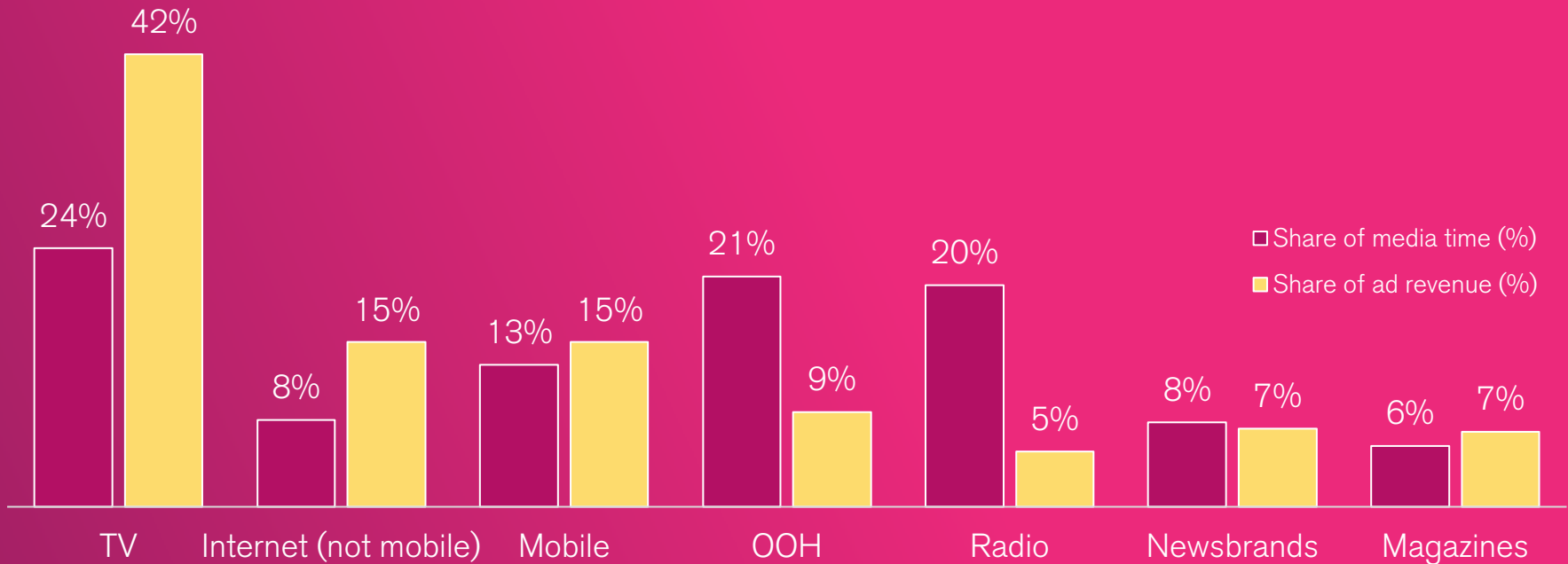


# How does Mary Meeker's share of media time / revenue look, for the UK, with OOH included and using attributable data?



A note on the method:

Here we take the average time spent with each medium, sum it to create a total media time and then determine the individual medium shares from that. For out of home, we use the figure for time spent out in public spaces. We then compare this with the share of display advertising revenue as reported by WARC and AA in their expenditure report in 2017.

Sources used:

Ad revenue data: WARC/AA Expenditure report 2017, Media time data: [BARB](#), [IAB/UKOM](#), [Route](#), [RAJAR](#), [IPA Touchpoints](#), [Newsworks / IPA](#)

## Sources used:

### Sources used:

Ad revenue data: WARC/AA Expenditure report 2017, see [here](#) and [here](#) and [here](#).

1. <https://www.marketingweek.com/2017/04/25/uk-ad-spend-digital/>
2. <https://www.exchangewire.com/blog/2017/04/18/2016-uk-digital-ad-spend-mobile-now-51-total-display/>
3. <https://iabuk.net/about/press/archive/mobile-drives-digital-ad-spend-past-10-billion-threshold>
4. <http://mediatel.co.uk/newsline/2017/04/26/analysis-tv-is-still-the-uks-largest-advertising-medium/>

### Media time data varies by media:

1. TV: BARB viewing data **2016**: <http://www.barb.co.uk/tv-landscape-reports/ishes-of-television-wonder/>
2. Internet / Mobile: IAB / UKOM time spent online **July - December 2016**: <https://iabuk.net/research/library/time-spent-online-jul-dec-2016>
3. OOH: Route Travel Survey GPS data (**2017**) <http://www.route.org.uk/insights/out-and-about/>
4. Radio: RAJAR weekly listening data apportioned equally across the week (**Q1 2017**): [http://www.rajar.co.uk/docs/news/RAJAR\\_DataRelease\\_InfographicQ12017.pdf](http://www.rajar.co.uk/docs/news/RAJAR_DataRelease_InfographicQ12017.pdf)
5. Newsbrands: IPA Touchpoints 2016 reading data **2016**: <http://www.newsworks.org.uk/Opinion/quality-time-with-newsbrands>
6. Magazines: IPA Touchpoints 2016 reading print magazines **2016**: [http://www.ipa.co.uk/write/images/uploads/TouchPoints/1\\_TouchPoints\\_Media\\_Day\\_Infographic.pdf](http://www.ipa.co.uk/write/images/uploads/TouchPoints/1_TouchPoints_Media_Day_Infographic.pdf)