

Internet Advertising Spend Increases

Recent figures indicate a rise in spending on internet advertising in the UK, topping 10% of the overall advertising spend for the first time ever. A spokesperson from the Internet Advertising Bureau believes the online spend will continue to grow, ultimately exceeding TV advertising in the next few years.

Apart from the rise in internet advertising spending, outdoor advertising also showed a significant increase by growing faster than either radio or television advertising. Indeed the advertising spend on TV advertising fell for the first time in 6 years according to the figures – although it still account for the 2nd largest advertising medium.

Still the press is the leader when it comes to advertising spend, accounting for the largest share of total advertising by far: 43.7%. Although regional newspapers tend to be snubbed by advertisers, spending on national press advertising rose slightly although overall, printed press advertising dropped by 2.7%. Directories rose by over 3% however.

Spending on outdoor advertising however, has grown faster than either radio or TV with an increase of 4% to £1bn. Radio advertising spend dropped by 7.7%. Online advertising surged forward with an increase of 47.5% compared to last year, a figure which represents just over 10% of total advertising spend.

Overall, advertising spend is up 0.7% when compared to 2006, equating to over £19bn.



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