



Investiment
Numbers 2017

iab brasil

METHODOLOGY USED

Research

Embracing research, which involves buyers and sellers off media – publishers, ad networks, agency and other companys that make up the national media landscape.

comScore Data

Monthly captured activities relation of digital publicity through comScore tools and panel for overall volume estimated

Data complement

IAB Brasil used data from international, proprietary and third-party surveys, to parameterize the data collected.

SAMPLE UTILIZED

1. IAB Brasil Membership base
2. comScore base
3. Ad Agencies
4. Advertisers
5. Publishers
6. Ad Networks

FAST FILLING ONLINE SURVEY

- 1.** *Display* in portals, social medias, vertical sites, ad networks e GDN (The questionnaire asked for maximum, minimum and average CPM and related volumes of impressions linked to costs).
- 2.** *Adverts displayed in Mobile* (The questionnaire asked for maximum, minimum and average CPM and related volumes of impressions linked to costs).
- 3.** *Search + Classified + Best Price Comparison Search Engines* (The questionnaire asked for maximum, minimum and average CPM and related volumes of impressions linked to costs).
- 4.** *Vídeos displayed on YouTube, portals, verticals sites and others publishers* (The questionnaire asked for maximum, minimum and average CPM and related volumes of impressions linked to costs).
- 5.** Costs in percentage of total investments on different types of digital medias, example: video, search and others.

DADOS COMSCORE OBSERVADOS

- 1.** *Display Ad Impressions* (Inventory on vertical sites, portals and social media, including *ad networks*).
- 2.** *Social Ad Impressions* (Inventory on vertical sites, portals and social media, including *ad networks*).
- 3.** *Vídeo Ad Impressions* (Inventory on vertical sites, portals and social media, including *ad networks*).
- 4.** *Organic Search Activity* (Inventory on top search engines: Google, Yahoo!, Bing and classified sites).
- 5.** *Paid Search Activity* (Inventory on top search engines: Google, Yahoo!, Bing and classified and price comparison search engines sites).
- 6.** Average CPMs Brazil – ComScore Reach & Frequency digital media buying simulator.

EXTERNAL SOURCES

Data collected by Brazilian, Latin American and International researches from global players such as comScore, eMarketer, ExchangeWire, Magna Global and PWC to compose the advertising scenario in Brazil.

Examples of used references: Video Ads completion rate, Mobile / Desktop Ad spend ratio, Share of Ad spend by format and platform and internet growth in the world.



ECONOMIC IMPACT

DIGITAL REVENUE 2016

Growth projection in 2015 to 2016

R\$ 10,4 bi

12%



DIGITAL REVENUE 2016

Growth projection in 2015 to 2016

R\$ 10,4 bi

12%

Real growth 2016

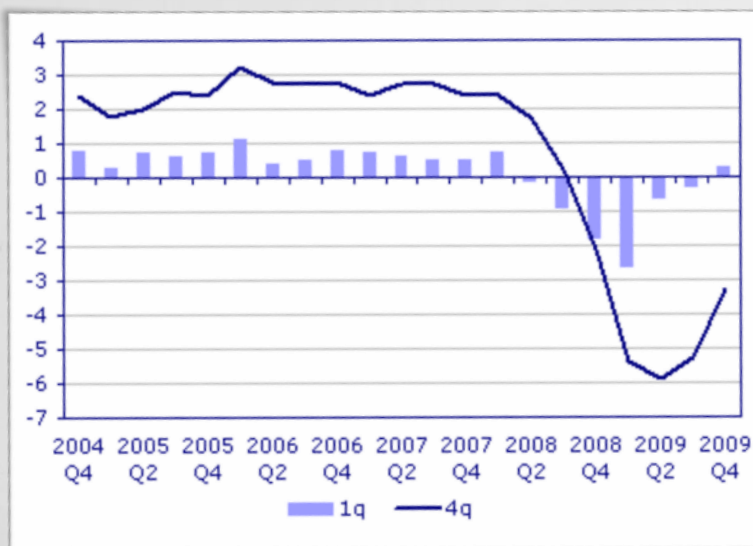
R\$ 11,8 bi

26%



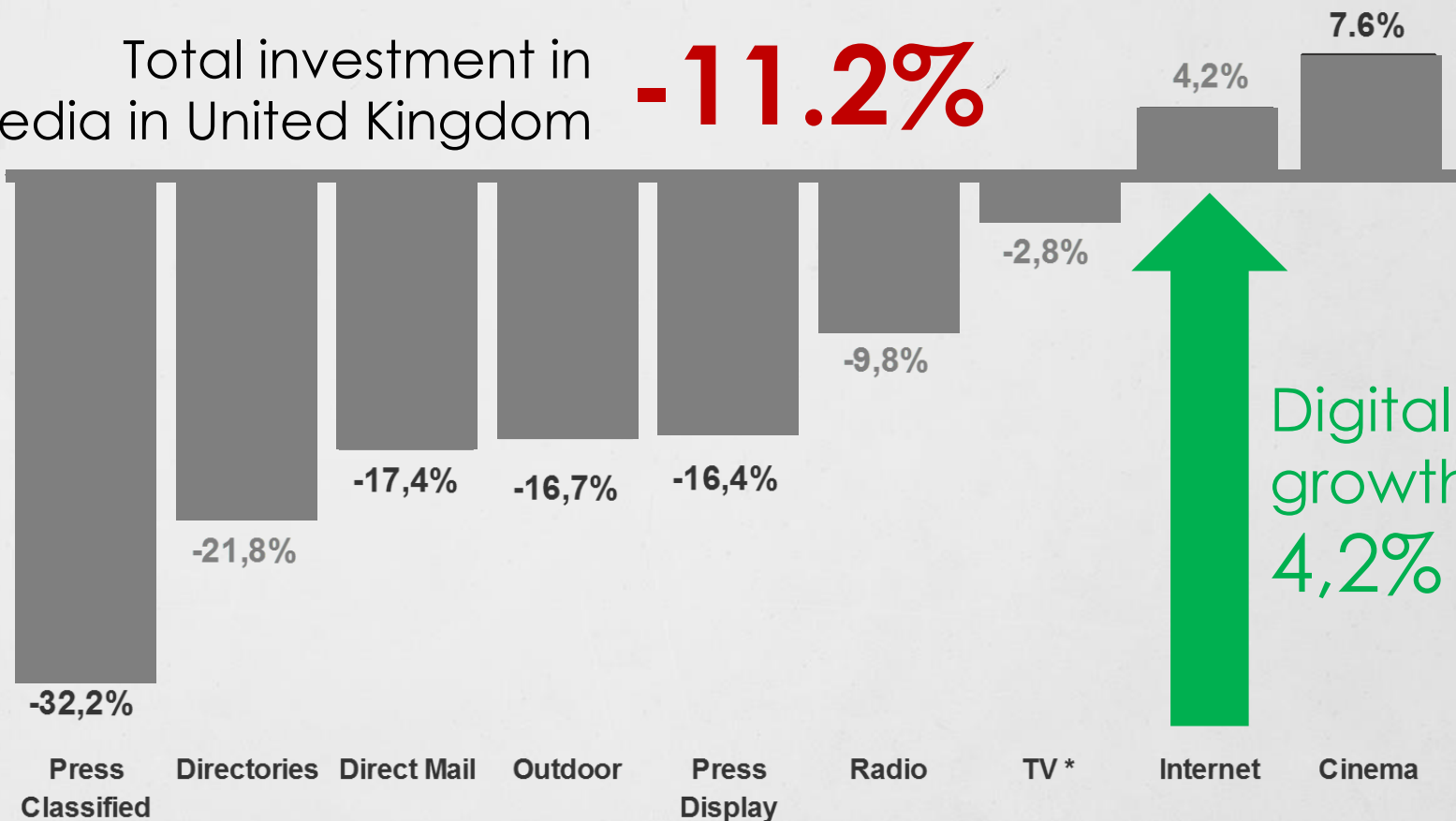
DIGITAL GROWS IN CRISIS

UK economy crashed in 2009



Total investment in media in United Kingdom

-11.2%



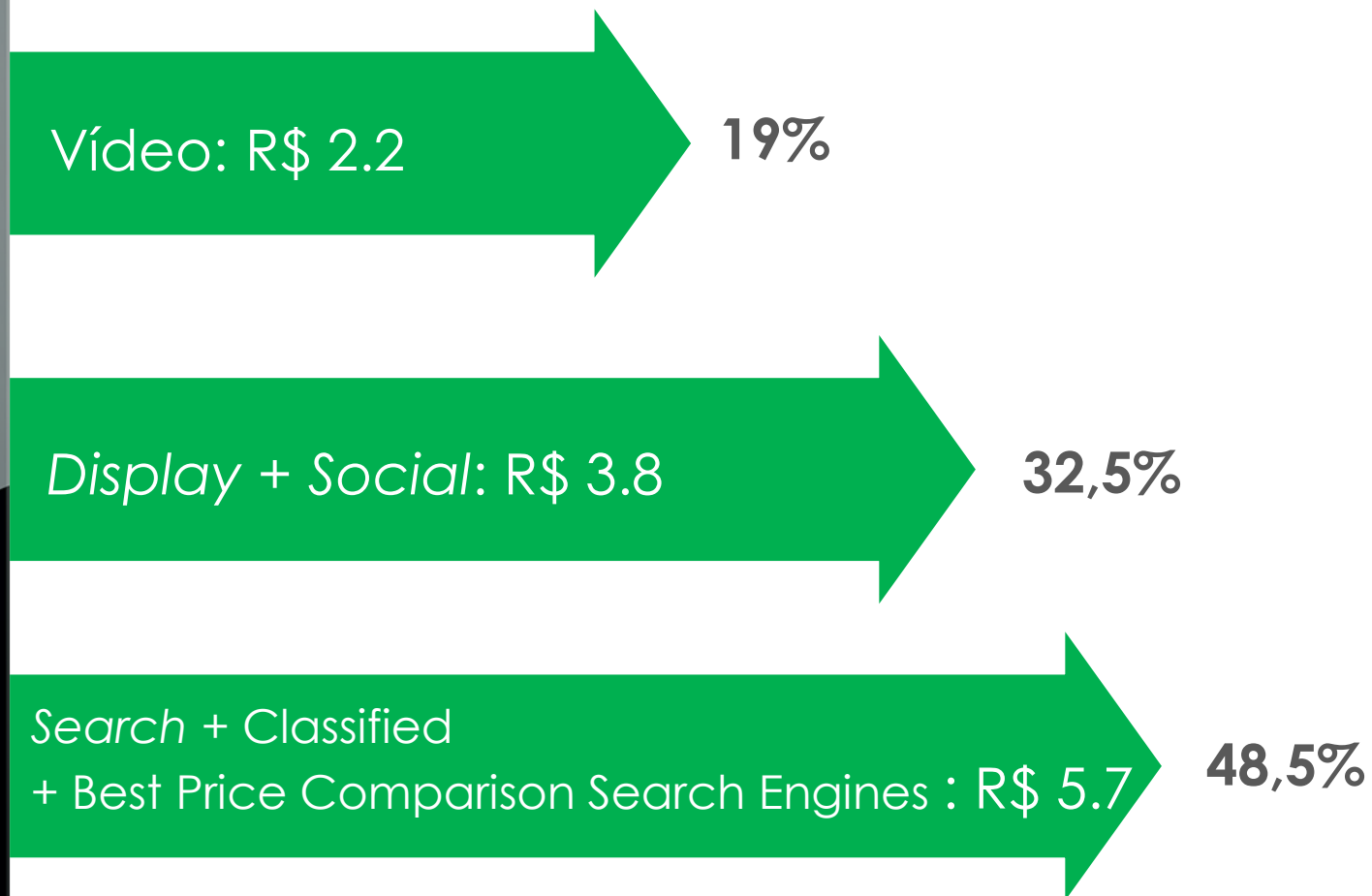
Source: PricewaterhouseCoopers / Internet Advertising Bureau, The Advertising Association / WARC: WARC estimate for directories.

* NOTE Television includes sponsorship revenues for the first time

Fonte: IAB UK

DIGITAL INVESTMENT IN 2016

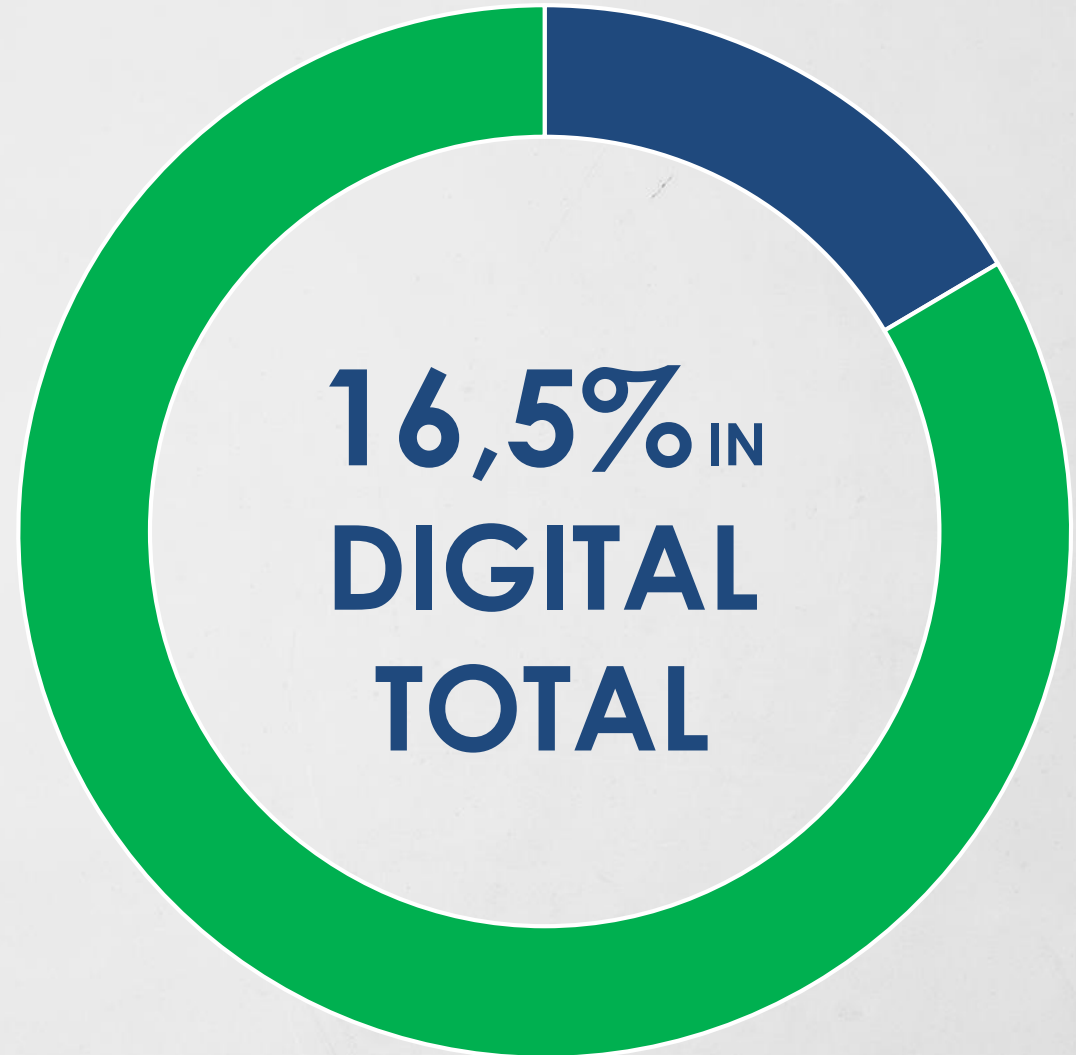
Distribution of investment by format (in billions)



Total
R\$11.8 bi

PROGRAMMATIC MEDIA

**PROGRAMMATIC
INVESTIMENT**
IN
2016 **R\$ 1,9 bi***



** This number refers only to the programmatic display*

GROWTH RATE FOR 2017

R\$ 14,8 bi

+26%



TOWARDS TO
R\$ 15 bi

A dark grey silhouette of the map of Brazil is positioned on the right side of the image. It serves as a background for the text '1/3 ON THE PUBLICITY INVESTMENT OF BRAZIL'.

1/3 ON THE
PUBLICITY
INVESTMENT OF
BRAZIL



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