



DIGITAL AD INVESTMENTS IN TURKEY GREW BY 21.3%, COMPLETING 2015 FIRST HALF WITH 789.3 MILLION TL!

IAB Turkey AdEx-TR 2015 First Half Report reveals that, Digital ad investments in Turkey grew reached 789.3 million TL with a 21.3% growth. Comparing to the figures of same period in last year; the biggest growth observed in mobile display category as 69.9% and in video category as 43.3%.

This year, programmatic and social media investments were also analyzed in scope of the research. According to results; programmatic ad investments has been recorded as 30.7 million TL and social media investments as 99.5 million TL.

The total display advertising investments reached 295.7 million TL in 2015 first half and the highest share in display advertising has been recorded in display/click sub-category with 198.5 million TL. Performances of the rest of the display sub-categories are as follows:

- Video investments reached 61.1 million TL
- Sponsorship investments reached 20.8 million TL
- Affiliate marketing figures reached 15.4 million TL.

In 2015 first half, the biggest growing categories compared to the same period in 2014 were mobile (69.9 %) and video (43.3 %). Search engine advertising investments hit 413.9 million TL. The breakdowns of search category performed as follows:

- 'Keyword based advertising investments' hit 269.8 million TL,
- "Search engine ad network performance advertising" hit 144.1 million TL.

The report shows that mobile ad investments have become 32,8 million TL total value in 2015 half year. Under this category; mobile display advertising reached 16.8 million TL, and mobile opt-in SMS/MMS investments reached 16.1 million TL.

According to IAB Turkey's report, Classified & Directories had 40.1 million TL total value in 2015 first 6 months. E-mail ad investments were declined by 11.5 % and completed the year with 2.9 million TL due to effect of the Law on Regulation of Electronic Commerce. Ingame advertising investments hit 3.8 million TL.



IAB Turkey's Chairman Dr.Mahmut Kurşun has shared his thoughts on the research: *"Digital has become the locomotive of the ad industry both globally and locally. Figures prove this fact clearly. We can see that digital industry's share among the other mediums has reached 24% in 2015 first half. And this confirms our assumptions at the beginning of the year."* Mr. Kurşun concluded by indicating, *"We analyzed programmatic and social media investments for the first time with this report. IAB Europe's last programmatic report has also important data. Programmatic reached 3.65 billion € in*

Europe. And mobile programmatic steps forward with 240 % growth and desktop attracts notice with 2.9 billion € value. Considering Turkey to chase Europe's and World's trends; we can foresee that programmatic trading will gain power on online and mobile platforms."

Category	2015 First Half
	Million TL
Total Digital Advertising Investments*	789,3*
Display Advertising Investments	295,7
Advertising based on Display/Click	198,5
Video	61,1
Sponsorship	20,8
Affiliate marketing	15,4
Search Advertising Investments	413,9
Keyword based advertising	269,8
Search engine ad network performance advertising	144,1
Mobile Advertising Investments	32,8
Mobile advertising display	16,8
Mobil opt-in SMS/MMS	16,1
Classified & Directories	40,1
Classified & Directories	40,1
Other	6,7
E-mail	2,9
Ingame	3,8

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

Programmatic	30,7
Social Media	99,5



*1€ = 2,86 TL (Daily average of buying and selling exchange rate between 2 January 2015 – 30 June 2015)

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 203 members.

For detailed information: www.iabturkiye.org