

# Internet advertising

## revenues accelerate

Internet advertising revenues are currently growing faster than ever, according to new figures.

Figures from the Interactive Advertising Bureau (IAB) and PricewaterhouseCoopers (PwC) have revealed that internet advertising revenues in the US were 37 per cent higher during the first six months of 2006 than they were over the same period in 2005, setting a new record at around \$7.9 billion.

David Silverman, entertainment and media practice partner at PwC, commented: "The latest results reaffirm the internet's growing importance for marketers to integrate online advertising into their overall media plans."

The figures also show that 40 per cent of internet marketing revenue related to search-related media, while over a fifth was attributed to advertising banners and display ads.

Mr Silverman continued: "While search advertising remains the largest format in terms of revenues, we expect to see new formats like video ads to continue to emerge as advertisers seek to leverage the branding opportunities afforded by the growing installed base of broadband users."

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