

H1 2019 Digital Advertising Spend in the Netherlands – Key figures

Digital Ad Spend still continues to grow in the first half of 2019

Growth (%) in H1 2019 of the Digital Ad Spend

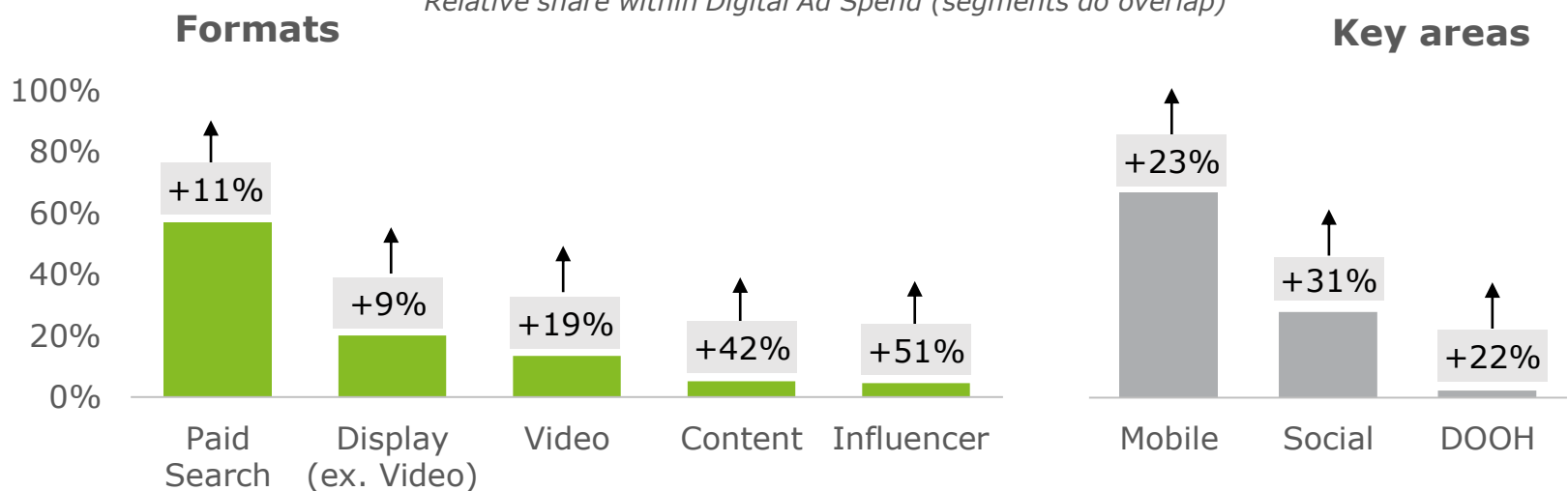


Digital Ad Spend

Paid Search still largest category within total digital Ad Spend

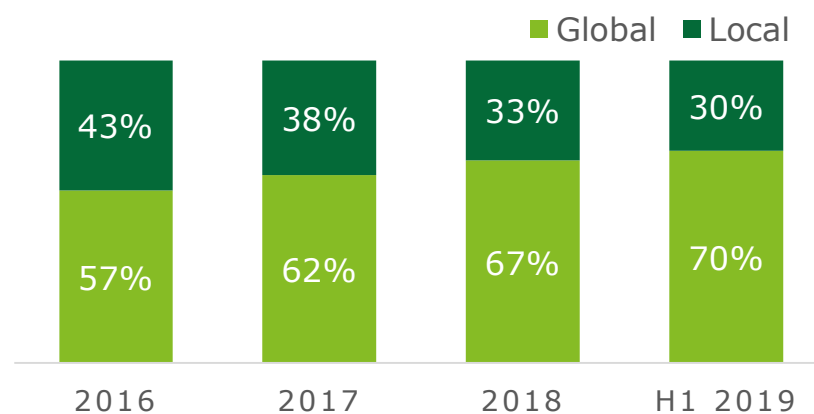
Growth (%) in H1 2019 for selection of segments in the Digital market

Relative share within Digital Ad Spend (segments do overlap)



The market share of Global Companies continues to increase

Estimated market share of Global versus Local companies



Methodology: The digital ad spend figures are based on the analysis of data supplied by 27 participating companies (incl. publishers, advertisers, media agencies, ad networks and tech. platforms). The study is 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.