

# 2016 GLOBAL PROGRAMMATIC TRENDS

## NORTH AMERICA, EMEA, LATAM AND APAC

U.S. programmatic ad spend is expected to reach

**\$20.41 billion**

by 2016, accounting for

**63%**

of digital display ad spending overall. (eMarketer)

Programmatic gets political in the U.S. —

online political spending will reach nearly

**\$1 BILLION** in 2016,

which is a growth of **500%** since 2012.

(Borrell Associates report)

North American marketers are looking for the most help in making sense of the data, and that will increasingly require a mix of humans and machines.

(MediaMath)

Such aggressive growth in programmatic marks the UK as one of the most advanced nations in the world for programmatic advertising as ...

...spending is set to surpass

**£2 billion**

(over \$4 billion)

in 2016.

(eMarketer)

### NORTH AMERICA

Programmatic will account for

**58%**

of digital display advertising sold in Canada in 2016.

(eMarketer)

### EMEA

Programmatic share of digital video ad spending will grow

**24.3%**

in Europe in 2016.

(HiMedia Group)

Expect to see the rise of data-driven publishers in EMEA.

The coming year will increasingly see major brands taking advantage of automation technologies and establishing these internally.

(MediaMath)

### LATIN AMERICA

Programmatic is poised for massive growth in Latin America, with Brazil leading the way compared to the rest of the region.

In 2016, premium programmatic digital display ad spending in Brazil is expected to hit

**\$12.4 million**

and **\$11.6 million**

in the rest of Latin America.

(eMarketer)

### APAC

APAC (Asia-Pacific) programmatic adoption is rising compared to previous years.

90% of APAC ad professionals said they use programmatic for mobile and 79% said they use it for video,

**71%**  **90%**

**56%**  **79%**

compared to 71% and 56%, respectively, worldwide.

(MediaPost)

The amalgamation of ad tech and mar tech will increase in 2016, with APAC marketers realizing the benefits of more effective targeting to reach the right people, with the right ads, at the right time.

(MediaMath)



Transparency, viewability and ad blockers will remain hot topics. Video will keep increasing, as well as mobile campaigns. Another major point is the convergence between ad tech and mar tech, which has been happening overseas for a while and will finally get to LATAM.

(MediaMath)

**35.9%** of marketers in Brazil up from **22.3%** in 2014.

say they will increase their spending on data-driven marketing this year,

(The Global Review of Data-Driven Marketing and Advertising 2015)



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