

MARKETERS WILL ASSUME
**AUTOMATED, DATA-DRIVEN
 AD SPEND IN 2018.**

Mature markets throughout
 Europe will see this play out most. ^[1]



In 2018, the **UK** will remain the
 dominant advertising market
 in Western Europe, with

\$15.95 BILLION
EXPECTED AD SPEND ^[2]

\$3.1 BILLION of total
 spend is expected to be spent
 on **PROGRAMMATIC.**

Programmatic direct will
 account for **52%** ^[3]

40%
**OF REGION'S
 TOTAL AD SPEND**



**DIGITAL-OUT-OF-HOME
 ADS TRADED PROGRAMMATICALLY** are
EXPECTED TO GROW at the same rate as
 ads that are traded programmatically
 online in the UK. ^[4]

Spend on **MOBILE PROGRAMMATIC** will reach
 about **\$570.48 MILLION** in **FRANCE,**
 as spend continuously grows throughout 2018. ^[5]



Despite **GERMANY'S** reluctance to dive into
PROGRAMMATIC MARKETING,
 spend has **GROWN SIGNIFICANTLY** over
 the past two years. Programmatic will be worth
 almost **\$1.55 BILLION** by the end of 2018. ^[6]

- [1] The Drum
*Will the hype around programmatic
 keep going strong in 2018?*
- [2] eMarketer
WorldWide ad spending
- [3] eMarketer
*Programmatic Will Account for
 Three-Quarters of UK Digital
 Display Market Next Year*
- [4] eMarketer
*Is a Programmatic Push Coming to
 Out-of-Home Advertising in the UK?*
- [5] eMarketer
*Two-Third of Display Spending in
 France is Programmatic*
- [6] eMarketer
*Programmatic Gobbles Up Display
 Spending in Germany.*