
IRELAND'S ONLINE ADVERTISING INCREASE OVER 12%



Ireland's online advertising market shot up more than 12% from last year, according to a dual study from PricewaterhouseCoopers and IAB Ireland. The study attributes the sizable growth to the mere number of individuals using the internet, as well as the internet's unique ability to engage consumers over other platforms. According to the study, 53.9m was spent on online advertising during the first half of 2010, versus 48m last year. Leading the surge in online advertising was advertising on social media sites as well as paid search advertising. Online classified advertising held more than a quarter of online advertising, with 26% of total adspend.

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