Attitudes to Advertising - Ireland - August 2017

Report Price: £1095.00 | $1417.92 | €1301.30

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Despite taking steps to avoid advertising, there is currently little appetite among Irish consumers to pay for a premium service to do so. This does not mean that consumers accept or are happy with the advertising experience that they receive. Instead, consumers may think that these services do not represent value for money."
– James Wilson, Research Analyst

This report looks at the following areas:

- **Ad-block software usage continues to increase**
- **Social media platforms remain a key advertising channel**
- **Newspaper ad revenues fall in 2016**
- **Device ownership remains at peak levels in Ireland**

This Report examines the advertising industry in NI and RoI and includes an analysis of the main market drivers. For the purpose of this Report, the following definitions apply:

Advertising –
any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.

Catch-up/on-demand services –
refers to television programmes digitally recorded using personal video recorder equipment to be watched by the user at a later date.

Digital/online advertising –
any form of advertising on the internet including display advertising, search advertising and mobile advertising.

Direct marketing –
direct mail, direct-response advertising and telemarketing.

Sponsorship –
financial or material support of an event, activity, person, organisation or product.

Commercial media –
these stations can be easily identified in that they broadcast advertisements. They are paid for predominantly by advertising. Major commercial TV stations include UTV, Channel 4, Channel 5 and Sky TV channels. RTÉ is both commercially and state-funded.

Non-commercial media
– these stations do not broadcast advertising and are funded by the state.

The BBC network of TV and radio is completely non-commercial.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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