



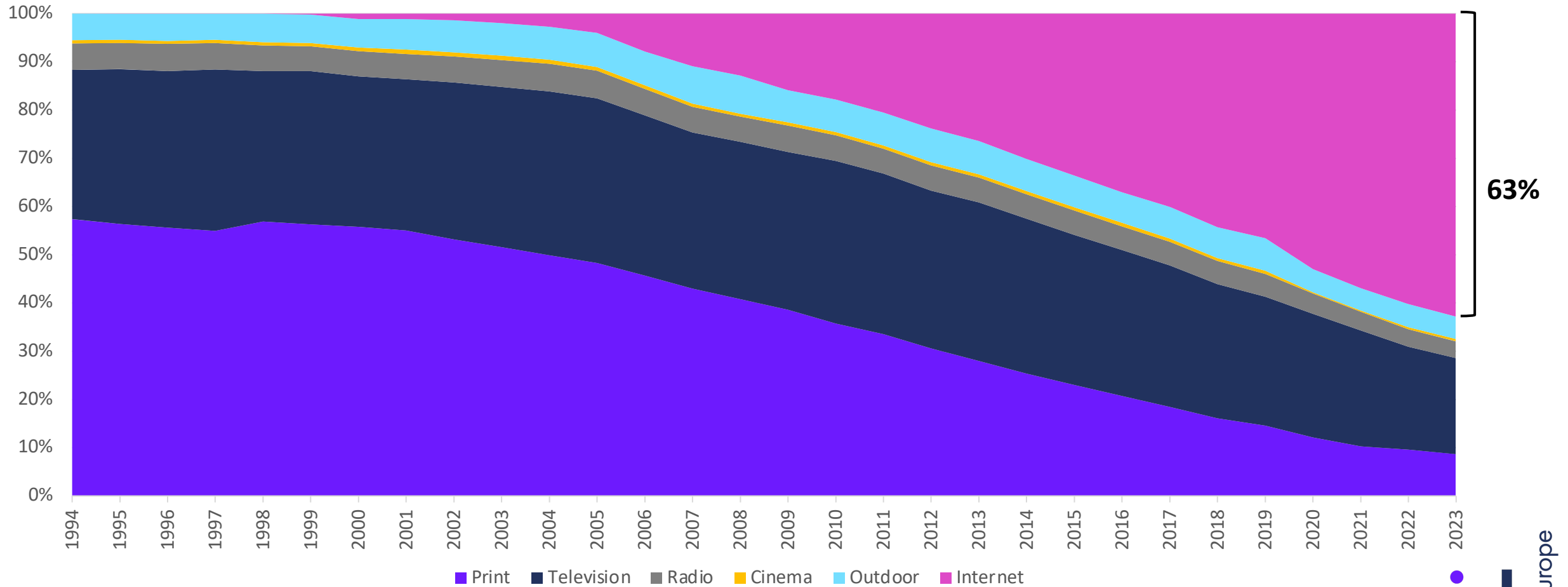
# **ADEX BENCHMARK 2023 STUDY**

MAY 2024



# Digital commands 63% of all media ad spend

Europe: Share of Total Advertising Spend by Medium



Source: IAB Europe; WARC for traditional media