

Total online adspend reaches €340m for 2015

The IAB Ireland PwC Online Adspend Study for 2015 (Jan to Dec) sees very strong growth of 29% with ad revenues of €340m compared to €263m in 2014.

Mobile Adspend for 2015 is now 41% of total digital spend at €141m.

Irish Mobile Adspend now represents €4 in every €10 of total digital adspend at €141m.

Introduction

The Internet Advertising Bureau (IAB) has been working with PwC since 1997 to survey the value of online adspend in Europe and North America.

28 leading publishers participated in the study, many of whom represent multiple websites. Other participants include sales houses, advertising networks and advertising agencies.

Adspend revenue is drawn up on the basis of actual figures provided by study participants. Total advertising revenue is reported on a gross basis (including agency commission).

Advertising formats (desktop and mobile)

Display: Display advertising holds a 40% share with a spend of €137m – an increase of 38% on 2014.

Paid for Search Advertising has grown **28%** YOY with a **52%** share of total online adspend at **€176m** in 2015.

Search

Classified: Classified Advertising represents 8% of spend at €27m in 2015.

Cross platform display adspend by advertising category

Retail and Finance are the top spending categories in display adspend cross platform, with a category share each of **14%**. Telecoms follows at **11%**, Auto at **10%** and FMCG with a **9%** share.

Classified Adspend's top industry categories:

Recruitment and Property 36%

Automobile 37%

Mobile Adspend for 2015 has grown by **78%** and is now worth **€141m**, of which **37%** is Display and **63%** is Search.

The top performers in Mobile Display Adspend for 2015 were: Retail **18%**, Finance **13%**, Telecoms **12%** and FMCG **11%**.

Social Media (Desktop and Mobile)

was **€49m** in 2015 – an increase of **72%** over 2014.

VOD Advertising

(Desktop and Mobile) was **€24.5m** in 2015 – an increase of **71%** over 2014.

[share](#)
[link](#)

+71%

Native Advertising

Cross platform native advertising at **€45m** is **33%** of total digital display for 2015.

This is the first year that IAB Ireland has broken out Native as a sub-category of Display Advertising reflecting the global growth of Native Advertising.

YoY growth rates for selected digital formats

(formats are not mutually exclusive so there is some overlap)

*Includes Social VoD

Key Drivers of growth

1) Continued growth of digital consumption, in particular on Mobile

75% of Irish people use a smartphone*

Web traffic on smartphones in Ireland is almost a third higher than the EU average, a quarter higher than the UK and a tenth higher than the US. A third of all internet usage is via Smartphone**.

75% of the population use the Internet at least once a day - 1 in 5 admit to accessing the Internet every waking hour***.

2) Irish Marketers are committed to growing online budget in 2016

Digital is the top ranking planned area of growth for Irish marketers in 2015, according to the Alternatives/ MII Sentiment Survey 2015.

Digital Strategy is also marketers' highest ranking growth strategy at **48%**^

28% of marketers plan to dedicate between **20%** and **50%** of their overall budget to digital^

47% of marketers will devote **20%** of their budget to digital^