

Det samlede billede af annonceinvesteringerne



Hvorfor IRM?

For dig, der ønsker at være på forkant med udviklingen af reklamemarkedet, tilbyder IRM flere forskellige muligheder. Der findes forskellige abonnementer til løbende adgang til data. Du kan også vælge at købe individuelle rapporter eller bestille foredrag eller rådgivning.

Hvordan får jeg adgang til statistikkerne?

Hvis du vil have indsigt i IRM:s statistik kan du enten købe rapporter enkeltvis i butikken eller tegne et abonnement. Med et abonnement tilbyder vi en attraktiv pakkepris på IRM:s samlede rapporter og adgang til databasen.

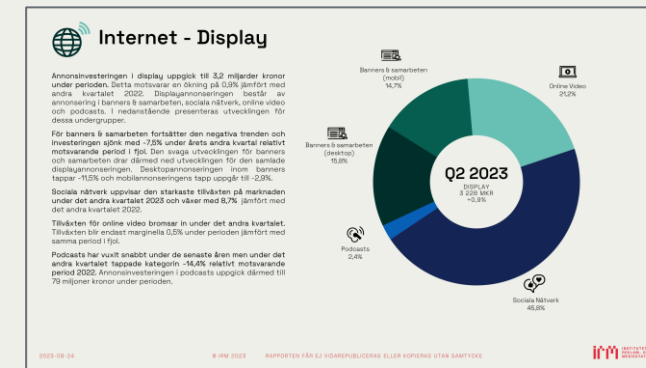
IRM:s INTERNET abonnement giver adgang til kvartalsrapporter, prognoser, årsrapport, to rapporter om det nordiske reklamemarked og den internationale rapport samt de tilhørende tal og prognoser i IRM:s database. Kontakt os, så hjælper vi dig

<https://statistik.irm-media.dk/Store>



INSTITUTET FÖR REKLAM-
OCH MEDIESTATISTIK

Vores rapporter



Kvartalsrapporter

Kvartalsrapporter: IRM udkommer kvartalsvis med faktiske resultater om de samlede annonceinvesteringer for alle kategorier som indgår i reklameuniverset. I en kvartalsrapport indgår det aktuelle kvartals resultat, udviklingen sammenlignet med tilsvarende periode foregående år samt den akkumulerede udvikling for hver enkelt mediekategori.

Prognoser

To gange om året kommer IRM med en prognose. Prognosen omfatter det aktuelle og kommende år. Prognosen indeholder det forventede resultat for hvert kvartal i prognose perioden og for alle kategorier, som indgår i IRM:s kvartalsrapporter. I hver prognose inkluderes også en gennemgang af de cykliske drivkræfter for medieinvesteringer for at give en forståelse for de underliggende faktorer som påvirker udviklingen af mediemarkedet.

Årsrapport

IRM:s årsrapport indeholder årets annonceinvesteringer samt historiske data for hver kategori ti år tilbage i tiden. Samtlige kategorier der indgår i den ordinære kvartalsrapportering summeres på årsbasis.

Nordic Advertising Market

IRM publicerer halvårligt rapporter for det samlede nordiske reklamemarked. En årsrapport og en halvårsrapport. Den nordiske rapport indeholder harmoniserede data fra Sverige, Norge, Danmark og Finland. Rapporten indeholder en analyse og sammenligning af udviklingen på de forskellige markeder.

International Advertising Market

IRM publicerer årligt en International rapport over de globale trends for annonceinvesteringerne. Samtlige hovedkategorier som er med i IRM:s kvartalsvise rapportering indgår. I den internationale rapport præsenteres nedbrydninger på geografiske niveauer, og gør det også muligt at relatere de nordiske annonceinvesteringer med internationalt sammenlignelige marknader.

Specialrapporter

IRM publicerer også specialrapporter. En specialrapport behandler ofte et aktuelt delområde af mediemarkedet som eksempelvis influencer marketing eller programmatisk Handel.

<https://www.irm-media.dk/>



Quarterly report Q2 2023

THE DANISH ADVERTISING MARKET IN THE SECOND QUARTER OF 2023

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**Danish advertising
market in recession.**

Q2 2023



Ad spend during the second quarter of 2023

Current prices, net, incl advertising tax, change in percent versus previous year. Please note that the listed categories are not mutually exclusive, digital special interest media as well as online video are also included in internet – therefore the sum of listed categories exceeds total ad spend.

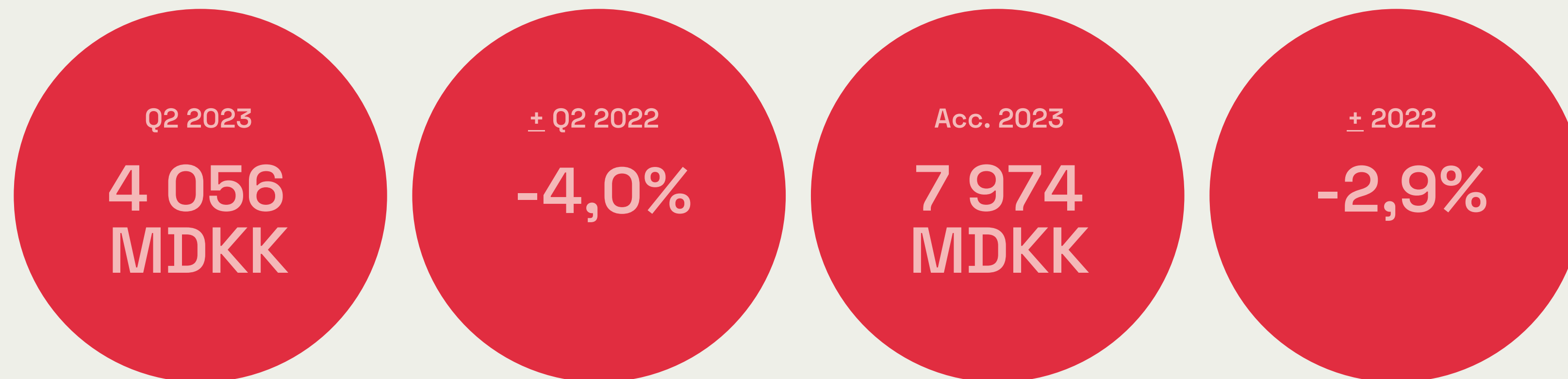
Advertising spend	Q2 2023 (MDKK)	± Q2 2022 (%)	Acc. 2023 (MDKK)	± 2022 (%)
Print news media	255	-21,3	522	-17,1
Daily newspapers	104	-18,3	211	-14,1
Free weeklies	144	-24,2	300	-19,7
Newspaper inserts	6	3,5	11	7,9
Total magazines	50	-11,4	94	-9,3
Print magazines	27	-11,3	48	-16,4
Digital magazines	24	-11,5	46	-0,4
Print trade press & free mag.	88	-18,0	186	-14,0
Audio	95	-7,2	186	-1,8
Radio	85	-8,9	167	-2,9
Podcasts	9	11,9	19	9,5
Out-of-Home	151	0,6	269	2,3
Digital	56	11,0	95	5,2
Static	95	-4,7	174	0,8

Advertising spend	Q2 2023 (MDKK)	± Q2 2022 (%)	Acc. 2023 (MDKK)	± 2022 (%)
Video	7313	-11,8	1 448	-9,5
Broadcast TV	478	-18,4	959	-15,1
Online Video	224	3,7	427	3,0
Cinema	31	4,7	62	12,5
Internet	2 941	1,2	5 762	1,2
Display*	1 143	3,9	2 213	2,8
Banners	334	-3,1	665	-3,5
Social	576	8,4	1 102	6,7
Directories/ Classifieds	324	-9,2	653	-6,4
Permission marketing	68	-3,1	136	-3,5
Search (SEM & SEO)	1 406	2,0	2 761	2,2
Total ad spend	4 056	-4,0	7 974	-2,9

*Display advertising includes banners, social, video and podcasts.



Total advertising spend during the second quarter of 2023



Summary

Total advertising spend during the second quarter of 2023

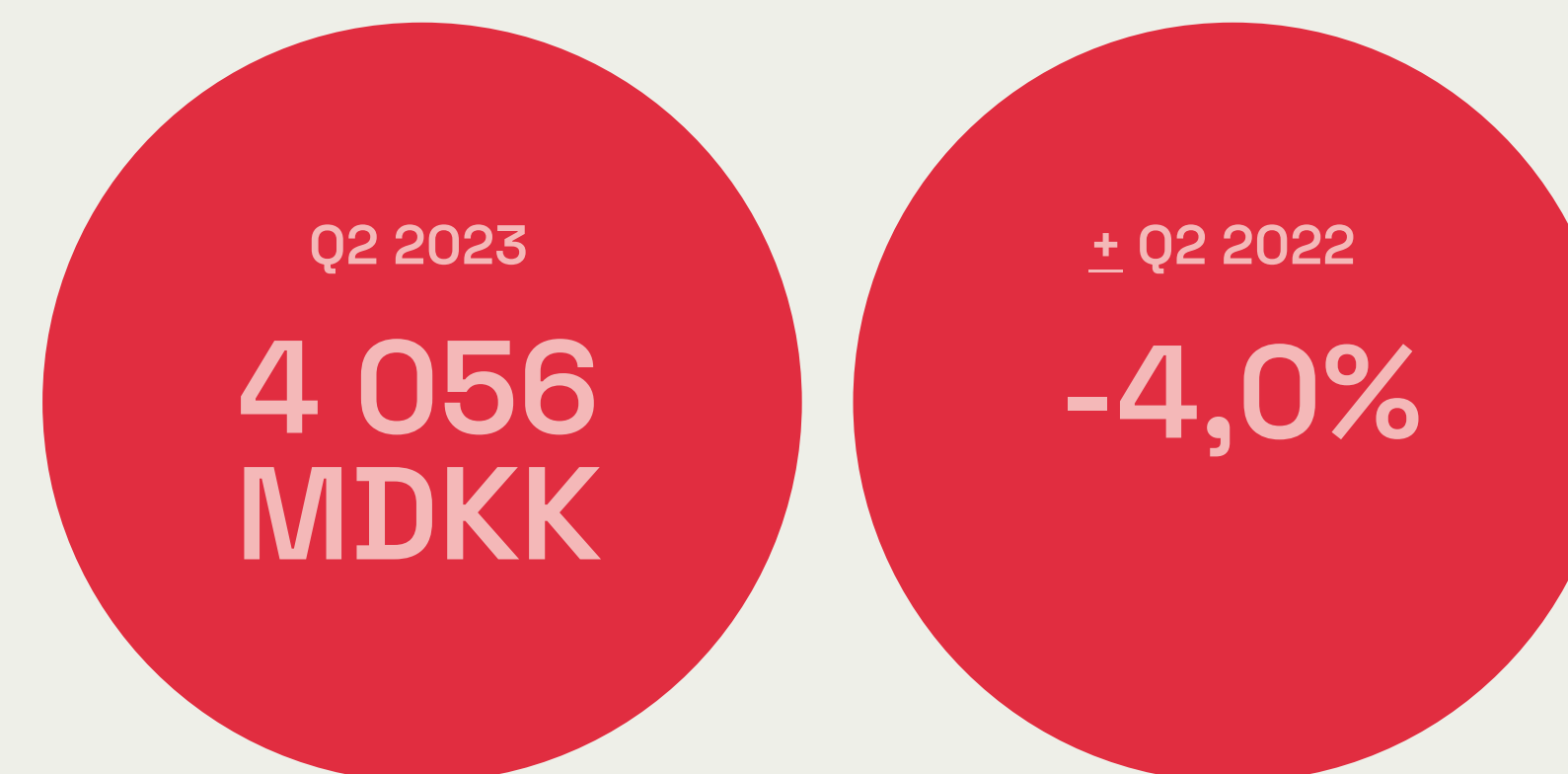
The Danish advertising market is in recession following diminishing investments for two quarters in a row. Economists often refer to the economy as in recession when GDP diminishes for two or more quarters in a row, a definition that IRM also applies to the advertising market.

In the second quarter of 2023 total advertising investments amount to 4,1 billion DKK, a decline of -4% compared to the corresponding quarter of 2022. This is slightly larger decline than during the first quarter, when investments fell by -1,7%.

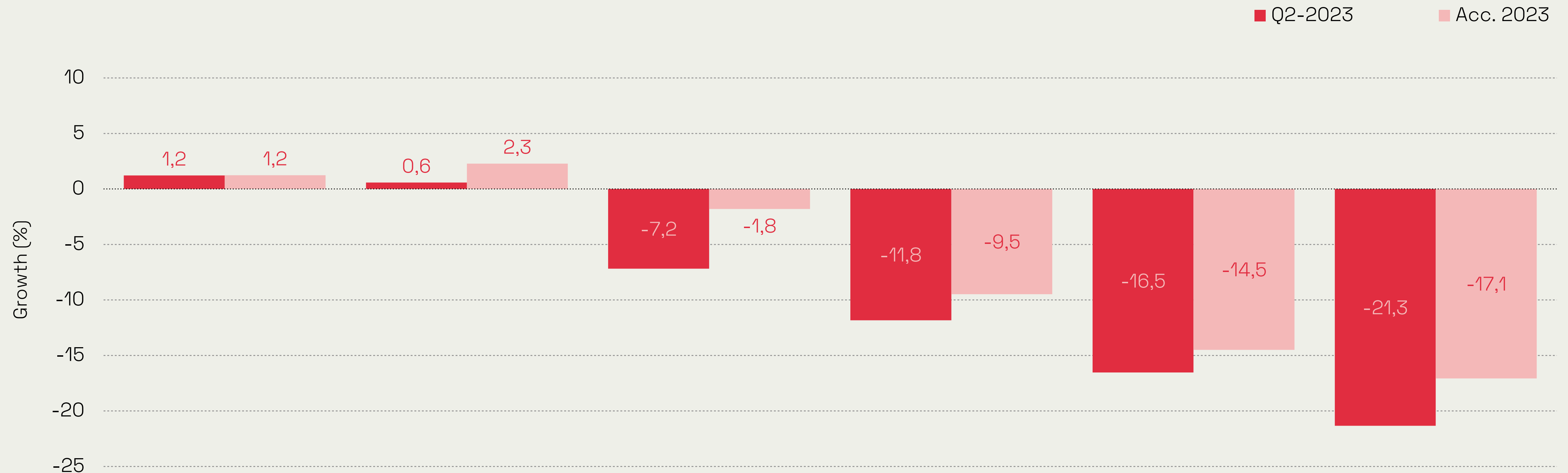
Digital media investments continued to grow in the second quarter. Growth amounted to a marginal 1,2% compared to the second quarter of 2022. All in all, digital advertising investments amount to 2,9 billion DKK. Hence, the category accounted for almost 73% of total investments in the second quarter of 2023. However, growth for the digital subcategories was very varied. Social networks did particularly well, and podcast, online video and search also experienced growth during the period. On the other hand, banners and directories/classifieds saw reduced investments during the quarter compared to the second quarter of 2022.







All main categories, internet and out-of-home exempt, show double digit declines during the quarter relative the corresponding quarter last year. Some categories with a decline in the first quarter now see this trend reinforced. This applies to print news media and video. On a positive note, out-of-home saw a marginal positive growth, driven by growth for digital out-of-home.

As of 2023, IRM has taken over the measurement of advertising investments in Denmark. IRM will be providing quarterly reports going forward as well as bi-annual forecasts. For definitions, please visit www.irm-media.dk/om-os/vores-malinger/definitioner-og-metode/.



Growth per media channel

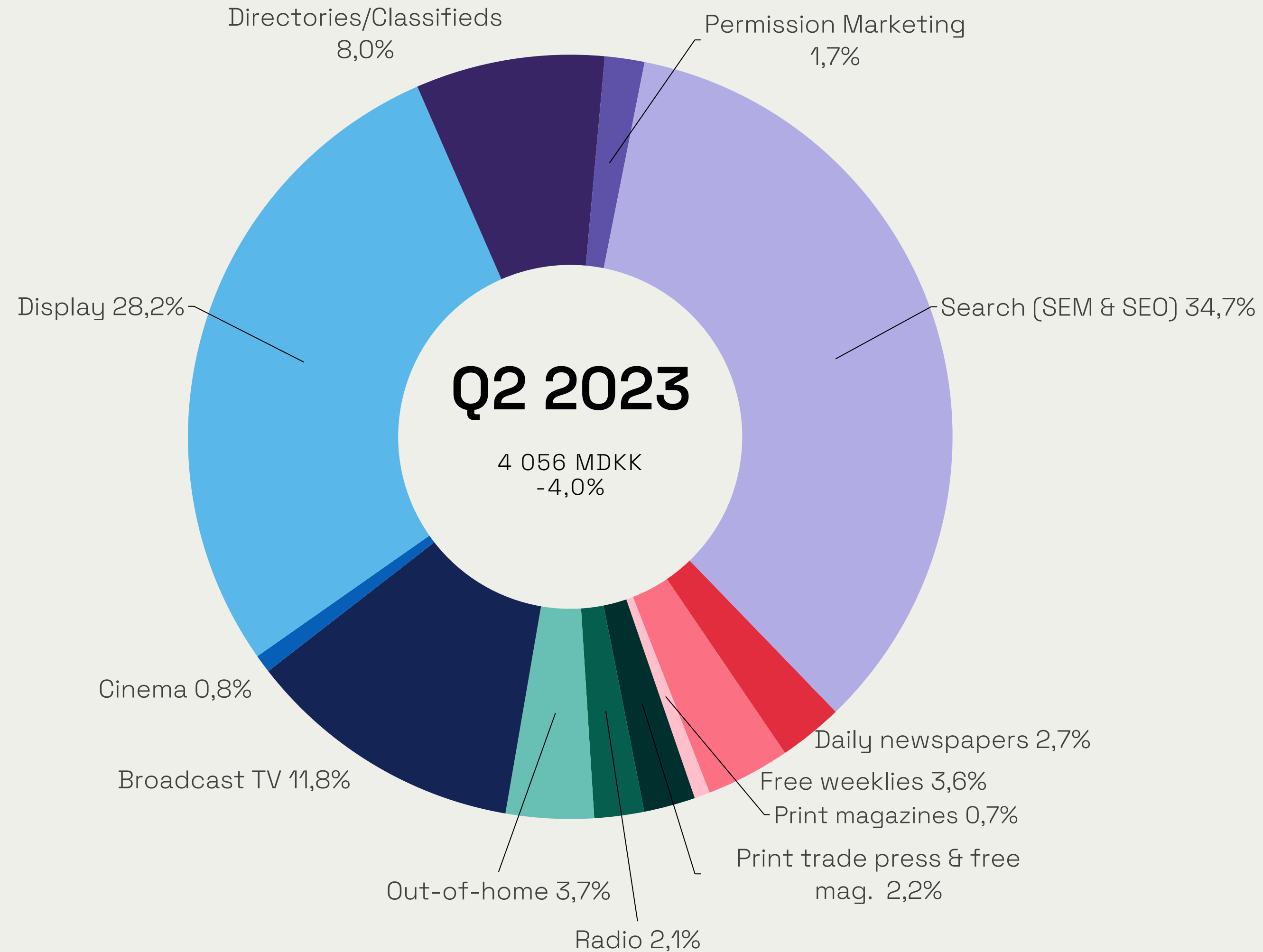


	Internet 	Out-of-home 	Audio 	Video 	Print special interest 	Print news media 
Q2 2023 MDKK	2 941	151	95	733	115	255
Acc. 2023 MDKK	5 762	269	186	1 448	234	522

Please note that the listed categories are not mutually exclusive, digital special interest media as well as online video are also included in internet – therefore the sum of listed categories exceeds total ad spend. Growth in percent relative corresponding period last year. Turnover in million DKK, current prices. Accumulated figures for the previous full calendar year.



Advertising per media channel – pie chart





Internet

Internet

The investments in internet ad spend had a turnover of 2,9 billion DKK in the second quarter. This is a growth of 1,2% compared to the second quarter of 2022. This indicates that internet advertising growth continues to slow down.

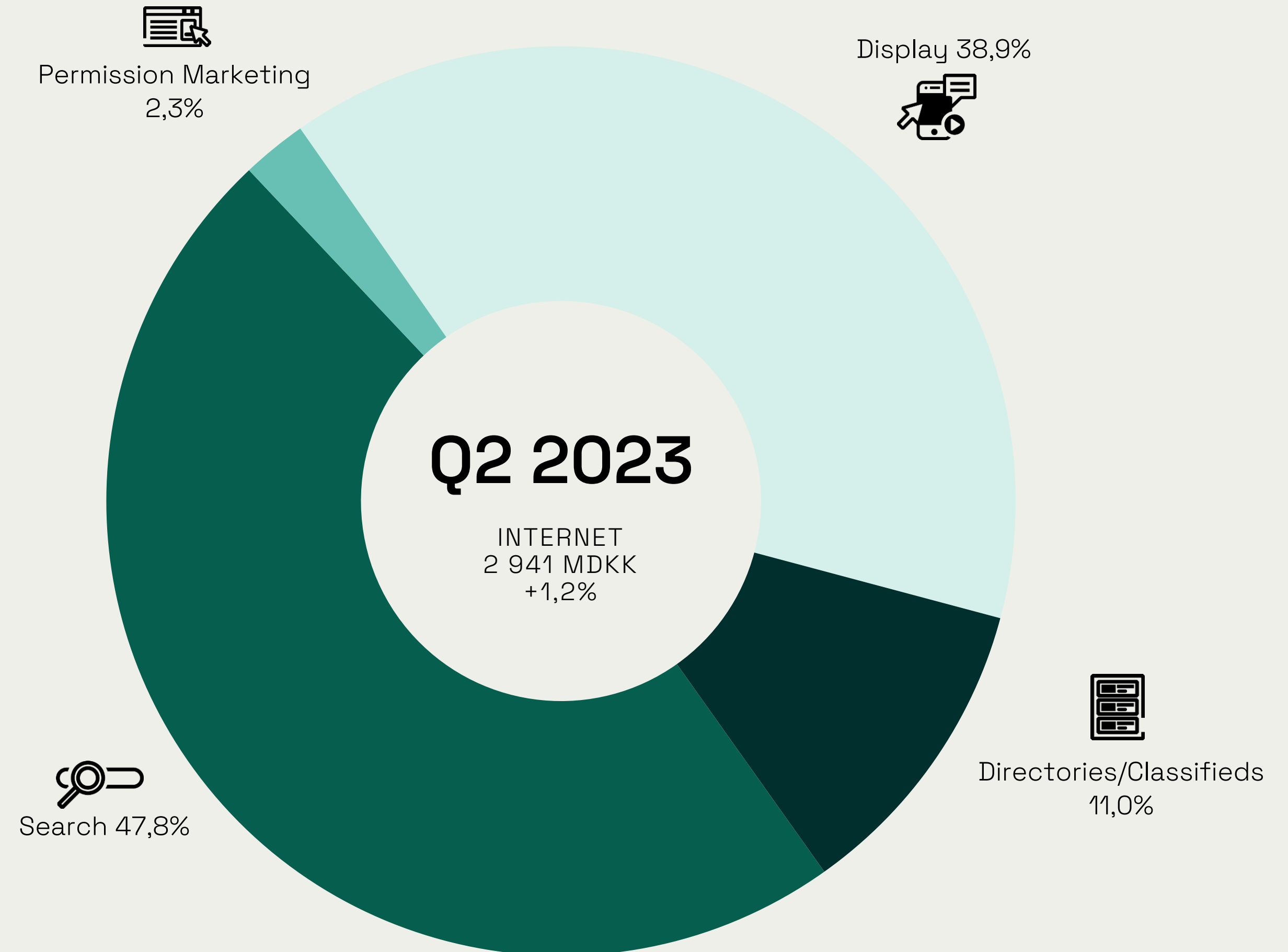
The main digital categories as presented in this report are search, display, directories/classifieds and permission marketing. The display category will then be divided into subcategories (banners, social, online video and podcasts), as presented on page 12.

Search is the largest digital category with a turnover of over 1,4 billion DKK during the quarter. Growth for search in the second quarter amounted to 2,0% compared to the second quarter of 2022.

Display advertising accounts for 38,9% of digital advertising investments in the second quarter. Turnover amounted to over 1,1 billion DKK in the quarter. This amounts to an increase of 3,9% compared to the second quarter of 2022.

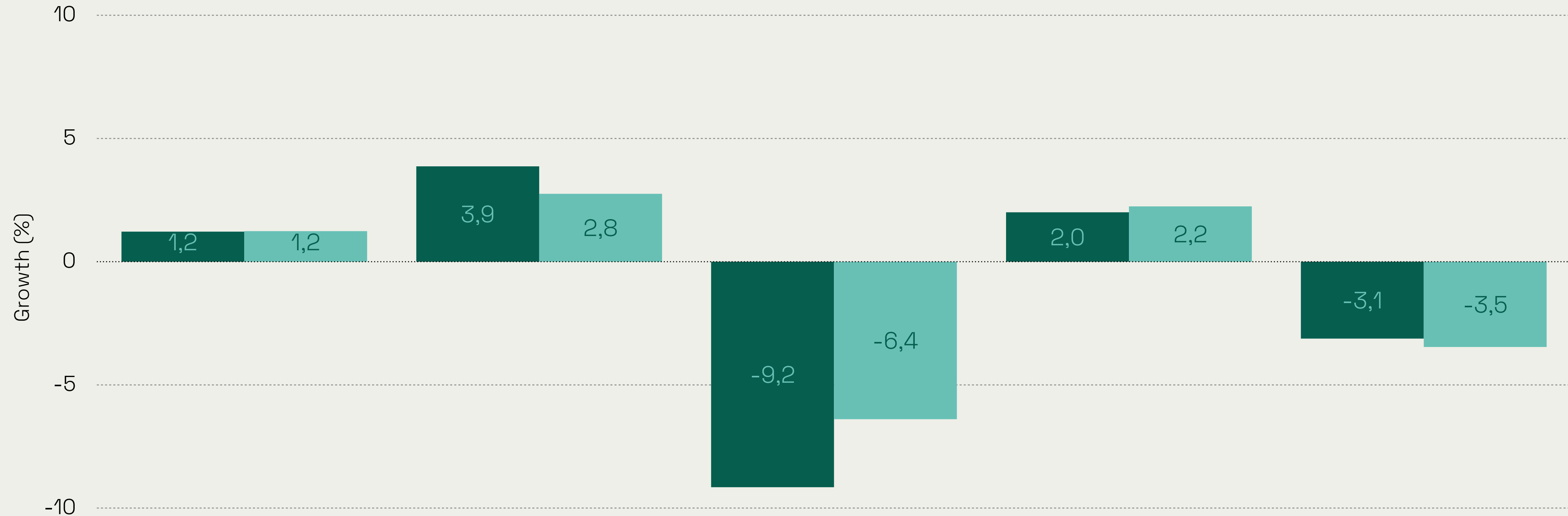
Directories and classifieds had a turnover of 324 million DKK, corresponding to a decline of -9,2%. Permission marketing is the smallest category, accounting for 2% of digital advertising investments.






IRM has, per the first quarter of 2023, taken over the Danish measurement of advertising investments. As such IRM has decided to conduct a review of the permission marketing category. IRM expects to present updated figures for this category during 2023.



Growth %

■ Q2-2023 ■ Acc. 2023



	Internet 	Display 	Directories/Classifieds 	Search 	Permission Marketing 
Q2 2023 MDKK	2 941	1 143	324	1 406	68
Acc. 2023 MDKK	5 762	2 213	653	2 761	136



Internet - Display

Advertising investments in digital display amounted to over 1,1 billion DKK in the second quarter of 2023. This corresponds to a growth of 3,9% compared to the second quarter of 2022.

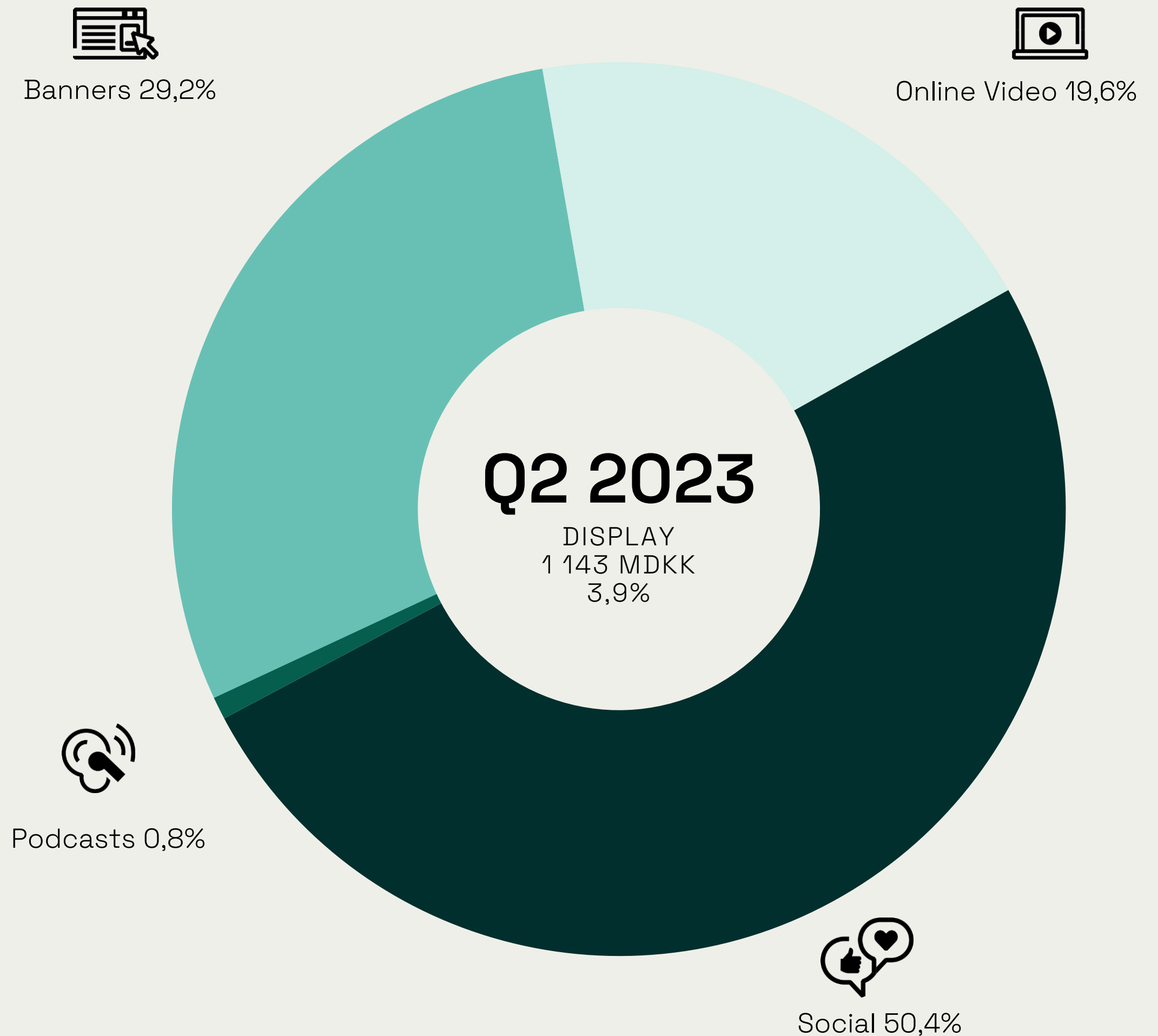
Display advertising consists of subcategories social, banners, online video and podcasts. The performance of these categories has varied in the second quarter.

The largest category, social, recorded the largest growth of 8,4% in the first quarter compared to the corresponding time period in 2022. This means that social outperforms the digital advertising category and also drives total display growth. The category had a turnover of 576 million DKK in the quarter.

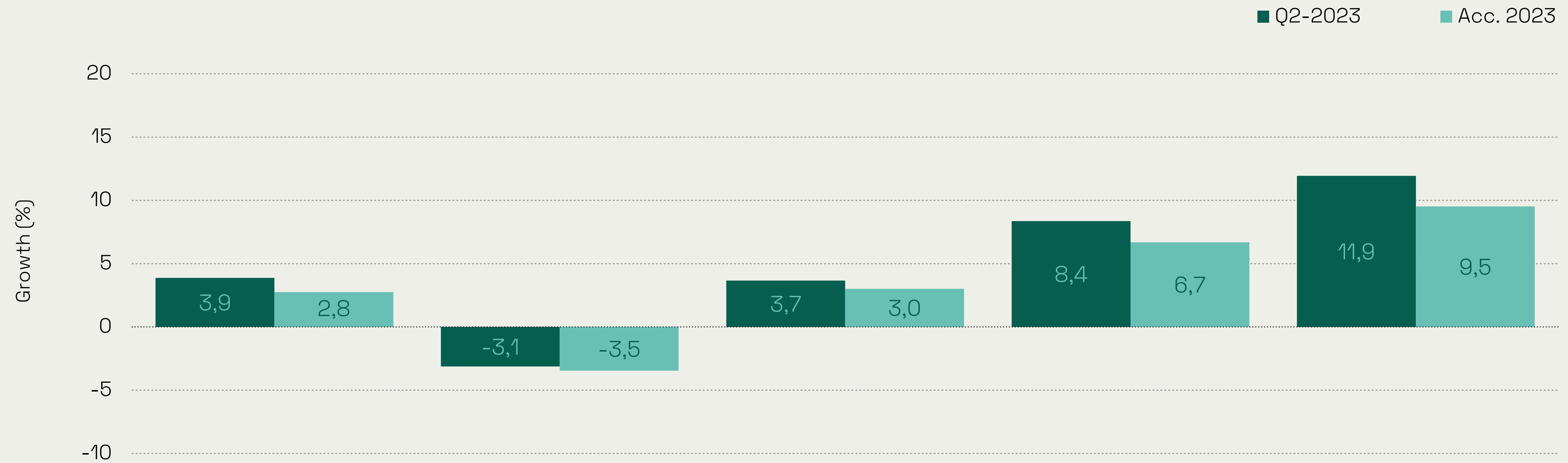
The second largest category, banners, continued to experience negative growth in the second quarter. In total, the category declined by -3,1%.






Online video shows a growth of 3,7% in the second quarter and the turnover amounts to 224 million DKK.

The smallest category, podcasts, continues to grow in the second quarter. Investments in podcasts advertising increased by 11,9% compared to the second quarter of 2022, with a turnover of 9 million DKK.



Growth %



	Display 	Banners 	Online Video 	Social 	Podcasts 
Q2 2023 MDKK	1 143	334	224	576	9
Acc. 2023 MDKK	2 213	665	427	1 102	19

Growth in percent relative corresponding period last year. Turnover in million DKK, current prices. Accumulated figures for the previous full calendar year.

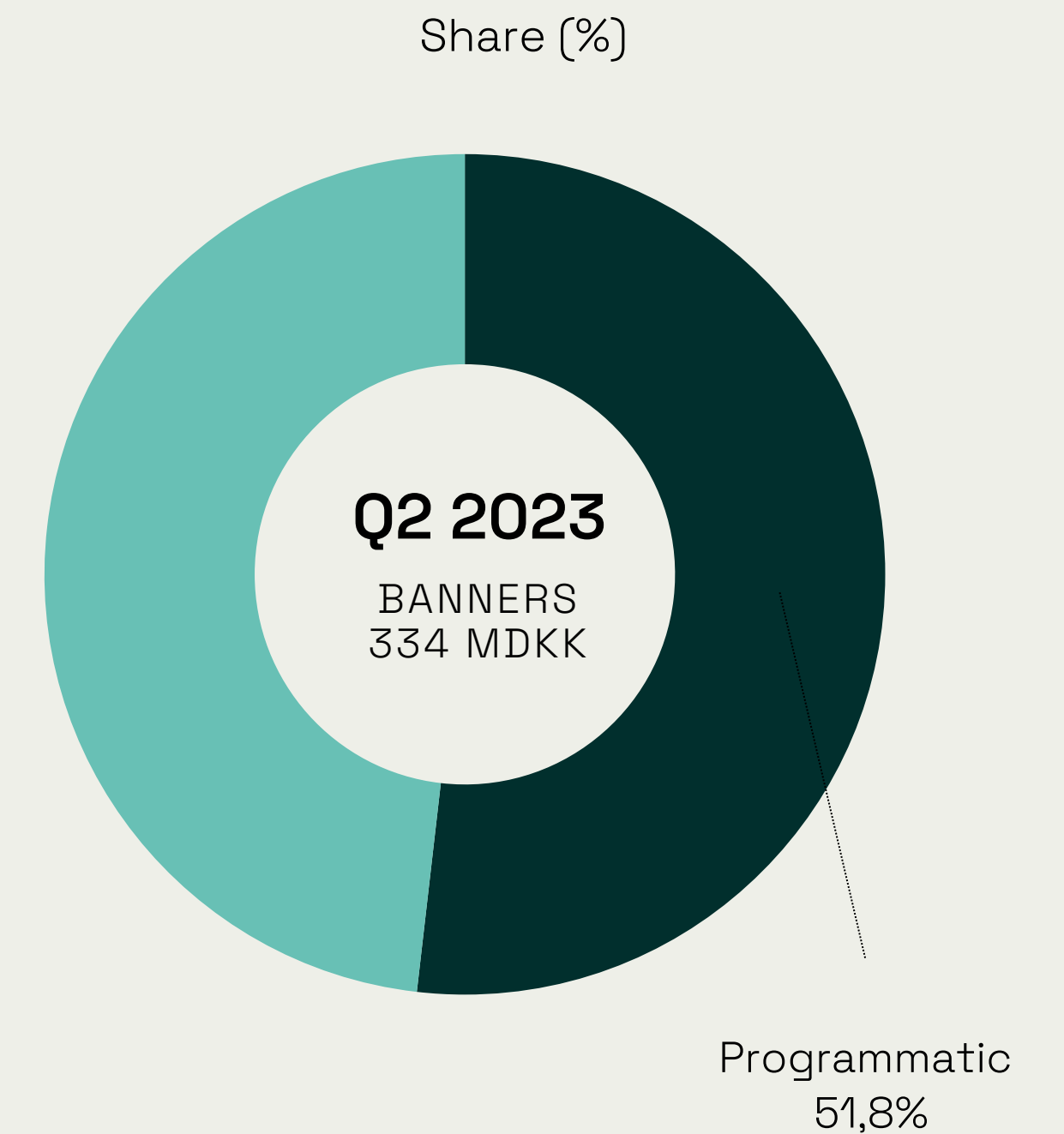
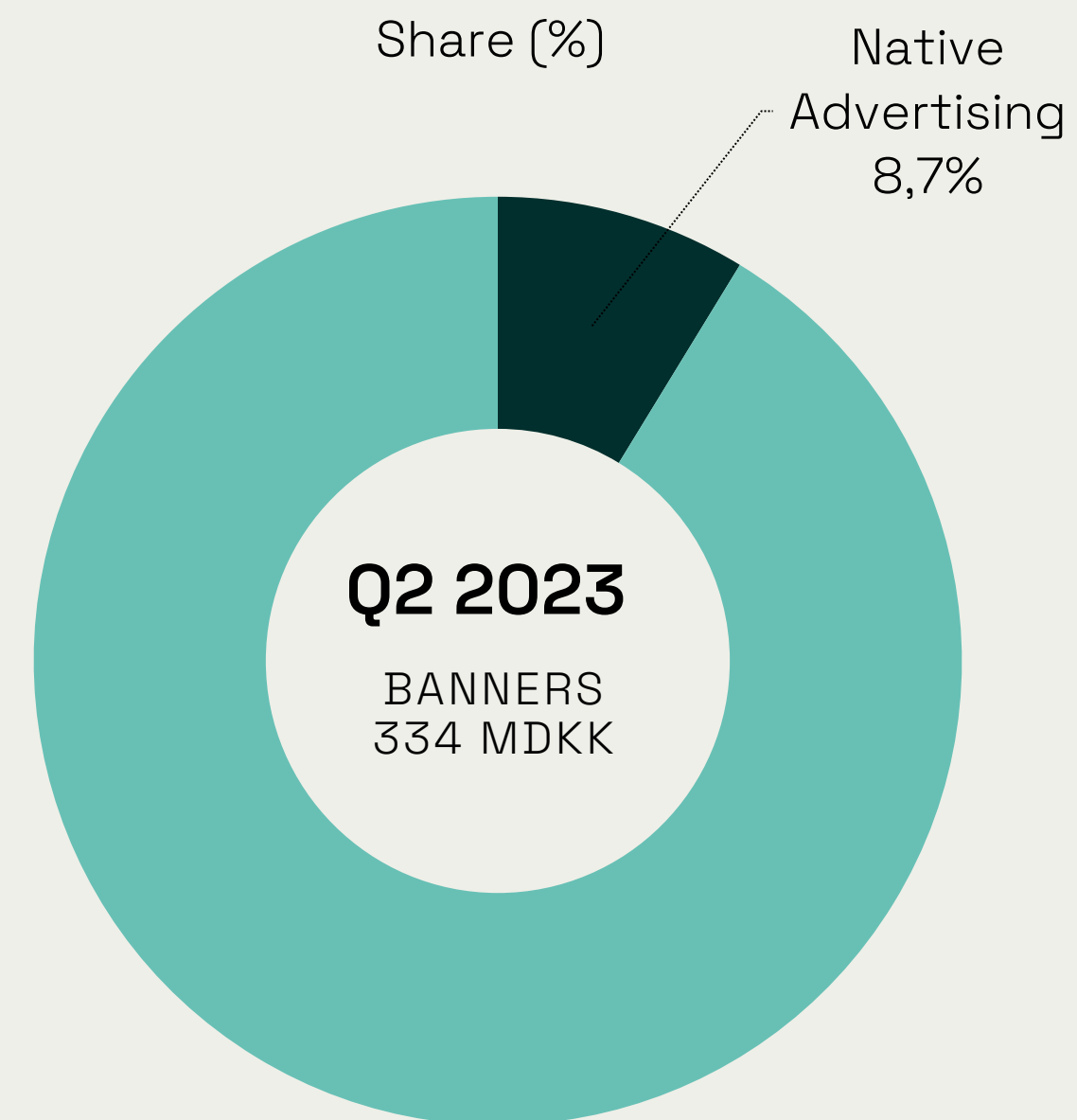


Internet - Banners

IRM presents two different break downs of the banner category.

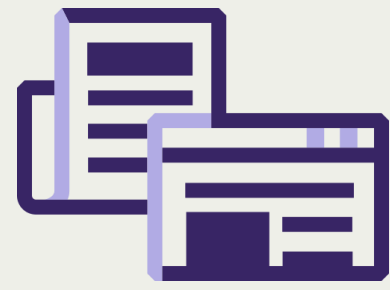
The first is native advertising. This category shows a decline of -7,2% in the second quarter of 2023. After a strong growth of 11,3% in 2022 as compared to 2021, native advertising has showed declining investments in the first half of 2023.

The second breakdown is the share of banner advertising that is sold programmatically. This share is 52% in the second quarter. Thereby a somewhat smaller share of banner advertising is sold programmatically in the second quarter as compared to 2022.





Print news media & special interest media

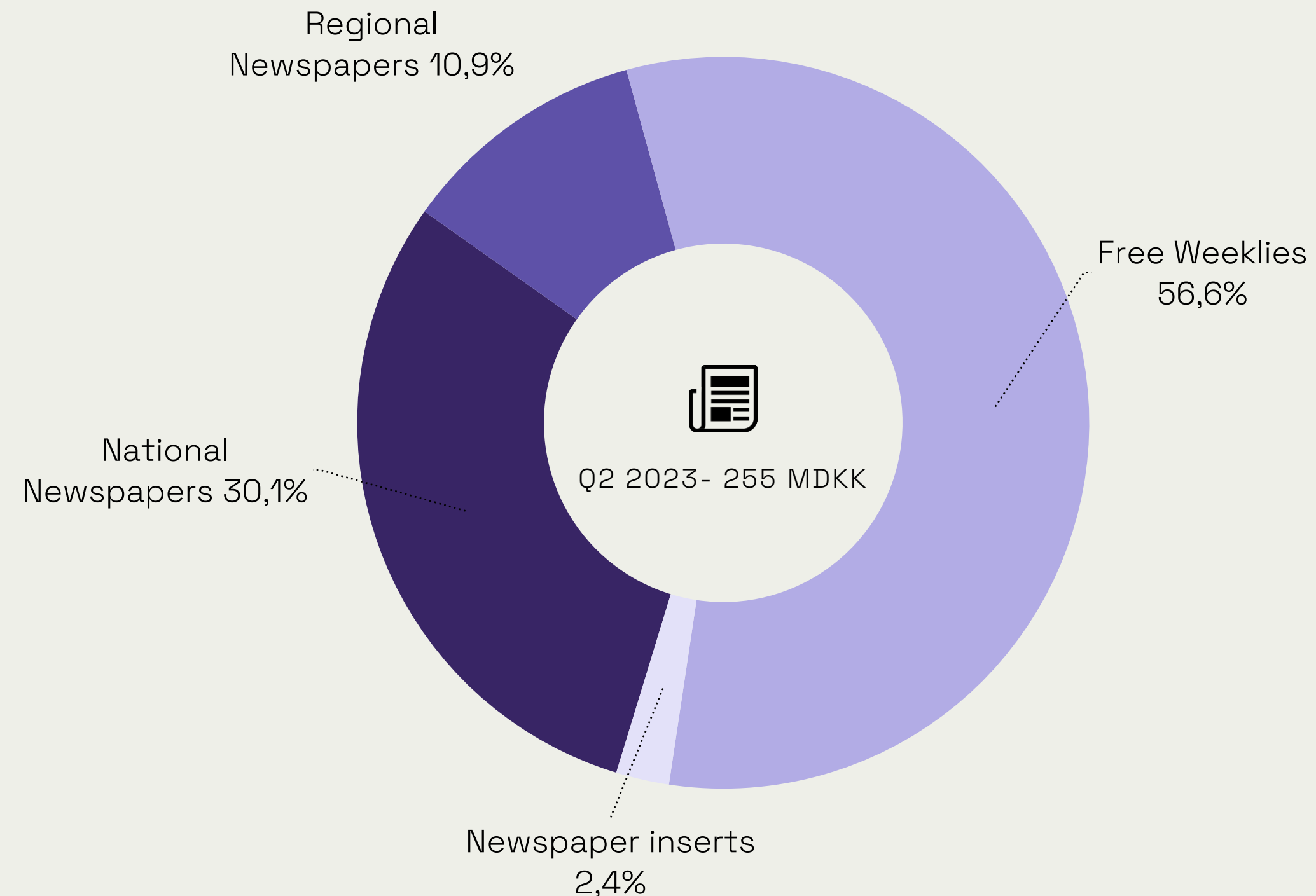


Print news media

Print news media had a total turnover of 255 million DKK in the second quarter of 2023. This corresponds to a decline of -21,3% compared to the corresponding quarter 2022. In 2022 the decline for print news media amounted to -4% relative 2021. This entails that the negative development for print news media has been reinforced during 2023.

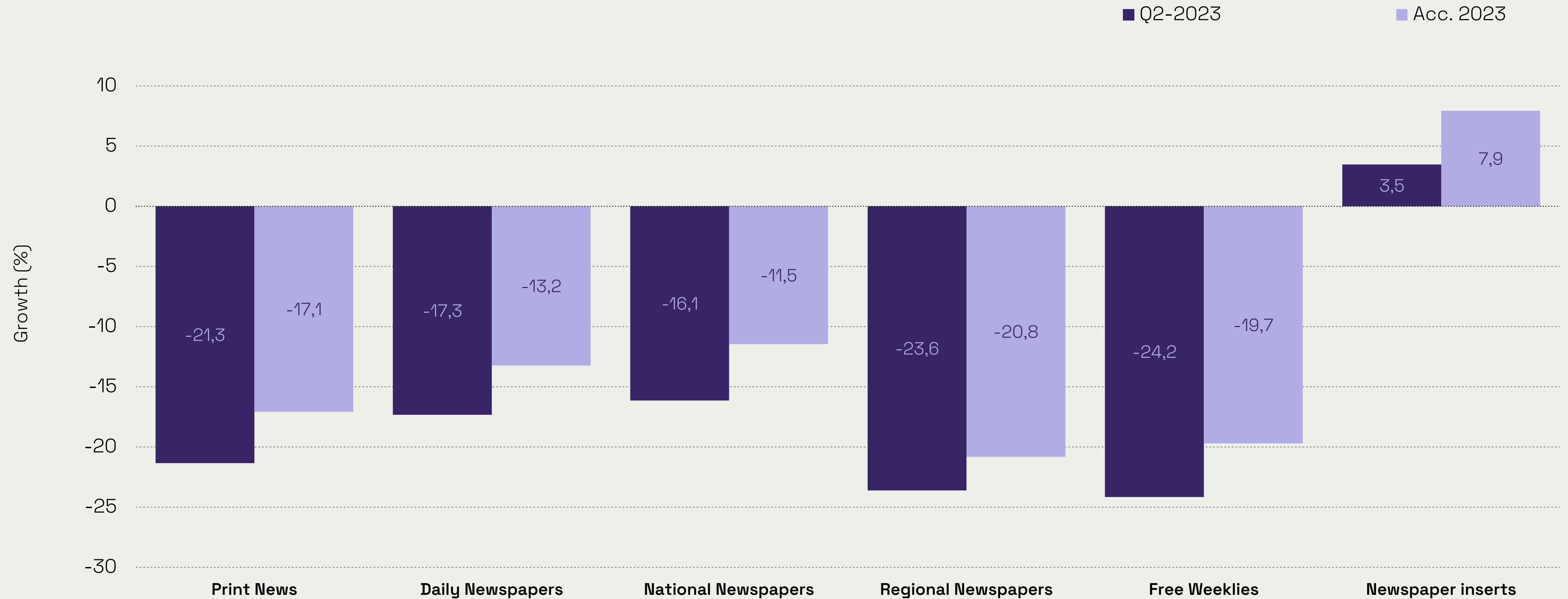
Newspaper inserts registered positive growth. The growth for the category amounted to 3,5% and a turnover of 6 million DKK. For such a small category growth will be volatile as one or two advertisers will have substantial impact on the development.

National newspaper declined with -16,1% during the period. Regional newspapers and free weeklies saw the largest declines and fell by -23,6% and -24,2% respectively compared to the second quarter of 2022.





Print news media



Q2 2023 MDKK	255	110	77	28	144	6
Acc. 2023 MDKK	522	222	155	56	300	11

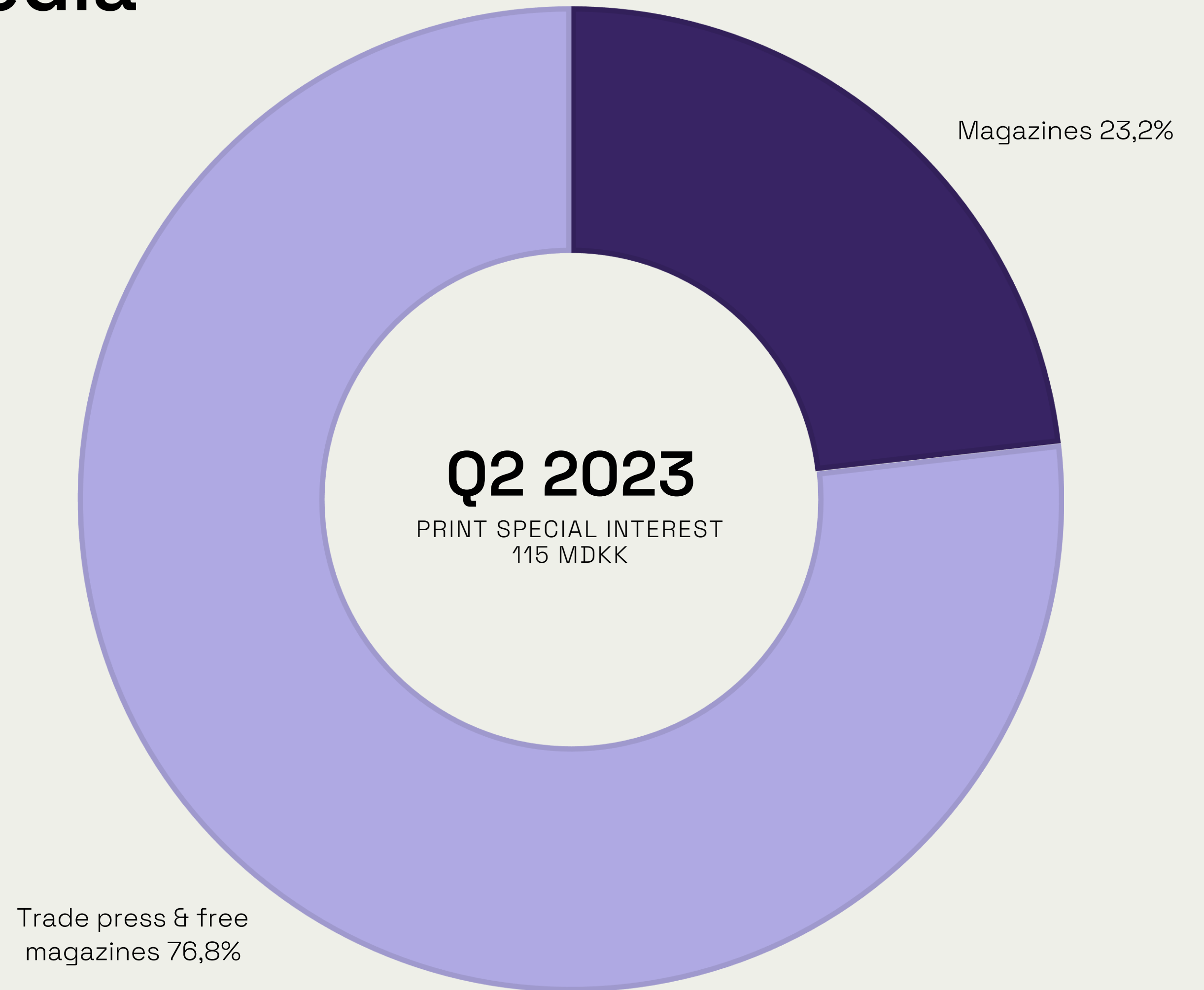


Print special interest media

Print special interest media consists of trade press & free magazines and magazines. Trade press & free magazines account for 77% of the print special interest media category during this period. Consequently, magazines make up the remaining 23% of the category.

During the second quarter, trade press & free magazines register a decline of 18% as compared to that of the second quarter of 2022. Turnover amounts to 88 million DKK. In 2022, trade press & free magazines declined by 5%. Indicating that the trade press & free magazines have a trend of diminishing growth during 2023.

For print magazines turnover amounts to 27 million DKK. The decline for the category amounts to -11,3%. For magazines, IRM also presents the digital ad revenues on the next page.

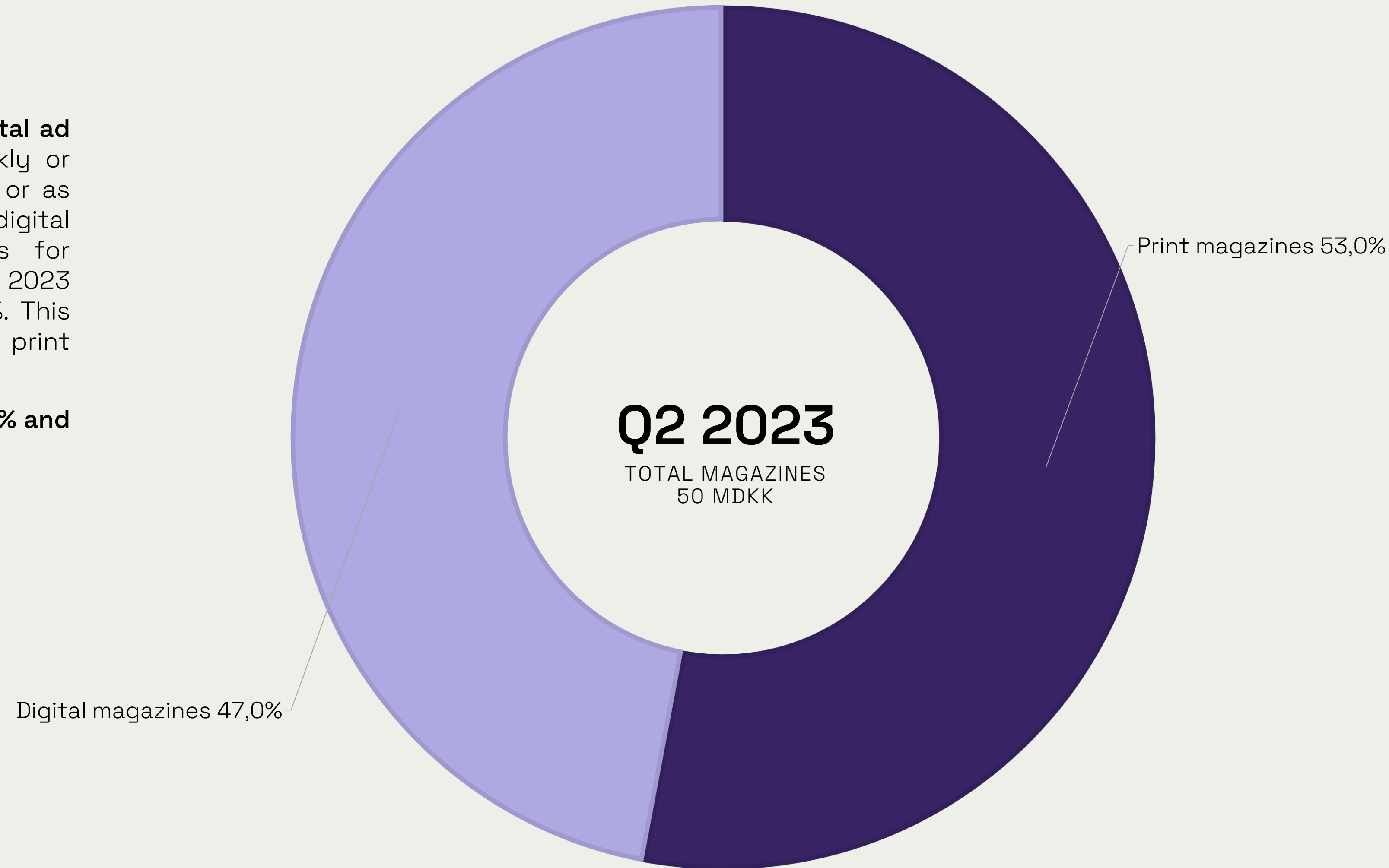




Magazines

Total magazines consists of both the printed and the digital ad revenues for magazines. Magazines are defined as weekly or monthly magazines that are sold either as subscriptions or as single copies. Digital magazines therefore includes the digital counterparts to these magazines. Print ad revenues for magazines account for 53% during the second quarter of 2023 whereas the digital revenues made up the remaining 47%. This means that investments are evenly distributed between print and digital for magazines.

Both categories declined during the period. Print with -11,3% and digital with -11,5% respectively.

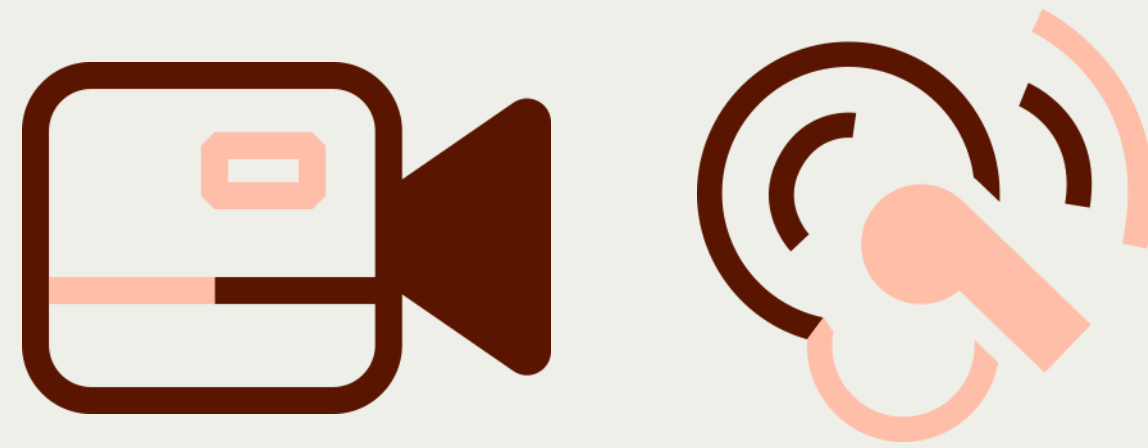


Growth %



	Total magazines	Print magazines	Digital magazines	Print trade press & free mag.
Q2 2023 MDKK	50	27	24	88
Acc. 2023 MDKK	94	48	46	186

Growth in percent relative corresponding period last year. Turnover in million DKK, current prices. Accumulated figures for the previous full calendar year.



Video & Audio

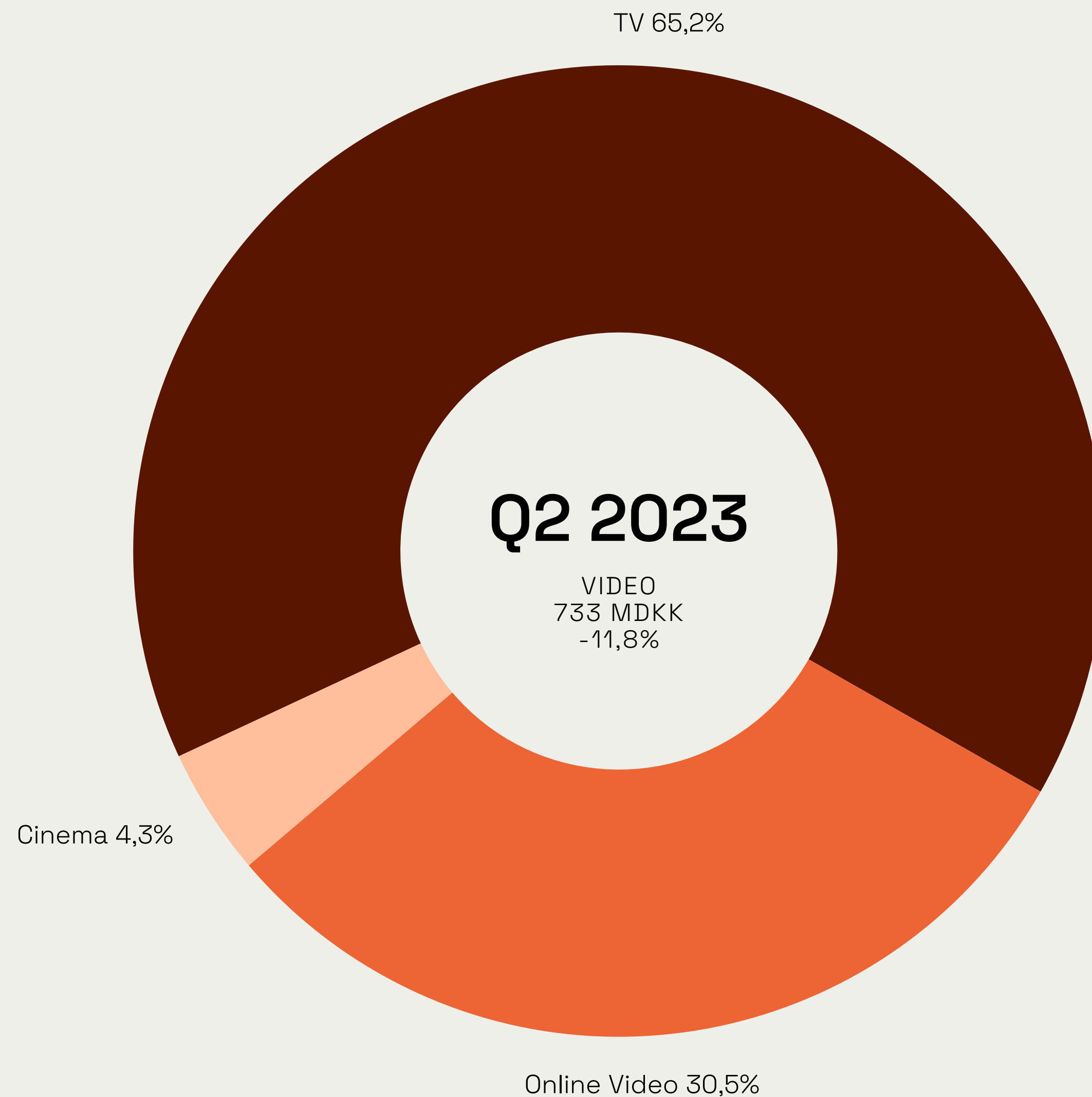
Video

Video continues to decline in the second quarter. In total the category declined -11,8% compared to the second quarter of 2022. The decline continues to be driven by the TV advertising investments, which declined by -18,4%. This entails that the decline for TV investments was reinforced in the second quarter. TV advertising had a turnover of 478 million DKK.

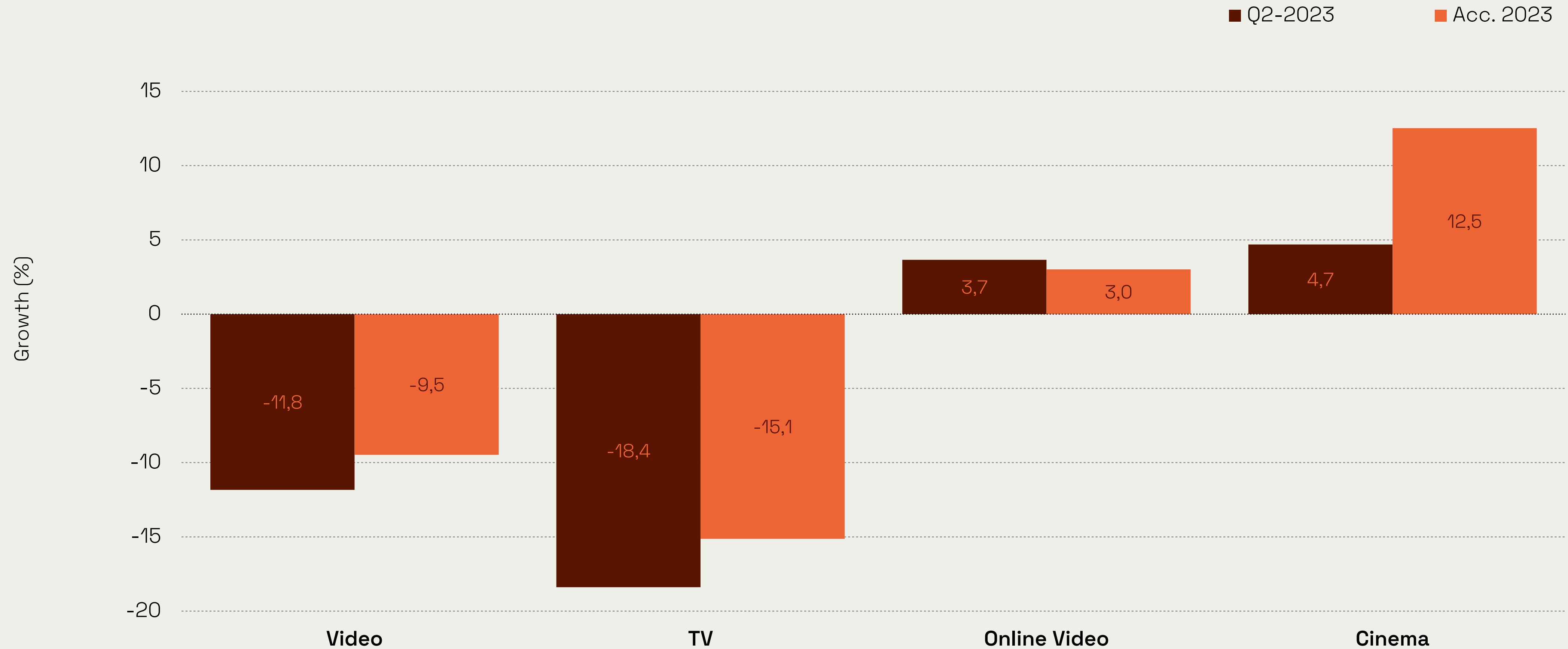
Online video registered increased investments of 3,7% in the quarter as compared to the corresponding quarter 2022. Turnover for online video amounted to 224 million DKK in the second quarter.

After a strong start to 2023, cinema continued to grow by 4,7% in the second quarter of the year. In total, the turnover for cinema amounted to 31 million DKK.

TV still dominates video advertising with a share of 65,2% of total video advertising.



Growth %



	Video	TV	Online Video	Cinema
Q2 2023 MDKK	731	478	224	31
Acc. 2023 MDKK	1 446	959	427	62

Growth in percent relative corresponding period last year. Turnover in million DKK, current prices. Accumulated figures for the previous full calendar year.

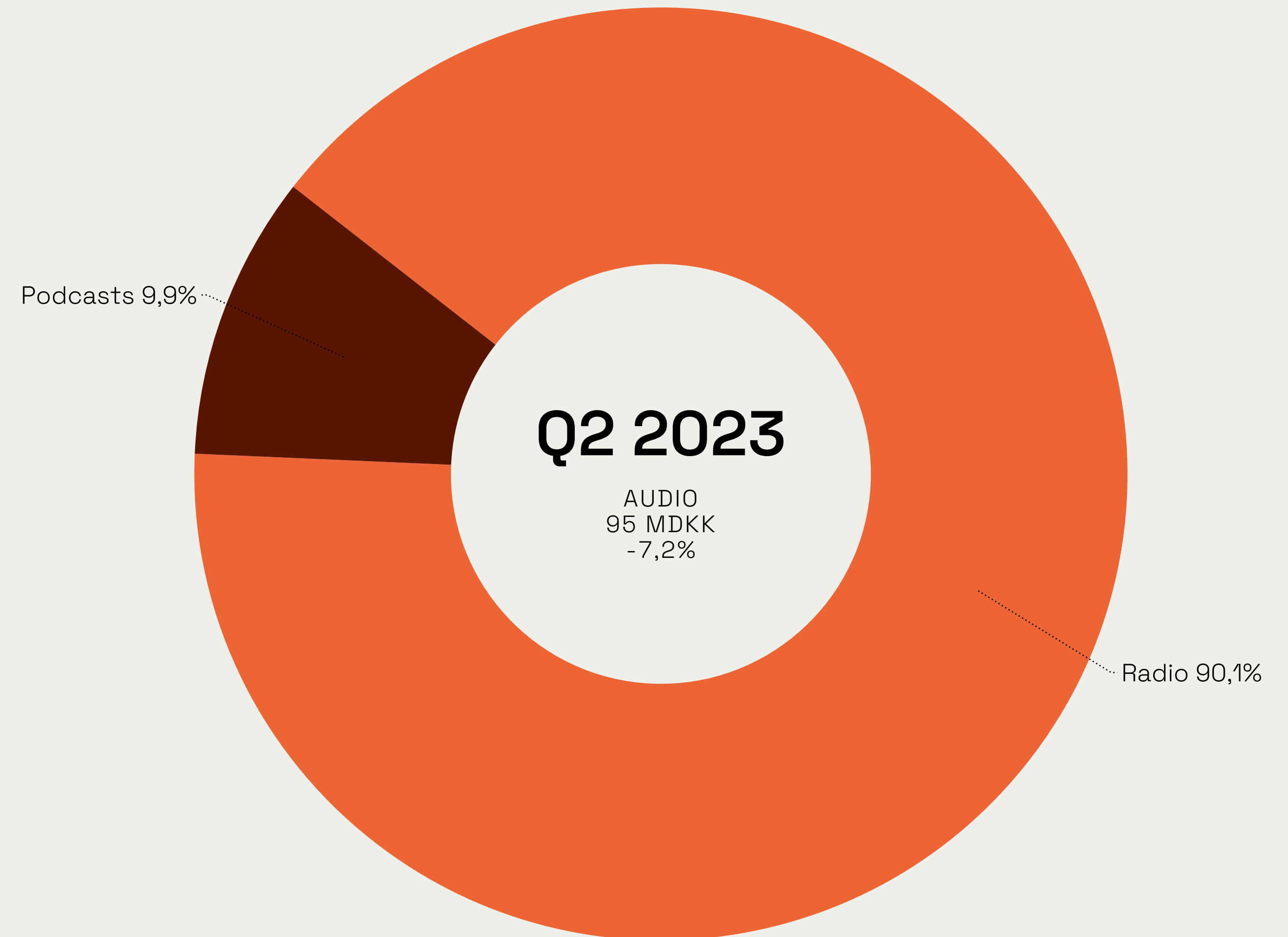


Audio

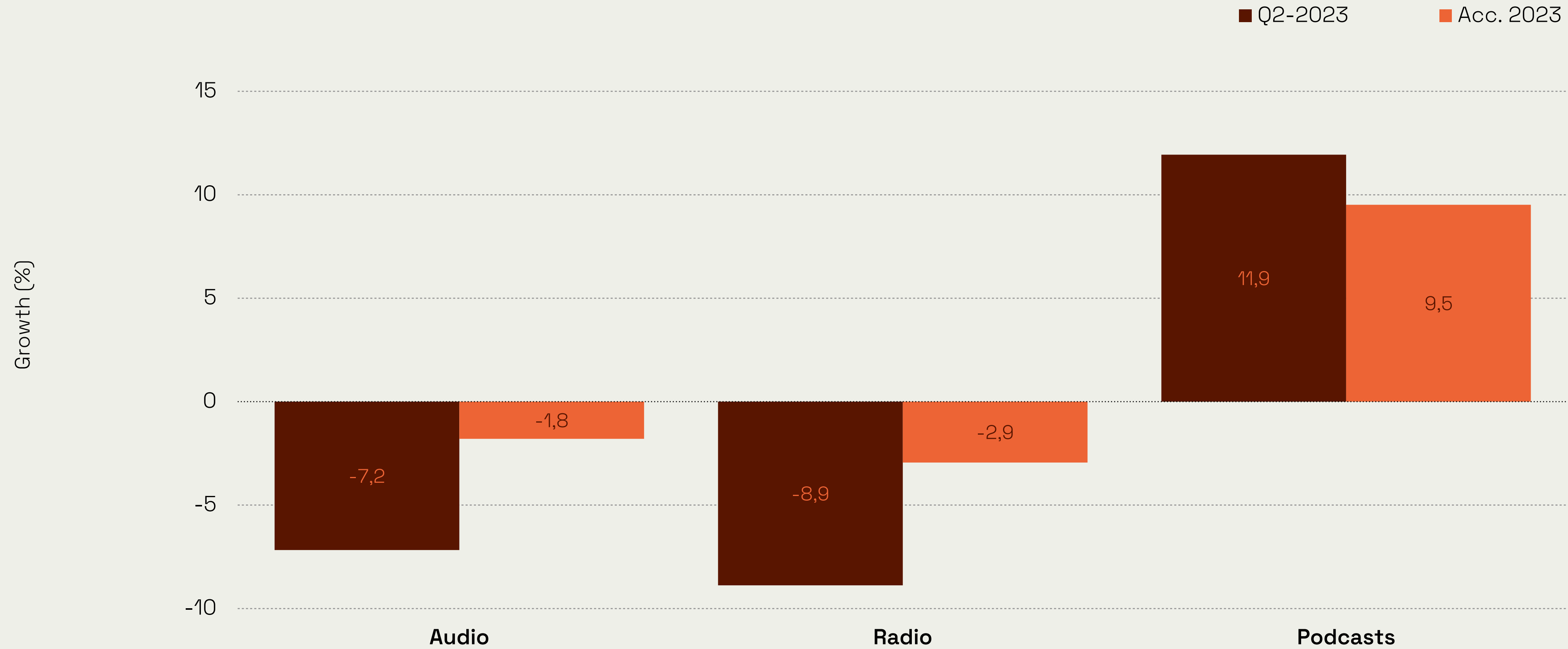
After a positive start to 2023, the tide has changed for audio in the second quarter. Audio decreased by -7,2% in the second quarter compared to the same period in 2022. The total turnover amounted to 95 million DKK in the second quarter.

Radio registered a decline of -8,9% compared to the second quarter of last year, and the total turnover was 85 million DKK. Podcasts experienced a growth by 11,9% and a turnover of 9 million DKK. Podcasts has a small turnover and consequently can be volatile for the category.

In total, podcasts continue to account for approximately 10% of the investments in audio.



Growth %



Q2 2023 MDKK	95	85	9
Acc. 2023 MDKK	186	167	19

Audio

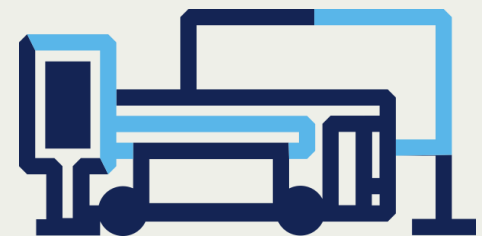
Radio

Podcasts

Growth in percent relative corresponding period last year. Turnover in million DKK, current prices. Accumulated figures for the previous full calendar year.



Out-of-home

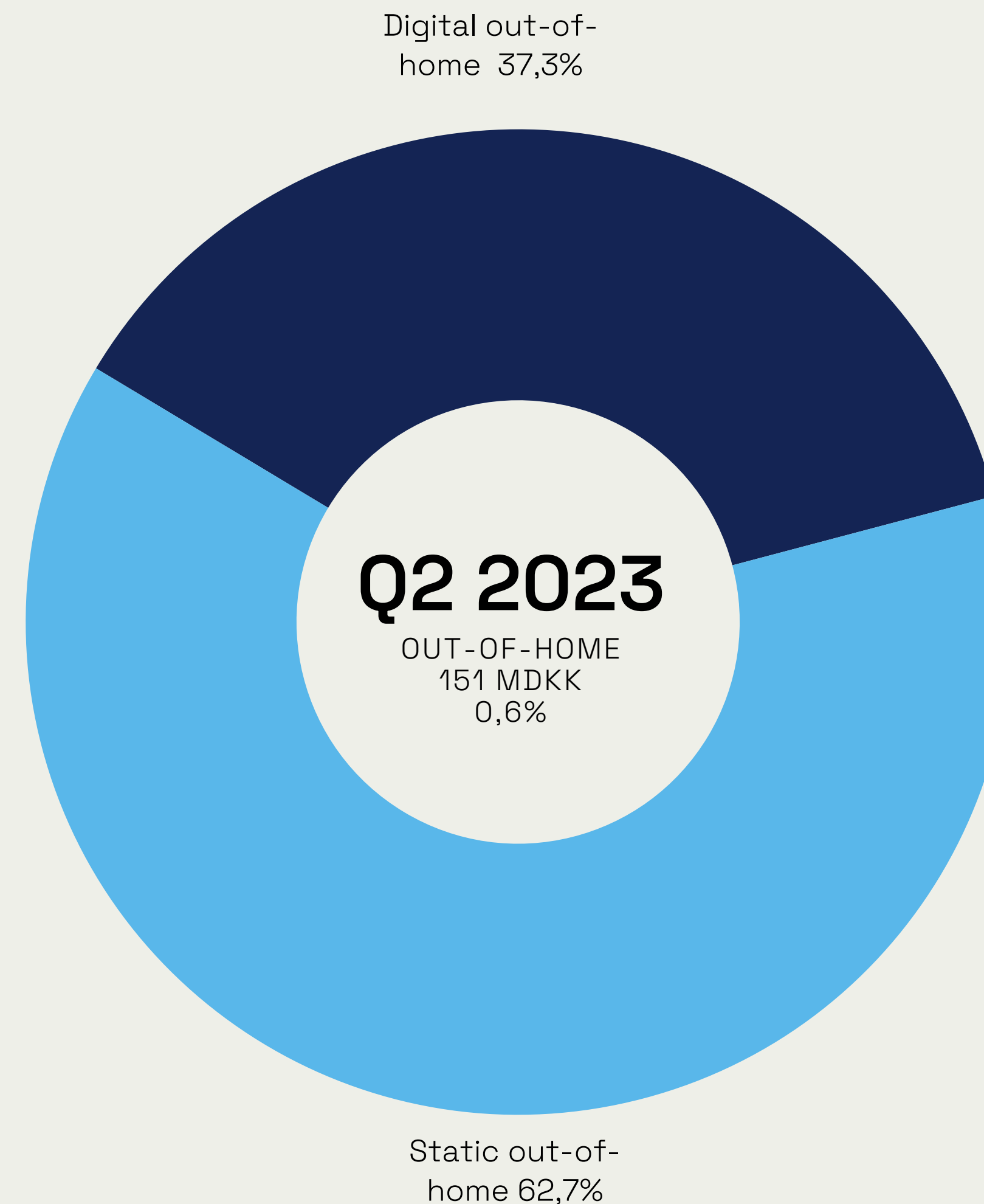


Out-of-home

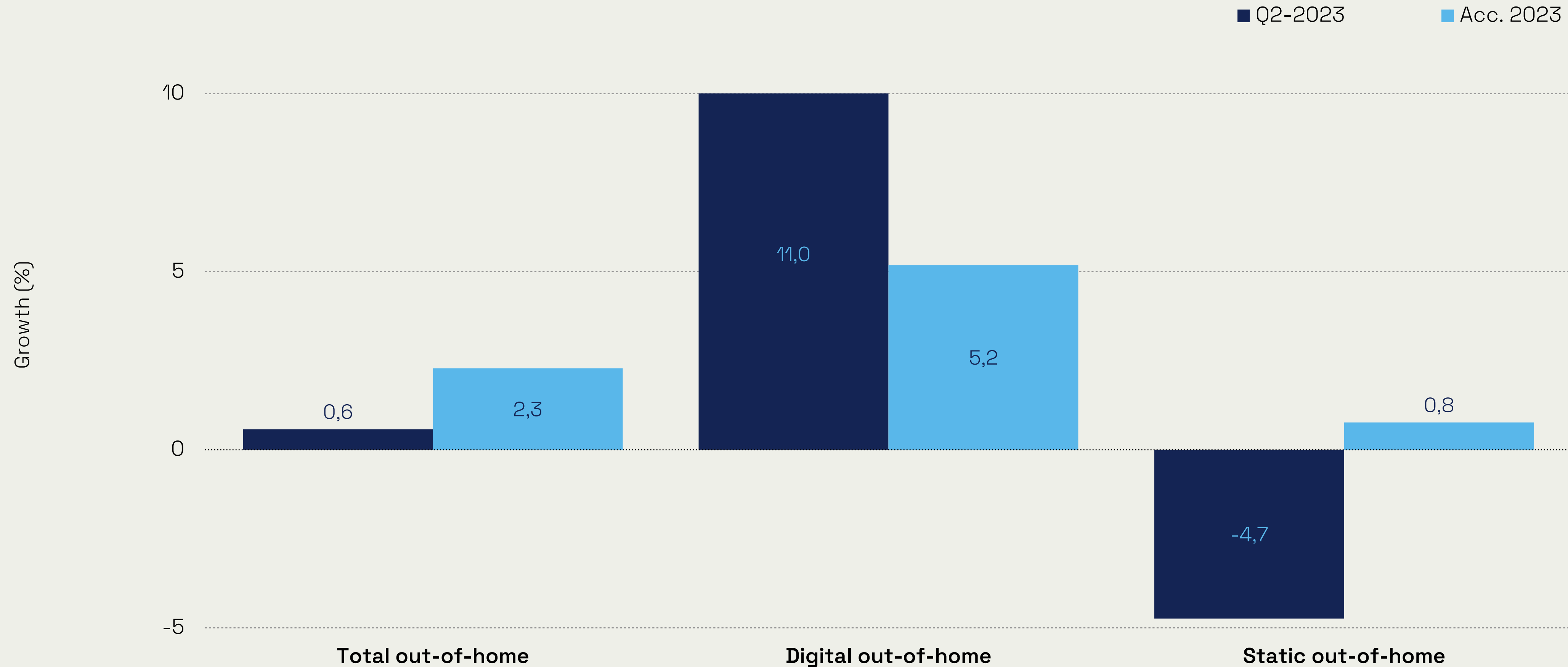
In the second quarter of 2023 out-of-home had a turnover of 151 million DKK. This is a marginal increase of 0,6% compared to the corresponding quarter in 2022.

The static out-of-home advertising experienced a negative growth of -4,7% in Q2. The digital out-of-home advertising on the other hand increased by 11,0% compared to the second quarter of last year.

Static advertising amounts to 62,7% of the total out-of-home advertising in the second quarter, while the digital market share is 37,3%.



Growth %



	Total out-of-home	Digital out-of-home	Static out-of-home
Q2 2023 MDKK	151	56	95
Acc. 2023 MDKK	269	95	174

Growth in percent relative corresponding period last year. Turnover in million DKK, current prices. Accumulated figures for the previous full calendar year.