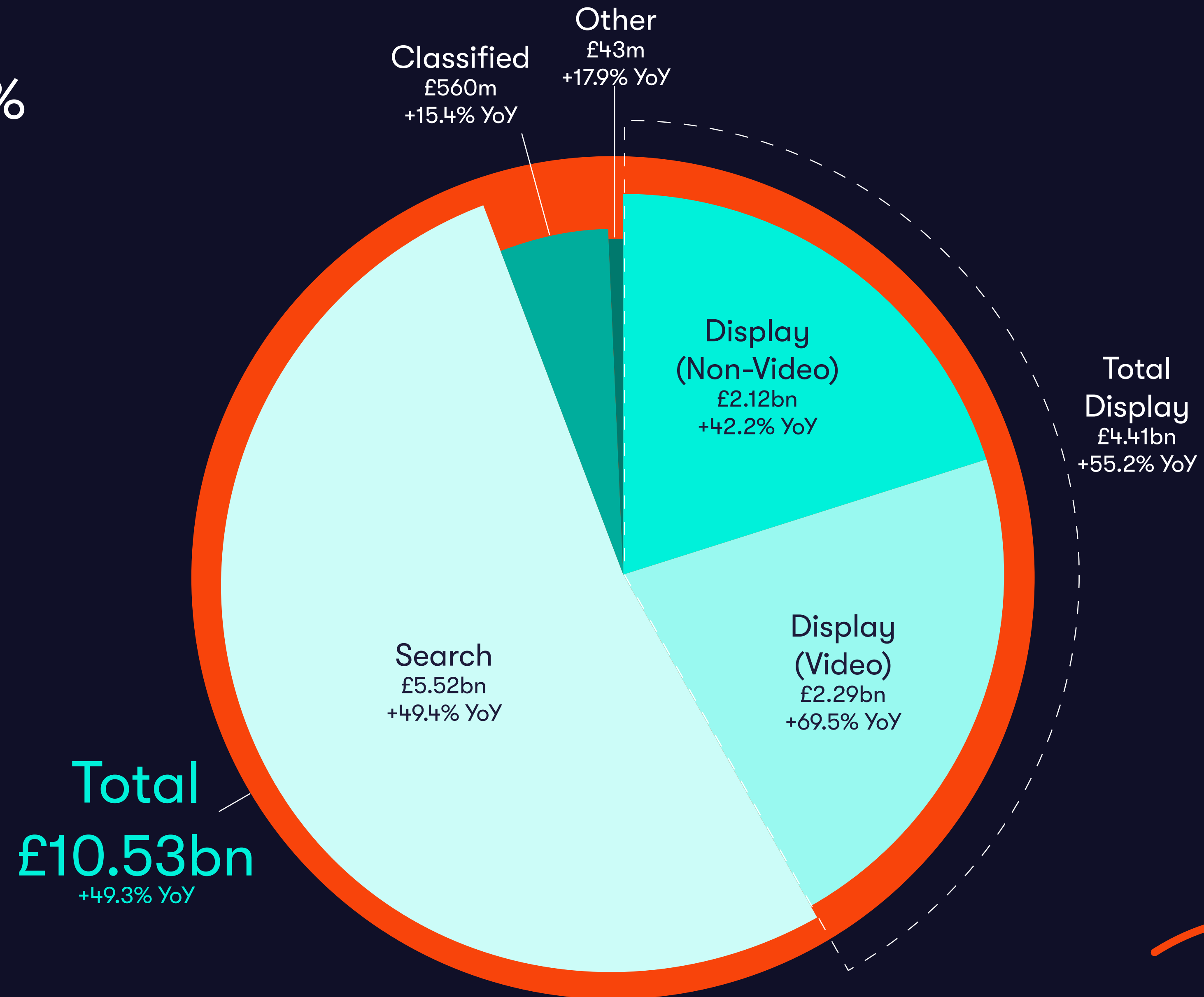
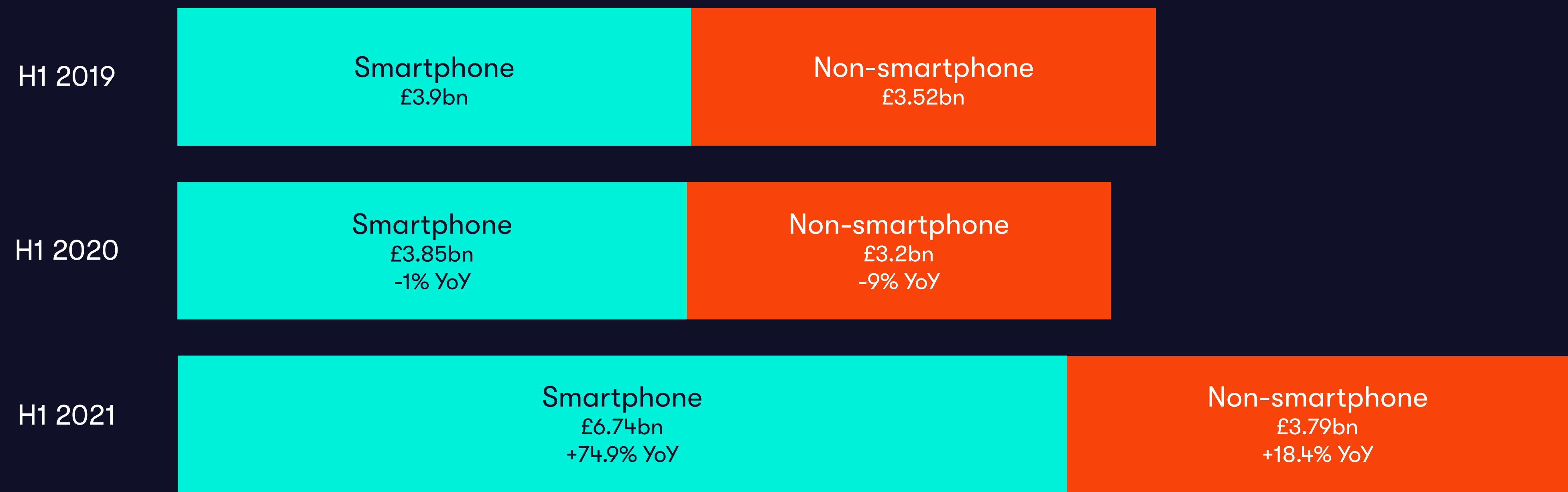


UK digital advertising spend increases 49.3% in H1 2021

- Between January and June 2021, revenue for digital advertising was up 49% on 2020 and up 42% on 2019, totalling £10.53bn. This is a record growth rate for half year Adspend
- Total display advertising saw a phenomenal 55% increase, boosted mainly by video advertising which was up 70% to a record £2.2bn
- Search remained the biggest share of all digital advertising at 52% of the total, reaching £5.5bn in total



Growing 75% year-on-year, smartphone now accounts for 64% of all spend



Video spend grows 79% in two years to reach £2.29bn

