

Новости интернет-рекламы

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ТРЕНДЫ

Magna: Global Ad Spend Is Set For Monster Growth In 2018 (Google, Facebook: 'We'll Take That, Thanks')

<https://adexchanger.com/platforms/magna-global-ad-spend-is-set-for-monster-growth-in-2018-google-facebook-well-take-that-thanks/>

The global ad market is set to grow even faster than forecasted. Why? It's the duopoly, folks.

In a report released Monday, IPG-owned Magna Global significantly revised its global ad market growth projection from 5.2% to 6.4%, which translates to \$551 billion in global ad spend. In Q1, Google and Facebook's collective ad revenue increased an eye-popping 31% globally – reaching \$26.6 billion and \$11.8 billion, respectively.

Magna predicts overall digital ad spend will hit \$250 billion this year – accounting for 45% of global ad revenue – with mobile on track to make up 62% of the total.

In the US, the ad marketplace will grow by 8%. Digital ad sales will increase 15% to reach \$106 billion and more than half (52%) of all ad dollars.

The seemingly unstoppable growth of digital ad spend was surprising to Vincent Letang, Magna's EVP of global market intelligence.

Anything that reaches scale has to plateau sometime, but digital still hasn't reached that inflection point, Letang said.

Brand safety concerns and anxiety over data scandals aren't having any discernible impact on digital growth either, although some big brands, particularly in CPG, entertainment, QSR and pharma, are putting some money back into the stability of television.

But big brands are less responsible for the duopoly's gains than the millions of small and medium-sized local marketers spending on social and search, Letang said. It may be a few promoted posts here and there, but when multiplied by millions, the numbers add up.

On its last earnings call in April, Facebook touted the accessibility of its ad platform. Many of its 6 million advertisers are SMBs.

“In the past, they might have been doing things like the Yellow Pages or flyers or direct mail, and some of them were probably doing nothing at all, and now they’re using Facebook and Google,” Letang said. “These are tools that keep creating new marketing opportunities that simply didn’t exist before.”

But the picture is somewhat less rosy for traditional media.

Although TV is hanging on thanks to large brand stalwarts and cyclical spending on major events, such as the World Cup and US midterm elections, without those tent poles, growth for 2018 would likely be 5.5% – the same as last year. In other words: flat.

Flat growth must sound pretty good, though, to channels such as print and radio. Global print ad sales are set to decrease by 17% this year. Radio is on tap to drop by nearly 4%. Out-of-home is growing, but it’s only a bright-ish spot. The sector will scooch up 2% mainly due to the digitization of OOH.

But television and broadcast networks have a trump card to play. Addressable TV campaigns are projected to bring in \$800 million this year, up 27%. That’s not to say there isn’t competition, though. The OTT upstarts, including YouTube, Hulu, Roku and others, are forecasted to generate more than \$2 billion in ad impressions on TV screens in 2018 – up 40%.

“It’s the television set making a comeback with familiar TV content on a familiar screen,” Letang said. “The difference is it’s served digitally – in many cases programmatically – and it’s starting to be targeted.”

Speaking of programmatic, ad spend in the sector is still growing at a rapid clip in the US, where it represents 62% of total display ad spend (\$12 billion), which Magna predicts will hit 78% by 2021.

BRAND SAFETY & FRAUD

Презентация недели: Рекламный fraud во втором квартале 2018

<http://www.infopolicy.biz/?p=10875>

Cookie-based рекламная экономика в 300 миллиардов долларов в год нуждается в коррекции с человеческими реальностями.

Смотреть презентацию <https://www.slideshare.net/augustinefou/state-of-digital-ad-fraud-q2-2018>

New report: Some ad campaigns are almost entirely robot traffic

<https://martechtoday.com/new-report-some-ad-campaigns-are-almost-entirely-robot-traffic-217563>

The good news in this first Robot Traffic Report from ad platform Dianomi: Overall bot traffic is down to about 32 percent, including good and bad ones.

If you run online ad campaigns, you might want to sit down.

In some campaigns, more than 90 percent of the clicks are generated by robot traffic.

That's according to the first "[Robot Traffic Report](#)" (free, no registration) from New York City-based financial native ad platform Dianomi. The data comes from hundreds of publishers around the world on the company's ad platform, over a period of six years.

The good news: The firm only detected 32 percent of robot traffic for ad clicks overall in the past year, down from last year. But, as recently as April of 2017, that figure was 85 percent.

Bots aren't all bad guys. Search engine bots, for instance, are benign robot traffic. But that still means you're sometimes paying for non-human traffic. Here's how the report breaks down the overall traffic:



CTO Cabell De Marcellus told me via email that US-based publishers have the smallest percentage of bots in their overall traffic, with a large percentage coming from aboard — especially from Ireland, “where nearly all the traffic is bot traffic.”

Some of the higher percentages come from publishers, the report says, who are “buying traffic from questionable sources and consequently delivering more robot clicks.”

There are a variety of reasons why bot traffic is increasingly looking like human traffic, one of which is that 75 percent of the fraud (according to a separate 2016-17 study) was sourced from computers used by

both a human and a bot, making it more difficult to filter out traffic by source. Sometimes, the fraudulent clicks are spread out over a longer time frame and several IP addresses, which also increases the difficulty of detection.

As a defense against the robot hordes, Dianomi suggests several key strategies. These include directing good robots to what they should and should not click, employing an outside vendor like DoubleVerify or IAS to analyze your click traffic and avoiding high-risk IP addresses.

REFILE-Unilever takes stand against digital media's fake followers

<https://af.reuters.com/article/commoditiesNews/idAFL1N1TE1G3>

LONDON, June 18 (Reuters) - Consumer goods giant Unilever, the world's second-biggest advertiser, is cutting ties with digital media "influencers" that buy followers, saying it wants to help make advertising more transparent.

With big brands advertising more on social media sites like Instagram and Facebook, a cottage industry of "influencers" has sprung up, in which celebrities and other popular people earn money by posting about products. But their audience numbers, which often dictate their fees, can be enhanced by purchasing followers.

The practice of buying followers risks eroding trust and therefore damaging one of the fastest-growing areas of advertising - the billion-dollar-a-year market now known as "influencer marketing" - and Unilever says it wants it to stop.

Its chief marketing officer, Keith Weed, will pledge on Monday that the maker of Dove soap and Hellmann's mayonnaise will never buy followers or work with influencers who buy followers. It will also prioritise social media platforms that take action to stamp out fraud and increase transparency.

"Trust comes on foot and leaves on horseback, and we could very quickly see the whole influencer space be undermined," Weed told Reuters. "There are lots of great influencers out there, but there are a few bad apples spoiling the barrel and the trouble is, everyone goes down once the trust is undermined."

The announcement comes four months after Weed made waves by threatening to pull investment from digital platforms such as Facebook and Google if they did not take steps to improve consumer trust and eradicate "toxic" online content.

It also comes as Unilever and rival Procter & Gamble audit their advertising spending and agency relationships in efforts to operate more efficiently as sales growth of consumer packaged goods slows. They are working with fewer agencies, creating fewer ads and bringing some marketing work in-house.

PAYING FOR BOTS

Fake followers are often machine-generated profiles fuelled by “bots” or software applications that mimic human behaviour. They can “like” or comment on posts, giving the impression of popularity or engagement.

It is hard to pinpoint how prevalent the practice of buying followers is, but Weed said he has heard estimates that as much as 40 percent of influencers have been involved at some point, sometimes accidentally.

Peter Storck, co-founder of influencer marketing measurement firm Points North Group, says all companies he has analysed have fallen prey, including Unilever.

Besides misleading consumers, Storck says bots waste money, since brands are spending to reach eyeballs that do not exist, making it even harder to gauge return on digital investments.

“They don’t know what they’re getting for it, and they spend a lot of money giving impressions to bots,” he said.

A study last year by Rakuten Marketing said some UK marketers were willing to pay celebrity influencers more than 75,000 pounds (\$100,000) for a single Facebook post. A “micro-influencer,” with fewer than 10,000 followers, might earn as much as 1,500 pounds, it said.

Weed declined to say how much Unilever paid its influencers. He said the company does not now have “a major issue” with fake followers since it already cleaned up its stable of partners.

Unilever spent 7.7 billion euros (\$8.9 billion) on marketing last year. Of that, only “tens of millions” was on influencer marketing, but Weed predicts that will grow.

ADBLOCK

Mobile ad blocking is becoming a bigger threat

<https://digiday.com/media/mobile-ad-blocking-becoming-bigger-threat/>

The mobile ad-blocking threat is growing, albeit slowly.

Use of ad-blocking software has largely been a desktop issue, and while still costly, ad blocking has leveled off as publishers have asked or required visitors to disable their ad blockers in order to see content. On mobile, though, mobile ad blocking is creeping up.

Research from AudienceProject, a company that helps publishers understand online audiences, found that 8 percent of mobile sessions detected people using an ad blocker in the U.K., up from 2 percent in 2016. In the U.S., 5 percent of sessions were blocked, up from 2 percent in 2016. In Germany, which has ranked high in desktop ad-blocking use, 13 percent of sessions on mobile were blocked. (AudienceProject had no comparable figures for German.)

Across Dennis Publishing's U.K. portfolio, mobile web ad-blocking rates have increased from 2 percent to 4 percent over the last 12 months, the company said. For France's Le Monde, mobile ad blocking has shot up since January, with 20 percent of mobile sessions now blocked, which is close to its desktop rate, said Pierre Buffet, head of digital at Le Monde.

Publishers' mobile sites typically aren't as lucrative as desktop, but as people become increasingly mobile, there's concern that ad blocking will take a bigger bite out of their mobile business as publishers can't monetize those audiences with ads.

"We see mobile fill rates around between 60 percent and 80 percent; that's not comparable to desktop," said independent publishing consultant Oliver von Wersch. "Between 1 percent and 5 percent of blocked ads, this isn't affecting the business in any way."

Sean Blanchfield, CEO of PageFair, which sells ad-blocking solutions to publishers, noted that mobile ad blocking is growing, but from a small base.

Subscribe for an exclusive, inside look at what's actually happening in the video industry delivered to your inbox weekly.

Mobile ad-blocking rates have lagged desktop partly because blocking ads on mobile takes marginally more work on mobile, where you have to install an app or activate a browser plugin, than on desktop. Equally, publishers, wary of making the same ad overload mistakes they did on desktop, are actively managing the number of units, size, scale, format and position. Initiatives like the Coalition for Better Ads have also cleaned up the user experience on mobile.

Growing concern over privacy infringements are spurring adoption of ad blocking, though, Blanchfield said. Data from App Annie in May found that downloads of the top five dedicated ad-blocking apps in the U.K. more than doubled in the past year to almost 70,000 times across Google Play and the iOS App Store combined.

“Of course it is a great threat for us, especially if it’s natively embedded on the browser,” said Bertrand Gié, digital director of France’s Le Figaro.

Another potential headwind for publishers will be the ePrivacy directive in Europe, requiring publishers to let consumers choose if they want to be tracked.

“Data-driven ad targeting on mobile is getting more difficult. If you’re not using data, you need different ways to measure audience and context. That’s more than putting an ad on the page with BT Sport,” said Simon Kvist Gaulshøj, vp of international at AudienceProject. “Unless we find tactics to deliver relevant ads to the right people, ad blocking will continue to rise toward the levels we’ve seen on desktop.”

“Right now, the common perception in the market is there’s no advertising without tracking,” said von Wersch. “Deactivating tracking in the browser is a de facto ad blocker. That could dramatically increase the ad-blocking problem.”

PROGRAMMATIC

A month after GDPR takes effect, programmatic ad spend has started to recover

<https://digiday.com/marketing/month-gdpr-takes-effect-programmatic-ad-spend-started-recover/>

Programmatic ad spending has started to recover a month after the arrival of the General Data Protection Regulation caused it to nosedive. Advertisers’ panic toward the EU privacy law has turned to pragmatism.

Some clients cut programmatic buys by anywhere from 20 to 50 percent in the days after GDPR took effect May 25, several media buyers said on condition of anonymity. A month in, spending has somewhat recovered to pre-GDPR enforcement levels. Now, brands are spending around 30 percent less on ads from exchanges than what they were prior to May 25, said a media buyer at an independent agency. An executive at one of the holding groups put that figure at closer to 20 percent.

Programmatic spend was down for two reasons: First, some publishers lacked the technology to secure consent for targeted advertising, which limited the number of sites that advertisers could buy from. Second, advertisers were cautious about pumping money into supply chains that they weren't sure could target their ads safely or legally.

As those issues eased over the last month, spending has returned. Two media sources said that publishers saw opt-in consent rates gradually hit around 75 percent since the regulation arrived, which convinced advertisers to buy more programmatic ads. Jon Slade, global chief commercial officer at the Financial Times, said on the Digiday Podcast that the FT's demand recovered after five days. Deutsche Telekom stopped some buys immediately after the law took effect, but Gerhard Louw, the company's head of international media management, said its programmatic spend has returned to pre-GDPR levels.

Programmatic is simply the preferred way advertisers like Deutsche Telekom do business today. While some brands "may have temporarily shifted [programmatic] budgets, we're seeing a return across the board," Chris Hogg, Lotame's managing director in Europe, the Middle East and Africa.

Programmatic spending shifts

Programmatic trading will still drive digital marketing because of the scale and automation it affords media buyers, but the pipes are no longer filled with third-party data, which was "liquid gold to many pre-GDPR enforcement," said Sam Fenton-Elstone, CEO of media agency Anything is Possible. Media buyers said many advertisers will move the majority of their programmatic spend away from audience targeting in favor of contextual targeting strategies or direct deals with publishers.

Chris Ashton-Green, the founder and chief revenue officer at automotive tech firm Regit.cars, has benefited. His business, which lets drivers get information about buying, selling and fixing cars, has seen an increase in interest in its direct-sold-only business.

"The third-party data pot has declined aggressively [over the last month], and advertisers are telling their agencies that they need more first-party data in order to be [GDPR]-compliant and brand-safe," Ashton-Green said. "Agencies are reaching out to us now to say, 'I know we've given you a hard time about your lack of programmatic trading, but we know you have first-party data, which we're interested in.'"

The interest in smaller sites like Regit.cars shows how far advertisers will go to trim the fat from their supply chains, opting to rely on the most trustworthy and high-quality data. Advertisers like Nissan and Pernod Ricard say they're less concerned about data's scale and are more focused on its quality and accuracy. That's increasingly pushing them toward Google.

The Google effect

The tech giant purged its ecosystem of third-party tracking, making it harder for advertisers to independently verify their ads were delivered. Instead, advertisers have a Google-controlled measurement system that improves privacy protections, but puts their ads behind a walled garden. It's a "major concern" for clients, said James Duffy, head of digital at Total Media. Some advertisers see no other choice but to buy into Google's entire stack and use its tracking data to understand their audience. "It's not just programmatic spend that has changed over the last month," a media buyer at programmatic agency said. "Google's share of money going into supply-side and demand-side platforms has grown over the same period."

A Google spokeswoman said: "Ad reporting is an important part of the digital ecosystem, and we are committed to partnering with advertisers and partners to help refine strategies."

Lucinda Southern contributed reporting.

ВИДЕОРЕКЛАМА

Facebook представила сервис для создания интерактивных видео

Сервис предлагает встраивать в видео онлайн-викторины, тесты и опросы для получения обратной связи

<http://www.sostav.ru/publication/facebook-predstavila-servis-dlya-sozdaniya-interaktivnykh-video-32078.html>

Facebook представила новые функции для трансляции видео. Теперь пользователи смогут добавлять к своим видео опросы, задания, тесты и многое другое.

Новые функции позволят компаниям проводить трансляции с играми, где будут представлены вопросы с вариантами ответов. Функции могут быть использованы как в отдельных небольших видео или, например, для создания игрового шоу.

«Ток-шоу всегда используют аудиторию в студии для создания эффекта интерактивности. Теперь представьте, что вся смотрящая аудитория будет участвовать в создании контенте. Видео получатся более интересными, когда люди станут активными участниками историй», — сообщили в компании.

Например, опрос позволяет добавлять в видео вопросы с набором ответов, чтобы быстро получить мнение пользователей: их можно попросить проголосовать за своего любимого персонажа в шоу или получить советы о дальнейшем развитии сюжета. Одна из первых викторин под названием «Confetti» уже анонсирована, она создавалась совместно с изданием Business Insider.

В Facebook отметили, что собираются прислушиваться к отзывам пользователей и дальше развивать дополнительные инструменты и функции.

Кроме того, стало известно, что в приложении Facebook Messenger вскоре появится видеореклама с автоматическим воспроизведением. По мнению экспертов, это вполне логичный ход для Facebook, поскольку компания постепенно исчерпывает пространство для размещения рекламы в основном приложении.

Instagram разрешит пользователям публиковать часовые видео

Соцсеть отметила миллиард подписчиков анонсом нового сервиса

<http://www.sostav.ru/publication/instagram-razreshit-polzovatelyam-publikovat-chasovye-video-32075.html>

Instagram представил новое приложение IGTV, с помощью которого пользователи смогут размещать и просматривать видеозаписи продолжительностью до одного часа, сообщив пресс-службе соцсети.

Новое приложение адаптировано специально для съёмки и просмотра вертикальных видео, их можно будет комментировать и отправлять друзьям. В сервисе вскоре появятся и авторские каналы, где популярные блогеры смогут выкладывать вертикальные трансляции длиной до часа.

«Instagram всегда был местом общения людей, где вы можете черпать вдохновение, учиться и просто развлечься. С помощью IGTV мы начинаем новый этап в Instagram. Надеемся, что это ещё сильнее приблизит вас к людям и вещам, которые вы любите», — рассказал гендиректор компании Кевин Систром.

Приложение будет работать на операционных системах Android и iOS. Для пользователей по всему миру новинка станет доступна «в течение нескольких недель». Также отмечается, что к настоящему

времени количество пользователей Instagram достигло миллиарда с момента запуска сервиса в 2010 году.

Легальные онлайн-кинотеатры недовольны позициями в поиске

«Яндекс» снова обвиняют в отсутствии фильтрации пиратских сайтов

<http://www.sostav.ru/publication/legalnye-onlajn-kinoteatry-nedovolny-pozitsiyami-v-poiske-32085.html>

Закон о блокировке «зеркал» пиратских сайтов уронил их посещаемость только на 30% и только в первые месяцы применения, сообщает «Коммерсант» со ссылкой на ассоциацию «Интернет-видео», объединяющую крупнейшие российские онлайн-кинотеатры.

Закон вступил в силу с октября 2017 года, а уже с февраля аудитория сайтов с нелегальными фильмами прекратила падать и стабилизировалась.

Проблема в том, что даже после массовой блокировки «зеркал» легальные сайты не стали подниматься в выдаче «Яндекса», так как их заменяют все новые пиратские сайты, считают в ассоциации. В Google, напротив, легальные сайты поднимаются в результатах поиска.

Ранее правообладатели уже обращались к «Яндексу» с просьбой убрать из поисковой выдачи ссылки на пиратские ресурсы. Они отметили, что им грозят убытки из-за присутствия нелегальных ресурсов в поисковой выдаче. Однако в самом «Яндексе» не планируют фильтровать выдачу. Поиск работает в полном соответствии с законодательством, заявляют в пресс-службе компании.

Правообладатели хотят предложить отрасли меморандум на основе DMCA (американский закон об авторском праве в цифровую эпоху), который будет учитывать российские законы.

В пресс-службе «Яндекса» Составу пояснили, что компания выступает за честный интернет, в котором пользователю доступен качественный легальный контент, а правообладатели зарабатывают на нём свои законные деньги. «Яндекс» как никто заинтересован в скорейшем создании экосистемы просмотра легального видео в интернете.

Как поисковая система «Яндекса» работает в полном соответствии с действующим законодательством во всех странах присутствия. В России правообладатели обладают беспрецедентными установленными законом возможностями по блокировке сайтов с нелегальным контентом и их зеркал. Если возложить на российские поисковые системы дополнительные

обязанности по фильтрации поисковой выдачи, это может привести лишь к злоупотреблениям со стороны правообладателей и нечестной конкуренции.

«Одновременно с этим мы многое делаем для того, чтобы культура просмотра онлайн-видео в России и СНГ развивалась и потребление авторского контента становилось цивилизованным повсеместно.

Развитие культуры просмотра онлайн-видео, формирование у пользователя привычки платить за контент (по подписке или через просмотр рекламы) — это небыстрый, но естественный путь, который уже прошли ряд стран. Россия и СНГ тоже идут по этому пути, и «Яндекс» прикладывает существенные усилия, чтобы ускорить прогресс. Мы открыты к диалогу и готовы развивать этот рынок», — пояснили в компании.

Facebook now running autoplay video ads in messenger

<http://adage.com/article/digital/facebook-running-autoplay-video-ads-messenger/313944/>

The creeping commercialization of one of Facebook's most personal spaces continues apace, thanks to the new addition of video ads in Messenger.

The ads will appear in the inbox section, where people see a list of their messages from friends and other contacts. (Sponsored posts with images and other creative elements already appear there.)

The video ads automatically start rolling when a user scrolls over them. This mimics the style of video found across Facebook properties including News Feed and Instagram. The ads are being introduced slowly into Messenger, which has 1.3 billion monthly active users, according to Facebook, while the company monitors consumer reactions.

Facebook, however, won't let people opt-out of receiving the ads, but they can hide them by tapping on a three-dot icon. Facebook says it takes that action into account when deciding what types of ads to show people in the future.

Facebook, which spun off Messenger into its own app in 2014 and introduced the first non-video ads just last year, announced the expansion of its video ads while attending the Cannes Lions International Festival of Creativity in France.

The company typically tip-toes its way into new ad experiences. In 2014, it rolled out autoplay video ads into the main News Feed. Last year, the company altered the autoplay video ad experience by turning on the volume instead of running them without sound by default. That meant if a person's volume was turned up on the phone, the ad would run with sound, too.

This year, Facebook started running pre-roll ads before select videos, like those created by professional media partners inside its new YouTube-like section, Watch. The pre-roll ads were introduced after the company banned the format for years due to concerns that consumers would not like the experience.

Advertisers can buy Messenger video ad placements as an extension of campaigns running on Facebook. They can't set a campaign to run exclusively on Messenger, Facebook says.

MOBILE & MESSENGERS

За 6 лет стоимость Instagram выросла в 100 раз

На стоимость соцсети влияет постоянно растущее число подписчиков

<http://www.sostav.ru/publication/instagram-32139.html>

На протяжении следующих 12 месяцев прибыль Instagram превысит \$ 10 млрд, платформа привлекает новых пользователей быстрее, чем Facebook, которой принадлежит соцсеть. Если бы Instagram оставалась независимой компанией, её стоимость сейчас составила бы более \$ 100 млрд, подсчитали аналитики агентства Bloomberg.

Instagram более привлекательна для рекламодателей, так как у ресурса более молодая аудитория, чем у Facebook. В июне платформа преодолела отметку в 1 млрд активных пользователей в месяц, и она может удвоить этот показатель в течение следующих пяти лет.

Кроме того, компания постоянно анонсирует новые изменения, привлекательные для пользователей. Например, недавно разработчики представили новое приложение — IGTV. Оно позволяет создавать и просматривать видеоролики продолжительностью до одного часа.

Аналитики Recode также полагают, что вскоре Facebook придётся в основном рассчитывать на рост аудитории Instagram. Например, в июне пользователи из США провели в Android-приложении Instagram почти столько же времени, что и в Facebook. При этом, если время пользования

приложений в Facebook растёт не значительно, то пользователи в Instagram проводят всё больше времени. А чем больше времени пользователи тратят на приложение, тем больше они видят рекламы, поэтому показатель количества проведённого в сервисе времени важен для рекламодателей.

Напомним, в 2012 году Facebook купила соцсеть у ее основателей за \$ 1 млрд. Спустя два года, по оценкам аналитиков Citigroup, Instagram стоил уже \$ 35 млрд.

НОВОСТИ ИНТЕРНЕТ-РЕКЛАМЫ БЕЛАРУСИ

Финансовое положение семей белорусских интернет-пользователей

<http://www.infopolicy.biz/?p=10901>

Как известно из прошлых публикаций, в апрельском отчете медиаисследования gemiusAudience, проводимого по инициативе исследовательской компании #DB3, были добавлены новые расширенные социально-демографические характеристики, которые позволяют узнать больше об всей белорусской интернет-аудитории и профилях сайтов и разделов аудируемых сайтов, участвующих в исследовании, в том числе вопрос: Что вы могли сказать про финансовое положение Вашей семьи?

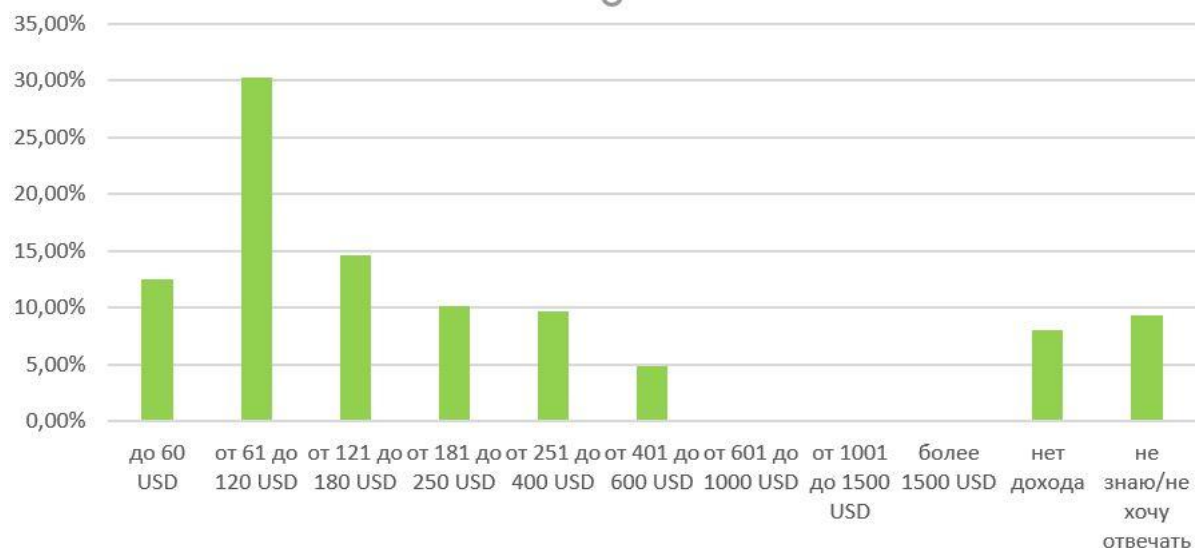
Распределение ответов, из принявших участие в исследовании:

Fusion_2018_04_Belarus			
04.2018			
Целевая группа	Узел	Посетители (real users)	Состав аудитории
Что бы Вы могли сказ=Хватает только на пи	Internet	568 099	11,16%
Что бы Вы могли сказ=хватает на питание и	Internet	620 577	12,19%
Что бы Вы могли сказ=хватает на питание,	Internet	504 815	9,92%
Что бы Вы могли сказ=хватает на питание,	Internet	235 506	4,63%
Что бы Вы могли сказ=любые необходимые	Internet	108 578	2,13%
Что бы Вы могли сказ=сложно сказать	Internet	422 232	8,29%
Что бы Вы могли сказ=неопрошенные	Internet	2 630 861	51,68%

Если провести сравнение каждого из показателей вопроса с личным ежемесячным доходом, то получим следующие результаты.

Финансовое положение семье: хватает только на питание, иногда вынуждены экономить на питании

Для приобретения одежды, обуви необходимо делать сбережения или одалживать:



Самая большая группа, так ответившая на вопрос о финансовом положении семьи, интернет-пользователи с уровнем дохода 61-120USD в месяц (120-240BYN). Если взять географический признак, то 38% проживают в населенных пунктах с населением менее 50 000 человек, это малые города и сельская местность. Пенсионеры составляют 16%, рабочие без специальности — 15%.

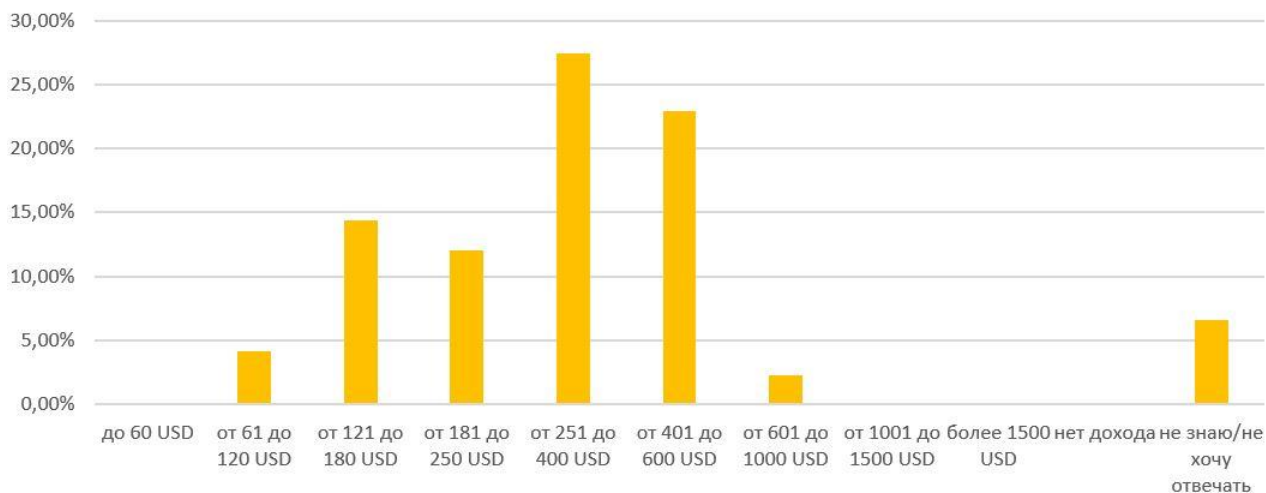
Распределение по возрасту:

04.2018			
Целевая группа	Узел	Посетители (real users)	Состав аудитории (отн...
(Возраст=[15-24...	Internet	132 704	23,36%
(Возраст=[25-34...	Internet	80 417	14,16%
(Возраст=[35-44...	Internet	119 003	20,95%
(Возраст=[45-54...	Internet	117 372	20,66%
(Возраст=[55-74...	Internet	118 603	20,88%

Самая большая группа 23,4% — молодые люди в возрасте 15-24 года.

Финансовое положение семье: хватает на питание и необходимую одежду и обувь

Для таких покупок как хороший костюм, мобильный телефон, пылесос необходимо делать сбережения или одалживать:



Здесь уже самая большая группа (27,4%) с ежемесячным доходом — 251-400USD (500-800BYN). По месту проживания — 43% из Минска. По роду деятельности 21% являются специалистами или главными специалистами.

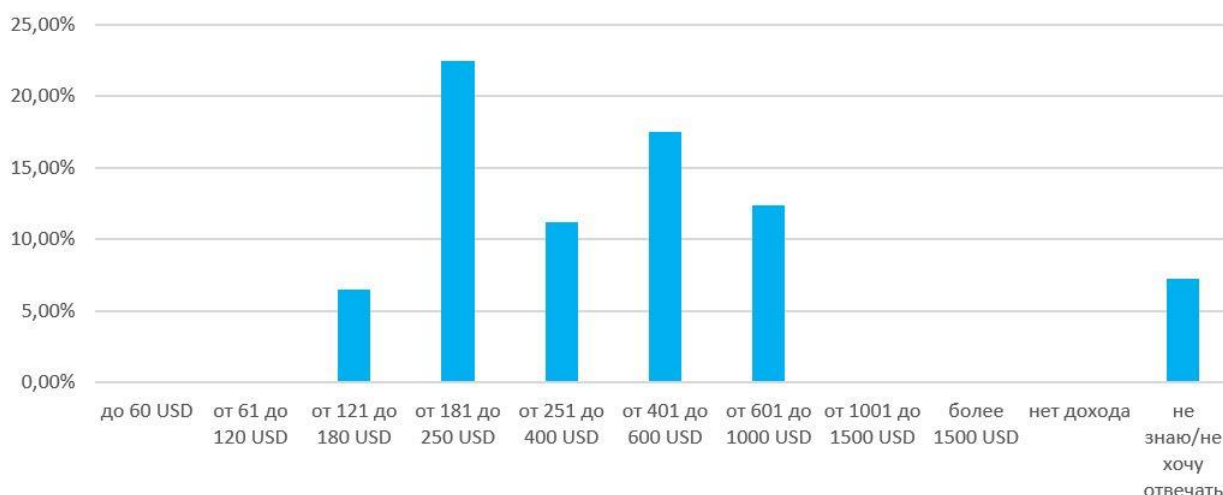
По возрасту:

04.2018			
Целевая группа	Узел	Посетители (real users)	Состав аудитории (отн...
(Возраст=[15-24...	Internet	128 171	20,65%
(Возраст=[25-34...	Internet	156 186	25,17%
(Возраст=[35-44...	Internet	158 723	25,58%
(Возраст=[45-54...	Internet	120 901	19,48%
(Возраст=[55-74...	Internet	56 597	9,12%

Самая многочисленная группа — 25,6%, люди в возрасте 35-44 года.

Финансовое положение семье: хватает на питание, одежду, обувь, другие покупки

Но для приобретения вещей, которые стоят дорого (таких как телевизор, холодильник) необходимо делать сбережения или одалживать



Здесь интересно, что появляется группа людей, с ежемесячным доходом 601-1000USD (1200-2000BYN), что уже является выше средней зарплаты по Беларуси.

В Минске проживает — 36%, в малых городах и сельской местности — только 12%. Специалисты, главные специалисты составляют — 25,5%

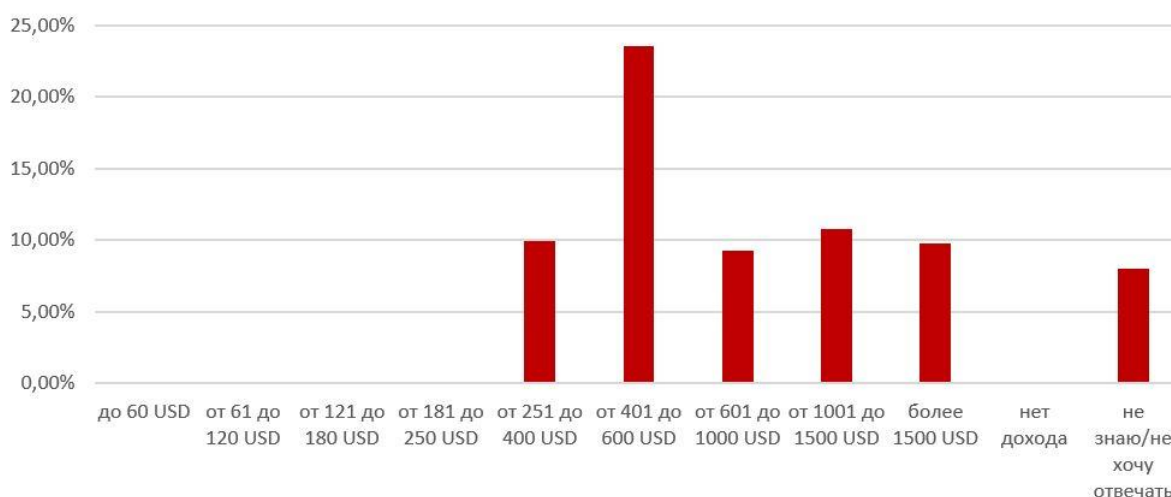
По возрасту:

04.2018			
Целевая группа	Узел	Посетители (real users)	Состав аудитории (отн...
(Возраст=[15-18...	Internet	-	-
(Возраст=[19-24...	Internet	140 103	27,75%
(Возраст=[25-34...	Internet	122 142	24,20%
(Возраст=[35-44...	Internet	76 351	15,12%
(Возраст=[45-54...	Internet	36 599	7,25%
(Возраст=[55-74...	Internet	67 975	13,47%

Как видно самая многочисленная группа — это молодые специалисты.

Финансовое положение семье: хватает на питание, одежду, обувь, дорогие покупки

Для таких покупок как машина, квартира необходимо делать сбережения или одалживать или хватает на все.



Беларуские интернет-пользователи имея ежемесячный доход, начиная со средней заработной платы по стране, оценивают так свое финансовое положение. По возрасту самая большая группа в возрасте 25-34 года — 34%.

В этой группе топ-менеджеры, владельцы бизнеса и средний уровень менеджмента составляют — 11%. Более 36%, оценивающих финансовое положение своей семьи, проживают в Минске.

Заключительная таблица — разделение по гендерному признаку:

	мужчины	женщины
Финансовое положение семье: хватает только на питание, иногда вынуждены экономить на питании	51,57%	48,43%
Финансовое положение семье: хватает на питание и необходимую одежду и обувь	45,64%	54,36%
Финансовое положение семье: хватает на питание, одежду, обувь, другие покупки	61,81%	38,19%
Финансовое положение семье: хватает на питание, одежду, обувь, дорогие покупки	68,81%	31,19%

Общий вывод: Такой же регулярный, ежемесячный анализ можно проводить по аудиториям не только всего белорусского интернета, а также крупнейших аудируемых (проскриптованных) веб-сайтов.

НОВОСТИ IAB GLOBAL

Latest AdEx Benchmark Report Details strong Mobile Advertising Growth in 27 markets across Europe

<https://www.iabeurope.eu/all-news/press-releases/latest-adex-benchmark-report-details-strong-mobile-advertising-growth-in-27-markets-across-europe/>

Brussels, 28 June 2017 – IAB Europe, in collaboration with IHS Markit, has today published the AdEx Benchmark 2017 Report – the definitive guide to the state of the European digital advertising market. The report, now in its twelfth year, reveals the key milestones contributing to this year’s market value of €48bn and the eighth consecutive year of double-digit growth.

The report provides a comprehensive perspective of digital advertising spend across Europe which is essential in benchmarking market development trends, the increasingly pan-regional nature of digital advertising investments and the role of Europe’s digital economy in a global context, attracting global start-up funding and European policy formulation.

The report is based on a study¹ of twenty-seven markets in Europe. Twenty of these grew double-digit. Core to this growth is mobile where all markets experienced double-digit growth. For the first time, the report includes data on social ad spend and splits video by in-stream and out-stream revealing that video and social are also key growth drivers underpinned by creative innovation allowing more seamless integration of ad formats into media content.

Top 10 Rankings – year-on-year growth

Belarus – 33.9%

Serbia – 23.7%

Russia – 21.9%

Czech Republic – 18.7%

Slovenia – 18.4%

Sweden – 18.4%

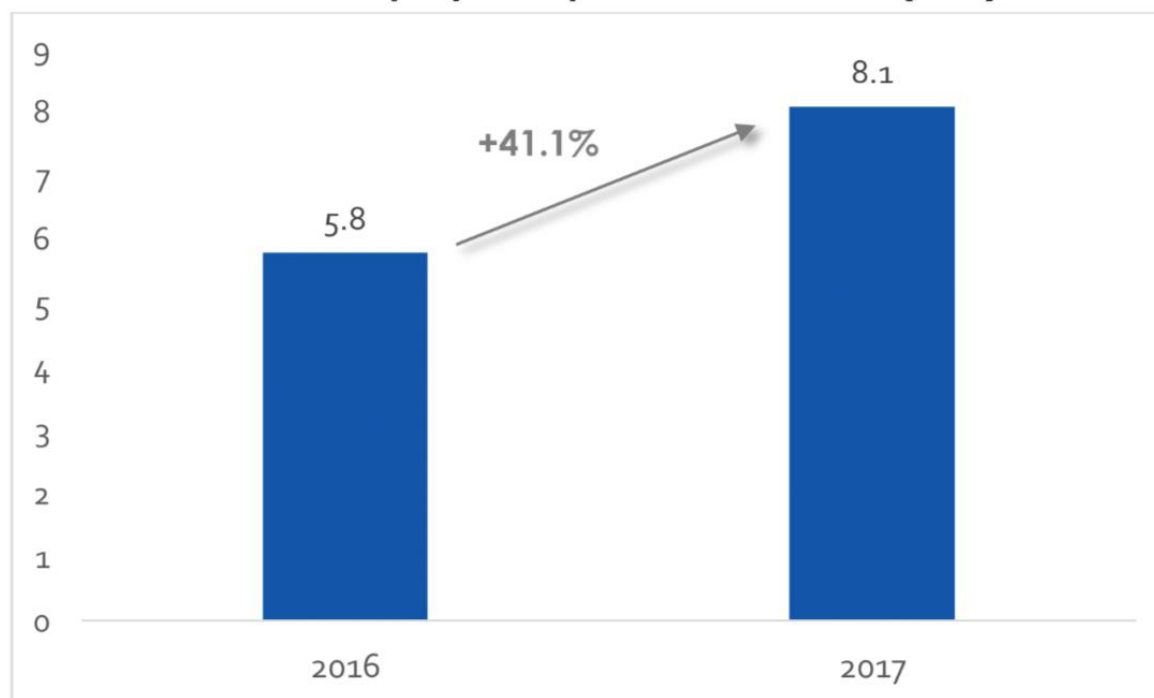
Hungary – 16.7%

Norway – 16.6%

Romania – 16.1%

Turkey – 15.6%

Mobile Display Ad Spend 2016 - 2017 (€bn)



Top 10 Rankings – mobile growth

Belarus – 146.8%

Czech Republic – 96.5%

Serbia – 84.3%

Turkey – 82.2%

Russia – 52.1%

Slovakia – 51.9%

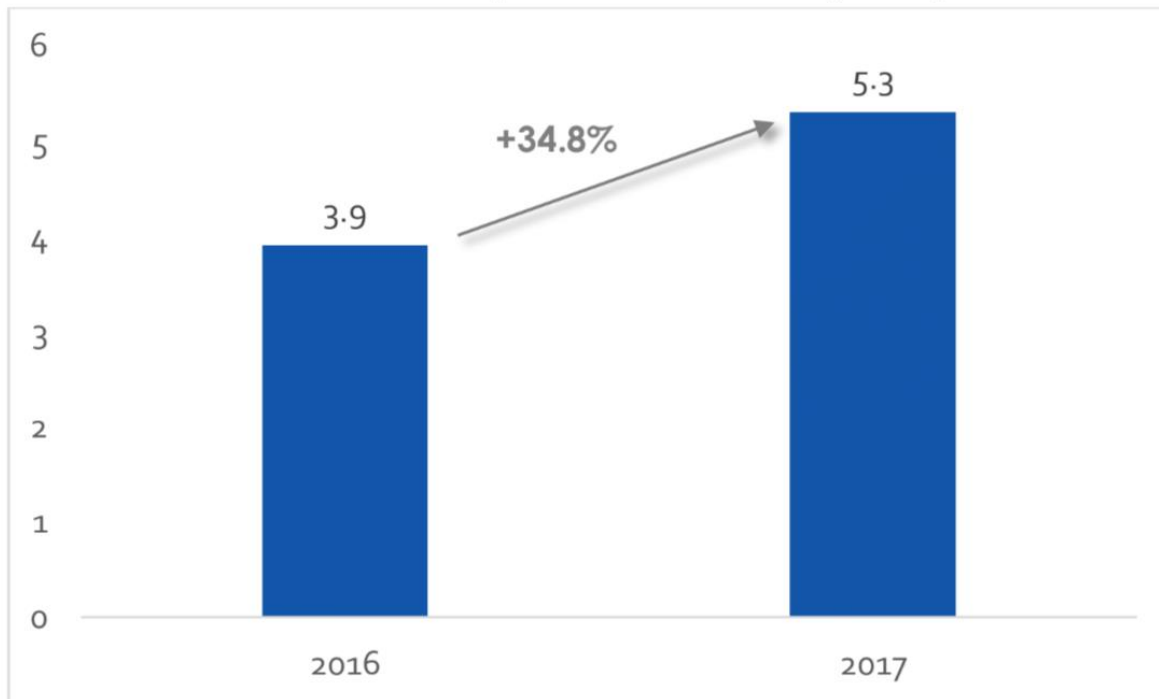
Croatia – 45.4%

Bulgaria – 41.1%

Sweden – 39.9%

Italy – 39.2%

Video Ad Spend 2016 - 2017 (€ b n)



Townsend Feehan, CEO of IAB Europe said, *“The latest AdEx Benchmark Report confirms digital advertising’s role in underpinning the delivery of digital content and consumer experiences. With GDPR now a reality, the industry is at a crossroads and it must strive to improve on consumer expectations and maximise the contribution that digital advertising makes to the European economy”.*

Daniel Knapp, Executive Director TMT at IHS Markit, said *“Social, mobile, video and search were the growth drivers behind digital advertising in Europe in 2017. They stand for the power of connection, location, emotion and path to purchase that make digital advertising so versatile and indispensable for today’s brands.”*

The report incorporates data from the following online advertising formats:

Display

Paid-for-search

Classifieds and Directories

Additional segmentations are:

Video (In-Stream and Out-Stream)

Mobile (Display and Search)

The report treats video and mobile display as subsets of display, and mobile search as a subset of search.

The report can be accessed [here](#)

How the industry is using KPIs and what needs to change

<https://www.iabeurope.eu/blog/how-the-industry-is-using-kpis-and-what-needs-to-change/>

If the industry's ultimate goal is to create relevant and engaging advertising experiences that drive results, then a priority must also be to precisely gauge whether campaigns are doing this, or not. And this is why the IAB Europe's Digital Brand Advertising and Measurement survey has become a crucial barometer of where evaluation focus is now and what direction it must take next. The following blog explores some of the highlights covered in the report based on the survey.

This year's report demonstrates that advertisers, agencies, and publishers appreciate the need to align KPIs with growing trends; including rising multi-media consumption and ad quality concerns. But, when it comes to accurately assessing the impact ads make, there is still a gap between *knowing* what we should be tracking and putting those metrics into action.

Let's take a closer look at the current state of digital measurement.

Making ads memorable matters

If brands want to stand out against competitors, ads must leave a positive and lasting impression; particularly as consumers' preferences to avoid trawling through endless retail options means 90% of purchase decisions are now made via subconscious shortcuts. Consequently, it's no surprise that brand awareness is not only cited as a vital KPI for 88% of stakeholders, but also already used by most. On average, 64% currently measure brand awareness and, among advertisers and agencies, adoption is even higher at 78% and 74% respectively.

Growing focus on safety, viewability, and versatility

Recent ad misplacement issues and rising fraud costs — set to absorb £8 billion of display spend by 2021 — have put brand safety and ad verification firmly in the industry spotlight. And results reveal advertisers,

agencies, and publishers alike are keen to ensure these values are assessed, with an overall 84% listing them as priorities.

Similarly, it looks as though increasing demands for transparency are fuelling determination to ascertain whether ads have the chance to be seen and make an impact, not just whether they are delivered. Over the last 12 months, the number of stakeholders who acknowledge the need to measure viewable rather than served impressions has climbed from 81% to 84%, and interest in the way ads are served is low, resting at 56% in total.

And finally, with the average consumer owning between three and four devices and regularly switching between them to view content, better cross-media evaluation is starting to become a prime necessity. More than 80% of stakeholders believe a better understanding of how different channels work in combination, not isolation, is imperative for driving advertising spend. Evidently, creating the right, unified media mix is now integral to produce effective and engaging experiences.

Looking ahead: closing measurement gaps

Overall, the results paint a picture of an industry where major players are responding to constant evolution in audience behaviour and the advertising ecosystem. But discrepancies between desired KPIs and actual KPIs show measurement still has some way to go.

Many metrics related to ad impact — such as purchase intent (88%), sales (79%), and uplift in direct site visits (77%) — ranked highly as important measures. Yet figures for deployment of these KPIs are far lower, with all measured by less than half of stakeholders. Indeed, even viewability is presently tracked by just 48% of agencies, advertisers, and publishers.

The good news, however, is that we have a defined path of future progress. Clearly, most stakeholders understand which KPIs are critical to achieve the holistic view of performance needed to better inform digital spend and campaign optimisation — and it's encouraging to see many metrics are already in place. The next step is to complete the set.

Of course, large-scale measurement adoption won't be a simple task. Inevitably, some time and resources will be required to employ technologies that can verify media quality, track viewability, and trace cross-media ad responses. There may also be a necessity for knowledge sharing and collaboration to use tools effectively. But there is little doubt such efforts will be worthwhile and even essential to power the industry's collective sustainability and success.

Access the IAB Europe Digital Brand Advertising and Measurement Report [here](#).