



## Digital Revolution: the connected consumer

14<sup>TH</sup> APRIL 2016



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# Love affair with Smartphones

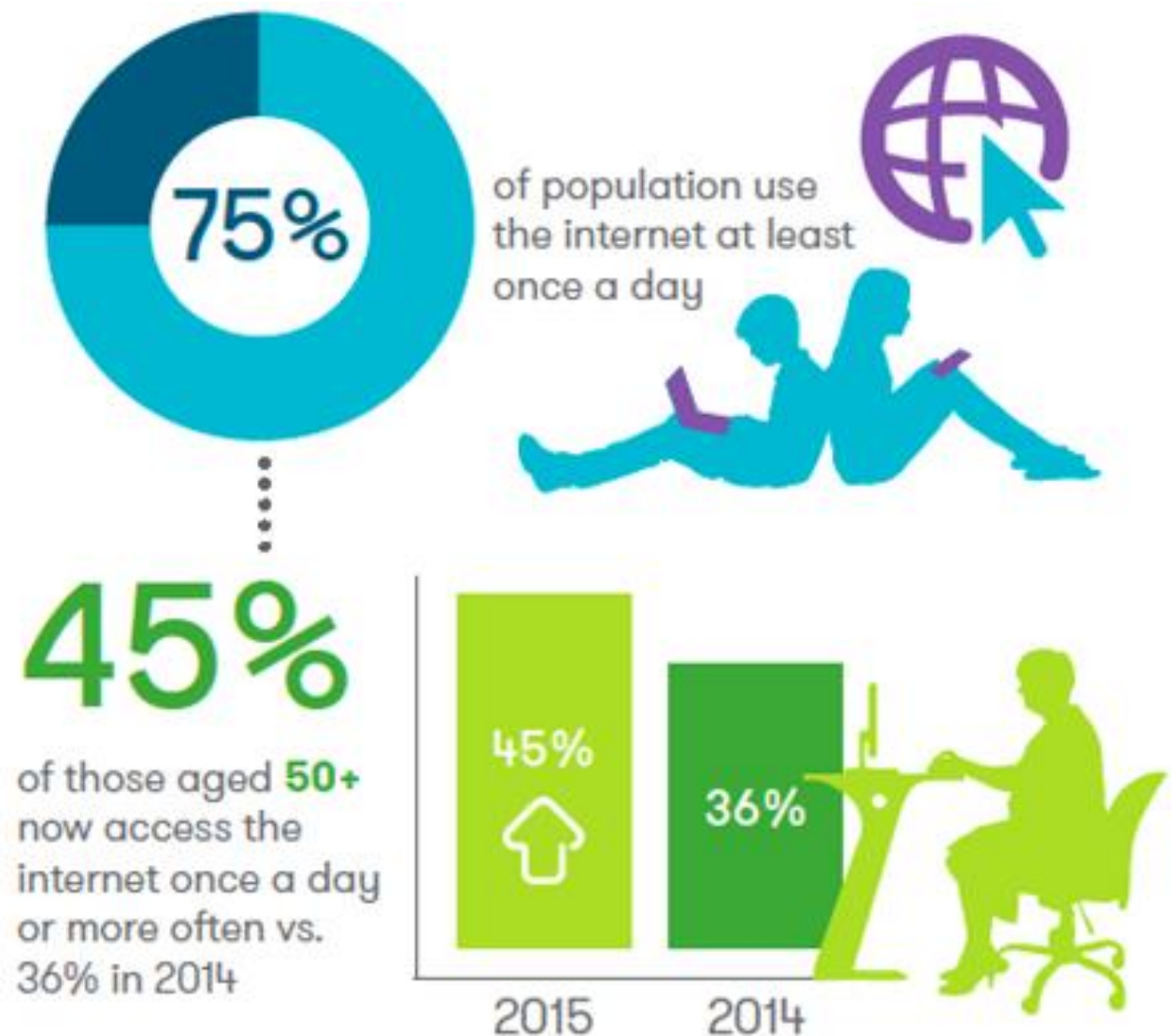
- ➔ **75%** of Irish people use a smartphone\*
- ➔ **1/3** of all Internet usage in Ireland is via Smartphones\*\*
- ➔ **54%** of Irish consumers consume Video via Smartphones\*\*



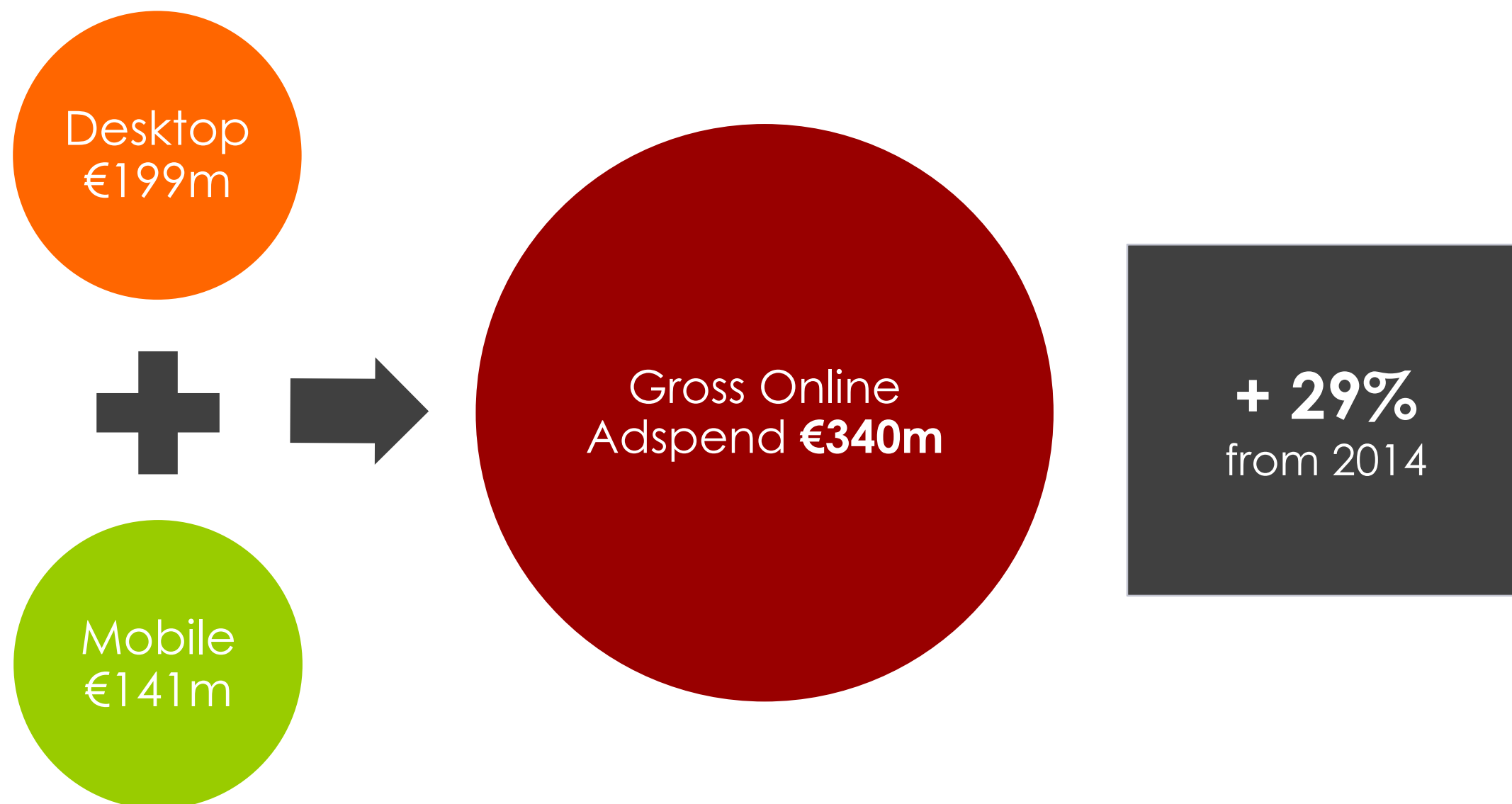
# eir Connected Living Survey

Survey representative of Irish households: 2015

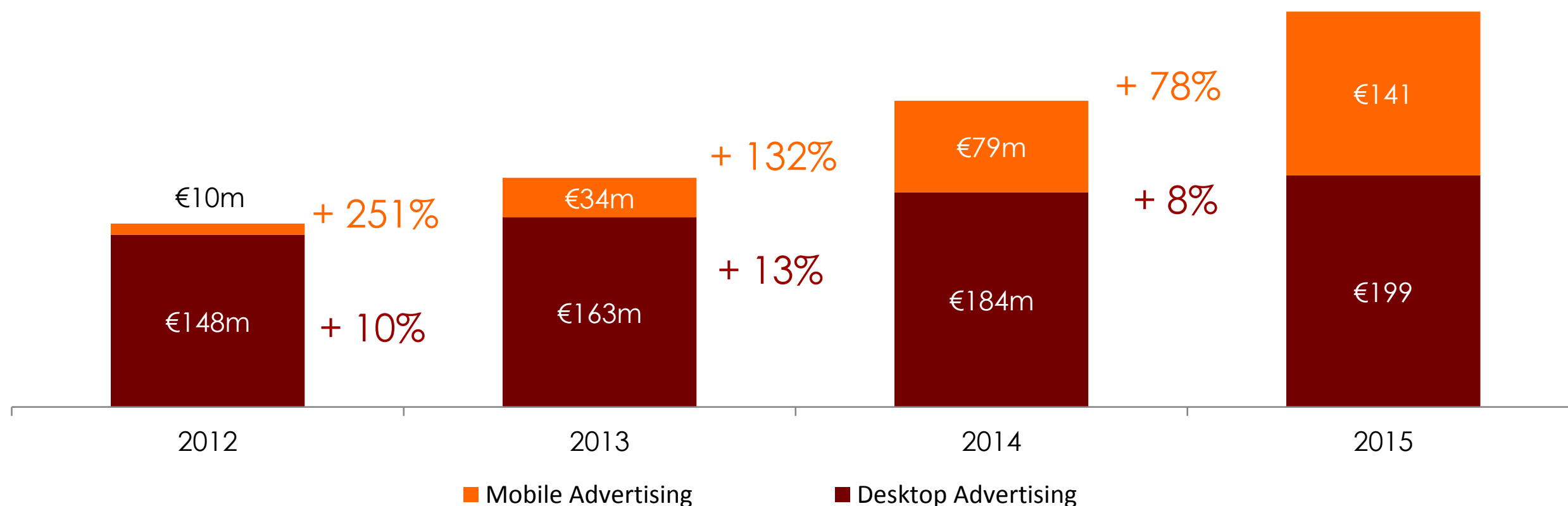
- ➔ **2.3m** smartphone users
- ➔ **1.7m** have access to a tablet
- ➔ **21%** have access to a Smart TV
- ➔ **1 in 5** admit to accessing the internet every waking hour of the day



# IAB Ireland Online Adspend 2015



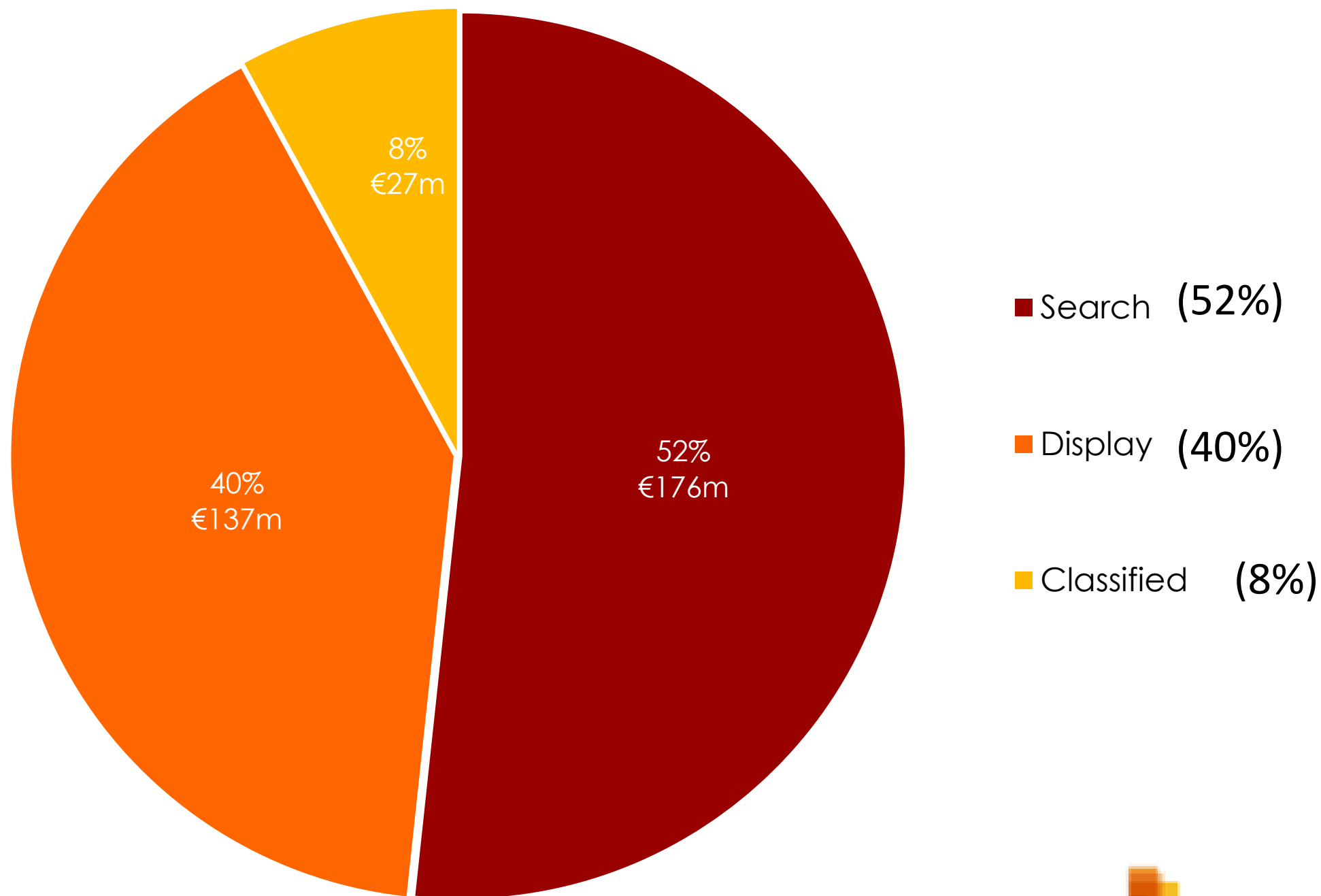
# Online Adspend 2012 – 2015



Mobile is a key driver of online Adspend growth.

- In 2015, 81% of the Gross Online Adspend growth was due to an increase in Mobile advertising

# Online Media Mix (Desktop & Mobile) 2015



# Native Advertising (Desktop & Mobile) 2015



€45m\*

This represents **33%** of total digital display advertising revenue (Desktop and Mobile)

\*Native advertising includes: 'In-feed' publisher controlled content, 'In-feed' advertiser controlled content, discovery/ recommendation units and customised / innovation formats. Please refer to slide 10 for detailed definition

# Social Media Advertising (Desktop & Mobile) 2015



**€49m\***

Up 72%  
from €28.5m\* in 2014

\*This includes social media display and social VoD. The data is based on actual spend figures submitted by ad agencies and consultations with social media companies



# Pre/Post Roll Video (Desktop & Mobile) 2015

**€24.5m\*** in  
**2015**



Up 71% from €14.3m in 2014

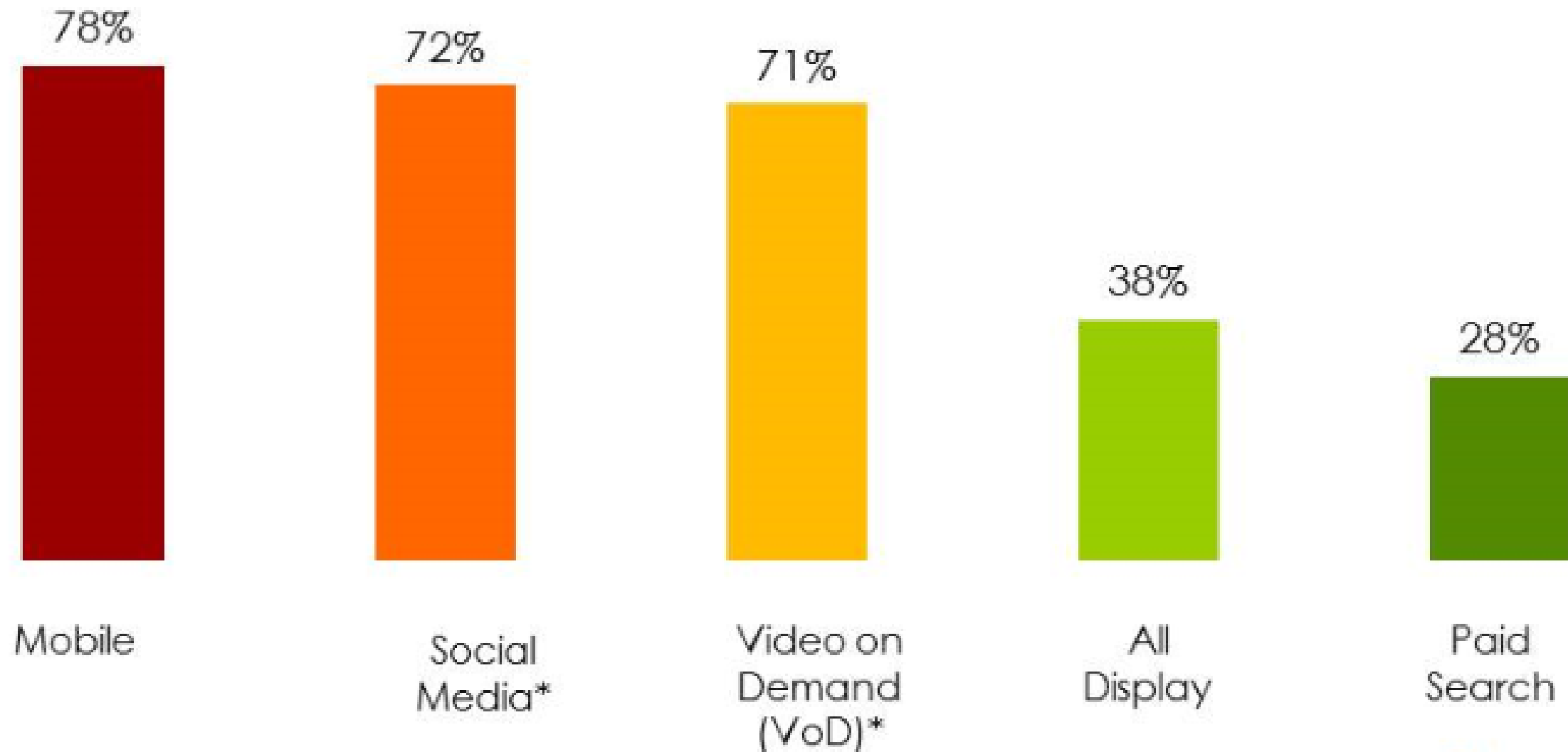
\* Includes Social Media VoD

# YoY growth rates for digital formats

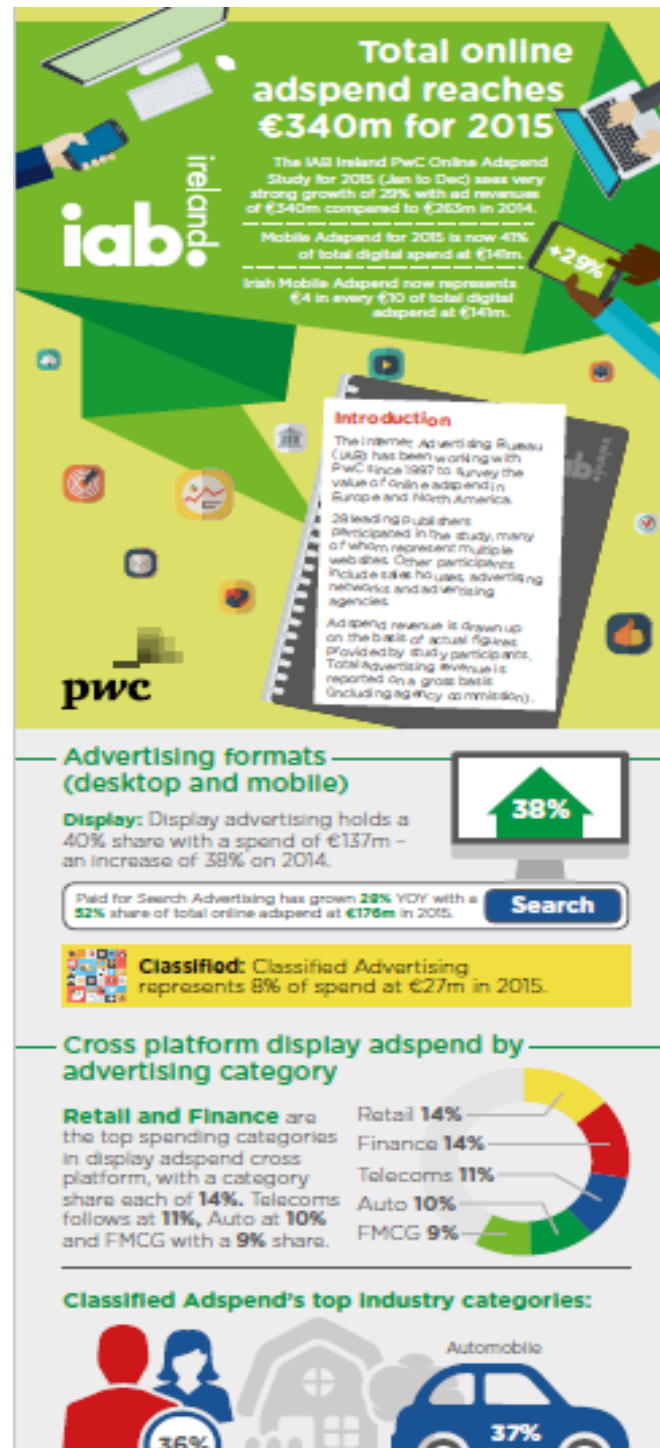
Please note the formats are not mutually exclusive - there is some overlap

All growth figures are cross-platform

\* Includes Social VoD



# Adspend 2015 in detail:



Infographic on our website now:  
[www.iabireland.ie](http://www.iabireland.ie)

# IAB Ireland Priorities 2016

- **1) Viewable Impressions JIC (Joint Industry Committee)**
- **2) Counter Ad Blocking Initiatives**

Viewable Impressions  
Irish JIC (Joint Industry  
Committee)

IAB EU Ad Blocking  
Taskforce

IAB Global  
Advertising Charter

# Context for Ad Blocking Initiatives

## ➤ IAB Ad Blocking Research 2016:

16-24 year olds = top users, almost 50% would be less likely to block if ads did not interfere in their online activity, Over half of users said they would turn off ad blocker for some websites

a) **LEAN**: Light, Encrypted, Ad Choices, Non-Intrusive ads

b) **DEAL**: Detect, Explain, Ask, Lift

c) **Global Ad Charter**

➤ LEAN - Summer 2016 1st phase of compliant formats

➤ DEAL - Ad Blocking Detection Software freely available to IAB Members, publishers to engage with users re value exchange

➤ Ad Charter incorporates LEAN & DEAL, signatories = key stakeholders in digital advertising industry, annual report will track progress Charter's progress



# Context For Viewable Impressions JIC



- Standardised VI measurement is a priority for IAB, EACA & WFA
- IAB Europe, EACA and WFA - VI Steering Group set up
- National IABs represented on this steering group by IAB Ireland CEO
- IAB Ireland VI JIC comprises representatives from IAB Ireland, AAI and IAPI and is aligning itself with the European framework

EACA: European Association of Communications Agencies  
WFA: World Federation of Advertisers

# Next @iabireland

**Native Breakfasts, 20<sup>th</sup> April (by invite)**



**The Secrets of Mobile Success, 28<sup>th</sup> April  
(by invite)**

**HTML5 Workshop, 11<sup>th</sup> May**



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