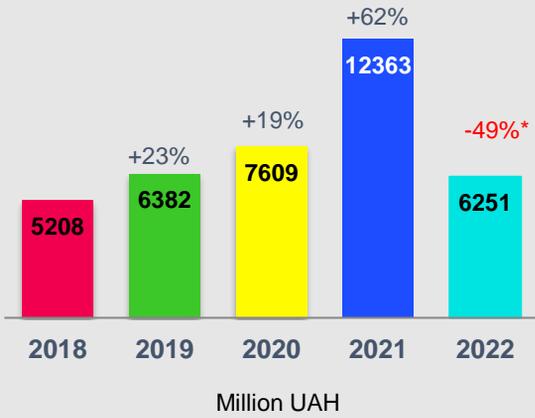
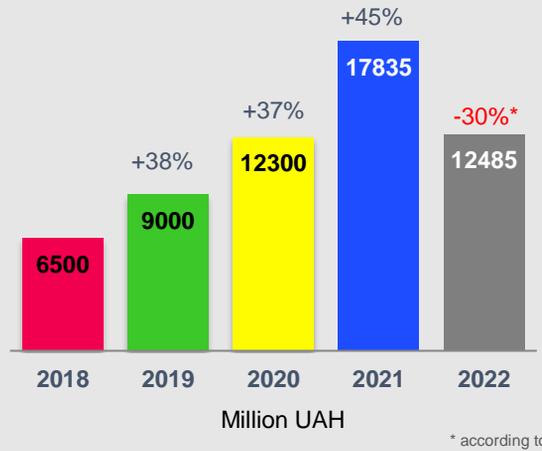


INTERNET ADVERTISING MARKET VOLUME ASSESSMENT 2022

Media Advertising



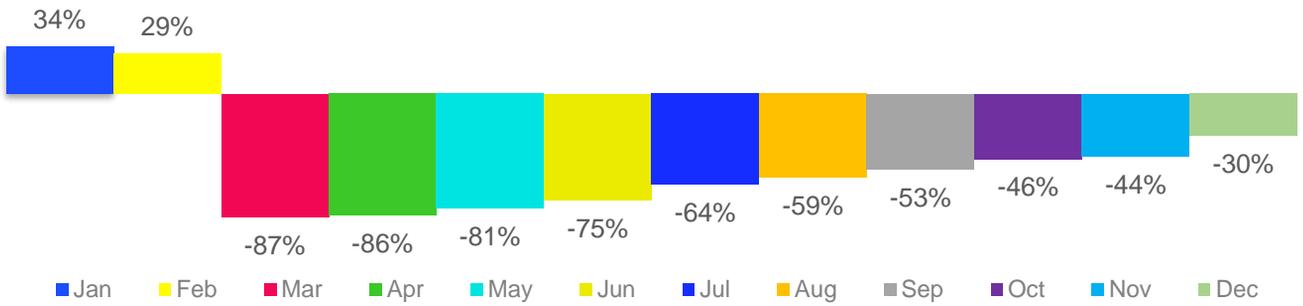
Paid Search



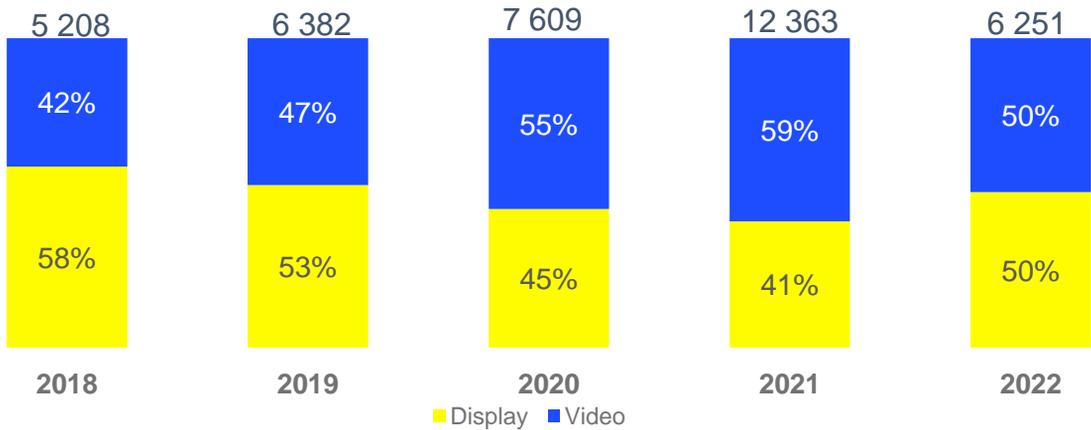
* according to VRK forecast

Dynamics of Internet advertising market volume by pool of participants regarding to 2021

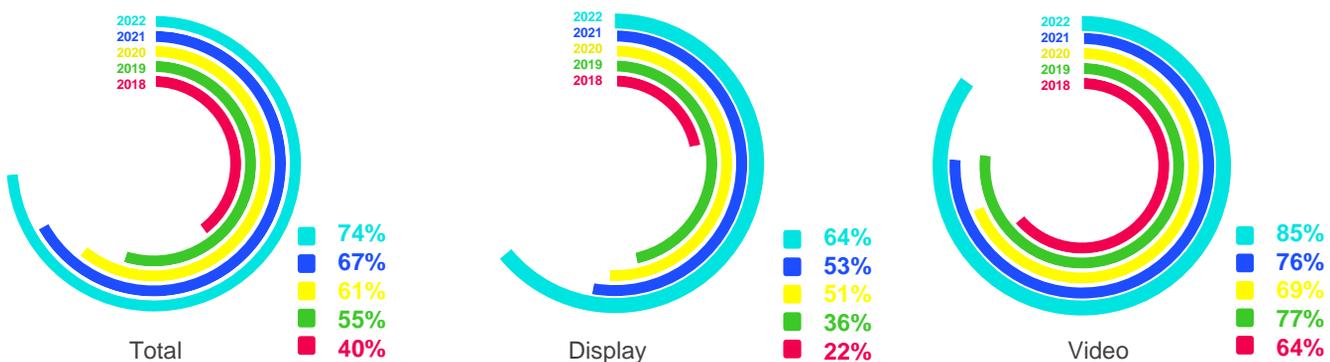
Media Advertising



Dynamics of Internet media advertising market volume 2018-2022

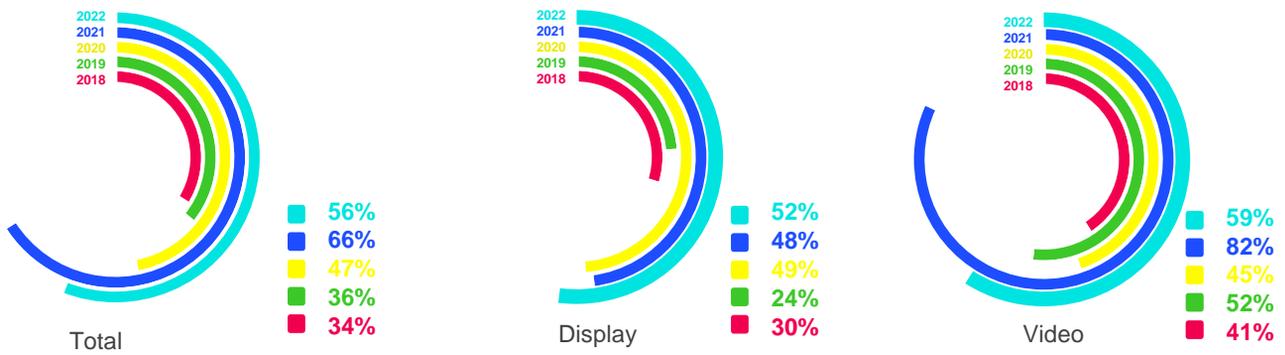


Global players impact (Facebook, Google, Instagram)

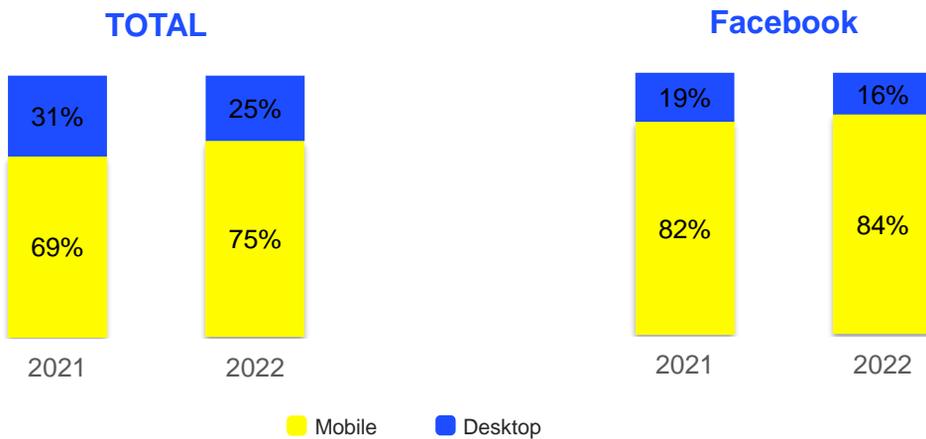


INTERNET ADVERTISING MARKET VOLUME ASSESSMENT 2022

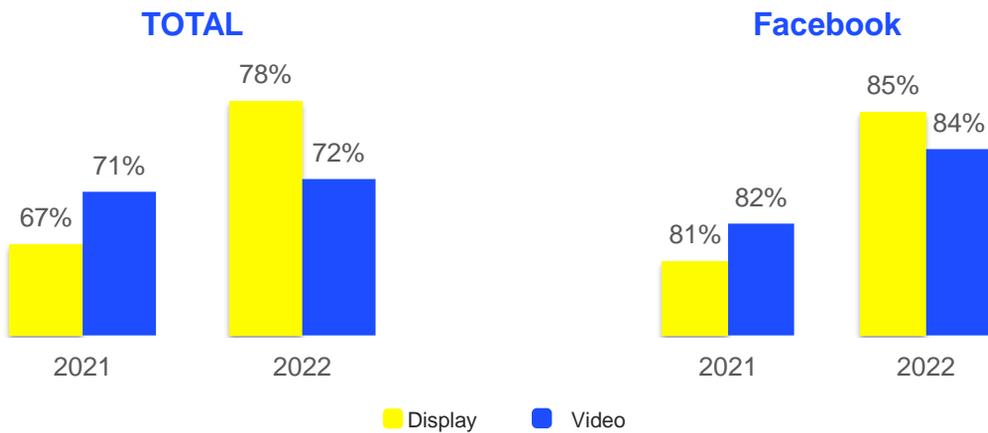
Agency-tracked share of programmatic procurement



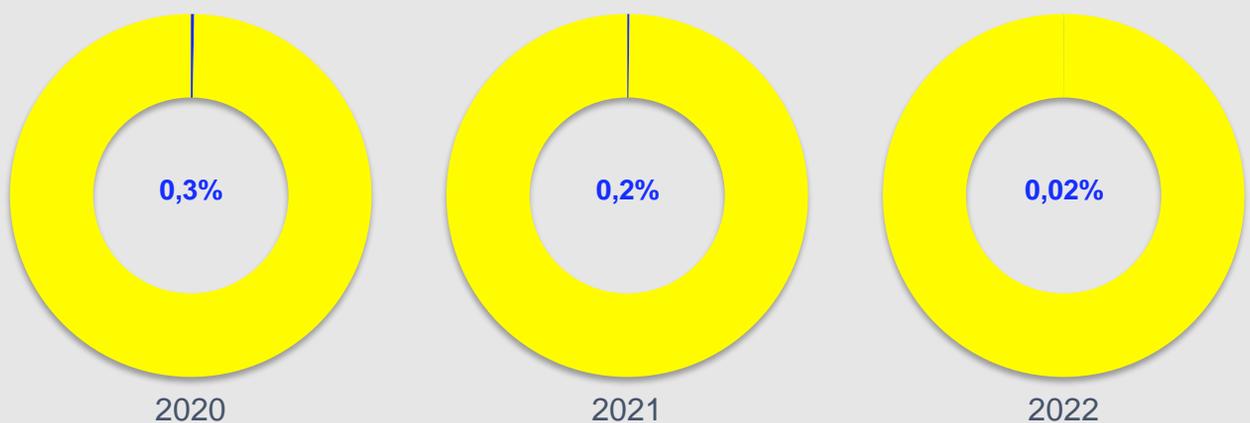
Distribution of mobile/desktop media advertising in the market as a whole and by individual players



The share of mobile display and video ads in the market and among the main players



The share of digital audio



Anastasiya Baydachenko CEO IAB Ukraine



- The war crossed out the positive scenario promised by the incomplete first two months of the year. March 2022 was characterized by a reptilian reaction from advertisers, that is, almost all advertising activity was stopped. Since April, small and medium-sized businesses gradually became more active, and then part of the system advertisers, and the digital market set a course for gradual recovery and exit from the sharp peak in which it found itself for the first time in its history.
- We believe that due to high adaptability, the industry is capable of rapid recovery and return of growth after the Victory.
- The current methodology does not evaluate the category of classifieds and lead generation, which, according to the expert assessment of IAB Ukraine, should add at least 10-15% to the market volume.
- Hypothesis testing of the paid search market valuation continues, with a planned update in April 2023, our experts expect that the reallocation of budgets to search tools should be greater than estimated at the end of last year.
- The Influencer marketing, SMM, SEO segments are evaluated in a separate surveys.

The pool of participants

Agencies

AdWork | AMS Agency | [dentsu Ukraine](#) | Havas Digital Kyiv | [MEDIAHEAD](#) | MixDigital | [MOKO](#) | NCG (Nostra Communications Group) | [NEOS](#) | Netpeak | OM OMD Group | [Promodo](#) | Publicis Groupe | [RAZOM GROUP](#) | Sasquatch | [SIGMA](#) | TMGU | [Webpromo](#)

Publishers

[Admixer](#) | [Adpartner](#) | [MEGOGO](#) | [Membrana](#) | [MGID](#) | [Obozrevatel](#) | [RST.ua](#) | [Treeum](#) | [ukr.net](#)

Assessment methodology



If you have comments, suggestions and additions, please let us know by e-mail

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We express our sincere gratitude to the information partner MixDigital