

Online Advertising Spend 2014 The Netherlands

TOTAL ONLINE AD MARKET

+11,3%

€1,4B



Classifieds

€206M



Display

€582m



Search

€609M

+11,8%



Display

2

+11,9%



Search

1

+7,9%



Classifieds

3

REVENUE GROWTH

Other
€55M

Interruptive
€81M

Text links
€42M

Embedded
€314M

Video
€90M



Embedded
traded
programmatic
52%



17%
Market share
reached in display