to initiate projects, gain buy-in and communicate effectively with a focus on delivering maximum ROI. For more information, please visit www.imedia-rm.co.uk

ABOUT IAB EUROPE

Our mission

IAB Europe is the voice of digital business and the leading European-level industry association for the interactive advertising ecosystem. Its mission is to promote the development of this young and innovative sector by shaping the regulatory environment, investing in research & education, and developing and facilitating the uptake of business standards.

Our Research Strategy

IAB Europe 'proves' the value of the online advertising industry through an ongoing programme of research driven by the Research Committee. It initiates and brings together the best of research available on the consumer and the European online advertising market through its network of members, national IABs and partners. In addition to our AdEx Benchmark study current projects include:

The Why and How of Programmatic Trading with AppNexus and WARC

As Programmatic Trading is growing rapidly and is now a major part of the digital advertising economy across Europe, IAB Europe has partnered with AppNexus and WARC on a research project to understand why and how the planning and buying process is changing.

Global Mobile Ad Revenue Report

IAB Europe, the U.S. IAB Mobile Marketing Center of Excellence, and IHS in collaboration produce this report on an annual basis to identify global figures and trends for mobile advertising revenue.

Consumer Barometer with Google

The Consumer Barometer is a global effort by IAB Europe in partnership with TNS Infratest and Google to quantify the role of online in the consumer journey from research to purchase.

IAB Europe encourages its members to use these assets to support investment in digital media and inform business decisions plus also to get involved in Its Research Committees to shape and expand industry knowledge.

Our other Committees and Task Forces

Policy Committee

The Policy Committee is the main vehicle for developing and executing IAB Europe's regulatory and policy strategy, delivering on the Association's aim of positively influencing the regulatory and policy environment at EU level, supporting the development of the interactive media industry, working collaboratively with other relevant EU trade bodies to influence the regulatory and policy environment.

Brand Advertising Committee

The Mission of the Brand Advertising Committee is to drive brand investment into digital by providing Brand Advertisers with a reliable and trusted Brand Advertising Framework for the converging digital and traditional media environment. This Framework is a set of initiatives which includes the establishment of recommendations for Ad Formats, Metrics and KPIs across Europe and which are compatible with other initiatives around the globe. The Brand Advertising Committee is a multi-stakeholder group with global, regional and local input. The Ad Formats stream launched the Brand Builders a core set of creative formats for brand advertising in Q1 2014.

Ad Viewability Task Force

The Ad Viewability Task Force is focusing on assessing and clarifying the viewability offer / status across Europe and enabling local markets to advance their discussions. The Task Force will aim to provide a tick list of features and recommendations so that IABs and advertisers can benchmark what they want/ need

Mobile Ad Formats Task Force

The Mobile Ad Formats Task Force is analysing the mobile ad formats landscape across Europe and provide a recommended set of in-page ad formats for brand advertising on mobile platforms.

Programmatic Trading Task Force

The Programmatic Trading Task Force is focusing on future strategies for promoting and growing Programmatic Trading as well as sizing the market in liaison with our AdEx Benchmark Task Force and IHS Technology.

ABOUT IAB EUROPE

Our Board

Made up of nine national IABs and nine corporate members, the Board represents the wide-ranging interests of the many stakeholders in the European digital marketing industry.

Chairman: Constantine Kamaras, (Vice-Chairman, 24 Media and Board Member, IAB Greece)
Vice-Chair: Marc Panic (COO, GroupM Interaction EMEA)
Treasurer: Didier Ongena (General Manager, Microsoft Advertising Western Europe)

Our Network

The IAB network represents over 90 per cent of European digital revenues and is acting as voice for the industry at National and European level.

Corporate members:

AB Inbev, Adconion Media Group, AdRoll, ADTECH, affilinet, AGOF Services, AOL Advertising Europe, AppNexus, AudienceScience, BBC Advertising, CNN, CoAdvertise, comScore Europe, Criteo, Cxense, Deutsche Post, eBay International Advertising, Evidon, Expedia Inc, Exponential, Fox Interactive Media, Gemius, Goldbach Group, Google, GroupM, Improve Digital, Integral Ad Science, Koan, Meetic, Meetrics, Microsoft Europe, Millward Brown, News Corporation, Nielsen Online, nugg.ad, OMD, Orange Advertising Network, Performics, PHD, Prisa, Proxistore, Publicitas Europe, Publigroupe, Quisma, RetailMeNot, Sanoma Digital, Selligent, StickyADS.tv, The Exchange Lab, Triton Digital, TrustE, United Internet Media, White & Case, Yahoo!, Yandex and Zanox.

Country members:

Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey and United Kingdom.

AND FINALLY

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- Thomas Duhr, Executive Vice-President Interactive, IP Deutschland
- Pawel Kolenda, Research Director, IAB Poland

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