

2017 GLOBAL PROGRAMMATIC TRENDS

EMEA

By the end of 2017,

programmatically traded ads will account for



MORE THAN

3/4

of all

DIGITAL DISPLAY AD SPENDING

(eMarketer)

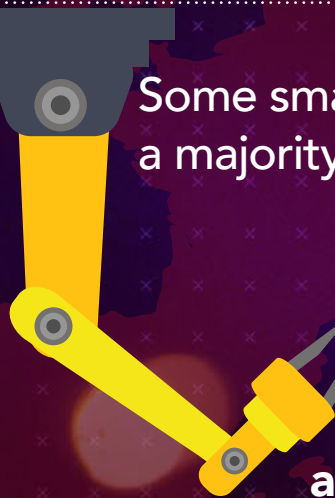
In 2017, the UK programmatic market is forecast to be



9% LARGER than France's and Germany's combined

(Magna Global)

Some smaller markets will shift a majority of ad spending to



automated channels.

An advanced market like Germany will lag behind in this field, with

67%

of ad buying still happening through



non-automated methods.

(Magna Global)

Mobile will continue to dominate,

and eMarketer estimates mobile will account for



in total programmatic display ad spending.

(eMarketer)

Marketers need to steep themselves in **data, technology and advanced measurement techniques** to not only stay ahead of competitors but to also drive actual, incremental business results for their companies.

JOANNA O'CONNELL
MediaMath CMO

(Forbes)



Strength in Numbers

Learn more at www.mediamath.com