

## UK Internet benefits from ad downturn

The latest figures from online advertising company, LemonAd, which monitors all advertising across a sample of 407 UK sites, reveal the number of adverts on the web has **increased by 6% month on month**.

During this time of economic downturn it seems that more and more advertisers with restricted budgets are turning to the internet as a more cost-effective means of maintaining their marketing presence.

The number of individual advertisers has increased by 6% and the number of campaigns also increased slightly, up 4% on last month.

I ask myself if these figures coming from the UK are accurate, if it indicates a short term trend and if it applies to South Africa. The truth is probably that a shock rippled through the industry a few months ago when all media predicted an advertising slump, everybody cut back spending and now these latest figures is just a correction and maybe a rampup for Christmas.

**Source:** [MediaGuardian.co.uk](http://MediaGuardian.co.uk)

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