

Digital Advertising - UK - March 2017

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“Ad personalisation through user input is key to boosting engagement; particularly as many consumers are showing interest in ad-blocking.”

– **Sara Ballaben, Senior Technology Analyst**

This report looks at the following areas:

- **There is no one-size-fits-all strategy for ad personalisation**
- **Addressing the growth of ad-blocking beyond ad personalisation**
- **The upcoming gate-keepers of mobile advertising**

The digital advertising market is in good health, and is expected to hit the £10 billion mark in 2016 – a 14.5% year-on-year increase which was mostly driven by the growth of the mobile channel along with the correlated focus on video and social media ads.

Nonetheless, a sense of unease still permeates consumers’ attitudes towards online advertising, with perceptions of annoyance, intrusiveness and disruption encouraging users to look at various forms of ad-blocking. Empowering users to offer their input to facilitate ad personalisation will therefore be key to avoid alienation, particularly in the mobile space where concerns over data and battery usage further increase consumers’ reluctance towards digital ads.

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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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Table of Contents

Overview

What you need to know
Products covered in this Report

Executive Summary

The market
Digital adspend hits the £10 billion mark in 2016
Figure 1: Forecast of digital advertising expenditure in the UK, 2011-21
Figure 2: Forecast of digital advertising expenditure in the UK, 2011-21
Growth of mobile could pose challenge to paid search
Figure 3: Mobile adspend as a proportion of total digital expenditure, 2010-16
Companies and brands
New developments related to ad-blocking
Social media advertising
The consumer
Newer formats now gain similar exposure to traditional digital formats
Figure 4: Digital advertising formats noticed by consumers in the last three months, December 2016
Mobile viewing drives popularity of video ads
Figure 5: Digital advertising formats noticed by consumers in the last three months on a smartphone or tablet, December 2016
Less than a quarter of people have clicked through
Figure 6: Actions taken in response to online ads noticed in the last three months, December 2016
Video ads are the most annoying format
Figure 7: Perceptions of digital advertising formats, December 2016
Nearly a fifth of consumers have paid for some form of ad-blocking
Figure 8: Attitudes towards paying for ad-blocking, December 2016
Catering for different degrees of ad personalisation
Figure 9: Attitudes towards digital advertising (1/2), December 2016
The challenges of the mobile adspace
Figure 10: Attitudes towards digital advertising (2/2), December 2016
What we think

Issues and Insights

There is no one-size-fits-all strategy for ad personalisation
The facts
The implications
Addressing the growth of ad-blocking beyond ad personalisation
The facts
The implications

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The upcoming gate-keepers of mobile advertising
The facts
The implications

The Market – What You Need to Know

Digital adspend hits the £10 billion mark in 2016
Paid search accounts for majority share of digital adspend
Almost £2 of every £5 spent on digital advertising now goes to mobile
The impact of changing viewing habits
App market's maturity drives in-app advertising revenues
Threats and opportunities presented by ad-blocking

Market Size and Forecast

Digital adspend hits the £10 billion mark in 2016
Figure 11: Forecast of digital advertising expenditure in the UK, 2011-21
Slowing growth expected ahead
Figure 12: Forecast of digital advertising expenditure in the UK, 2011-21
Forecast methodology

Segment Performance

Paid search accounts for majority share of digital adspend
Figure 13: Segmentation of digital advertising expenditure in the UK, 2015
Almost £2 of every £5 spent on digital advertising now goes to mobile
Figure 14: Mobile adspend as a proportion of total digital expenditure, 2010-2016

Market Drivers

Almost half of total adspend is now digital
Figure 15: Estimated advertising expenditure, by media channel, 2016
The impact of changing viewing habits
Figure 16: Average daily minutes of TV screen time, by activity type, 2014 and 2015
App market's maturity drives in-app advertising revenues
Figure 17: Worldwide in-app advertising revenues, 2015, 2016 and 2020
Threats and opportunities presented by ad-blocking
Figure 18: Motivation behind ad-block usage, 2016

Companies and Brands – What You Need to Know

iOS 10 introduces stricter ad-tracking limits
Coalition for Better Ads aims to develop global standards for online advertising
EU halts plans for network-level mobile ad-blocking
Sponsored data opens new opportunities to reach out to consumers
Unskippable ads will be history on YouTube
Facebook to push on video monetisation

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Launch Activity and Innovation

- iOS 10 introduces stricter ad-tracking limits
- Coalition for Better Ads aims to develop global standards for online advertising
- EU halts plans for network-level mobile ad-blocking
- Sponsored data opens new opportunities to reach out to consumers
- Unskippable ads will soon be history on YouTube
- Facebook to push on video monetisation

The Consumer – What You Need to Know

- Newer formats now gain similar exposure to traditional digital formats
- Mobile viewing drives popularity of video ads
- Online ads struggle to engage
- Nearly a fifth of consumers have paid for some form of ad-blocking
- Catering for different degrees of ad personalisation
- The role of mobile operators and messaging apps in the mobile adspace

Digital Advertising Formats

- Newer formats now gain similar exposure to traditional digital formats
Figure 19: Digital advertising formats noticed by consumers in the last three months, December 2016
- Digital divide becomes apparent for new ad formats
Figure 20: Proportion of consumers who noticed each digital advertising format in the last three months, by age, December 2016
- Mobile viewing drives popularity of video ads
Figure 21: Digital advertising formats noticed by consumers in the last three months on a smartphone or tablet, December 2016

Reactions to Digital Advertising

- Less than a quarter of people have clicked through
Figure 22: Actions taken in response to online ads noticed in the last three months, December 2016
- Online ads get noticed but struggle to engage
Figure 23: Repertoire of digital advertising formats noticed by consumers in the last three months and repertoire of actions taken in response to online ads noticed in the last three months, December 2016
- The importance of reaching out to younger audiences
Figure 24: Proportion of consumers who reacted to online ads noticed in the last three months, by age, December 2016
- The impact of ad placement
Figure 25: Proportion of consumers who reacted to online ads noticed in the last three months, by online activities performed in the last three months, December 2016

Perceptions of Advertising Formats

- Video ads are the most annoying format
Figure 26: Perceptions of digital advertising formats, December 2016
- Improving perception of ads through users' input...
... and freemium options

Attitudes towards Paying for Ad-blocking

- Nearly a fifth of consumers have paid for some form of ad-blocking

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Report Price: £1995.00 | \$2478.79 | €2334.35

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Ad-blocking software

Figure 27: Attitudes towards paying for ad-blocking, December 2016

Paying for ad-free music and video streaming

Ad-free apps

Ad-free online newspapers

Young men the most likely to have paid to remove online ads

How big a threat is ad-blocking?

Figure 28: Actions taken in response to online ads noticed in the last three months, by attitudes towards paying for ad-blocking, December 2016

Attitudes towards Digital Advertising

Catering for different degrees of ad personalisation

Figure 29: Attitudes towards digital advertising (1/2), December 2016

The role of mobile operators and messaging apps in the mobile adspace

Figure 30: Attitudes towards digital advertising (2/2), December 2016

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Market size and forecast

Fan chart forecast

Figure 31: Best- and worst-case forecast for the value of the UK television market, 2016-21

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