Digital Advertising Spend 2019
The Netherlands
Published: May 2020
Since 2010, IAB Netherlands and Deloitte have reported on digital advertising spend in the Netherlands by jointly publishing the Digital Ad Spend Study. The content of this 2019 study is driven by financial data, and information is gathered directly from companies within the digital media ecosystem of the Netherlands.

The market analysis in this 2019 report is based on financial data supplied by 42 companies, including Publishers, Media Agencies and Ad Tech companies.

In this year’s edition, the scope has been expanded to include the consequences of the COVID-19 crisis. Based on interviews with industry experts we collected the main trends and expectations for 2020.
Introduction

“Our Annual Ad Spend Report is a highly anticipated and trusted source for our full ecosystem. The high expectations are usually centred on the various growth statistics. In that regard the 2019 report is no different than previous years, the market has again grown and even though we are getting more and more mature as an industry, we still see a year on year growth. This is also caused by the further digitization of non-digital channels like Video, OOH and Audio. However, the COVID-19 outbreak has drastically impacted our world, daily lives and our industry. And the full impact is something we still need to understand. Having a good overview of the pre COVID-19 situation is essential to benchmarking, understanding the impact and routes to recovery.”

Wendy Pouw
IAB Netherlands | Managing Director

“Looking back at the last 10 years of publishing the Ad Spend studies, we have seen digital advertising growing year on year. Many trends and developments came by, among others the shift to digital in all medium types, the growth of mobile and video, and the dominance of the global companies within the Dutch advertising ecosystem. With the new reality of COVID-19, the era of 10 years of continuous digital growth will come to an end. With this turbulent start of the new decade, challenging times are in front of us. We will closely follow how the digital media ecosystem will respond.”

Nathalie La Verge
Deloitte Netherlands | Director Technology, Media and Telecom
Methodology
Realising our results

Survey methodology
Our current report covers the digital advertising spend in the Netherlands during 2019 and is based on information supplied by 42 participating companies.
• Figures are adjusted for double counting based on information provided by the survey participants
• The study is conducted independently by Deloitte on behalf of IAB Netherlands
• The figures are drawn up on the basis of survey participant input and have not been verified by Deloitte
• Only aggregated results are published. Individual company information is held in strict confidence with Deloitte
Digital advertising trends in the Netherlands

Total Digital Ad Spend
The digital advertising spend increased by +13% this year. The estimated total digital advertising spend thereby resulted in 2.209 m€ for 2019, compared to 1.960 m€ in 2018.

Online Video Advertising
Online Video Advertising has been a growing category over the past years. For this year’s Ad Spend Study we see a growth of +21% in the ad spend compared to 2018, mainly driven by the growth of social video advertising.

Mobile Advertising
For the first time ever ad spend on mobile overtook desktop to account for 55% of all digital media budgets. In 2019, the mobile spend again increased with a growth rate of +21%.

Social Advertising
Advertising on social platforms continues to grow with a growth rate of +18% for 2019.

Paid Search
Paid Search is still the main driver of the digital growth. The growth rate of +15% in 2019 confirms that Paid Search continues to be a solid part of digital media strategy.

DOOH
Since 2017, Digital Out of Home has been part of the Ad Spend research, showing high growth rates for this relatively new form of digital advertising. This year the ad spend increased with +35% mainly due to an increase in screens and DOOH campaigns.

Digital Audio
The rising popularity of podcasts, Spotify, and Digital Radio is also visible in the growth rate of this category. Although the medium is still in the process of asserting its place in the market, this category grew with +44% in 2019.

Impact COVID-19 & Forecast 2020
The COVID-19 outbreak is having a big impact on digital advertising. Amongst our participants, 100% is experiencing the impact of COVID-19 on ad spend. According to the current prediction, a decline of -20% is expected in digital ad spend compared to 2019.
Economic context
The economic landscape in the Netherlands

2019 will mark the end of an era of growth, as COVID-19 makes a significant impact on both GDP and advertising spend.

In 2019, due to positive economic developments, stronger consumer confidence, and increased consumption, the Gross Domestic Product (GDP) of the Netherlands grew +1.7% compared to last year. However, growth slowed in comparison to 2018, in which GDP grew by +2.7%.

The spend on advertising increased by +6.7% in 2019, compared to +4.2% in 2018. The GDP growth rate seems to have been slowing down since 2017, while the advertising spend continued to grow.

Based on the most recent forecasts for 2020, both GDP and advertising spend are expected to decrease due to the implications of COVID-19. In predicting the current GDP shrinkage, multiple scenario’s have been taken into account, all of which have a different impact on the GDP. With a global recession coming up, marketing and advertising budgets are expected to be cut further this year.

Based on interviews with industry experts, a forecasted decline in ad spend in the Netherlands of on average -20% is expected in 2020.

Note: Real GDP based on constant prices;
Source: Deloitte analysis, CBS, CPB, Survey respondents
The advertising market in the Netherlands in 2019
The advertising market in the Netherlands

Digital advertising spend increased with +13%

Year after year, continuous growth is visible in the digital advertising market, with a CAGR of +9.7% between 2012-2019. While digital advertising spend has increased over the years, newspapers and magazines have seen a significant decrease in ad spend.

* Excluding digital ad formats
** Compound annual growth rate

Note: Historical figures for tv and radio advertising have been adjusted to include agency discounts. Based on the growth percentage of our previous research, the net radio spend is calculated for the years 2012-2017. We deducted the digital radio Ad Spend, which resulted in the non-digital spot figures. The digital figures we report are net/net figures, meaning that the figures are reported after agency discount that in some cases may apply; Digital (online) video advertising is excluded from TV advertising figures; Ad revenue from digital content is excluded from Newspaper advertising figures; Digital (online) audio advertising is excluded from Radio figures; Digital out of home advertising is excluded from out of home advertising figures; Growth rate and/or additions may not equal presented numbers due to rounding; Source: RAB, Nielsen, PWC, Screenforce, Annual reports, HDP Nieuwsmedia, Deloitte analysis, Survey respondents
Increasing digital advertising market share over the years

Advertising market share of digital versus non-digital over the years

The figures reveal the clear shift from non-digital to digital advertising. In 2016, the total share of the digital market accounted for more than half of the total advertising market (52%). In the period since then, this has increased further to 61%. This shift over the years is caused by the growth in different categories such as Online Video, Social Advertising and Paid Search.

“In 2020, the entire market will be impacted by the COVID-19 crisis. I expect that the trends we have witnessed over the past several years will accelerate significantly. For instance, digitalization will continue and the gap between on- and offline media will increase, even faster than expected.”

Lauren van der Heijden
Directeur Advertising | DPG Media

“The digital advertising growth in 2019 is caused by a shift from standard display advertisements to advertising models that are more in line with the personal objectives of users. This includes new formats around e-commerce and related services.”

Martijn Geelen
Director Commercial Business | Marktplaats
Since 2017, DOOH Advertising has experienced continuous growth. Advertisers recognize and leverage the different benefits of DOOH, such as the possibility for dynamic ads, as well as targeted ads tailored to the audience at a specific time of the day. While most expenditure on DOOH comes from direct sales, there is an increasing use of programmatic DOOH. The market share of programmatic DOOH is expected to increase further in the future. However, the current COVID-19 crisis will have a significant impact on the (D)OOH ad spend in 2020.

“The DOOH ad spend in 2019 has, again, shown incredible growth. On the one hand this growth is based on the growth of the number of screens in the Dutch market but also because of higher budgets and an increasing number of DOOH campaigns. For 2020 I foresaw a double digit growth, mainly due to an increased number of advertisers and more campaigns on DOOH. Currently with Covid-19 everything has become uncertain. We will have to wait and see during the year how and if the market will recover, but double digit growth is unrealistic.”

Guy Grimmelt
Marketing & Sales Director | Exterion Media

“As the coronavirus disrupted the daily life and global economy, there are currently brands that are figuring out what to do, and brands that are actually doing it. The brands that have the infrastructure in place to make swift changes within their DOOH advertising strategy will thrive and JCDecaux is looking ahead to the post-pandemic period where DOOH will certainly continue to grow. More than ever people realize how important it is to have an out-of-home-life and we therefore expect an enormous increase in our reach and frequency figures.”

Marc Bergers
Digital Lead | JCDecaux Nederland
Digital audio advertising spend increased with +44% in 2019

Although the audio market is still a very traditional market, current developments show that audio advertising has started to embrace digitization. New companies are entering the audio ecosystem and offer new advertising models. For example, audiobooks are mostly subscription based, but might well become advertising based in the future as well, and new forms of podcasting, like micropodcasts offer new opportunities for advertisers. In 2019, Digital Audio Advertising showed an increase of +44%.

“The average amount of time spent by consumers listening digital audio is consistently increasing, due to improved ease-of-access to audio platforms. It is therefore no surprise that digital audio investments by advertisers show the same trend. RAB has seen more than double digit growth for digital audio every year, though this is still a relatively small part of total audio expenditure.”

Liedewij Hentenaar
Directeur | RAB

“Audio-on-demand advertising is “hip and happening” these days. The digital audio ecosystem is evolving constantly, with new developments like podcasts, text-to-speech for newspaper articles, smart speakers, and radio-as-a-service. At the same time the underlying business models and advertising models are not always evident. Similar to the start of display advertising at the end of the nineties and online video advertising in 2005/2006, we now see that unclear definitions and a lack of advertising standards make it complicated for media agencies to increase their digital audio budgets. However, the new IAB Netherlands Taskforce Digital Audio will help in making the next steps towards maturity in the market.”

Jan-Willem Borsboom
Founder | PodcastAds

Source: RAB, Annual reports, Survey respondents, Deloitte analysis
Digital advertising
Digital advertising market 2013-2019

Search advertising realized a growth of +15%, while Display and Classifieds increased by +13% and +2% respectively.

In 2019, digital advertising revenue increased by +13%. This growth was mostly realized by Search, showing the largest increase in revenues (+15%), while Display and Classifieds grew by +13% and +2% respectively.

* Compound annual growth rate

Note: The digital figures we report are net/net figures, meaning that the figures are reported after agency discount that in some cases may apply; Search numbers are estimated based on annual reports, media buyers and media agencies feedback; Classifieds is based on external data sources. Shares and/or additions may not equal presented numbers due to rounding off.

Source: Survey respondents, Media Buyers, Annual reports
Paid Search maintains the biggest share of digital ad spend

Paid Search was a main driver behind digital growth, with a growth rate of 15% over the past decade. With a calculated growth rate of +15%, and an expected ad spend of 1.073 m€ in 2019, Paid Search solidifies its position within the advertising market, and accounts for almost half of the total digital advertising market in the Netherlands over 2019.

"Over the years, Paid Search advertising has become a solid part of the digital media strategy. As a result, Paid Search advertising showed a significant growth in 2019. One of the reasons driving this growth is the increased click price; the advertising costs via Google increase every year. Where Google is still the main driver of the Paid Search growth, the ad spend on Bing (Microsoft) is also increasing.

In the current COVID-19 crisis, we see that despite the decline in ad spend on many other (push) channels, brands still want to continue to allocate their budgets on Paid Search."

Gina van den Bogaard
Head of Taskforce Search

Source: Annual reports, Survey respondents, Taskforce Search, IAB UK, Deloitte analysis
The market share of global publishers increased to 70% in 2019. In 2016, their market share was still at 57%, showing a clear growth of the revenue of global companies over the past years. This is mainly caused by the continuous growth of Social and Paid search advertising. In the recent 2019 CMO research, the trend of in-housing was emphasized. This was related to the self-service of Global parties such as Facebook and Google, which made it easier for companies to conduct their media buying themselves on these platforms.

Local companies account for an estimated share of 30% of the digital advertising revenue. Although the digital ad revenue of local companies has also grown over the last years, the growth of global companies, especially in the long tail, has outpaced local growth.

In the current COVID-19 crisis, the market share of global companies compared to local companies is expected to grow even further. Recently published reports expect the impact of the COVID-19 crisis to be severe for the global companies but the impact on local companies to be even worse.

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**Note:** Global companies include global search and social platform companies; Search numbers are estimated based on annual reports, media buyers and media agencies feedback.

**Source:** Survey respondents, Annual reports, Deloitte analysis
Mobile share of digital advertising surpasses desktop share

Mobile advertising continues to grow with a growth rate of +21%

For the first time ever ad spend on mobile overtook desktop to account for 55% of all digital media budgets. When comparing the past 8 editions of the Ad Spend study, we see a constant rise of mobile advertising. In 2012, our market analysis showed a mobile market share of only 5% within digital advertising. Now, almost 10 years later, we see that mobile has surpassed the desktop share, with a growth of +21% in 2019.

"Digital ad spend has moved to platforms that are inherently mobile and deliver performance. Local platforms and media types can claim their share by embracing these two key elements. My guess is that the COVID-19 crisis will only speed up this trend.

Diederick Ubels
CEO | MobPro

Note: Figure based on survey respondents only; Revenue growth rate is calculated on a L4L basis
Source: Survey respondents, Deloitte analysis
Online Video advertising continues to grow, mainly due to social video

Online Video advertising grows with +21% in 2019

Over the last years, we have seen a high growth of Online Video advertising spend (including in-stream and outstream ads). The growth in Online Video advertising continued in 2019, with a growth rate of +21%. This growth rate is mainly driven by the growth of social video advertising.

“There was a noticeable growth across the digital market for 2019 compared to 2018. With new advertisers joining a crowded video landscape, all battling for consumers’ attention. We also saw growth in brands moving away from forced views, into advertising that drives attention through enhanced creative and interactivity. These are really encouraging signs, indicating that we are moving into a more mature online video landscape.”

Michiel van Turnhout
Commercial Director | Teads

Source: Annual reports, Media Buyers, IAB UK/US, Survey respondents, Deloitte analysis
Social advertising spend still increases
Ad Spend on social platforms increased by +18% in 2019

Ad spend on social platforms has increased over the past 10 years, and is dominated by a small group of major international players. Video advertising on social media platforms has grown significantly. We recently saw the fast growing social media app TikTok entering the market. And although advertising on this platform is still in the initial phase, brands are exploring the possibilities on this new short form mobile video platform. We estimate that the ad spend on social platforms increased with +18% in 2019.

Source: Annual reports, Media Buyers, Survey respondents, Deloitte analysis
Native advertising increases with +8%

Native advertising includes branded content and influencer marketing

Content advertising (m€) / YoY advertising spend growth (%)

Native advertising increased with +8% for 2019. In this category, it is often difficult to compare year on year figures, since native, content and influencer marketing spend are allocated in different categories within different companies. Also, re-allocation of costs took place in some cases, which makes it more difficult to compare YoY figures. Production costs are allocated in different cost buckets, and due to overall content deals, it is not always clear which part is related to ad spend.

In the ad spend figures of 2018 we saw a high growth rate in influencer marketing (+85%), although still a relatively small market share. Based on market analysis we have seen the large growth in influencer marketing slowing down. Since it appears difficult to prove ROI, advertisers are less enthusiastic to spend a significant higher budget on influencer marketing, which impedes a further acceleration in growth in this segment.

Source: Survey respondents, Media buyers, Annual reports, Deloitte analysis
Programmatic shows signs of maturity with a share of 70%
This share excludes Global and Affiliates

Over the last years, the market share of programmatically sold display advertising has increased consistently. We have considered the share of direct versus programmatically sold display advertising, and found that in 2014, only 30% of the digital advertising was sold programmatically. In the period leading up to 2019, we have seen a large shift in which now 70% of the digital ad spend is sold programmatically. Programmatic thereby shows signs of maturity. Whereas for some categories such as display advertising, the majority of the ad spend is already sold programmatically, some other categories such as DOOH now also start to increasingly sell through programmatic advertising.

“Azerion’s programmatic share continued to grow in 2019, particularly in non-traditional formats like native and rich media. Advertisers are now better able to execute data-driven campaigns across all channels and formats, maximizing impact and ROAS.
In 2020, quarantine has turbo boosted the shift towards online entertainment (some of our games saw a 200% increase). Smart advertising strategies will exploit this change.”

Marcel Schuyt
Country Director | Azerion Nederland

“As programmatic matures in the Netherlands, accurate cross-platform measurement will become more sophisticated to ensure the right message is delivered to the right person at the right time. Another trend we see is the rising importance of programmatic media spend allocation among buyers and publishers, as both want to maximise value and to ensure they look at the same numbers while they build trusted local partnerships based on transparency. Finally, as the value of the cookie depreciates, there will be significant investment in identity management solutions as the need for a scalable, persistent, and independent solution for targeting users increases.”

Siebren Roorda
Regional Director | PubMatic Benelux & France

Note: Figure based on survey respondents only;
Source: Survey respondents, Deloitte analysis

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Report on Digital Ad Spend the Netherlands 2019
Forecast 2020
Current impact of COVID-19

Situation
This research focuses on the ad spend of calendar year 2019. However, we are currently experiencing a rapidly changing environment with the COVID-19 outbreak. IAB Europe conducted an industry poll in April 2020 to ask industry experts for their views on how COVID-19 is impacting the digital advertising and marketing industry. Results show that a large share of the European market expects a 25% decrease in digital ad spend/trading in Q2. Most of the respondents expect Q3 to be improved compared to Q2. A quarter of buy-side respondents expect an increase in paid search and connected TV ad spend, while a decrease in ad spend on banner display and video is expected by 20% of the respondents.

For this report, we have included an additional section on the impact of COVID19 on the ad spend in the Netherlands. Via interviews with a selection of the participants of the 2019 study, we collected insights on the impact of COVID-19 and their forecast regarding the 2020 ad spend.

Impact
The largest impact of the COVID-19 crisis is predicted to fall in the last part of Q1-2020, and the entirety of Q2-2020. While some companies do expect a continued decrease after this period, other respondents forecast an uplift in ad spend at the beginning of Q3-2020. This is due to the recovery from the first shock of the crisis, in which almost all campaigns were canceled. Some respondents recognize that brands are currently looking beyond the first shock, and have started to adapt to the “new normal” by adjusting their campaigns accordingly. The forecast for Q3 and Q4 is therefore more optimistic.

According to current predictions, a decrease of on average -20% in digital ad spend is expected in 2020 as compared to 2019. The impact on ad spend highly depends on the duration and severity of current and future measures. Many companies are currently working with different scenario’s in mind, and closely monitor the likelihood of each scenario to predict the future impact.

According to our respondents
All of the respondents indicated to see an impact of COVID-19 on the current (Q1/Q2) ad spend.

Drop in ad spend of -20% (on average) for 2020 is currently expected by the respondents, depending on the category and branches they operate in.

Source: market interviews, IAB Europe
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Main insights on the expected impact of COVID-19

For DOOH, the ad spend will decrease significantly in Q2 2020, with an expected drop of -50% up to -80%. This is caused by the current situation in which everyone is advised to stay at home as much as possible. The impact for the remainder of 2020 depends on the length of the ‘intelligent lockdown’.

While news publishers are experiencing significant rises in audiences, it appears to be difficult to monetize this increase of visitors, since advertisers are blocking their ads from being shown next to stories about ‘coronavirus’ or ‘Covid-19’. Some newspapers expect even losing digital ad revenue over the next few months because advertisers won’t place ads next to stories that mention coronavirus.

Among the different categories within digital advertising, branded content is one of the categories which is expected to be less impacted. The expected accelerated digitalization could result in an increase in Connected TV spend.

The market share of Digital Audio is still expected to grow in 2020, despite the current situation. This is partly due to the relatively small market share which gives opportunity for growth.

Source: market interviews
Main insights on the expected impact of COVID-19

Impact between industries
The impact of COVID-19 differs between industries. The most significantly impacted industries are travel, automotive, events & entertainment. In these market segments, almost all the campaigns have been canceled due to the current restrictions. The industries with a relatively less impacted ad spend are: Telco, FMCG and (a part of) retail. Some respondents noticed an increase in ad spend by do-it-yourself companies, and e-commerce organizations.

Impact on Global vs Local companies
Global companies such as Google and Facebook do not appear to be immune to the impact of COVID-19 either. Although social networks show increased engagement, a drop in the CPC has been visible as well as a significant reduction in the demand for advertising. Although ad spend for global platform companies will be affected, the expectation is that they will experience a less severe impact than local companies. This is amongst others caused by the expected shift to performance and increased emphasize on measurable impact. As a result, the COVID-19 crisis could cause a further increasing dominance of the global platforms.

“The COVID-19 crisis will lead to an accelerated digitalization of media spends. This will result in a further shift of advertising budgets to Google, Facebook, and Amazon. Only through cooperation can local players use the momentum created by the crisis to regain their market share from the American tech giants.”

Slaven Mandic
Director Advertising | Mediahuis

Source: market interviews
Main insights on the expected impact of COVID-19

“...it is my expectation that, following the current crisis, advertisers will focus even more on off- and online media with a proven track record. Newer types of advertising, such as influencer marketing, will need to consistently demonstrate their ROI in order to maintain their position in the media mix.”

Govaert Plesman
Contracting Director Online | MAGNA global

Increasing available inventory
The current situation impacts consumer behavior. For some websites and/or channels, such as gaming platforms, the number of visitors has increased. This increasing number of visitors can be an opportunity, however due to the still decreasing number of campaigns, the increased number of visitors can often not be monetized. The increasing number of visitors furthermore also depends on the type of content. For instance, sports websites have less content available which causes a drop in visitors.

Branding versus performance
The COVID-19 virus might cause a shift in campaign objectives. On one hand, some of our respondents see a clear shift towards branding in Q2 with a focus on storytelling and purpose. Those campaigns often include a message related to the current situation, and are meant to reinforce the relationship with the customer. On the other hand, respondents see a clear shift towards performance marketing with a focus on accountability. It is expected that for Q3 and Q4, the shift to performance campaigns further increases as the experience in previous crises learnt that advertisers focus more on the direct response of their campaigns.

Source: IAB Europe, market interviews

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Opportunities
In these challenging times it is also important to look ahead and find possible opportunities

Rethinking the strategy collaboratively
Brands do have to adapt to the current situation, and might decide to change their campaign type, message or channel according to “the new normal”. Media companies and publishers are supporting this shift in campaigns and experienced a collaborative way of working between all companies within the media ecosystem to think creatively about new solutions and opportunities.

Drop in eCPM
The combination of the current decrease in demand and increase in available inventory is influencing the eCPM. This provides opportunities for better negotiations on the costs of advertising, thereby encouraging brands to continue investing in advertising against a lower cost price.

More cautious choices are being made
If there is less marketing budget available, the budget will be spent more carefully. Also, an increase in questions and awareness around topics such as tech fees and transparency is expected. In these times it is ever so important to be transparent and demonstrate ROI.

“Digital media consumption during COVID-19 is accelerating. Especially in E-commerce where laggards are buying online now, and in non-linear viewing (which has doubled in OTT). It is not strange that despite of the crisis, Netflix and Amazon’s share price has increased significantly.”

Remon Buter
Head of Investment | GroupM

‘With the spread of the COVID-19 virus we have experienced a major impact on our revenue stream early on. Nevertheless, we see a slight increase in revenue and a more positive sentiment in the last couple of days. We are negotiating with advertisers to allocate more budget towards local publishers instead of long-tail inventory, for the benefit of the publisher and advertising eco-systems’ health. In conversations with agencies and advertisers we are hearing a more positive outlook for the coming months with the hope to regain a normal ad spend level per September 1st 2020.”

Sjoerd van der Meijden
Director Sales & Business Development | Mannenmedia

Source: market interviews
Methodology
Methodology: Estimation

Deloitte tries to include as many companies as possible to ensure an accurate representation of the digital advertising market. Due to various reasons not all digital advertising companies disclose financial information to Deloitte. Missing information is estimated based on below methodology.

Estimated revenue
- Growth of medium to small non – participating companies
  1. Trend in growth from previous submissions
  2. Known growth of similar companies (proxy)
- Growth of large non – participating companies
  1. Trend in growth from previous submissions
  2. Results from annual reports
  3. Known growth of similar companies (proxy)
- Google and Facebook related revenue:
  1. Quarterly earnings
  2. Google and Facebook media buyers feedback
  3. Public datasets

Known revenue
- Realised net/net revenue is disclosed to Deloitte
List of participating companies**

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* Partial 2019 data only
** 9 participants of the Ad Spend study remained anonymous

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