Press Release **8 October 2014**

DIGITAL AD INVESTMENTS IN TURKEY GREW 20,1 %, COMPLETING 2014 Q2 WITH 650 MILLION TL!*

IAB Turkey AdEx-TR 2014 First Half Report reveals that, digital ad investments in Turkey in first half year 2014 reached 650 million TL with a 20,1% growth.

According to IAB Turkey, display advertising investments experienced 14,8% growth in first 6 months with a total value of 247 million TL. The biggest growth in display advertising category shown in "Video" by 38,4% with 43 million TL. Performances of rest of the display sub-categories are as follows:

- "Advertising based on Display/click" investments reached 172 million TL with 10,2% growth.
- "Sponsorship" digital advertising investments reached 19 million TL with 11,4% growth.
- "Affiliate marketing" figures reached 13 million TL with the 21,2 % growth rate.

AdEx-TR First Half '14 Digital Advertising Investments Report shows "Search" has the highest share among the other categories. Search engine advertising investments hit 335 million TL. The growth compared to the same period in 2013 is recorded as 25,4%. Keyword based advertising investments which state under "search" category became 221 million TL with 24,5 % growth. The other breakdown of search "Search Engine Ad Network Performance Advertising" grew 27,3 % with the total value of 114 million TL.

In the first half of 2014, mobile ad investments had 25 million TL total value by growing 25,1% compared to the same period in 2013.
Under this category; Mobile display advertising grew 37,1 %, where Mobile opt-in SMS/MMS investments grew 18,3%.

According to IAB Turkey's 2014 first half digital ad investments data, "Classified & Directories" ad investments reached 37 million TL. E-mail and In-game advertising investments have both 3 million TL total values in the first 6 months.

IAB Turkey 2014 First Half Digital Ad Investments*

Category	2014 First Half	2013 vs. 2014 First Half
	Million TL	%
Total Digital Advertising Investments	**650**	**20,1%**
Display Advertising Investments	**247**	**14,8%**
Advertising based on Display/Click	172	**10,2%**
Video	43	**38,4%**
Sponsorship	19	**11,4%**
Affiliate Marketing	13	**21,2%**
Search Advertising Investments	**335**	**25,4%**
Keyword Based Advertising	221	**24,5%**
Search Engine Ad Network Performance Advertising	114	**27,3%**
Mobile Advertising Investments	**25**	**25,1%**
Mobil advertising - display	10	**37,1%**
Mobil opt-in SMS/MMS	15	**18,3%**
Classified & Directories	**37**	**8,4%**
Other	**6**	**17,4%**
E-mail marketing	3	**14,1%**
In-game advertising	3	**21,1%**

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

*1€ = 2,88 TL / 1$ = 2,26 TL (08.10.2014)

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IAB Turkey

IAB (Interactive Advertising Bureau) is active in 42 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 196 members.

For detailed information: www.iabturkiye.org