



# ADEX BENCHMARK 2020 STUDY

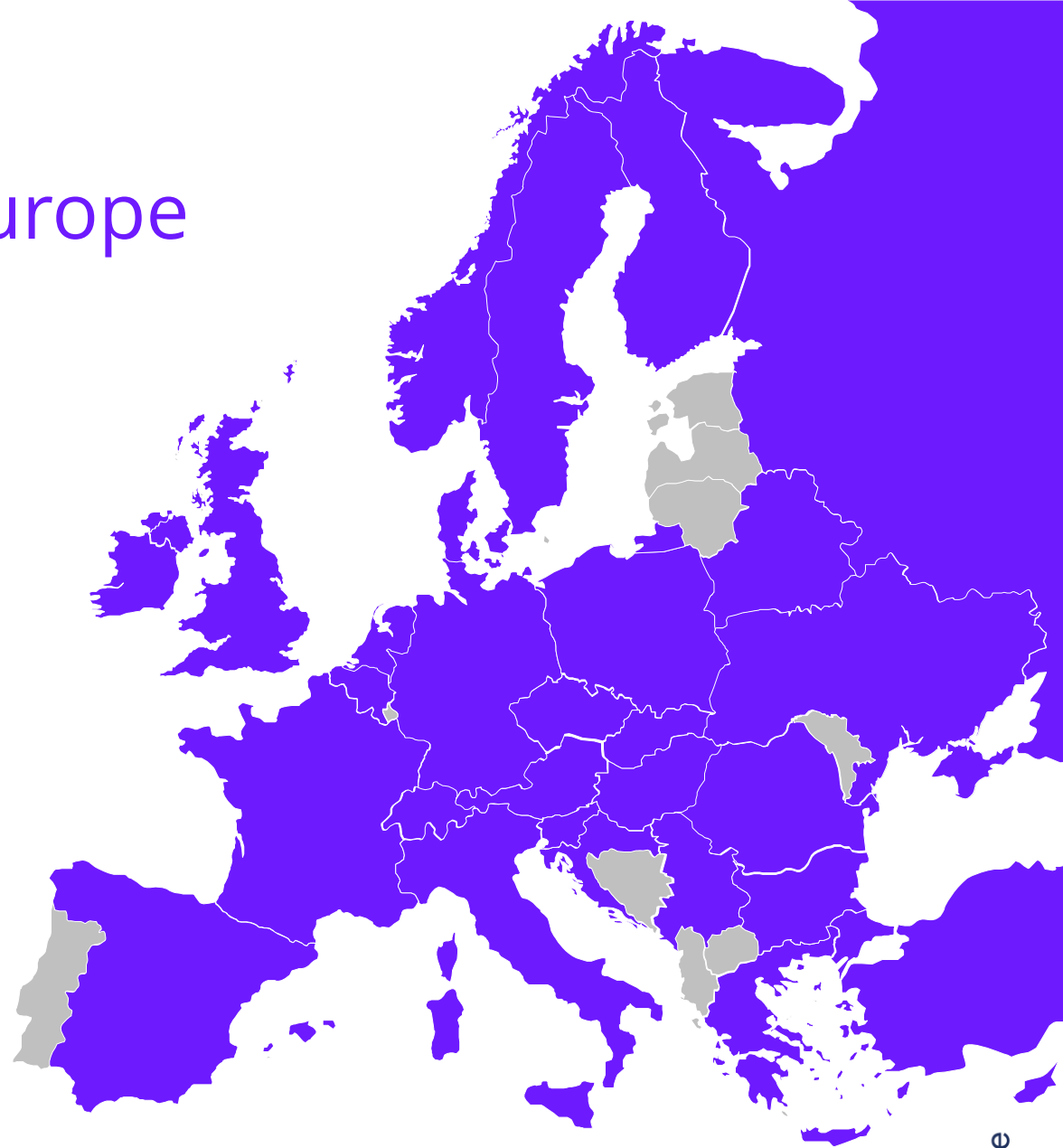
*25 May 2021*

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MAY 2021

# Meta-Analysis of 28 markets in Europe

- Austria
- Belarus
- Belgium
- Bulgaria
- Czech Republic
- Croatia
- Denmark
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Netherlands
- Norway
- Poland
- Russia
- Romania
- Serbia
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Turkey
- UK
- Ukraine



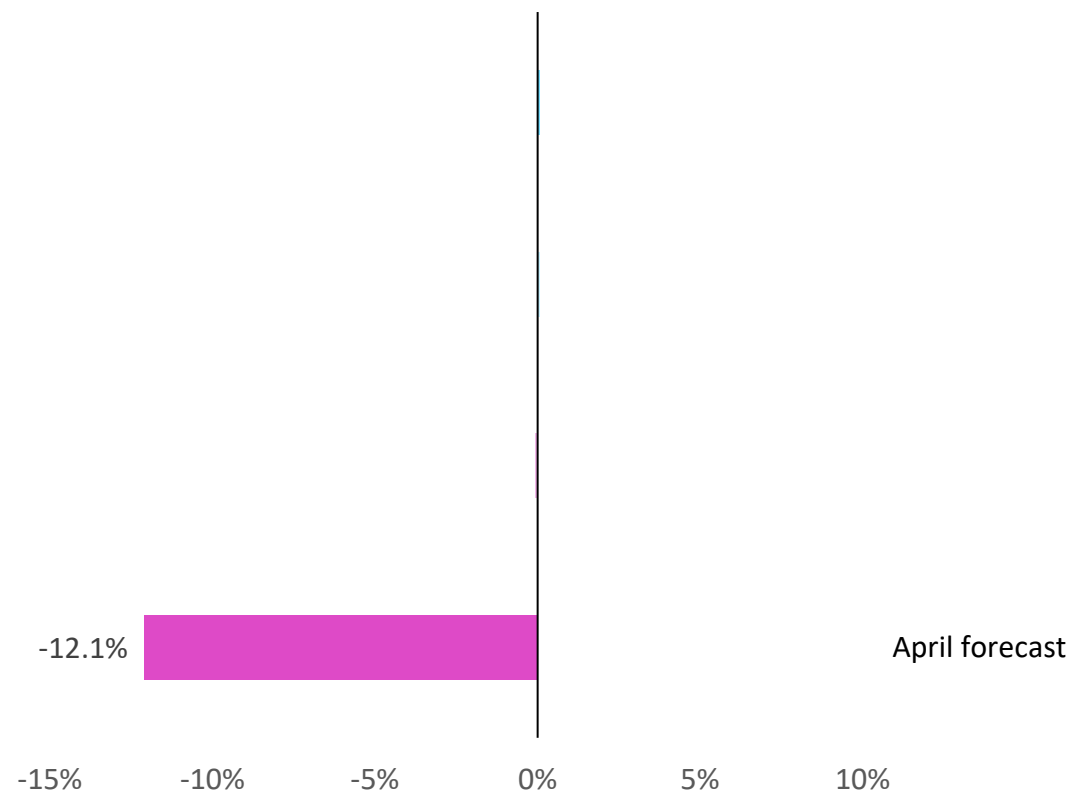
# MARKETS

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# Ladder of hope: From bad to better to good

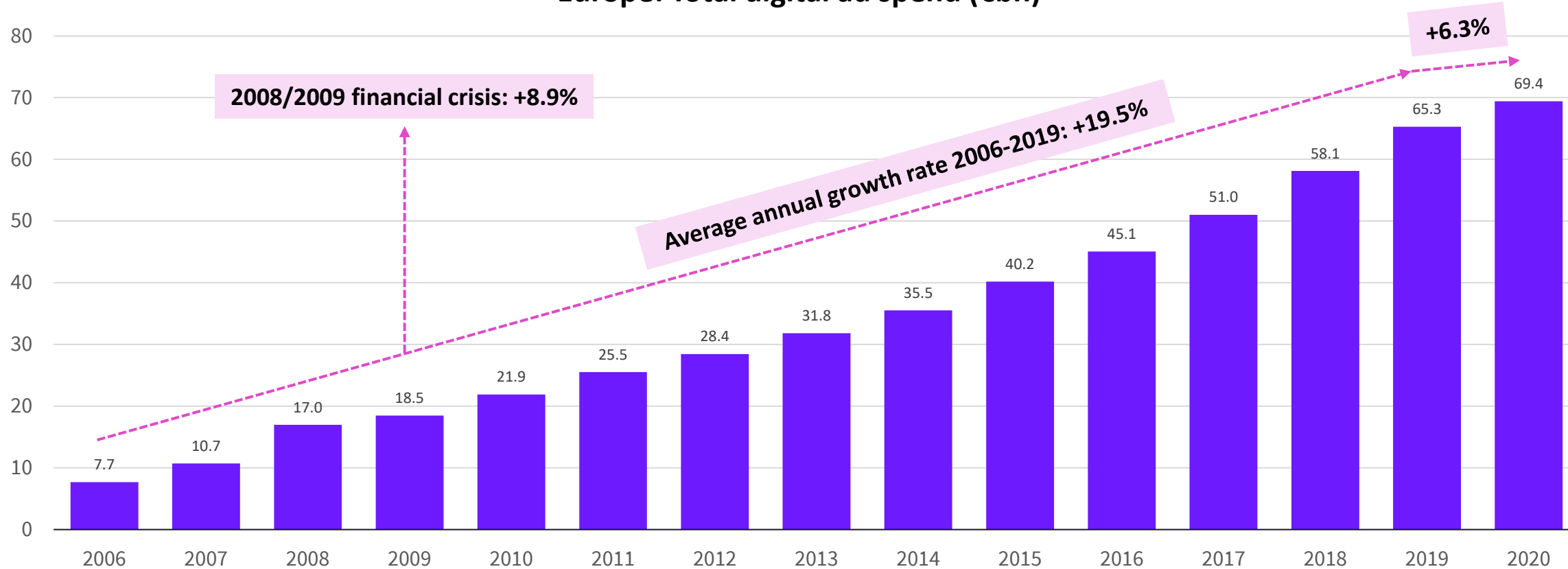
European Digital ad growth expectations for 2020  
over time



€69.4bn  
(+6.3%)

# Digital advertising growth slowest since first Adex study – but still strong performance in exceptionally tough macro conditions

**Europe: Total digital ad spend (€bn)**



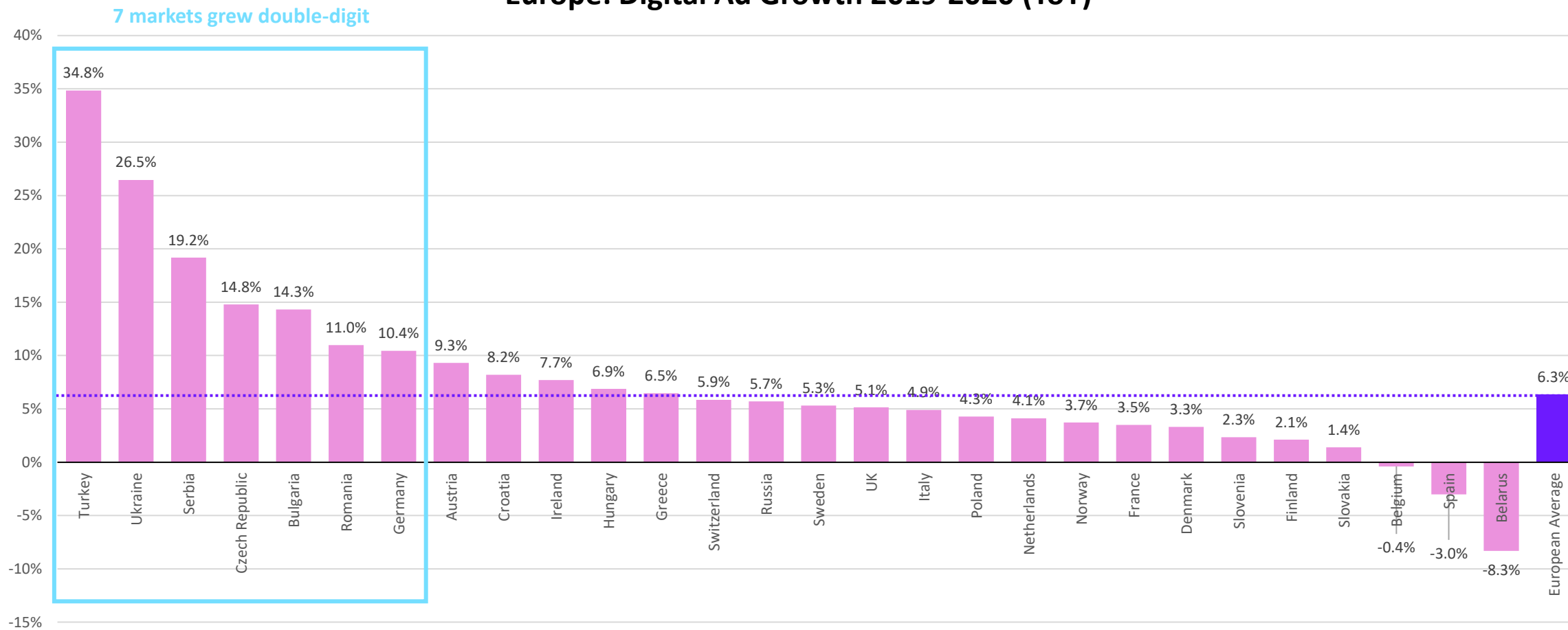
Digital share of all media advertising:

19.2%

56.5%

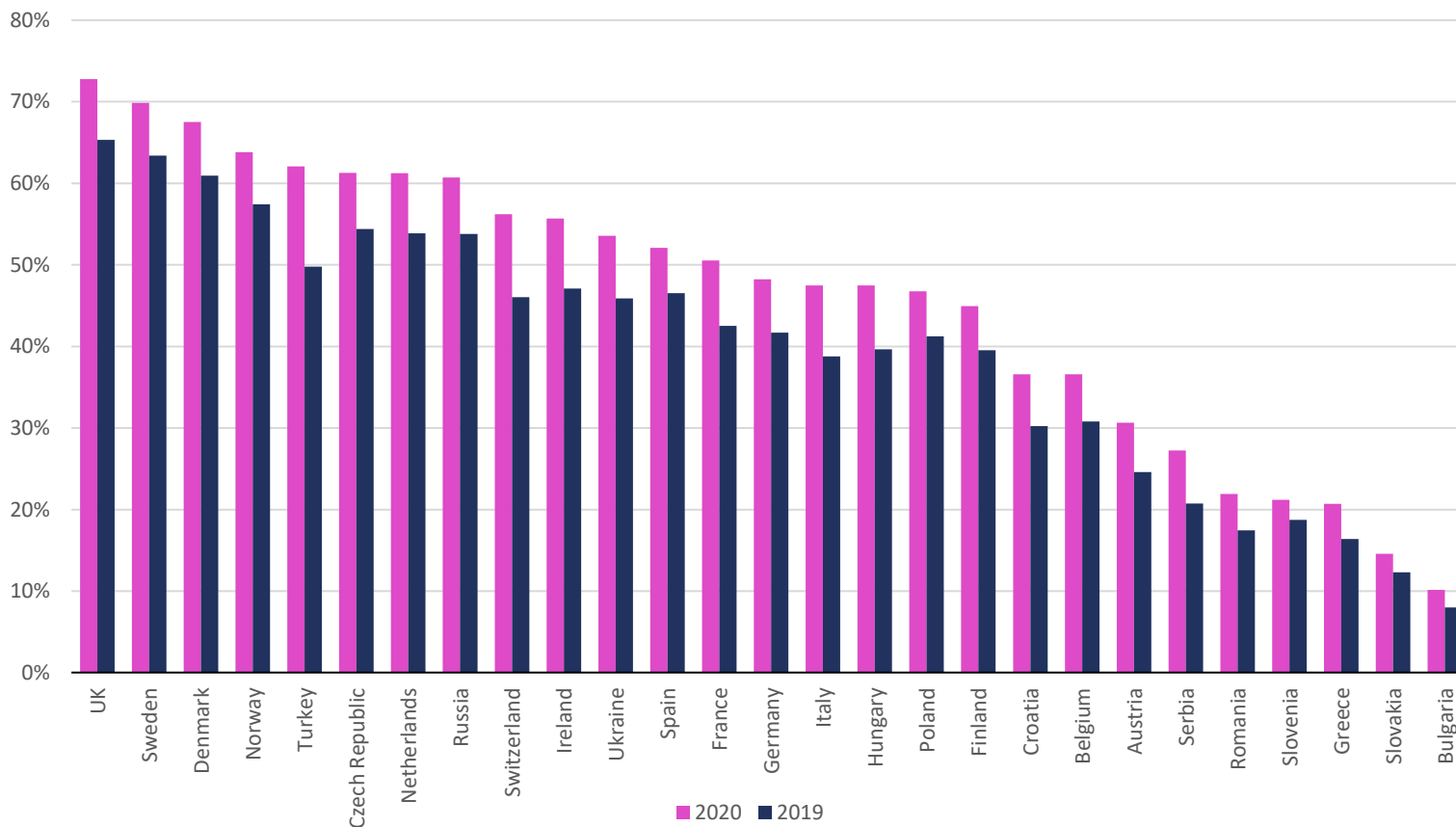
# 24 out of 28 markets posted growth, some even double-digit

## Europe: Digital Ad Growth 2019-2020 (YoY)

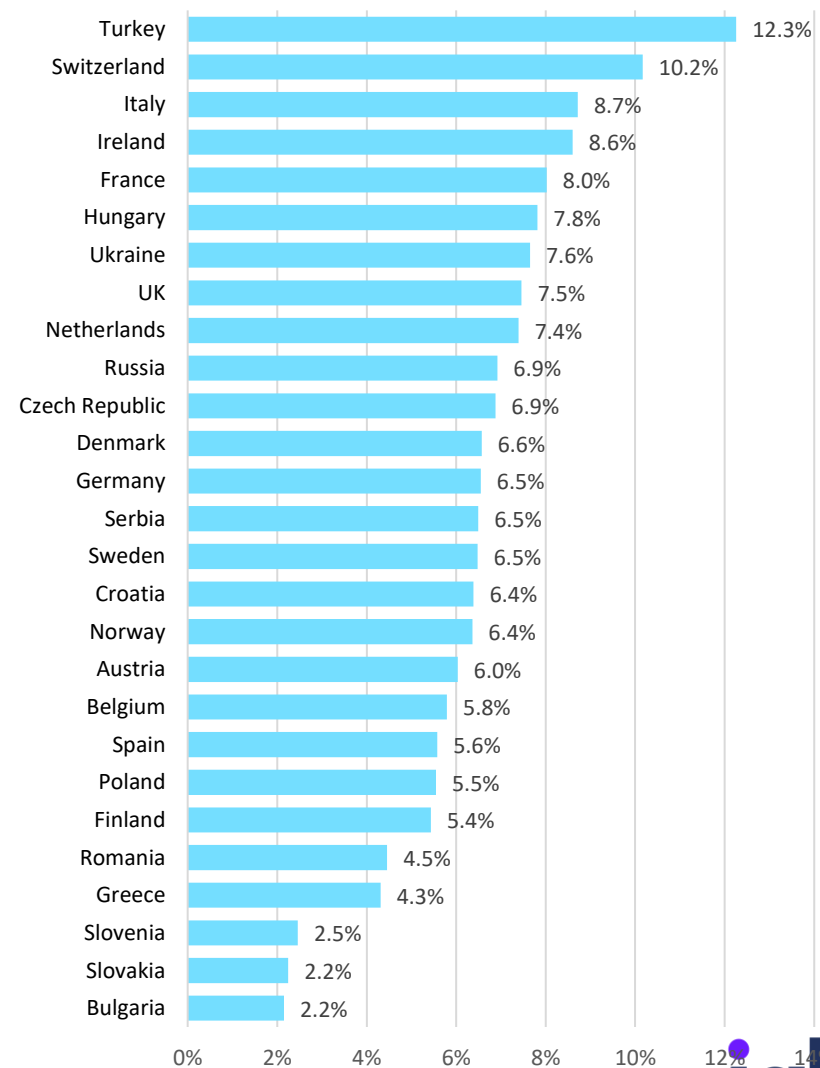


# Fast-forward acceleration: share gains for digital during pandemic

**Digital Share of All Media Advertising (%)**



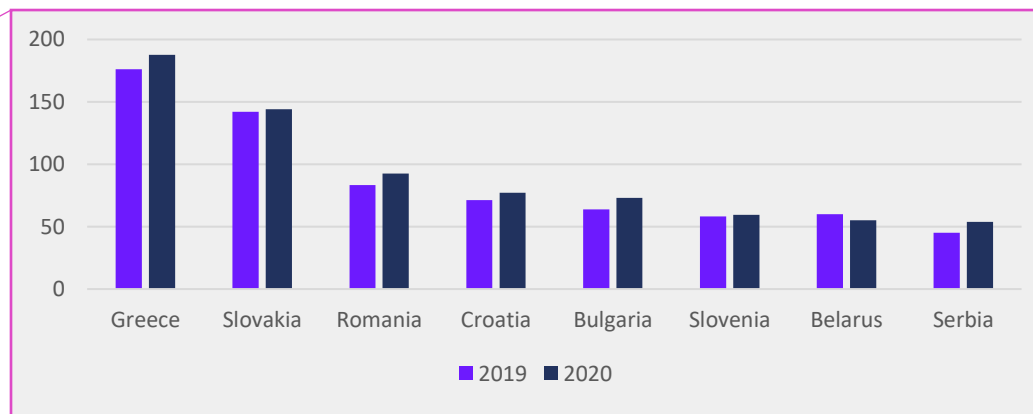
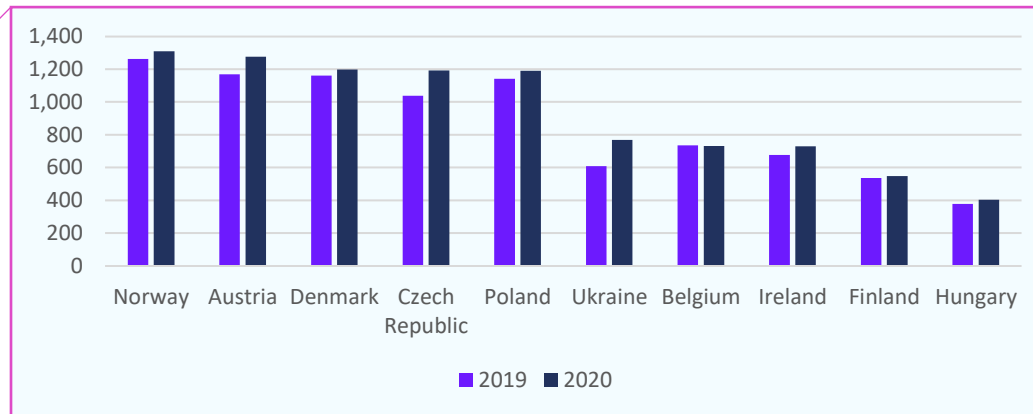
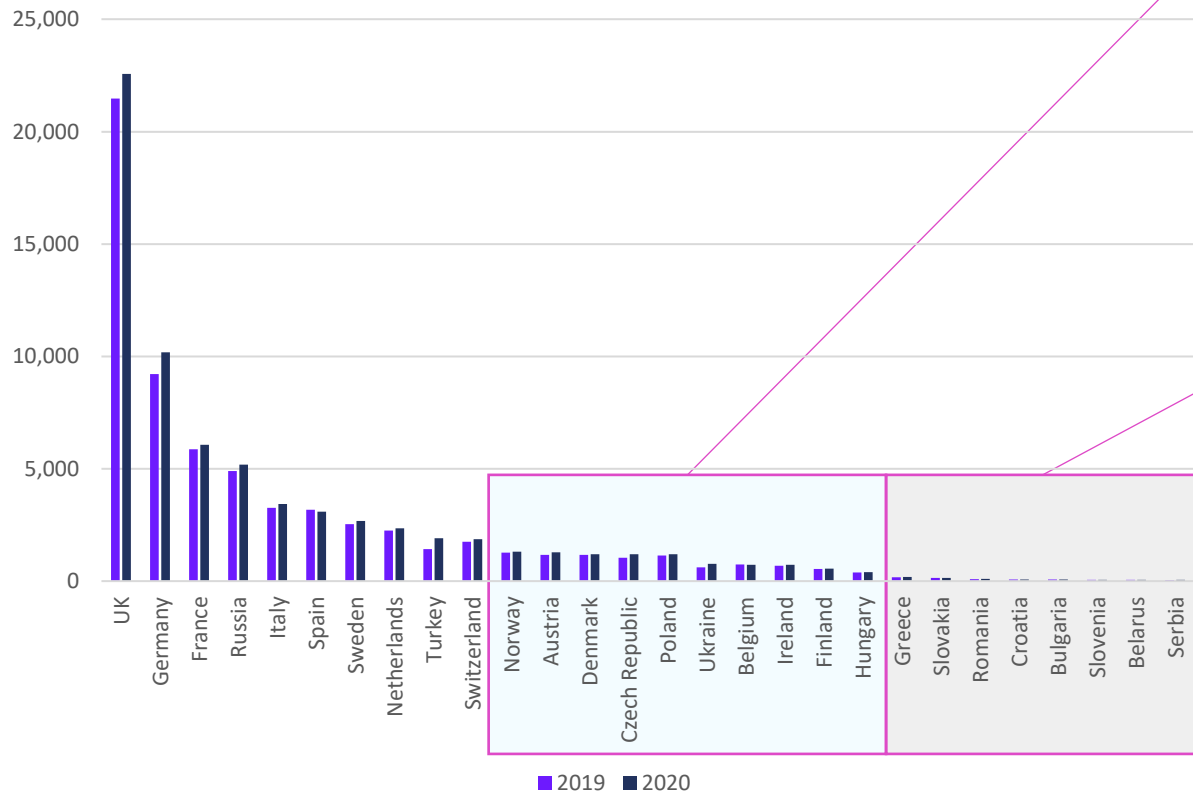
**“By how many points did the digital share of all media advertising increase in 2020?”**



Source: WARC Demcember forecasts for all media apart from “internet”, which was substituted by Adex Benchmark data

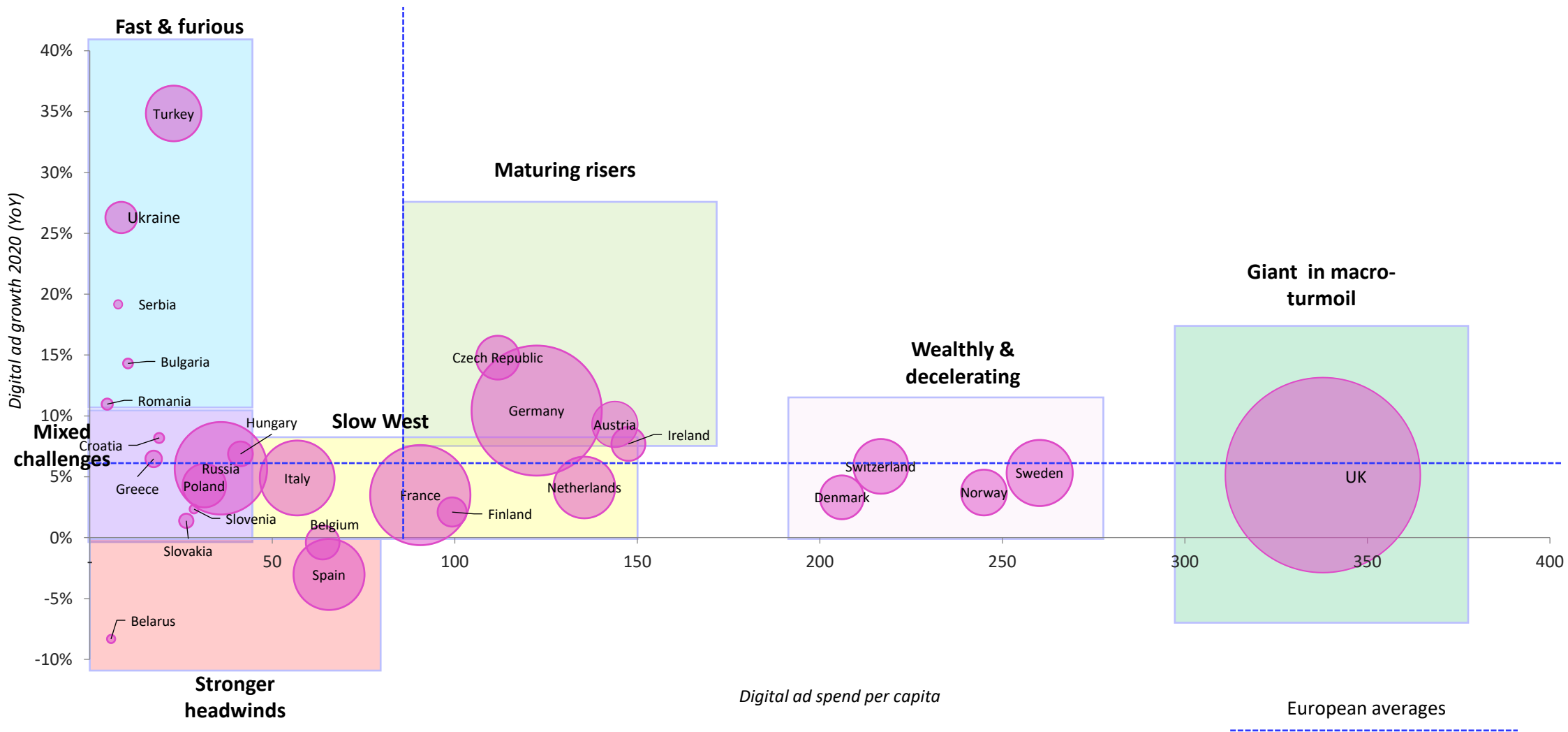
# Zoom-in reveals nuances in size between markets

Europe: Digital Ad Spend (€m)





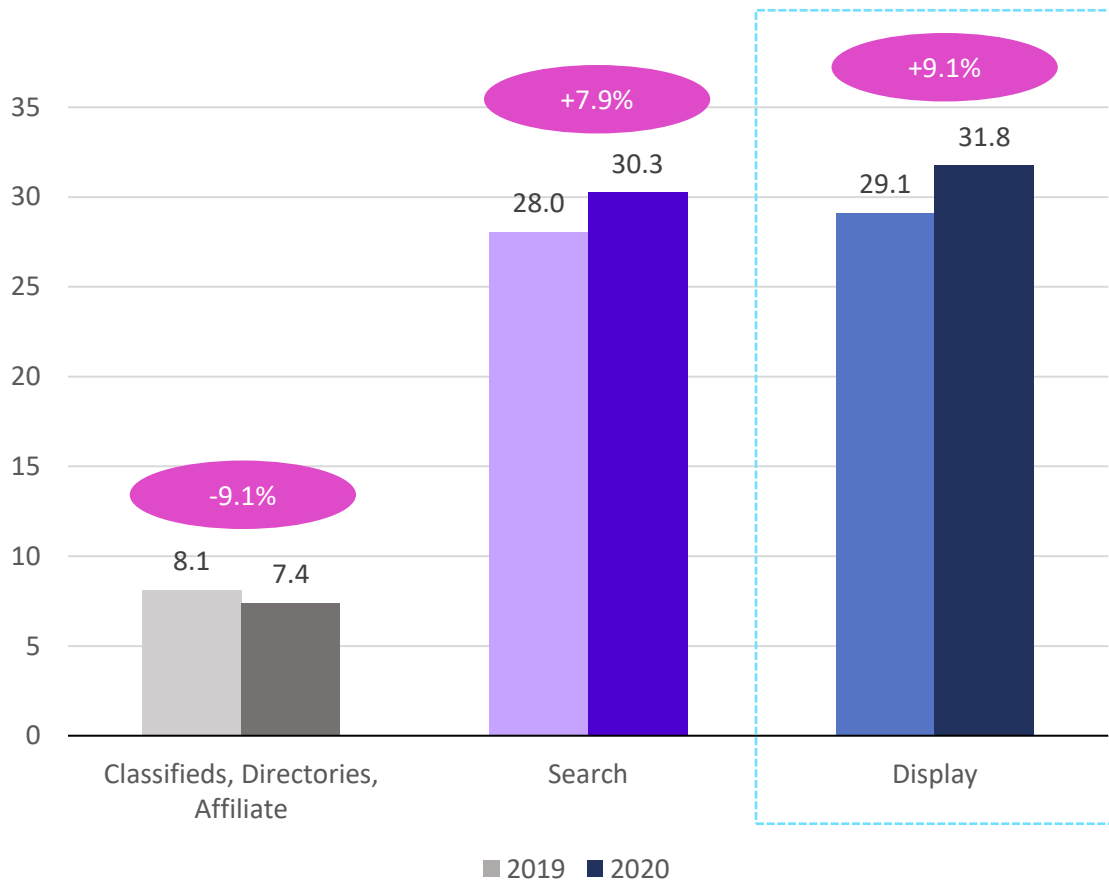
# The Adex 'Cohorts': different growth narratives



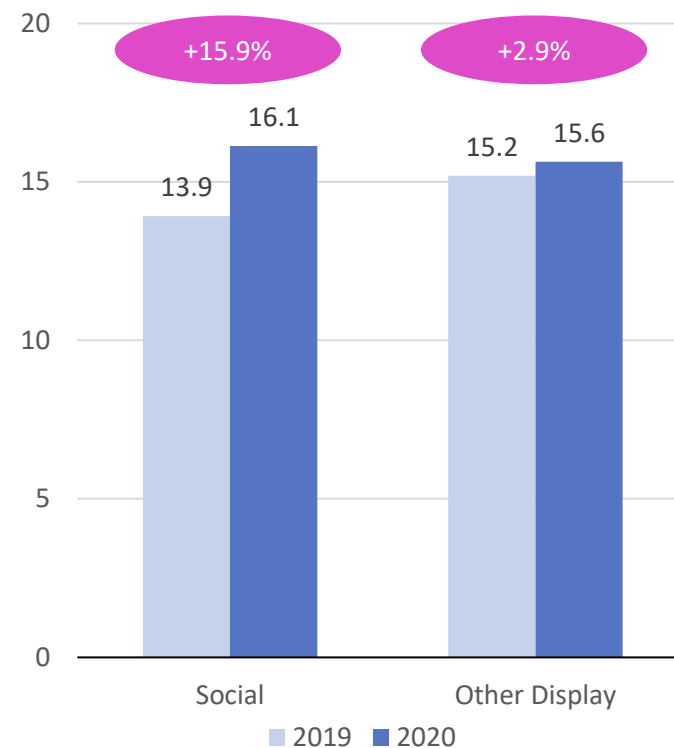
# FORMATS

# Multi-speed growth: different ad markets operating under the digital umbrella

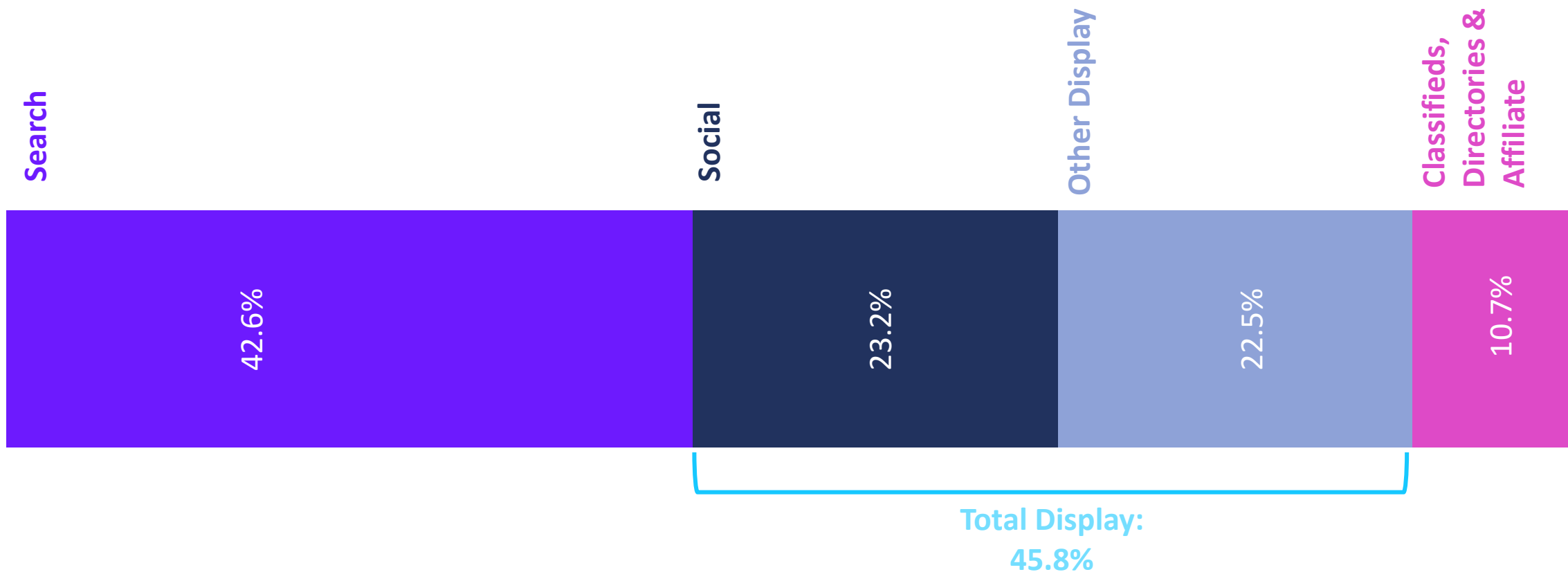
**Europe: Digital Ad Spend by Format (€bn)**



**Europe: Social vs Other Display (€bn)**

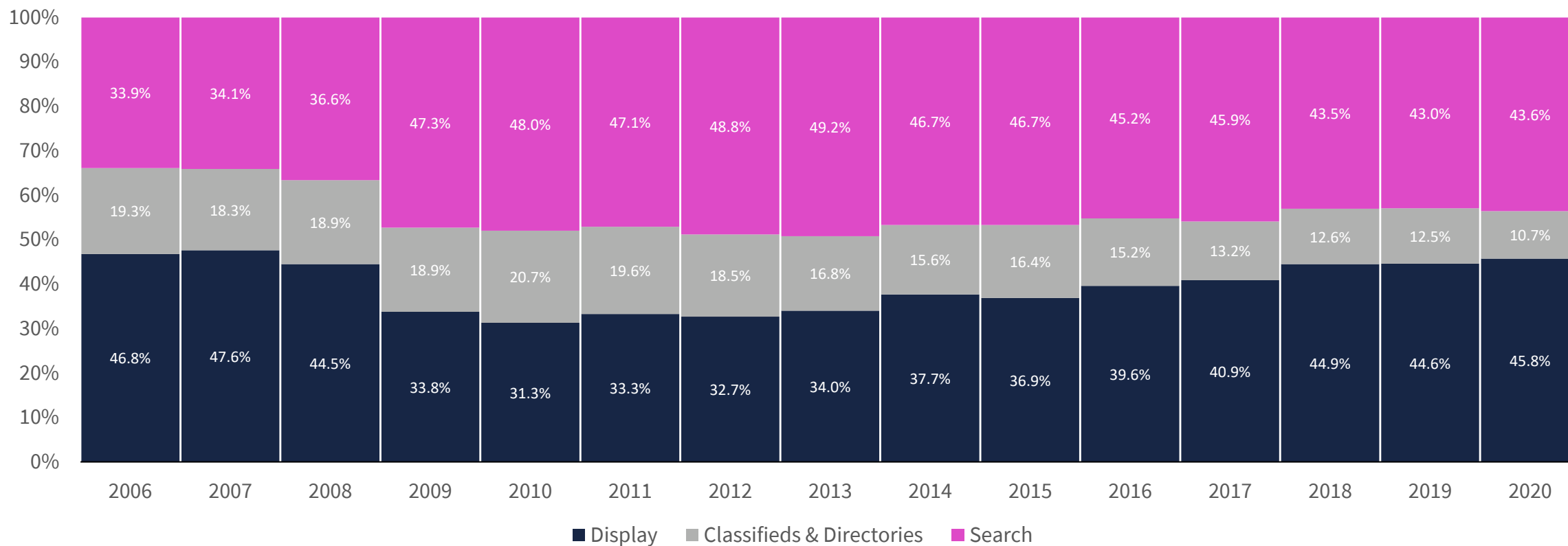


## Europe: 2020 share by format



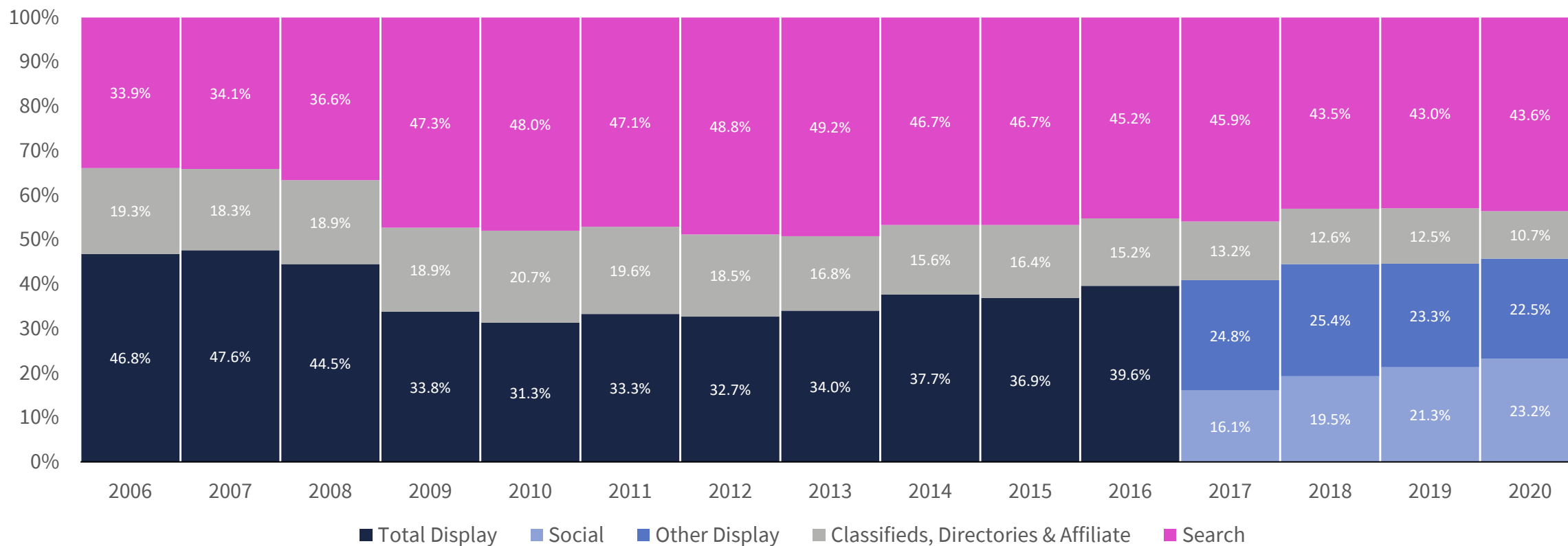
# Display could accelerate share gains in 2020...

## Digital Ad Spend Split by Format



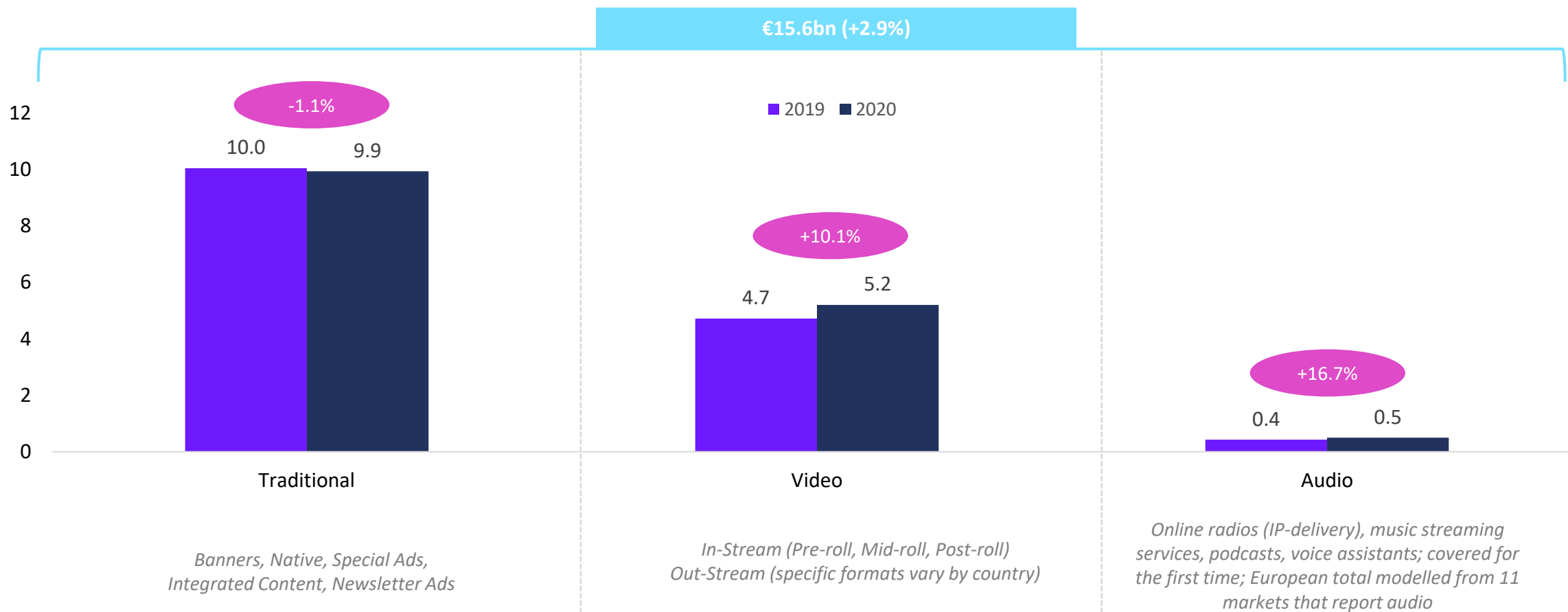
...but underlying is an acceleration of pre-pandemic trends

**Digital Ad Spend Split by Format**

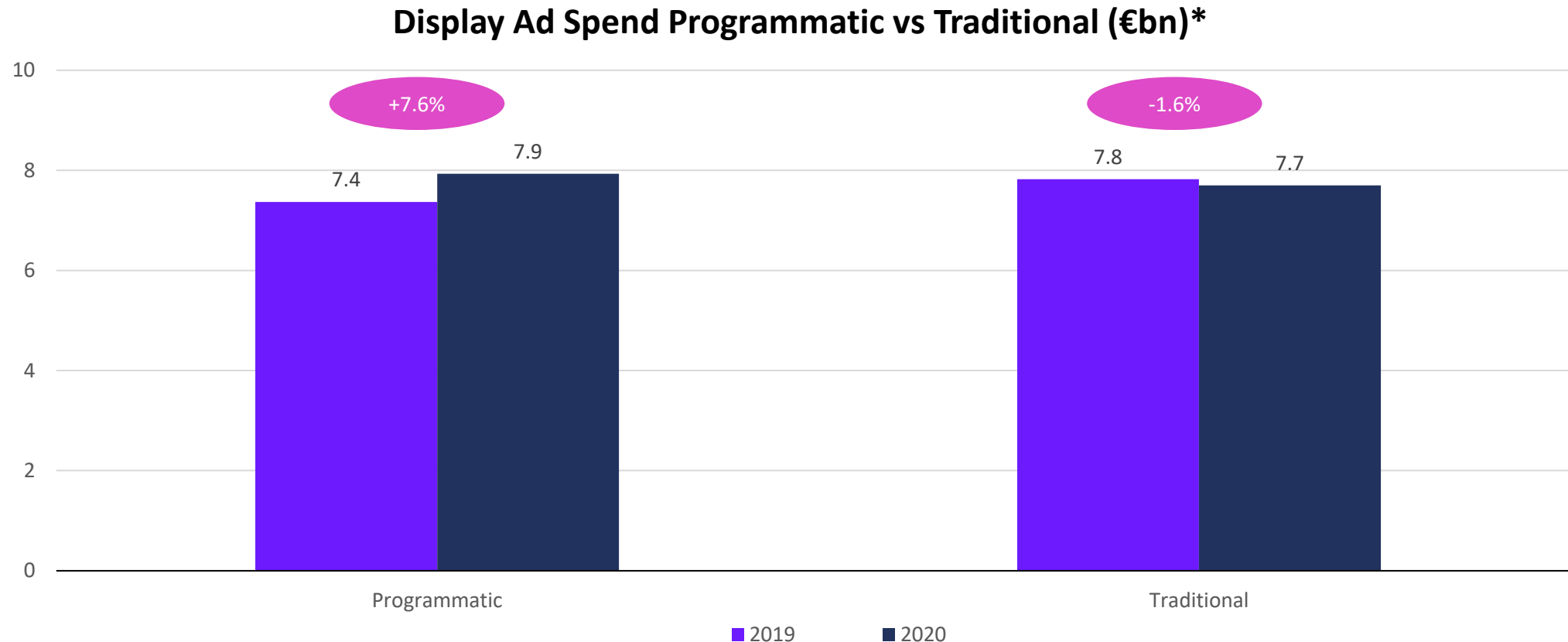


# Sectoral shift towards video – audio nascent but growing

Europe: Display Ad Spend excl. Social (€bn)



# 50.7% of display spend is now programmatic

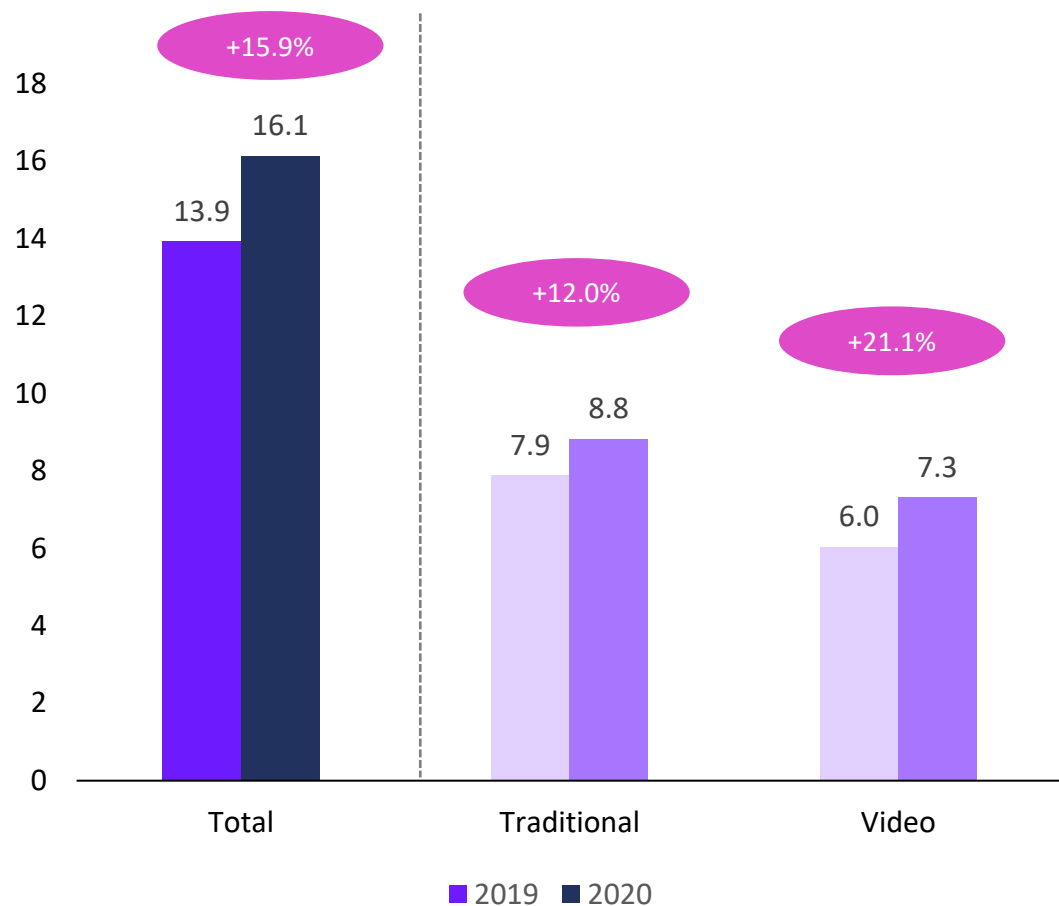


\*Some markets define programmatic as including social, others as excluding social. In our final report, we provide both views. Here, we use programmatic excl. social in order to better document the market dynamics of the so-called 'open internet'. Data has been harmonized between markets based on IAB Europe calculations. Includes banner, video and audio.

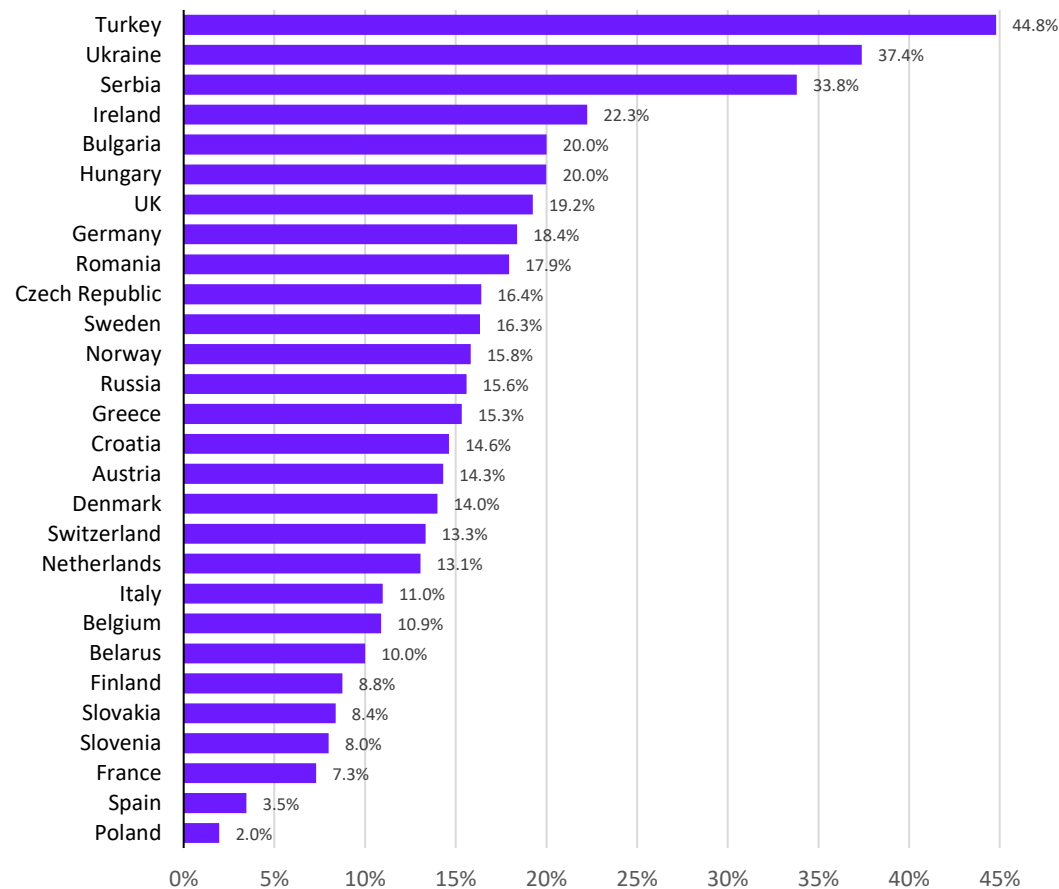


# Social found a fertile climate for growth in 2020

### Europe: Social Ad Spend (€bn)

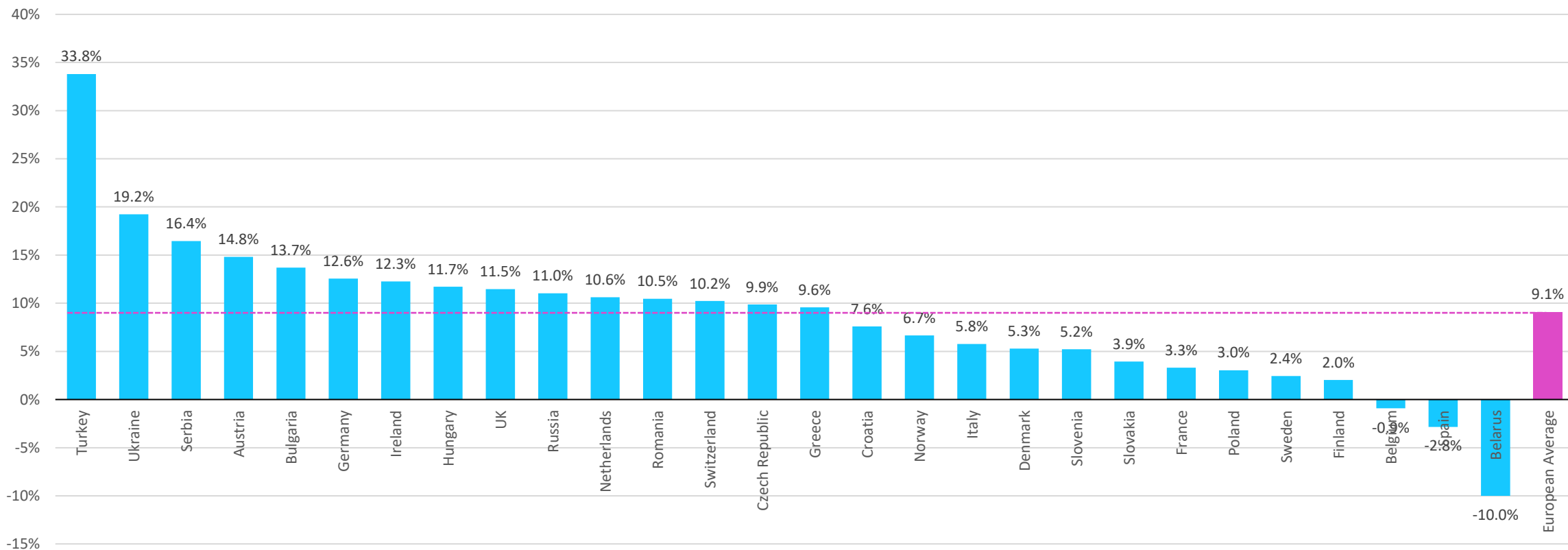


### Social Ad Spend YoY growth by market



# In total display, 13 markets recorded double-digit growth...

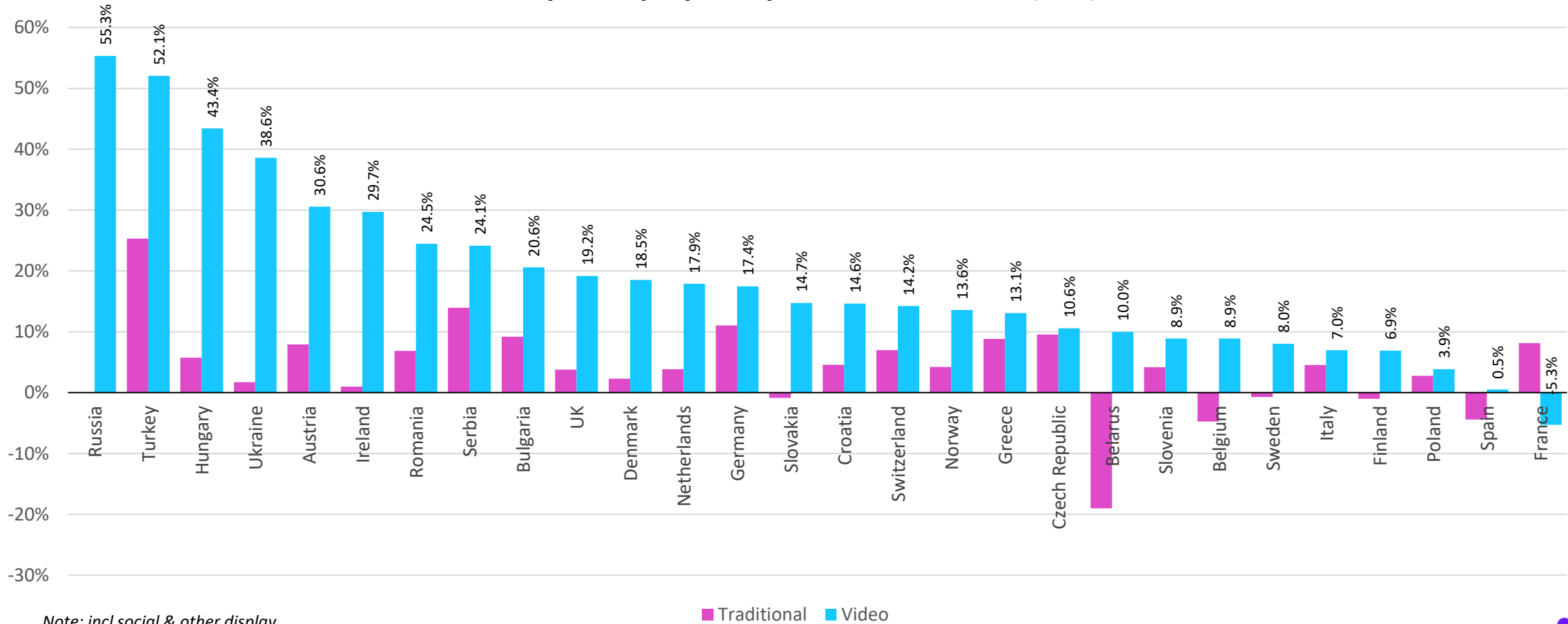
Europe: Total Digital Display Ad Spend Growth 2020 (YoY)



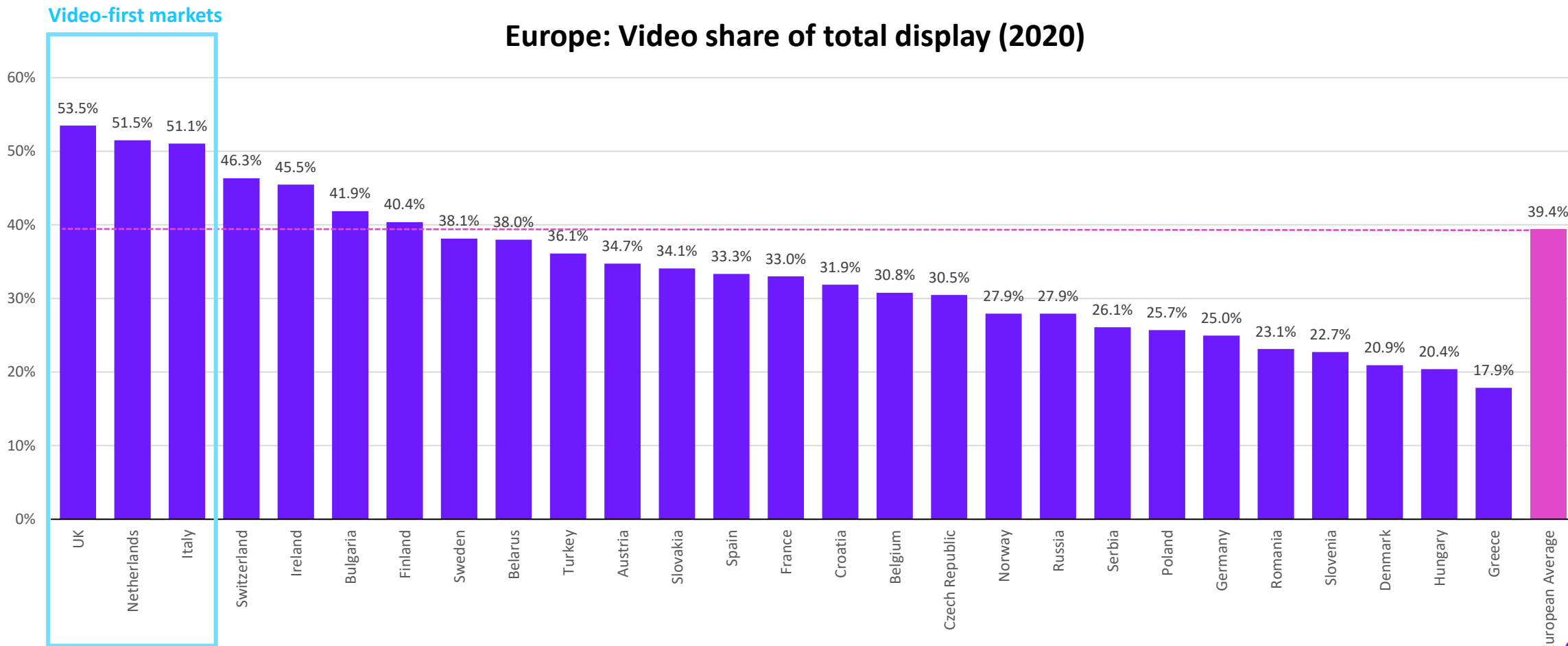
Note: incl social & other display

...video (+16.3%) is a crucial enabler with 3.4x rise vs traditional...

### Europe: Display Ad Spend Growth 2020 (YoY)



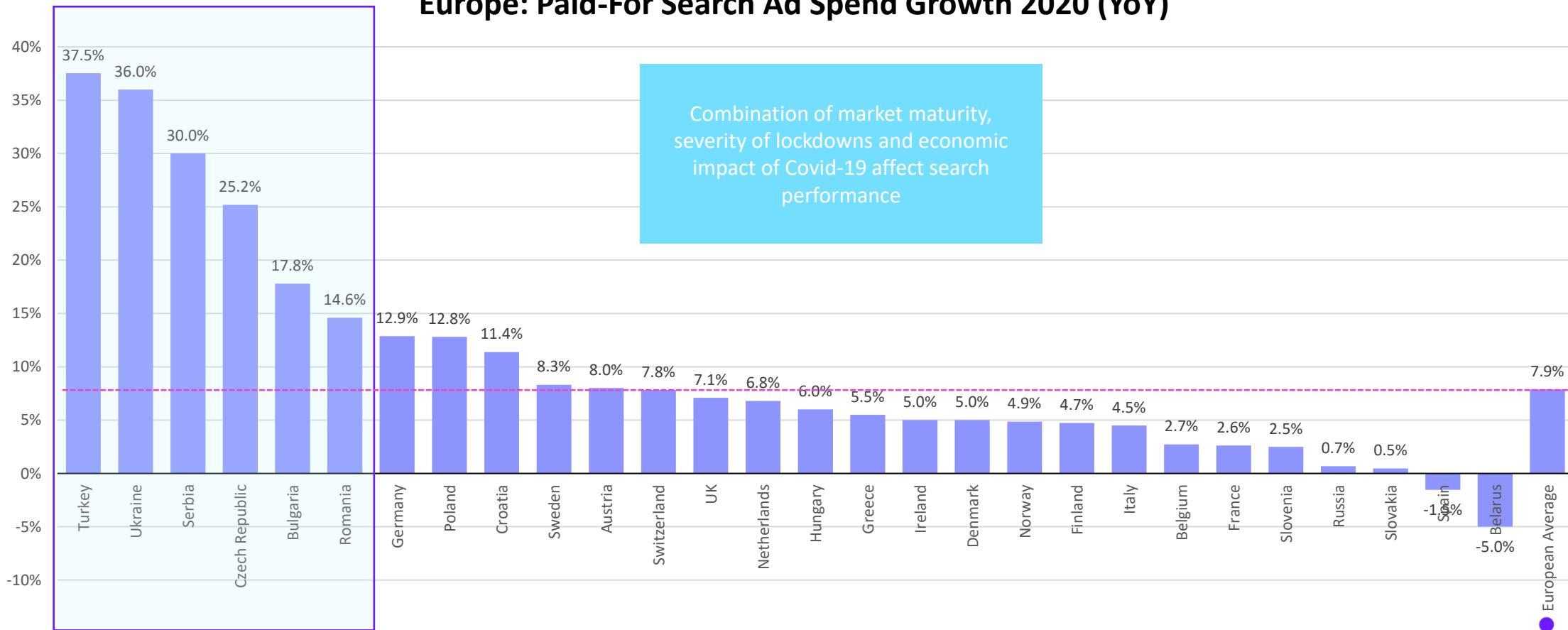
...and it now exceeds half of total display spend in 3 markets



Note: incl social & other display; out-stream in Germany only partially covered

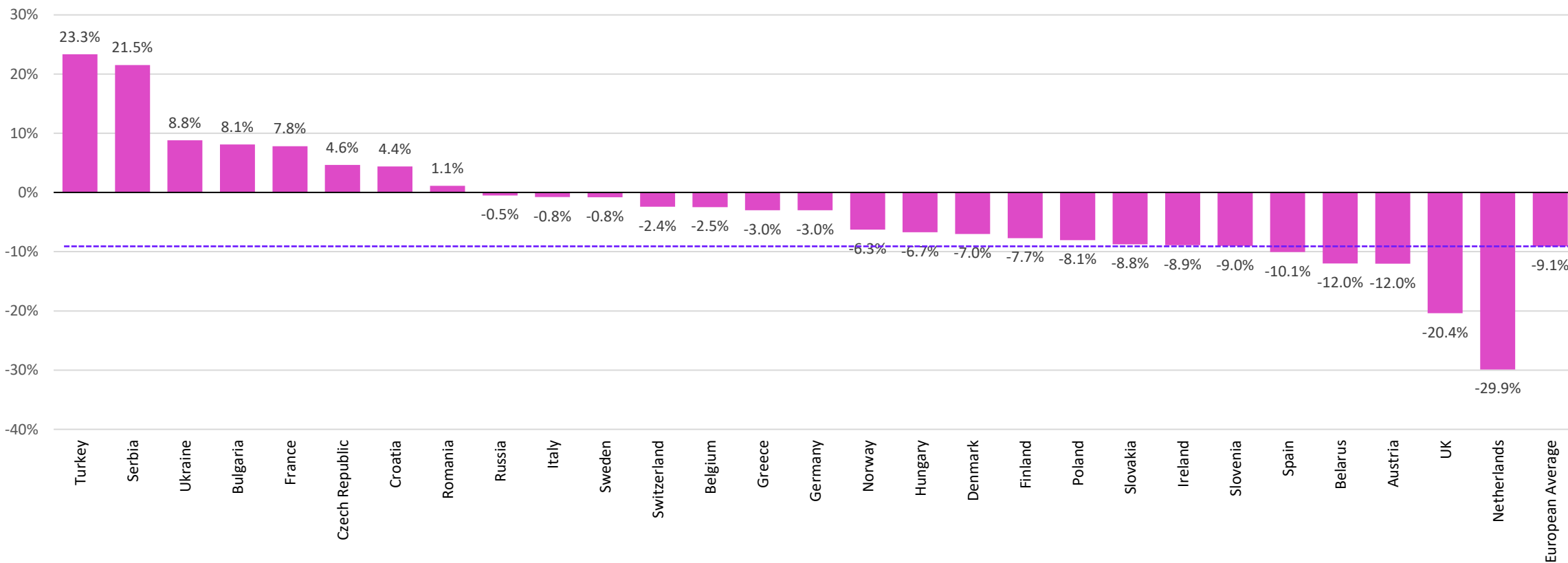
# Search growth is driven by CEE as structural and pandemic factors push key Western markets below the European average

Europe: Paid-For Search Ad Spend Growth 2020 (YoY)



# Only 8 market posted growth due to weak labour market and high household savings rate during the pandemic

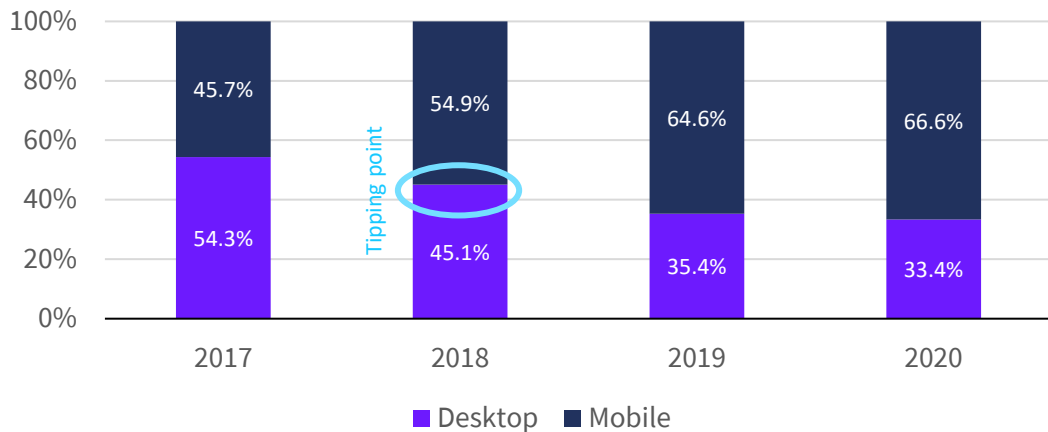
Europe: Classifieds, Directories & Affiliate Ad Spend Growth 2020 (YoY)



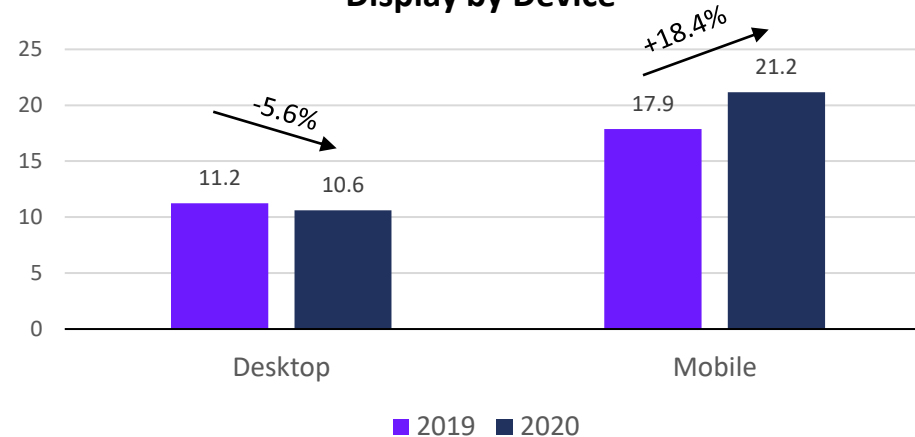
Note: Affiliate added to Classifieds & Directories constitutes approx. 15% of the category total. Methodology change in 2020 to account for changing IAB reporting standards and divergent definitions of 'affiliate' in local markets.

# Past the tipping point: Mobile double-digit as desktop declines

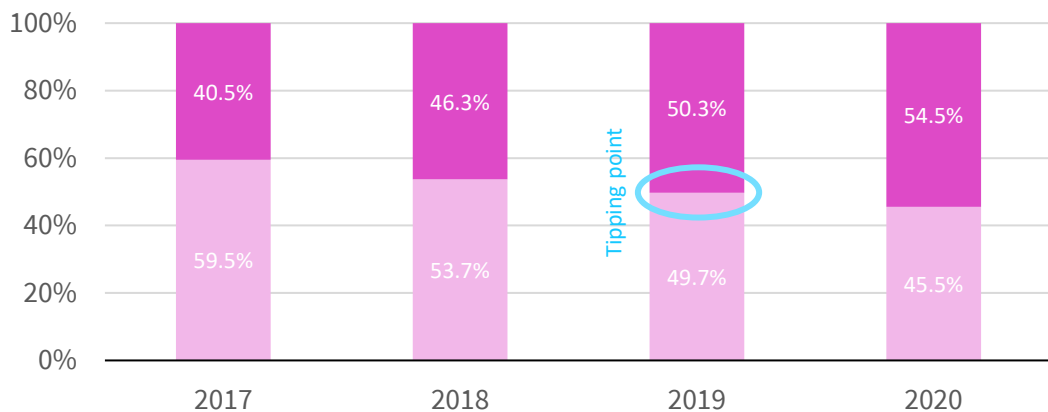
Display: Desktop vs Mobile



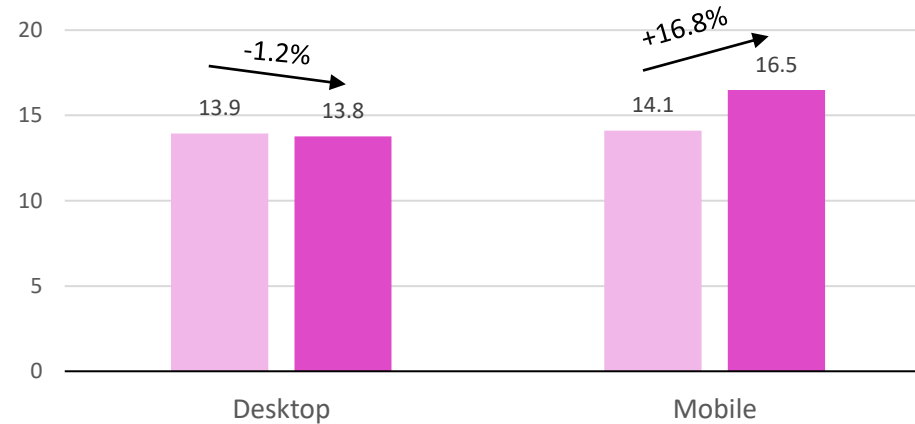
Display by Device



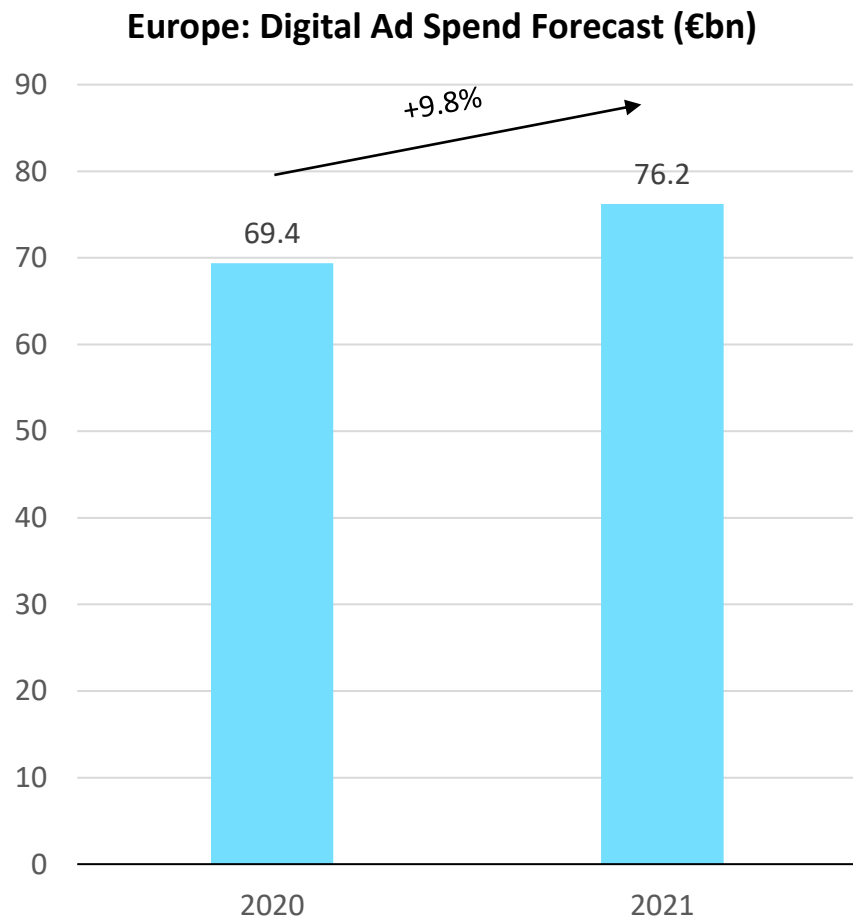
Search: Desktop vs Mobile



Search by Device



# Outlook



- Q1 started cautiously
- Easy comparatives with Q2 2020, then further growth in H2
- Acceleration towards digital behaviours remains Post-Covid, increasing demands for digital advertising & marketing
- Post-Covid is only part 1 of the 'new normal' as the industry needs to drive its own structural transformation



**THANK YOU!**

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