



DIGITAL AD INVESTMENTS IN TURKEY GREW 19%, COMPLETING 2015 WITH 1.673,2 MILLION TL!*

IAB Turkey AdEx-TR 2015 Report reveals that, digital ad investments in Turkey in 2015 reached 1.673,2 million TL with a 18,8% growth.

According to IAB Turkey, the biggest growth shown in Mobile category by 61 % , in Video category 33,6 % and in Ingame Advertising by 30,6% compared to 2014 figures.

The research also includes Social Media and Programmatic investments which were counted in 2015 Half-year report for the first time. Results show that Programmatic ad investments reached 78,5 million TL, where Social Media ad revenues hit 208,1 million TL

AdEx-TR 2015 Report shows that display advertising investments reached 611, 5 million TL. And the highest share in display advertising has shown in ‘advertising based on display/click’ sub-category with 399, 6 million TL. Performances of the rest of the display sub-categories as follows:

- Video investments reached 134,6 million TL
- Sponsorships digital advertising investments reached 45,9 million TL
- Affiliate marketing figures reached 31,4 million TL.

In 2015, the biggest growing categories were Mobile (61 %) , Video (33,6 %) and Ingame (30,6%). Search engine advertising investments hit 892, 2 million TL. The detail of search category performed is as follows:

- ‘Keyword based advertising investments’ hit 588,5 million TL,
- “Search engine ad network performance advertising” hit 303, 7 million TL.

The report shows that Mobile advertising display category had the biggest increase reaching 41,6 million TL value in total. However, Mobile-opt in SMS/MMS investments under the same category faced 15% decrease and completed the year with 27.5 million TL. E-mail marketing also shared the same fate in 2015 and decreased by 3.5% completing the year with 6, 2 million TL. Industry experts estimate that decline in these two categories occurred due to effect of the Law on Regulation of Electronic Commerce.



According to IAB Turkey 2015 digital ad investments figures, “Classified & Directories reached 85, 7 million TL. In -game advertising investments reached 8, 5 million TL total values in 2015.

On the other hand, Programmatic ad revenues (78, 5 million TL) and Social media ad revenues became important data for the whole industry. Social media ad revenues (208, 1 million TL) are included under both Mobile and Display total.

Category	2014	2015	Change
	Million TL	Million TL	%
Total Digital Advertising Investments	1.408,9	1.673,2	18,8 %
Display Advertising Investments	520,3	611,5	17,5%
Advertising based on Display/Click	352,8	399,6	13,3%
Video	100,7	134,6	33,6%
Sponsorship	39,8	45,9	15,3%
Affiliate marketing	26,9	31,4	16,8%
Search Advertising Investments	733,4	892,2	21,6%
Keyword based advertising	492,3	588,5	19,5%
Search engine ad network performance advertising	241,1	303,7	25,9%
Mobile Advertising Investments	58,2	69,2	18,8%
Mobile advertising display	25,9	41,6	61,0%
Mobil opt-in SMS/MMS	32,4	27,5	-15,0%
Classified & Directories	84,1	85,7	1,9%
	84,1	85,7	1,9%
Other			
E-mail marketing	12,9	14,6	13,7%
In-game advertising	6,4	6,2	-3,5%
	6,5	8,5	30,6%

All figures represent estimated values by IAB Turkey. Creative executions, CRM works and SEO investments are excluded.

Programmatic		78,5	
Social media		208,1	

*1€ = 3.02 TL / 1\$ = 2.72 TL (Central Bank of Republic of Turkey 2015 Daily Avg. Effective Exchange Rates)



IAB Turkey's Chairman Dr. Mahmut Kurşun has commented on the 2015 results:

"We are having hard times as an industry and as a country. But Digital became the locomotive of the advertising industry despite all factors. I think that this trend will continue. Current data also proves this estimation. For example, E-marketer indicated that global ad market hit 513

billion \$, and Digital has 31% share with 159 billion \$ value in total. E-marketer foresees that in 2016; Digital's share will increase to 34%, rising by 17% where total market increase will be 6%. They also predict that in 2017, Digital will surpass TV and will be in the first place in U.S. When we look through this perspective, we see that Digital in Turkey continues to keep its growth rate in double-digits. 2016 will be a tough year as well. Apart from the economic trends, I hope that we can find solutions for our other global problems. In this context, I believe that Digital will approach TV more by increasing its 24% share.*

***Based on the calculations of media investment figures by IAB Turkey, Turkish Association of Advertising Agencies and ARVAK (Foundation of Outdoor Advertising Agencies)**

IAB Turkey

IAB (Interactive Advertising Bureau) is active in 43 countries and conducts its operations in order to develop interactive advertising and grow its share among overall marketing investments. In accordance with this purpose IAB continuously demonstrates advertisers, agencies and media agencies the added-value of interactive communication. IAB is based in USA and country-based organization in Europe is coordinated by IAB Europe. IAB Turkey first established as a platform in 2007 by 23 industry representatives in order to set the standards in advertising and marketing fields of digital industry. In July 2011, IAB Turkey has become an association and currently it has 190 members. For detailed information: www.iabturkiye.org