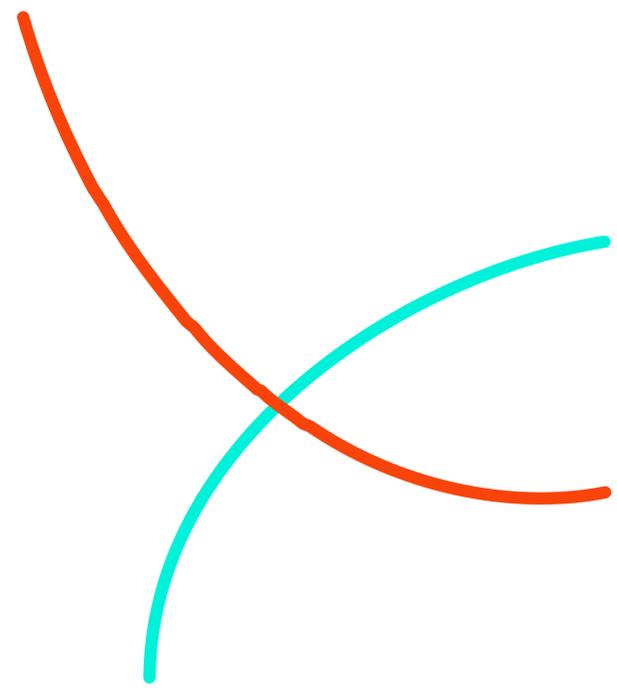


Total UK Digital Adspend Full Year 2018

£13.44bn, ↑ 15% year-on-year



Paid for Search ↑ 14%

£6.66bn



51%
Smartphone

Display ↑ 22%

£5.25bn



Video
£2.31bn

↑ 33%

Banners &
Standard
Display
Formats

£1.49bn

↑ 13%

Native
(inc. in-feed)

£1.19bn

↑ 15%

76%
Smartphone

38%
Smartphone

88%
Smartphone

Classifieds ↓ -1%

£1.45bn



Source: IAB / PwC Digital Adspend Study 2018

Visit iabuk.com/adspend for the full report

Total figure also includes Other (£0.08bn)

Display also includes Sponsored Content (£167m) and Display Other (£97m)