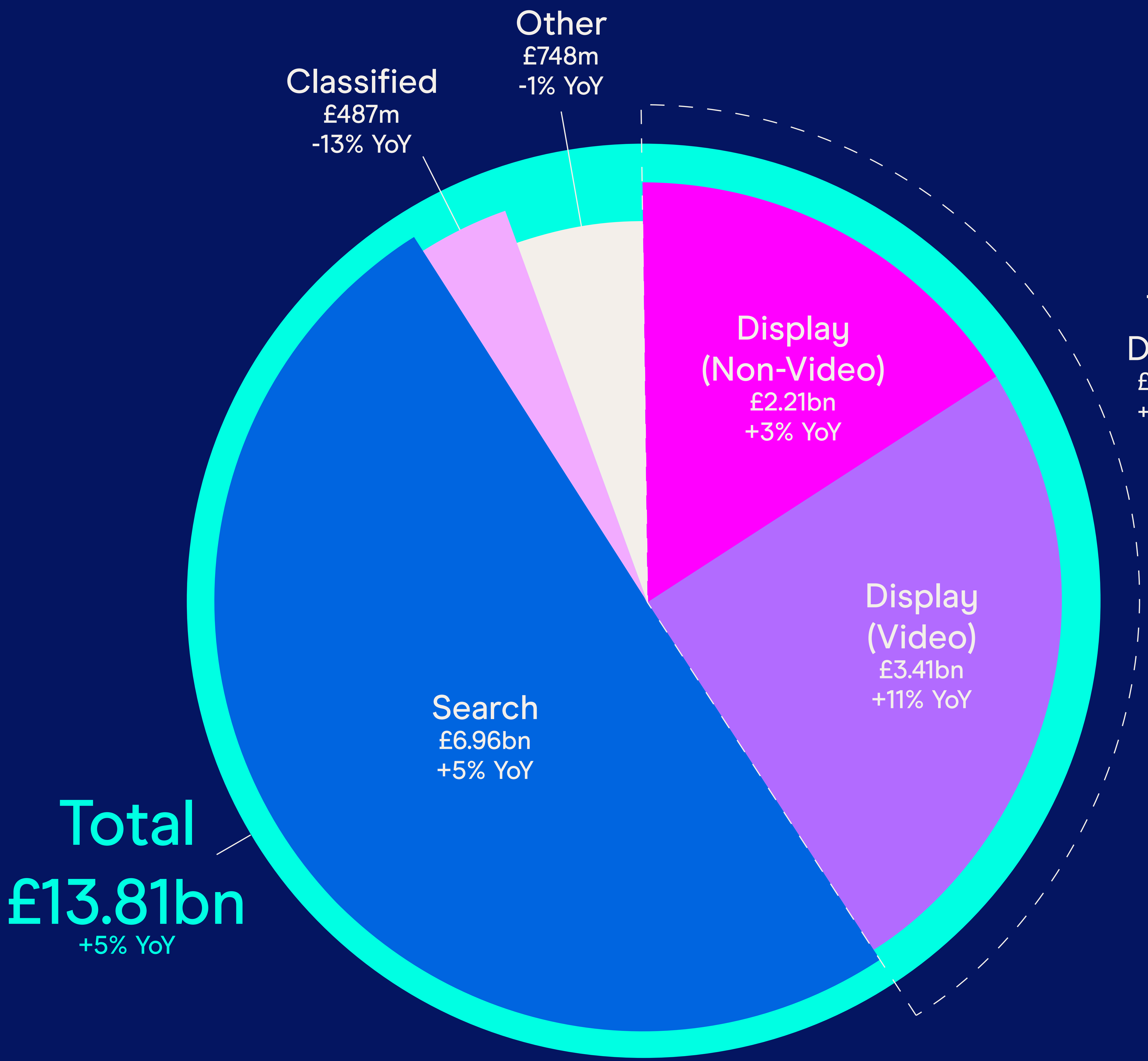
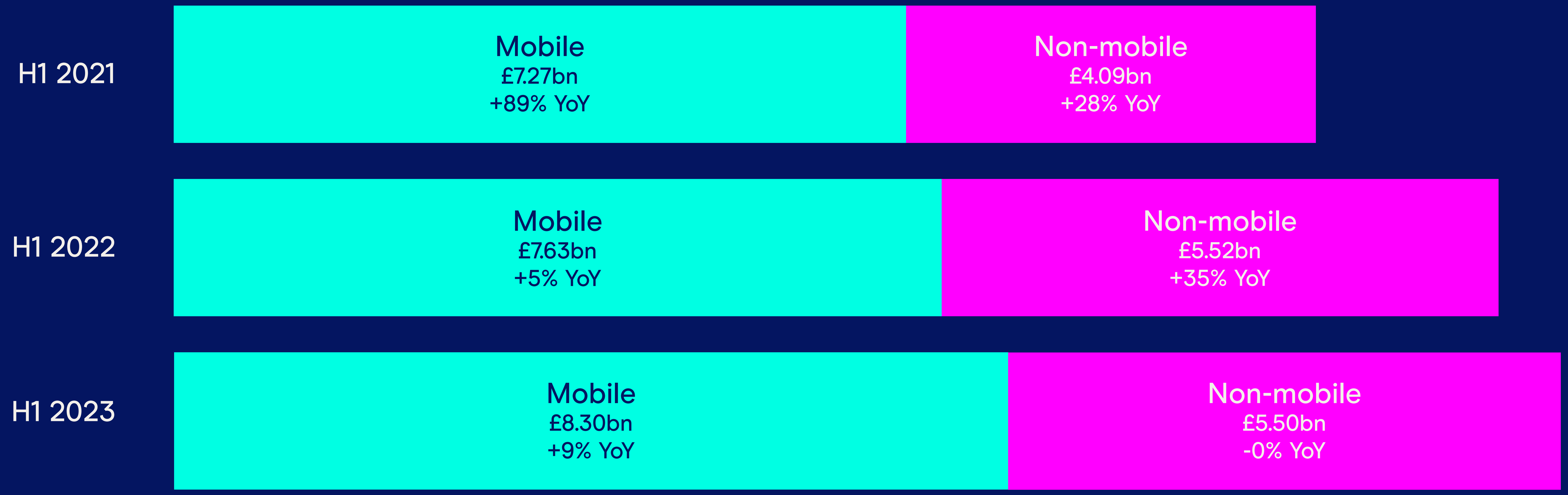
UK digital advertising spend grew by 5% in H1 2023

- In the first half of 2023 spend reached £13.8bn - nearly doubling in 5 years.
- Video display was the fastest-growing format with an increase of 11% recorded, and was the only area to grow by double digits.
- Non-video display grew too, but by just 3% YoY and therefore overall display was up by 8% compared to H1 2022.
- Search continues to drive UK digital advertising revenues and accounted for 50% of spend, with 5% growth taking it to £6.96bn, although growth was significantly slower than in H1 2022 (16%).
- Classified was the only format to see a decline, falling by -13% and Other revenue remained largely flat with a -1% change.

IAB UK / PwC Digital Adspend H1 2023

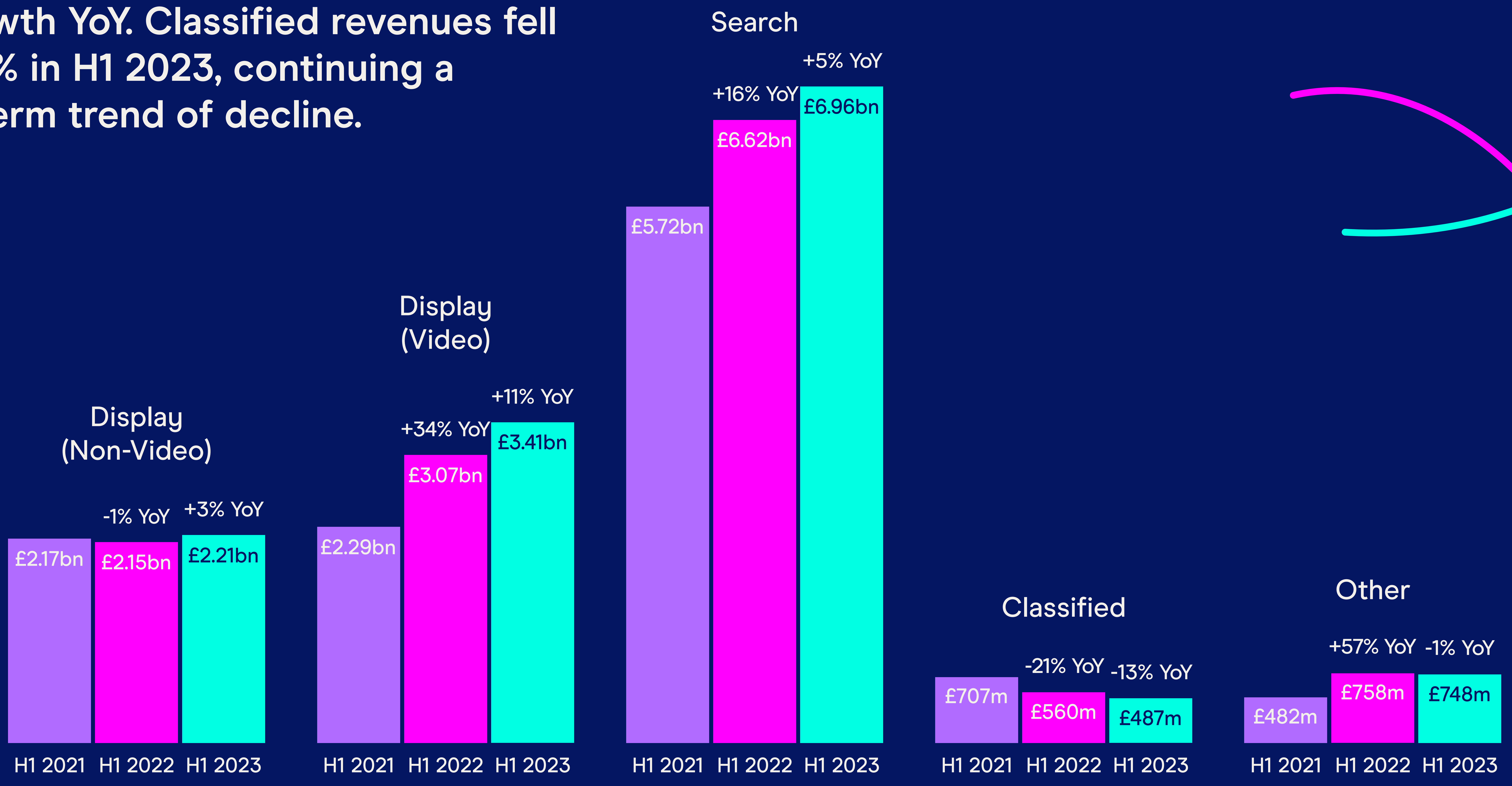


Mobile share reached 60% in H1 2023 and spend has increased by £671m over the past year, whilst non-mobile remained steady at £5.5bn.



IAB UK / PwC Digital Adspend H1 2023

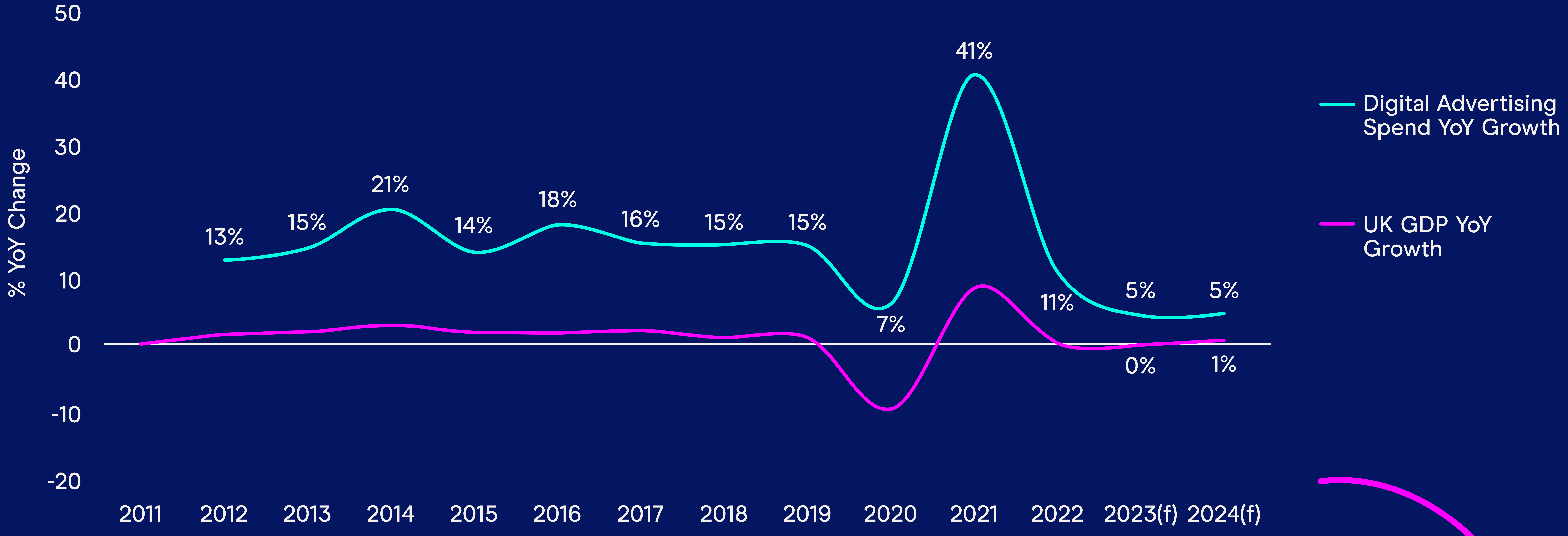
Search revenue nearly reached £7bn in H1 2023, but shows a slowing rate of growth YoY. Classified revenues fell by -13% in H1 2023, continuing a long-term trend of decline.



IAB UK / PwC Digital Adspend H1 2023

The difference between YoY growth rates of digital advertising and UK GDP have narrowed in recent years

UK Economic Performance Compared to Digital Advertising Growth



IAB UK, ONS, KPMG, Neisr, WARC - Digital advertising forecasts are modelled based on averages across WARC, Enders Analysis, GroupM and IAB UK