

Online Ad Spend H1 2014 the Netherlands

TOTAL ONLINE AD MARKET

+14%

€701M



Classifieds
€116M



Display
€292M



Search
€293M

+16%



Display

+11%



Classifieds

+13%



Search

2

1

3

REVENUE GROWTH

Other
€28M

Rich media
€48M

Text links
€28M

Embedded
€147M

Video
€41M

+46%

video

Traded
Programmatic
31%

REVENUE
GROWTH
MOBILE

+72%

14%
Market share
in display