

Global Digital Advertising Revenue Snapshot

Growth Rates 1H 2014 vs 1H 2013

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Total Market



	21%
	15%
	17%
	20%

Mobile



	328% *
	76%
	68%
	142%

Video



	65%
	13%
	50%
	32%

Advertiser Categories Top 3



		
Auto	Retail	Consumer Goods
Finance	Finance	Travel
Retail	Auto	Finance

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This data has been compiled from revenue reports produced by PWC on behalf of the IAB in AU, US, UK & NZ.
Note that methodologies differ slightly per market. Please refer to complete reports for further detail.

* Methodology trend break