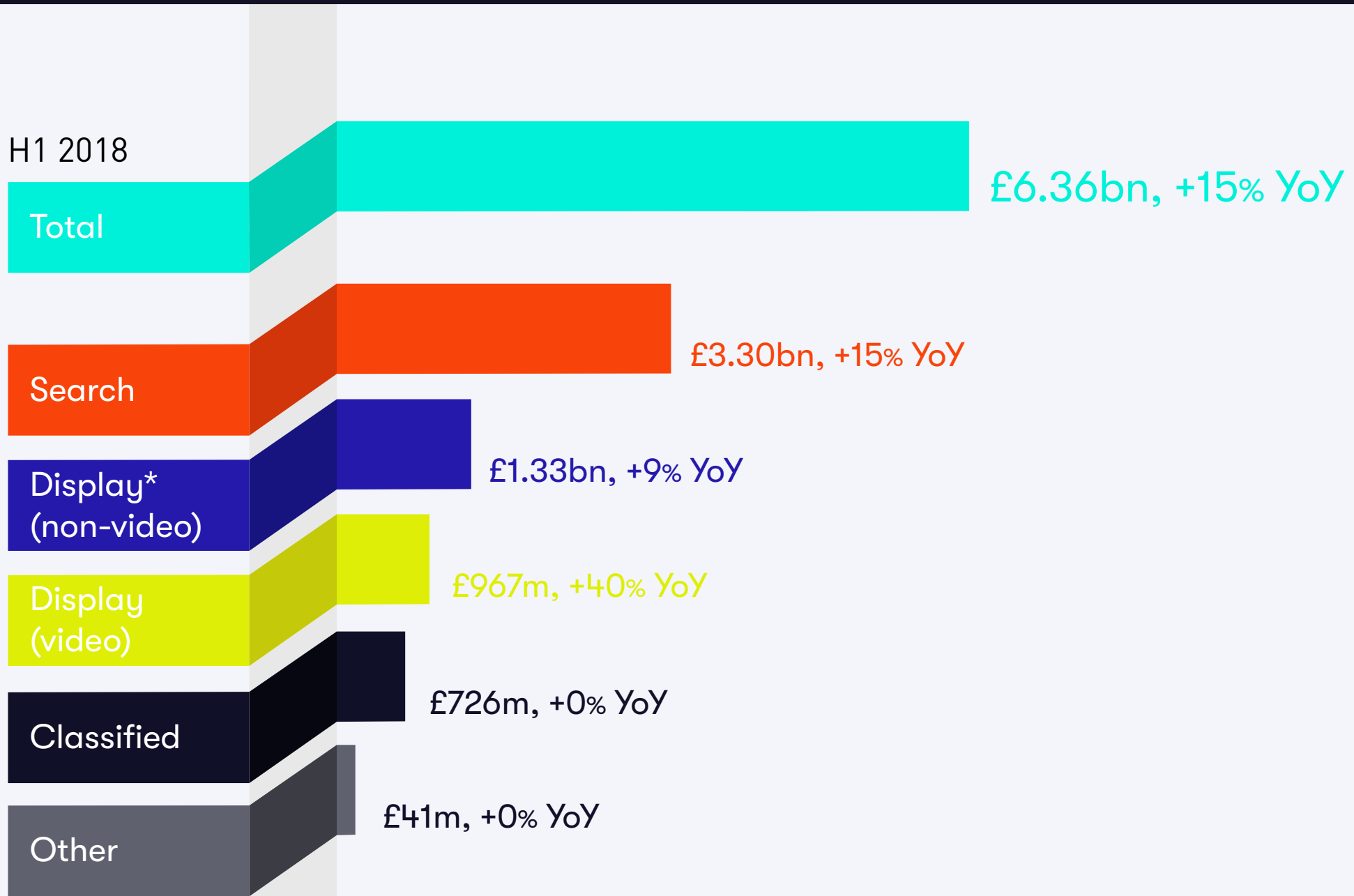


UK Digital Ad Spend Jan - Jun 2018



* includes banners, non-video native, sponsored content and display other.

Search

Over the last 10 years, search has more than tripled, from £958 million in H1 2008, to £3.3 billion

Display

Total display spend is £2.3 billion, up 20% YoY, largely driven by a further increase in video spend

Video

Spend on video continues to rise, with the majority of this spend going on smartphones – representative of current device habits