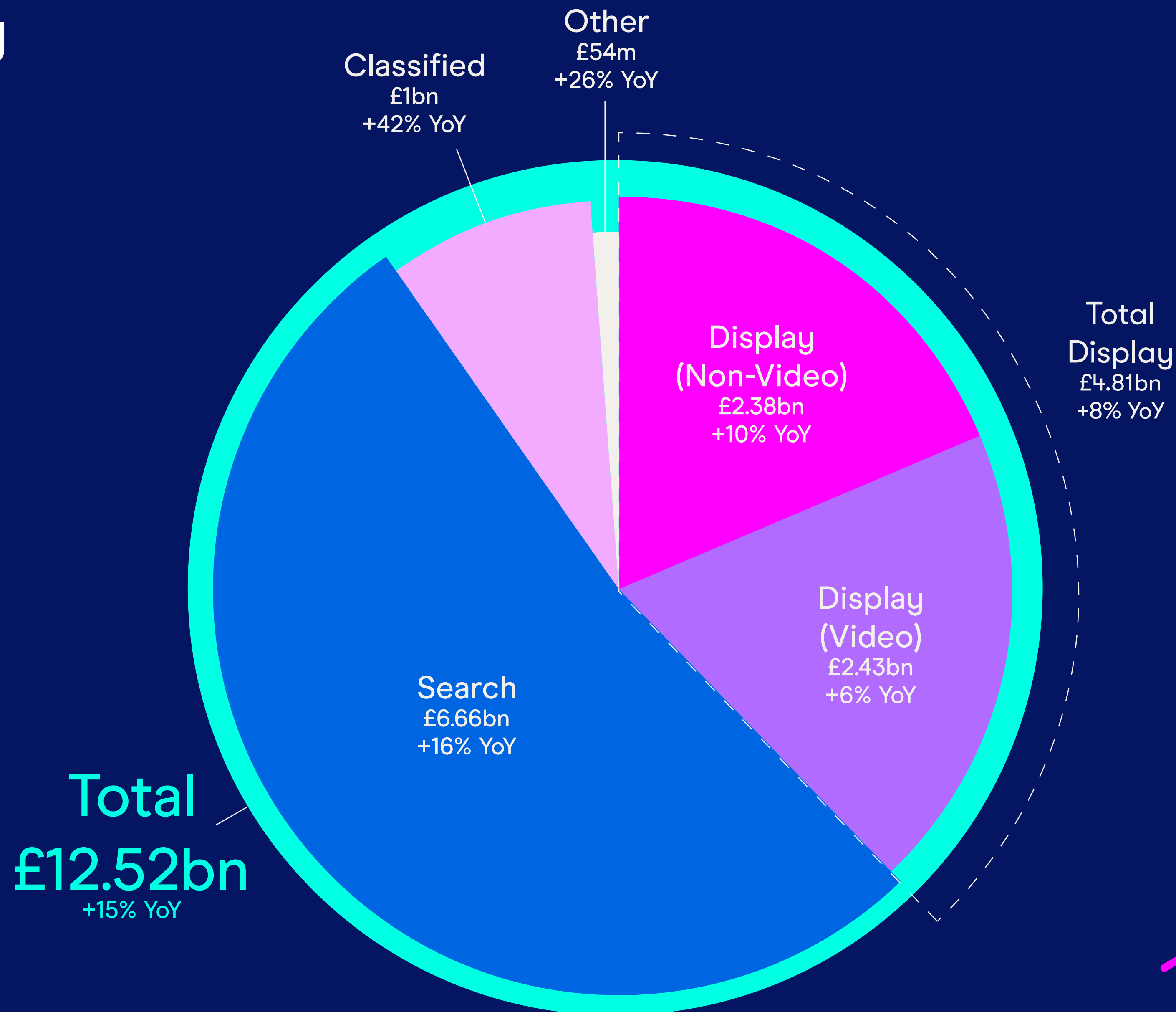
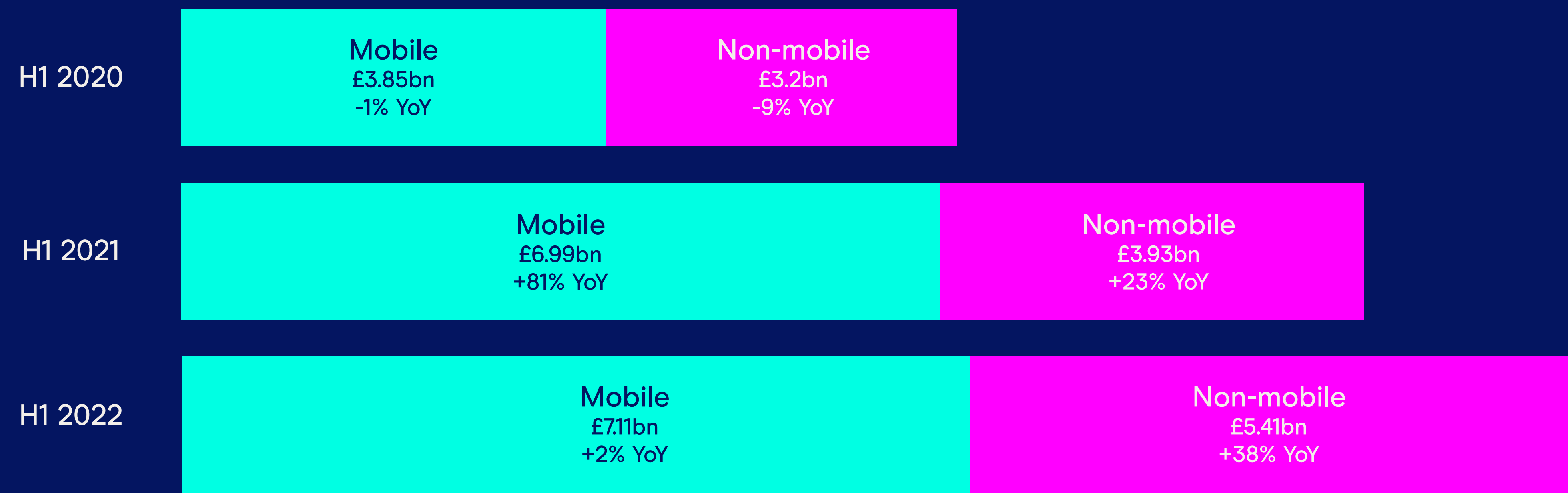


# UK digital advertising spend increased by 15% in H1 2022

- Between January and June 2022, revenue for digital advertising was up 15% on H1 2021 and up 77% on H1 2020, totalling £12.52bn
- Overall growth in Display was more moderate in H1 2022 (8%) than in 2021 (57%), with Display Video increasing by 6% and Display Non-Video increasing by 10% year-on-year
- Search continues to drive the majority of digital advertising revenues, accounting for 53% of the total market with a revenue of £6.66bn and growing by 16% year-on-year
- Growth rates for Display Video, Display Non-Video, Search and Classified were down on H1 2021, while the growth rate of Other was up on the previous year



Mobile continued to account for the majority share of the market (57%), though non-mobile grew more significantly by 38% year-on-year



Video and Search have grown by 80% in the past two years to reach £2.43bn and £6.66bn, respectively. Classified increased by the greatest margin of any format year-on-year, growing by 42% in H1 2022

