

# Total Media, Digital and Mobile Internet Ad Spending in Western Europe, by Country, 2013-2019

billions

	2013	2014	2015	2016	2017	2018	2019
<b>Total media ad spending <sup>(1)</sup></b>							
Germany	\$26.80	\$27.20	\$27.58	\$27.86	\$28.22	\$28.50	\$28.79
UK	\$23.48	\$25.26	\$26.78	\$28.32	\$29.69	\$31.11	\$32.39
France	\$15.17	\$15.08	\$15.15	\$15.29	\$15.46	\$15.61	\$15.77
Italy	\$11.45	\$11.36	\$11.47	\$11.64	\$11.87	\$12.11	\$12.31
Spain	\$6.22	\$6.31	\$6.44	\$6.59	\$6.74	\$6.89	\$7.05
Netherlands	\$5.29	\$5.35	\$5.39	\$5.43	\$5.46	\$5.49	\$5.53
Sweden	\$3.58	\$3.65	\$3.71	\$3.76	\$3.82	\$3.88	\$3.93
Norway	\$2.55	\$2.51	\$2.53	\$2.57	\$2.62	\$2.67	\$2.71
Denmark	\$2.13	\$2.12	\$2.14	\$2.17	\$2.19	\$2.22	\$2.24
Finland	\$1.66	\$1.62	\$1.63	\$1.65	\$1.67	\$1.70	\$1.72
Other	\$14.86	\$15.01	\$15.23	\$15.45	\$15.72	\$16.03	\$16.36
<b>Western Europe</b>	<b>\$113.19</b>	<b>\$115.47</b>	<b>\$118.05</b>	<b>\$120.73</b>	<b>\$123.46</b>	<b>\$126.21</b>	<b>\$128.79</b>
<b>Digital ad spending <sup>(2)</sup></b>							
UK <sup>(3)</sup>	\$10.37	\$11.95	\$13.39	\$14.86	\$16.20	\$17.58	\$18.81
Germany	\$5.75	\$6.26	\$6.64	\$6.99	\$7.34	\$7.64	\$7.92
France	\$2.84	\$3.04	\$3.22	\$3.40	\$3.58	\$3.75	\$3.92
Italy	\$1.72	\$1.88	\$2.07	\$2.25	\$2.43	\$2.60	\$2.76
Netherlands	\$1.67	\$1.78	\$1.91	\$2.02	\$2.13	\$2.24	\$2.34
Spain	\$1.17	\$1.21	\$1.31	\$1.40	\$1.48	\$1.56	\$1.63
Norway	\$0.90	\$1.03	\$1.14	\$1.23	\$1.32	\$1.41	\$1.51
Sweden	\$0.97	\$1.06	\$1.13	\$1.20	\$1.26	\$1.31	\$1.36
Denmark	\$0.80	\$0.86	\$0.92	\$0.99	\$1.05	\$1.10	\$1.14
Finland	\$0.34	\$0.37	\$0.40	\$0.43	\$0.47	\$0.51	\$0.55
Other	\$2.56	\$2.79	\$3.02	\$3.25	\$3.46	\$3.66	\$3.80
<b>Western Europe</b>	<b>\$29.08</b>	<b>\$32.24</b>	<b>\$35.14</b>	<b>\$38.03</b>	<b>\$40.72</b>	<b>\$43.36</b>	<b>\$45.73</b>
<b>Mobile internet ad spending <sup>(4)</sup></b>							
UK <sup>(3)</sup>	\$1.95	\$3.70	\$5.37	\$7.25	\$9.13	\$11.14	\$12.81
Germany	\$0.45	\$1.31	\$2.09	\$3.06	\$4.20	\$5.25	\$5.77
France	\$0.25	\$0.45	\$0.71	\$1.04	\$1.45	\$1.97	\$2.27
Netherlands	\$0.16	\$0.45	\$0.68	\$0.95	\$1.24	\$1.55	\$1.73
Italy	\$0.20	\$0.37	\$0.55	\$0.77	\$1.05	\$1.36	\$1.59
Norway	\$0.11	\$0.32	\$0.48	\$0.64	\$0.82	\$1.00	\$1.13
Sweden	\$0.14	\$0.29	\$0.44	\$0.59	\$0.77	\$0.93	\$1.02
Denmark	\$0.11	\$0.27	\$0.39	\$0.51	\$0.63	\$0.76	\$0.85
Spain	\$0.05	\$0.10	\$0.18	\$0.30	\$0.49	\$0.78	\$0.94
Finland	\$0.04	\$0.10	\$0.15	\$0.20	\$0.25	\$0.30	\$0.34
Other	\$0.32	\$0.68	\$1.04	\$1.42	\$1.84	\$2.27	\$2.54
<b>Western Europe</b>	<b>\$3.78</b>	<b>\$8.05</b>	<b>\$12.09</b>	<b>\$16.74</b>	<b>\$21.87</b>	<b>\$27.30</b>	<b>\$30.97</b>

Note: numbers may not add up to total due to rounding; (1) includes digital (desktop/laptop and mobile), directories, magazines, newspapers, outdoor, radio and TV; (2) includes advertising that appears on desktop and laptop computers as well as mobile phones and tablets, and includes all the various formats of advertising on those platforms; excludes SMS, MMS and P2P messaging-based advertising; (3) includes SMS, MMS and P2P messaging-based advertising; (4) includes display (banners, video and rich media) and search; excludes SMS, MMS and P2P messaging-based advertising; includes ad spending on tablets

Source: eMarketer, March 2015