

The Digital Dividend

The impact of the digital advertising industry in the UK



UK Economy

The total economic footprint of digital advertising stands at **£129bn**, measured by 'gross value added' (GVA).

This includes:

- **£39bn** generated directly by the digital advertising sector
- **£41.3bn** from businesses that advertise online, that benefit from return on online ad spend
- **£48.5bn** supported by digital advertising throughout the wider supply chain

Each pound spent on digital advertising supports £4.80 of GVA.

The digital advertising industry supports over 2m jobs - about 6.2% of the UK workforce.