

Digital Advertising - UK - June 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Consumers now have more opportunities to control how their personal data can be used, potentially reducing the effectiveness of standard advertising targeting methods.

People express a strong interest, however, in actively providing platforms and advertisers with more information on their preferences in order to improve the effectiveness of targeted adverts.”

– **Rebecca McGrath, Senior Media Analyst**

This report looks at the following areas:

- Consumers’ desire for greater input can create a more receptive ad environment
- Monetising voice search

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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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Table of Contents

Overview

- What you need to know
- Products covered in this report

Executive Summary

- The market
- Digital adspend up 15% in 2018
 - Figure 1: Forecast of digital advertising expenditure in the UK, 2014-24
- GDPR one year on
- Display advertising takes slightly bigger piece of the pie
- Mobile now accounts for over half of digital adspend
- Google cracks down on cookies
- Key Players
- Facebook begins testing search ads
- Spotify tests voice enabled audio ads
- Browser Brave launches with built-in ad-blockers
- Google brings shoppable ads to Google Images
- Amazon testing mobile videos ads
- The consumer
- Rise in the number of people noticing search engine advertising
 - Figure 2: Digital advertising formats noticed by consumers in the last three months, April 2019
 - Figure 3: Digital mobile advertising formats noticed by consumers in the last three months, April 2019
- Few are comfortable with their browsing history being used to target ads
 - Figure 4: Comfort with personal information used to target adverts, April 2019
- Nearly half view targeted adverts as invasive
 - Figure 5: Perception of targeted adverts, April 2019
- Nearly three in four want to give more input into preferences
 - Figure 6: Targeted advertising behaviour, April 2019
- People find GDPR options confusing and time-consuming
 - Figure 7: Attitudes towards GDPR, April 2019
- Younger people are engaging more with GDPR preference options
 - Figure 8: GDPR attitudes and behaviours, April 2019
- What we think

Issues and Insights

- Consumers' desire for greater input can create a more receptive ad environment
- The facts
- The implications

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Monetising voice search

The facts

The implications

The Market – What You Need to Know

Digital adspend up 15% in 2018

GDPR one year on

Display advertising takes slightly bigger piece of the pie

Mobile now accounts for over half of digital adspend

Google cracks down on cookies

Google fined €1.49 billion by EU for online advertising abuse

Social media influencers promise to change the way they post

More regulation on sexist advertising introduced

Brands struggle with adverts appearing alongside inappropriate content

New regulation introduced to protect children from gambling adverts

Market Size and Forecast

Digital adspend up 15% in 2018

Figure 9: Forecast of digital advertising expenditure in the UK, 2014-24

Figure 10: Forecast of digital advertising expenditure in the UK, 2014-24

Forecast methodology

Market Segmentation

Display advertising takes slightly bigger piece of the pie

Figure 11: Digital adspend market breakdown, 2010-18

Mobile now accounts for over half of digital adspend

Figure 12: Mobile adspend as a proportion of total digital expenditure, 2010-18

Market Drivers

Over eight in ten use a messaging app at least once a month

Figure 13: App category use once a month or more, July 2018

Google cracks down on cookies

Google looks to machine learning in order to allow for more privacy options

Google fined €1.49 billion by EU for online advertising abuse

Social media influencers promise to change the way they post

More regulation on sexist advertising introduced

Brands struggle with adverts appearing alongside inappropriate content

ASA asks for more support

New regulation introduced to protect children from gambling adverts

The IAB calls out advertisers for over-focusing on click-rates

Regulatory and Legislative Changes: GDPR

GDPR one year on

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Problems facing GDPR
 Violations and fines
 Over-reporting
 Consent fatigue

Companies and Brands – What You Need to Know

Facebook begins testing search ads
 Spotify tests voice-enabled audio ads
 Browser Brave launches with built-in ad-blockers
 Google brings shoppable ads to Google Images
 Amazon testing mobile videos ads
 Publishers explore mood targeting
 ITV Hub introduces targeted advertising

Launch Activity and Innovation

Facebook begins testing search ads
 Spotify tests voice-enabled audio ads
 Browser Brave launches with built-in ad-blockers
 Facebook launches Stories Ads
 Google brings shoppable ads to Google Images
 Amazon testing mobile video ads
 Publishers explore mood targeting
 ITV Hub introduces targeted advertising

The Consumer – What You Need to Know

Rise in the number of people noticing search engine advertising
 Few are comfortable with their browsing history being used to target ads
 People are most comfortable being targeted by gender
 Nearly half view targeted adverts as invasive
 There is a desire to ban particular adverts
 People find GDPR options confusing and time-consuming
 Younger people are engaging more with GDPR preference options

Advertising Exposure

Rise in the number of people noticing search engine advertising
 Is voice search advertising viable?
 Figure 14: Digital advertising formats noticed by consumers in the last three months, April 2019
 Figure 15: Digital mobile advertising formats noticed by consumers in the last three months, April 2019
 Video advertising is almost as prominent as search on mobile devices
 One in four have noticed an advert in social newsfeed

Personal Information Used to Target Adverts

People are most comfortable being targeted by gender

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Figure 16: Comfort with personal information used to target adverts, April 2019

Older people are less likely to want age to be used for targeting

Figure 17: Comfort with age being used to target adverts, by age, April 2019

Four in ten find location based targeting uncomfortable

Few are comfortable with their browsing history being used to target ads

Perception of Targeted Adverts

Nearly half view targeted adverts as invasive

Figure 18: Perception of targeted adverts, April 2019

Figure 19: Perception of targeted adverts, by gender, April 2019

Younger people are more receptive to targeted adverts

Figure 20: Perception of targeted adverts, by age, April 2019

Targeted Advertising Behaviour

There is a desire to ban particular adverts

Figure 21: Targeted advertising behaviour, April 2019

Nearly three in four want to give more input into preferences

Four in ten are looking for information about why they are seeing ads

GDPR Attitudes and Behaviour

People find GDPR options confusing and time-consuming

GDPR is disrupting people's online experience

Figure 22: Attitudes towards GDPR, April 2019

Younger people are engaging more with GDPR preference options

Figure 23: GDPR attitudes and behaviours, April 2019

Figure 24: GDPR attitudes and behaviours, by age, April 2019

Only half will automatically choose the 'deny' option

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Appendix – Market Size and Forecast

Market Forecast

Figure 25: Forecast for digital advertising expenditure in the UK, 2019-24

Forecast methodology

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