

UK heads online marketing budgets

There is further evidence that businesses in the UK are starting to see the benefits of online marketing after the results announced in a new survey.

According to the report from IAB Europe, the UK has Europe's largest share of total internet spending on advertising, with 39 per cent.

The figures suggest that altogether, €3 billion (£5.4 billion) was spent across the continent on this form of marketing, with the UK's portion of the spend coming to €3 billion.

Britain was way ahead of its nearest rival in terms of spending with Germany holding 22 per cent of the online market budget.

President of IAB Europe Alain Heureux said that the findings confirmed there was a shift in the pattern of advertising.

"These figures demonstrate without any doubt the significance of the European online advertising industry," he commented.

In addition, almost half of the complete online spend was channelled into search-based methods, the company said.

According to comScore, UK newspaper and television websites pull in more overseas visitors than UK residents.



<http://www.liaseonline.co.uk/news.html>

