

Online Advertising

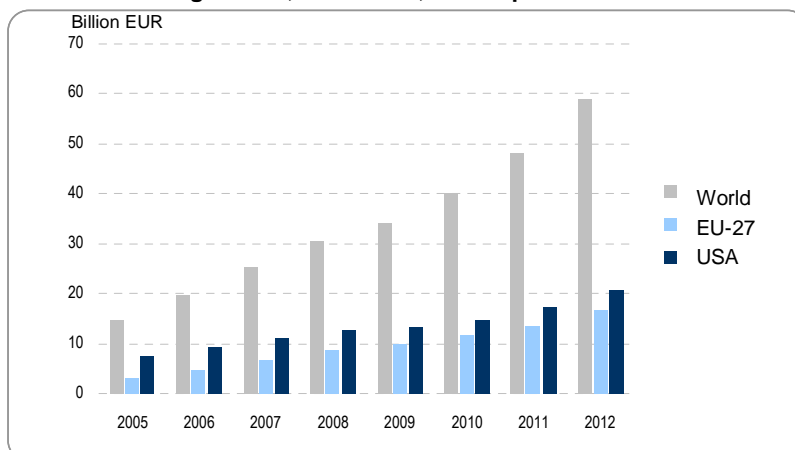
A 59 billion-euro market in 2012, up from 31 billion in 2008

In its latest report devoted to the online advertising market, IDATE confirms that the global online advertising market had a net worth of 30.6 billion EUR in 2008, and will climb to 58.8 billion EUR in 2012 – accounting for 15% of advertisers' total spending.

'On the whole, the economic crisis will be beneficial for the Web,' says Sophie Girieud, the report's project leader. 'The online advertising market's growth is sustained by ad monies being transferred from traditional media and below the line marketing campaigns, both national and local, to the Web, and more specifically to direct marketing. The recession is expected to further spur this trend of shifting budgets, with advertisers leaning increasingly in favour of the Web. This means that, in 2009, the Internet will likely be the medium to enjoy the greatest increase in ad spending, even if overall investments will be down.' IDATE forecasts that the global advertising market will grow by 12.1% in 2009 compared 20.7% in 2008.

- **Online advertising revenue will increase at an average annual rate of 19.6% between 2009 and 2012**, sustained by the ongoing rise in consumption and in the number of users, and by advertisers shifting their budgets from traditional media and offline non-media marketing, both national and local, to the Web, and more specifically to direct marketing and especially sponsored links. The economic downturn is expected to further spur this trend of shifting budgets, with advertisers leaning increasingly in favour of the Web.
- **The Internet is above all a below-the-line marketing medium:** search marketing accounts for half of the global online advertising market 2009, or 17.2 billion EUR. It will represent 53% of the market in 2012, generating an estimated 31.3 billion EUR.
- **Net revenue generated worldwide by display ads will go from 12.3 billion EUR in 2009 to 21.2 billion EUR in 2012.** Its share of the global market will hold more or less steady at around 36% thanks to the development of rich media and video advertising formats. Video ads are expected to be the online format with the strongest growth momentum in the coming years.

Online advertising market, Worldwide, in Europe and in the United States, 2005-2012



Sophie Girieud
Project Manager
s.girieud@idate.org