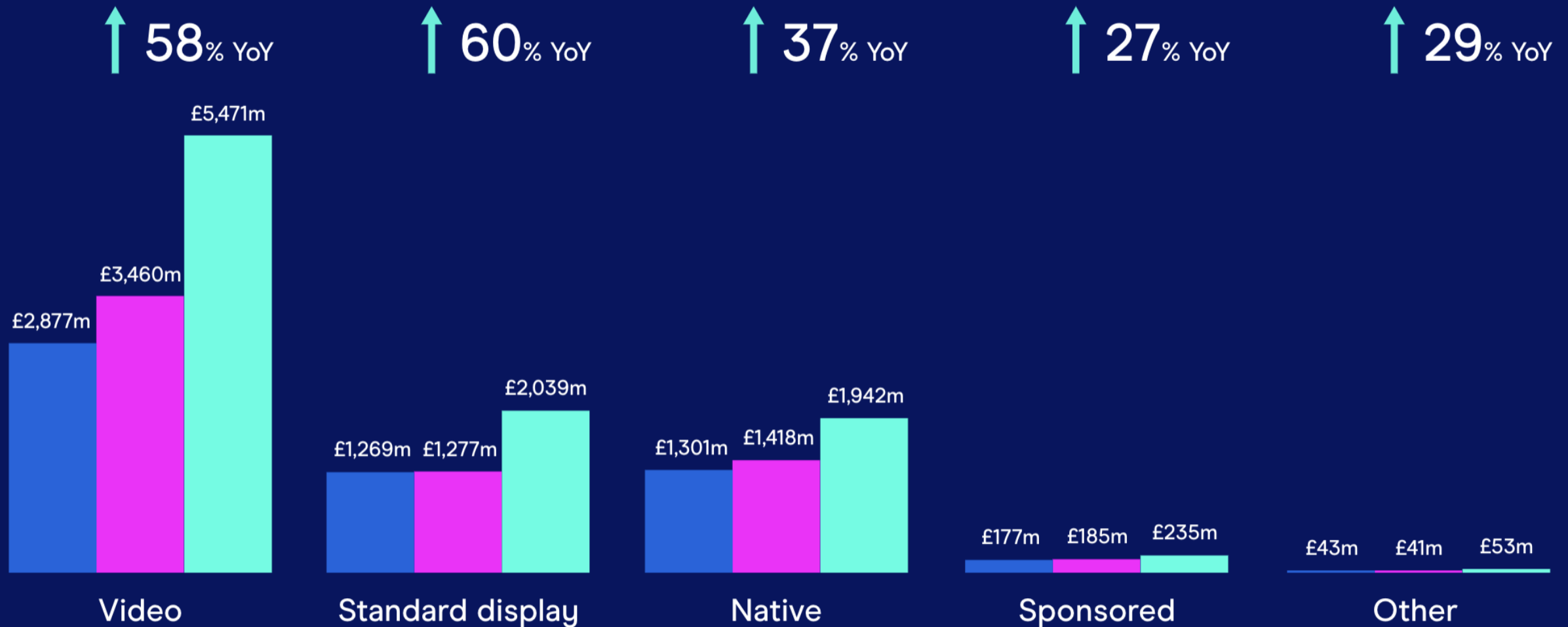


Growth in total display at 53%



Video continues to drive the majority of growth in display

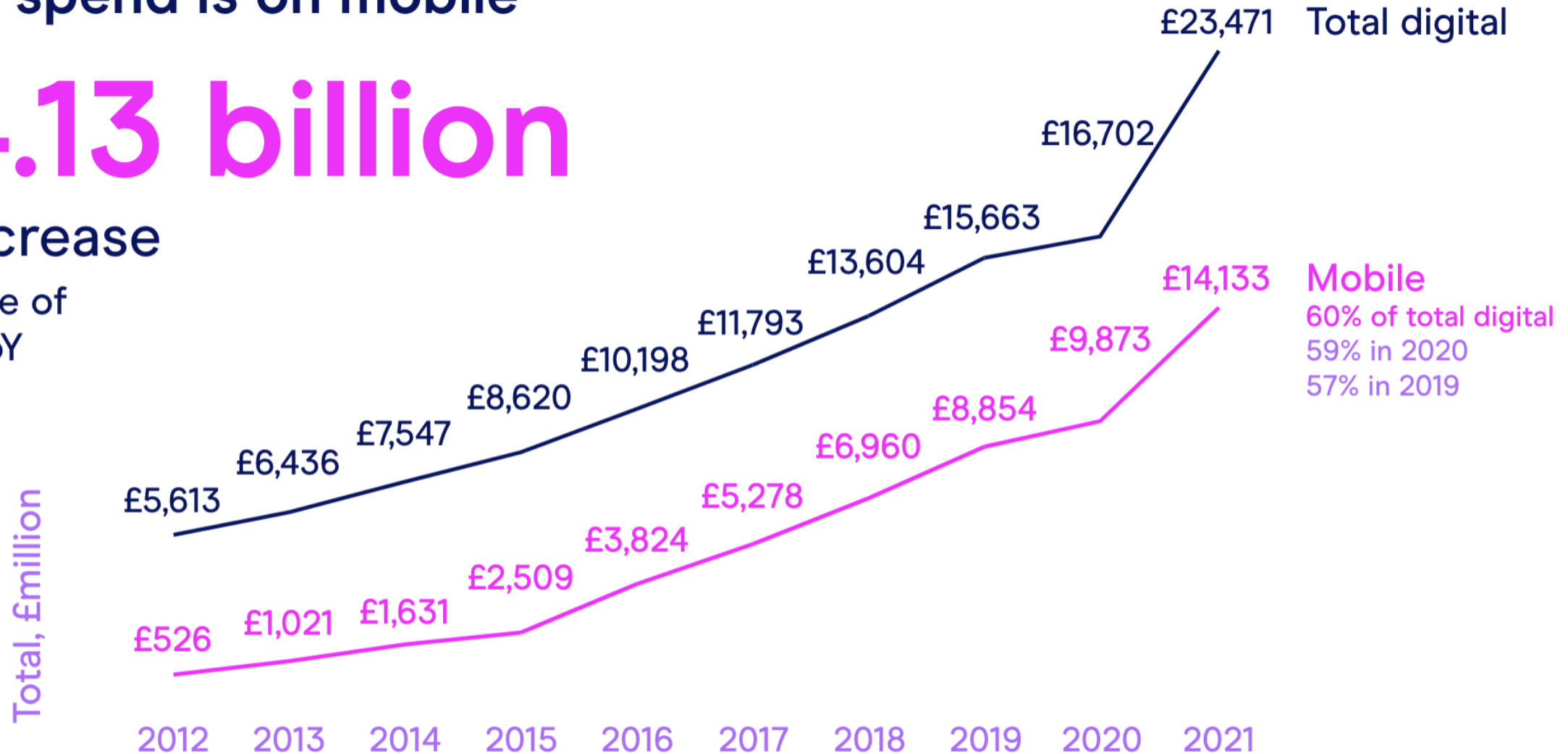


60% of spend is on mobile

£14.13 billion

43% increase

An increase of
£4.26bn YoY



Search accounts for half of all online ad spend

Paid search:

50%

Display:
(excluding social)

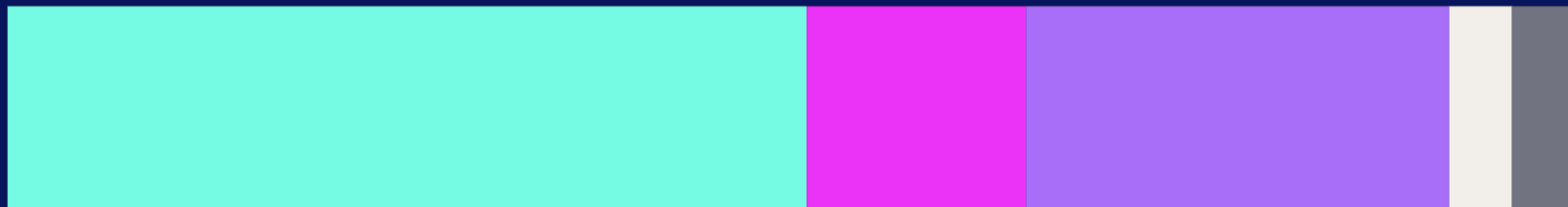
14%

Social display:

27%

Classified:

4%



Total display 41%

Other:

4%

2020: Search 50%, Display (excluding social) 13%, Social display 25%, Classified 6%, Other 6%

2019: Search 50%, Display (excluding social) 13%, Social display 23%, Classified 9%, Other 5%



Get all the detail from the
Adspend Analyser tool at
iabuk.com/analyse

Source: IAB UK / PwC Digital Adspend Study 2021



“This is not the first time the advertising industry is coming together to discuss opportunities driven by the evolution of the internet. It’s not our first rodeo. As we begin to create and invest in the next environment where people spend their time, and their money, we need to be clear on what we are building and what we need to prevent - amongst all the hype - to make sure people don’t have an experience that is riddled with scams.”

Conny Braams, Chief Digital & Commercial Officer, Unilever

SHARE

◆ WSJ NEWS EXCLUSIVE | [MEDIA & MARKETING](#)

USA Today Owner Gannett Co. Gave Advertisers Inaccurate Information for Nine Months

Publisher misrepresented where billions of ads were placed, researchers say, and Gannett corrected the issue in recent days

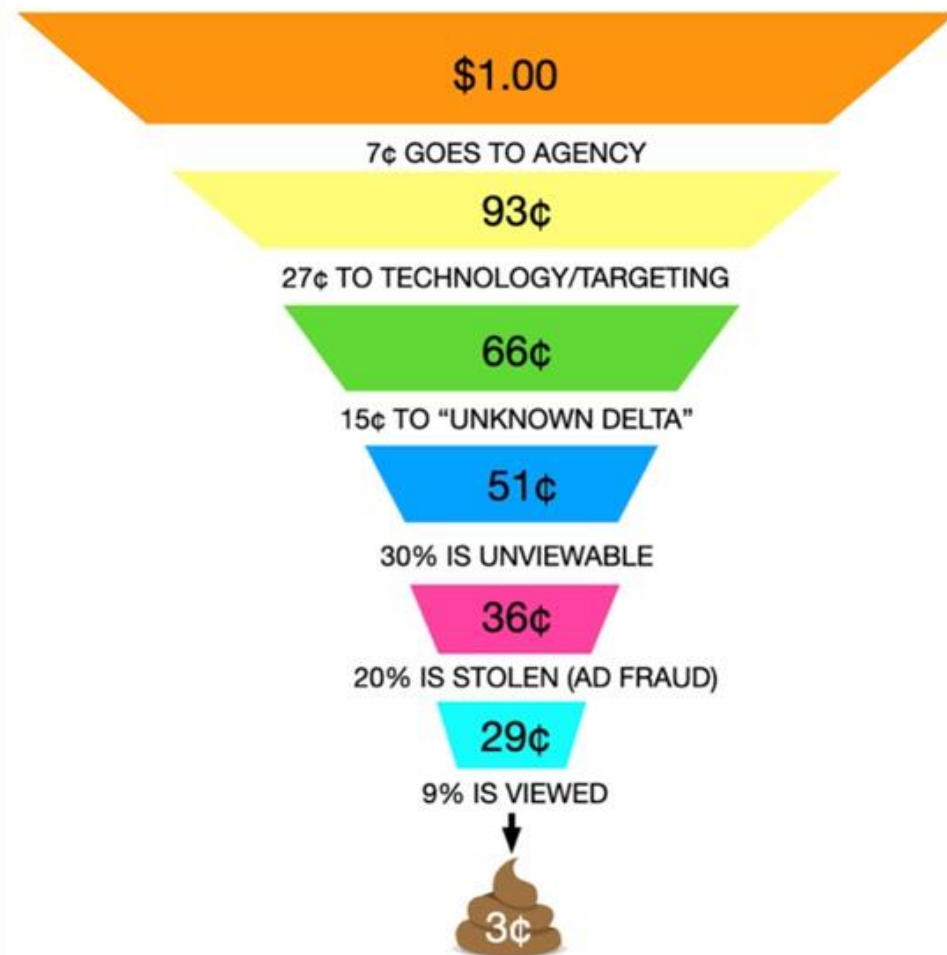


MOST POPULAR NEWS

1. Twitter, Elon Musk Deal Could Be Announced Monday
2. U.S. Withholds Sanctions on a Very Close Putin Associate: His Reputed Girlfriend
3. U.S. Wants to See Russia Weakened, Says Defense Secretary Lloyd Austin After Ukraine Visit



THE PROGRAMMATIC POOP FUNNEL



YOU GET 3¢ WORTH OF ACTUAL ADS VIEWED BY ACTUAL PEOPLE



Karen Nelson-Field

**The measurement of human attention is a game changer for an industry (audience measurement) that is suffering increasing inequity, opaqueness, wastage and fraud.
A no brainer really.**

Most stupidest marketing theory?

Personalisation

Or

Purpose



And the winner is....Purpose!

Blanket criticisms of brand purpose advertising are unjustified, according to effectiveness expert **Peter Field**

....Identified the issue with personalisation as the fact it layers assumptions on top of assumptions, which become less and less accurate.

Gartner research predicted 80% of marketers will have abandoned their personalisation efforts by 2050

Headline

“why the ----- will reshape digital marketing for
years to come

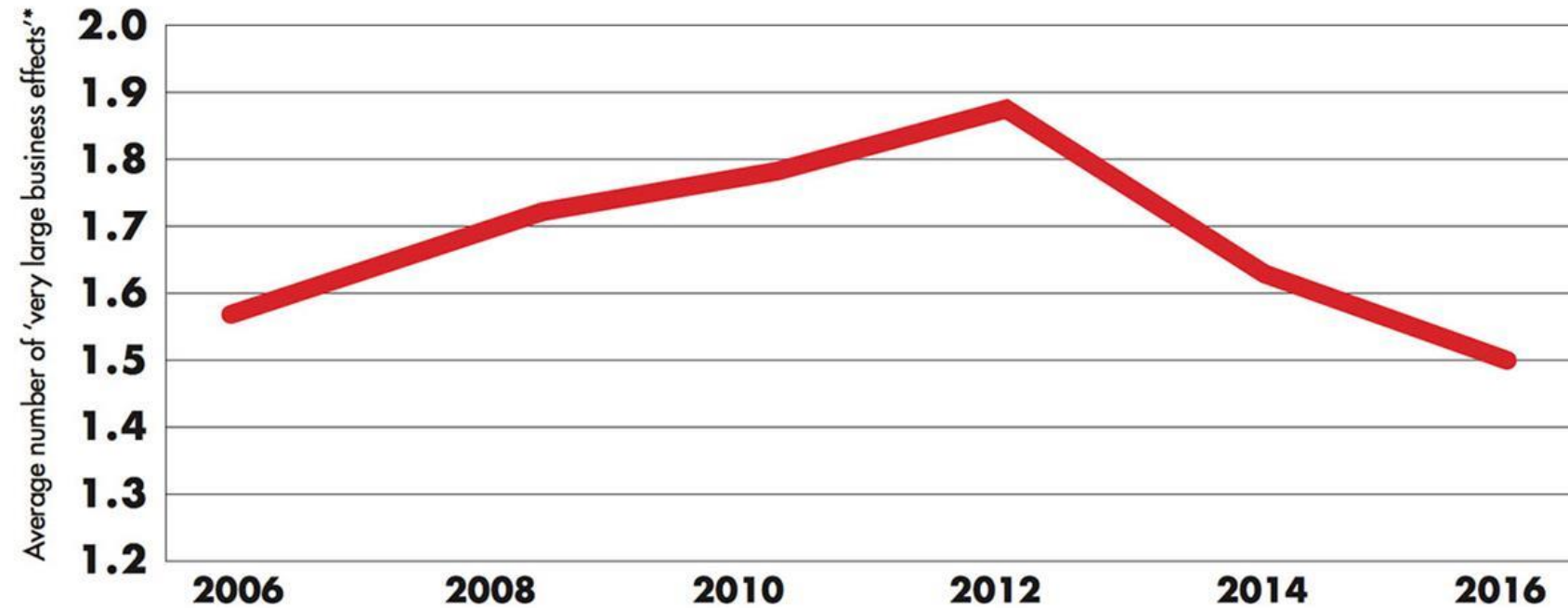
Headline

“why the Metaverse will reshape digital
marketing for years to come

True/False

A leading holding agency group has trademarked the term “programmetaverse” in the event that becomes a thing.

A FALL IN AD CAMPAIGN EFFECTIVENESS



Source IPA Databank, 1998-2016 case studies (data is aggregated over ten years for statistical reliability)

*Profit, sales, market share, penetration, loyalty and price sensitivity



A man in a dark suit and tie is shown from the chest up, looking slightly to the left with a wide, toothy grin. He is holding both hands to his mouth, with his fingers pressed against his teeth as if he is about to bite them. The background is a blurred indoor setting with a window and a lamp. A semi-transparent green rectangular box is overlaid on the left side of the image, containing white text.

Biggest Fibbers?

1. Media Owners
2. Media Agencies
3. Ad-Tech firms