

iab^{UK} Digital advertising 2021 in numbers

£16.5bn digital ad spend in 2020

£10.5bn H1 2021 digital ad spend

Podcast investment has grown by **43%**

93% of the online population use smartphones

The online population in the UK has increased **6%** since the start of the pandemic

The amount of over 75s online has grown by **43%**

Advertisers have an **18hr** window, **7 days** a week to be engaging audiences

38% of all UK adults are playing smartphone games daily

55+ year olds are driving growth in ecommerce

The pandemic has driven a **38%** increase in podcast listens

66% are watching CTV daily

On average in 2021, UK adults use **5** digital devices every day