

# What Programmatic Advertising Looks Like in Germany

Automated buying and selling of ad inventory has gained momentum

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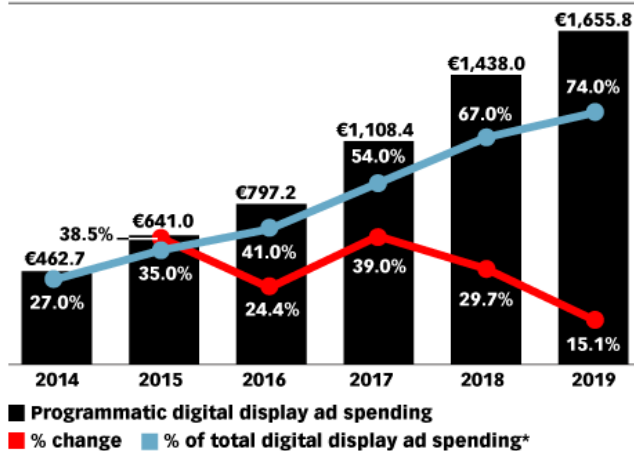
**eMarketer Editors**

**M**any publishers and advertisers in Germany hesitated to board the programmatic bandwagon when automated trading of digital ads first became available. But in 2018, most believe that the advantages outweigh the disadvantages. Spending is rising sharply as a result.

eMarketer estimates programmatic ad spending in Germany will total €1.44 billion (\$1.59 billion) in 2018, up 29.7% over last year. In 2019, programmatic investment is expected to reach €1.66 billion (\$1.83 billion).

## Programmatic Digital Display Ad Spending in Germany, 2014-2019

millions of €, % change and % of total digital display ad spending\*



Note: digital display ads transacted via an API, including everything from publisher-erected APIs to more standardized RTB technology; includes native ads and ads on social networks like Facebook and Twitter; includes advertising that appears on desktop/laptop computers as well as mobile phones, tablets and other internet-connected devices; \*includes banners, rich media, sponsorship, video and other

Source: eMarketer, Dec 2017

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Outlays on mobile programmatic ads are climbing much faster than comparable spending on desktop and laptops. As a result, mobile programmatic will account for 59.1% of total mobile display ad spending in 2018, or €849.6 million (\$939.9 million).

Transparency and ad fraud are still big issues in the programmatic marketplace. But key institutions in Germany, including the Bundesverband Digitale Wirtschaft (BVDW), have taken the lead in developing standards to ensure that processes and results can be properly assessed.

Meanwhile, real-time bidding in Germany, including both open auctions and private marketplace deals, will account for 52.0% of the programmatic total in 2018—equivalent to €747.7 million (\$827.2 million)—while direct claims will make up 48.0%. Spending on social media advertising, which is mostly transacted via programmatic direct, will continue to boost outlays in that category.

These insights are drawn from eMarketer's latest report "Programmatic Advertising in Germany: Greater Confidence and Spending Herald a Mature Marketplace." The report includes eMarketer's updated estimates for programmatic digital display ad spending in Germany,

including breakouts by transaction type. eMarketer PRO subscribers can access the [full report here](#). Nonsubscribers can [learn more here](#).