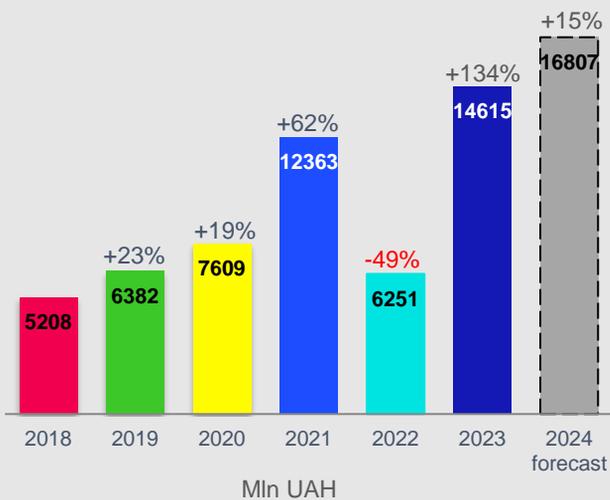
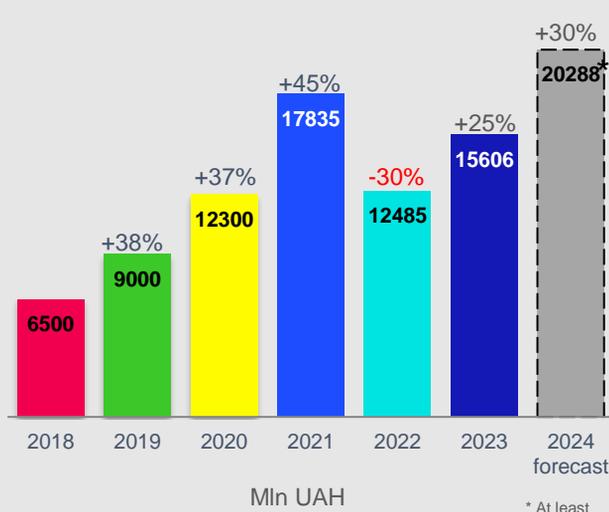


# INTERNET ADVERTISING MARKET VOLUME ASSESSMENT 2023

## Media Advertising



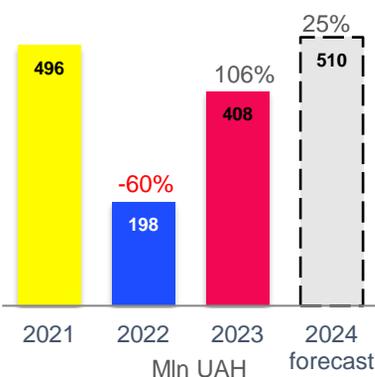
## Paid Search



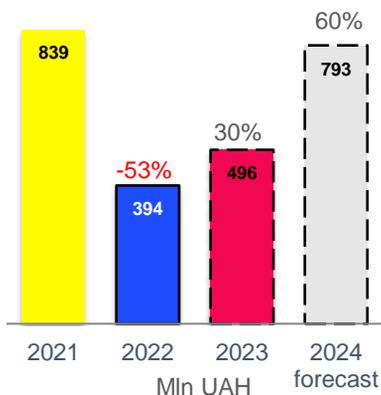
\* At least

## Volume of particular market segments

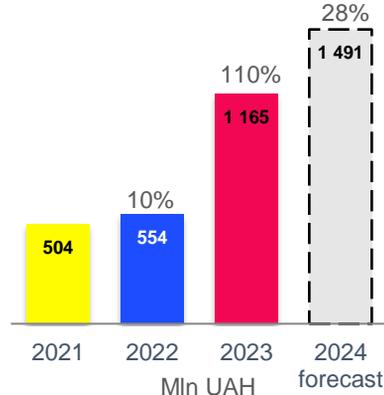
### Influencer marketing



### SMM

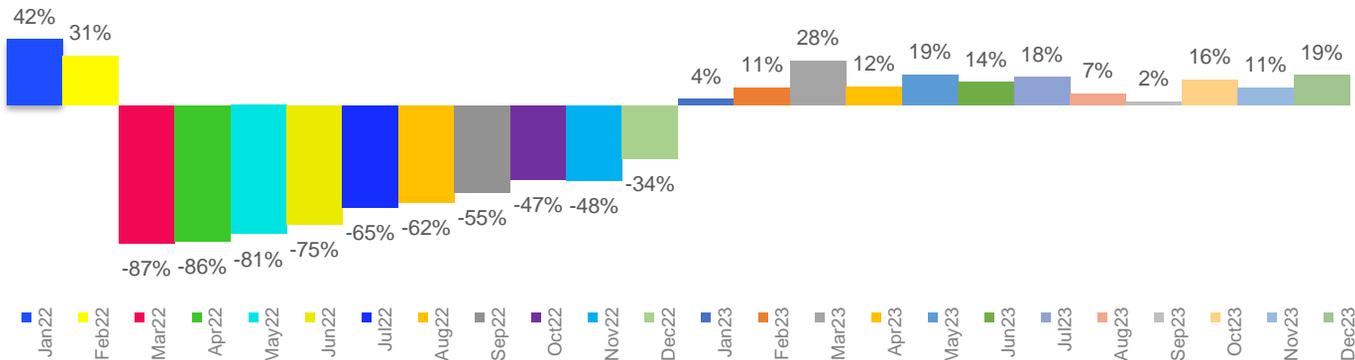


### SEO

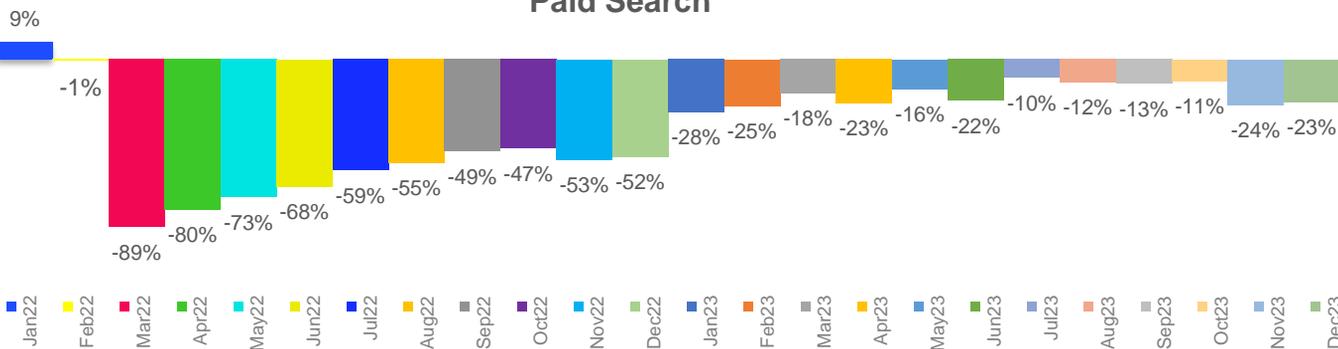


## Dynamics of the Internet Ad market recovery by the pool of participants relative to the corresponding month of 2021

### Media Ad

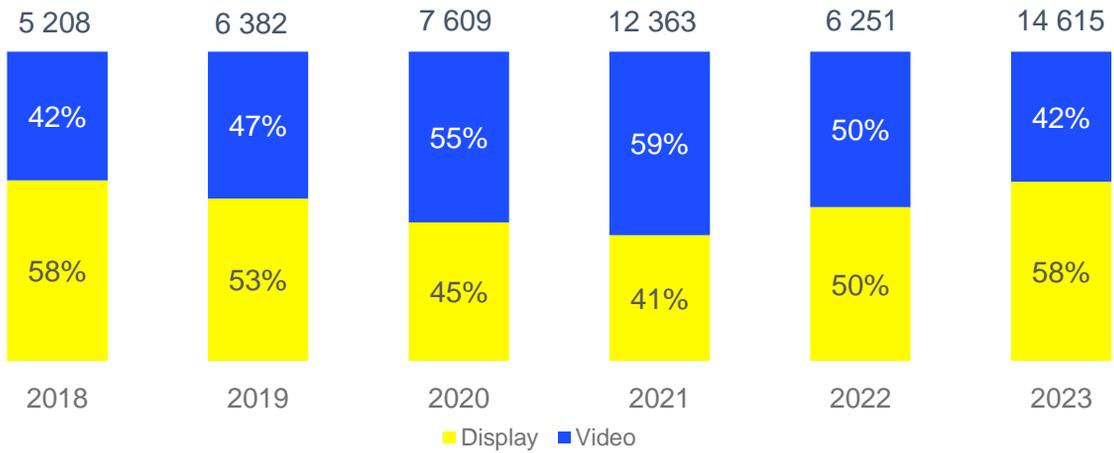


### Paid Search

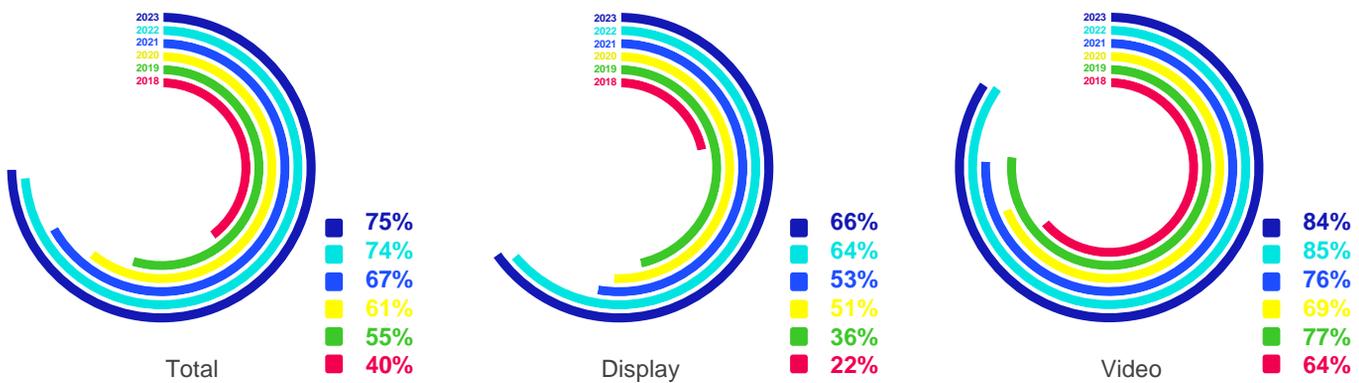


# INTERNET ADVERTISING MARKET VOLUME ASSESSMENT 2023

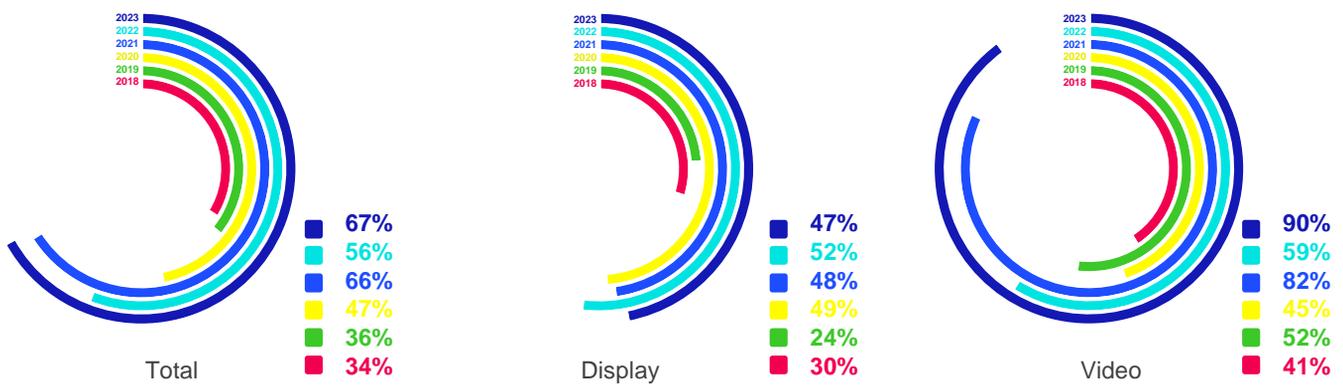
## Dynamics of media market distribution



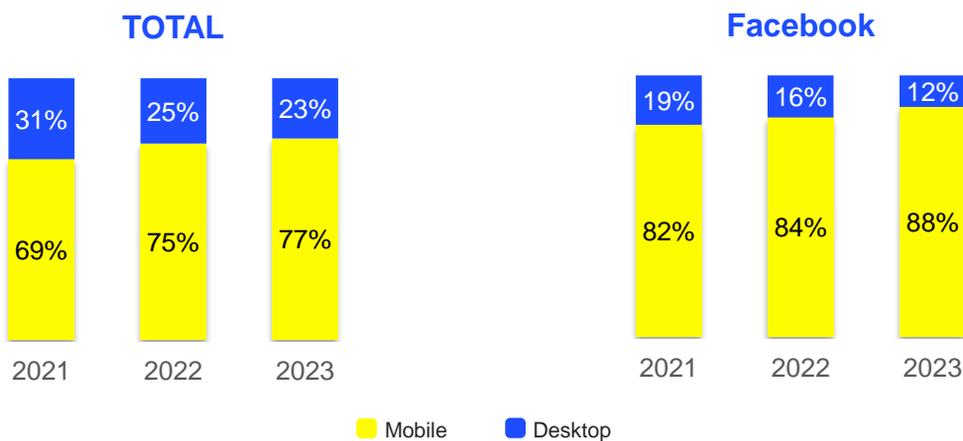
## Global players impact (Facebook, Google, Instagram)



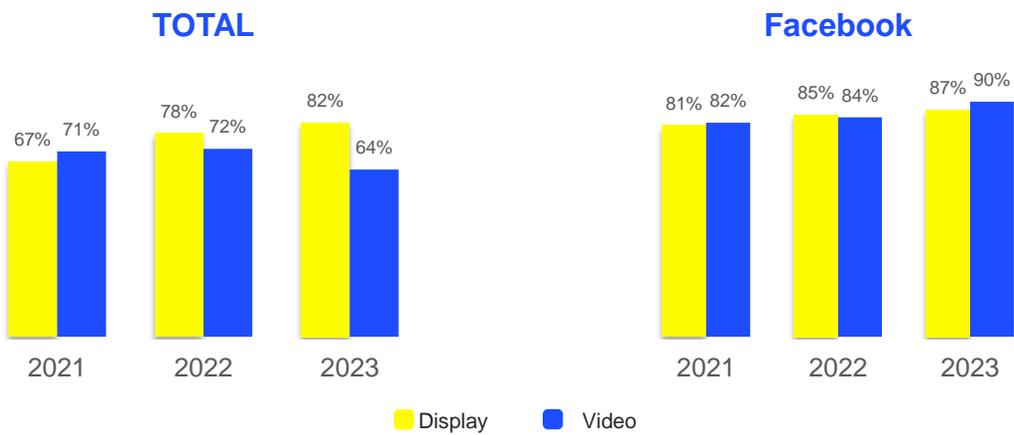
## Agency-tracked share of programmatic procurement



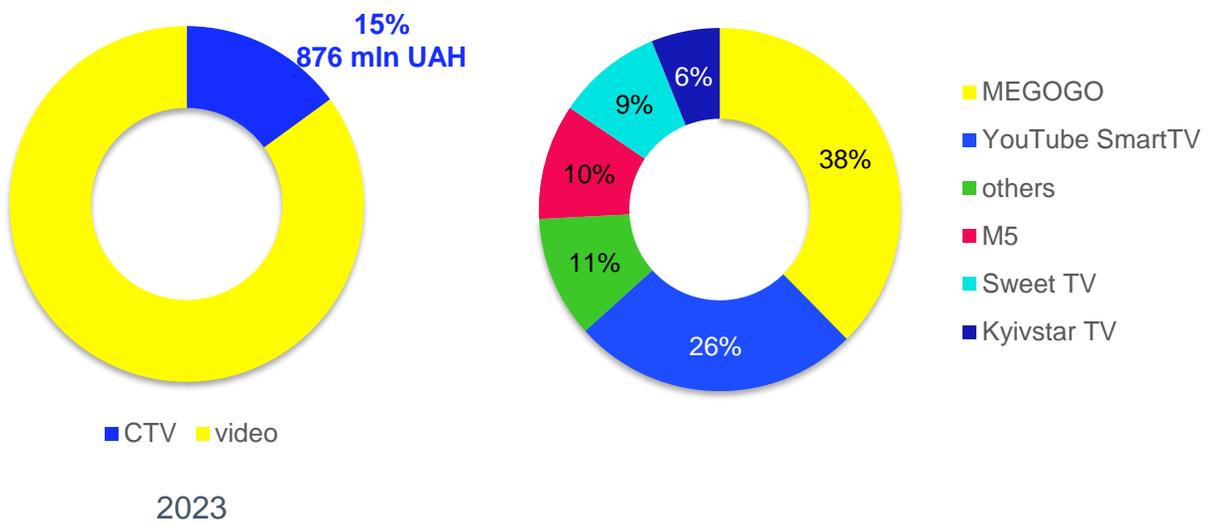
## Distribution of mobile/desktop media advertising in the market as a whole and by individual players



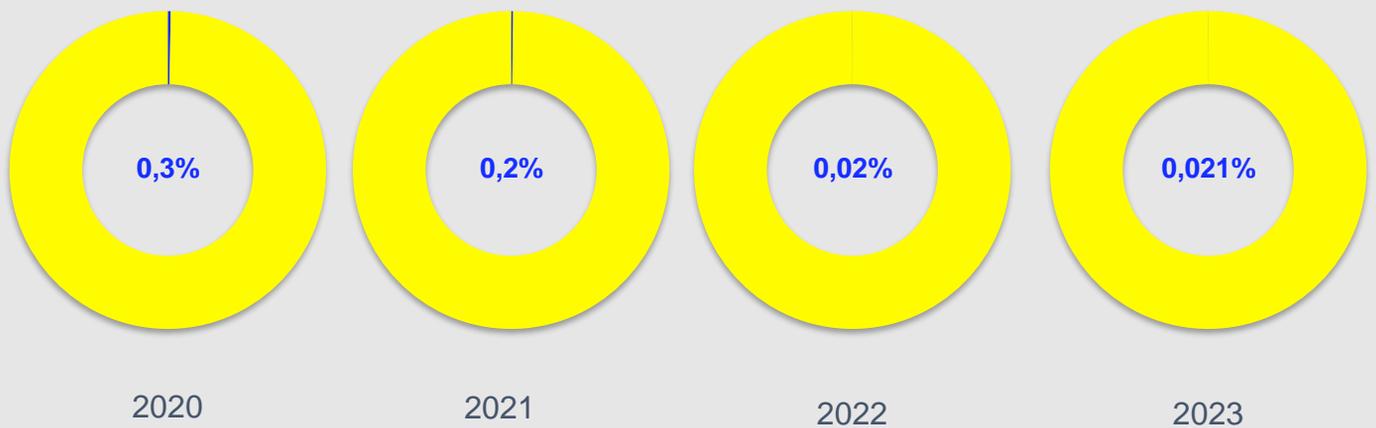
## The share of mobile display and video ads in the market and among the main players



## Connected TV Share of video budget and distribution among players



## The share of digital audio





## Igor Datsenko

**Data Consolidation Lead, RAZOM GROUP**  
**Market Research Committee Head, IAB Ukraine**

The industry continues to show signs of strong growth. It is important for us to record the further strengthening of the role of global players, especially Facebook, Instagram for small and medium-sized businesses and the lack of a similar offer and budget scenarios for them from local players.

I note that in this wave we managed to improve the approach to measuring CTV budgets through the crosscheck system with suppliers. Estimation of the search advertising market size is still a priority task, and although we rely on the data and dynamics of the pool of participating agencies, the assessment of this segment traditionally goes with the note "at least."

## The pool of participants 2023

### Agencies

AdWork | AMS Agency | dentsu Ukraine | GroupM | Havas Digital Kyiv | Inweb | iplace | Media First Ukraine (BetterSvit Group) | MEDIAHEAD | MixDigital | NCG (Nostra Communications Group) | NEOS | Netpeak | OM OMD Group | Promodo | Publicis Groupe Ukraine | RAZOM GROUP | Sasquatch Digital | TMGU | Webpromo

### Publishers

Autocenter | Admixer | Fusify | M5 | MEGOGO | MGID | Vidzone

## Assessment methodology



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

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