

VALUE OF ADVERTISING

valueofadvertising.org #AdsMatter

ADVERTISING FUELS GDP

EACH EURO
INVESTED BY BRANDS
IN ADVERTISING



CAN GENERATE UP TO
7 EUROS
OF GDP IN THE EU ECONOMY

ADVERTISING CREATES JOBS

5.8

MILLION
JOBS IN EU



=

2.6%

OF ALL EU
EMPLOYMENT



JOBS DIRECTLY
INVOLVED IN
THE PRODUCTION
OF ADVERTISING



JOBS ENABLED IN
THE MEDIA AND
ONLINE SERVICES
due to advertising
(e.g. journalists or
content producers)



JOBS CREATED IN
THE WIDER ECONOMY
due to the economic
activity driven
by advertising

ADVERTISING

SUPPORTS COMPETITION BY

INFORMING
CONSUMERS



INCREASING
CHOICE



DRIVES INNOVATION BY

INCENTIVISING
BUSINESSES TO
OUTPERFORM
COMPETITORS



CREATING
DIFFERENTIATED
PRODUCTS AND
SERVICES



ADVERTISING PROVIDES HIGH-QUALITY JOBS

AS DEFINED
BY OECD

MEDIA & ADVERTISING
SECTOR **34 000 €**

WHOLE EU ECONOMY
22 000 €

AVERAGE
GROSS
INCOME
IN THE EU

ADVERTISING FUNDS **media & internet services**

...so that these can be enjoyed for free or at a reduced rate

GLOBALLY, ADVERTISING ACCOUNTS FOR



RADIO
REVENUES



TELEVISION
REVENUES

INTERNET SERVICES



PERSONAL
MAIL



70%

OF EU CITIZENS
REGULARLY USE
E-MAIL SERVICES



SEARCH AND
SOCIAL MEDIA
WEBSITES



SOCIAL MEDIA
PLATFORMS ARE
ACCESSED BY
ALL SEGMENTS OF
THE POPULATION

Funded by:

A research by:
Deloitte.

