Since 2010, IAB and Deloitte have been reporting on the Digital advertising spend in The Netherlands by publishing the Digital Ad Spend Study. The content of this full year study is driven by data and information gathered directly from the digital community, including publishers, advertisers and media planners.

The market analysis, in this 2017 report, is based on financial data supplied by 36 companies, including publishers, media agencies, ad networks and programmatic platforms. In this edition, for the first time, we report Digital Out of Home and Digital Audio Advertising as separate categories within the Digital Ad Spend.
The growth of digital advertising spend continues and we can definitely say that it surpasses all non-digital media. What we saw happening in the CMO innovation report can also be seen here: non-digital becomes digital. We have seen growth in the shift from traditional TV advertising to online video for several years now. At 40% in 2017, the growth continues to increase. This shift is now also visible with other media types. For the first time, we report Digital Out of Home and Digital Audio Advertising as separate categories within the Digital Ad spend. Although these two categories represent a small portion of the total digital spend, the growth rates compared to last year of these categories have been high, 116% and 25% respectively. More importantly, the digital shares within those two categories is really prominent. For 2018, we expect this development to advance and evolve due to more automated/programmatic approach and the extensive reach of online streaming. So it is time for IAB Nederland to consider a new phase in the design of our research. In the coming months we will investigate the possibilities for delivering an integrated cross-media advertising spend report.

Yvonne de Jager
IAB Netherlands | MD

And yet again, our industry shows a healthy growth in digital spend. With a growth of 9% we’re still one of the fastest growing industries. Not just in terms of Ad Spend, but also Time Spend. After years of predictions, we now finally see that digital spend indeed is bigger than all other spend in all other media combined. However, given the forecast for 2018 (+6%) we see overall growth slowing down. The spectacular growth of spend within Digital Out of Home is proving once again that starting a taskforce in that field of expertise was a good decision. All types of media are becoming digital in one way or the other. We also see this in digital audio (+25%).

The market share of Global Companies continuous to increase. It is vital that local heroes continue to balance out the diversity of the industry. Not just in terms of Ad Spend, but also in terms of Content. This is the only way we can continue a healthy digital eco-system. Digital advertising is not just in the business of ‘banners’. Video, interruptive and native advertising is also on the rise. We are looking forward to what 2018 brings us!

Nathalie Peters
IAB Netherlands | Chairman

Introduction

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Nathalie Peters
IAB Netherlands | Chairman

While Mark Zuckerberg is testifying before Congress, we present our yearly report on digital Ad Spend in the Netherlands, with continuing significant growth figures in almost all advertising categories. As in previous years, the global players are the biggest contributors for the large growth figures, resulting in a more dominant position in the digital advertising market than ever before. So nothing new, except that this year the debate around the dominance of the global companies, and the call for regulation and measures against these monopolies, also grew significantly. What and how large the impact will be on future Ad Spend is yet to be seen, but 2018 will again be a dynamic year within the digital media ecosystem.

Nathalie La Verge
Deloitte | Technology, Media & Telecom
Methodology
Realisation of this study

Collection
Deloitte collects data covering the majority of the market

Aggregation
Participants data is processed based on desk research and expert opinions

Conversation
Initial findings are verified with industry experts and media buyers

Validation
Findings are cross-referenced and validated with selected respondents

Publication
Final findings are presented to IAB Netherlands and industry participants

Survey methodology
Our current report covers the digital advertising spend in the Netherlands during 2017 and is based on information supplied by 36 participating companies.
• Figures are adjusted for double counting, based on information provided by the survey participants
• 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
• Only aggregated results are published, individual company information is held in strict confidence with Deloitte
Online Advertising spend
Spend on digital advertising increased by +9% in 2017. Growth in ad spend has mainly been driven by search, mobile, social and online video advertising. 2017 finished with a total ad spend of 1.832 m€, compared to 1.683 m€ in 2016.

Digital Video Advertising
Online video continues as one of the best performing ad formats in advertising since 2013, with +40% revenue growth in 2017. Online video totaled 168 m€ in ad spend and accounted for a 9% market share within digital advertising in 2017.

Mobile advertising
Display ads delivered on mobile devices increased its revenue in 2017 compared to 2016 with a +19% growth. Mobile advertising including search, video and banner advertising realised a market share of 42% in digital advertising in 2017.

Digital out of Home (DOOH)
Digital out of Home (DOOH) advertising started to increase its share of the digital advertising market. Revenues increased +116% in 2017 compared to 2016, resulting in DOOH realizing a market share of more than 16% out of home advertising.

Programmatic Advertising
Display ads sold via programmatic exchanges have increased revenues +17% in 2017. However the shift of ad inventory sales from traditional (manual) towards programmatic showed a deceleration during the second half of 2017 with significantly lower growth (+13%).

Social media advertising
We estimate that the ad spend on all social platforms grew on average +39% in 2017, totaling 287 m€ in revenues. As of 2017 social accounts for 39% of the revenues within the display advertising market.

Paid Search Advertising
Paid search advertising realised a +12% growth in 2017, totaling 848 m€ in ad revenues. Within the digital advertising, paid search is the largest overall category with a 46% market share.

Forecast 2018
Due to the overall positive economic outlook and steadily growing quarterly ad revenues per company, we forecast that the digital advertising spend will grow with +8% and will reach almost 2 b€ in 2018.
Economic context
The economic landscape in the Netherlands

Economic growth enables a positive boost to the advertising market

Due to positive economic developments, stronger consumer confidence and increased consumption, the Gross Domestic Product (GDP) of the Netherlands grew +3.1% in 2017 compared to last year.

The spend on advertising increased +1.6% in 2017 compared to 2016. The growth of revenues in the advertising market shows a similar trend to that of the GDP and on a closer scale deviates slightly due to biennial seasonality effects (e.g. large sporting events).

2018 growth forecasts of both GDP and advertising spend is positive. Job opportunities are expected to rise, while the labor force is expected to decline. Enhanced competition for skilled labor and increasing wages will result in more expenditures and drive further growth of the B2C and C2C advertising spend.

Dutch GDP projections (b€)

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The advertising market in the Netherlands

Digital advertising spend increased +9%, surpassing all non digital media spend in 2017

Note: The digital figures we report are net/net figures, meaning that the figures are reported after agency discount that in some cases may apply; Digital (online) video advertising is excluded from TV advertising figures; Ad revenue from digital content is excluded from Newspaper advertising figures; Digital (online) audio advertising is excluded from Radio figures; Digital out of home advertising is excluded from out of home advertising figures; Growth rate and/or additions may not equal presented numbers due to rounding;

Source: RAB, Nielsen, Screenforce, Annual reports, NDP, Deloitte analysis
Time spent vs ad spend

Trend of time spent on each media source shows a shift from traditional towards digital

Digital:
• Time spent on especially mobile / gaming devices and media centers have increased significantly in 2017
• Digital advertising spend follows the time spent shifting budget from traditional media towards digital.
• We expect the positive development in time spent and ad spend trend to continue for this medium

TV:
• Strong decline in time spent watching linear TV due to shift towards digital TV and SVOD (Netflix etc.)
• The increasing number of TV ads (+11%) has not compensated for the decrease of reach, resulting in a decline of GRP’s (-1%)
• Depending on definition of TV advertising (excluding online video) we expect a declining trend for this medium

Radio:
• Radio time spent and ad spend has remained stable over the past years
• In 2017 the time spent on radio has decreased, due to an increasing growth of subscription based audio streaming
• We expect that the negative development in time spent on radio will trigger a slightly declining ad spend for this medium

Source: VINEX, SKO, NLO, SPOT, Deloitte analysis
Digital advertising
Digital advertising market

Ads delivered on mobile devices account for 42% of the digital advertising spend in 2017

Note: The figures we report are net/net figures, meaning that the figures are reported after agency discount that in some cases may apply. Search numbers are estimated based on annual reports, media buyers and media agencies feedback; Classifieds, directories & listings are based on a limited number of data points; Growth rate and/or additions may not equal presented numbers due to rounding off. Due to limited data points in the other and classifieds category we are unable to separate the mobile share within these categories.

Source: Survey respondents, Media buyers, Annual reports, Deloitte analysis

Aligned with other international IAB market reports, the online ad formats (paid search, classifieds and display) are categorized including the device of delivery:

- Category mobile: This includes paid search, banners (incl. lab and non-lab formats and interruptive/rich media) and online video ads consumed on phone and tablet devices
- Category desktop: This includes paid search, banners and online video ads consumed on desktop/laptop devices
- Classifieds: This includes directories and listings (e.g. advertising by listing specific products or services, such as comparison sites)
- Other category: This includes all advertising not applicable within the other categories such as email advertising, native/content advertising and sponsorships
- Digital audio advertising: This includes audio ads consumed through apps or in browsers
- Digital out of home: This includes digitally distributed out of home ads

Digital ad spend 2016

- Mobile video 2%
- Desktop video
- Classifieds 15%
- Desktop search 19%
- Desktop banners 16%
- Digital audio <1%
- Digital out of home <1%
- Other 5%

Digital ad spend 2017

- Mobile video 3%
- Desktop video
- Classifieds 13%
- Desktop search 19%
- Desktop banners 13%
- Mobile search 27%
- Mobile 42%
- Mobile banners 12%
- Digital audio <1%
- Digital out of home 1%
- Other 6%

- Mobile search 25%
- Mobile 40%
- Mobile banners 12%
- Digital audio <1%
- Digital out of home <1%
- Other 5%
Digital advertising market 2013-2017

Search advertising realised a growth of +12% in 2017, surpassing display (+7%) and classifieds advertising (+3%)

In 2017, the Digital advertising market increased +9% in revenues compared to 2016, slightly lower compared to the results in 2016 (+11% growth). The paid search category realised the largest increase in revenues (+12%), while Display and Classifieds ad spend grew by +7% and +3% respectively.

Note: The figures we report are net/net figures, meaning that the figures are reported after agency discount that in some cases may apply. Search numbers are estimated based on annual reports, media buyers and media agencies feedback; Classifieds, directories & listings are based on a limited number of data points; Shares and/or additions may not equal presented numbers due to rounding off.

Source: Survey respondents, Media buyers, Annual reports, Deloitte analysis
Digital advertising revenue growth
The market share of Global Companies continues to increase

The trend of global publishers (incl. global search and social media publishers) increasing their market share continues. We estimate that the global companies grew their digital advertising revenue +18% staying ahead of the local competitors in 2017. The digital advertising market share of the global publishers increased from 57% in 2016 to 62% in 2017. This trend is seen beyond borders, as the global parties are projected to earn an estimated 61% of the worldwide digital ad spend in 2017, compared to 58% in the previous year.

Local companies account for an estimated share of 38% of the digital advertising revenue. Between the different company tiers, we have observed the following trends:

- Large sized enterprises, with revenues over 10 m€, show a growth of +5%, which is similar to the growth rate in 2016 (+5%).
- Medium sized enterprises, with earnings between 5m€ and 10 m€, outperformed large sized enterprises with a growth rate of +8%.
- Specialized enterprises, with revenues below 5 m€, had a difficult year with a growth rate below the market average of +1% in 2017.
- Affiliate companies’ profits increased due to economic consumption and realised a growth rate of +9% in 2017

“The last quarter of the year is the most hectic period for the e-commerce sector, due to the traditional increase in sales around the holidays and the large peaks due to the transfers in the health insurance sector. The introduction of ‘new’ holidays like Singles Day (11/11) and the Cyber weekend (last week of November) has led to Q4 being the absolute driver of the number of sales and revenues.

Focusing on the year-to-year figures of Awin on “Black Friday”, the figures show an increase of 27%. This increase illustrates that the biggest retail event of the West is now also present in markets which normally did not participate in it.”

Lauri Koop
Awin Benelux | Managing Director

Note: Revenue growth rate is calculated on a L4L basis; Global companies include global search and social publishers; Definition share global vs local figure has been changed and now includes all digital ad spend, compared to display advertising only

Source: Survey respondents, Annual reports, Deloitte analysis, WARC
Traditional vs digital advertising
Out of home advertising

Out of Home advertising market is transforming into digital, from 5% market share in 2016 to 11% in 2017

This is the first edition of the ad spend report in which we have measured the Digital Out Of Home (DOOH) spend. Digital distributed out of home advertising increased significantly in 2017 with a growth rate of +116%, resulting into a digital share of 11%. More and more advertisers are leveraging the benefits DOOH has to offer, such as interactive ads dynamically adjusted to the target audience and time of day. As DOOH continues to advance and evolve, for example with the introduction of programmatic sales channels, we project that the market will continue to show significant growth.

“Since JCDecaux made DOOH visible on the best spots in the biggest cities, this medium has become more and more interesting for advertisers.”

Bart de Vries
JCDecaux Nederland | Commercieel Directeur

“Digital Out Of Home is moving fast towards new and growing revenue streams. Today we can offer a full package of possibilities that are in line with online advertising”

Danny van Beek
MMD Media | Owner

“OOH media shows growth in the last few years due to the bigger impact of the medium but also because of the increase of the number of digital screens. DOOH gives more flexibility and on the dawn of more programmatic – automated trading possibilities for DOOH we expect a further increase is yet to come.”

Guy Grimmelt
ExterionMedia | Marketing & Business Development Director

Market share digital vs traditional out of home advertising

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>OOH</td>
<td>95%</td>
<td>89%</td>
</tr>
<tr>
<td>DOOH</td>
<td>5%</td>
<td>11%</td>
</tr>
</tbody>
</table>

+116%

Source: Nielsen, Annual reports, Survey Respondents, Deloitte analysis
The total video advertising market in 2017 includes a combined revenue of 1080 m€ with 912 m€ for (linear) TV advertising and 168m€ for digital online video advertising. Compared to 2016 the revenues remained stable with a combined revenues of 1086 m€ composed of 966 m€ and 120 m€ respectively. Within the video advertising market, ad spending shifted towards online video ads, with an estimated market share of 16% in 2017.

“TMG has been focusing on video advertising almost for a year now, and reaped the benefits with an annual growth rate of 49.9%. This growth rate is expected to continue in the foreseeable future”.

Denny Plaggenburg
Telegraaf Media Groep | Head of Video

Source: Nielsen, Screenforce, Annual reports, Survey Respondents, Deloitte analysis
Radio advertising

Digital audio advertising spend increased +25% in 2017, resulting in a market share of 2% within radio advertising.

Next to DOOH we have measured the market of Digital Audio Advertising. In 2017 the revenue of Digital Audio advertising has grown +25% compared to previous year. Within the total market for radio advertising (226m€), we have estimated that digital audio advertising accounted for 2% of the revenues in 2017.

For next year, we project stronger growth as digital audio advertising becomes more mature. This will occur by improving the effectiveness of the sales channels (e.g. more automated / programmatic approach). Other trends such as the adaptation of ‘Apple Carplay’ or ‘Android Auto’ are expected to show a positive effect on digital audio ad spend as it enhances the reach of online streaming, where audio is consumed the most.

“In 2017, important steps were taken in the Online Audio market. From Q4 2016 onwards, programmatic audio was introduced. This resulted in a large amount of big advertisers using this category. Besides the possibility of having online theme channels, like Spotify and Sound cloud, there is now also the possibility to buy programmatic. FM main channel Qmusic has already been the first to start using this programmatic purchase, so it is likely that other FM channels will follow soon. This will result in an exponential increase of revenues in 2018 compared to current year’s figures”.

Arthur Hoogendijk
The Media Exchange | CEO

Market share digital vs traditional audio advertising

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non digital audio advertising</td>
<td>99%</td>
<td>98%</td>
</tr>
<tr>
<td>Digital audio advertising (phone/tablet/desktop)</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

+25%

Source: RAB, Nielsen, Annual reports, Survey Respondents, Deloitte analysis
Display advertising
Display advertising formats
The market for banners is declining, other display formats take over

Online display advertising formats
Within display we measured 4 different formats; Video, Banners, Interruptive and Native. All formats which could not be classified in one of these formats are consolidated into the “Other” category.

Online video
Online video (in-stream and out-stream ads) realised +40% in revenue growth in 2017

Banners
Spend on display banners decreased -4%, resulting into a declining market share within display advertising. Between Non-IAB and IAB formats, especially the IAB formats declined in market share, losing -5% of revenues.

Interruptive
The advertising spend on interruptive formats (incl. rich media, over the page and page takeover) increased slightly with +4% growth in revenues.

Native
Spend on native advertising increased by +10% in 2017.

Market share of each display format in display revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>Banners</th>
<th>Interruptive</th>
<th>Video</th>
<th>Native</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>54%</td>
<td></td>
<td></td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>2014</td>
<td>55%</td>
<td></td>
<td></td>
<td></td>
<td>8%</td>
</tr>
<tr>
<td>2015</td>
<td>55%</td>
<td></td>
<td></td>
<td></td>
<td>8%</td>
</tr>
<tr>
<td>2016</td>
<td>52%</td>
<td></td>
<td></td>
<td></td>
<td>8%</td>
</tr>
<tr>
<td>2017</td>
<td>47%</td>
<td></td>
<td></td>
<td></td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: Survey respondents, Deloitte analysis
Video advertising (m€) / YoY advertising spend growth (%)

Online video advertising spend (incl. in-stream and out-stream ads) grew by +40% in 2017. This is the highest growth between all ad formats within the Digital Ad Spend.

“The Global Players mostly benefit from the fast growing video market. Besides that, we also see that mobile consumption (mostly in app) is growing faster than mobile investments. The challenge of local publishers is to grow with the global players by making mobile (in-app) video more accountable. In order to do so, investments are needed as currently the in-app targeting capabilities are limited. This also applies for the measurability on the viewing behavior that takes place via apps on Smart-TV.”

Remon Buter
Group M | Head of Trading

Source: Annual reports, Media Buyers, IAB UK/US, Survey respondents, Deloitte analysis
Breakout: Social advertising

Driven by online video ads, spend on social platforms increased by +39% in 2017

Social platforms continue to increase their market share within display advertising. We estimate that the spend on social platforms increased by +39% in 2017, resulting in a total ad revenue of 287 m€ and 39% of the market share within display advertising.

“The growth of advertising on social platforms was nothing short of spectacular. Even though that growth is starting to smoothen out, the increase in 2017 was 40% (€ 81 million extra) as opposed to 2016. Advertising on these platforms is reaching its maximum levels in campaigns and plans.

Or will the implementation of GDPR give new impulse to growth of social platforms again in 2018?”

Govaert Plesman
Magna Global | Contracting Director Online

Source: Annual reports, Media Buyers, IAB UK/US, Survey respondents, Deloitte analysis
Native advertising realised 56m€ in ad revenues in 2017.

Native/content advertising (ads with a similar form and function as the platform upon which it appears) increased revenues by +10% to 56 m€ in 2017.

“The demand for content is growing rapidly. We as Adfactor see an increase in demand for native propositions that contribute to the reach of content. Also the demand for video content is rising and nowadays the consumer has a strong desire for interpretation and background; brands with a real story.

More and more brands find it important to align with their consumer, so our expectation is that the demand for meaningful content will increase even more in next year. We expect that this results in strong growth, especially in the fields of video content and smart distribution models.

Finally, we see that the market demands for an approach that enables to share content over all media categories. We are extremely pleased that our collaboration with RTL offers an opportunity to develop suitable solutions for this demand.”

Wouter Kamp
Adfactor | Director
Display advertising medium

Mobile shows signs of maturity with a stabilizing growth rate of +19%

Publishers are increasingly able to monetize ads on mobile devices (phone + tablet). As of 2017, 39% of the display advertising revenue is from these devices.

“Marketers fully get that mobile is an important part of their advertising. Now, all we need is a strategy and execution that is mobile first at least - not to say mobile only. For this, marketers have to understand the consumer behavior on smartphones and mobile technology completely. Than the rest of digital will be a walk in the park.”

Diederick Ubels
MobPro | General Manager

Note: Figure based on survey respondents only; Revenue growth rate is calculated on a L4L basis; Amounts may not equal 100% due to rounding

Source: Survey respondents, Deloitte analysis
Programmatic advertising
Programmatic advertising

Display advertising spend through programmatic exchanges in the Netherlands increased by +17% in 2017

The online display advertising spend through programmatic exchanges (e.g. Real Time Bidding and Private Marketplace) totaled 262m€ in revenues in 2017. Compared to previous periods, the second half of 2017 realized a significantly lower growth with +13%. As +13% is nearing the overall display advertising growth (+7%), the shift of traditional manual sales towards the programmatic exchanges shows signs of deceleration.

“After years of strong growth and increased investments in programmatic advertising, in 2017 we saw slightly lower growth rates. Programmatic is now omnipresent, publishers and advertisers have automated a significant share of their buying and selling efforts. Data driven, targeted and biddable media have become the standard, but with an ever increasing amount of advertising opportunities we also see a diffusion of spend. Sponsored content, native, social and influencer-marketing are becoming more interesting for brands. Facebook, Google, Snapchat and Twitter have standalone automated platforms that increasingly attract spend outside of the open programmatic ecosystem. For Programmatic, we need to further focus on providing marketplaces that drive liquidity, efficiency, transparency and quality, as well as products that are comprehensive, innovative, rich in machine learning and privacy oriented.

Further, operational and marketing teams might have faced challenges to support the level of growth that the business was experiencing. Finding Programmatic professionals still remains a challenge and our industry should invest more in education and PR to make sure we have new talent to support further growth and innovation.

Increasing programmatic investments in video, native, mobile but also additional media such as DooH or audio provide a positive growth potential for 2018 and beyond. There’s also big potential in brands and e-commerce players becoming publishers on their own, fueling the programmatic ecosystem with additional supply and audiences. Bol.com is a great example in the Netherlands”

Sabrina Schmidt
AppNexus | Market Director Benelux
### Programmatic exchange versus direct trading

36% of all display revenue was traded through programmatic channels in 2017

<table>
<thead>
<tr>
<th>Share manual vs programmatic sold display advertising revenue</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total market</td>
<td>75%</td>
<td>70%</td>
<td>67%</td>
<td>64%</td>
</tr>
<tr>
<td></td>
<td>25%</td>
<td>30%</td>
<td>33%</td>
<td>36%</td>
</tr>
<tr>
<td></td>
<td>70%</td>
<td>56%</td>
<td>39%</td>
<td>35%</td>
</tr>
<tr>
<td></td>
<td>30%</td>
<td>44%</td>
<td>62%</td>
<td>65%</td>
</tr>
<tr>
<td>Top 5 local publishers Netherlands</td>
<td>2014</td>
<td>2015</td>
<td>2016</td>
<td>2017</td>
</tr>
<tr>
<td></td>
<td>65%</td>
<td>47%</td>
<td>43%</td>
<td>38%</td>
</tr>
<tr>
<td></td>
<td>35%</td>
<td>53%</td>
<td>57%</td>
<td>62%</td>
</tr>
</tbody>
</table>

The share of revenue sold via programmatic channels differs significantly between specific groups of market companies. As global publishers trade mainly via their own technology platforms and affiliates perform mainly through direct sales, only 36% of the revenues is sold programmatically within the total display advertising market. On the contrary, local players sell 65% of their display advertising through programmatic exchanges.

“Display ads are an important part of every media campaign where we see a development in focus on quality over quantity and brand safety. The ads.txt is one of the key initiatives this year to face brand safety issues and should be embraced by the entire ecosystem. 2018 will also be interesting now that Dutch publishers are shifting towards header bidding and first priced auctions. More quality display inventory should be accessible to more buyers, but campaign management is also getting more complex.”

**Dennis Stoffels**  
De Persgroep | Manager Programmatic Advertising

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**Note:** Figure based on survey respondents only; Top 5 local publishers 2016 figure changed due to revised respondent data  
**Source:** Survey respondents, Deloitte analysis
Outlook
Outlook 2018

Respondents indicate a positive outlook and set high targets for 2018

“Unfortunately, the Ad Spend report figures of 2017 will offer less guidance for 2018 due to the changes imposed on the larger platforms. Also, it is challenging to anticipate how users, regulators, media and advertisers will react to this. The market definitely needs to revisit its position regarding quality, transparency and (non-) dependence, which fortunately are all supported by a fast growing economy”.

Bert Jan ten Kate
Massarius | CEO & Founder

Average growth projection for 2018 by respondents

<table>
<thead>
<tr>
<th>Category</th>
<th>Growth Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native</td>
<td>+29%</td>
</tr>
<tr>
<td>Mobile</td>
<td>+22%</td>
</tr>
<tr>
<td>Video</td>
<td>+20%</td>
</tr>
<tr>
<td>Programmatic</td>
<td>+16%</td>
</tr>
<tr>
<td>Social</td>
<td>+11%</td>
</tr>
</tbody>
</table>

Source: Survey respondents, Deloitte analysis
General Data Protection Regulation in 2018

Most respondents predict no effect on Digital Ad Spend after the introduction of the new regulation law

The General Data Protection Regulation (GDPR) is a regulation in EU law, in effect from 25 May 2018, on data protection and privacy for all individuals within the EU. Companies not adhering to the new regulation law could be faced with a €20m or 4% of annual global turnover fine. Most respondents indicate to be operationally ready for this regulation and expect this to have minimal effect on their revenues.

“The results, with more than three-quarters of respondents indicating no projected impact from the GDPR on Digital Ad Spend, are probably as expected. While the GDPR has a large impact on organisation’s internal privacy programmes it doesn’t hold major changes of the rules for online marketing or advertising.

Those major changes can however be expected from the overhaul of the current ePrivacy Directive in what looks to become an ePrivacy Regulation. But as proposals for that ePR are still tied up in the EU’s legislative processes, it is hard to predict what its precise impact will be.”

Jan-Jan Lowijs
Deloitte

Projected impact of GDPR on Digital Ad Spend by respondents

Source: Survey respondents, Deloitte analysis
Methodology
Methodology: Estimation

Deloitte tries to include as many companies as possible to ensure an accurate representation of the Digital advertising market. Due to various reasons not all Digital advertising companies disclose financial information to Deloitte and missing information is estimated based on below methodology.

**Estimated revenue**
- **Growth of medium to small non-participating companies**
  1. Trend in growth from previous submissions
  2. Known growth of similar companies (proxy)
- **Growth of large non-participating companies**
  1. Trend in growth from previous submissions
  2. Financial results from annual reports
  3. Known growth of similar companies (proxy)
- **Google and Facebook related revenue:**
  1. Quarterly earnings
  2. Google and Facebook media buyers feedback
  3. Public datasets

**Known revenue**
- Realized net/net revenue is disclosed to Deloitte
## List of participating companies

<table>
<thead>
<tr>
<th>Abovo Media Groep</th>
<th>De Persgroep</th>
<th>Massarius</th>
<th>S&amp;D Interactive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addurance</td>
<td>Ematters*</td>
<td>Media Exchange</td>
<td>Sanoma</td>
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<td>Adfactor</td>
<td>Exterion Media</td>
<td>MobPro</td>
<td>Semilo*</td>
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<td>Adform</td>
<td>FD Mediagroep*</td>
<td>NDC Mediagroep*</td>
<td>Smartclip</td>
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<td>Affilinet*</td>
<td>Funda</td>
<td>NMPi Digital*</td>
<td>TMG*</td>
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<td>AppNexus</td>
<td>Improve Digital</td>
<td>Nochii</td>
<td>Traffic4u*</td>
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<td>Autotrack*</td>
<td>JcdeCaux</td>
<td>MMD Media</td>
<td>Trafficbuilders</td>
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<td>Awin</td>
<td>Mannenmedia</td>
<td>Perform Media</td>
<td>Tweakers</td>
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<td>Daisycon*</td>
<td>Marktplaats</td>
<td>Persgroep</td>
<td>Yoki Network</td>
</tr>
</tbody>
</table>

* Partial 2017 data only
Contact

For questions concerning this research feel free to contact

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