

UK digital advertising spend increases to £7.3bn in H1 2019

- January to June 2019, the total UK digital advertising market is worth £7.3bn, up 13% YoY
- Search is £3.7bn, up 13% YoY
- Display is £2.8bn, up 17%, largely driven by video growth
- The classified market has decreased slightly at £720m, down 1% YoY

