



PRESS RELEASE

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IAB TURKEY RELEASED 2016 HALF YEAR DIGITAL AD INVESTMENTS

**DIGITAL AD INVESTMENTS IN TURKEY GREW 20%,
COMPLETING 2016 FIRST HALF WITH 927.6 MILLION TL!***

IAB Turkey AdEx-TR 2016 First Half Report reveals that, digital ad investments in Turkey reached 927.6 million TL with a 20% growth.

Considering the recent developments in the industry, this year IAB Turkey changed the method of analyzing data. One of these changes include, positioning “mobile” as a platform, rather than a format. Additionally, there will be only “keyword based advertising” under “Search” category. “Search engine ad network performance advertising” is considered with “advertising based on Display/Click” under Display Advertising Investments.

According to IAB Turkey, display ad investments reached 546 million TL by growing 19.6%. “Advertising based on Display/Click” took the biggest share under Display category with 427.7 million TL. Video ad investments reached 91.8 million TL with 50.2% growth. Native –which replaced sponsorship ad reached 26.5 million TL.

Search Advertising Investments which include only “keyword based advertising” completed 2016 first half with 329.6 million TL, where ‘Classified & Directories” rose to 44.5 million TL. E-mail marketing ad investments continued to decline due to effect of the Law on Regulation of Electronic Commerce and completed the half year with 2.8 million TL. On the other hand, In-game advertising reached 4.8 million TL.

144.6 million TL of the total 927.6 million TL digital ad investments occurred on mobile display platforms. 60.7% of the social media ads (126.7 million TL in total) took place on mobile platforms. Programmatic ad investments hit 164 million TL and continued to increase in 2016 first half.

IAB Turkey’s Chairman Dr. Mahmut Kurşun has commented on the 2016 Half Year results:



“Half year figures after a challenging year made us satisfied. Digital continues to be the locomotive of the advertising industry in Turkey as in other countries. But we are all responsible to sustain this growth. In this context, every stakeholder of our industry should act responsibly on “ad blocking” and “ad fraud” issues. Also, as we all know, our country faced unexpected problems in the second half of the year. I wish those problems will never happen again and we close the year with double-digit growth.”

Format Based Digital Ad Investments	Million TL
Total Digital Advertising Investments	927.6*
Display Advertising Investments	546.0
Advertising based on Display/Click	427.7
Video	91.8
Native	26.5
Search Advertising Investments	329.6
Keyword based advertising	329.6
Classified & Directories	44.5
Classified & Directories	44.5
Others	7.6
E-mail marketing	2.8
In-game advertising	4.8

*Creative executions, CRM works and SEO investments are excluded.

2016**	Million TL
Social media	126.7
Mobile	145
Programmatic	164

**Social media, mobile and programmatic are included under Format based Digital Ad Investments and should not be added to total value.

*1€ = 3.26 TL / 1\$ = 2.92 TL (Central Bank of Republic of Turkey 2016 First Half Daily Avg. Effective Exchange Rates)

IAB Turkey

IAB (Interactive Advertising Bureau) is active in 43 countries and conducts its operations in order to develop interactive advertising and grow its share among overall marketing investments. In accordance with this purpose IAB continuously demonstrates advertisers, agencies and media agencies the added-value of interactive communication. IAB is based in USA and country-based organization in Europe is coordinated by IAB Europe. IAB Turkey first established as a platform in 2007 by 23 industry representatives in order to set the standards in advertising and marketing fields of digital industry. In July 2011, IAB Turkey has become an association and currently it has 189 members. For detailed information: www.iabturkiye.org