

# 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 €**



## 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.**

