

The logo for iab.UK, featuring the lowercase letters 'iab' in a bold, sans-serif font, followed by '.UK' in a smaller font size. The logo is positioned on the left side of the slide, with several thick, curved yellow lines in the background.

Gold Standard

IAB Gold Standard Certified companies included in the Adspend study made up 73% of the display market in 2019

Gold Standard display
Rest of display market
Total display market

↗ 21%
↗ 9%
↗ 17%