

DIGITAL & TRENDS

Digital advertising in Germany

Table of Contents

01 Overview

Digital Market Outlook: largest digital ad markets worldwide 2022	
Online advertising expenditure in Germany 2006-2022	
Digital ad spend in Western Europe 2023, by country	
Digital ad spend growth in Germany 2020-2022	
Digital share of ad spend in Germany 2020-2023	
Opinions on digital ad market growth in Germany for 2024	
Digital ad spend in Germany 2023, by industry	

02 Formats

Digital marketing spend in Germany 2023, by type	
Digital display advertising revenue in Germany 2013-2023	
TV and video streaming ad revenue in Germany 2015-2023	
Search ad spend in Germany 2020-2022	
Social media ad spending in Germany 2017-2027, by device	
Social media ad reach in Germany 2024, by platform	
Digital audio ad spending in Germany 2018-2023	
Podcast ad spend in Germany 2019-2023	

03 Desktop & mobile

Largest mobile advertising markets worldwide 2022, by ad spend	
--	--

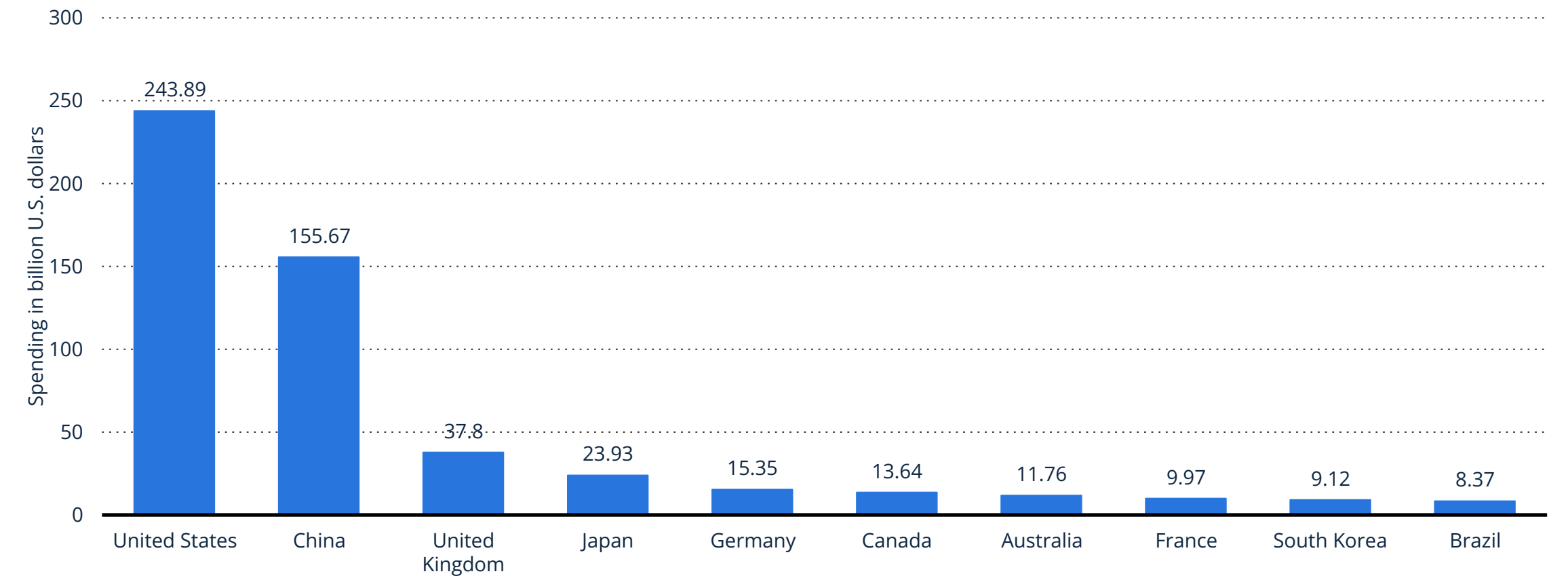
	Digital ad spend in Germany 2023, by device	21
<u>03</u>	Digital ad spend in Germany 2020-2023, by device	22
<u>04</u>	Desktop ad spend in Germany 2020-2023	23
<u>05</u>	Mobile ad spend in Germany 2020-2023	24
<u>06</u>		
<u>07</u>	04 Programmatic	
<u>08</u>	Programmatic ad spend in Germany 2017-2028	26
<u>09</u>	Programmatic ad spend growth in Germany 2018-2028	27
	Biddable marketplace ad spending in Germany 2021-2023	28
	Emissions generated by programmatic advertising worldwide 2023, by country	29
<u>11</u>	Emissions generated per 1,000 programmatic ad impressions worldwide 2023, by country	30
<u>12</u>		
<u>13</u>	05 Consumer insights	
<u>14</u>	Digital advertising touchpoints in Germany 2023	32
<u>15</u>	Attitudes towards online advertising in Germany 2023	33
<u>16</u>	Gen Z attitudes to online advertising in Germany in 2023	34
<u>17</u>	Online advertising practices experienced by German consumers 2022	35
<u>18</u>	Advertising influence on shopping in Germany 2023, by type of advertisement	36
	Ad reach among Black Friday & Cyber Monday Shoppers in Germany 2023, by medium	37
	Consumer attitudes towards targeted ads in Germany 2023	38
<u>20</u>	Consumer concerns about targeted ads in Germany 2022	39

CHAPTER 01

Overview

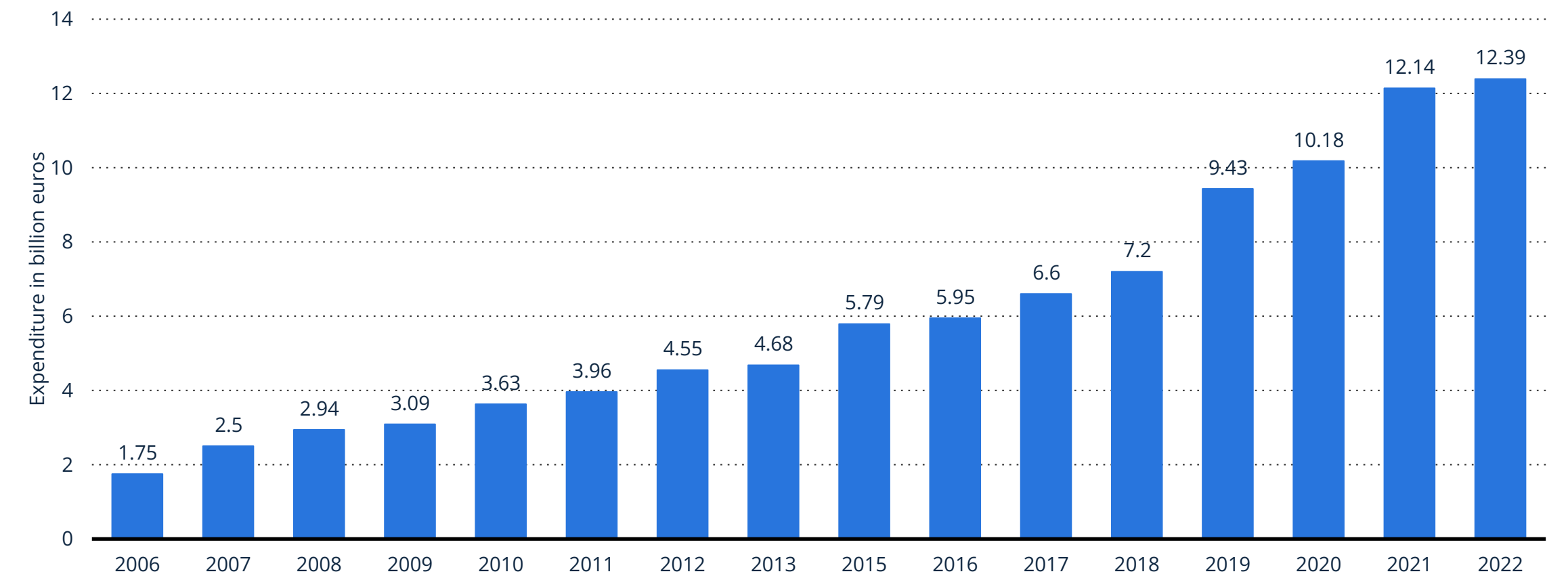
Leading digital advertising markets worldwide in 2022, by spending (in billion U.S. dollars)

Digital Market Outlook: largest digital ad markets worldwide 2022



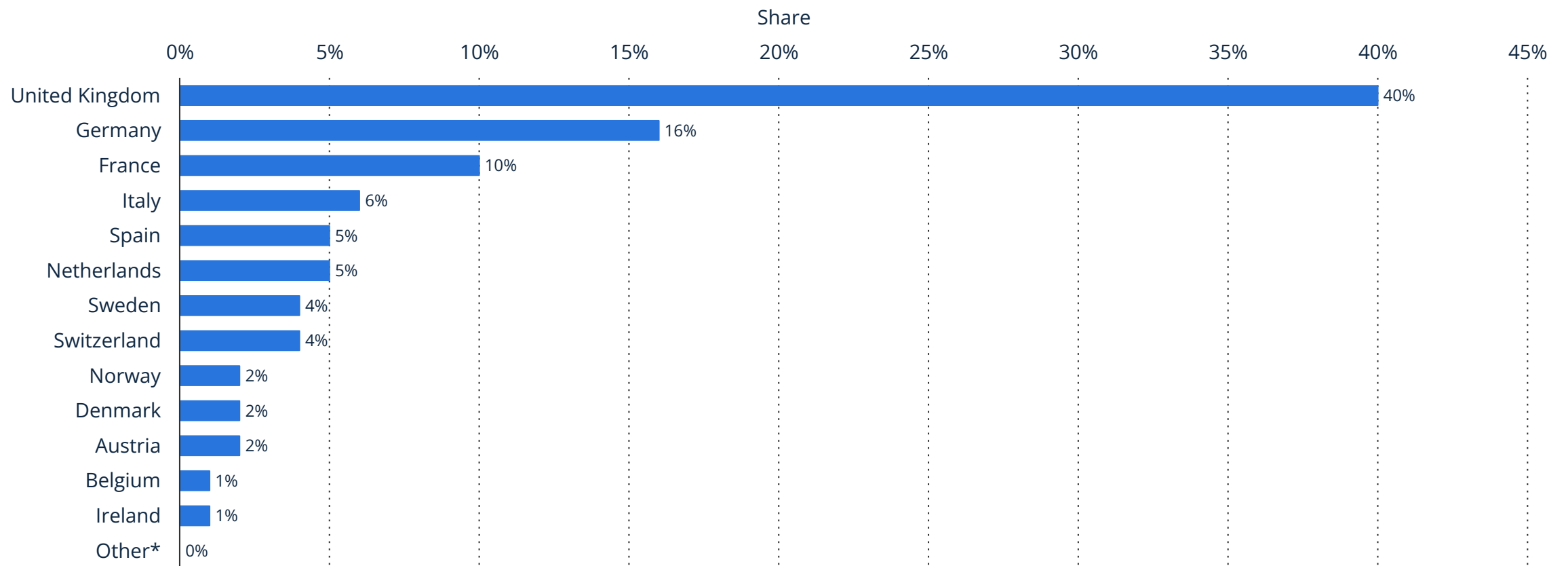
Online advertising expenditure in Germany from 2006 to 2022 (in billion euros)

Online advertising expenditure in Germany 2006-2022



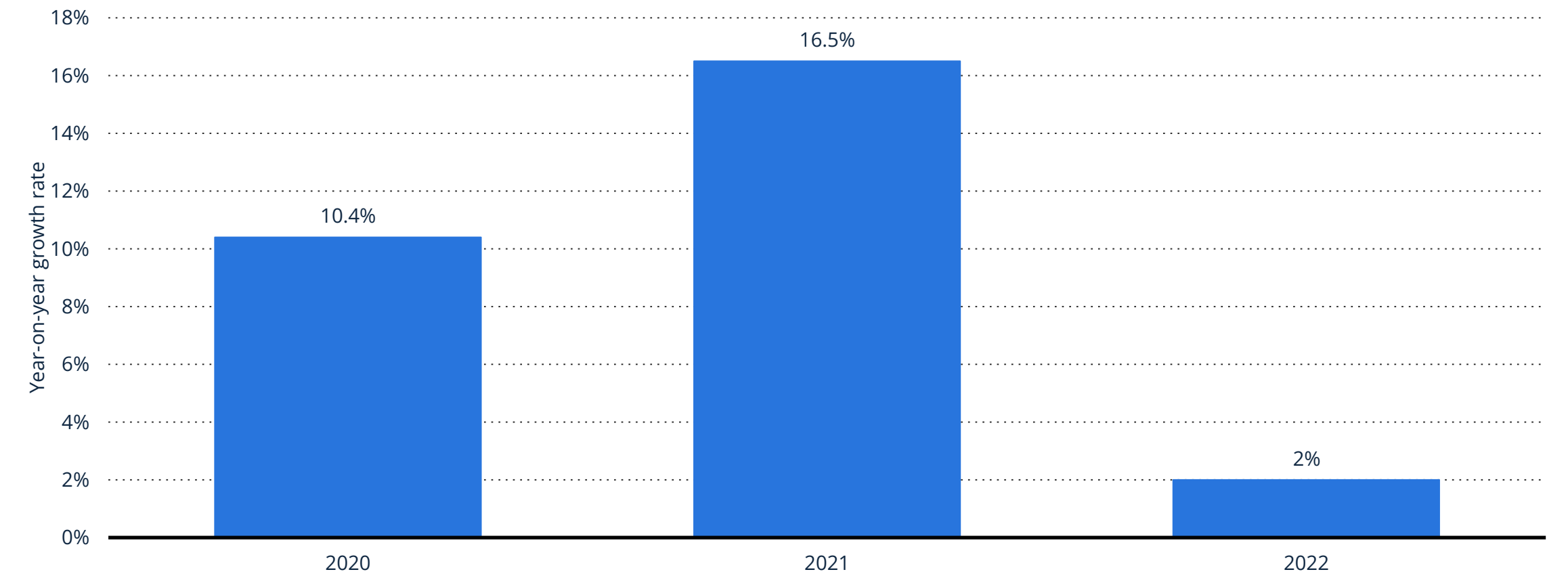
Distribution of digital advertising spending in Western Europe in 2023, by country

Digital ad spend in Western Europe 2023, by country



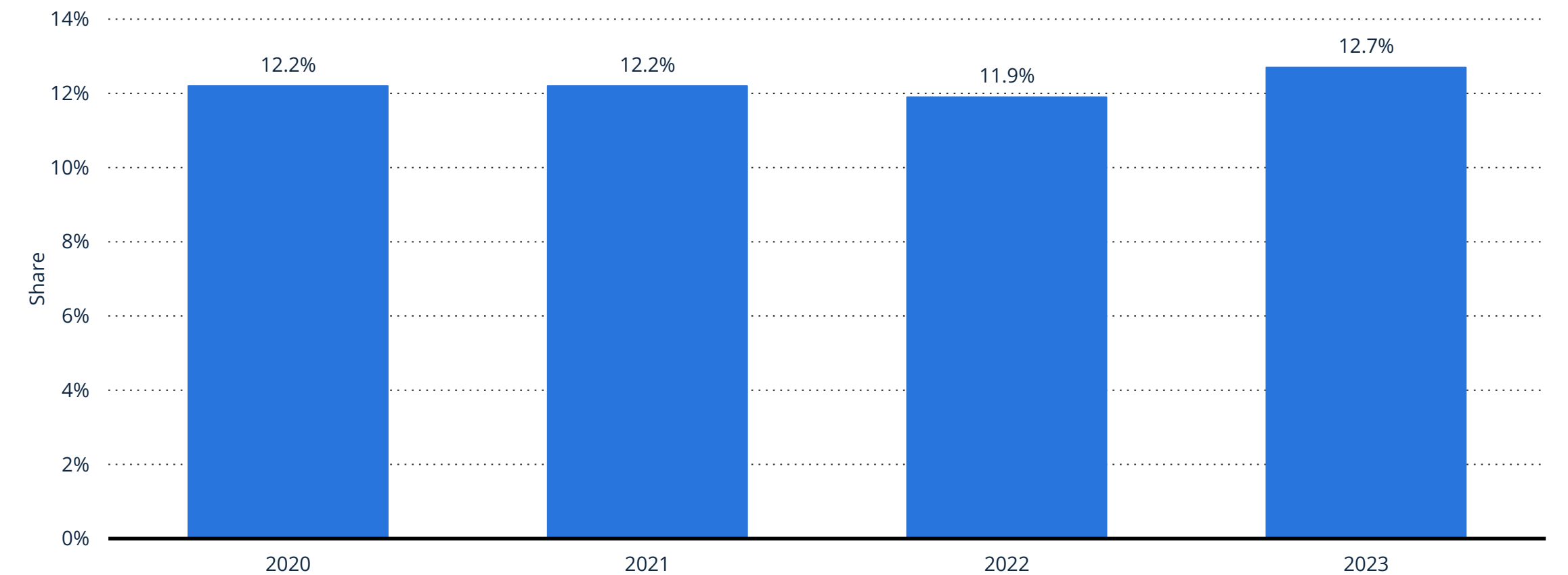
Change in digital advertising spending in Germany from 2020 to 2022

Digital ad spend growth in Germany 2020-2022



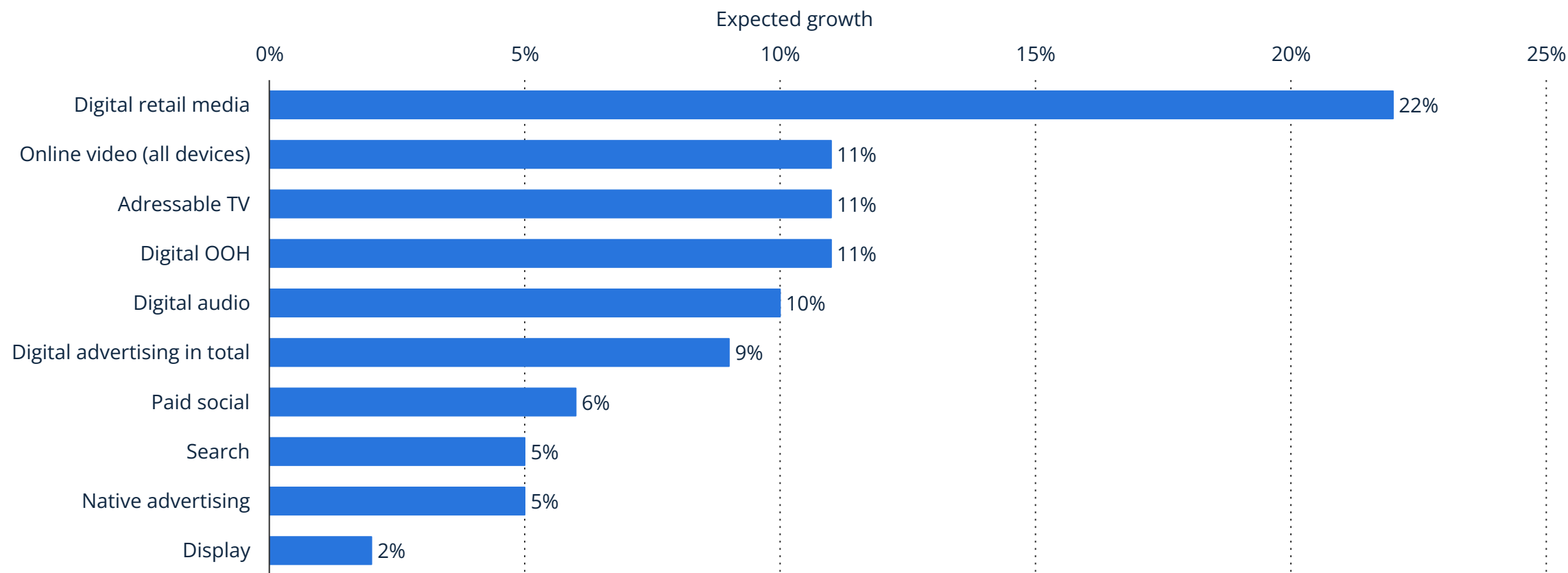
Share of digital in advertising spending in Germany from 2020 to 2023

Digital share of ad spend in Germany 2020-2023



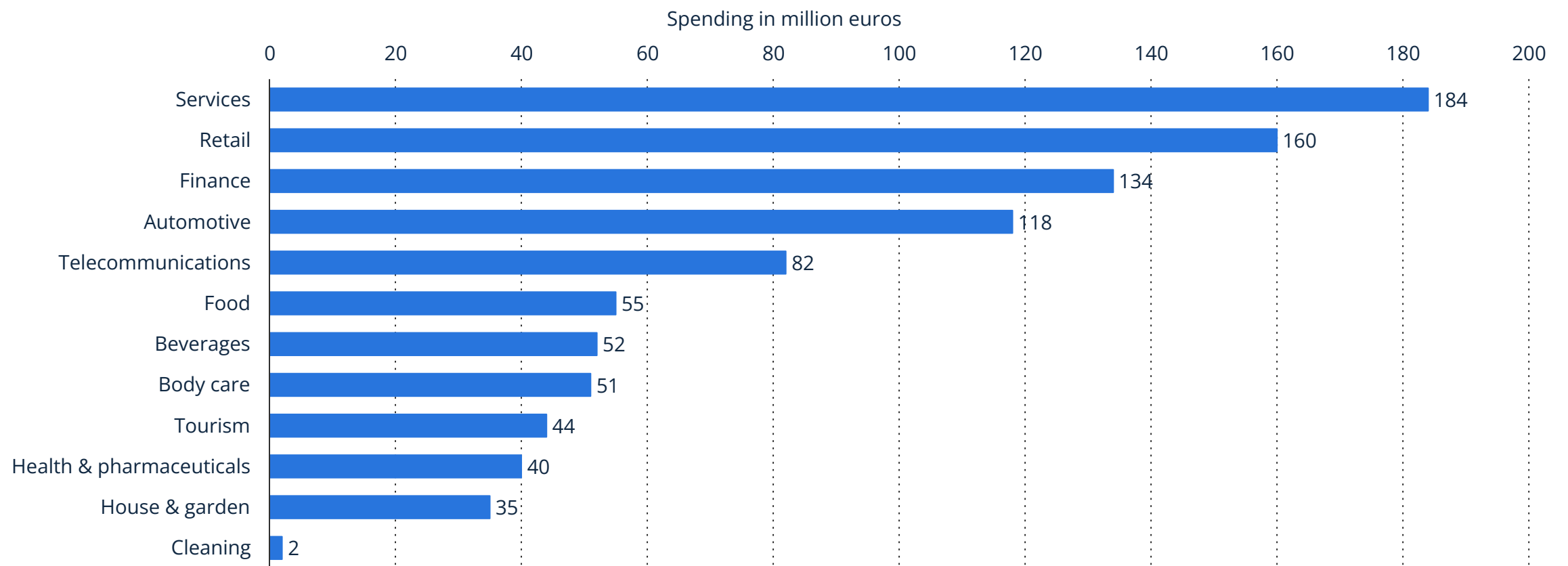
In your opinion, by what percentage will the digital advertising market change in 2024 compared to 2023?

Opinions on digital ad market growth in Germany for 2024



Digital advertising spending in selected industries in Germany in 1st half 2023 (in million euros)

Digital ad spend in Germany 2023, by industry

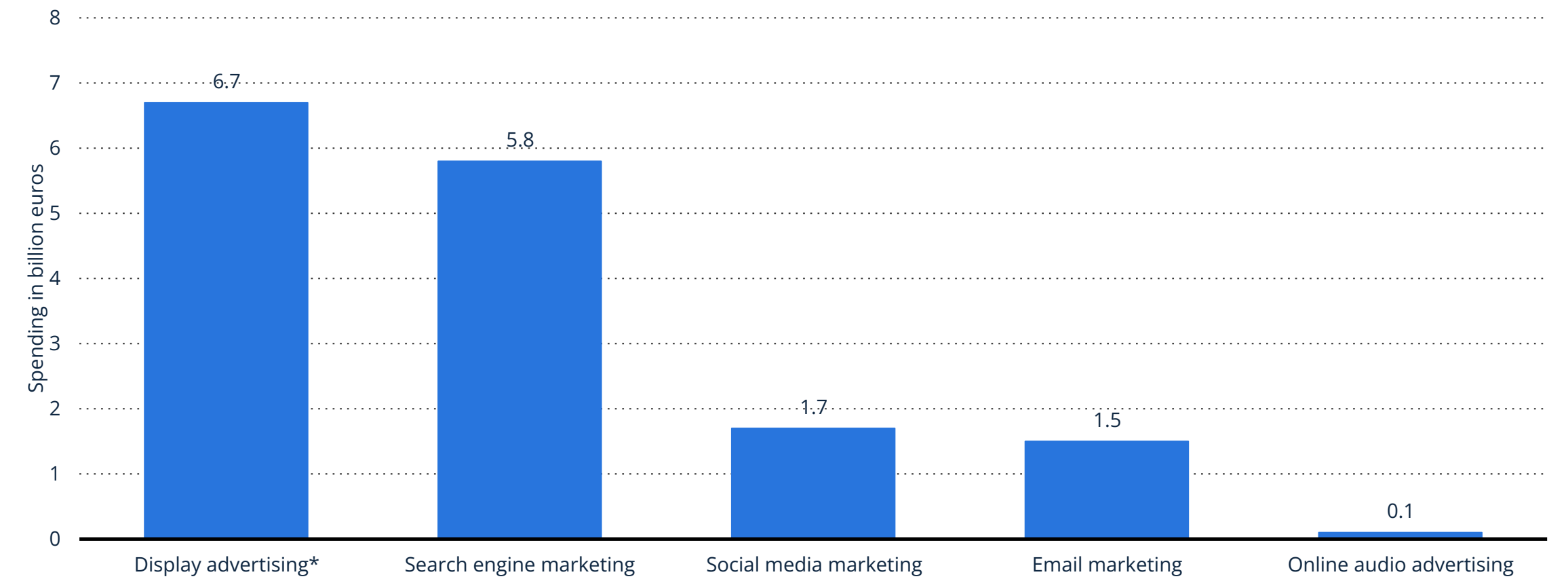


CHAPTER 02

Formats

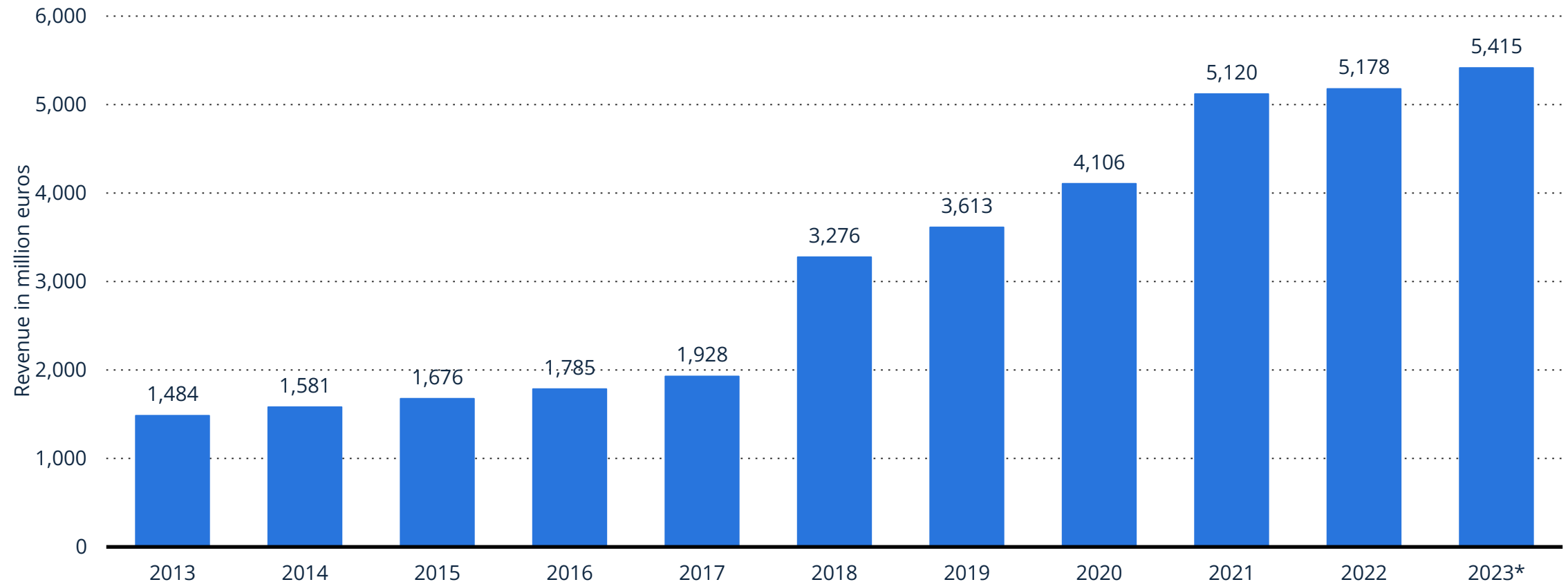
Digital marketing spending in Germany in 2023, by type (in billion euros)

Digital marketing spend in Germany 2023, by type



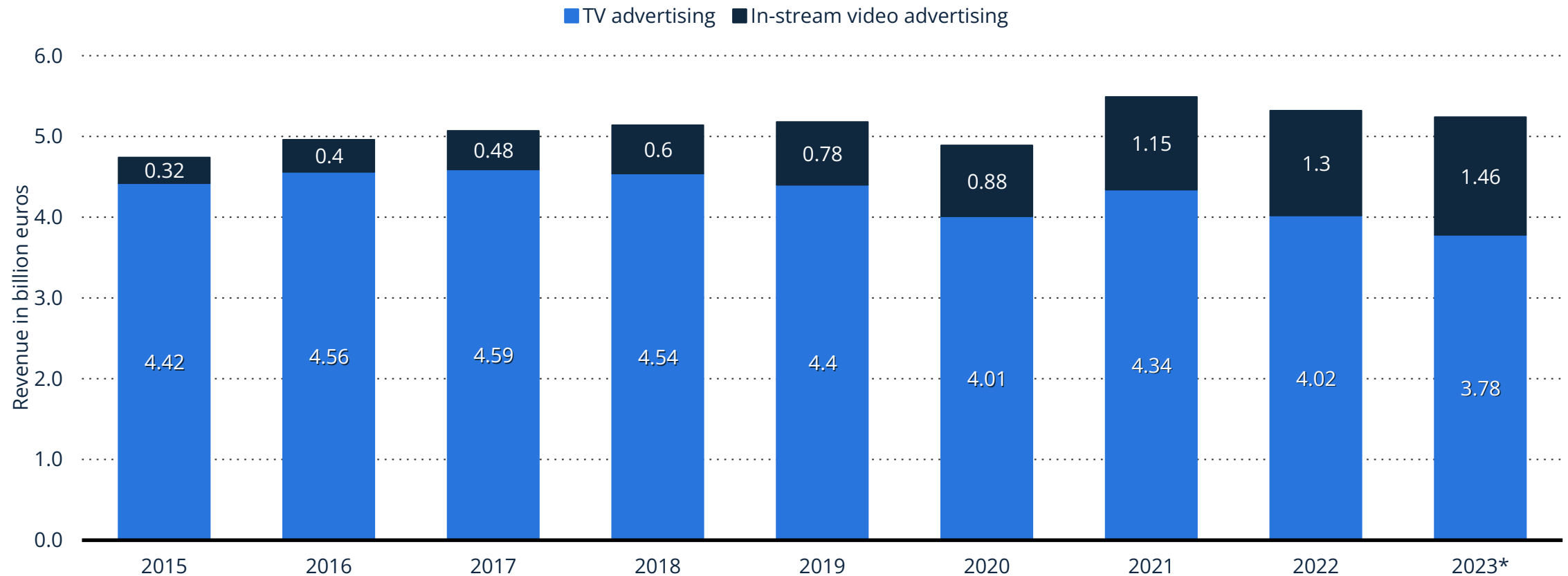
Revenues from digital display advertising in Germany from 2013 to 2022, with a forecast for 2023 (in million euros)

Digital display advertising revenue in Germany 2013-2023



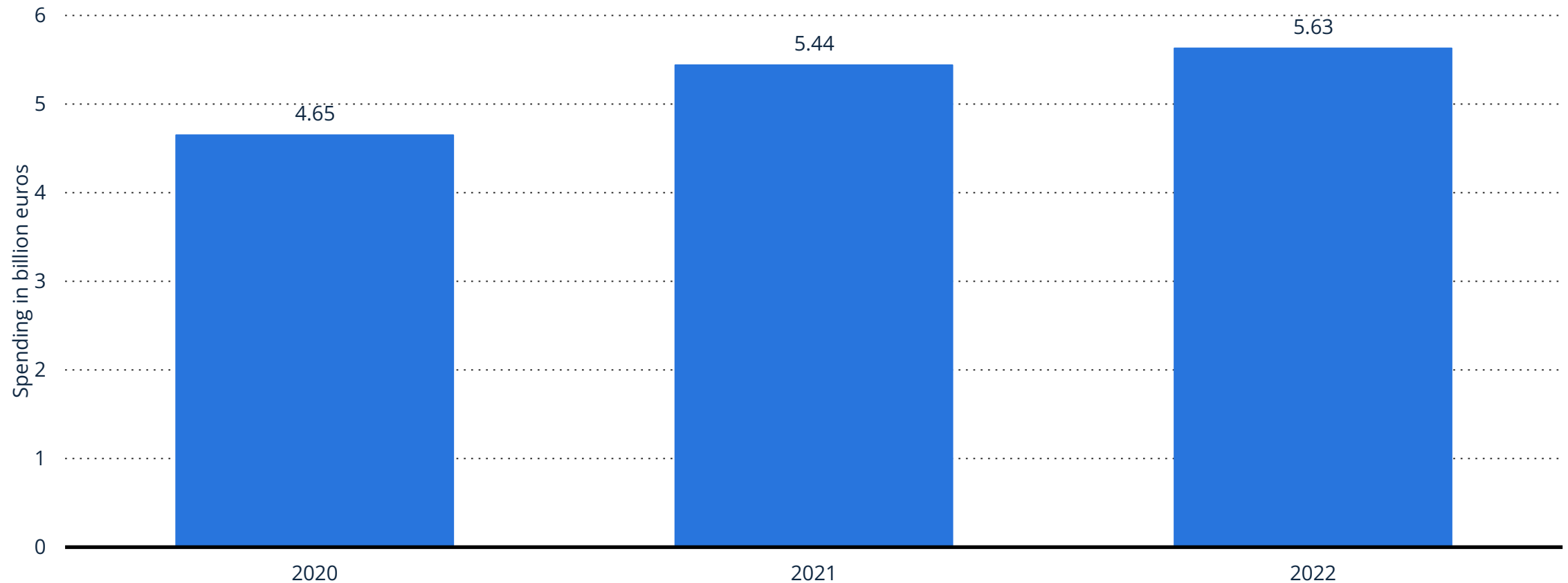
TV and video streaming advertising revenue in Germany from 2015 to 2023 (in billion euros)

TV and video streaming ad revenue in Germany 2015-2023



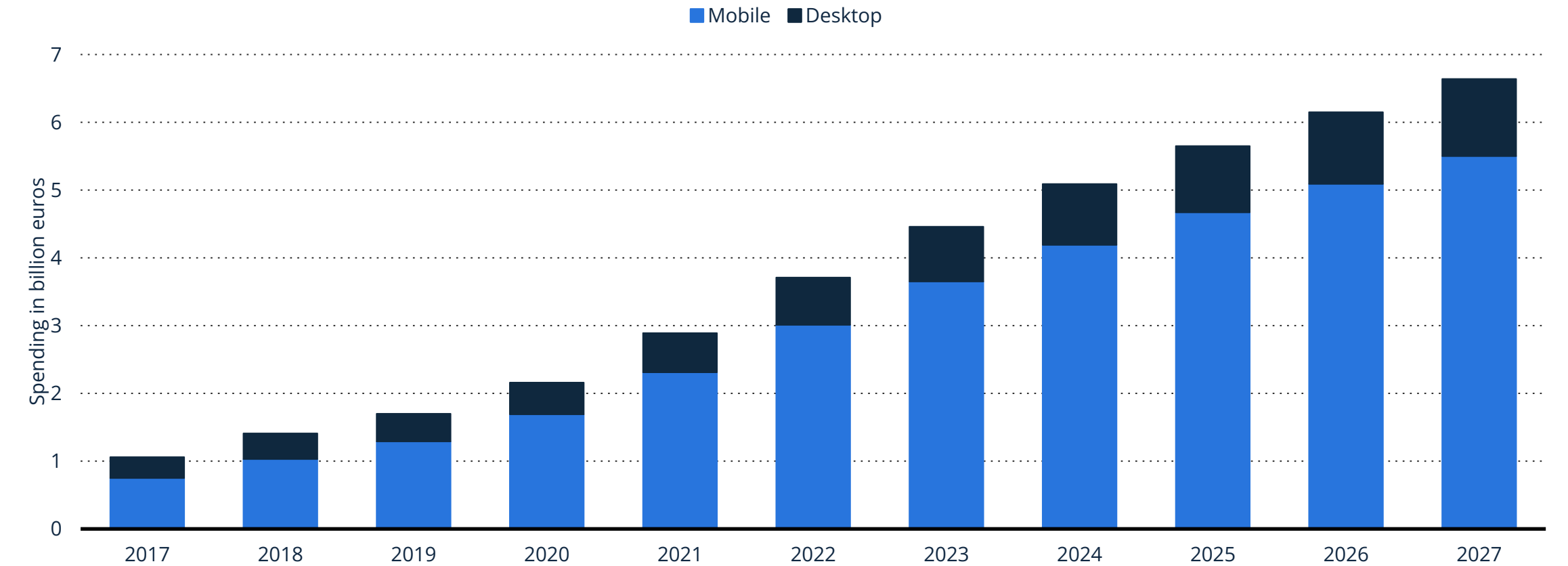
Search advertising spending in Germany from 2020 to 2022 (in billion euros)

Search ad spend in Germany 2020-2022



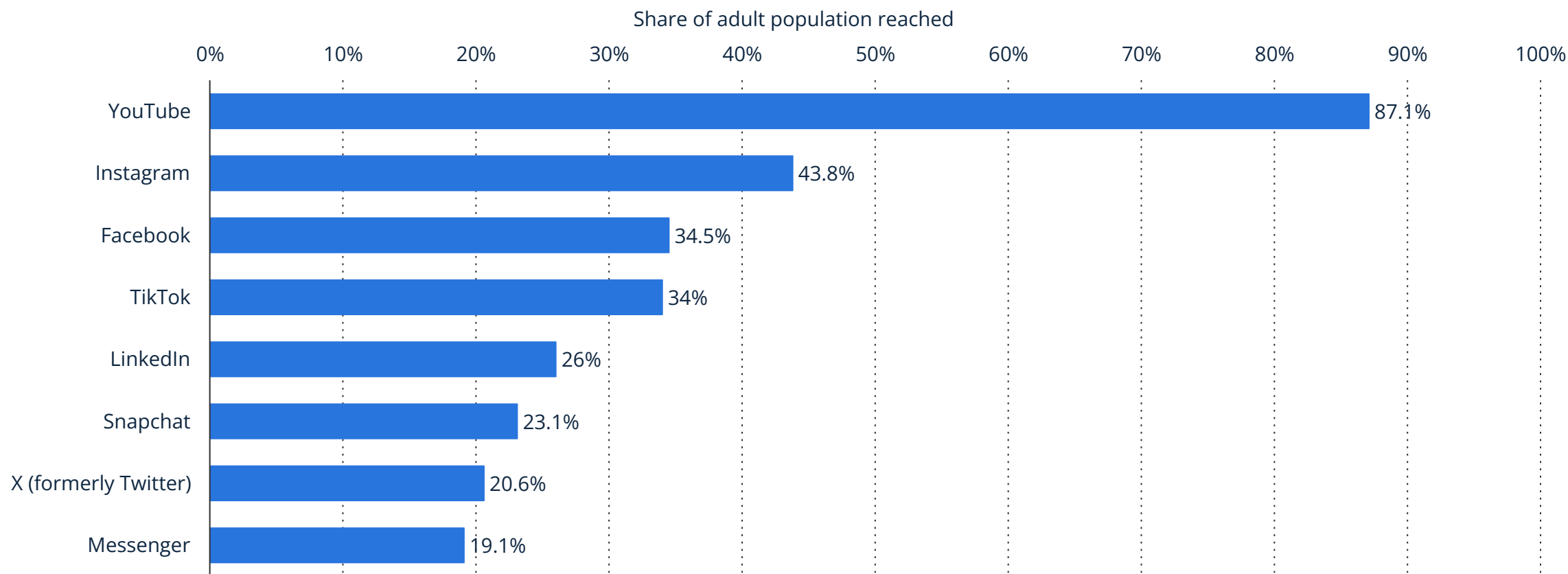
Social media advertising spending in Germany from 2017 to 2027, by device (in billion euros)

Social media ad spending in Germany 2017-2027, by device



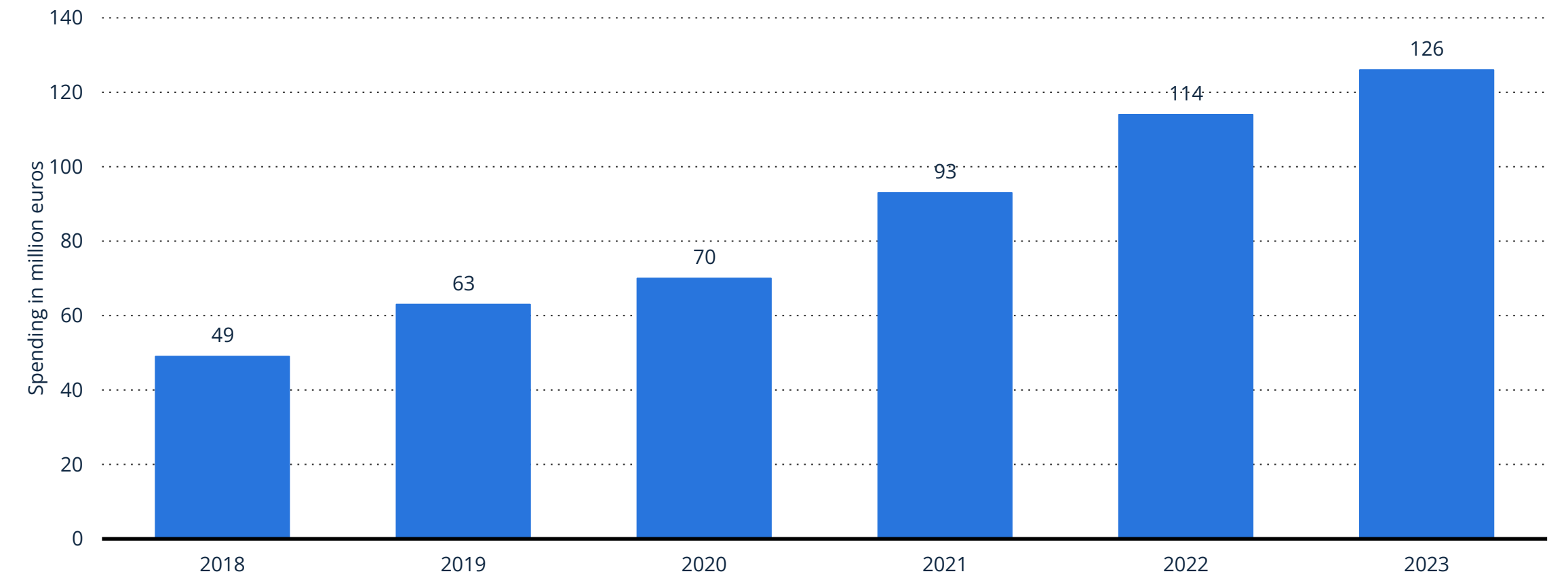
Reach of social media advertising in Germany as of January 2024, by platform

Social media ad reach in Germany 2024, by platform



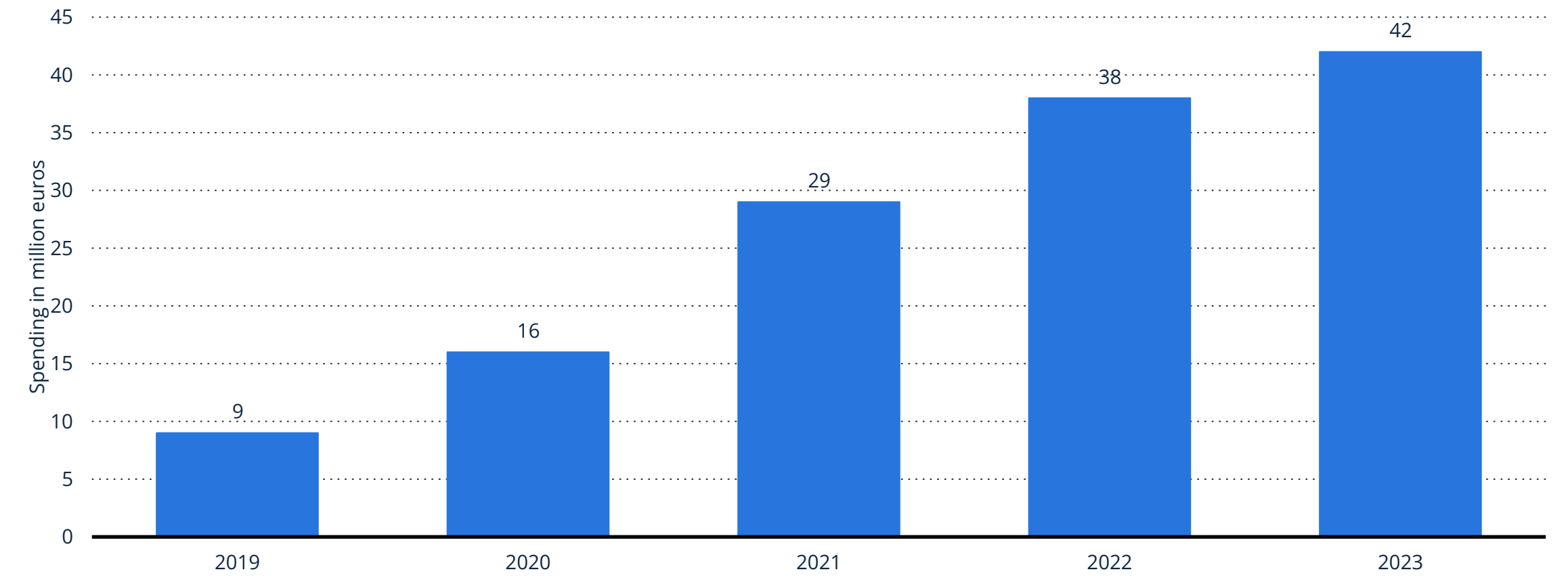
Digital audio net advertising spending in Germany from 2018 to 2023 (in million euros)

Digital audio ad spending in Germany 2018-2023



Podcast advertising spending in Germany from 2019 to 2023 (in million euros)

Podcast ad spend in Germany 2019-2023



CHAPTER 03

Desktop & mobile

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：<https://d.book118.com/258125015064006060>