

Press Release

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Programmatic trade accounts for 3 percent of digital ad spend in Sweden during 2014

IRM:s first report regarding programmatic trade in Sweden shows that ad revenues stemming from programmatic transactions amounted to 330 million SEK in 2014, an increase of 265 percent compared to 2013.

Programmatic trading is a new method of buying and selling ad space that has been garnering a lot of interest in the industry. Programmatic systems optimize digital ad transactions and may in the short term may allow for the sale of previously unsold inventory. In the long term, the big advantage is improved targeting based on data which could support higher prices for advertising space and therefore lead to an increase in total ad spend.

- IRM:s statistics are meant to reflect the current advertising market, says Madeleine Thor, managing director at IRM. We have seen the need measurement of programmatic trading as it is of growing importance within the advertising marketplace, especially within digital advertising which is the main growth driver in today's market.

IRM:s report shows that ad revenues stemming from programmatic trading accounts for 3 percent of total digital ad spend in Sweden during 2014 which is lower than the average share in Western Europe.

- The figures IRM presents today are lower than expected. Research reports we have studied regarding Western Europe show a higher share for programmatic trading in other countries. However, going forward, we expect a very strong growth rate for programmatic in Sweden, Thor concludes.

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IRM conducts net ad spend surveys and forecasts for the Swedish and Norwegian advertising markets. IRM:s study of programmatic trading in Sweden is based on 19 interviews with market players as well as research and analysis of domestic and international trends.

More information regarding IRM can be found at www.irm-media.se