

Digital Marketing Communication Industry keeps its growth rate in double-digits!

IAB TURKEY ADEX-TR REPORT REVEALS THAT DIGITAL AD INVESTMENTS GREW 24%, COMPLETING THE YEAR 2013 WITH 1.17 BILLION TL! *

According to declaration of the Turkey branch office of IAB (Interactive Advertising Bureau) which operates in order to develop digital marketing industry on 43 countries (including IAB China that has been established recently); digital advertising investment in Turkey experienced growth of 24% in 2013 with a total value of 1.17 billion Turkish liras. These figures show that digital investments bear 20% share of total media investments, grasping the position of second biggest medium among total media ad revenue.

IAB Turkey AdEx-TR 2013 Report highlights include;

- Total digital advertising investments which include Display, Search, Mobile, Classifieds & Directories, E-mail Marketing and In-Game Advertising reached 1,169 billion TL,
- ‘Display Advertising Investments’ which are composed of advertising based on display/click, video, sponsorships and affiliate marketing hit 446,5 million TL,
- ‘Search Engine Advertising Investments’ that consist of, keyword based advertising and search engine ad network performance advertising reached 587,3 million TL
- Mobile ad investments had 44,8 million TL value in total with Mobile advertising display and Mobile opt-in SMS/MMS,
- Classifieds & Directories hit 79, 3 million TL while E-mail marketing and In-game advertising investments reached 11.3 million TL in total.

IAB Turkey 2013 Digital Advertising Investments	Million TL
Total Digital Advertising Investments	1,169.2
Display Advertising Investments	446.5
Advertising Based on Display/Click	319.2
Video	69.5
Sponsorship	35.5
Affiliate Marketing	22.2
Search Advertising Investments	587.3
Keyword Based Advertising	401.5
Search Engine Ad Network Performance Advertising	185.8
Mobile Advertising Investments	44.8
Mobile advertising-display	16.4
Mobile opt-in SMS/MMS	28.4
Classified & Directories	79.3
Other	11.3
E-mail marketing	5.9
In-game advertising	5.4

All figures represent *estimated values by IAB Turkey*. Creative executions, CRM Works and SEO investments are excluded.



IAB Turkey Chairman Mr. Ahmet Pura stated by highlighting the fact that digital has surpassed 1 billion TL boundary, “PwC Outlook 2013 report foresees that between the years 2012 and 2017, global advertising industry will grow up from \$461 billion to \$609 billion with a 5,7% CAGR. As usual, Internet is the medium that has a significant place among the other media. Likewise, expected CAGR of Internet is 13% in the given period. It is also estimated that 46 countries including Turkey will continue growing in double digits until 2017. With its 24% growth rate in 2013, Turkey proved this expectation.” Mr. Pura concluded by indicating, “Every year, while announcing the Internet advertising investments, I express the issues that will arise in the current period. Regarding the researches for 2014, I can certainly declare that this year digital industry will focus on mobile, content marketing, solving human resources requirements and integration of digital channels.”

*1€= 2,9643 TL (01.04.2014)

(This press release was first published on 01.04.2014, in Turkish.)

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