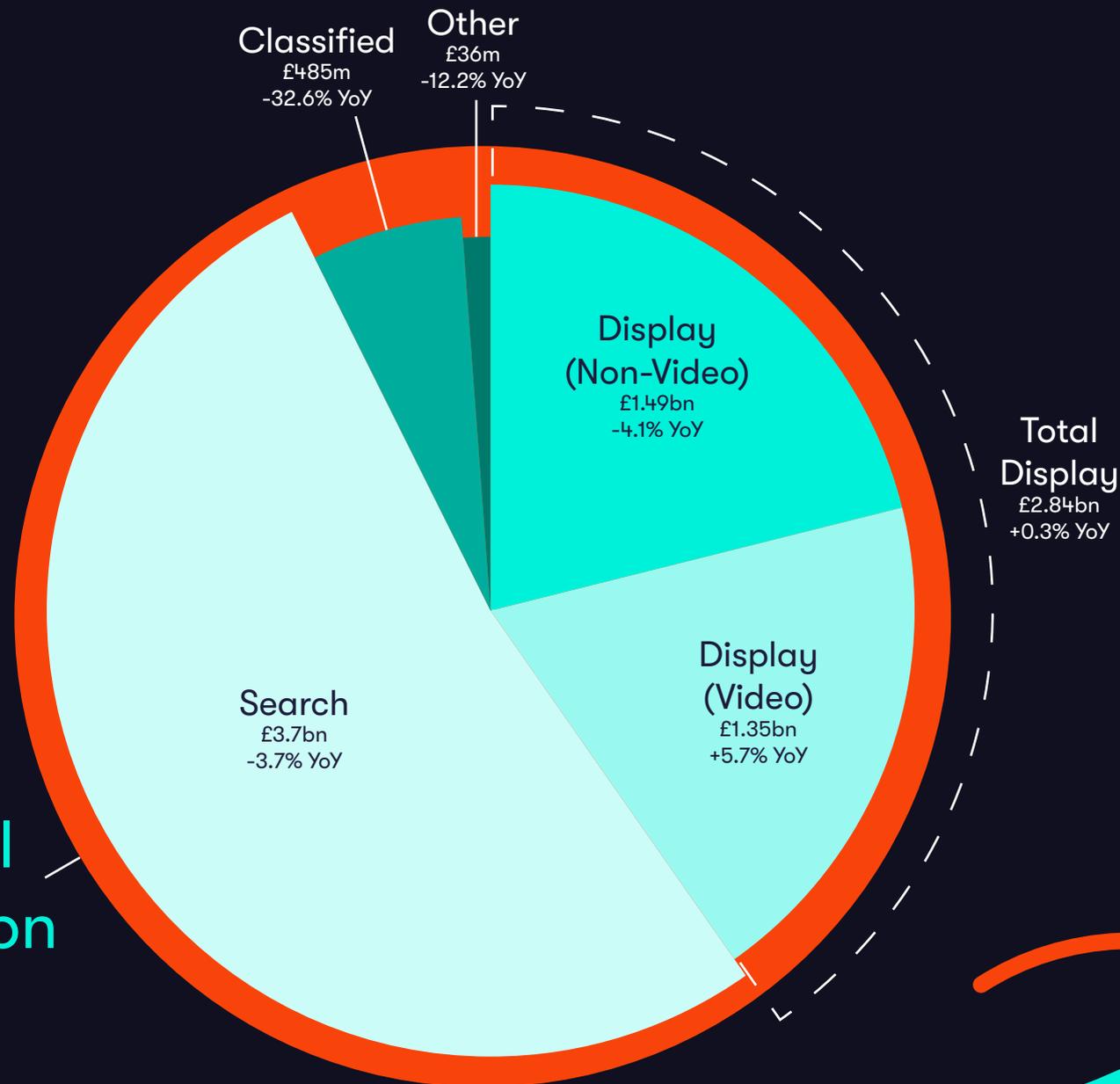


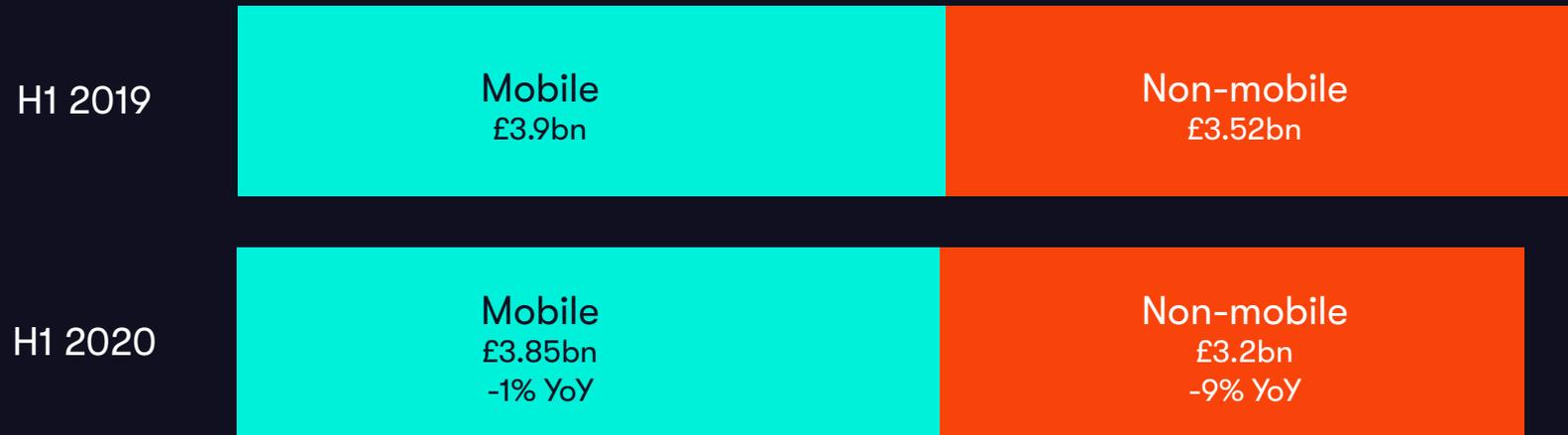
# UK digital advertising spend drops -5% in H1 2020

- Between January and June 2020, revenue for digital advertising was down -5% compared to H1 2019, totalling £7.06bn.
- Search revenue was £3.7bn, down -3.7%
- Display remained stable, up +0.3%, driven by an increase in video spend
- Classified saw figures drop -32.6% to £485m

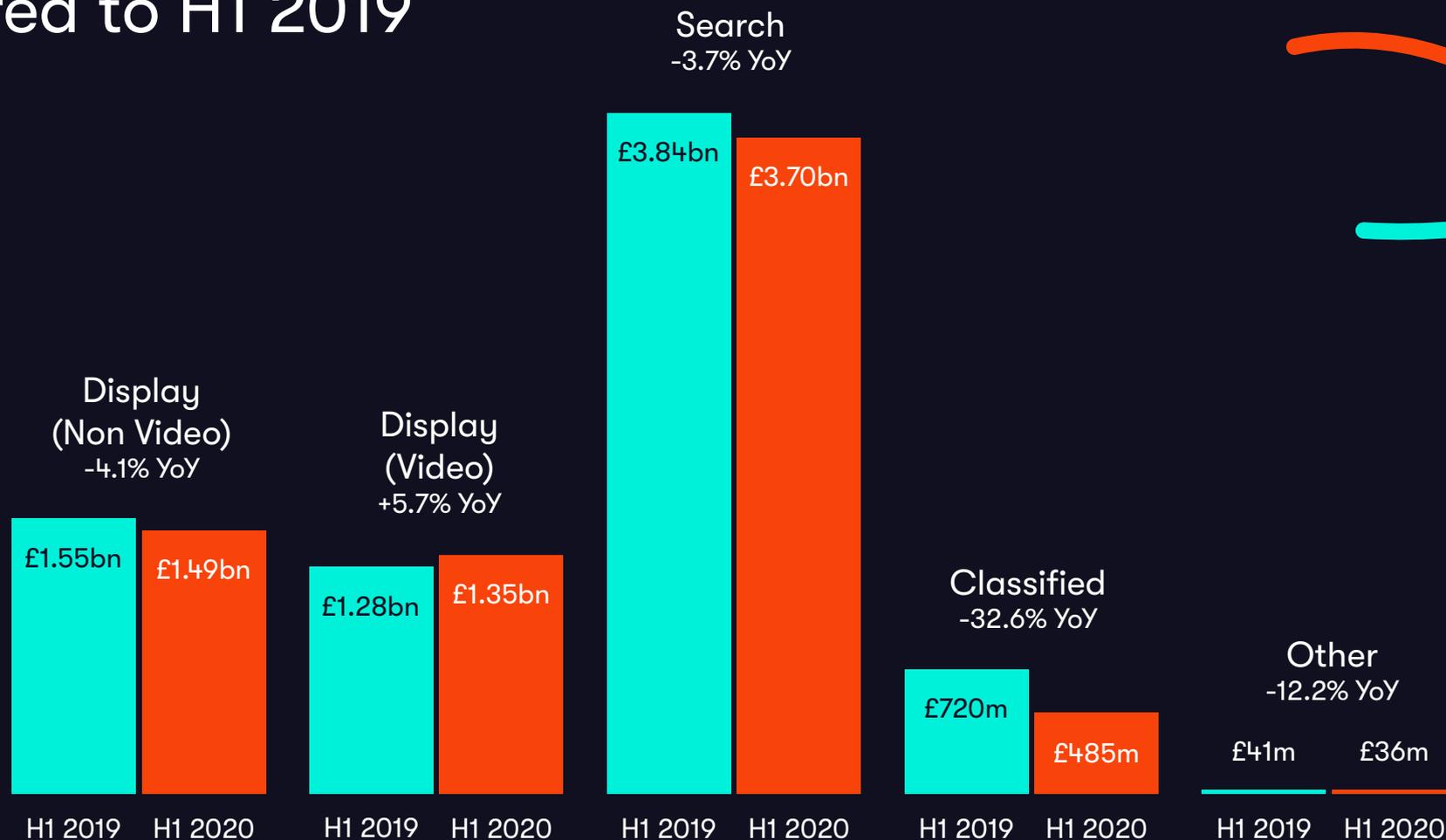
**Total**  
**£7.06bn**  
-5% YoY



# Mobile spend stable, but non-mobile drops -9%



# Video spend increases +5.7% compared to H1 2019



# Digital share increases to 68% of all media in H1 2020

