The total economic footprint of digital advertising stands at £129bn, measured by ‘gross value added’ (GVA).

This includes:

- £39bn generated directly by the digital advertising sector
- £41.3bn from businesses that advertise online, that benefit from return on online ad spend
- £48.5bn supported by digital advertising throughout the wider supply chain

Each pound spent on digital advertising supports £4.80 of GVA.

The digital advertising industry supports over 2m jobs - about 6.2% of the UK workforce.