

The Digital Dividend

The value of digital advertising to the UK economy, its businesses and its people

£129bn

contributed to the UK economy by the digital advertising industry in 2022

2million jobs

supported by digital advertising

£4.80

contributed to the UK economy for every £1 spent on digital advertising

£14,600

per year is the value that each household places on the ad-supported online services they receive for free¹

£580

per year is the actual cost saved per household as a result of not having to pay for ad-supported online services²

£1.6bn

saved by households across the UK each year thanks to digital advertising helping them find cheaper products online

£73bn

of increased sales for UK companies that invested in digital advertising in 2022

£26bn

of increased sales for UK SMEs that invested in digital advertising in 2022

The Digital Dividend is an IAB UK study, conducted by Public First, to assess the value of digital advertising to the UK economy, businesses and consumers. Find out more [here](#).

¹ This is measured in terms of the consumer surplus, which is a measure of the monetary value that consumers place on ad-supported online services, versus what they are actually paying (nothing, in the case of free services). It measures the value that consumers derive from these products being free.

² Based on the average subscription fee for paid-for versions of online services.