

# adex

## 2016

Digital Ad Spend Study for 2016

# IAB ADEX DIGITAL AD SPEND STUDY

- IAB (Interactive Advertising Bureau) Adex reports are the industry benchmark numbers worldwide
- The first Adex report was published for the US market in 1996
- IAB Europe started to publish its Pan-European Adex study in 2006
- Serbia joined in 2012

adex

iab serbia

# METHODOLOGY

- IAB Europe introduced a new methodology in 2015
- The study analyzes the net digital ad spend
- Mobile ad spend is a sub-segment while Display and Search include mobile (not affecting the total).
- This study is a result of calculation, research and estimation of IAB Serbia expert team

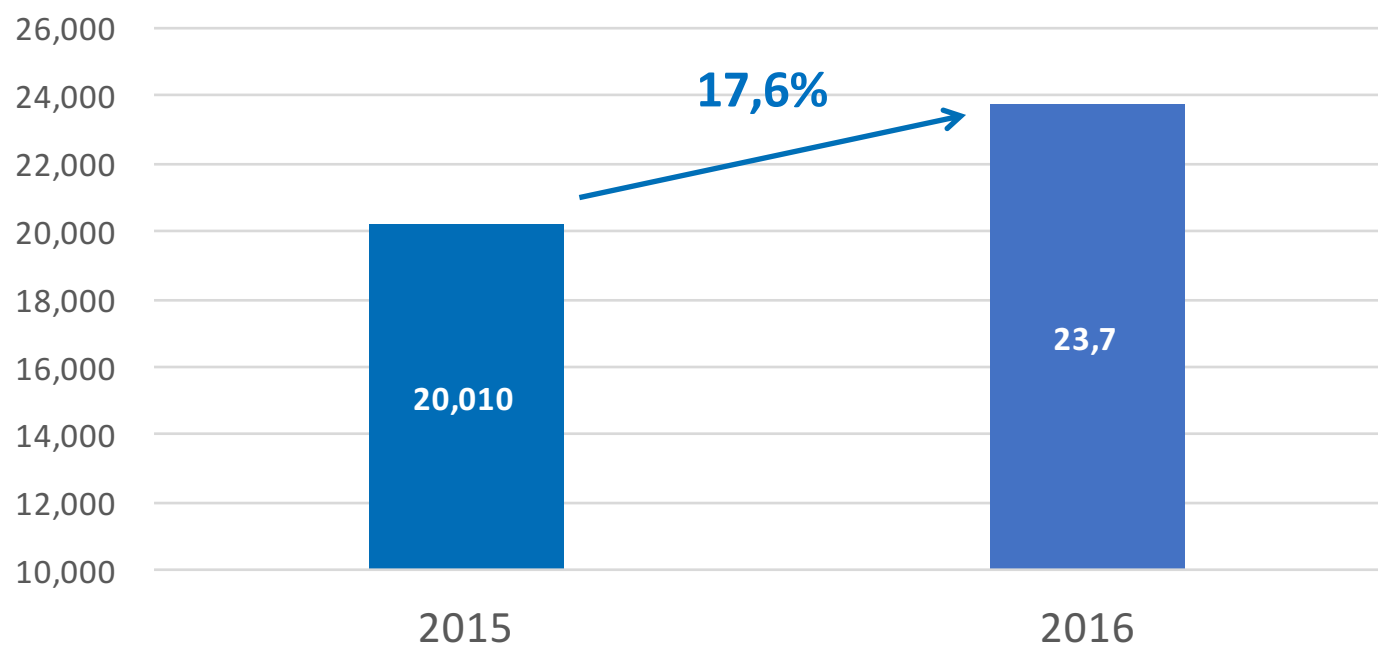
**Net market ad spend in 2016:  
€ 23,7 million**

**adex**

**iab**  
serbia

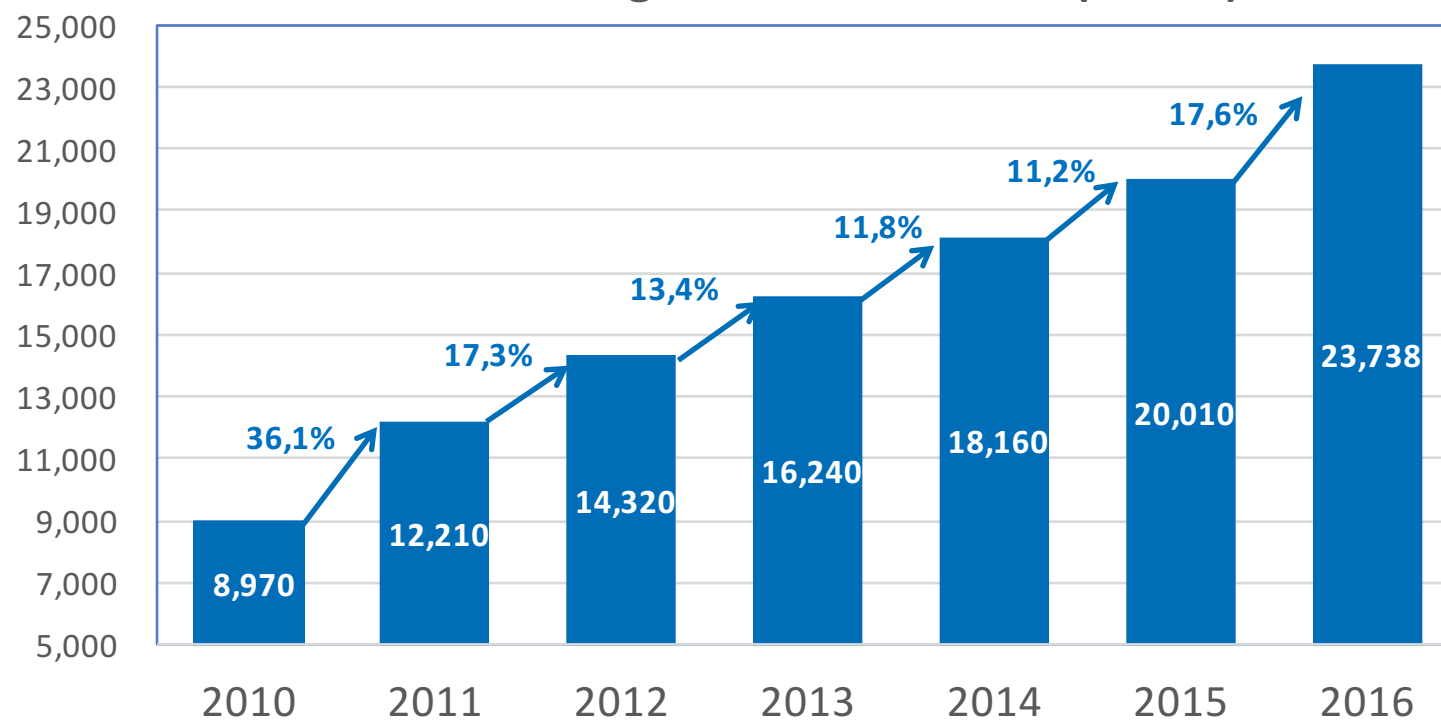
# Digital Advertising Market Growth

Total YoY market growth 2015 - 2016 ('000 €)



# Digital Advertising Market Growth

Total YoY market growth 2010 - 2015 ('000 €)





## Key Segments



**DISPLAY**

**AD**



**PAID SEARCH**



**CLASSIFIEDS  
AND  
DIRECTORIES**



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# Market Value by Key Segments in 2016

DISPLAY



€ 17,50 mil  
+18%

PAID-FOR  
SEARCH



€ 3,60 mil  
+16%

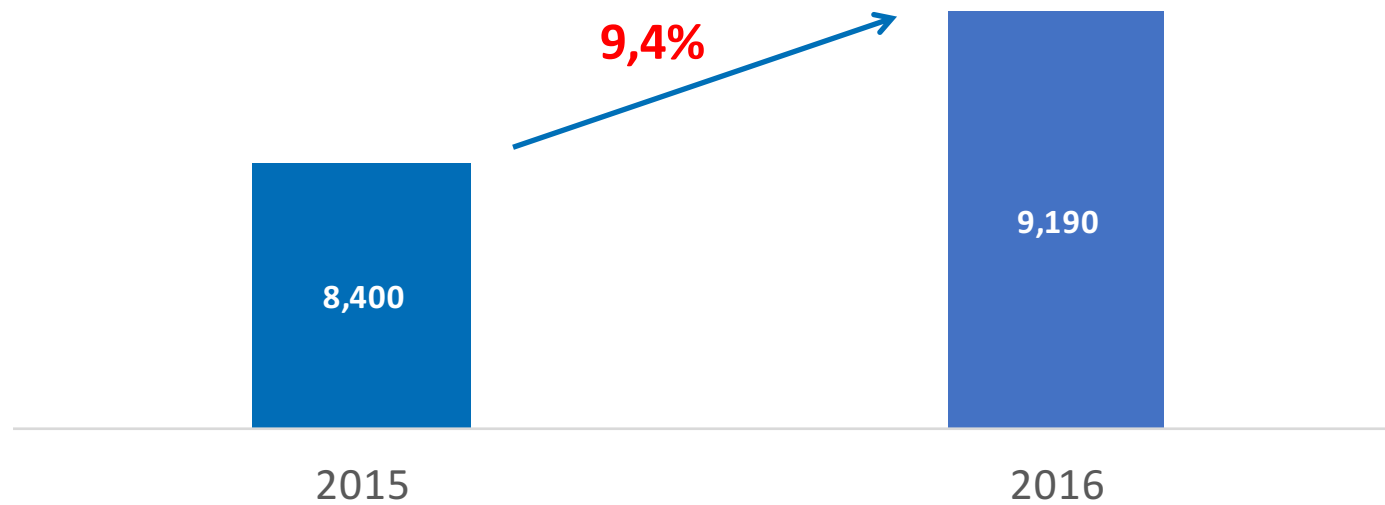
CLASSIFIEDS  
AND  
DIRECTORIES



€ 2,64 mil  
+19%

# LOCAL DISPLAY MARKET VALUE

Total YoY market growth 2015 - 2016 ('000 €)

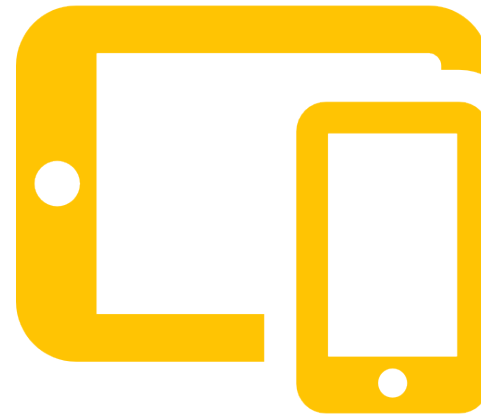


# MOBILE ADVERTISING

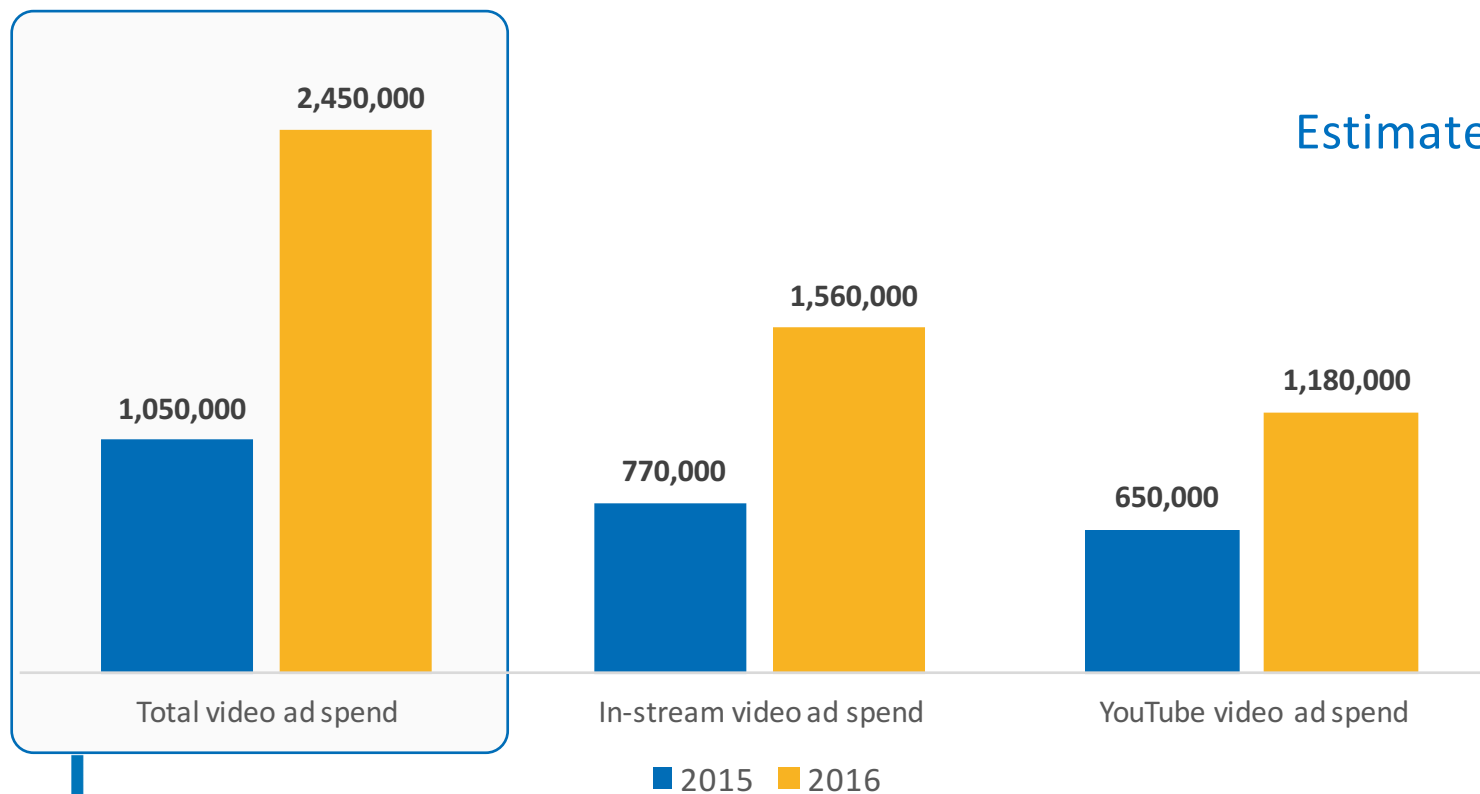
Estimated mobile ad spend in  
2016:

**€ 6,58 mil**

**+248%**



# ONLINE VIDEO ADVERTISING

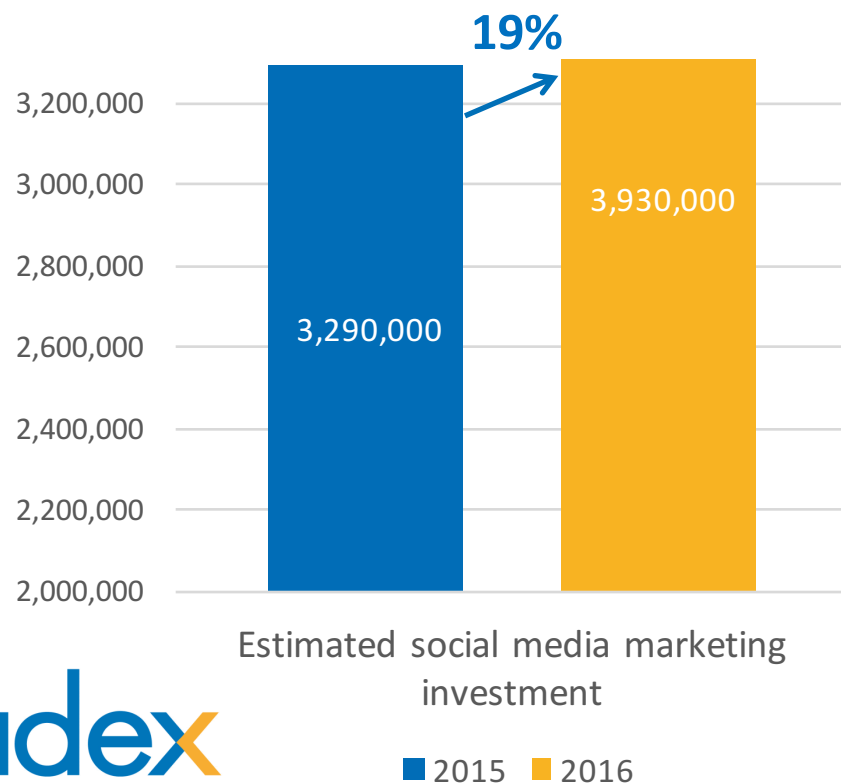


Estimated online video market value in 2016:

€ 2,45 mil

+133%

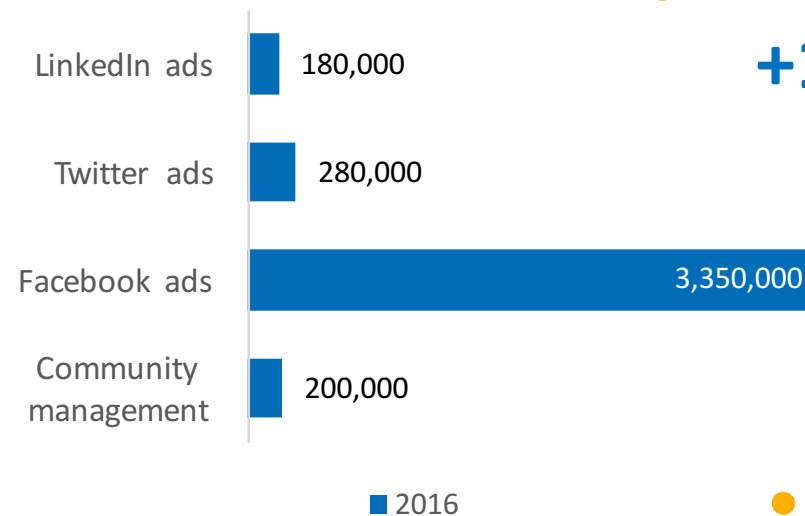
# SOCIAL MEDIA MARKETING



Estimated social media marketing value in 2016:

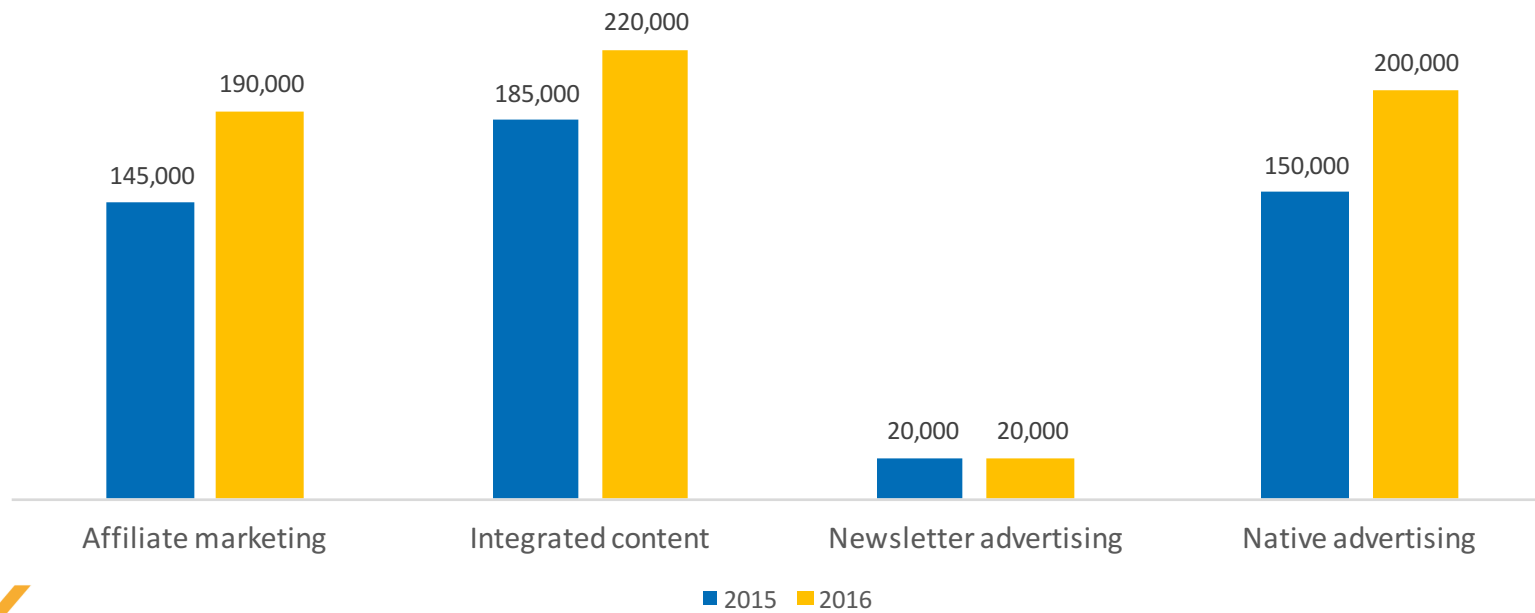
**€ 3,93 mil**

**+19%**

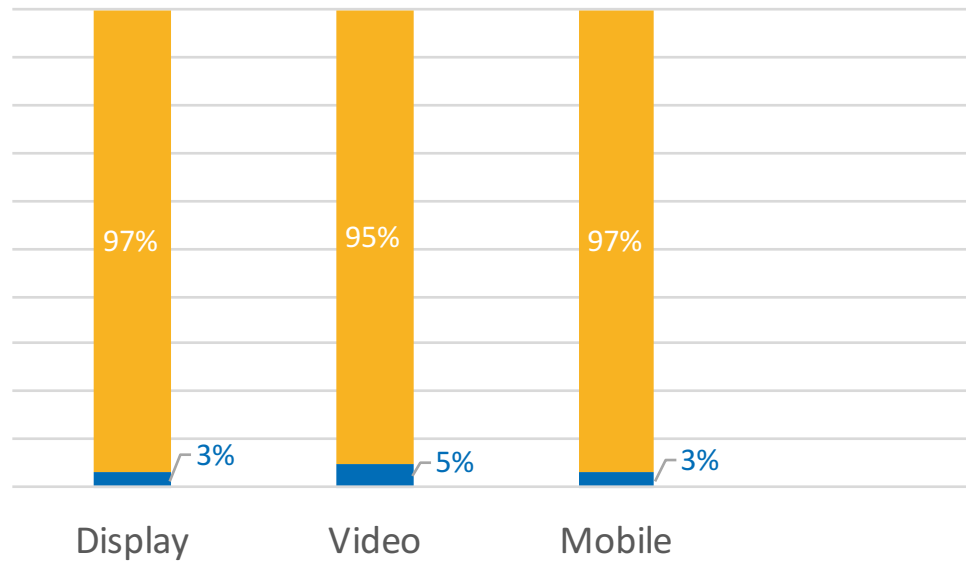


# OTHER CATEGORIES

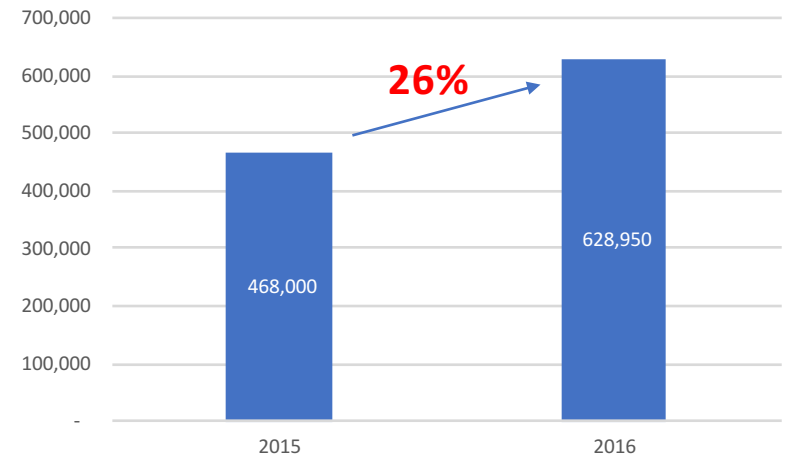
Estimated investment in 2016



# PROGRAMMATIC AD SPEND



Total YoY market growth 2015 - 2016 (€)



## KEY TAKEAWAYS:

- Digital market value € 23,7M in 2016
- Strong, 17,6% growth
- MOBILE has the highest investment growth (248%), followed by VIDEO ADVERTISING (133%)
- LOCAL DISPLAY holds the largest share of digital market investment (39%) and 9,4% growth





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