

# 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 = **2.5%** OF ALL EU EMPLOYMENT



**16%** JOBS DIRECTLY INVOLVED IN THE PRODUCTION OF ADVERTISING



**10%** JOBS ENABLED IN THE MEDIA AND ONLINE SERVICES due to advertising (e.g. journalists or content producers)



**74%** 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 SECTOR **34 000 €**

WHOLE EU ECONOMY **22 000 €**

AVERAGE GROSS INCOME IN THE EU

## ADVERTISING FUNDS **media & internet services**

...so that these can be enjoyed for free or at a reduced rate

### GLOBALLY, ADVERTISING ACCOUNTS FOR



**75%** RADIO REVENUES



**40%** 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.**

