

Global Data Market Size

2016 – 2018

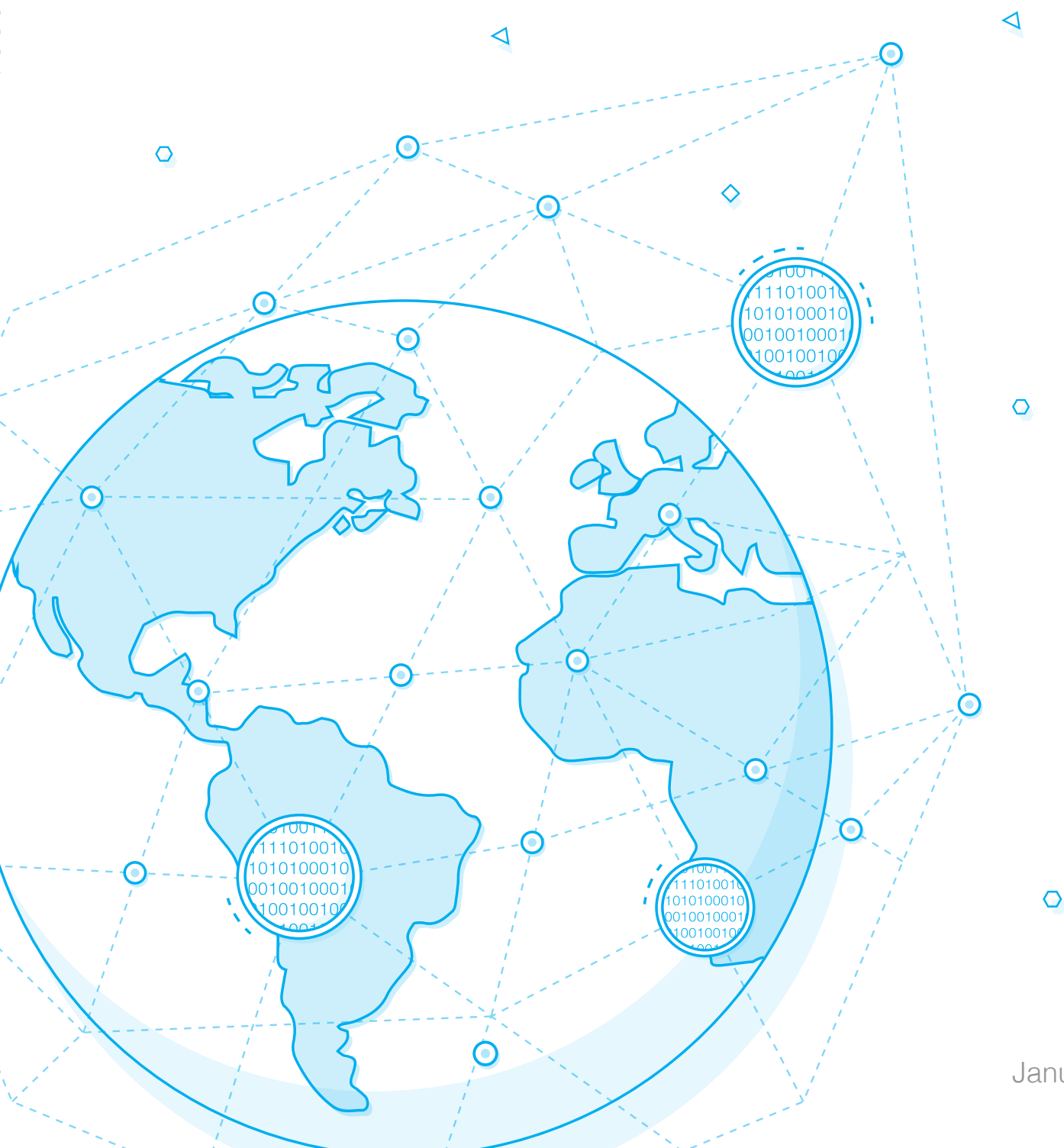


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Piotr Prajsnar
Chief Executive Officer
Cloud Technologies



The “Global Data Market Size” report is the world’s first study that analyses global data spend in the advertising industry. As a Big Data company and one of the world’s largest data provider, we had this great opportunity to gather all necessary data and prepare a document that clearly presents international trends for data industry.

The report also includes estimates of global display ad spend and programmatic ad spend, so it is especially useful for marketers and online publishers as well as entire data-driven businesses.

I invite you to see the results of our study which includes estimates for **28 markets globally**. See trends and predictions for the current year.



Maciej Sawa
Chief Commercial Officer
OnAudience.com
Cloud Technologies Group



OnAudience.com is one of the world’s largest data warehouse, so data is crucial for our business. I am proud to present this report that includes estimates and forecast for the whole data industry.

All the calculations we made had been prepared for a three-year period, so the report contains information about data market sizes worldwide in 2016, 2017 and 2018. The three-year perspective clearly shows trends for all the data markets we analyzed.

There is no doubt that customer data became one of the key factors in increasing effectiveness of digital campaigns. Thanks to e.g. demographic information, general interests or purchase intentions of Internet users, marketers are able to create personalized messages and can significantly improve brand experience. Numbers prove that more and more advertisers see the marketing value of clients’ data.

In 2017 they spent more than **\$13.5 billion globally** on data and this number is going to significantly grow in 2018.



Tomasz Pelczarski
Business Solutions Professional
Enterprise Group, Microsoft



Gold for the impudent

At Microsoft, we believe that data monetization is the key to sustainable business. As Satya Nadella, Microsoft CEO expressed it:

"The core currency of any business will be the ability to convert their data into AI that drives competitive advantage."

Organizations of all sizes and representing all industries start to look for revenue in data streams, flowing constantly into their systems. At Microsoft we create technology which supports customers in their digital transformation. Harnessing data and turning them into more insights, better informed decisions and more customer engagement scenarios are among key topics discussed with our customers nowadays.

AI is for everyone. Our aspiration is to democratize it, so all organizations can benefit from it. Since each organization is unique, they need to find their own way to make the most of artificial intelligence systems. Working with many successful companies and institution, we see a number of data monetization scenarios. One could ask – where to start? Here are three recommendations I want to share with you.

1. Unite the data – make common data store available to people, platforms, and processes with as little friction as possible.
2. Unleash insights with machine learning – through the aggregation of end-to-end sales information and the use of predictive analytics models get powerful insights and recommendations.
3. Build data culture – embrace data-driven decision making by putting data and tools in the hands of employees and training them to draw insights from the data.

The report by OnAudience.com from Cloud Technologies group is a demonstration of end-to-end sales data, aggregated using Microsoft Azure, turned into powerful insights. I strongly encourage you to read the report and turn your data into the insights and the insights into a strong, AI-based competitive advantage for your organizations.

Data market will almost double in 2018

The global data market size will grow from \$9.7 billion in 2016 to more than \$18.2 billion in 2018. This means change of almost 88%. This significant growth is strongly connected with world's data size expansion and with dynamic digital advertising market growth. Its global value in 2021 will rise to over \$375 billion*. The model of digital advertising that especially needs data - programmatic buying - is growing at a steady double-digit rate and in 2018 will reach almost \$70 billion globally. Knowledge about customers is crucial for effective campaigns in the programmatic model.

It helps marketers among other things prepare highly personalized messages, find the right target group and send them accurate messages at the right moment of their buying journey. In all 28 markets worldwide that we analyzed, data spend in 2017 has been growing at a minimum double-digit rate.

The awareness of the value of customer data is raising and global trends clearly show that high quality data is becoming one of the most demanded online goods for marketers.

What's in this report?

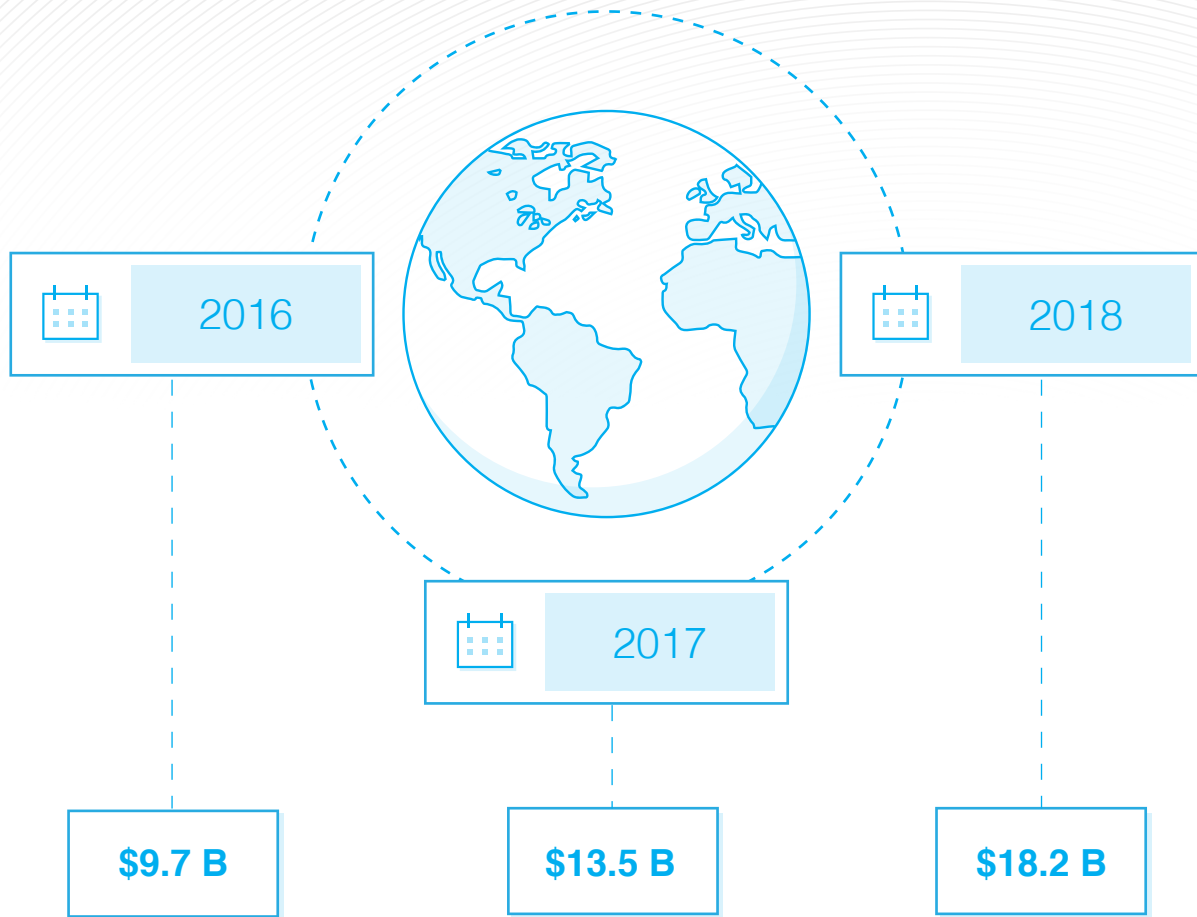
This report includes estimates for worldwide data spending in the ad industry in 28 markets, that generates about 90% of the global programmatic spend. We analysed markets from North and Latin America, Europe and Asia-Pacific region. The projections include estimates for data spending globally, and in specific countries.

The study also contains estimates of display and programmatic ad spending in 28 markets globally. The report has been run by OnAudience.com, part of Cloud Technologies group. It includes data, programmatic and display ad spending forecast for a three-year period: 2016–2018.

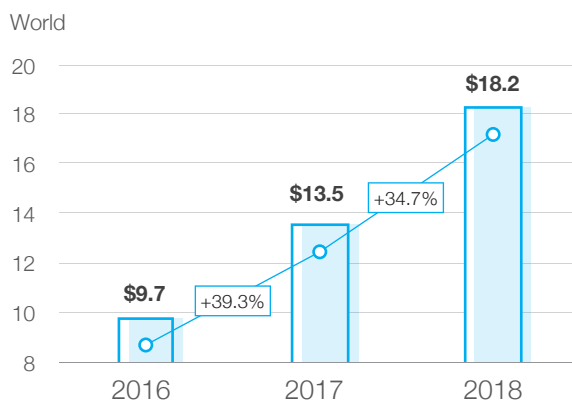
* Source: e-Marketer 'Worldwide ad spending'

Global data market size 2016–2018

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Global data market growth 2016-2018 (\$ billions)



Marketers see the effects of data-driven online campaigns and spend more marketing budgets on customer data. Global data market size in 2017 exceeded \$13.5 billion - it is a growth of 39.3% YoY. This upward trend will continue and in 2018 global data spend will reach \$18.2 billion, which is 34.7% growth YoY.

USA

World's largest data market in 2017: \$8.8 B

It will keep its 1st position in 2018 with an estimated value of over \$11.4 B.

China

The highest growth in TOP 5 world's largest data markets: 89.4% (2016–2017)

In 2018 China data market size will exceed \$1 B and it will be the 3rd largest data market in the world.

UK

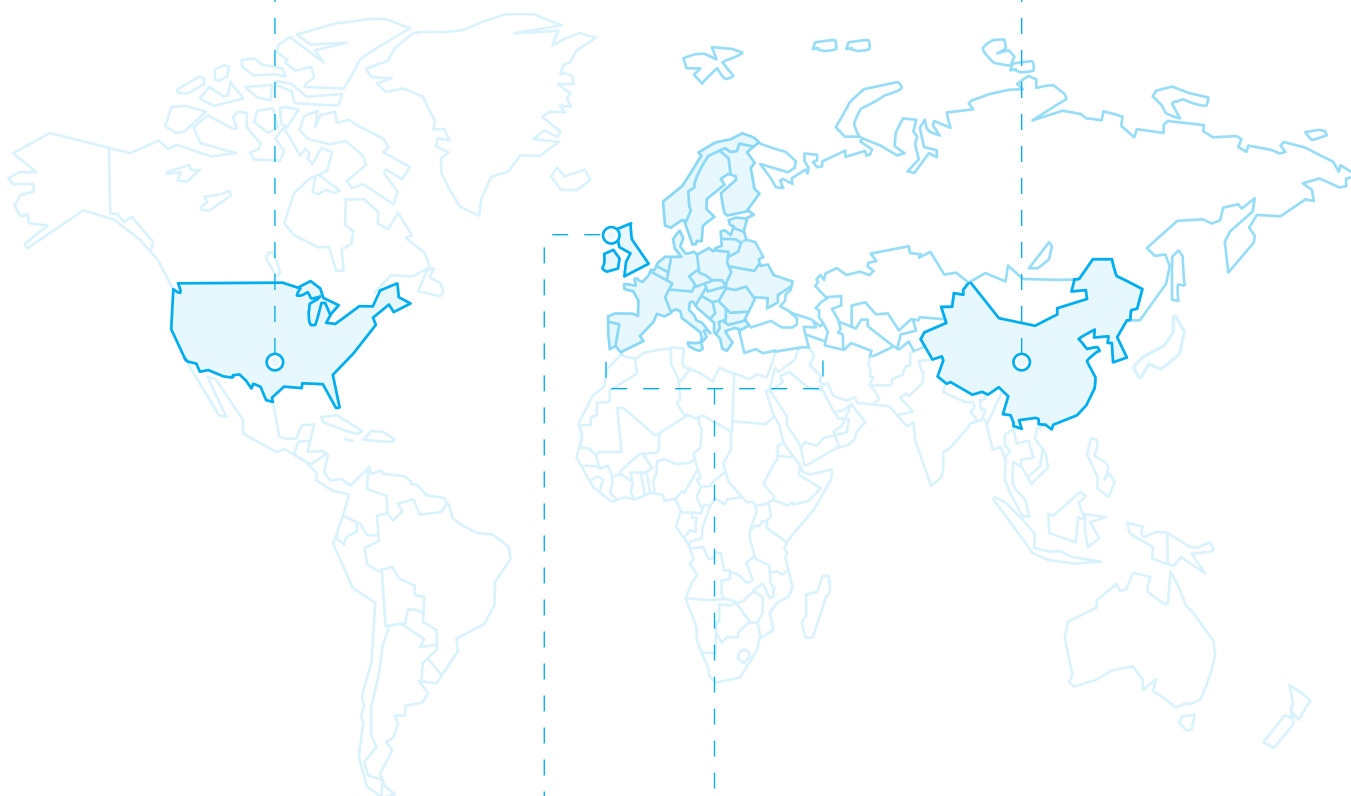
The largest data market in Europe in 2017: \$1.3 B

The UK data market is the second largest market in the world and it will exceed \$1.6 B in 2018.

Europe

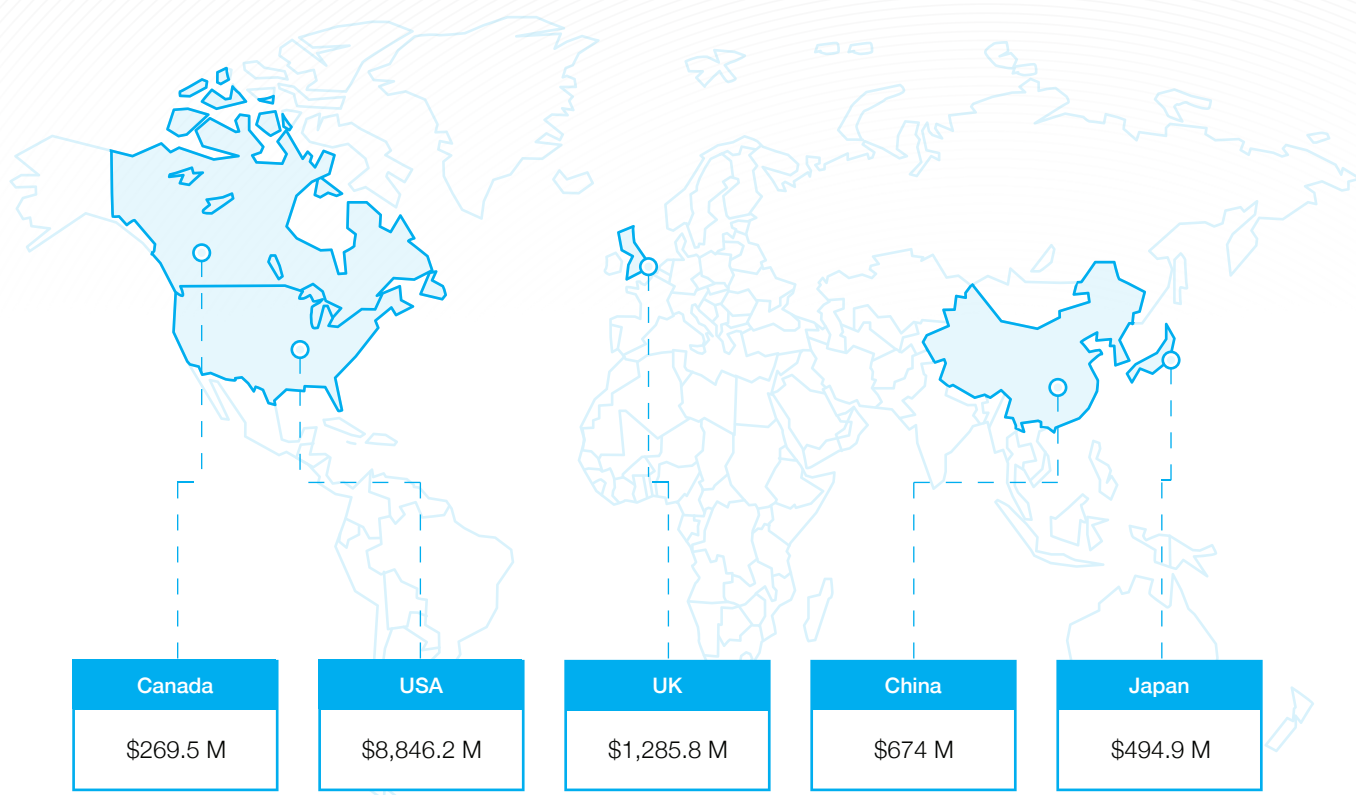
Data market size in 2017: \$2.4 B

European data market size is growing at a double-digit rate and it will reach \$3.2 B in 2018.



TOP 5 world's largest data markets in 2017

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TOP 5 world's largest data markets 2016-2018

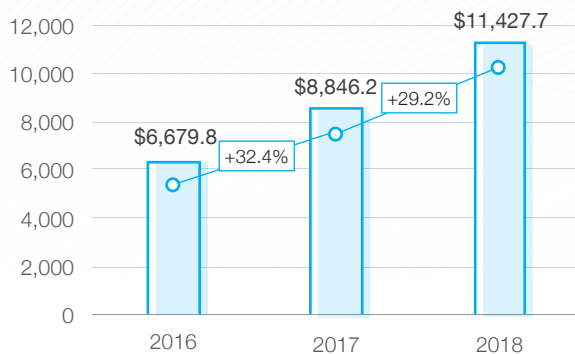
Country	2016	2017	% Change	2018	% Change
USA	\$6,679.8	\$8,846.2	32.4%	\$11,427.7	29.2%
UK	\$1,019.8	\$1,285.8	26.1%	\$1,580.3	22.9%
China	\$355.8	\$674.0	89.4%	\$1,070.5	58.8%
Japan	\$296.6	\$494.9	66.9%	\$713.1	44.1%
Canada	\$198.6	\$269.5	35.7%	\$355.8	32.1%

Values in millions

TOP 5 world's largest data markets 2016–2018

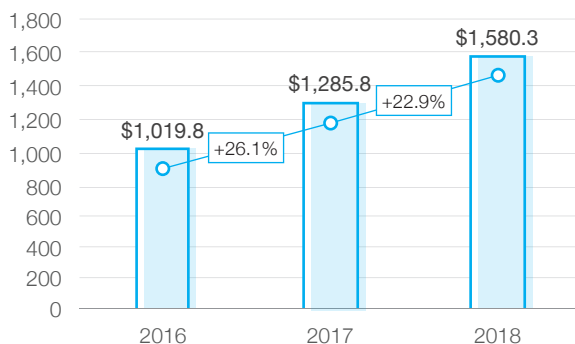
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Data market size in the **US**
2016-2018 (\$ millions)

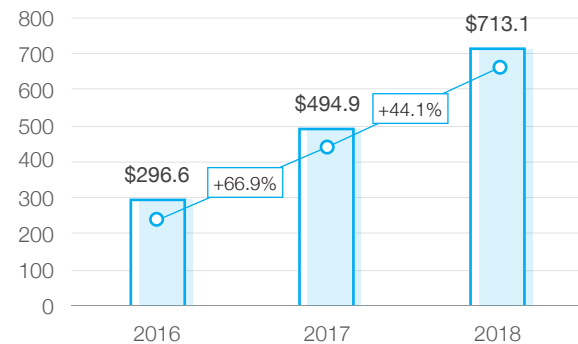


The world's largest data market in 2017 is the US and it will keep the 1st position in 2018. However, in TOP 5 world's largest data markets, China is the fastest growing. In 2017 China's data market will increase by 89.4% YoY and it will grow by 58.8% to exceed \$1B in the current year. In Europe the largest data market is the UK, which grows in double-digit rate. In 2018 it will reach over \$1.5 B.

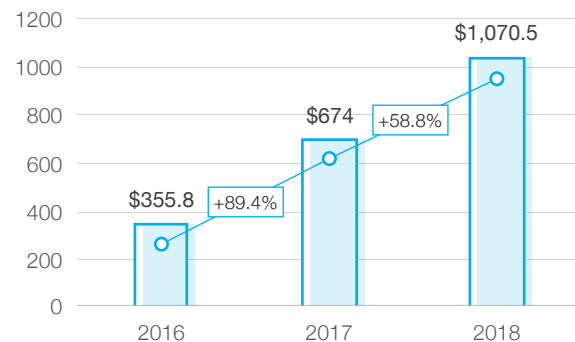
Data market size in the **UK**
2016-2018 (\$ millions)



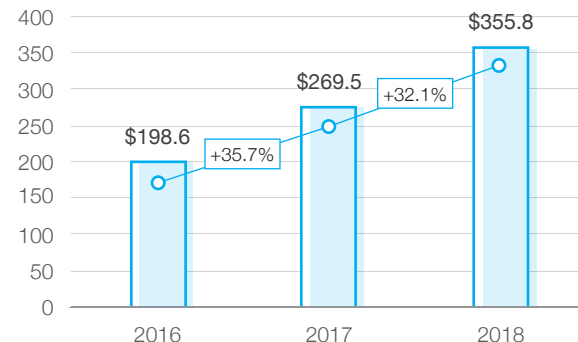
Data market size in **Japan**
2016-2018 (\$ millions)



Data market size in **China**
2016-2018 (\$ millions)



Data market size in **Canada**
2016-2018 (\$ millions)



European data market size 2016–2018 and the largest data markets

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European data market size 2016-2018 (\$ billions)



European data market size reached \$2.4 billion in 2017 and it will continue to grow in double-digit rate (34% YoY). UK is the largest data market in Europe with an estimated value of \$1.3 billion in 2017.

The fastest growing markets among the largest data markets in Europe are Netherlands (109% growth rate in 2017) and Germany (52.4% growth rate in 2018).

TOP 5 largest data markets in Europe 2017

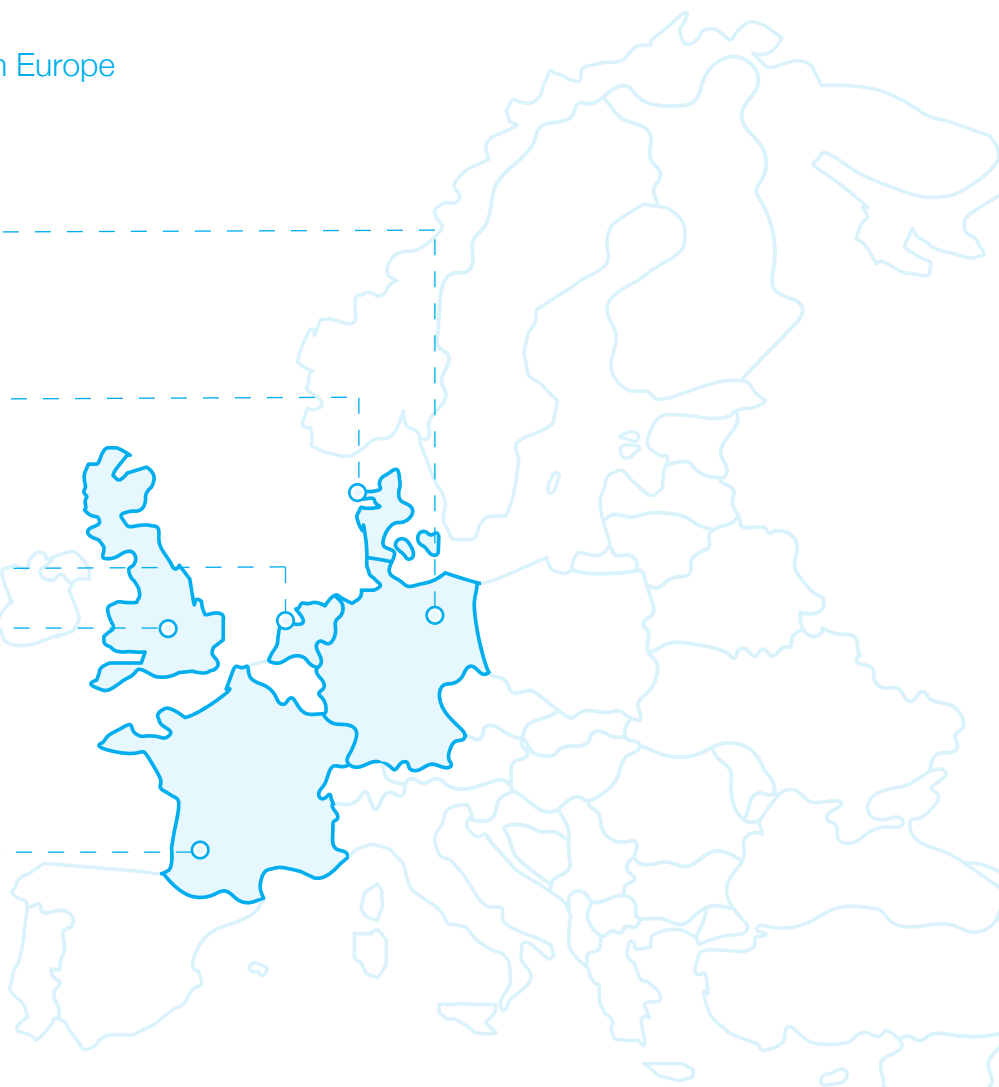
Germany
\$133.5 M

Netherlands
\$196.5 M

Denmark
\$78.5 M

UK
\$1,285 M

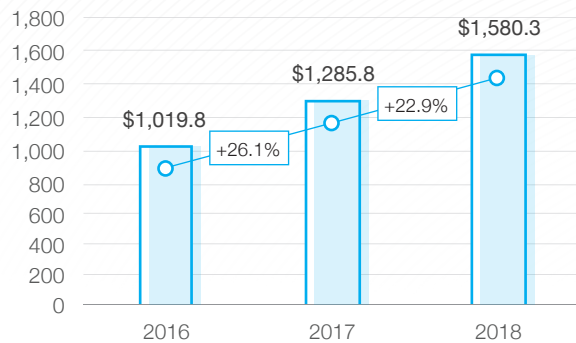
France
\$181 M



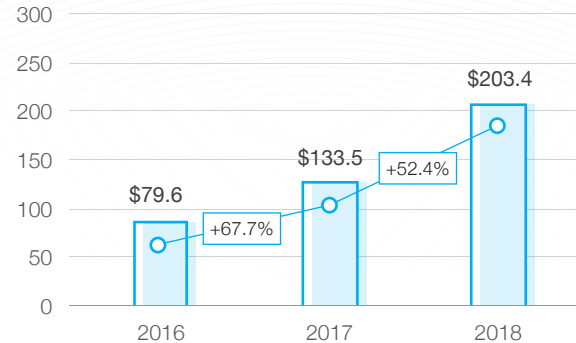
TOP 5 largest data markets in Europe 2016–2018

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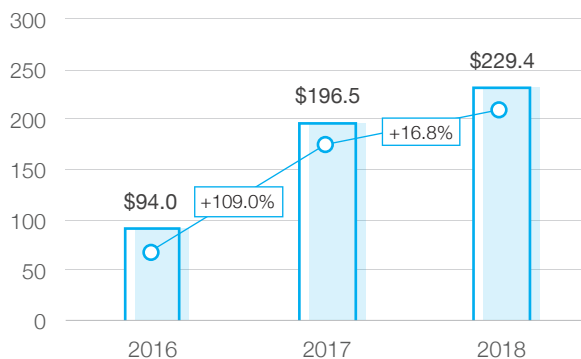
Data market size in **UK**
2016-2018 (\$ millions)



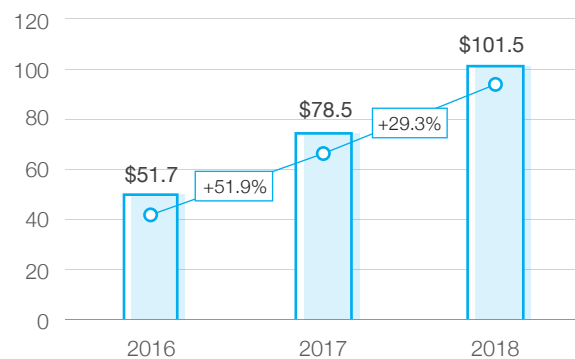
Data market size in **Germany**
2016-2018 (\$ millions)



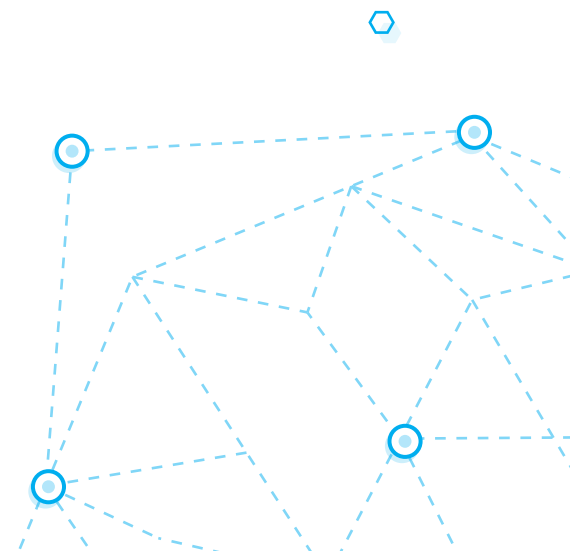
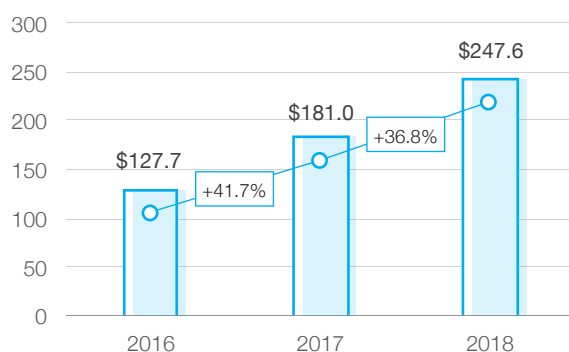
Data market size in **Netherlands**
2016-2018 (\$ millions)



Data market size in **Denmark**
2016-2018 (\$ millions)



Data market size in **France**
2016-2018 (\$ millions)

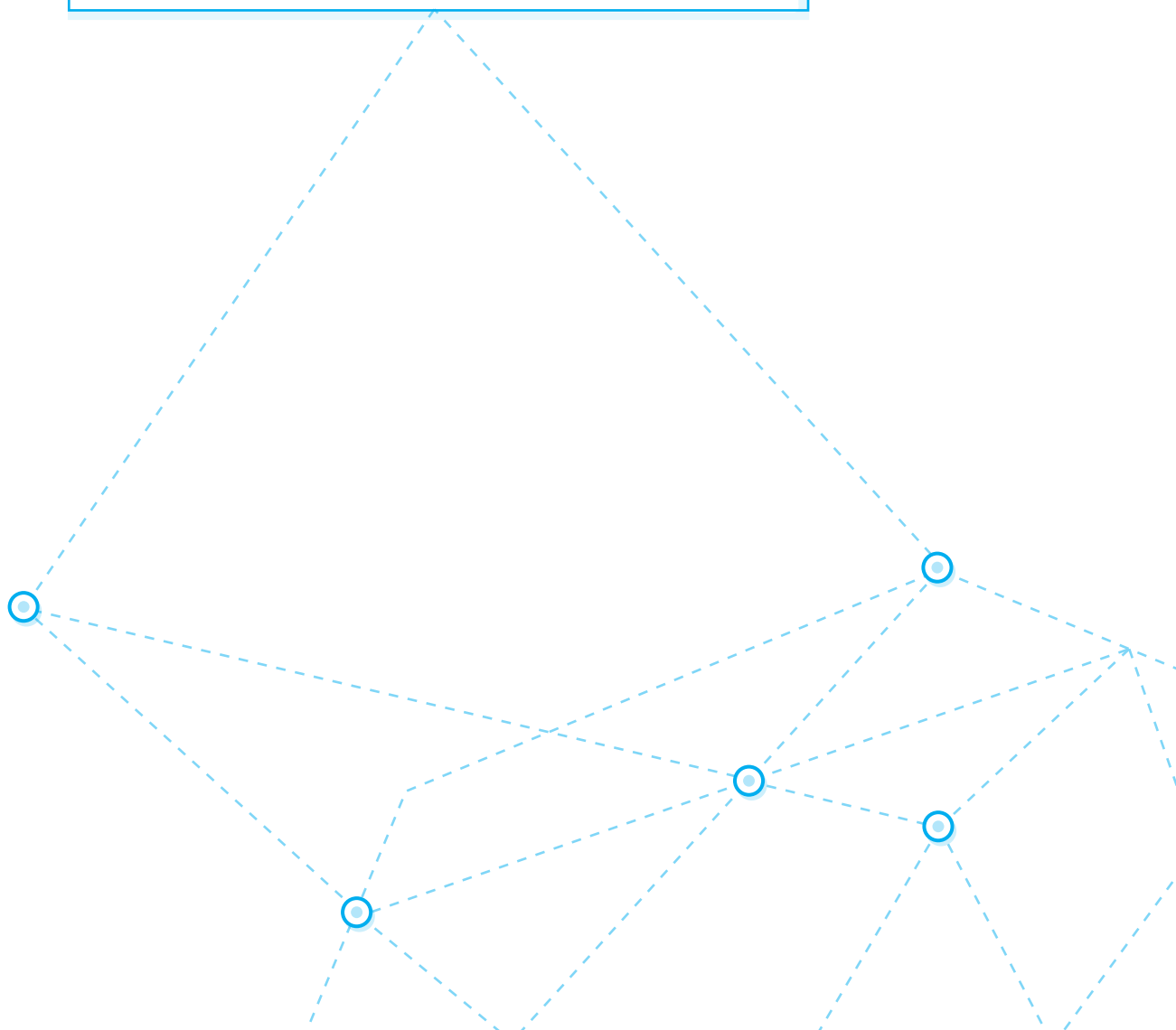


Global data spend
2016–2018

Country	2016	2017		2018	
	Data Value	Data Value	% Change	Data Value	% Change
Australia	\$54.3	\$107.8	98.7%	\$233.5	116.5%
Austria	\$4.4	\$9.9	123.9%	\$22.1	122.7%
Bulgaria	\$0.4	\$1.2	176.6%	\$3.1	161.1%
Canada	\$198.6	\$269.5	35.7%	\$355.8	32.1%
China	\$355.8	\$674.0	89.4%	\$1,070.5	58.8%
Colombia	\$0.2	\$1.2	446.4%	\$2.2	78.9%
Denmark	\$51.7	\$78.5	51.9%	\$101.5	29.3%
Finland	\$4.2	\$18.1	334.8%	\$42.1	132.1%
France	\$127.7	\$181.0	41.7%	\$247.6	36.8%
Germany	\$79.6	\$133.5	67.7%	\$203.4	52.4%
Greece	\$0.3	\$0.6	121.8%	\$1.8	195.2%
Hungary	\$0.3	\$1.4	375.8%	\$4.0	186.2%
India	\$11.0	\$27.4	148.0%	\$67.7	147.2%
Ireland	\$6.7	\$13.1	95.1%	\$47.3	261.2%
Italy	\$27.7	\$47.1	70.2%	\$86.0	82.5%
Japan	\$296.6	\$494.9	66.9%	\$713.1	44.1%
Netherlands	\$94.0	\$196.5	109.0%	\$229.4	16.8%
New Zealand	\$1.7	\$1.9	12.1%	\$2.0	7.9%
Peru	\$0.0	\$0.1	535.4%	\$0.2	123.4%
Poland	\$2.2	\$8.9	310.4%	\$30.4	241.3%
Romania	\$0.2	\$0.7	249.7%	\$1.4	93.1%
Russia	\$8.5	\$11.3	33.6%	\$13.7	21.3%
Slovakia	\$0.5	\$1.0	115.5%	\$2.0	89.7%
Spain	\$21.3	\$31.0	45.3%	\$47.5	53.4%
Sweden	\$20.8	\$74.4	258.1%	\$119.9	61.3%
Switzerland	\$3.7	\$15.6	318.0%	\$68.6	338.3%
United Kingdom	\$1,019.8	\$1,285.8	26.1%	\$1,580.3	22.9%
USA	\$6,679.8	\$8,846.2	32.4%	\$11,427.7	29.2%
Global	\$9,694.9	\$13,501.4	39.3%	\$18,181.8	34.7%

Values in millions

Global display ad spend
and programmatic ad spend
2016–2018



Country	2016		2017				2018			
	Display Value	Programmatic Value	Display Value	% Change	Programmatic Value	% Change	Display Value	% Change	Programmatic Value	% Change
Australia	\$1,878.0	\$508.7	\$2,132.0	13.5%	\$776.4	52.6%	\$2,368.5	11.1%	\$1,213.4	56.3%
Austria	\$285.7	\$56.7	\$316.3	10.7%	\$90.7	60.0%	\$346.9	9.7%	\$142.9	57.5%
Bulgaria	\$27.0	\$5.4	\$37.9	40.0%	\$10.8	100.0%	\$39.7	4.8%	\$18.0	66.7%
Canada	\$1,531.7	\$878.7	\$1,695.1	10.7%	\$1,094.4	24.5%	\$1,850.1	9.1%	\$1,324.0	21.0%
China	\$16,445.0	\$3,854.3	\$20,629.0	25.4%	\$6,038.2	56.7%	\$25,507.5	23.6%	\$8,526.7	41.2%
Colombia	\$73.7	\$6.5	\$82.7	12.2%	\$16.3	151.6%	\$90.2	9.0%	\$22.9	40.7%
Denmark	\$364.6	\$218.8	\$422.0	15.7%	\$294.8	34.8%	\$480.0	13.7%	\$360.2	22.2%
Finland	\$179.3	\$43.6	\$190.3	6.1%	\$95.2	118.3%	\$200.2	5.2%	\$149.8	57.4%
France	\$1,302.6	\$649.8	\$1,421.5	9.1%	\$821.3	26.4%	\$1,552.6	9.2%	\$1,011.6	23.2%
Germany	\$1,975.8	\$631.9	\$2,080.1	5.3%	\$853.3	35.0%	\$2,164.3	4.0%	\$1,082.8	26.9%
Greece	\$66.6	\$6.7	\$70.3	5.6%	\$10.5	55.6%	\$74.8	6.4%	\$18.7	78.6%
Hungary	\$87.2	\$8.0	\$96.6	10.8%	\$18.8	133.3%	\$106.0	9.7%	\$33.5	78.6%
India	\$481.9	\$116.2	\$618.2	28.3%	\$210.6	81.3%	\$766.7	24.0%	\$371.7	76.4%
Ireland	\$185.7	\$56.2	\$217.0	16.9%	\$86.3	53.5%	\$255.0	17.5%	\$179.1	107.6%
Italy	\$1,260.6	\$297.7	\$1,373.2	8.9%	\$412.0	38.4%	\$1,506.8	9.7%	\$587.5	42.6%
Japan	\$5,215.5	\$1,981.7	\$5,633.5	8.0%	\$2,703.9	36.4%	\$6,053.5	7.5%	\$3,390.4	25.4%
Netherlands	\$759.7	\$425.8	\$803.4	5.7%	\$643.3	51.1%	\$843.6	5.0%	\$717.8	11.6%
New Zealand	\$163.2	\$26.3	\$187.8	15.1%	\$30.4	15.4%	\$210.3	12.0%	\$33.6	10.7%
Peru	\$46.9	\$1.1	\$55.7	18.7%	\$3.2	179.1%	\$64.1	15.1%	\$5.1	61.6%
Poland	\$384.6	\$46.0	\$436.5	13.5%	\$101.0	119.4%	\$460.3	5.4%	\$193.0	91.2%
Romania	\$34.5	\$4.3	\$38.3	10.7%	\$8.6	100.0%	\$42.0	9.7%	\$12.6	46.7%
Russia	\$661.5	\$119.2	\$853.7	29.1%	\$159.1	33.5%	\$1,072.7	25.7%	\$197.9	24.4%
Slovakia	\$75.1	\$9.6	\$83.2	10.9%	\$15.0	57.1%	\$91.4	9.8%	\$21.8	45.5%
Spain	\$717.1	\$197.1	\$857.0	19.5%	\$263.9	33.9%	\$957.0	11.7%	\$348.0	31.9%
Sweden	\$540.7	\$168.8	\$587.8	8.7%	\$338.6	100.5%	\$651.7	10.9%	\$456.2	34.7%
Switzerland	\$223.0	\$46.0	\$247.6	11.0%	\$100.8	119.0%	\$284.1	14.7%	\$227.7	126.0%
United Kingdom	\$5,281.6	\$3,697.8	\$5,838.7	10.5%	\$4,436.9	20.0%	\$6,574.8	12.6%	\$5,259.8	18.5%
USA	\$34,605.6	\$24,224.0	\$41,237.8	19.2%	\$30,928.3	27.7%	\$47,544.7	15.3%	\$38,035.6	23.0%
Global	\$83,553.8	\$40,915.3	\$98,775.7	18.2%	\$54,470.8	33.1%	\$114,938.8	16.4%	\$69,513.5	27.6%

Values in millions



Methodology

In the “Global Data Market Size” report we analyzed data from the world’s most important markets, that generates about 90% of the global programmatic ad spend. We analyzed markets for which there was available an independent data about the online advertising industry.

In estimating global data market size, we had this great opportunity to use our own data, know-how and many years of business experience gained during our international activity as a technological company and one of the world’s largest data providers.

We compare our own data and our partners’ data with information from the market’s reports, that are mostly publicly available. Then we prepared a statistical model that include digital ad spend, programmatic market share and data usage. It also takes into account dynamics of the specific markets and on that basis, it forecasts values for the future periods.

In case of display ad spend and programmatic ad spend we mainly used data from leading advertising agencies and reports published by international market institutes, such as eMarketer or IAB. We applied statistical methods, which helped us find the most accurate values of 28 markets worldwide.



Sources

[OnAudience.com Data](#)

[IAB Europe Reports](#)

[eMarketer Reports](#)

[OnAudience.com own analyses](#) - as one of the world’s largest data providers, OnAudience.com store and sell 3rd-party data, including demographic information, general interests and purchase intentions of online users, to customers from all around the world.

Access to this kind of data had a significant role in OnAudience.com’s forecasts and estimates for this report. It helped, e.g., with estimating the sizes of data markets in all countries included in this document.

For advertisers and publishers, OnAudience.com is the only platform that successfully converts blocked impressions and Big Data into revenues. Unlike other platforms, OnAudience.com provides comprehensive services and products that effectively enrich and monetize your data.

OnAudience.com collects data from 200 markets worldwide. The company has one of the largest 3rd party data sets in the World that consist of over 9 billion user profiles.

OnAudience.com integrates data management, including DMP and Data Exchange with programmatic buying. It is a tailor-made solution for performance marketing focused on prospecting customers and e-commerce platforms.

OnAudience.com is part of Cloud Technologies S.A. group - one of the fastest growing companies in Europe, according to Deloitte Technology Fast 50 Central Europe and Deloitte Technology Fast 500 EMEA rankings.

Cloud Technologies S.A. is the online advertising leader in the segment of Big Data Cloud Computing. The company has unique competencies in optimizing advertising campaigns based on automated media buying (Programmatic Buying, Real-Time Bidding).





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