

Digital Advertising - UK - May 2018

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“The digital advertising market is expected to continue its growth despite potential challenges to programmatic services from the GDPR. Indeed, the regulation may serve to actually improve consumer confidence in an industry which is being criticised over the indiscriminate collection of personal data.”

—Andrew Moss, Consumer Technology Analyst

This report looks at the following areas:

- User experience key to ad acceptance
- The battle against indiscriminate data tracking

The growth of the digital advertising market has been driven by increasing advertising on mobile devices. Though search advertising remains the dominant format for advertising spend, display advertising has shown fairly steady growth since 2010. This format has been bolstered by the implementation of outstream autoplay ads, and efficient ad targeting through header bidding and programmatic advertising.

The market is expected to continue to grow over the next 5 years, but faces a battle to overcome issues surrounding personal data use, overly-disruptive ads, and ad-blocking. Legislation may force changes in the practice of ad targeting using personal data, but voluntary action over the quality of ads served may also improve confidence from both consumers and advertisers. Together, these changes may limit the growth of ad-blocking behaviour.

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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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YouTube gets strict on advertising access
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 Spotify Ad Studio expands to the UK
 Facebook launches 'trip consideration' ad strategy
 Direct shopping links offered through Instagram

Launch Activity and Innovation

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