

UK Programmatic Market Keeps Gaining Ground

Growth in programmatic digital display ad spending is strong at £3.39 billion (\$4.58 billion)

ARTICLE | DECEMBER 26, 2017

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The UK market for programmatic digital display ad spending continues to be strong, despite concerns about brand safety and other issues that made it into mainstream media this year.

Programmatic digital display ad spending continues to rise at a healthy clip. From £1.99 billion (\$2.69 billion) in 2015, programmatic will account for £3.39 billion (\$4.58 billion) in 2017 and £4.52 billion (\$6.10 billion) by 2019.

The predominance of social media display spending has skewed the market toward programmatic direct—the majority of social display is bought this way. Real-time bidding (RTB), which includes both open market and private marketplace spending, is expected to account for 45.5% of the programmatic total for 2017, while direct will take up 54.5%.

Mobile continues to be a major growth driver of programmatic, while 2017 was projected to be the first year where desktop display saw a decline in programmatic spend. Mobile spend will reach £2.64 billion (\$3.56 billion) and account for 78.0% of the total market.

These insights are drawn from eMarketer's latest report, "UK Programmatic Advertising Forecast for 2016-2019: The Industry Gets

Serious About Fraud and Brand Safety." The report highlights eMarketer's updated estimates for programmatic digital display ad spending in the UK, with breakouts for mobile spend by transaction type and video. eMarketer PRO subscribers can [access the report here](#). Nonsubscribers can [learn more here](#).