

Mobile Ad Spend Report 2018



2018 Mobile Ad Spend Report (Million TL)



2018 **(million TL)**

Mobile Ad Spend Total

1.503,30

Mobile Display

957.94

%63.72

Display (Banner + Rich Media, Native dahil)

629.06

%41.85

Display (Video)

328.88

%21.88

Mobile Search

545.36

%36.28

Sub Segments

Social Media

397.88

%26.47

Programmatic

686.99

%45.70

Native

58.84

%3.91

* Youtube, Social Media Videos and videos on Local publishers is placed under Display(Video).

* Youtube Masthead is accepted as Display.

* E-mailing and in game advertisement is not included.

* Direct spendings is not included.

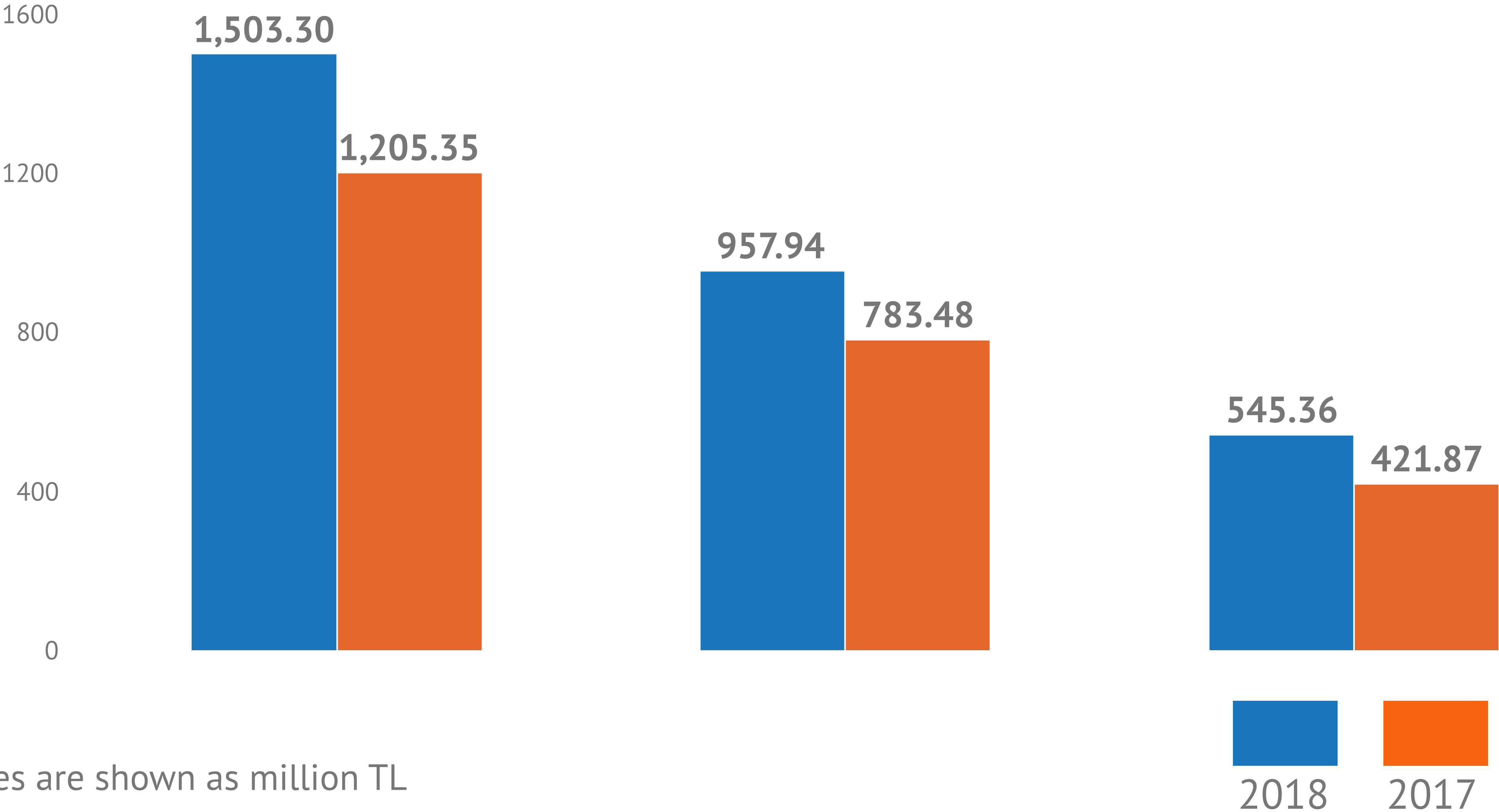
2018 Mobile Ad Spend Report (Million TL)



Mobile Ad Spend

Mobile Display

Mobile Search



Values are shown as million TL

Mobile Ad Spend

1.503,30

 **%24,72**

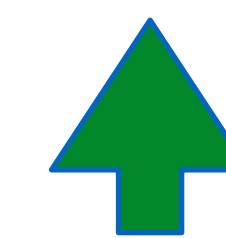
Mobile Display

957,94

 **%22,27**

Mobile Search

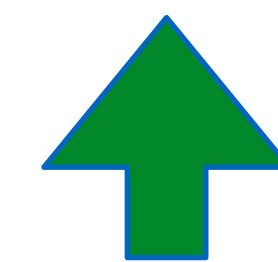
545,36

 **%29,27**

Mobile Display

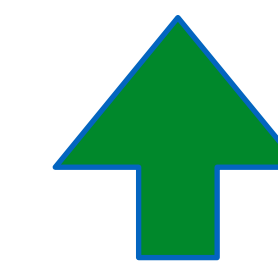
Banner, Rich Medya &
Native

629,06

 **%21,37**

Video

328,88

 **%24,02**

Sub Segments

Programmatic

686,99

↑%34,90

Social Medya

397,88

↑%22,26

Native

58,84

↑%22,05



Data and Insight Providers





Contact

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