

Digital advertising contributes £129bn of GVA per year to the UK economy and supports over 2m jobs

Here's how...

1

The direct economic impact = £39bn & 244,000 jobs

Put simply, this is generated by businesses that work directly within the digital ad industry (such as ad agencies and ad tech firms) or businesses where digital ad revenue is a key source of income (such as news publications and search engines)

2

The advertiser impact = £41.3 billion & 949,000 jobs

This is from businesses that advertise online and so benefit from return on digital ad spend - such as increased customer bases or boosted demand for products and services, as a result of digital advertising

3

The supply chain impact = £48.5 billion & 838,500 jobs

Businesses that are supported by digital advertising through the wider supply chain, such as office space rentals and IT equipment providers