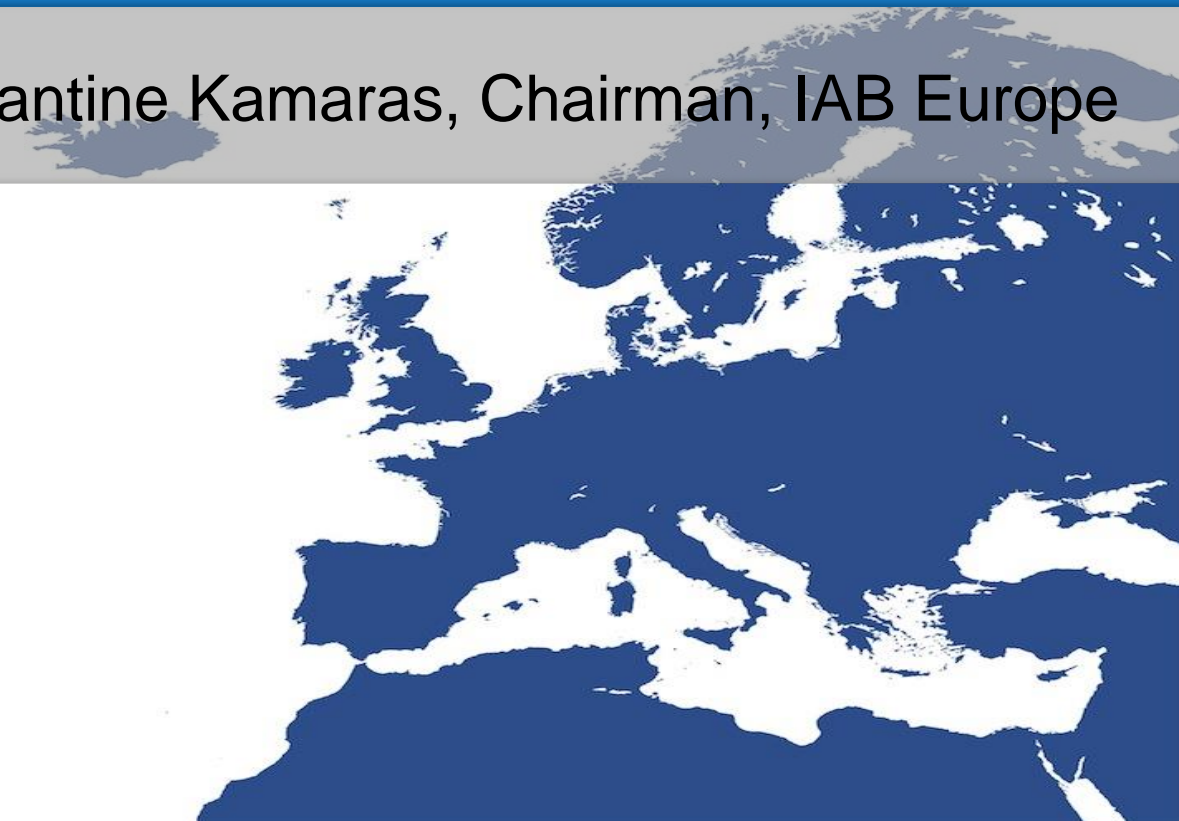


ΣΔΕ Mobile Marketing Session, 22 March 2016

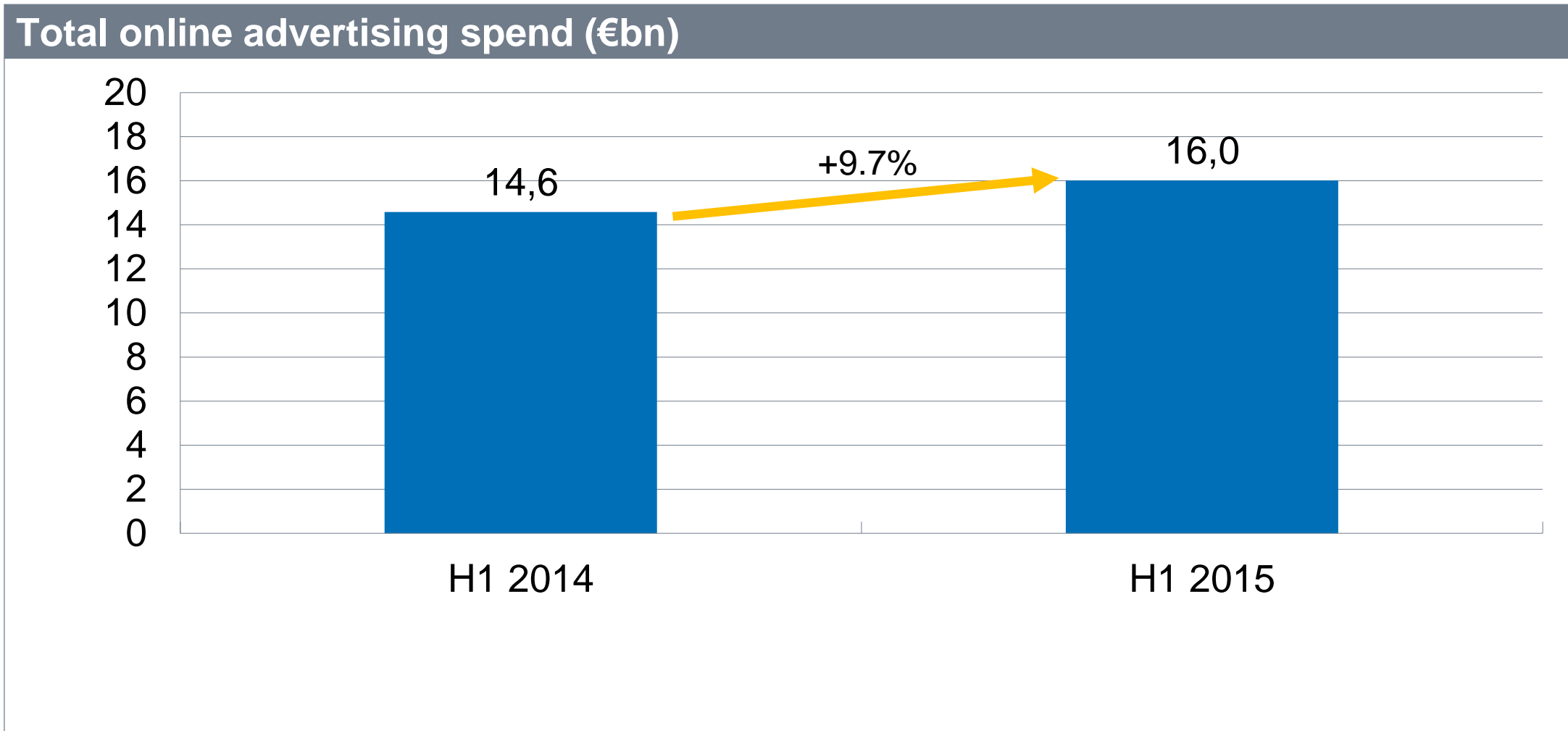
Data, Trends and Practices : an international perspective

Constantine Kamaras, Chairman, IAB Europe

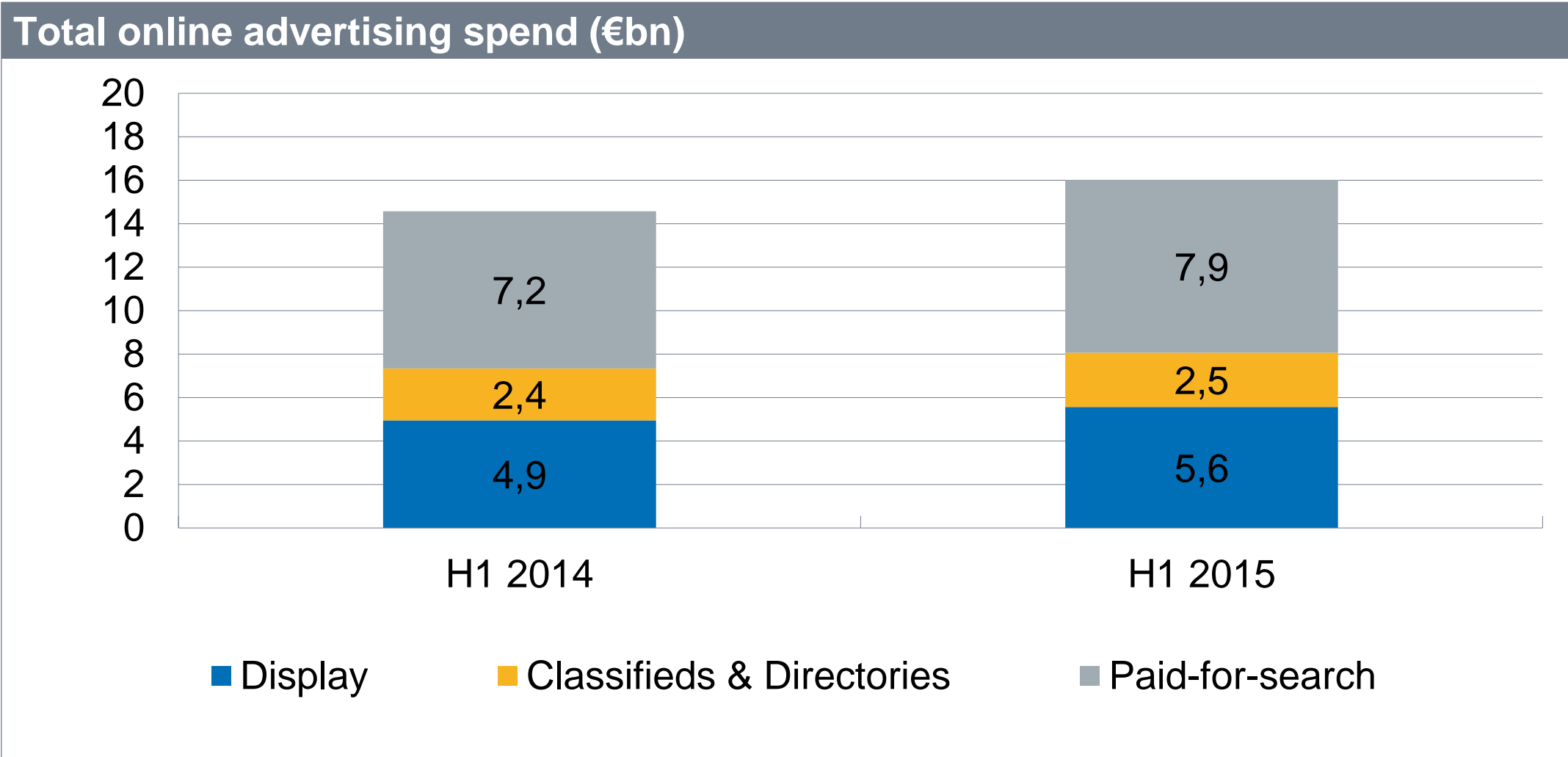


- European digital ad spend / H1 '15
- Global mobile ad spend / '14
- A few comments

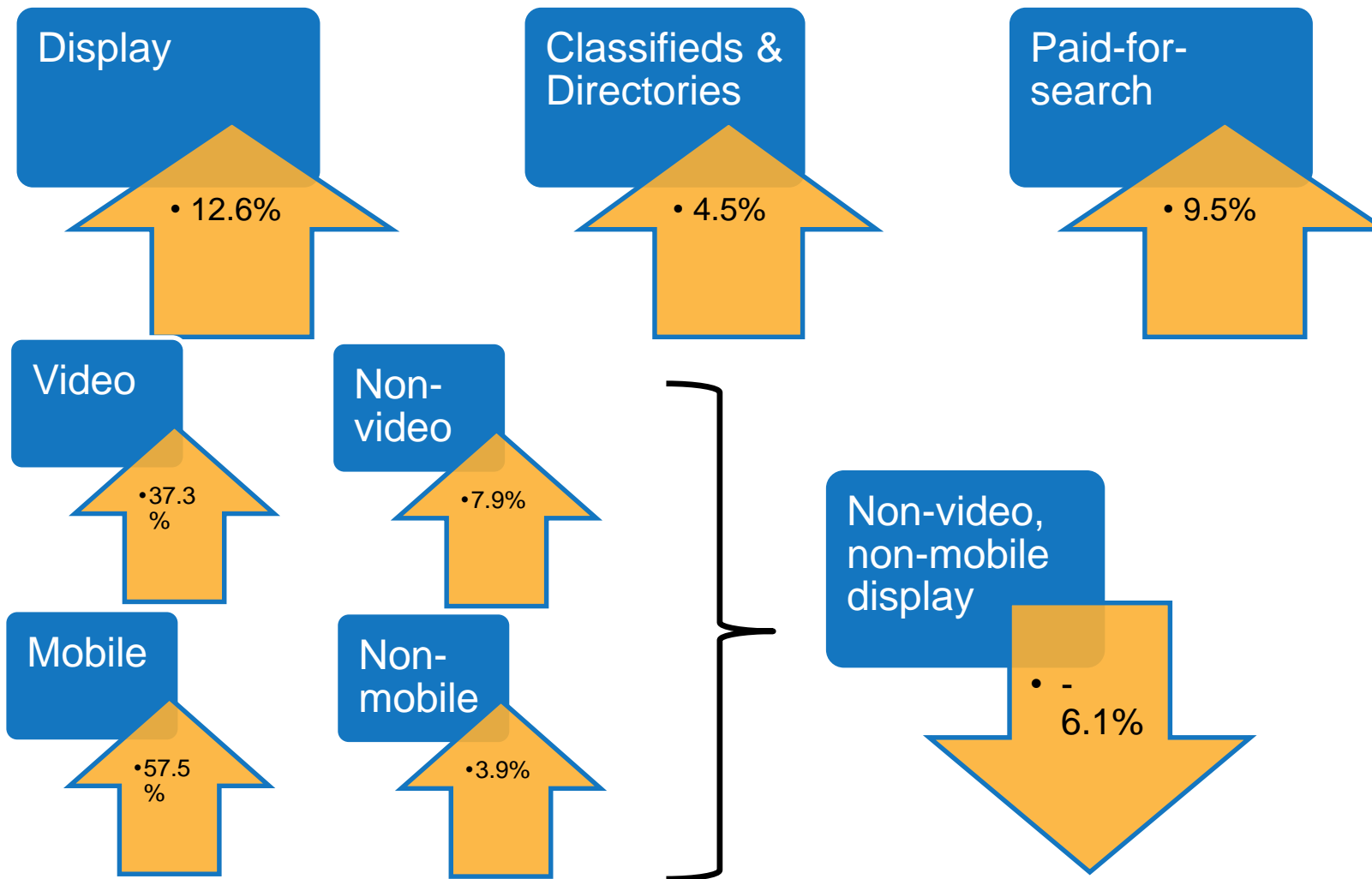
# Online advertising up 9.7% year-on-year in H1 2015



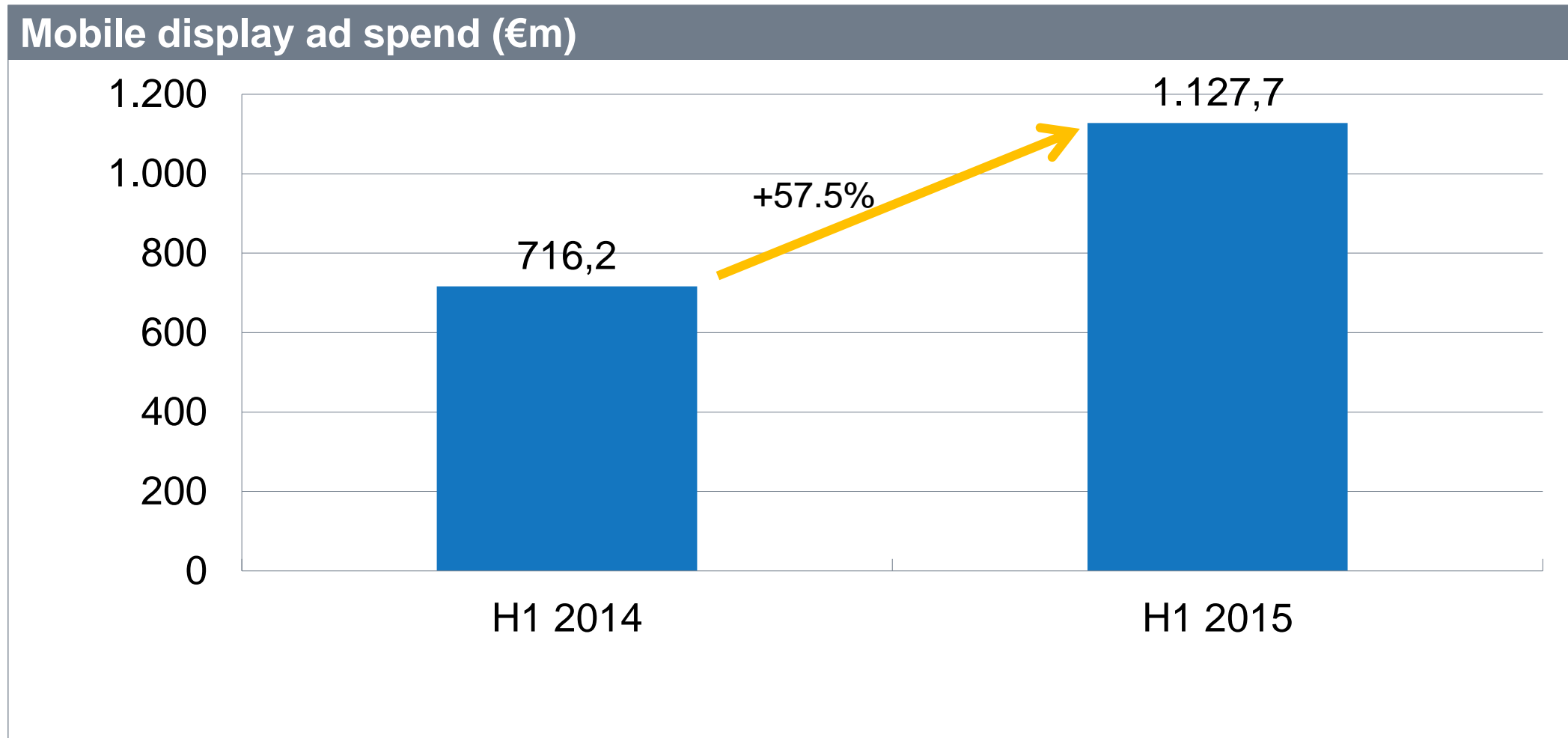
# All formats increased their ad spend in H1 2015



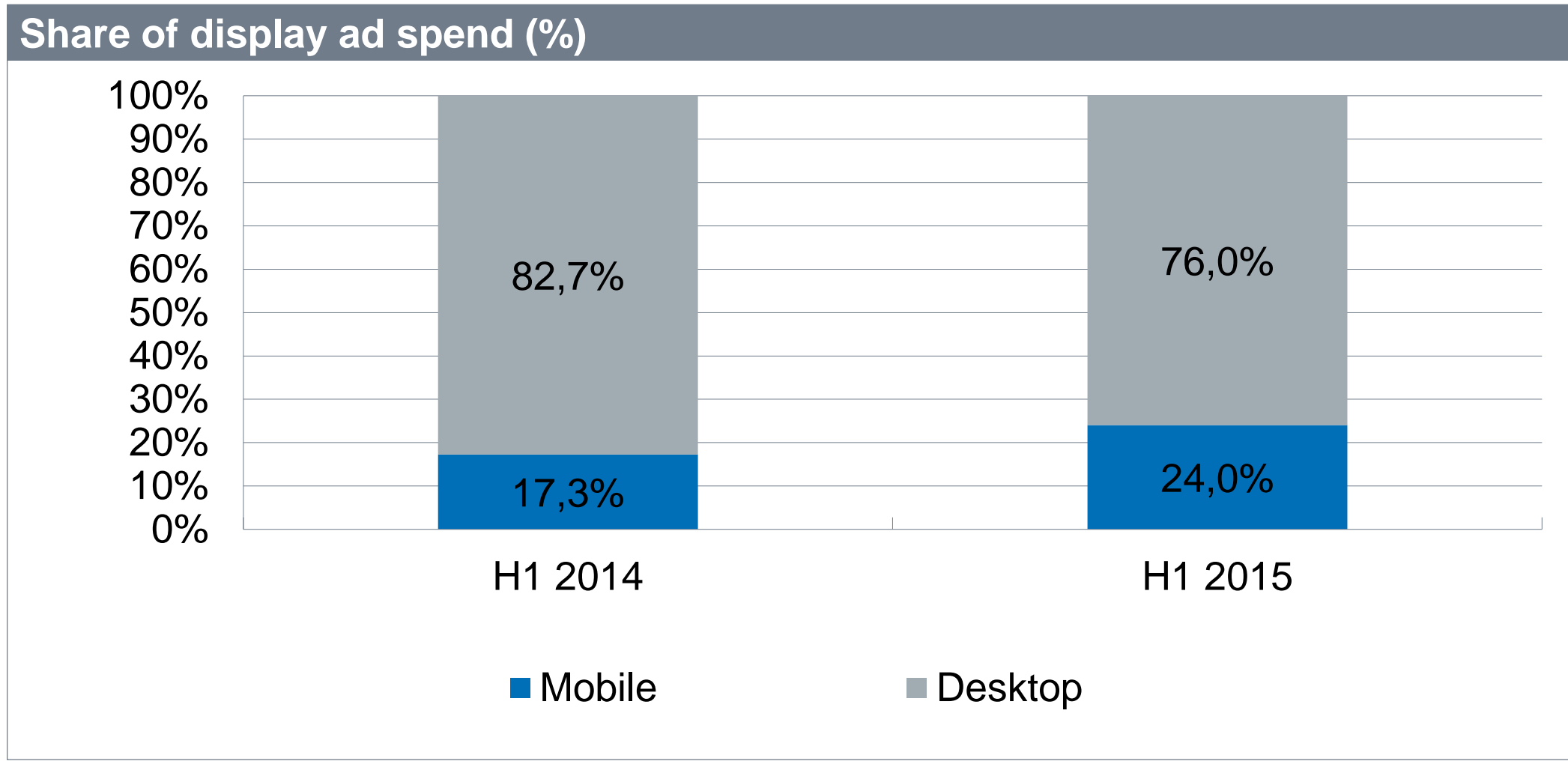
# H1 2015 growth was driven by display formats



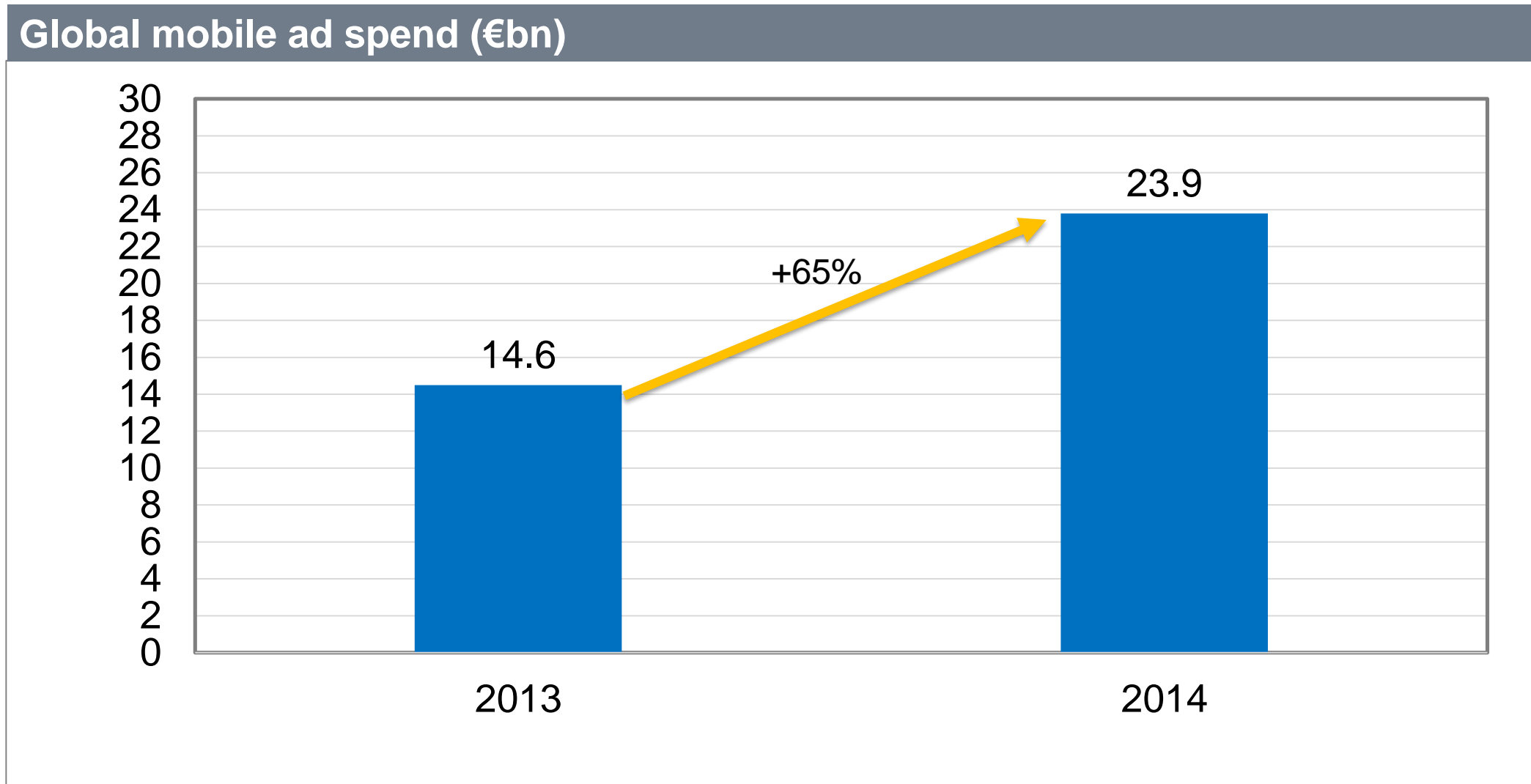
# Mobile display ad spend crosses €1bn in H1 2015



# One fourth of all display ad spend was generated via mobile in H1 2015

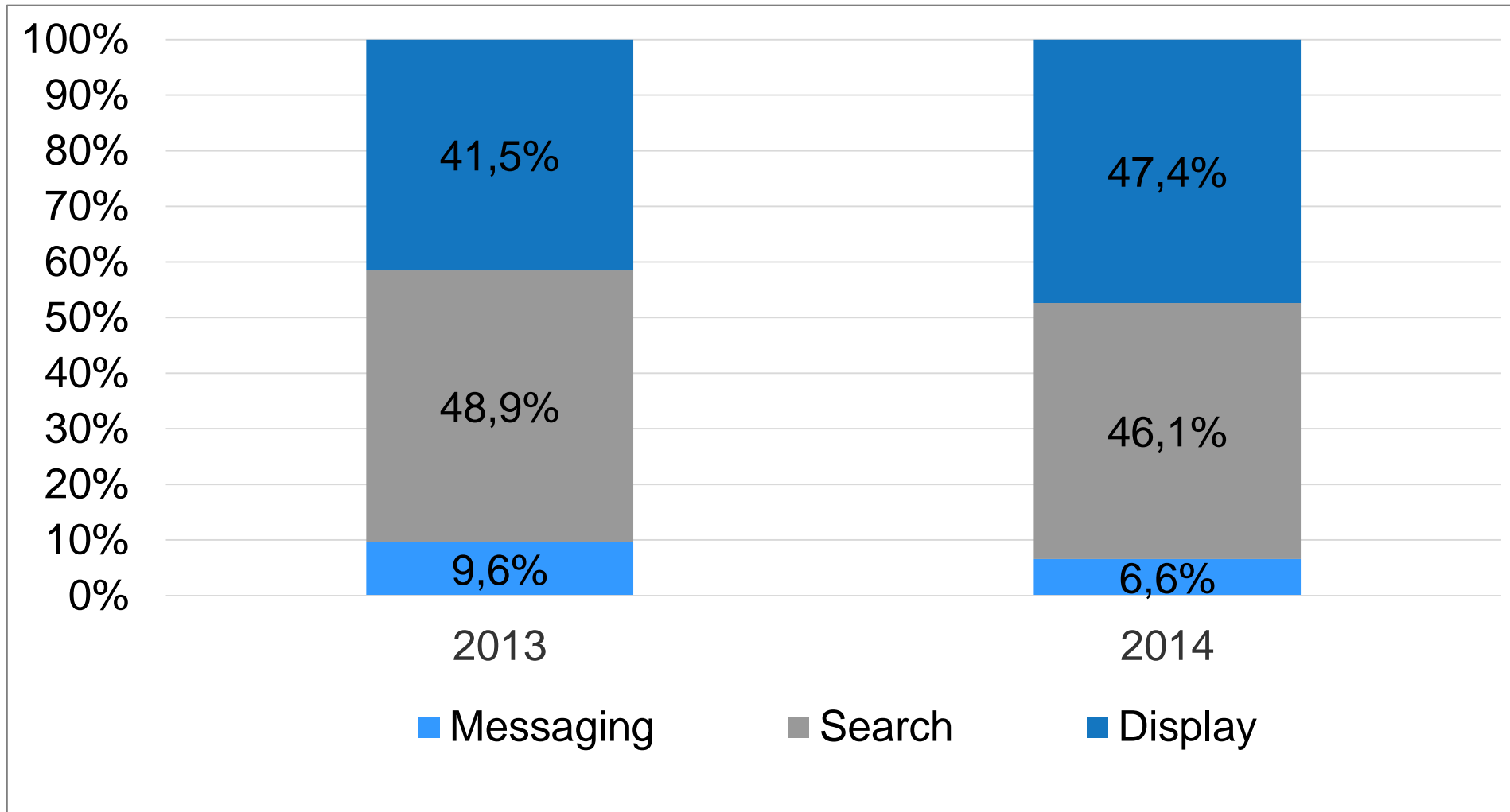


# Global mobile advertising revenue up 65% year-on-year to €24bn

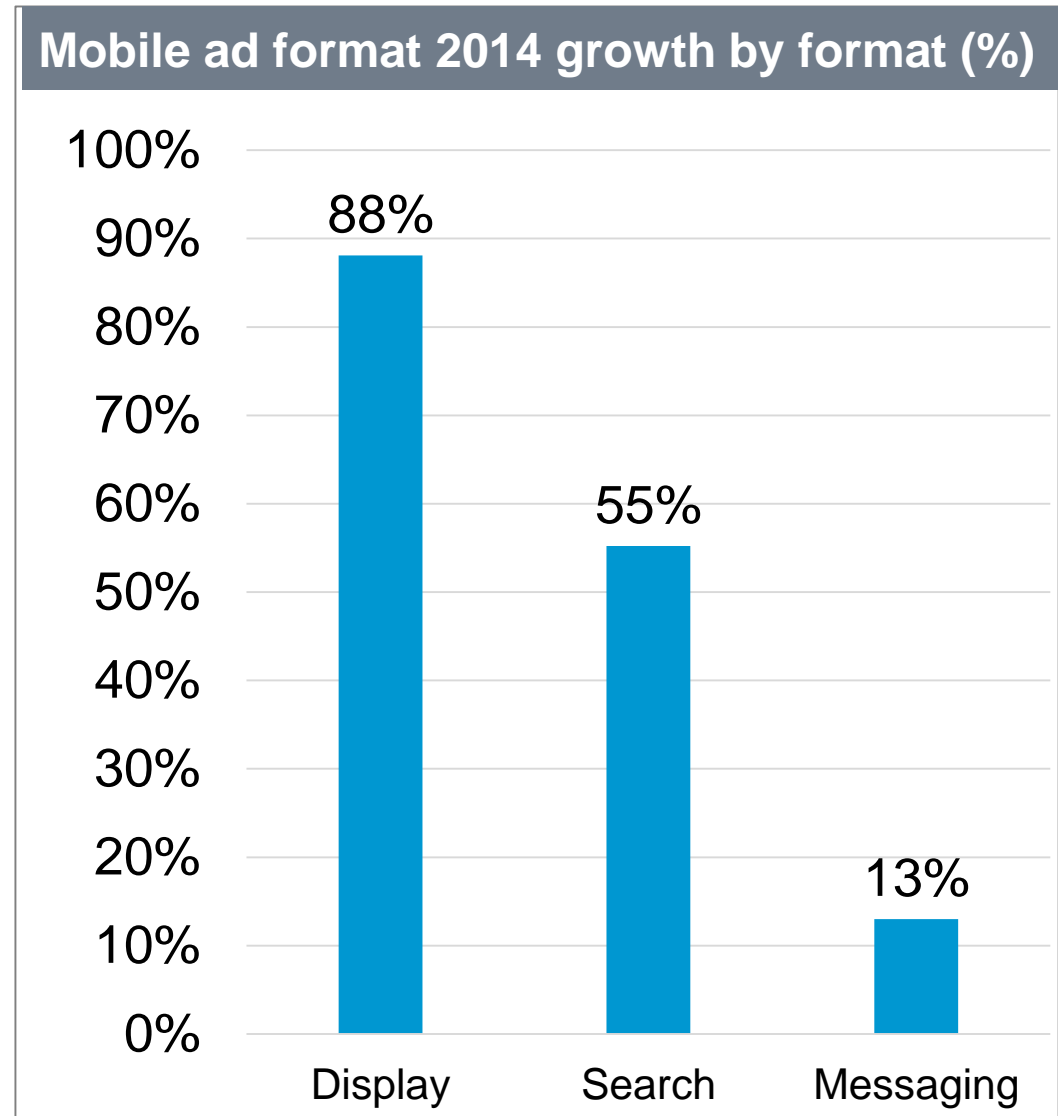
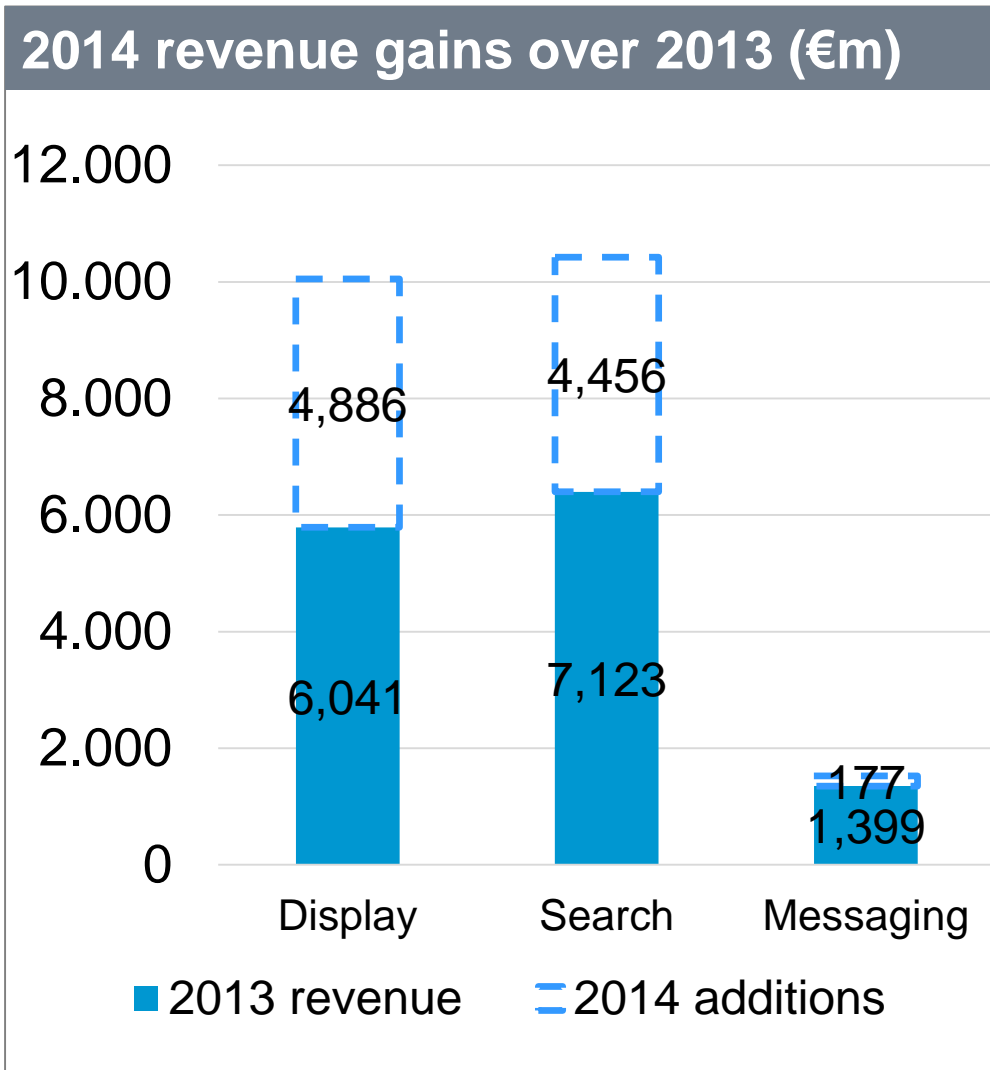




# Display expands its share of mobile advertising further as messaging faces further pressure



# Mobile display advertising revenue growth outperforms other formats



# A few comments

- Mobile optimization (m-site or responsive design) on the open web is an absolute imperative. Do it NOW.
- Apps are a very hard game. Think twice. Then think again.
- Go cross-platform – but mobile first.
- Create a ‘Play’ budget – and enjoy yourself.

Thank you for your attention!

Qs ?

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