

UK's online display advertising market grows 34%

LONDON, UK: comScore, Inc. this week released an overview of the UK online display advertising market for Q3 2010, which showed strong gains compared to Q3 2009.



Data from [comScore's Ad Metrix](#) services showed that UK internet users received more than 221 billion display ads during the third quarter, marking a 34% increase versus year ago.

UK Online Display* Advertising Market Overview Q3 2010 vs. Q3 2009 Total UK - Home and Work Locations Source: comScore Ad Metrix			
	Q3 2009	Q3 2010	Percent
Change			
Total Display Ad			
Impressions (MM)	164,734	221,113	34%

**Display ads include static and rich media ads; excludes video ads, house ads and very small ads (<2500 pixels in dimension)*

"Following the ad recession that occurred from late 2008 through most of 2009, we are now seeing a strong resurgence in the online display ad market," said Mike Read, SVP and managing director, comScore Europe. "A key driver of this growth is the retail sector, which increased over 300% in terms of impression delivered since last year. In the run up to Christmas with consumers searching for gifts, the growth in online advertising is likely to continue its ascent."

Facebook ranks as top UK display ad publisher in Q3 2010

Facebook.com carried more display ad impressions than any other online publisher during Q3 2010 with more than 68 billion display ad impressions, representing 31% market share. Microsoft Sites ranked second with nearly 14 billion impressions (6.2%), followed by eBay with 8.8 billion impressions (4.0%) and Google Sites with 8.2 billion impressions (3.7%).

Top 10 UK Online Display Ad* Publishers Q3 2010 Total UK - Home and Work Locations Source: comScore Ad Metrix		
	Total Display Ad Impressions (MM)	Share of Display Ad Impressions
Total Internet	221,113	100.0
Facebook.com	68,687	31.1
Microsoft Sites	13,692	6.2
eBay	8,800	4.0
Google Sites	8,160	3.7
Yahoo! Sites	7,778	3.5
Glam Media	2,807	1.3
Trader Media Group	2,267	1.0
AOL, Inc.	2,109	1.0
Bebo.com	1,635	0.7
Amazon Sites	1,596	0.7

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(<2500 pixels in dimension)

Virgin Group ranks as top UK display advertiser in Q3 2010

Virgin Group, primarily featuring ads for its media brands, was the top online display advertiser in Q3 2010 with 4.4 billion impressions (2.0% of UK display). Telefonica Europe held the second position with 2.9 billion (1.3%), followed by BSkyB with 2.6 billion (1.2%) and BT Group with 2.3 billion (1.0%).

Top 10 UK Online Display Advertisers Q3 2010 Total UK - Home and Work Locations Source: comScore Ad Metrix		
	Total Display Ad Impressions (MM)	Share of Display Ad Impressions
Total Internet	221,113	100.0
Virgin Group Ltd.	4,367	2.0
Telefonica Europe	2,903	1.3
British Sky Broadcasting Group plc	2,602	1.2
BT Group plc	2,310	1.0
Media Ingenuity Ltd.	1,392	0.6
JackpotJoy Ltd	1,173	0.5
eBay, Inc.	1,154	0.5
Microsoft Corporation	1,000	0.5
TUI Travel PLC	826	0.4
Google Inc.	814	0.4

Live webinar on Wednesday, 17 November 2010

comScore will present a complimentary live webinar showcasing a more detailed analysis of display advertising trends in the UK on Wednesday, 17 November from 11am-12pm GMT. For more information and to register, go to www.comscore.com/displayinsights.

For more, visit: <https://www.bizcommunity.com>