

**Deloitte.**

**iab** NEDERLAND

# IAB report on Online Advertising Spend The Netherlands 2014

March 2015







## Introduction and summary

# Introduction

Since 2010, IAB Netherlands and Deloitte have published the Online Ad Spend Report for the Netherlands. The content of this report is driven by data and information gathered directly from the online community, including publishers, advertisers and media planners. Due to a great number of participating key industry players we are able to gain extensive insight in the market and offer the most accurate online advertising market figures.

Market analysis is based on data supplied by 41 companies, including publishers, media agencies, ad networks and programmatic platforms. The combination of data received from survey participants from all different types of channels allows us to gain extensive insight into the online advertising market.



**Joris van Heukelom**  
**IAB Netherlands | Chairman**

*"It is realistic to claim that with a net result of 1.4 billion, the year 2014 introduces a turning point where classical forms of advertising like in print or TV can relatively only decrease in the coming 3 to 5 years. This is because of the faster pace of growth in digital, but more importantly due to the increasing digitization of this classical advertising formats where technology, emerged from the digital world will integrate in their ecosystem."*



**Govaert Plesman**  
**IAB Netherlands | MD**

*"2014 was a year that once again realised double digit growth, something we last saw in 2011. It was clearly the year of online video and mobile. Consumers are watching increasingly more online video content, and we can conclude that this demand is also being monetized by publishers. Also, it's encouraging to see considerable growth numbers on mobile ad spend. IAB Netherlands is actively engaged in mobile discussions, research, and setting standards to lower the threshold for advertisers to invest on mobile".*



**Roel van Rijsewijk**  
**Deloitte Digital | Partner**

*"This year we have seen a new trend regarding the entire marketing mix, related to the shift of all types of branding advertising towards digital display advertising and with a direct impact on traditional TV budgets. We expect to see TV advertising budgets increase during big live events, with yet no significant impact on digital advertising during these special campaigns. Where on the other hand, besides primetime and live events, overall TV advertising revenues will start to decline, as is reported over H2 2014. This is the result of more viewers consuming content on demand through digital channels. Advertisers will follow by focusing on personalized digital video and mobile advertising as we see happening in this report of 2014".*

# Methodology



# Executive summary



**The online advertising market** realized 1,4 b€ in revenues in 2014, a growth of +11,3%. An indication of increased economic circumstances in respect to the 2013 +8,4% performance.



**Search** realized +11,9% growth, totaling 609m€ in ad spend revenues. Search advertising stays the biggest category in online advertising with a 43% market share.



**Display advertising** realized +11,8% growth, totaling 582m€ in advertising revenues which adds up to a slightly smaller market share of 42% in respect to search.



**Classifieds, directories and listings** trails behind display and search advertising, with a realized growth of +7,9% and a total revenue of 206m€ in 2014. Classifieds, directories and listings realized a 15% share in the total online advertising spend.



**Programmatic trading**, the sales of inventory through a digital exchange platform, realized a growth of almost +39% in revenues. In 2014, 143,5m€ of display revenues is sold via programmatic platforms.



**Online Video** is the best performing format in display advertising with +30% revenue growth in 2014. The market share of the 90m€ online video advertising spend is 15% in display advertising.



**Mobile** is the strongest growing medium, almost doubled its revenue compared to the previous year with +82% growth in 2014. Mobile advertising realized a 17% market share in display advertising as of Q4 2014.



**CPM** strengthens its position as most frequent used payment model. 61% of the total display spend is negotiated on a CPM basis in 2014.



**Affiliate** networks performed well and realized after a decline in 2013 an increase of +5,1% in revenues in 2014. Advertisers spend 133 m€ on online performance based affiliate networks in 2014.



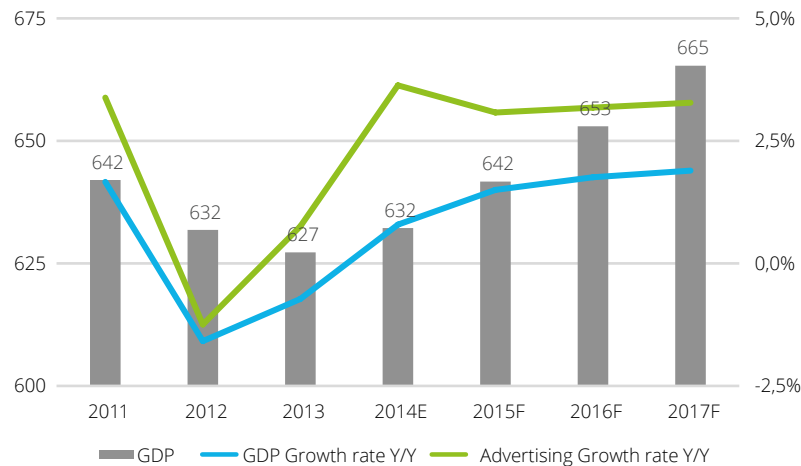
Background economy



# Dutch economy

The economic outlook for the Netherlands shows continuous recovery signs compared to previous challenging years, resulting in a positive effect on the advertising spend.

Dutch GDP projections (b€)



The Dutch economic environment started to recover during 2014 with a positive GDP growth of 0,8%. This growth is expected to increase in 2015 to 1,7% GDP as a result of increasing employment and consumption levels. In line with the improved macro economic situation, the advertising spend is expected to gain momentum and benefit with increased revenues in the next years. The basis of this assumption is that historic data showed a high correlation between the GDP development and advertising spend. Advertising budgets can be quickly adjusted to counter over/under performing company revenues, making the advertising market one of the first industries that will benefit from the improved macro economic developments.

The derivatives for advertising growth, consumers confidence and willingness to buy, continues to improve as of the beginning of 2015. We forecast that the total advertising spend will continue to grow annually with an average around 3 % in the next 3 years.

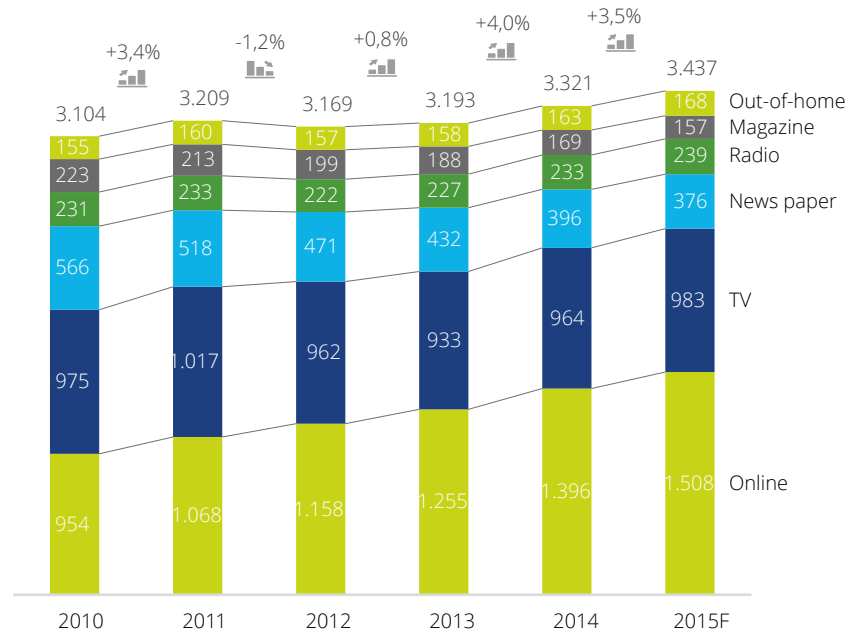
Note: Real GDP based on constant prices

Source: CBS, CBP, IMF, Zenith Optimedia, SPOT, STIR, RAB, GroupM, Company annual reports, Deloitte analysis

# Dutch advertising market

The total advertising market is expected to grow +3.5% in 2015. Online advertising continues to gain market share in the mix of media channels.

Net advertising market (m€)



CAGR* 2010-2014	Growth 2014	Forecast 2015
+1,3%	+3,2%	+3,1%
-6,7%	-10,1%	-7,1%
+0,2%	+2,6%	+2,6%
-8,5%	-8,3%	-5,1%
-0,3%	+3,3%	+2,0%
+10,0%	+11,3%	+8,4%

## Positive outlook:

- Online continues to outperform the other medium types in 2014. The time spend online and the rise of social, video & mobile causes the ongoing trend of shifting marketing budgets to digital. Digital marketing has a great future ahead in which digital spend will continue to grow in 2015 and beyond.

## Stable Outlook:

- We expect Out-of-Home to grow steadily with +3% in the coming year, getting the benefits of more and more cross-medium "screen" campaigns (OoH, TV & Digital)
- Radio shows a stable growth of 2,8%. Non-spot radio performed best, with the shift towards online radio taking off.
- TV showed good first half year results in 2014. However in the second half of 2014, TV was not able to continue this growth. TV budgets tend to blend more and more with online, due to the rise of branded content, social and innovations in the area of digital TV where the consumer will be able to watch the content when and where he wants.

## Negative outlook:

- Print (Magazines & newspapers); Print advertising gets hit again in 2014 with almost -10% , and we expect the decline to continue in 2015.

\*Compound annual growth rate.

Note: The Internet figures we report are net/net figures, meaning that the figures are reported after agency discount that in some cases may apply.

Source: Nielsen, SPOT, VINEX, RAB, Group M, The Media Exchange, Company annual reports, Deloitte analysis.

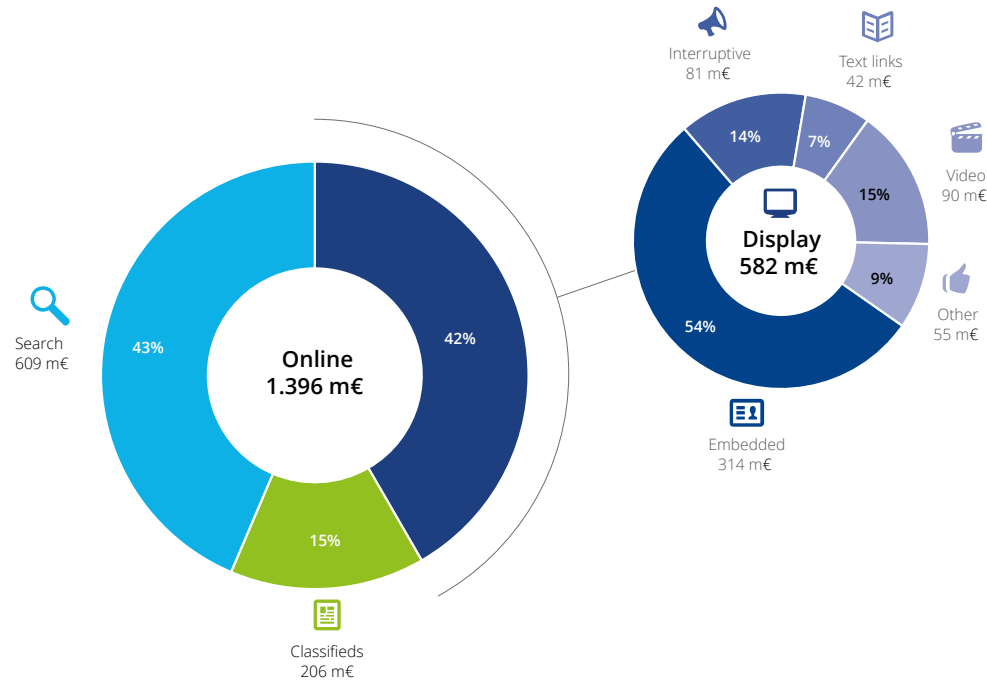


A blurred background image of a business meeting. Three people in business attire are silhouetted against a bright window. In the foreground, there are several documents with colorful bar charts and a pen.

Results 2014

# Online advertising market in the Netherlands

Paid search and display advertising realized an almost equal market share of 43% and 42% respectively, classifieds follows with 15% share.



Display advertising consists of 5 different formats:

- Embedded formats; this includes banners, buttons and skyscrapers.
- Interruptive formats; this includes rich media, over the page and page take-over.
- Textlinks; this includes AdSense.
- Video; this includes video pre-/mid-/ postroll.
- Other uncategorized display advertising; all display advertising types that can't be categorized in one of the above 4 formats. Survey participants indicate that allocated revenue to "Other" includes a variety of native advertising, branded and sponsored content.

Classifieds, directories and listings includes:

- B2B, B2C and C2C advertisement.

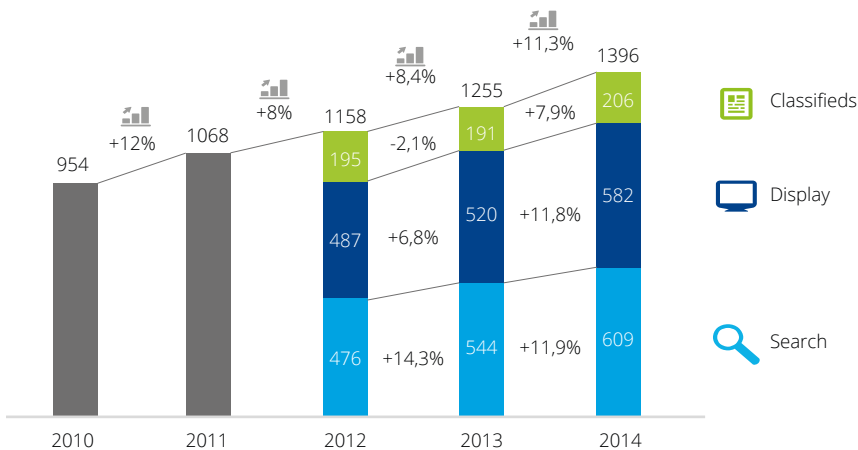
Note: The Internet figures we report are net/net figures, meaning that the figures are reported after agency discount that in some cases may apply; Search number are estimated based on annual reports, media buyers and media agencies feedback; Classifieds, directories & listings are based on a limited number of data points; Growth rate and/or additions may not equal presented numbers due to rounding;

Source: Survey respondents, Media buyers, Annual reports, Deloitte analysis

# Online advertising market 2010 - 2014

In 2014, online advertising spend realized +11,3% increase in revenues.

Net/Net Advertising market (m€)



For the first time since 2011, the online advertising market shows double digit growth. Both Display and Search contribute to this high growth rate. The spend on Classifieds has increased again after a year of decline. Display itself shows double digit growth as well, likely caused by a focus on branding by means of video, mobile and native advertising. The growth percentage of Search has declined, as it also did last year. (2011-2012 was 18%).

*"A rise in media expenditure no longer is equivalent to a rise in tv expenditure. We see that screen communication (AV Planning, Social, Mobile, etc) increasingly comes from a single budget and growth in budgets often leads to increased expenditure in mobile and social."*

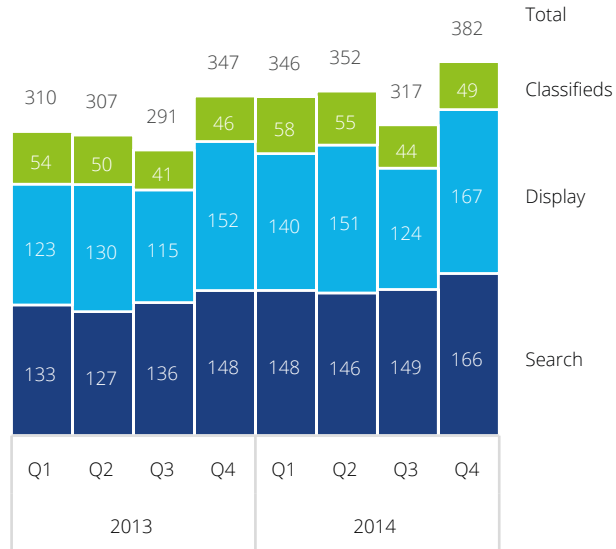
Remon Buter  
GroupM | Head of Trading

Note: The Internet figures we report are after agency discount that in some cases may apply; Search number are estimated based on annual reports, media buyers and media agencies feedback; Classifieds, directories & listings are based on a limited number of data points; Growth rate and or additions may not equal presented numbers due to rounding; Classifieds includes directories and listings; Growth rate and or additions may not equal presented numbers due to rounding;  
Source: Survey respondents, Media buyers, Annual reports, Deloitte analysis

# Online advertising market quarterly details

All categories perform relatively stronger in H1 compared to the second half of 2014.

Online quarterly display market (m€)



Revenue Growth 2014

Q1	Q2	H1	Q3	Q4	H2
+11%	+15%	<b>+13%</b>	+9%	+10%	<b>+10%</b>
+8%	+9%	<b>+9%</b>	+9%	+6%	<b>+7%</b>
+13%	+16%	<b>+15%</b>	+8%	+10%	<b>+9%</b>
+11%	+15%	<b>+13%</b>	+10%	+12%	<b>+11%</b>

All categories show growth compared to the same quarter of 2013. H1 performs best due to the increasing spend on Display & Search.

It is good to realize that the first half year of 2013 was very difficult, while the first half year of 2014 showed a good performance, so comparing Year on Year figures, this causes high growth rates for the first half year of 2014. Classifieds stays stable across the year.

Traditionally, Q4 shows a peak after a small decrease in Q3. Respondents indicate a slight price increase (5% on average) for Classifieds and Search advertising compared to last year.

*“Actual media trends and developments require media companies to shift from a paid advertising focus to a marketing solutions strategy. Strengthened by big data to offer personalized, real-time, cross device and online and offline solutions.”*

Remy van der Werf  
Sanoma | Lead Sales Insights

\*Year-on-year growth rate: Growth rate of a time period against the same time period last year.

Note: Adjustment in 2014 data due to revised and additional respondent data; Growth rate and/or additions may not equal presented numbers due to rounding;

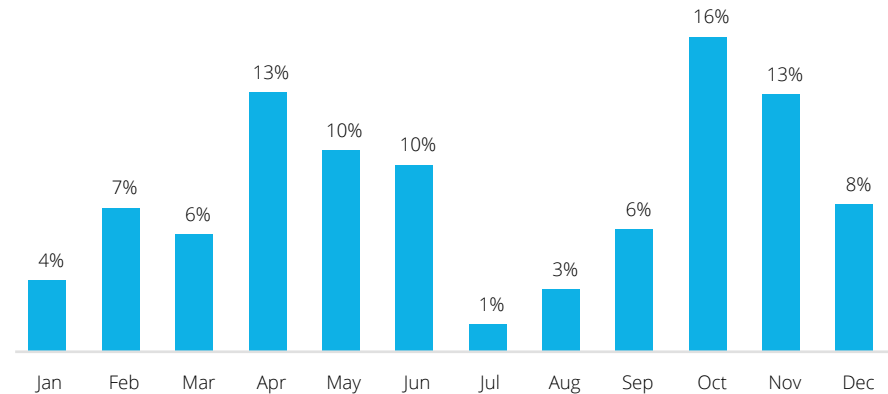
Source: Survey respondents, Media buyers, Annual reports, Deloitte analysis



# Online advertising revenue growth

Survey participants performed best during the months April, October and November in 2014 in respect to the same month of previous year.

Realized online advertising revenue growth over all categories YoY



Note: Growth based on participating companies only  
Source: Survey respondents, Deloitte analysis

By comparing the monthly results of participating companies in respect to the same months of last year, a relatively strong performance in the months April, October and November is noticed, exceeding the average growth of online advertising of 11,3%. This performance realized by the participants includes all categories in online advertising, which is mainly display advertising followed by classifieds and a low share of search advertising.

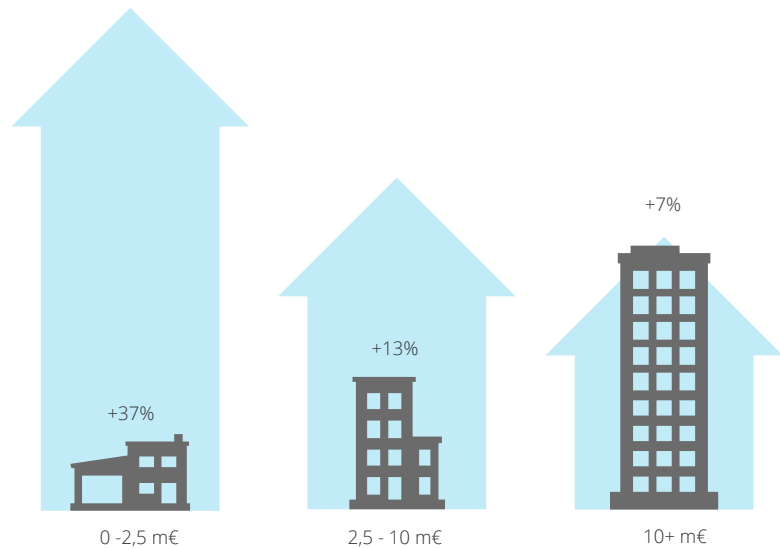
Highly sponsored live events such as the World Cup in Brazil (June-July) and the Winter Olympics in Russia (February) do not show a measurable increase in online advertising revenues by the participating companies. In fact, July has been the least performing month, with only a fractional increase of 1% in revenues.

Most advertisers spend their budgets according to the industry seasonality. We measured that, as expected, there is increased spend of the industry travel & leisure before the summer holiday and increased spend of health insurance during the end of the year. Correlated to the peak in performance during the months April and October is the spend by the telecom industry, where ad spend follows the release of highly anticipated phones. New Samsung and Apple phones were released at the beginning of April and a few days before October respectively.

# Online advertising revenue growth

Ambitious startups in online advertising take advantage of the improved economic environment.

## Average online advertising revenue growth per company size



Company revenue in 2014

In the challenging year 2013 the top tier companies, with 10m€ and more in revenues, showed a marginal decline in advertising revenue (-1%). In 2014 revenues have improved noticeable with an average of +7% growth.

For medium sized companies, with revenues between 2,5m€ and 10m€, growth increased from +3% in 2013 to +13% in 2014. The growth is especially realized by relatively new companies with high momentum surpassing the 2,5m in revenues.

Companies with revenues below 2,5m€, realized a growth of +37%. 2014 proved to be an ideal environment for highly specialized niche companies compared to 2013, when this group showed a growth rate of +8%.

Note: Growth based on participating companies only

Source: Survey respondents, Deloitte analysis

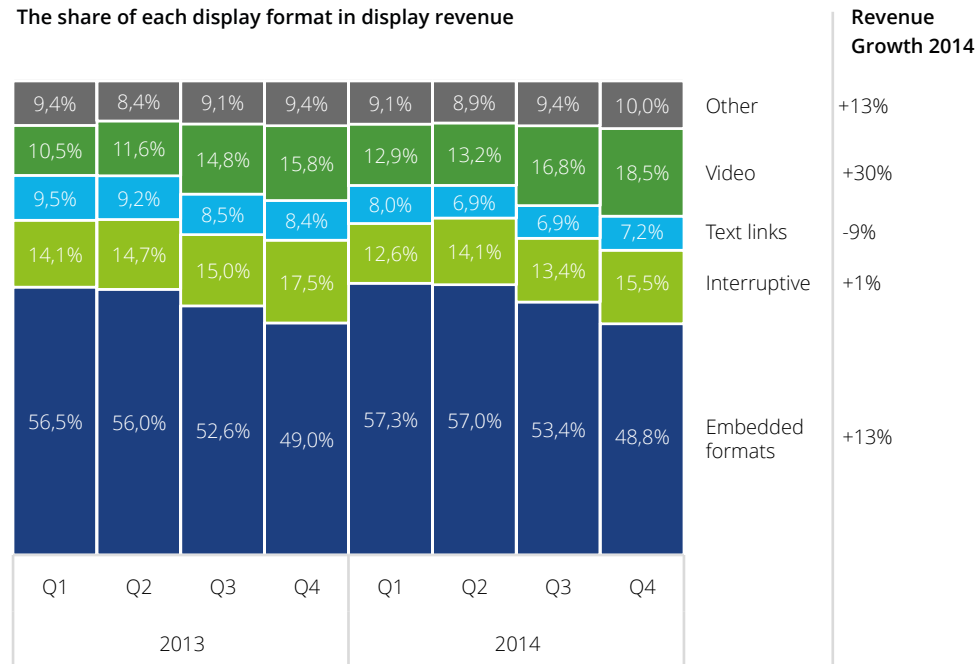
A multi-story office building at night, viewed from the outside. The building has a grid-like facade of windows. Many windows are illuminated from within, showing silhouettes of people working at desks, some with computers. The interior lights are warm and yellow, contrasting with the dark exterior. The building's structure is visible as dark vertical and horizontal lines.

Display Advertising

# Display advertising formats

Online video realized the largest growth of all display formats with +30% in 2014, whereas interruptive formats unexpectedly flat lines with only +1%.

The share of each display format in display revenue



Online video advertising shows the highest growth rate in 2014, followed by Embedded and Other display formats. Interruptive formats did not completely live up to the growth expectations that were predicted in earlier years. The assumption is that this is due to the focus on the configuration of interruptive formats into programmatic by organizations.

*"Starting quarter 3rd 2014, we see a serious shift of interruptive display sizes of direct procurement to programmatic buying. This shift will continue and accelerate in 2015 with cost efficiency from more inventory being available, better targeting options and data based decisions as main reasons."*

Aschwin de Bruijn  
Magna Global | Head of Contracting

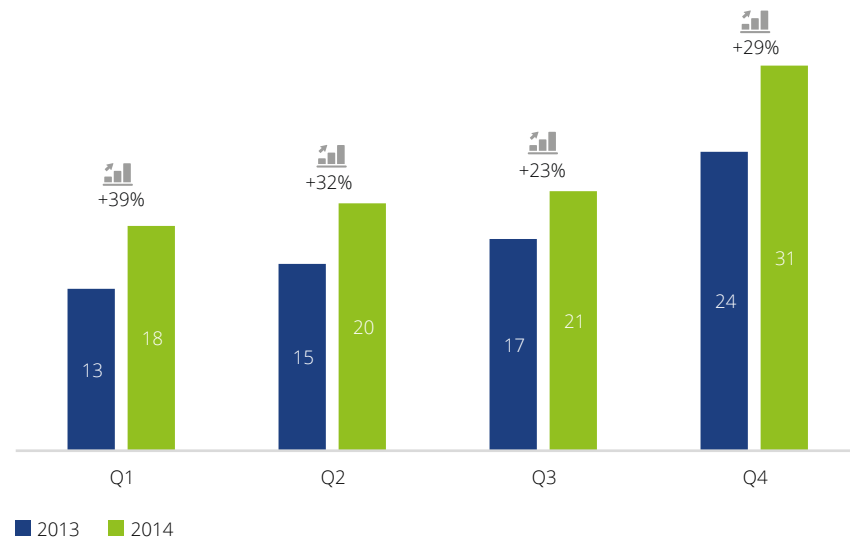
Note: Revenue growth rate is calculated on a L4L basis; Figures include estimates of non participating companies; Growth rate and or additions may not equal presented numbers due to rounding; Adjustment in figures due to revised respondent data  
Source: Survey respondents, Media buyers, Annual reports, Deloitte analysis



# Video advertising

Online video advertising realized 90m€ in revenues in 2014.

Online video market (m€)



Note: Revenue growth rate is calculated on a L4L basis; Figures include estimates of non participating companies;  
Growth rate may not equal presented numbers due to rounding;  
Source: Survey respondents, Media buyers, Annual reports, Deloitte analysis

2014 was the year of online video. The best performing format within display showed an outstanding H1 and Q4 (especially in December). Compared to 2013, respondents reported an average price increase of +10%. In 2015 we expect a serious shift of online video into the programmatic exchanges since most publishers will include video in their Programmatic portfolios.

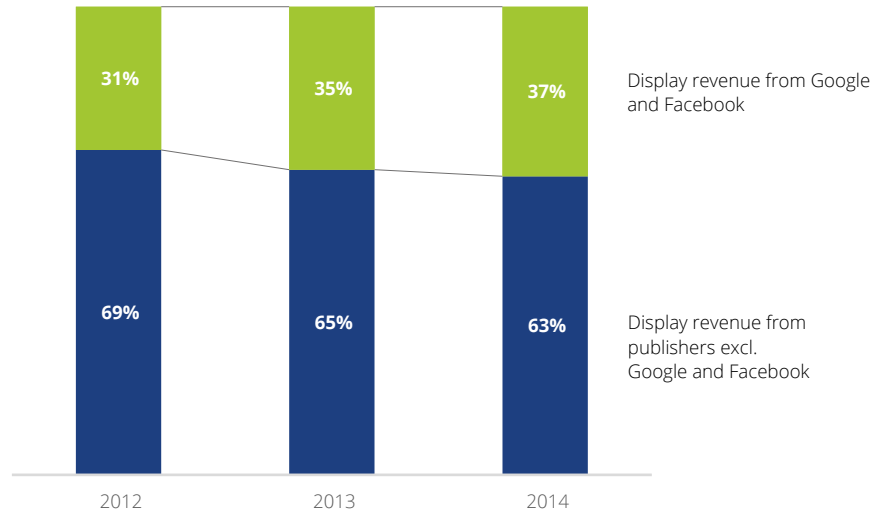
*"Advertisers are embracing online video advertising, especially brand advertisers who see the benefit of highly engaged audiences. This is driven by the rapid growth of video consumption. Unlike mobile, where time spend and ad spend are not aligned, advertisers are fully grasping the opportunities in online video".*

Elwin Gastelaars  
SpotXchange | MD Benelux & Nordics

# Display advertising details

The increased performance of local publishers, results in a smaller shift of display market share towards the international players in 2014.

The estimated share of Google/Facebook within display advertising



In 2013 we estimated that the growth in display advertising was mainly due to the growth of the two largest online publishers. The local players were not able to grow at the same pace as their international competitors. The result was a large shift of display advertising market share of 4 percentage points from 31% in 2012 to 35% in 2013.

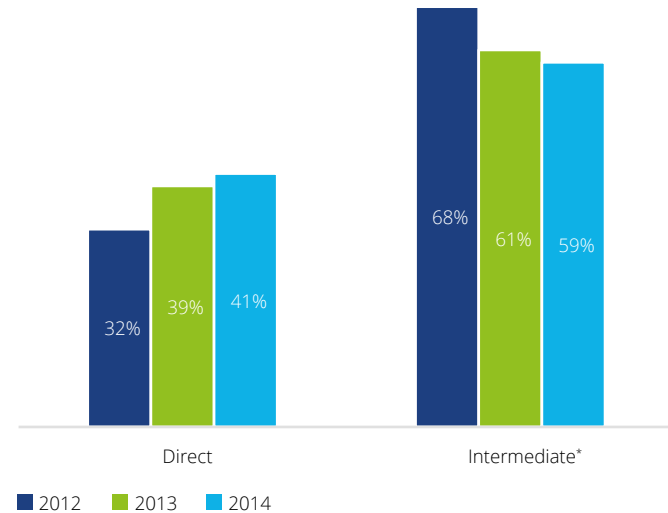
In 2014, the local companies performed a lot better. The increased performance of companies across the entire online ad market, results in a smaller shift of display advertising spend in favor of the international players. We estimate that in 2014 the two largest publishers increased their market share in display advertising with only 2 percentage points from 35% in 2013 to 37% in 2014.

Note: Google and Facebook revenues are estimated based on annual reports, media buyers and media agencies feedback;  
Source: Survey respondents, Media buyers, Annual reports, Deloitte analysis

# Sales channels

Publishers continue to increase their revenues through directly negotiated deals with advertisers.

Advertising revenue per sales channel 2012-2014



As a result of consolidations in the market, media agencies and third parties are combined in the category "intermediate".

In the relatively weak 2013 year, publishers tried to enhance their margins by cutting intermediate organizations and this trend continues in 2014. Technological developments have made this easier and more activities can be performed "in-house".

*"An important cause of the growth of display is the growth of direct partnerships between publishers and advertisers. A good example of this is the plethora of branded content deals."*

Willem-Albert Bol  
De Persgroep | Manager Marketing Advertising

\*Intermediate is sales through: Media agencies, ad network/ ad exchange, agency trading desks, sales house and independent trading desks

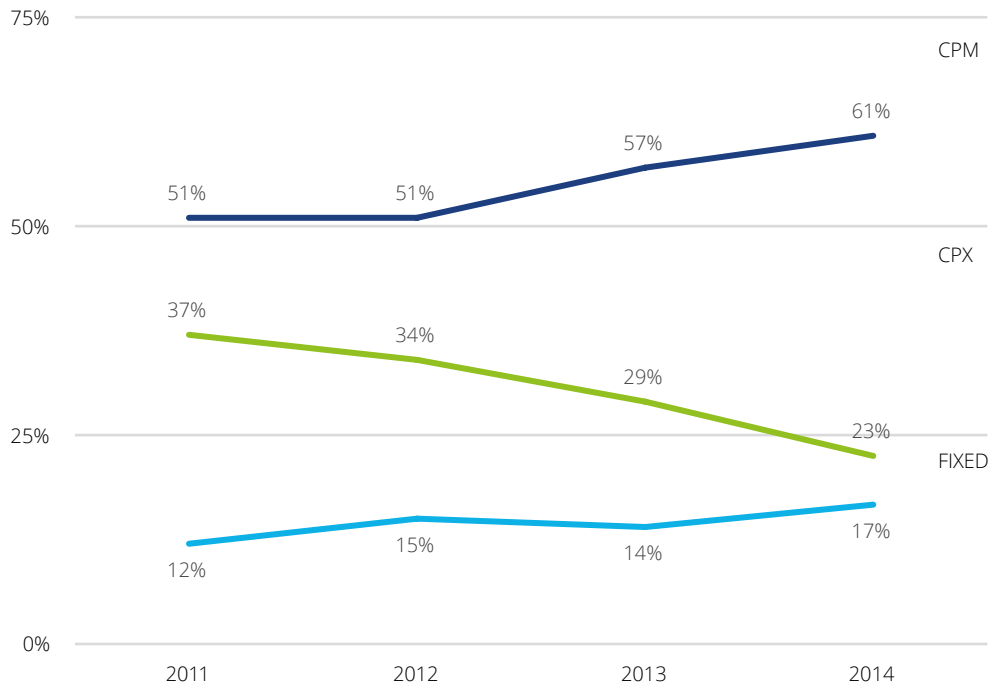
Note: Figure based on survey respondents only

Source: Survey respondents, Deloitte analysis

# Payment model

CPM strengthens its dominant position in favor of fixed and performance based payment models.

Share of display advertising revenue per payment model



The share of performance oriented payment models keeps declining as a result of the increasing popularity of programmatic trading. These deals can be based on performance targets, but the final cost calculation is based on eCPM rates, influencing the results of this study.

From the performance oriented models, only CPS consolidated its position in 2014 with a similar 17% market share in respect to 2013. CPC declined from 9% to 5% and CPL declined from 2% to 1% market share in 2014.

Note: Figure based on survey respondents only; Amounts may not equal 100% due to rounding and omission of "other" category

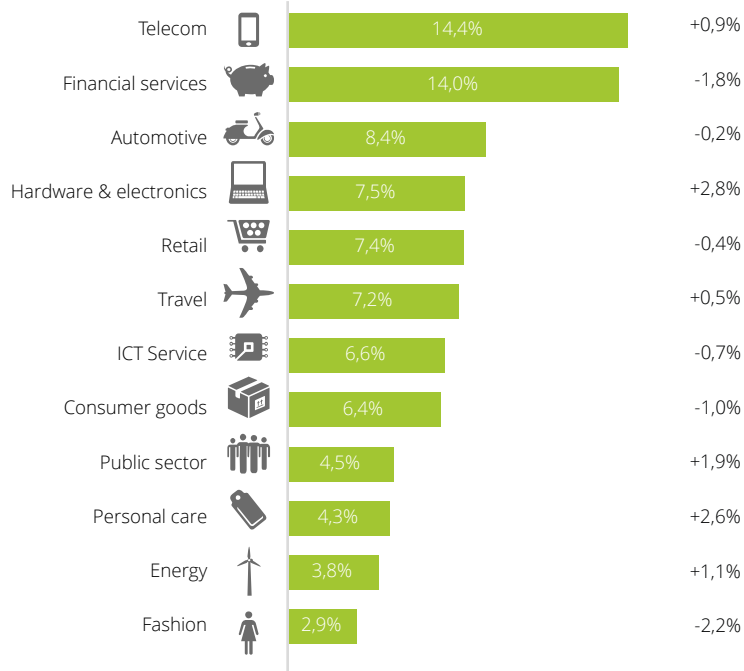
Source: Survey respondents, Deloitte analysis



# Display Industry

Telecom and Financial services are the largest online advertising spenders in 2014.

## Industries by display advertising revenue share 2014



## Change with 2013 in percentage points

+0,9%  
-1,8%  
-0,2%  
+2,8%  
-0,4%  
+0,5%  
-0,7%  
-1,0%  
+1,9%  
+2,6%  
+1,1%  
-2,2%

The top industries differ depending on the magnitude of the publisher (measured in turnover)

- Small publishers show a relatively large share of turnover of travel and telecom advertising.
- Large publishers have a relatively large share of ad spend on financial services and Automotive

Overall, the top 3 remains stable over years.

Note: Figure based on survey respondents only; Amounts may not equal 100% due to omission of "other" and minor categories

Source: Survey respondents, Deloitte analysis

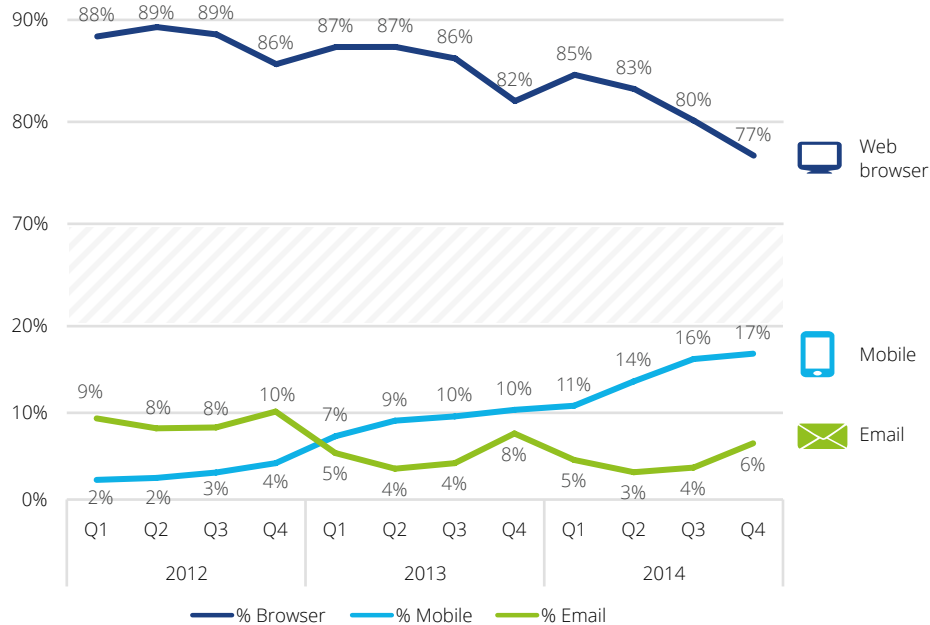


Mobile

# Display advertising medium

Mobile shows an impressive growth rate of +82%, reaching a revenue share of 17% in Q4 2014.

Share of display advertising revenue per medium



Revenue Growth 2014

+5%

+82%

0%

Mobile shows a steady growth since the beginning of 2012. More and more advertisers have adopted mobile as an always included element of their marketing budget. We expect that the growth of mobile will show similar growth in 2015.

Email shows the traditional peak at Q4, but is expected to drop again in Q1 2015 and continue to decline further in 2015.

*"From this growth of mobile advertising it appears that many advertisers are past the experimental phase and are focusing on specific mobile KPIs. Simply put, mobile is well under way to fulfilling the gap with its desktop competitor. It's only a matter of time"*

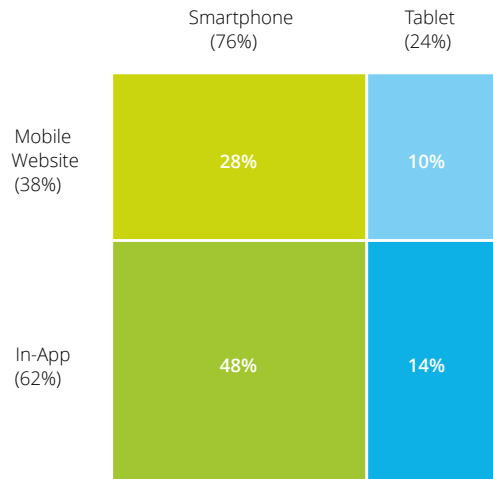
Harm Schweigman  
Nakko Media | General Manager

Note: Figure based on survey respondents only; Mobile advertising is the spend category by advertisers on mobile website or in-app ads; Revenue growth rate is calculated on a L4L basis; Amounts may not equal 100% due to rounding  
Source: Survey respondents, Deloitte analysis

# Mobile advertising

In 2014 advertisers allocated more mobile spend to in-app advertising

## Allocation of mobile advertising revenue in 2014



Advertisers choose to spend their mobile budgets predominantly on in-app advertising in 2014, focusing more on smartphone than on tablet. At the same time, while looking at this figure, it is important to take into account that the definition of mobile devices and mobile websites is shifting, even more with the rise of responsive websites. Some advertisers see a tablet closer to desktop than to mobile when allocating their budgets.

*"Strong growth of mobile ad spend proves that an increasing number of advertisers is actively figuring out how to run effective advertising on mobile. The question is no longer: "Should we do mobile advertising?", but rather: "How and how much mobile advertising should we do?". Advertisers are now figuring out how specific mobile advertising helps their brand."*

Diederick Ubels  
Mobile Professionals | General Manager

Note: Figure based on survey respondents only; The figures that we report are advertiser spend categories.  
Source: Survey respondents, Deloitte analysis



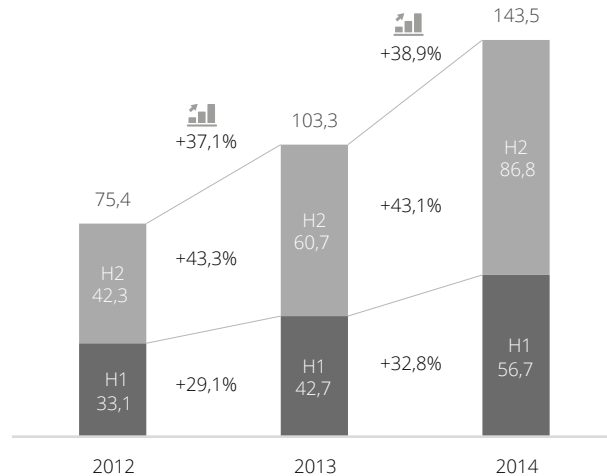
# Programmatic trading

The background of the slide is a blurred, high-speed photograph of a tunnel. The perspective is from the center of the road, looking towards the bright light at the far end. Yellow lane markings are visible on the road surface, and the tunnel walls and ceiling are dark. The overall effect is one of rapid movement and speed.

# Programmatic trading

Programmatic traded display advertising continues to show an tremendous growth rate of almost 40%.

Display advertising revenue by programmatic trading (m€)



Revenues through programmatic trading increases in 2014 with a similar growth rate as in 2013. Especially the second half shows considerably more growth in revenues than the first.

The increased H2 revenues, fully due to Q4 performance, are not the result of an increase in volumes, since most of the impressions are already reserved by traditional advertising trading methods. However, the demand for inventory skyrockets the prices during the last months of the year. The price increase combined with more management of publishers to reserve inventory for the auction in the last month of the year results in a higher growth of the second half.

*The widespread adoption of RTB and Programmatic Direct across the marketplace proves that traded media is now mainstream. Automated sales will continue to see significant growth, particularly as more advanced and high-impact ad format inventory comes online, as was the case in 2014. This will continue in 2015 and beyond, especially as programmatic Video and Mobile truly come into their own."*

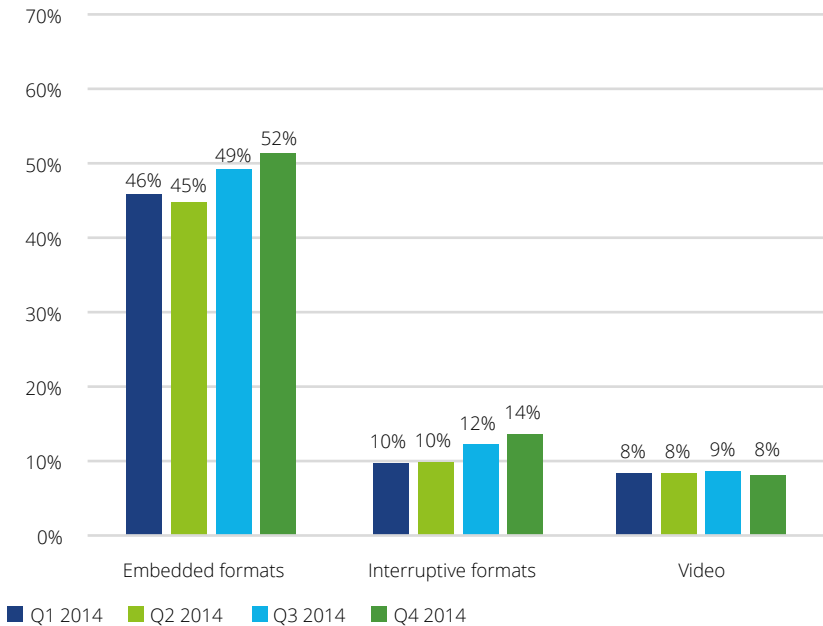
Angela Pellaupessy  
Improve Digital | Country Manager Benelux

Note: Adjustment in figures due to revised respondent data;  
Source: Survey and programmatic survey respondents, Deloitte analysis;

# Programmatic traded display formats

Programmatic traded embedded and interruptive formats quickly gain market share in favor of traditional trading in the second half of 2014.

Share programmatic in each display advertising format



In Q4 of 2015 the majority of the embedded formats are traded on exchanges by programmatic trading, where it overtakes the revenues of the traditional method of trading. High value interruptive formats are shifting towards programmatic trading with 4 percentage points, to a share of 14% of the interruptive formats traded programmatically.

*"The growth of programmatic trading has not yet reached its peak. We think 'programmatic first' in every new development of Markplaats Zakelijk, especially on mobile. This gives our clients the opportunity, via any device, to reach our intent driven audience more efficiently".*

Robert Franke  
Markplaats | Manager Markplaats Exchange

Note: Figure based on survey respondents only

Source: Survey and programmatic survey respondents, Deloitte analysis

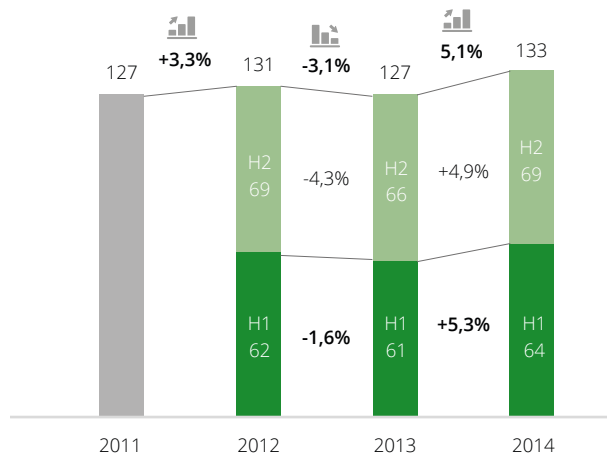


Affiliate

# Affiliate marketing

Performance based affiliate marketing improved their earnings in respect to 2013 with 133m€ in revenues realized in 2014

Spend on affiliate marketing (€m)



In 2014, the affiliate market showed signs of recovery compared to 2013.

*"The affiliate market continues to professionalize. Advertisers are more aware of the added value that each individual publisher or publisher channel has in their customer journey and they are willing to reward accordingly. With these insights, strong focus on quality and added value, the spend has increased and has strong potential to grow".*

Jesse Le Grand  
Zanox | Client Director

Note: Growth rate and/or additions may not equal presented numbers due to rounding; Adjustment in figures due to revised respondent data;  
Source: Survey respondents, Annual Reports, Deloitte analysis





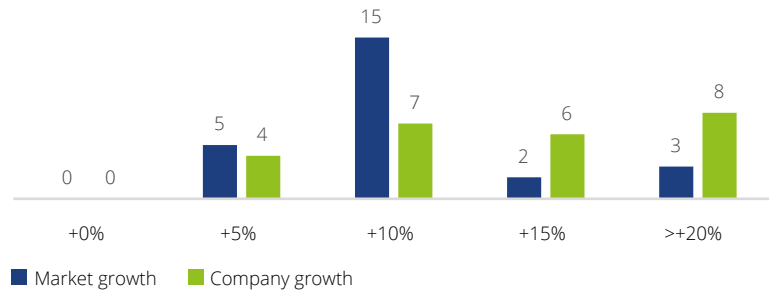
# Outlook 2015



# Outlook 2015

The majority of the responds predict that the online advertising spend will grow with +10% in 2015.

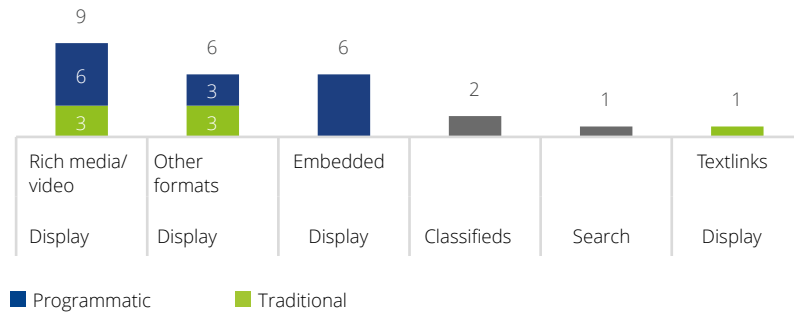
Survey respondents: Expected growth 2015



Survey respondents are positive about 2015; at least a +5% growth is predicted, and the majority even forecasts a 10% increase on online ad spend. Overall respondents are also noticeable positive about their own company growth expectations. In particular, the specialized/tech companies predict the highest growth. Due to their size, they can realize relatively high growth potential.

Approximately 50% of the respondents expect that the programmatic traded formats will contribute most to the revenue growth within their business. The display formats Rich media/video and “other” are expected to have the best forecast in 2015. 25% of the respondents indicate that this will be at the expense of the formats that had traditionally a dominant position, like manual traded banners/embedded formats.

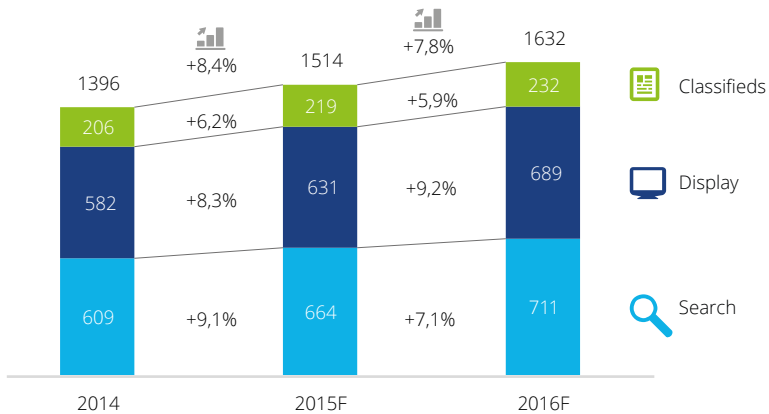
Survey respondents: Highest potential growing formats as of company revenue



# Outlook online advertising 2016

The spend on online advertising is estimated to grow with +8,4% in 2015 and +7,8 in 2016

Net/Net Advertising market forecast (m€)



We estimate that the online advertising market will show less growth in the next two years in respect to the 11,3% growth in 2014. We expect search advertising to decline in growth, as advertisers will start to focus their advertising budgets on display advertising. Mobile and online video will start to increase to squeeze the search budget, similar effects were already visible in the UK and the US. We estimate that mobile and online video will enhance the display growth from +8,3% in 2015 to 9,2% in 2016.

We expect Classifieds, directories and listings advertising to be stable around 6% growth in the next two years, however we expect it to be highly dependent on macro economic developments in the Job vacancies and consumer purchase power to buy new products.

Note: Forecast for Display and Classifieds is calculated using regression on the monthly Y/Y Growth rate of each participating company;  
Forecast for Search is calculated using regression on the Y/Y Growth Rate; Growth rate and or additions may not equal presented numbers due to rounding;  
Source: Survey respondents, Agency Feedback, Annual reports, Deloitte analysis

A close-up photograph of a person's hands holding a smartphone. The person is wearing a light-colored, possibly white, long-sleeved shirt. The background is dark and out of focus, featuring several bright, circular bokeh lights in shades of yellow and orange, suggesting an outdoor night scene with city lights or street lamps. The overall mood is modern and tech-oriented.

Background information &  
Contact details

# Definitions

## Categories

### Display

- Embedded formats (banners, buttons, skyscrapers etc)
- Interruptive formats (rich media, over the page, page take-over etc)
- Textlinks (incl. AdSense)
- Video (pre-/mid-/ postroll)
- Other uncategorized display advertising

### Online classifieds, directories & listings

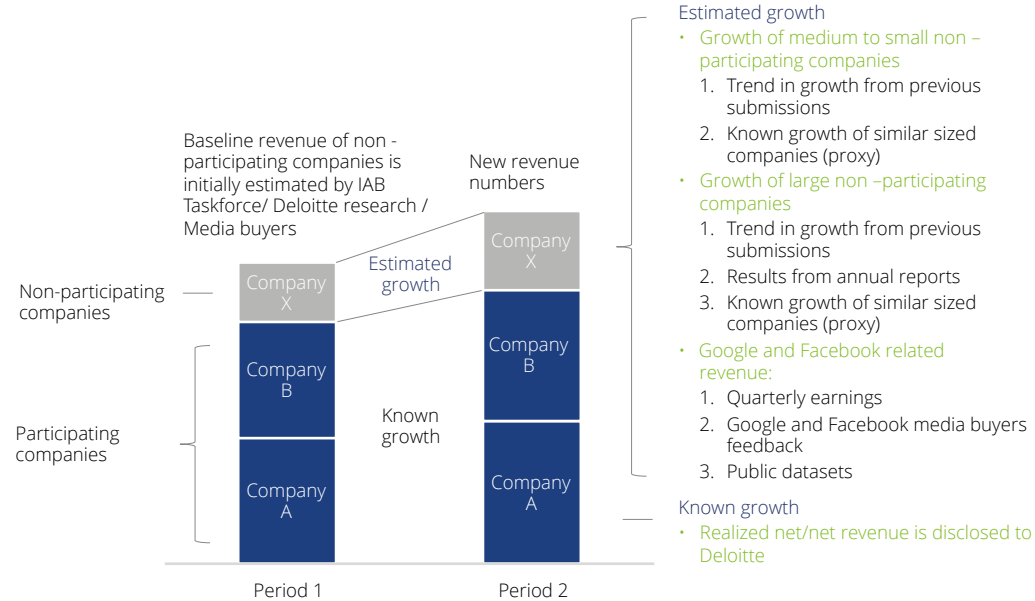
- B2B
- B2C
- C2C

## Payment models

- Fixed Fee: Payment model based on a fixed fee
- CPM: Cost per Mille = Payment model where the advertiser pays per thousand views
- CPC: Cost per Click = Payment model based on the number of clicks on an advertisement
- CPL: Cost per Lead = Payment model that is based on the number of leads generated. A lead is an online conversion where the consumer shares its contact details and indicates to be interested
- CPS: Cost per Sale = Payment model based on the number of generated sales

# Methodology: Estimation

For each report Deloitte tries to reach as many companies as possible to ensure an accurate representation of the online advertising market, however due to various reasons we cannot collect figures from all companies active in the online advertising market.



# List of participating companies

- |                          |                           |
|--------------------------|---------------------------|
| 1. AD2ONE                | 22. RTL Nederland         |
| 2. Addurance             | 23. Sanoma                |
| 3. Adfactor              | 24. SBS Broadcasting      |
| 4. AdLantic*             | 25. Semilo*               |
| 5. Affilinet Nederland   | 26. Smartclip Benelux     |
| 6. Bannerconnect         | 27. Spil Games            |
| 7. BrandDeli             | 28. Ster                  |
| 8. Cadreon               | 29. Telegraaf Mediagroep  |
| 9. Daisycon              | 30. The Media Exchange    |
| 10. FD Mediagroep*       | 31. The Online Company*   |
| 11. Funda Real Estate    | 32. Tibaco Internet Media |
| 12. Improve Digital      | 33. ToTwenty              |
| 13. Mannenmedia          | 34. Traffic4u             |
| 14. Marktplaats Media    | 35. Tweakers.net          |
| 15. Massarius            | 36. Vergelijk.nl          |
| 16. MediaScience         | 37. Videostrip            |
| 17. Microsoft            | 38. VivaKi                |
| 18. Mobile Professionals | 39. Widespace             |
| 19. Nakkomedia           | 40. Yieldr*               |
| 20. Persgroep            | 41. Zanox                 |
| 21. Platform161          |                           |

\*Partial 2014 data only



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