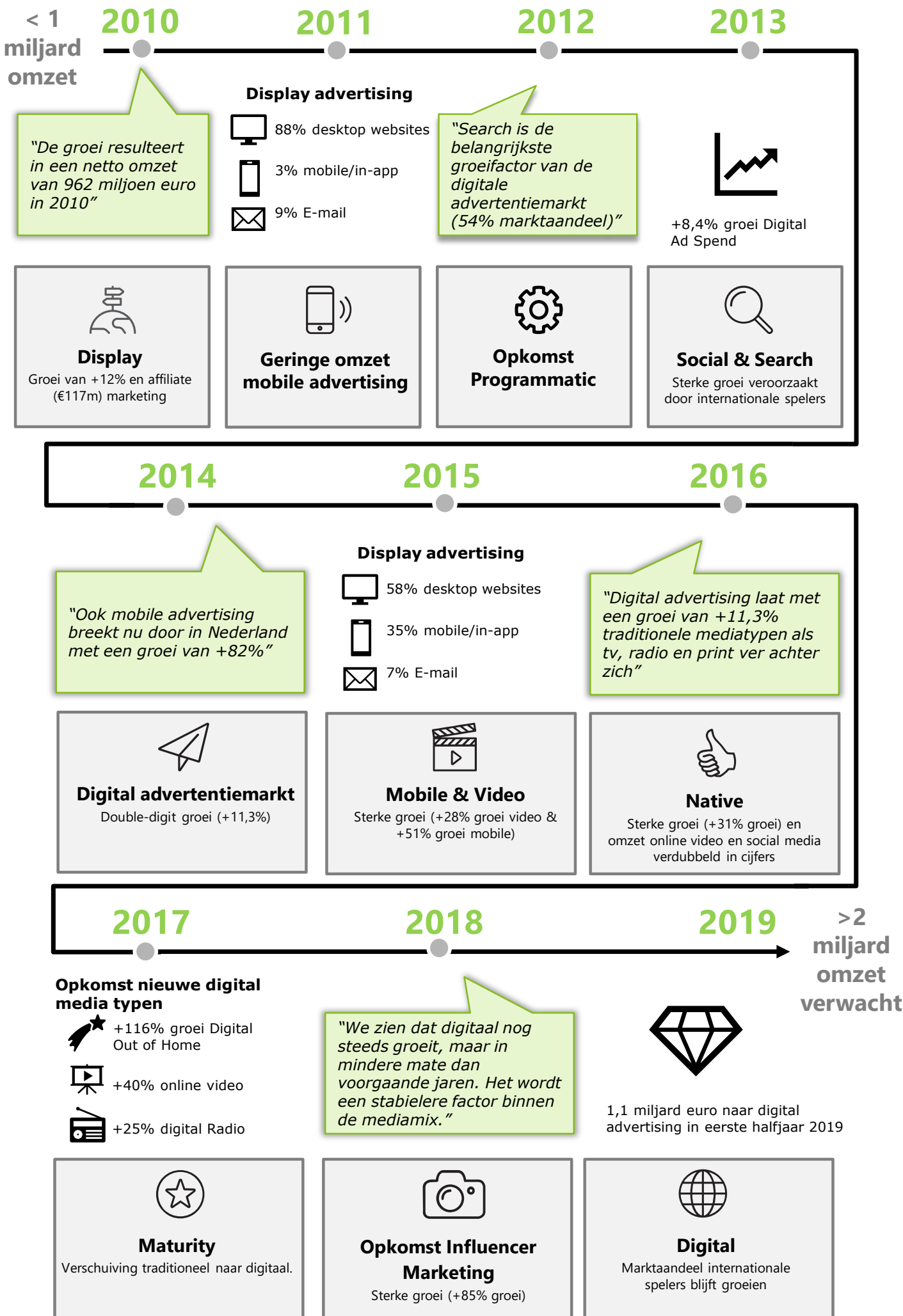


De highlights

10 jaar Ad Spend Study historie



Methodology: The digital ad spend figures are based on the analysis of data supplied by participating companies (incl. publishers, advertisers, media agencies, ad networks and tech. platforms). The studies are conducted independently by Deloitte on behalf of IAB Netherlands. The figures are drawn up on the basis of survey participant input and have not been verified by Deloitte. As a result, no assurance is provided with regards to the accuracy of the information. The digital figures we report are net/net figures, meaning that the figures are reported after agency discount that in some cases may apply. To avoid double counting of ad revenue between media types, the digital ad spend is excluded from each media type (e.g. online video / audio / DOOH) and included in the digital ad figures. Global companies include global search and social publishers.