

Total UK Digital Adspend Full Year 2019

£15.69bn, ↑ 15.4% year-on-year

Paid for Search ↑ 18%

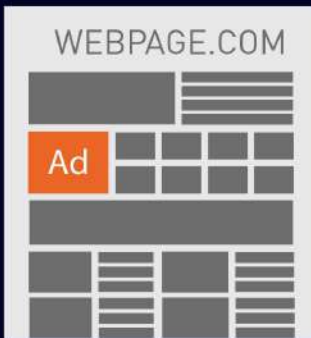
£8.00bn



55%  
Smartphone

Display ↑ 17%

£6.20bn



Video  
£2.87bn

↑ 34%



Banners &  
Standard  
Display  
Formats

£1.80bn

↑ 7%



Native  
(inc. in-feed)

£1.30bn

↑ 9%



Classifieds ↓ -4%

£1.40bn

