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.

And finally... every £1 spent on digital advertising contributes £4.80 of GVA to the UK economy.